The Odd Couple: Open Data & Recreation

CIC Conference
June 12th, 2017
Winnipeg, MB

Leading with open data in the recreation sector
CIC Conference 2017

PRO
PARKS AND RECREATION ONTARIO

powered by DATA

1

Introductions

Diane English, Director of Research, Policy and Communications, Parks and Recreation Ontario (PRO)

Michael Lenczner, Director, Powered by Data

Kerry Kelly, Executive Director, Leisure Information Network (LIN)

Challenges in the Recreation Sector

Problem #1: Benchmarking will help recreation providers evaluate their services and identify opportunities for continuous improvement. Recreation providers lack access to information to be able to benchmark their services against other recreation organisations.

Problem #2: Canadians are looking for up-to-date digital services to engage with their recreation providers. Recreation providers lack the resources and skills necessary to create those digital services.

Solution: Open Data to the Rescue!

Open data can be used both to:

1) Provide indicator data for benchmarks

2) Provide the raw data for improved digital services

Hold up. What is Open Data?

Open Data is a practice that makes machine-readable data freely available, easy to access, and most importantly, simple to reuse.

Source : http://open.canada.ca/en/open-data-principles

Characteristics of Open Data

1. **Availability and Access**

2. **Reuse and Redistribution**

3. **Universal Participation**

Reference: http://opendatahandbook.org/guide/en/what-is-open-data/

History

Dates of adoption of open data policies

2009 - US

2009 - Vancouver

2010 - UK

2011 - Province of British Columbia

2014 - Canada

2017 - > 55 Canadian municipalities

Policy Objectives of Open Data

Enabling innovation through new collaboration ("Data is the new oil, Wired")

Economic development (McKinsey estimated global market of additional $3tn to $5tn /yr)

Citizen engagement

Government accountability

Why is Open Data the Solution?

1. Widely spread - policies at federal, provincial and municipal levels across Canada. 55 cities across Canada

2. Stakeholders can play more active role vs. commercial projects

3. Existing surveys/data (e.g. Stats Can, CIHR) can answer many questions only when connected with local data

PRO
PARKS AND RECREATION ONTARIO

powered by DATA

Also, it's okay - we're not alone

"To help meet the [SDG] goals, UN member states can draw on *Open Data* from governments — that is, data that is freely available online for anyone to use and republish for any purpose. This kind of data is essential both to help *achieve* the SDGs and to *measure* progress in meeting them.

Sustainable Development Goals and Open Data - published Fri, 09/25/2015 on World Bank website

Digital Services: e.g. Patiner Montreal

"Patiner Montreal opens up with a map of the Montreal region with City of Montreal skating rinks identified by a particular icon indicating its type Landscaped, Free Skating or Sports. Clicking on the icons shows the status of the rink.

The data is gathered with difficulty from PDF and HTML files published by the City of Montreal."

http://www.hometechmtl.com/what-do-skating-and-eating-in-montreal-have-in-common/

Leading with open data in the recreation sector
CIC Conference 2017

11
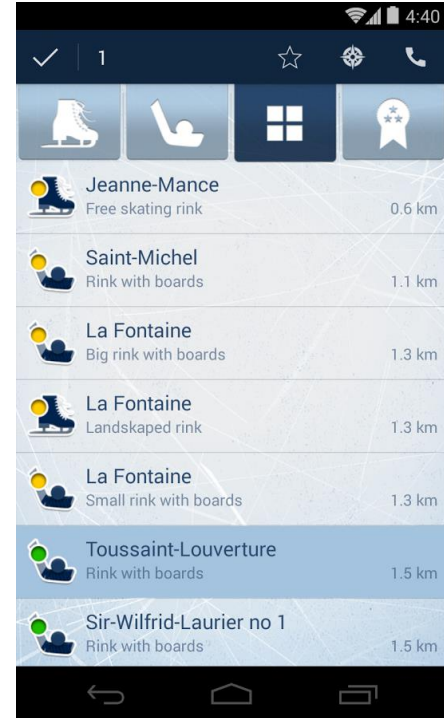
Benchmarking: e.g. Alberta Recreation Survey Data

Summary of the 2013 Alberta Recreation Survey

Activity Participation

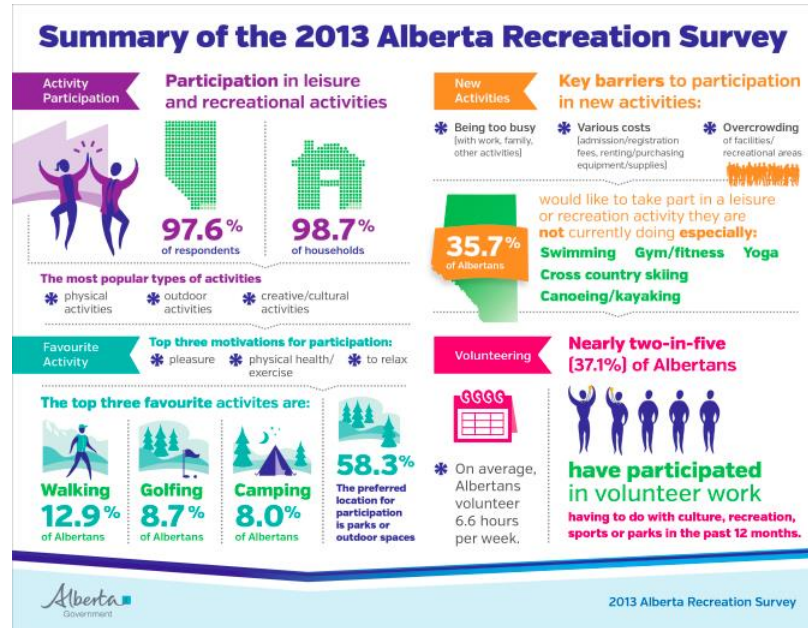**Participation** in leisure and recreational activities

97.6% of respondents

98.7% of households

The most popular types of activities
* physical activities
* outdoor activities
* creative/cultural activities

Favourite Activity

Top three motivations for participation:
* pleasure
* physical health/ exercise
* to relax

The top three favourite activites are:

Walking **12.9%** of Albertans

Golfing **8.7%** of Albertans

Camping **8.0%** of Albertans

58.3% The preferred location for participation is parks or outdoor spaces

New Activities

Key barriers to participation in new activities:
* Being too busy [with work, family, other activities]
* Various costs [admission/registration fees, renting/purchasing equipment/supplies]
* Overcrowding of facilities/ recreational areas

35.7% of Albertans would like to take part in a leisure or recreation activity they are **not** currently doing **especially:**
Swimming **Gym/fitness** **Yoga**
Cross country skiing
Canoeing/kayaking

Volunteering

Nearly two-in-five (37.1%) of Albertans

* On average, Albertans volunteer 6.6 hours per week.

have participated in volunteer work having to do with culture, recreation, sports or parks in the past 12 months.

Alberta Government

2013 Alberta Recreation Survey

https://albertaculture.wordpress.com/2016/08/30/alberta-rec-data-no-available-on-open-data-portal/

PRO

powered by DATA

PARKS AND RECREATION ONTARIO

Opportunities of a New Approach

Knowledge management: beyond the repository

New forms of collaboration = new collaborations

e.g. arena rates, layer trails & coyote sightings

PRO
PARKS AND RECREATION ONTARIO

powered by DATA

Next steps

1) Bring together stakeholders

2) Map data needs for both challenges

3) Map data assets

4) Look for overlap

PR

powered by DATA

PARKS AND RECREATION ONTARIO

14

Project Partners