

Youth & Countywide Sports Division Strategic Plan

Overview of Project and Status to Date

Stantec | 110% Inc. | RallyRally | Guy Troupe & Associates | Creating Community

AGENDA

Welcome and Introductions – Steve Carter

Update on Youth & Countywide Sports Division – Tommy Paolucci

Overview of the Youth Sports Strategic Plan – Lisa Paradis

- Expected Outcomes
- Where Are We Now?
- Project Approach

Next Steps

Q&A

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Youth Sports Division Update



New Additions to the Team

New Hires (Completed)

- Recreation Specialist II
- Division Chief
- Administrative Assistant III
- Administrative Specialist I
- Park Permit Technician
- County-wide Sports Coordinator
- (2) County-wide Sports Specialists
- Park Property Manager

New Hires (In-Process)

- Sugar Ray Leonard Boxing Center Manager
- Health and Wellness Specialist

Permitting and Field Operations Office – COVID-19 Response

- Created athletic.permits@pgparks.com
- **Developed** to secure and prepare select fields to be permitted for usage under restricted COVID-19 guidelines
- **Trained** Athletic Field Monitors to be present at all permitted sites for duration of rental to assist user groups and ensure compliance with guidelines.

Sports, and Health and Wellness Units Programming Response to COVID-19

- **Secured** space on Department's Online Resource page to include both Sharpen Your Skills at Home (Sports) and Fitness and Nutrition (Health Wellness) sections.
- **Created** Technique Tuesday (Sports) and Wellness Wednesday (Health and Wellness) weekly virtual short via the Department's social media outlets.
- **Transitioned** programming from in-person to virtual, specifically Healthy Trails 5k and Dine, Learn and Move (Health and Wellness).
- **Developed** in-depth plan to offer safe, socially distanced fall programming such as:

Yoga in the Parks

Fitness in the Parks- Family Zumba®

Fitness in the Parks-Boot Camp

Fitness in the Parks-Stretching fore! Golfers

Walk With Ease

Grab & Go Fitness

Baseball-Distance Hitting Classes

Basketball Skills Challenge Program

Football 2-on-2

Boys Lacrosse

Stick to it Lacrosse

Soccer 1-on-1 Play

Youth Soccer Classes

Youth Softball Classes

Youth Volleyball Classes

Baseball – Sandlot Games

Football Combine

Cross Country

Outdoor Futsal Drop-in Play

Soccer Drop-in Play

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Meet Your Project Team





**CHAD SNOW, PMP,
CFE**

project principal

**BARBARA HELLER,
MPA**

engagement manager

**LISA PARADIS, MBA,
CPRP**

project manager

**DANNIELLE WILSON,
MS**

strategic planning

**RYAN DOIL, MBA,
Prosci® CCP, CPPB**

technology procurement

SHELLY CAPOROSSI
marketing and outreach



**DAVID NARDONE, RLA,
LEED AP**

lead landscape architect

**SEAN O'CONNELL, RLA,
landscape architect**

**TOM HAMMERBERG,
RLA, CLARB**

*inventory/facilities
assessment*

**CYRENA CHILES EITLER,
AICP**

transportation planning



GUY TROUPE

*youth sports strategic
planning*



JAMIE SABBACH

planning and analysis



JAY WALL

marketing and outreach



CREATING COMMUNITY.
EVERYDAY.

ANNIE FRISOLI

Creating Community

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Expected Outcomes

A Strategic Plan Is...

- A navigational tool for the future
 1. Gather information
 2. Assess information
 3. Envision a path
 4. Create a strategy (Plan)
 - Goals, objectives, and action items
 5. Implement and consistently update

A Successful Strategic Plan Is...

- Representative of the needs of the community
- Agile in a changing environment
- Able to align values from diverse viewpoints to one cohesive vision
- Inclusive of all perspectives
 - Staff, partners, community users
- Allows equity of access to be the main focus
- Visionary
- Fully implementable
- Measurable – able to tell a story of successes and challenges

One Stop Shop Landing Page for the Youth Sports Division

- Facility reservation
 - Simple, straightforward and integrated into current system
- Information and links to programs within the County
- Seamless transition from Department website
- Social media links

Assessment of Current Facilities Reservation System

Assessment of Current Program Offerings

- Identify needs and gaps
- Define ability to provide (structure, organization, operation)
- Assess partnerships

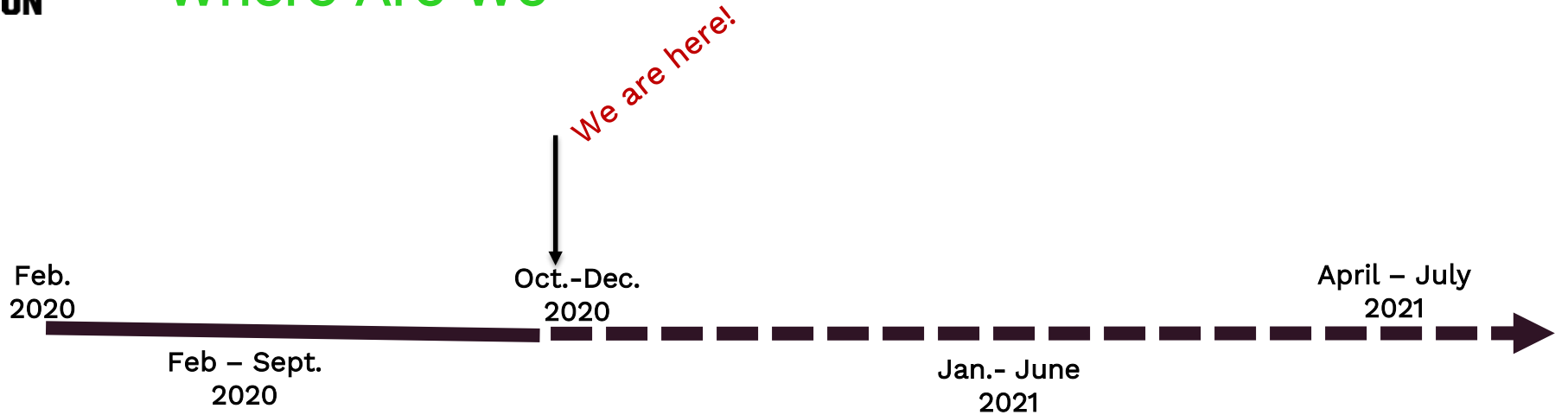
Facility and Fields Assessment

- Assess current inventory for gaps in need to operationalize strategic plan
- Prioritize needs for strategic direction

Extensive Community Engagement

- Internal (staff and partner/stakeholders)
- External (residents and users) – Social Pinpoint

Where Are We



Phase 1

- Kick off/site visits
- Focus Groups
- Community Engagement
- Research
- Branding and Marketing Campaign
- Facility/Field Inventory

Phase 2

- One-page Project Landing Page
- Facility Reservation System
- Programs & Services Assessment
- Facility/Field Assessment

Phase 3

- Visioning
- Full Project Landing Page
- Operational Structure Assessment

Phase 4

- YCSD Division Landing Page
- Finalize Strategic Plan
- Implement



APPROACH

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Facilities

Assessment



Asset Inventory and Assessment

- County facilities; indoor and outdoor
- Identify needs and gaps in service
- Recommendations (facility, operations)

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Program Assessment

Inventory and Assessment

- All available programs (leagues, teams, organizations)
- Identify gaps in service
- Recommendations (programs, facility, operations)

A photograph of a lacrosse game in progress on a green field. A player in a black uniform is on the left, and a player in a white and green uniform is on the right. The background shows a fence and trees. The right side of the image is overlaid with a grid of black, white, and green squares. The text "Branding and Marketing" is overlaid on the left side of the image.

Branding and Marketing

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Youth Sports Strategic Plan
for Prince George's County



PGparks.com/GameOnPlan

#GameOnPlan





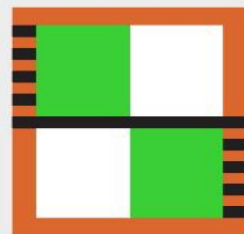
Soccer



Basketball



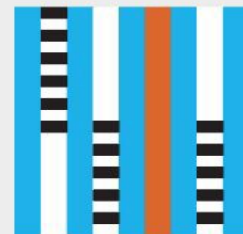
Baseball / Softball



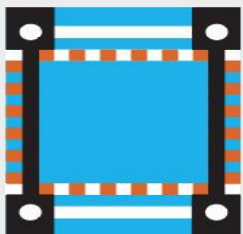
Tennis



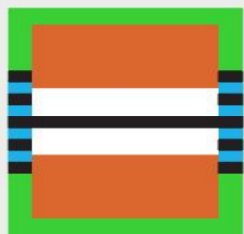
Football



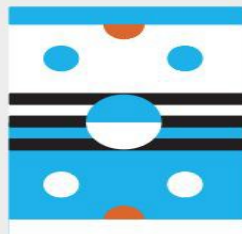
Aquatics



Boxing



Volleyball



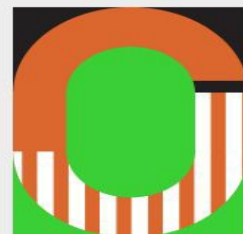
Ice Hockey



Golf



Lacrosse



Track & Field

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**READY
SET
SHARE**

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READY SET SHARE

We are developing a Youth Sports Strategic Plan for Prince George's County to create new sports programs and strengthen our existing programs while improving our facilities for the next generation of athletes. To grow together, we need input from our entire community.



GAME ON
an exciting blend of ideas & fun
from Prince George's County
Parks & Recreation

Add your voice:
PGparks.com/GameOn
[#GAMEONPLAN](https://twitter.com/GAMEONPLAN)

For more information, please e-mail Customer Services at customerservice@pgparks.com or call 301-689-2256, TTY 301-689-2544 for customers who are deaf, hard of hearing, or have a speech disability. Our front desk staff has access to an over-the-phone interpretation service and can help in over 150 languages. Please ask for assistance when you call or visit us. The Department of Parks and Recreation encourages and supports the participation of individuals with disabilities. Register at least a minimum of two weeks in advance of the program start date to request and receive a disability accommodation.



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PGPARKS.COM/GAMEON
READY, SET, SHARE!

Learn More

541

26 Comments 87 Shares

Like

Comment

Share



Facebook Ad

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pgparksandrec [Follow](#) [...](#)

1,335 posts 3,845 followers 4,061 following

Dept. of Parks & Recreation
Official Instagram of The Department of Parks & Recreation, Prince George's County, MD.

linktr.ee/pgparksandrec



Info/Guides



Events



Parks



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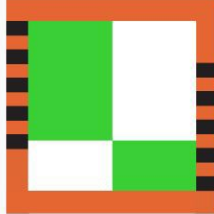
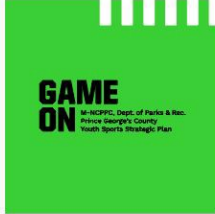
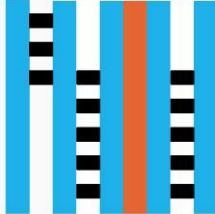
Trails



#LipSync...

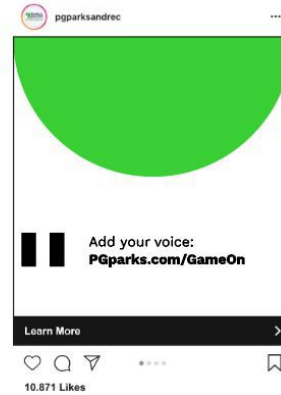
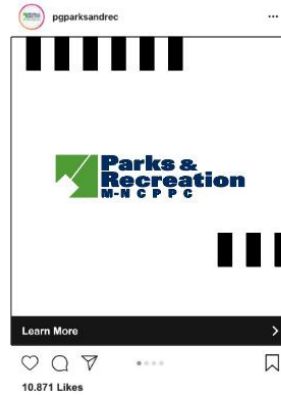
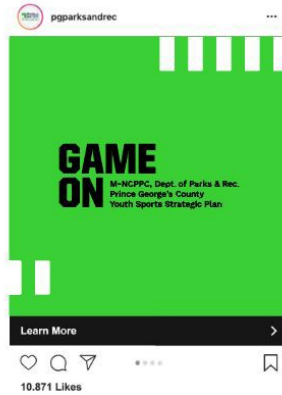
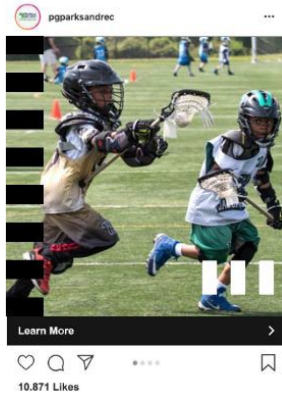
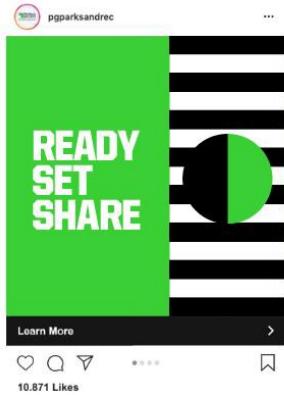


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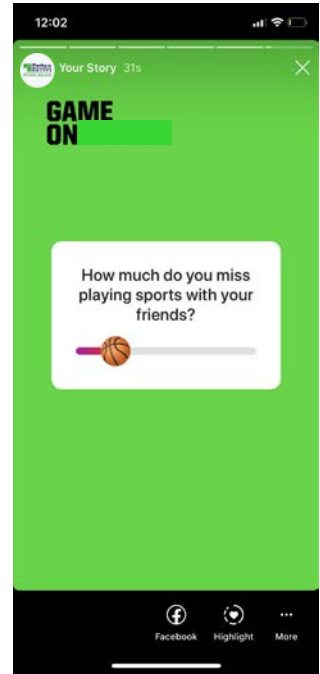
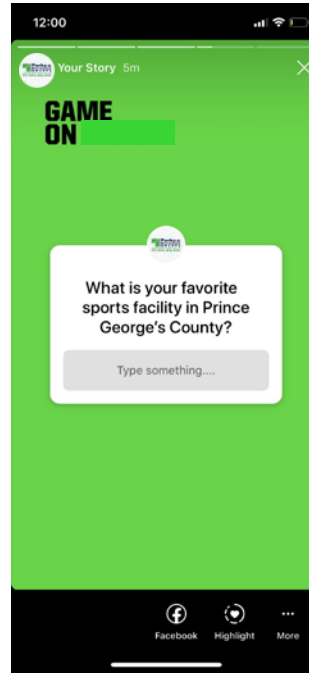
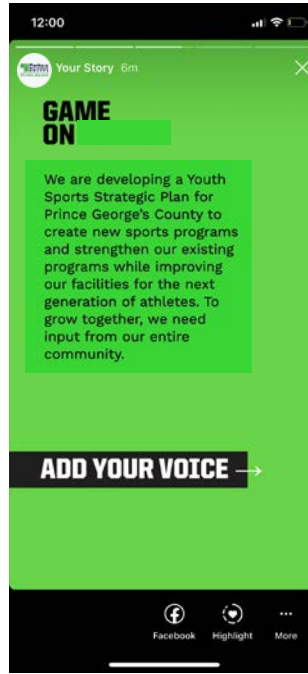


Instagram Posts

GAME ON



Instagram Ad (Carousel)



Instagram Story

GAME ON PLAN



Game On: Youth Sports Strategic Plan for Prince George's County

Prince George's County has a proud legacy of youth sports. The Maryland-National Capital Park and Planning Commission, Department of Parks and Recreation is committed to creating even more opportunities to empower our young people. Through 2020-2021, the newly created Youth and Countywide Sports Division is developing a Youth Sports Strategic Plan to create new programs and strengthen existing ones while improving facilities for the next generation. To grow together, we need input from everyone – youth, adults, families, coaches, athletes, and community leaders. Game On!



GET INVOLVED

Take part in the strategic planning process by adding your voice to the conversation. You can take our online surveys, participate in a virtual town hall, and contribute ideas directly through our virtual engagement platform, Social Pinpoint.

[PARTICIPATE ONLINE](#)

STAY CONNECTED

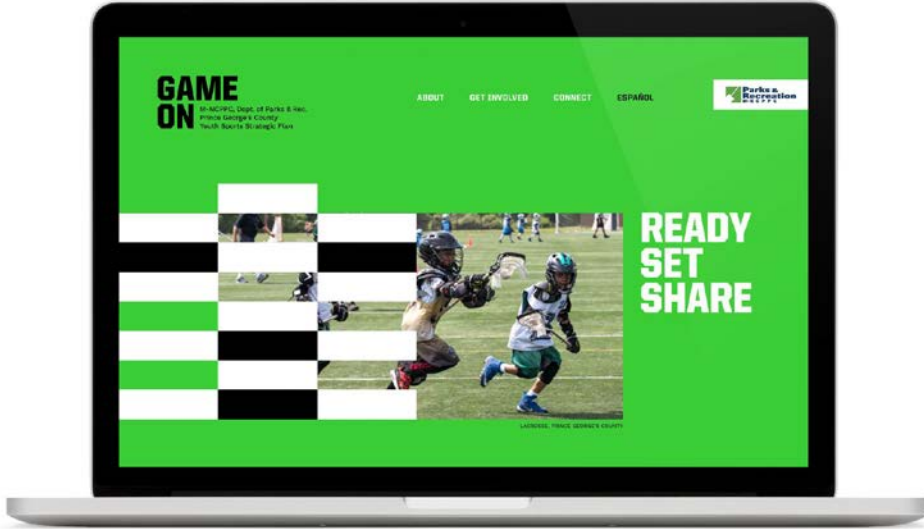
Get in touch by email:
GameOn@pgparks.com

Follow us:



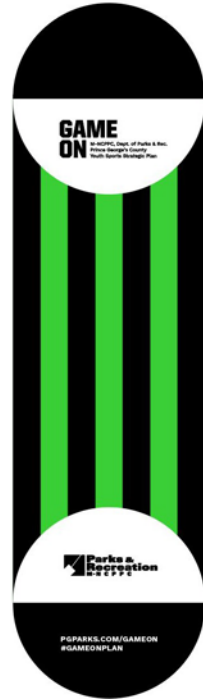

#GameOnPlan
 #PGParks

[SIGN UP](#)



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Introducing the
“physical distancing”
6-foot engagement
experience



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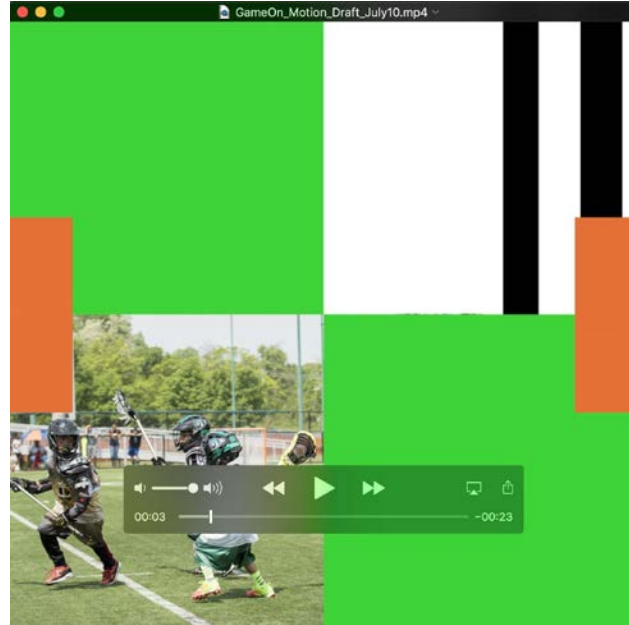


GAMEONPLAN

Animation for promoting on social media and other digital platforms (25 seconds)

[Link to view Motion Sample](#)

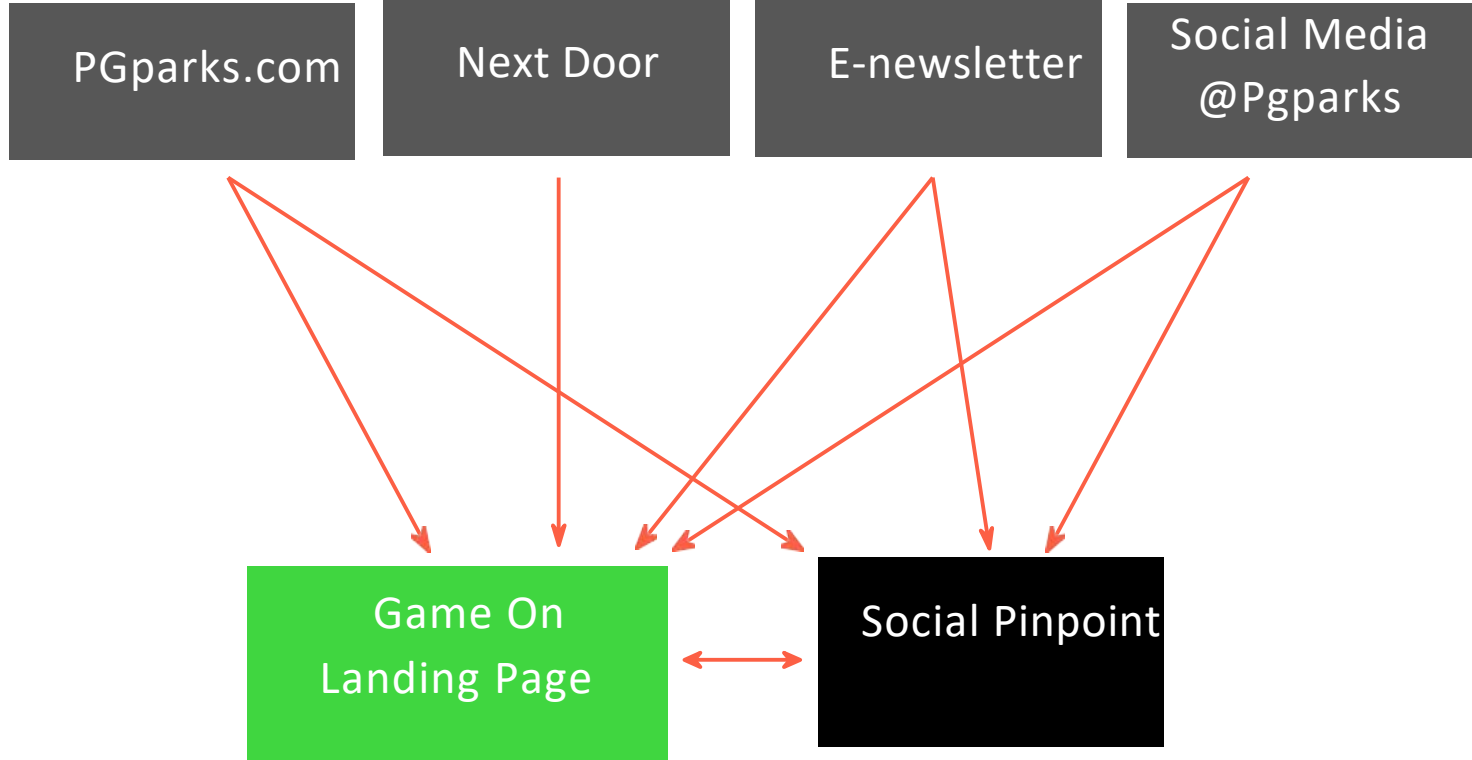
(sound on)



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Community Engagement



STAFF AND STAKEHOLDER ENGAGEMENT

22 Staff Groups
Interviewed

60+ Individuals
Interviewed

15 Page Summary

14 Partner Org
Interviewed

50+ Individuals
Interviewed

12 Page Summary

PHASE 1: COMMUNITY ENGAGEMENT

Social Pinpoint – Online Engagement Platform

[GameOnPlan](#)

Ways to Engage:

Online Surveys – Adults & Youth

Idea Wall – Adults & Youth

Virtual Town Hall

To Gain Insights About:

Values

Needs

Current behavior

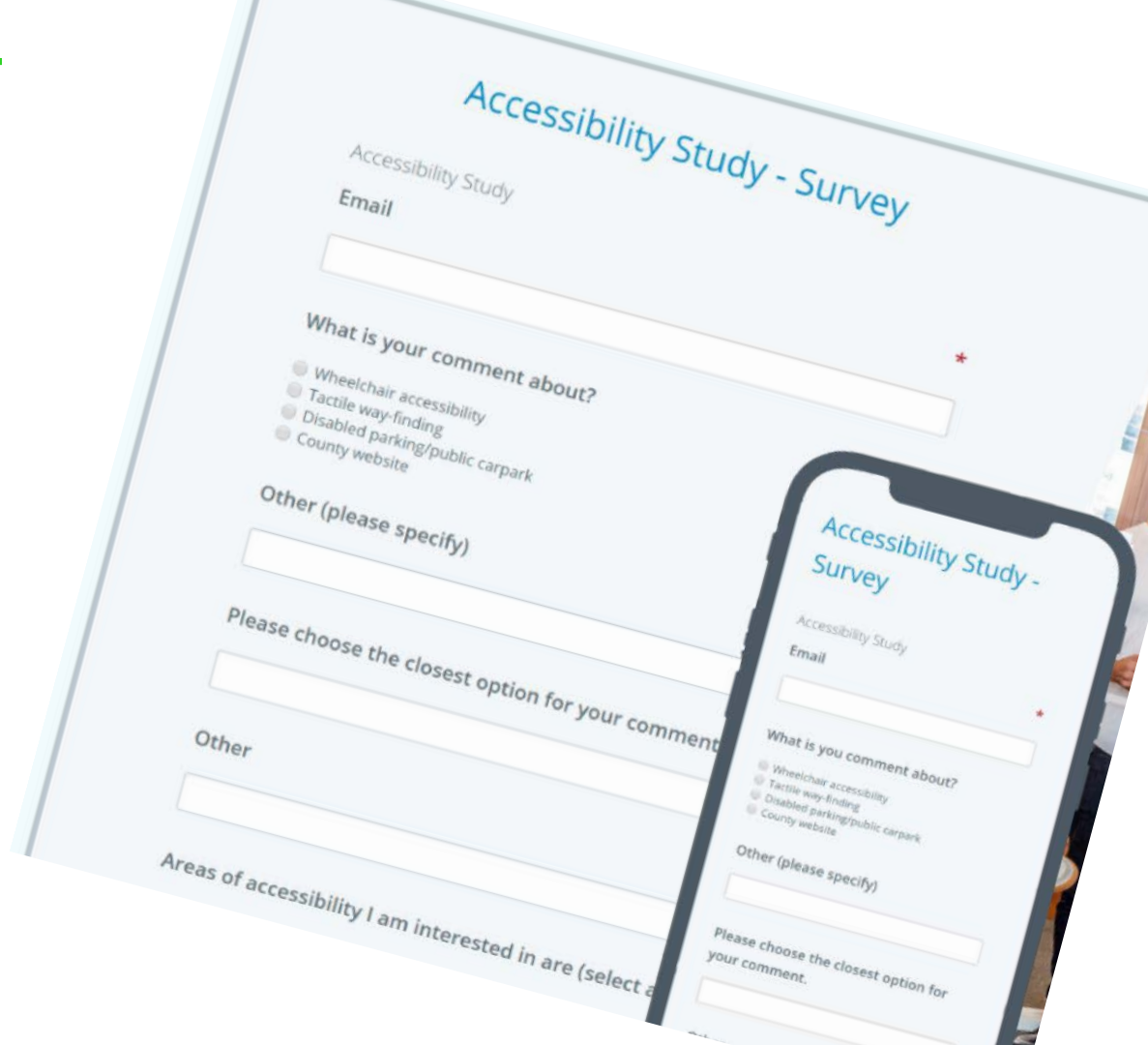
Satisfaction

Engage in a creative format

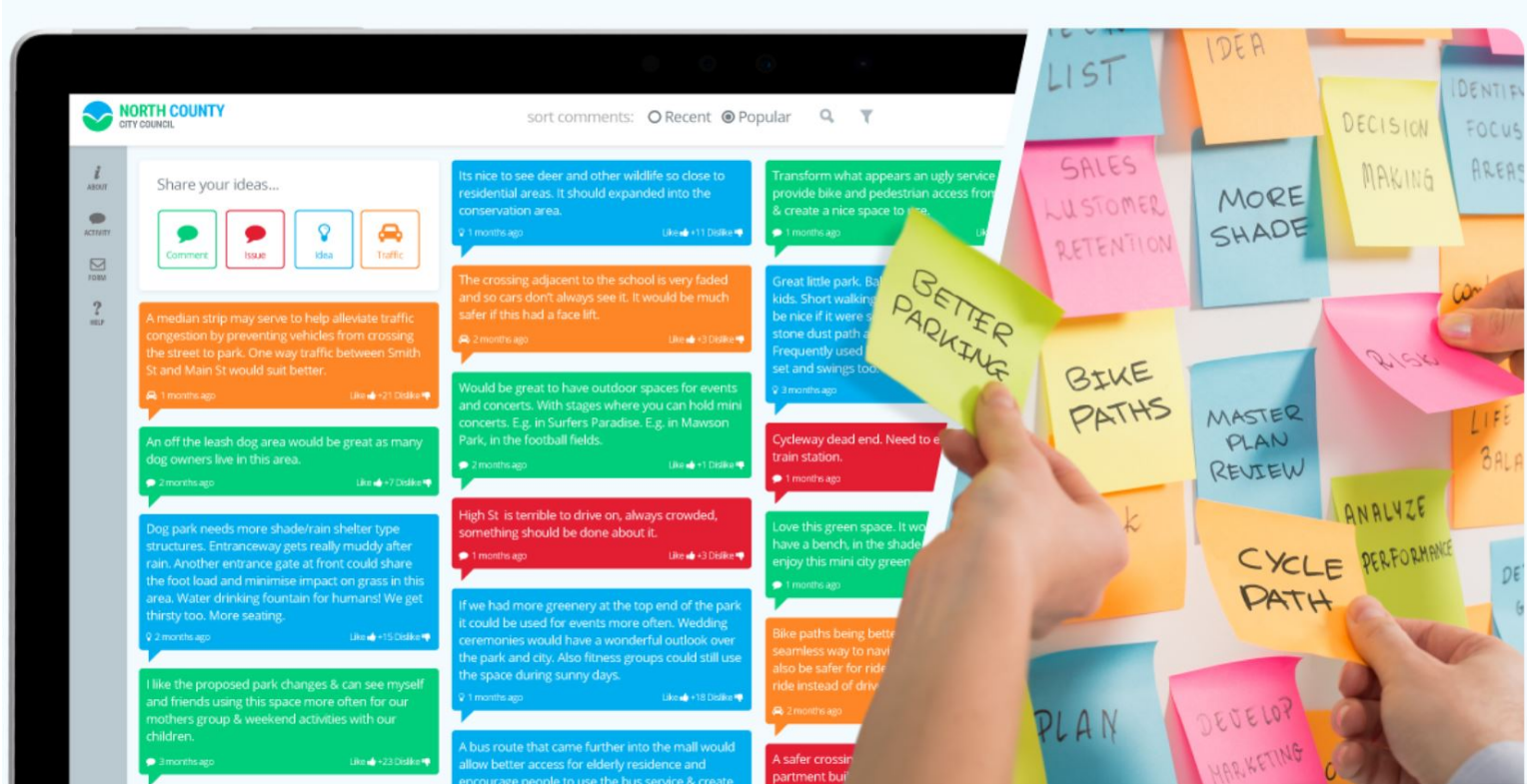
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You can get involved by sharing your experiences and ideas below. **Game On!**

Phase 1: Survey - Social Pinpoint



Phase 1: Community Engagement – Idea Wall



Idea Wall Questions – Youth

POST 1: In one word, photo, or drawing – Tell me what is your favorite sport to play?

POST 2: In one word, photo, or drawing – Tell me what is your favorite sport to watch?

POST 3: In one word, photo, or drawing - What **NEW** sport would you like to learn/play?

POST 4: If there is a new sport you would like to play, but have not tried yet, what is keeping you from playing this sport?

POST 5: With either word, photo, or drawing – Let us know who is your favorite athlete and **WHY?**

POST 6: What is your **FAVORITE** movie about sports?

POST 7: What is your **BEST** memory from playing sports and **WHY?** If you have a picture of your memory, feel free to post it!



Idea Wall Question (Adults 18+)

POST 1: What is your child's sport of choice and tell us the story of how they first started playing this sport, pictures are welcome!

POST 2: Which of your child's sports do you enjoy watching the most and why? Pictures are welcome!

POST 3: What new sport would you like to see your child participate in? Discuss why they have not already tried this sport?

POST 4: Tell a story about how sports has impacted your child. If you have a picture, feel free to post!

POST 5: If you played sports growing up, what is YOUR best memory of playing sports? If you have a picture, feel free to post!

POST 6: Tell us what you love about Prince George's County youth sports offerings?

POST 7: Tell us how Prince George's County can improve their youth sports offerings?

POST 8: If you had to describe Prince George's County youth sports offering in one word, what would it be?

Phase 2: Community Engagement

- Assess information collected on Idea Wall and from Surveys
- Begin hosting Virtual Town Hall Meetings to gain “next level” insights from community – December

Phase 2: Community Engagement

Pillars of the Process:

- Equity
- Consistency – Customer Experience
- Diversity
- Aligning Values



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Next Steps



Next Steps

**FACILITIES
ASSESSMENT**Complete
asset
inventory
and prioritizeNeeds
analysis

Recommendations

**COMMUNITY
ENGAGEMENT**Stakeholder
and
partnersResidents
and users in the
Community

**PROGRAM
ASSESSMENT**Current
InventoryAssess
PartnershipsNeeds/Gaps
in program
offerings within
the community

**SOFTWARE
ASSESSMENT**Identify
current
system needsDetermine
vendor (current
or new) that can
deliver most/all
needsRecommendation
and
implementation

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THANK YOU