Youth & Countywide Sports

Strategic Plan and Division Update



live more, play more



Department of Parks and Recreation Team

Bill Tyler

Director

Steve Carter

Deputy Director, Parks and Facilities Management

Wanda Ramos

Deputy Director, Recreation and Leisure Services

Tommy Paolucci

Chief, Youth and Countywide Sports Division

Lisa Paradis

Managing Consultant, BerryDunn

GANGE M-NCPPC Youth Sports Strategic Plan for Prince George's County

Overview of Project and Status to Date

Stantec | RallyRally | Guy Troupe & Associates | Creating Community







GAME STRATEGIC PLAN OUTCOMES ON

- Extensive Community & Stakeholder Engagement
- Vision, Principles, Goals, Actions & Initiatives
- One Stop Shop Landing Page for the Youth Sports Division
- Gap Analysis
 - Facilities Reservation System
 - Programs
 - o Facilities and Fields
- Concept Plans and Cost Estimates









VISION STATEMENT

Building a connected, countywide comprehensive youth sports system that is grounded in equity and accessibility while supporting the positive character and skill development of young people within Prince George's County







Commit to Equity

Assure
Quality in All
Levels
of Service

Build and
Maintain
Relationships





✓ Principles — — — ✓ Goals — — — ✓ Actions — — — ✓ Plan

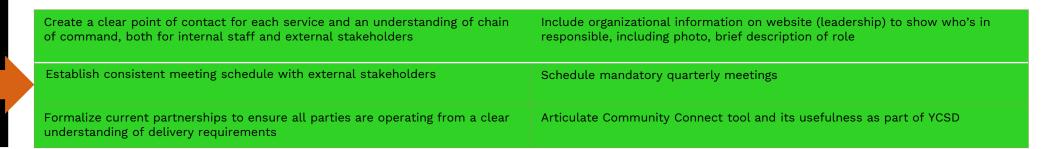
Commit to Equity

	Goal	Action/Initiative
	Intentionally develop strategic partnerships to increase accessibility of offerings and expand the capacity to deliver needed programs to the County	Assign staff to collaborate with Resource Development Unit to research, analyze, and build feasible internal and external program and financial aid partnerships
	Expand facility inventory through community partnerships	Expand current agreement with PGPCS to allow comprehensive facility access
	Support training/credentialing for career, seasonal and volunteer staff prior to sports programming facilitation Each YCSD coordinator or specialist to ensure that all staff/coach/instructor meets requirements	Develop a standardized coach/instructor training curriculum which includes DEI components
	Program for the development of the whole youth, using sports as a framework	Create service, volunteer and paid opportunities for youth

Assure Quality in	All
Levels of Service	

Build and Maintain Relationships

Create a consistent, Division-wide approach to providing a pleasurable and seamless customer experience for patrons/users/residents	Develop specific Standard Operating Procedures (SOP) for all programs that define operational guidelines and protocols for service delivery
Provide all YSCD staff, coaches and volunteers with easy access to essential departmental information	Establish a regular schedule of check-ins and sharing sessions with internal staff and coaches/volunteers for consistent and continuous messaging of division information
Develop consistent, articulated and accessible service guidelines for programs and staff at all levels to ensure positive experiences for participants	Issue annual report of programs and facilities
Design and managed facilities with customer experience as a priority	Ensure that YCSD has representation during the planning and implementation process of a facility.









Community Engagement





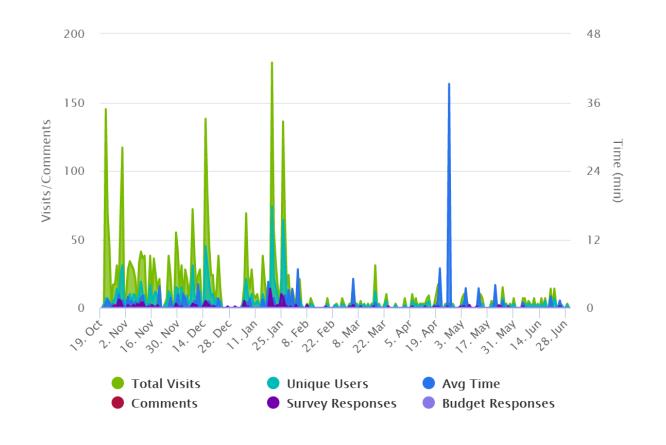
COMMUNITY AND STAKEHOLDER ENGAGEMENT

22 Staff Groups
Interviewed

Partner Orgs
Interviewed

100+ Individuals Interviewed

3137 Game On Site Visits







BRANDING & MARKETING







- SOCIAL MEDIA
- VIDEO
- INSTAGRAM LIVE
- POSTCARDS
- BANNERS & BUS ADS
- EMAIL NEWSLETTERS
- SOCIAL PINPOINT
- WEBSITE
- & MORE







YOUTH SPORTS SUBSITE

READY TO GO LIVE: The subsite is a one-stop shop for the Youth & Countywide Sports Division, using the look and feel we've built through this process. Sections:

HOME | ABOUT | SPORTS | GET INVOLVED | FACILITIES | DIRECTORY









Programs and Services

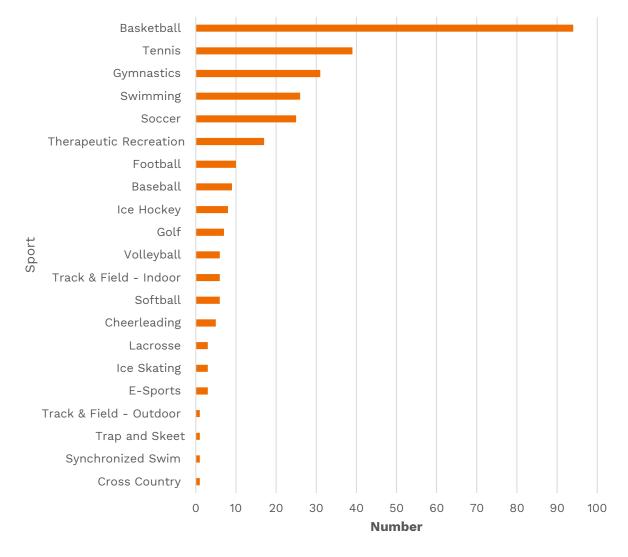
Existing Conditions - Countywide





Of all sport opportunities offered by the Department, basketball is by far the top offering (94).

Number of Sport Opportunities Offered

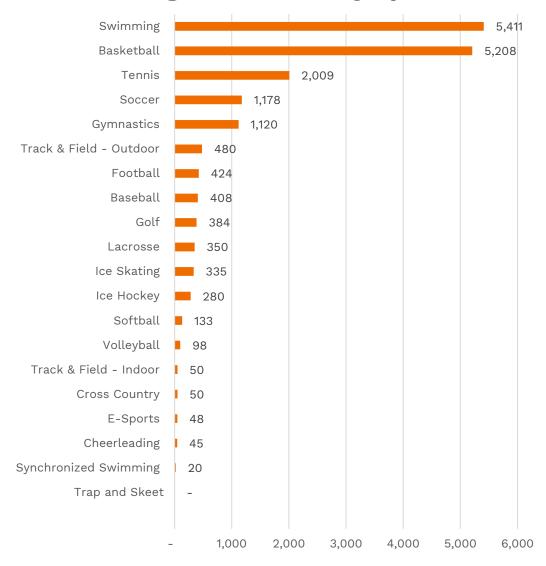






On average, Swimming and Basketball enroll the largest quantity of participants.

Average Enrollment by Sport

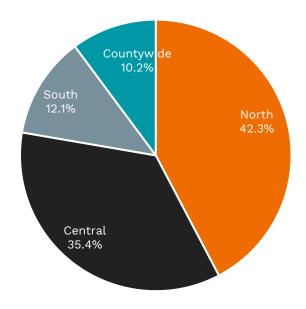






A larger quantity of sport opportunities offered the Southern planning area would increase geographic equity.

Location of Sport Opportunities Offered

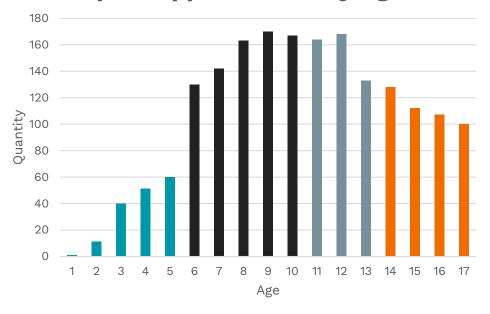




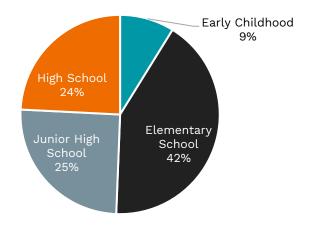


Opportunity to target ages five and under for youth sports.

Sport Opportunities by Age



Sport Opportunities by School Division

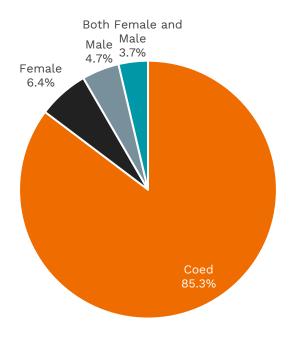






A majority of sport opportunities (85%) have been offered on a coed basis.

Sport Opportunities by Gender Category

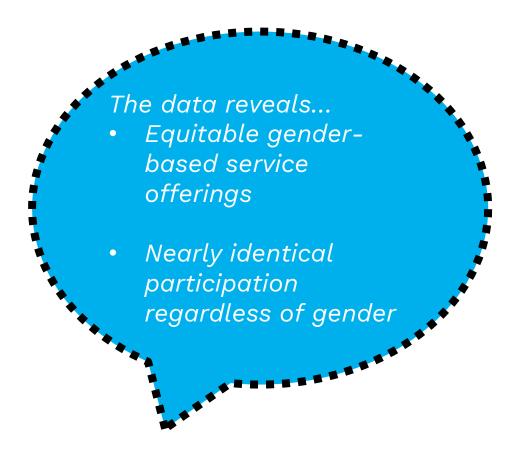






2019 actual enrollment:

- 5,460 (50.4%) female enrollments
- 5,374 (49.6%) male enrollments
- 3,313 (49.0%) unique female registrants
- 3,454 (51.0%) unique male registrants

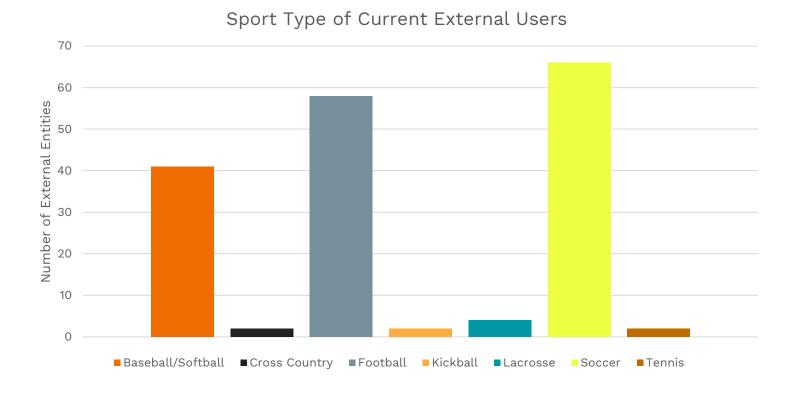






EXISTING CONDITIONS – External Snapshot





- 176 entities
- 7 sports
- Provides structure for a full, comprehensive Directory.







Programs and Services

Gap Analysis





Gap Analysis

NCAA 25 current and 12 emerging sports were used as a benchmark.

	MNCPPC		MNCPPC
NCAA Sports	Provided	NCAA Sports	Provided
Current		<u>Emerging</u>	
Baseball/Softball	✓	Acrobatics and	
		Tumbling	
Basketball	✓	Archery	
Beach Volleyball		Badminton	
Bowling		Cheerleading	✓
Cross Country	✓	Cricket	✓
Diving	✓	Equestrian	*
Fencing		E-sports	✓
Field Hockey		Rugby	
Football	✓	Skate boarding	
Golf	✓	Synchronized	✓
		swimming	
Gymnastics	✓	Team handball	
Ice hockey	✓	Triathlon	✓
Lacrosse	✓		
Rifle		Non-NCAA Sports	
Rowing		Figure Skating	✓
Skiing		Target Shooting	✓
Soccer	✓		
Swimming	✓		
Tennis	✓		
Track & Field (indoor)	✓		
Track & Field	✓		
(outdoor)			
Volleyball	✓		
Water polo			
Wrestling			





Gap Analysis

- Southern Area Operations / Community Centers
- Drop-In (could use more balance)
- Exploration-based opportunities
- Fall Season
- Early Childhood (ages 0-5 years)







Programs and Services

Service Delivery Model





Youth Sports Program Delivery Model

The Department does and should play each of four core roles:

- Partner
- Provider
- Facilitator
- Resource

Within each sport, a definition of which role it plays with each relationship according to each role's criteria.

1. Partner

A specific Department resource (i.e., staff, facility, expertise, funding, etc.) is used in a collaborative relationship with one or more other entities to provide a sport opportunity

2. Provider

Permit Department facilities for other sport groups to use for sport provision

3. Facilitator

Department leads the entire sport experience, with County-trained coach/instructors/volunteers, from program development to implementation. This includes sport exploration and skill-building opportunities, league play, clinic, and competitions.

4. Resource

Department provides coach/instructor training, a central database of all sport opportunities, and leads county-wide collaboration between providers





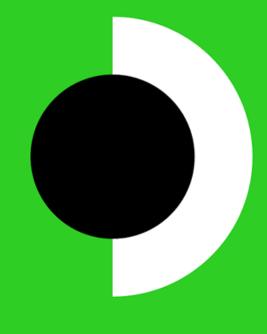
Youth Sports Program Delivery Model

Administration

- (Internal) YCSD provides centralized youth sports oversight for the Department
 - Consistent, quality experience
 - o Reduce internal competition, duplication
 - Promotes flexible resource allocation
 - (External) YCSD serves as Youth Sports Community Partner Liaison Supports Partner and Resource roles
 - Manages preferred provider requirements
 - "Switchboard operator" for all-things-sports
 - Requires an additional Full-Time position





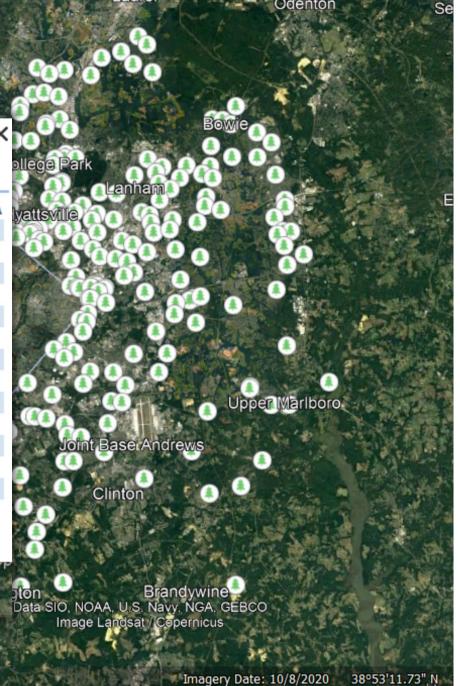




Fields &Facilities

GOOGLE EARTH MAPPING

Accokeek Park Address 16000 Livingston Road, Accokeek, MD, 20607, USA Park Name Accokeek Park Area Location Tennis Basketball Multipurpose Field 0 Baseball Softball 0 Playground Grill/Picnic Area Track & Field Open Field Expandable? Indoor Facilities Directions: To here - From here 75 mi



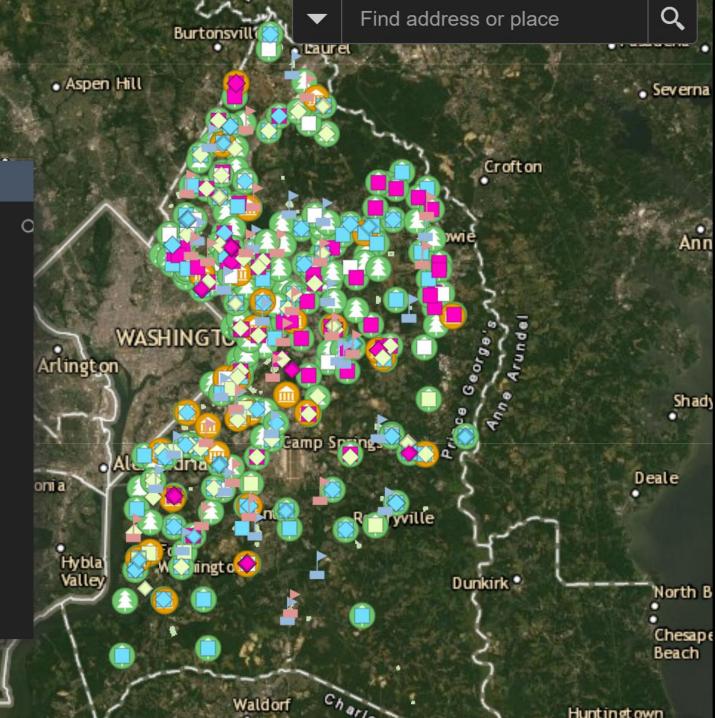




ArcGIS MAPPING

Layer List Layers Indoor Gymnasium - Middle School Indoor Gymnasium - High School Softball or Baseball Diamond Field Softball Diamond Rectangle Field (Football, Soccer, Lacrosse, etc.) MNCPPC Community Centers MNCPPC Parks PGCPS Open Areas





ANALYSIS

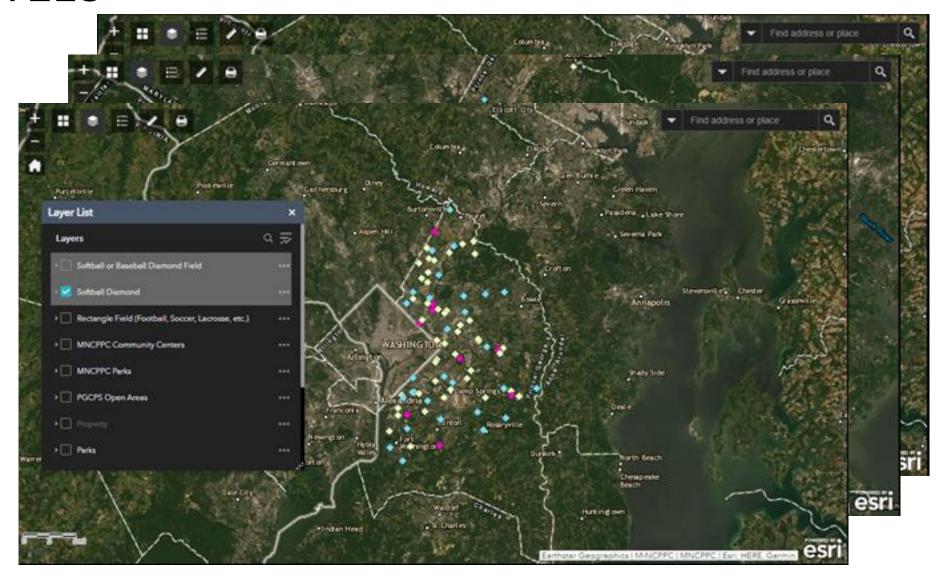
Service Levels, Facility Review, & Recommendations





SERVICE LEVELS

- Levels 1, 2 and 3
 - Rectangular
 - Diamond







FACILITY GAP ANALYSIS OUTCOMES

- Service Level Improvements
 - High Priority
 - Low Priority
 - Limited potential for expanded programming









Northern and Southern Regions Parks Divisions

 Parks Divisions created in 2021 with new, dedicated "ballfield teams"

- Partnered with Mid Atlantic
 Sports Turf Manager's Association
 to develop Best Management
 Practices (BMPs)
- Implemented an objective athletic field evaluation tool known as Playing Conditions Index



Tucker Road #2 - Before and After









GROW IN PLACE

Prioritize Repurposing Existing Facilities

Over Acquiring New





GROW IN PLACE MODEL

- Using identified gaps in service levels, this model prioritizes repurposing of existing facilities to meet the needs of the community and to create equity of access for youth sports participation throughout Prince George's County.
- Expanded, shared use of **PGPCS** facilities is also crucial to model implementation.

Example high priority / service level upgrade



Suggested Upgrades and Improvements:

- Potential site for redevelopment and reorganization to increase programming
- Potential site to locate a cricket pitch(s)
- Provide additional parking to support any additional fields (assume 25-30 spaces per field)





OAK CREEK WEST COMMUNITY PARK





















Name - Image – Likeness

 Expand the youth development experience by aligning with existing college and professional sports initiatives





Job Shadowing



M-NCPPC

Elite Sports Alliance



Community Engagement



Athlete Transition



Corporate Social Responsibility





GAMEWhat's Next? **ON**

- Edits to draft document and Action Matrix
- Go Live 'One-Stop-Shop' YCSD sub site
- Final Plan, Approval







YOUTH AND COUNTYWIDE SPORTS DIVISION (YCSD)

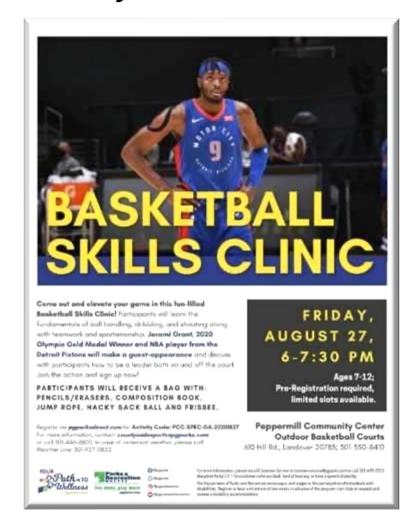
Overview of Programming Since June 2021



























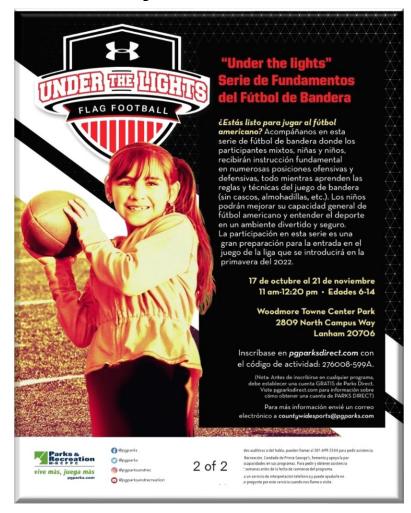
















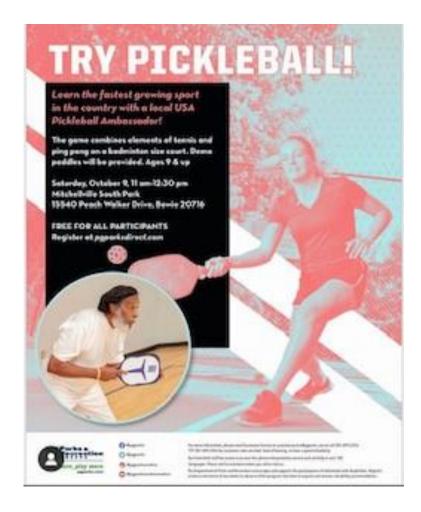




Youth (and Adult) Sports In Action: Ready, Set, Grow

















































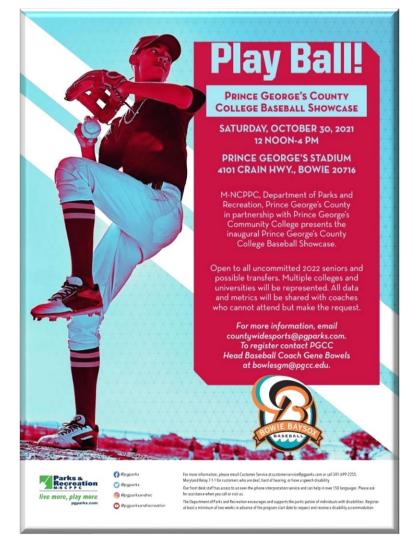












































Liga de Baloncesto Pee Wee 2022

¡Únase a nosotros en la Liga de Baloncesto Pee wee 2022! Esta liga para jóvenes de 5 a 7 años ofrece tanto desarrollo como juego competitivo. Los horarios de los entrenamientos y de los partidos variarán. La temporada regular comienza el 22 de enero. ¡Inscríbase hoy mismo!

LIGAS DISPONIBLES:

- División de Desarrollo Pee wee 5/6 años (6U)
- División de Desarrollo Pee wee 6/7 años (7U)
- División Competitiva Pee wee 6/7 años (7U)

La inscripción para las ligas enumeradas es sólo para equipos y debe ser completada por el administrador del equipo. Para obtener más información, o para que una persona se conecte a un equipo, envíe un correo electrónico a countywidesports@pgparks.com or visite pgparks.com/1291/Basketball











Para obtener más información, envie un correo electrónico a *customerservice@pgparks.com* o llame al 301-699-2255; Maryland Relay 7-1-1 para clientes sordos, con problemas de audición o discapacidades del habla.

















