



Maple Ridge

# SPORT & PHYSICAL ACTIVITY STRATEGY

2016 - 2021







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- School District 42
- Fraser Health
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- Ridge Meadows Minor Baseball
- Ridge Meadows Minor Hockey
- Bateson Martial Arts
- Ridge Meadows Minor Lacrosse
- Albion Football Club
- Haney Neptunes Swim Club
- Maple Ridge/Pitt Meadows HUB (bicycling)
- Ridge Meadows Bruins Rugby Club
- Speedminton Club
- West Coast Football Club
- Revolution Basketball
- Pitt Meadows Paddling Club
- Pickleball Representatives
- Haney Seahorses Swim Club
- Maple Ridge Squash Club
- Golden Ears Physiotherapy
- Pitt Meadows Arena
- Meadow Ridge Knights Football

Among others that participated in on-line research survey's, community conversations and shared their passion for sport.

The Community Development, Parks and Recreation Department's, Health and Wellness Staff facilitated the research and development of the City of Maple Ridge's Sport and Physical Activity Policy and contributed tremendously to this Strategy.



## Executive Summary

The City of Maple Ridge is deeply rooted in sport participation and excellence. Situated between majestic mountains, rivers and lakes, and having plenty of parks, trails, sports fields and indoor facilities, there are numerous opportunities to participate in activity.

With over 80 organized Sport Clubs (profit and non-profit) in the community, emerging and well established sport organizations abound as is evident when one enters the bustling arenas, gymnasiums, fields, sport boxes, courts and pools throughout the year. These locations become much more than just a playing surface; it is where children often score their first goal, where parents and caregivers can socially connect and share stories, and where coaches guide and mentor youth, instilling confidence, teamwork and commitment to our youngest residents. Sport helps build strong, connected communities where participation and fun are the ultimate outcome.

The Maple Ridge Physical Activity Strategy (“the strategy”) was developed to create a roadmap for discussion, action and change; taking sport to that ‘next level’ and to continue the dialogue of prioritizing health and activity as paramount in community well being. The development included community sport leaders in a collaborative, engaging consultation process that was rooted in community development principles. Recognizing community sport is largely delivered by way of local sport organizations (both formal and informal), schools, non-profit groups, private business, engaged and passionate citizens, and educators and through the municipal recreation department, drawing on these sectors formed the foundation of the team that contributed to the strategy. As was evident in this process, sport plays a vital role in building social capital, connected community networks and life-long relationships.

These sport, health and education sectors together align to create a participation





continuum where residents of all ages may participate in sport or be physically active throughout their lifespan and becoming ACTIVE FOR LIFE. According to the Participation Report Card on Physical Activity for Children and Youth, 77% of kids ages 5-19 participate in organized physical activity or sport.\* However this same report notes participation in organized physical activities and sport is notably lower among girls, children and youth with a developmental disability. An outcome of this strategy is to identify and address barriers and continue to provide opportunities for every resident to be physically active and further increase sport participation. Physical literacy was added as a new indicator and measured in the report card, and a baseline developed by which to measure for future years. Nonetheless, education and information describing and informing parents on physical literacy is a top priority recommended by both the report card and as well within this strategy.

The implementation of the strategy will rely on the foundation of which it was built. It acknowledges that community leaders, School District 42, local health agencies, physical

activity advocate agencies and the Parks and Recreation Department will drive the actions forward and this living document will be updated as new commitments, initiatives and partnerships are developed.

Existing relationships both new and long standing formed the foundation of the development of a steering committee that initiated the process with the development of the strategy vision:

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## VISION Statement:

*For present and future sport and physical activity: Maple Ridge will strengthen our community by providing lifelong sport and physical activity opportunities so that all residents may experience the joy of participating in sport, and achieve their full potential in the areas of sport skill development, excellence and sport leadership.*

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Footnote: 2016 Active Healthy Kids Canada – Report Card of Physical Activity for Children and Youth <http://www.participaction.com>





# 7 Goals

## Goal # 1

Strengthen interaction between sport delivery agencies

## Goal # 2

Enhance Physical Literacy (Fundamental Movement Skills)

## Goal # 3

Quality Facilities for Participation and Performance

## Goal # 4

Leadership and Community Involvement

## Goal # 5

Accountability

## Goal # 6

Inclusion and Diversity

## Goal # 7

Communication

Under each goal statement a number of specific actions are included and sport sector and agency leads identified. The leads will require support and involvement from local sport organizations, school representatives and other interested community residents to address the action that supports the goal statement.

The Strategy was developed to create a coordinated vision for sport and physical activity to support life long participation for increasing the health and wellness of community. In doing this, the strategy will enhance capacity and foster alignment and collaboration between sport and recreation and empower the sport sector to advance local sport in our communities.

The commitment to open communication, collaboration and the desire to be involved in the creation of a collective plan to support sport and physical activity resulted in numerous sport champions having involvement in various stages of the creation of this document. It is with these groups and the commitment to continue with the passion and momentum that the strategy goals and actions will come to life.

The Maple Ridge Sport and Physical Activity Strategy consist of seven priority goal statements that guide the overall direction of the strategy. The 7 goals are:



## Setting the Stage - Introduction

Citizens residing in Maple Ridge and Pitt Meadows are active and participate in sport and physical activity with 97% of residents using at least one recreation service or facility at least once per year and where the majority of residents participating in physical activity to stay healthy and fit.\*

The Sport and Physical Activity Strategy's Vision and Priority Goals provides a framework to support opportunities for residents to be engaged, active and provide life skills that is crucial to healthy development and wellness throughout ones life.

Physical activity is a key determinant of health status and is essential to personal health and quality of life. Municipal recreation by way of various facilities, parks, trails, programs and services provides affordable and accessible opportunities that can positively impact the health and well-being of residents, especially vulnerable sectors that may not otherwise have an opportunity to

participate. The same principles apply to organized and informal sport where sport participation can provide the glue for social connectedness and foster a sense of 'we' and belonging. These factors along with physical activity provided by education institutions, were key in the development of the strategy. Regardless of culture, economic status and physical ability, as identified in focus groups sessions, the shared goals for these sectors is to increase participation for residents to become and stay active and healthy throughout their lives.

The Governor General of Canada proclaimed "2015 – The Year of Sport in Canada." The theme; Canada: A Leading Sport Nation. This proclamation and the value placed on the power of sport and participation is truly the essence of the Sport and Physical Activity Strategy.

The strategy was developed using a multi-sectoral approach and those involved were instru-






mental in forming the process that values the underlying importance and positive impact of being physically literate and actively engaged building strong families and healthy communities.

Municipal recreation has always played a significant role in the continuum of sport and active participation. Parks and Recreation Departments will often be the first provider of initial experiences with sport through early skill development. It is at these “Learn To” or introductory level programs that the child plays, has fun, gains confidence, and becomes familiar with how their bodies can move as they participate in physical activity.

From here children may enter into community based sport associations, or continue their journey being active and physically literate by running, jumping and throwing on their own through active play and later as they enter the education system. The link therefore between municipal recreation, sport associations and schools is already connected. Recreation has a role to support sport in both the community level and within the schools as kids transition to community or

school sport programs. It is however at this junction that the three, with similar goals and outcomes can strengthen the link and be better connected. The strategy is intended to foster collaboration between these sectors and continue the partnerships on the delivery of sport and physical activity to children and youth as they intertwine between school sports participation, community sport participation and eventually remain active into adulthood.

Recreation also support sport through providing facilities (pools, gymnasiums, arenas, fields, multi purpose spaces), parks and trails, coaching and volunteer training, assistance with special event hosting, expertise sharing, grant applications and allocations and facility booking/joint use agreements.

 *Footnote: \*2014 Sentis Market Research Inc. Parks and Leisure Services Survey.*



## How We Got Here

Over the past few years, numerous community leaders championed initiatives that have benefited and continue to support sport in Maple Ridge. With the announcement of Vancouver – Whistler’s bid to host the 2010 Winter Olympics Games, the spark was ignited locally to celebrate the power of sport in our own backyard. Maple Ridge hosted their own celebratory events at Game time, renewing a sense of energy and pride for sport and volunteerism within the community.

This vibrancy continued well into 2011 with a cohort of sport advocates aligned with the British Columbia KidSport Association to create a local KidSport Chapter in our area. Backed by a staggering statistic that 1 in 3 Canadian children cannot afford to ‘get in the game,’ KidSport continues to provide monetary support to children and youth where financial limitations are a barrier to participation. Because of compassionate volunteers that strongly believed that all children should be afforded the opportunity to play, KidSport

Maple Ridge / Pitt Meadows quickly became and remains a successful funding body within the community.

Maple Ridge is fortunate to have a Canadian Tire Jumpstart Chapter that provides financial support to children and youth who cannot afford the costs associated with sport, recreation and active programs. Thanks to the generosity of the local Canadian Tire, and affiliated businesses, on average, 500 children and youth per year received financial assistance so as to remain involved and connected to sport in their communities.

These examples are indicative of how the community values the importance of sport in a child’s life and the firm belief that participation is more than just ‘being on a team.’ That being connected to a sport team or association fosters not only physical literacy and healthy habits in young people that will carry them through to adulthood, but as well, provides an environment where leadership



skills, social connections for both player and parents are built, and confidence and self-esteem develops.

With the success of KidSport, volunteer energies shifted to creating an event to provide information to parents and families of the numerous sports available to play in Maple Ridge. With this idea, the Maple Ridge Pitt Meadows Sports and Recreation Expo came to life. The interactive event showcased sport, recreation, and sport funding organizations in the area and provided a range of activities for all ages to experience. This grassroots event became a platform for discussions with participating sport groups to share their strengths, challenges and opportunities and with the conversations emerged the realization and desire for greater community sport collaboration.

The Expo embraced new themes each year and in 2012, the theme was Physical Literacy, a relatively unknown term in local sport language. The event drew a dynamic speaker from then, Vancouver 2010 Legacies Now, who spoke on the underlying principles of Physical Literacy and Active for Life, both components of the Canadian Sport for Life Principles.

Physical literacy is the motivation, confidence, physical competence, knowledge and understanding to take responsibility for engagement in physical activities for life.\*

In 2013, another well-respected key note speaker from Legacies Now, delivered a message, speaking to those in attendance about “getting people working together.” His message centred on the importance of collaboration and the strength in numbers when pursuing improvements or change movements in sport. The Sport and Recreation Expo proved to be a vehicle to build relationships and gain a better understanding of sport stakeholders all of which are local sport groups, the volunteers within those groups and the participants of sport and physical activity in our community.

Consistent with the practice of collaboration, information was collected from champions within a variety of sports and preliminary research focused on building capacity and developing a process to work together towards common goals at the grassroots level. It was at this time the benefits of working together for a shared plan become clearly evident.

*Footnote: \*International Physical Literacy Association, May, 2014*







# Why Develop a Sport & Physical Activity Strategy?

The Sport and Physical Activity Strategy is a means to guide and provide a reference tool for the recreation department, sport and community groups and School District, and work together towards common goals to the benefit of a healthy and active community. The strategy will provide the basis of building a healthy community where citizens are encouraged to maintain a healthy and active lifestyle through life-long participation in sport and recreational activities.

The strategy is intended to identify short

term and long term goals which was developed with the community but will be facilitated and led by staff in the Parks and Leisure Department. The Priority Goal Statement and subsequent Action Plan will require a network of community residents representing sport and physical activity groups, clubs or agencies who will collaborate and engage their own groups in the completion of the actions. This will require a commitment to the shared vision and direction set forth in the strategy, but most of all for continued advocacy for sport and active living.







# Anticipated Outcomes

In 2010, Maple Ridge Pitt Meadows Parks and Leisure Services Commission endorsed the Parks, Recreation and Culture Master Plan. This strategic planning document involved extensive research and analysis and continues to serve as an important guide to identifying priorities in the community. The development of the strategy is a recommendation related to service delivery and programming within the PRC Master Plan. The importance and value to strengthening community capacity building, group development and delivering sport and physical activity through a network approach aligns with the Parks and Leisure long range plans for continuous improvement and growth.

The strategy and the actions embedded within each priority goal statement are anticipated to produce tangible outcomes that will further the physical activity movement and deepen sport development. Some of these outcomes include:

- Enhanced working relationships between recreation, education, sport and health. Development of short term and long term community goals based on shared collective actions.
- Increase in sport and physical activity participation and program and services inclusivity and accessibility.

- Understanding groups capacities and abilities for involvement in a collaborative network now or in the future.

- Commitment to coordinated and sustainable approaches in utilizing shared resources; find links and common themes between the groups. Adoption and endorsement of Canadian Sport for Life and the Long Term Athlete Development Framework within local sport governance.

- Development of a Sport Network; local sport organizations that advocate, share best practices and advise on the advancement of sport and physical activity. Supporting engagement in enhanced planning of new facilities, programs, services and partnerships.

- Providing a vehicle for supporting new, expanding and emerging sport organizations and understanding and addressing sport needs, gaps and successes

- Fostering community leadership and capacity. Greater shared understanding of Active for Life Principles through the process of network development and enhanced collaboration.

- Greater global understanding of physical literacy by the community.

- Supporting and providing the ability for residents to be active and healthy through improved health and wellbeing.



## Background

Throughout the development of the Strategy, reference was made to key best practice research and guiding complimentary frameworks on sport, community health and physical activity. The Canadian Sport Policy sets the national expectations on promotion and celebration of sport participation and excellence that includes values such as fun, commitment, personal development, accessibility, respect and fair play. As is relevant at all levels of government, the policy notes efforts must be made to increase collaboration amongst federal and provincial government towards the Canadian Sport Policy goals:

1. Introduction to sport
2. Recreational Sport
3. Competitive Sport
4. High Performance sport
5. Sport for Development

The policy goals and outcomes are a framework for the development of action plans at various levels, and was influential at a local level in the Sport and Physical Activity Strategy whereas improved health and wellness and participation is a combined desired outcome both nationally and locally.

The Canadian Sport for Life model aims to improve the quality of sport and physical activity in Canada.\* Within the model are pillars to accomplish the goal, which include physical literacy, long term athlete development and active for life.

Physical Literacy a key component of the strategy as competence in movement provides the individual with the ability to confidently navigate ones world. Physical literacy is learned and strengthened through sport and through non-sport activities such as recreational play both structured and unstructured, hence its value and tie with other service partners such as schools childcare centres and other



community based recreation groups. Physical skills learned can be transferred to multiple environments throughout ones lifetime and provides the basis for an individual to be active for life through lifelong participation in sport and physical activity.

The idea of leading an active lifestyle outside of sport is identified within this document as Physical Activity. Sport alone does not define how every resident in Maple Ridge choses to be active. For some, the word 'sport' may be a barrier in itself for engagement. Therefore it's not important that every person participates in sport, but rather every person participates in some sort of physical or wellness activity.

The strategy aims to support long term athlete development, although does not specifically include defined goals to enhance athletic excellence. Rather, fundamental movement skills which are building blocks to any mastery of a physical movement, will support the

broader strategy and goals of improved physical literacy and participation.

The Maple Ridge Sport and Physical Activity Policy provides clear direction on the philosophy of working together for the advancement of sport and activity in our communities.

## Sport & Physical Activity Policy Vision:

Maple Ridge values and celebrates sport and physical activity as an integral component in a healthy and active community, essential to quality of life.

Participation in sport is increased by strengthening sport and community partnerships, and committing to coordinated and cooperative approaches in identifying common interests, goals and challenges in the provision of quality sport and physical activity opportunities.

■ Footnote: \*canadiansportforlife.ca





## Sport & Physical Activity Policy Guiding Principles

The following principles support Maple Ridge's vision and provides a framework for Parks and Leisure Services to work collaboratively with new, forming and established Community Groups in the growth of physical activity and sport.

### We believe:

1. All children and youth should have the opportunity to access affordable sport and recreation in their community.
2. In providing inclusive, accessible and life long opportunities for sport participation in the health and well being of residents.
3. All residents should be provided a variety of physical literacy competency opportunities towards being active for life.
4. In enhancing working relationships and partnerships between recreation, education, sport, health, transportation and tourism.

5. Collaboration and sharing knowledge and expertise benefits the development of quality sport in the community.
6. In recognizing the relationship and mutual benefit between sport, community and business stakeholders.

As the policy informed the strategy, together the documents identified issues, pressures and opportunities within the community sport delivery model recognizing the role municipal recreation plays in supporting and improving community health and physical activity. These components were identified through sport group consultations.

The strategy is intended to be a five year working document, that will provide a longer term vision of sport and physical activity, yet recognizes the need to be flexible to allow for refocusing as needed, in response to community trends, best practices and industry standards.



## Sport Group Findings

### Key themes emerged:

#### Strengths and Opportunities

- Volunteer and coaches recruitment is stable for some, but succession planning continues to be top of mind for organizations with long-term volunteers
- Desire for increased collaboration and communication with other groups, with the City and School District
- Desire to build on groups promotional tools to increase awareness and further grow the sport
- Strengthen promotions, branding, and awareness campaigns on volunteer commitments and administration responsibilities
- Groups looking for accessible and affordable community based coaches training
- Desire to establish code of conduct and best practices for coaches
- Realization for the need for mentorship opportunities such as player to coach continuum
- Opportunities to learn from each other, use expertise, learn from experience, share resources
- KidSport and Jumpstart funding avenues are valued and recognized as key
- An existence of organized networks: Field Allocation Users, Field Sports Association, Ice Allocation, Sport and Recreation Expo Committee, desire to utilize
- There is tremendous expertise and willingness to transfer knowledge within the community and individual sport associations
- Some sport groups have a long history within the community and volunteers have deepened pride within the organization.
- Continue to have a committed and engaged volunteer base. Strong leadership exists within many groups
- Many groups believe sport involvement for all involved is all about fun, health, friendship and social connections
- Sport associations value the confidence building, skill development, spirit, sportsmanship, competition, teamwork that comes with involvement in sport
- Belief that sport is building self-esteem, confidence, integrity, honesty, respect in children and youth
- Membership continues to grow sometimes beyond volunteer capacity in some groups
- Technical skills and passion evident in coaches
- Understanding that sport builds a strong sense of community
- All groups focus on player development and recognize the contribution to high level athletics









# Challenges & Growth Areas

- Physical literacy education and awareness. Canadian Sport for Life principles still fairly unknown
- Need to address burn out of highly committed and engaged volunteers
- Feeling of a lack of volunteer engagement
- Perceived lack of facilities for individual sport needs and desires
- Feeling of a threat to loss of existing facilities due to growth of other sports
- Sport specialization at a young age
- Lack of physical activity. Kids not developing fundamental movement skills and children entering programs can lack basic movement skills
- Feeling of a lack of qualified volunteer coaches; passionate parents taking roles above skills level to support registration numbers in the sport
- Groups seeking support in developing programs. Looking to others for expertise
- Player retention; youth may drop out due to bad experiences, not fun, too much pressure to succeed
- Assistance required for promotion and increased awareness of some sports
- Lack of large enough facilities to host flagship tournaments in one place
- Facility (fields) availability continues to be a challenge due to growth of field sports
- Programming in areas to support the sport i.e youth introduction to specific sport ie. learn to skate for older age groups
- Continue to improve collaboration between sport groups – work together; meetings on best usage; meetings for input on upgrades to facilities; improved communication and relationships
- Understanding groups capacities and abilities for involvement in a collaborative network now or in the future. Build relationships and lay the foundation for collaboration





# Priority Goal Statements

The Maple Ridge Sport and Physical Activity Strategy consists of seven priority goal statements that guide the overall direction of the strategy.

## Priority Goal # 1

Strengthen interaction between sport delivery agencies

- Maple Ridge is a model of cooperation and collaboration amongst government and non-governmental organizations in the delivery of sport in the community.

## Priority Goal # 2

Enhance Physical Literacy (Fundamental Movement Skills)

- Every individual in Maple Ridge regardless of age, will be physically literate and have the fundamental movement & sport performance skills to enjoy sport & physical activity, to the best of their ability.

## Priority Goal # 3

Quality Facilities for Participation and Performance

- There will be an adequate number and quality of sport facilities to support expanding participation and ability to host sport events.

## Priority Goal # 4

Leadership and Community Involvement

- Maple Ridge will have sufficient number and quality of volunteers and staff who are skilled in coaching, officiating and administering the sport system.

## Priority Goal # 5

Accountability

- Maple Ridge staff will monitor and report back to Maple Ridge Council and other key stakeholders on the Strategy goals and actions.

## Priority Goal # 6

Inclusion and Diversity

- Maple Ridge provides opportunities for all residents to access affordable sport and recreation activities, and is recognized for its inclusivity of people with disabilities, visible minorities and financial challenges

## Priority Goal # 7

Communication

- Citizens of Maple Ridge are aware of and understand the key benefits of participation in sport and physical activity.







# The Game Plan

*“Maple Ridge will strengthen our community by providing lifelong sport and physical activity opportunities so that all residents may experience the joy of participating in sport, and achieve their full potential in the areas of sport skill development, excellence and sport leadership.”*

The following Strategy Implementation Plan encompasses the prioritized strategic goals and actions and identifies the community sport stakeholders, physical activity and health agencies among other champions that will be responsible for delivering the actions within the recommended timelines. The actions identified in the plan can be achieved through participation of local sport associations and their board members, volunteers and parents and participants, key representatives from School District 42, PacificSport Fraser Valley, Parks and Leisure staff.

Items requiring funding will be identified and determined how best to support with a potential to utilize City capital reserves, Parks,

Recreation and Culture Master Plan growth funding, grants and sponsorship funding. The implementation solidifies the community’s investment in sport and physical activity.

## Glossary:

Sport Network - Proposed organization comprised of community groups and agencies who provide sport, physical activity or health programs or services in Maple Ridge/Pitt Meadows

Local Sport Organizations – Non-profit Sports Clubs & Associations

Regional Sport Advocate Agencies – PacificSport Fraser Valley, Canadian Sport 4 Life, viaSport





**Priority Goal #1** - Strengthen interaction between sport delivery agencies.

Maple Ridge is a model of cooperation and collaboration amongst government and non-governmental organizations in the delivery of sport in the community.

	ACTIONS	STAKEHOLDERS	TIMELINE
1.1	Develop and facilitate lectures and workshops for community sport groups and educators that focus on the development of physical literacy, coaching certification programs and other sport related training. Other sport leadership development workshops may include volunteer management, non-profit board development, sponsorship and fundraising	Sport Network Parks and Leisure Local Sport Organizations School District 42 Regional Sport Advocate Agencies	November 2017
1.2	Create mechanisms and opportunities for community sport groups to mobilize and share information and best practices, techniques and resources in areas such as multi-sport technical leadership, biomechanics, sport physiology, training methods etc.	Sport Network Parks and Leisure Local Sport Organizations Regional Sport Advocate Agencies	November 2017
1.3	Develop an integrated approach for community sport groups to focus effort and resources on physical literacy, fundamental movement skills and technical sport skill development for children and youth.	Sport Network Parks and Leisure Local Sport Organizations	September 2017





# Priority Goals

## Priority Goal #2 - Enhance Physical Literacy

Every individual in Maple Ridge regardless of age, will be physically literate and have the fundamental movement and sport performance skills to enjoy sport & physical activity to the best of their ability.

	ACTIONS	STAKEHOLDERS	TIMELINE
2.1	Raise awareness and promote the importance of physical literacy skill development through a multi-sport framework for sport leaders, educators and parents through educational opportunities, workshops, and distribution of physical literacy resources and promotions.	Sport Network Parks and Leisure Local Sport Organizations Regional Sport Advocate Agencies School District	November 2016
2.2	Provide opportunities for sport administrators, recreation program leaders, community sport coaches, educators and fitness professionals to learn methods of teaching physical literacy skills to children, youth, adults and seniors.	Sport Network Parks and Leisure Local Sport Organizations Regional Sport Advocate Agencies School District	Summer 2017



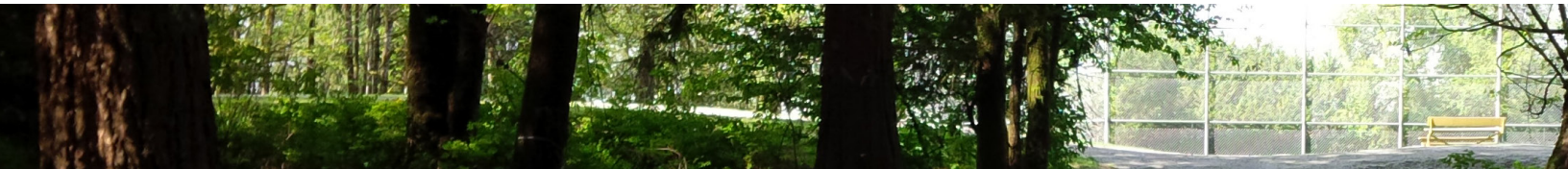
	ACTIONS	STAKEHOLDERS	TIMELINE
2.3	Work with partners to provide Canadian Sport For Life sanctioned physical literacy skill development programs for children and youth in Maple Ridge and Pitt Meadows schools. Inclusive of Long Term Athlete Development and high performance programs.	Sport Network Parks and Leisure School District Local Sport Organizations Regional Sport Advocate Agencies	September 2018
2.4	Identify and seek to address challenges that are preventing various high-barrier groups from developing physical literacy skills and getting adequate levels of physical activity.	Sport Network Parks and Leisure Local Sport Organizations Regional Sport Advocate Agencies School District	January 2018
2.5	Provide physical literacy resources to school administrators, educators, recreation administrators, recreation program leaders, local sport administrators, community coaches and early childhood educators and childcare operators and parents.	Parks and Leisure Local Sport Organizations Regional Sport Advocate Agencies School District	September 2017
2.6	Collaborate with School District 42 to integrate Strategy goals with the new BC School Curriculum.	Parks and Leisure School District	April 2017



# Priority Goals

<b>Priority Goal #3</b> - Exceptional Facilities for Participation and Performance There will be an adequate number of sport infrastructures to support expanding participation and capacity to host sport events.			
	<b>ACTIONS</b>	<b>STAKEHOLDERS</b>	<b>TIMELINE</b>
3.1	Conduct a sport facility analysis identifying the current inventory and existing capacity.	Parks and Leisure	April 2017
3.2	Explore and identify facility types that will support the future growth of sport and physical activity.	Sport Network Parks and Leisure Local Sport Organizations City Departments	August 2016
3.3	Continue to support the facility use agreements between the City of Maple Ridge, City of Pitt Meadows and School District 42 with emphasis on sport access.	Sport Network Parks and Leisure School District	September 2017
3.4	Research the application process and deadlines for Provincial Gaming grants and Federal/Provincial Infrastructure grants that fund capital development facility projects.	Parks and Leisure	ongoing

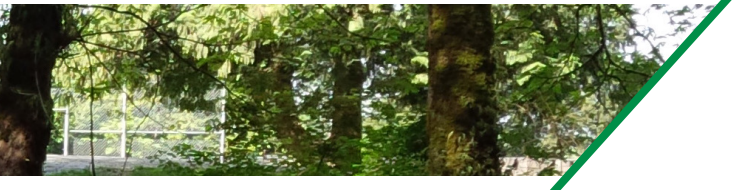




## Priority Goal #4 - Leadership and Community Involvement

Maple Ridge and Pitt Meadows will have sufficient numbers and quality of volunteers and staff who are skilled in coaching, officiating and administering the sport system.

	ACTIONS	STAKEHOLDERS	TIMELINE
4.1	Form a Sport and Physical Activity Network comprised of representatives of Maple Ridge and Pitt Meadows community sport organizations, School District 42 and Fraser Health to determine who will represent on the network. This group will provide leadership, provide an advisory function and will support to foster an inclusive sport and physical activity community network.	Parks and Leisure School District Fraser Health Local sport organizations	January 2017
4.2	Plan and facilitate fun and affordable multi-sport skill development activities for children in local schools. Provide introduction to mainstream and emerging sports to children 6-12 years of age.	Parks and Leisure School District	January 2017
4.3	Liaise with local sport alumni and use expertise and share experiences and knowledge in sport development (coaching, mentoring, administration, officiating, tournament organization etc.) Support athletes as leaders and role models within their chosen sport and in the community.	Sport Network Local sport organizations Athletes	April 2018
4.4	Host Coaching Development and Certification Programs and other relevant workshops for local sport organization coaches, board members and volunteers.	Sport Network Local Sport Organizations Regional Sport Advocate Agencies Parks and Leisure	September 2016
4.5	Partner with Fraser Health in delivering physical activity promotions and programs.	Sport Network Fraser Health Local Sport Organizations Parks and Leisure	January 2018



# Priority Goals

## Priority Goal #5 - Accountability

Maple Ridge Parks and Leisure Services staff and the Sport and Physical Activity Network will monitor and report back to the City Councils, Maple Ridge Pitt Meadows Sport Network members and other key stakeholders on the strategy goals and actions.

	ACTIONS	STAKEHOLDERS	TIMELINE
5.1	The proposed Sport and Physical Activity Network will oversee the delivery of the goals and actions outlined in the Maple Ridge Sport and Physical Activity Strategy.	Sport Network Parks and Leisure	Ongoing
5.2	Develop benchmarks and success indicators to measure and evaluate the achievements of the Maple Ridge Sport and Physical Activity Strategy.	Sport Network Parks and Leisure Local Sport Organizations	April 2017
5.3	Report twice annually to Council on the status of achieving the goals and actions identified in the strategy. Identify and respond to emerging issues, trends opportunities as they align with the strategy.	Sport Network Parks and Leisure	Twice Annually; Ongoing





# Priority Goals

## Priority Goal #6 - Inclusion and Diversity

Maple Ridge provides opportunities for all residents to access affordable sport and recreation activities, and is recognized for its inclusivity of people with disabilities, visible minorities and financial challenges.

	ACTIONS	STAKEHOLDERS	TIMELINE
6.1	Conduct research to determine financial barriers that prevent residents from participating in local sport activities, and take action to provide programs that reduce these barriers.	Parks and Leisure Sport Network	January 2018
6.2	Conduct research to determine barriers to participation in sport by our diverse multi-cultural community, and build capacity to address their sport program and facility needs.	Sport Network Parks and Leisure Local Sport Organizations	September 2018
6.3	Explore ways to retain existing sport and physical activity participants so they continue to participate in sport and physical activity for their lifetime (i.e. affordable programs, accessible facilities, health promotions and program/facility use subsidies).	Sport Network Parks and Leisure	April 2018





# Priority Goals

## Priority Goal #7 Communication

Citizens of Maple Ridge will be aware of and understand the key benefits of participation in sport and physical activity.

	ACTIONS	STAKEHOLDERS	TIMELINE
7.1	The proposed Sport and Physical Activity Network will develop a communications plan to share information between members and to communicate information to residents regarding community sport opportunities, the benefits of participation in sport and physical activity, fundamental movement skills, coaching education programs, tournaments and events etc.	Sport Network Parks and Leisure	December 2017
7.2	Raise awareness and promote the many sport and physical activity opportunities that are available in the communities of Maple Ridge and Pitt Meadows (i.e. listing of sport agencies in Leisure Guides, on-line information on Sport Network and City websites etc.)	Sport Network Parks and Leisure Local Sport Organizations	April 2018