

## Appendix 1 – Basketball Development Plan Engagement

### Stakeholder Engagement

#### Stakeholder Outreach

- The survey link and consultation information was emailed to all BRG members to cascade to their basketball contacts with the endorsement that they participate;
- All permit holders that provided an email address in the PFR permit system were sent the survey link directly
- Permit groups without an email in the PFR permit system were contacted to request an email address—all permit groups that agreed to be contacted were emailed the survey link and consultation information
- An announcement of the survey, including contact information, and consultation information was posted on the PFR Facebook page
- Additionally, over 100 basketball CSOs and recreational basketball providers were directly emailed—all AOCCs with basketball facilities, all YMCA Toronto locations, all OBA clubs in Toronto that are involved in community basketball, all Boys and Girls Clubs, all community basketball organizations associated with TSC, and any other CSOs that were identified through research as well as through PFR and other City networks
- Four community consultations were held (one per district) and six informal consultations were held upon request at locations of the stakeholders' choosing
- At the request of stakeholders two additional consultations were held' one in March to review the thematic areas identified and another in July to review framed recommendations

Through the stakeholder survey and consultations, PFR engaged almost 100 individuals involved in the delivery of community basketball programs.

## Stakeholder Survey

Stakeholder profile:				
Membership size	35% less than 100	10% 101 to 250	32% 251 to 1000	22% over 1000
No. program locations	33% single location	36% 2 to 5 locations	30% more than five locations	
Catchment area	24% local residential neighbourhood	47% at District level	19% city-wide	10% beyond city limits
Organizations operating at the district level	14 % in Scarborough	12% in Toronto-East York	12% In North York	9% In Etobicoke-East York.

Programming details:	
Programs for persons with a disability	29% of organizations has some form of program or opportunities appropriate for persons with a disability.
Coaching qualifications	52% of organizations had some form coach training requirements for program staff.
Financial accessibility	Regarding programs that had associated fees, 55% of organizations indicated that they offered some form of subsidy (either partial or full).
Program capacity	Of the eighteen organizations that responded to the question about waiting lists, ten organizations (56%) reported use of waiting lists. Only three organizations reported having waitlists with 100 or more people on these lists.

Three biggest challenges faced by community-based basketball program providers:	
27%	Cost of renting court facilities
26%	Shortage of available court space
11%	Shortage of qualified coaches
11%	Too few volunteers

Best three strategies to increase the capacity of community-based basketball program providers:	
27%	Increasing resources and fund development
26%	Creating stronger community connections
22%	Building partnerships

Top three reasons for anticipating an increase in demand for community basketball programs:	
34%	More interest in basketball as a leisure sport
19%	More youth in service area for programming
15%	New flow of people living in service area
15%	New financial supports and opportunities

Top three reasons for anticipating a decrease in demand for community basketball programs:	
31%	Shortage in availability of programming facilities (i.e., lack of court locations)
29%	Limited resources and/or reduced financial support
14%	Decrease in demographic age categories for programming

### Stakeholder Consultations

Stakeholder consultation questions and open-ended survey questions focused on current interactions between stakeholders and other organizations, including the City. They addressed how to strengthen these relationships, as well as identifying challenges and opportunities for community-based basketball program delivery. There was minimal difference observed in responses based upon the question asked; i.e. answers all related to what support stakeholders wanted so comments were analyzed as a whole. There were 233 individual comments recorded.

- 56 comments concerning useful supports for CSOs:
  - 18 of which were about facilitating communications (i.e. establishing a communication forum for organizations to communicate with each other)
  - 16 were related to organization intelligence (i.e. education on funding opportunities, guidance regarding grant writing, governance and succession planning resources)
  - 13 comments addressed the need for accessible coach training
- 69 comments addressed the facility needs of basketball program providers (i.e. access, permit processes, costs, and facility quality)

## Resident Engagement

### Resident Outreach

- Survey promotional posters and postcards were sent out to all PFR community centres
- The survey was promoted on the PFR ‘Have Your Say’ web page, as well as through the City, PFR and YOW social media accounts
- The survey link was sent to all BRG members and CSOs that we engaged in the stakeholder consultation process to forward to their participants
- The OBA was sent the survey link to forward to their affiliated Toronto-based clubs with the request that they, in turn, forward it to their members;
- Hard copies of the survey were completed at TCHC’s Midnight Madness Basketball, TCHC’s ‘If I Ruled T.O.’ youth conference, and PFR youth drop-in basketball programs
- Almost 200 basketball participants that provided an email address in the PFR registration system were sent the survey link directly

### Resident Survey

Respondent profile:					
Age	32% 13 to 15 years	23% 16 to 18 years	9% 19 to 24 years	14% 25 to 34 years	19% 35 to 49 years
Gender	67% male	29% female	3% prefer not to answer	>1% other	

Respondent participation:			
Role	57% Player	18% guardian or parent of player	21% Volunteer, coach, official, etc.
Program type	23 % Drop-in	16% Competitive	14% House league
	10% Introductory Instructional	37% other, including Advanced Instructional, Camp programs, etc.	
Delivery Organization	26% PFR	25% School	12% OBA-affiliated club
	Many respondents indicated that they participated in programs with multiple organizations. Other organizations identified included the YMCA. Boys and Girls Clubs, TCHC.		
Distance travelled to play	36% less than 3 km 29% 3 to 10 km 12% more than 10 km 6% outside City limits 17% unable to estimate		

Top three barriers to participation:	
18%	Programs are scheduled at inconvenient times
16%	Programs are too expensive
15%	I can't find information about opportunities

Important features when choosing a program:	
76%	Safe environment
76%	Convenient scheduling
67%	Facility quality
60%	Equipment and supplies provided
59%	Skill-level specific programs
58%	Close to home
53%	Program costs
52%	Qualification of coaches
In open-ended comments, the two most common features respondents indicated as important were fair play and gender-specific programs.	

Learning about programs and opportunities to participate:	
55 %	Friends
20%	School
17%	Internet Search
12%	Poster or Flyer
12%	FUNguide, City of Toronto

Respondent perspectives:	
54% of residents agreed with the statement:	'I can find the information I need.'
42% of residents agreed with the statement:	'I am satisfied with the quality of programs and opportunities.'
34% of residents agreed with the statement:	'There are enough programs and opportunities.'
33% of residents agreed with the statement:	'There are enough courts and practice facilities.'



## Appendix 2 – Basketball Development Plan Implementation

Program Quality				
Recommendation	Action	Timeline	Activity	Lead
Increase the number of qualified community basketball coaches in Toronto	Continue to deliver no-cost certification opportunities through the Let's Get Coaching! Program	1-2 years	Continue program delivery [train additional 100 basketball coaches in first 2 years] Monitor and evaluate program impact [minimum 25% participant response rate]	Sport Development Unit
Improve the quality of PFR introductory basketball programs	Implement a standardized curriculum in all PFR Learn-to-Play basketball programs	1-2 years	Develop a consistent introductory-basketball curriculum informed by best practices including provincial and national standards  Create tools and resources to assist program planning and delivery  Pilot and evaluate new program curriculum; revise as required [pilot scheduled for fall 2016, minimum 20% response to parent/participant evaluations, minimum 50% response to program staff evaluations, revisions complete spring 2017]  Train program staff in the delivery of new program curriculum [year 1: 50% trained, year 2: 100% trained]  Launch new curriculum in programs City-wide [fall 2017]	Sport Recreation Service Team
Support CSOs capacity to provide quality programs	Share the PFR Learn-to-Play basketball curriculum and support its implementation by CSOs	1-2 years	Release the PFR Learn-to-Play basketball curriculum to CSOs [fall 2017]	Sport Development Unit

Gaps In Service				
Recommendation	Action	Timeline	Activity	Lead
Create an entry point into community basketball for youth who are new to basketball	Establish and deliver a skill-development program with a basketball-league component for youth	1-2 years	Identify and confirm participant-recruitment partners (i.e. TCHC, IFF, Newcomer Office, TDSB and TCDSB) [year 1: 3 recruitment partners; year 2: 5 recruitment partners] [launch program in spring 2017] Monitor and evaluate program impact [minimum 20% response to parent/participant evaluations, minimum 50% response to program staff evaluations]	Sport Recreation Service Team
Increase opportunities to participate in wheelchair basketball	Establish a drop-in wheelchair basketball program	1-2 years	Collaborate with the Ontario Wheelchair Sports Association to determine an appropriate program site [location confirmed by winter 2016/2017]	Sport Recreation Service Team
Increase female participation in community basketball	Develop and implement a strategy to increase female participation in sport through community basketball	1-2 years	Work with the Toronto Sports Council to identify strategies and opportunities to increase female participation in community basketball Research methods should include a review of best practices, academic literature review, and consultations with experts	Sport Development Unit
		3-5 years	Implement the strategy and evaluate impact on rates of female participation in community basketball [report back on participation rates in fall 2019]	Sport Development Unit
Align with other PFR plans currently in development	Inform the Facilities Master Plan and the Sport Plan of the Basketball Development Plan	1-2 years	Coordinate with Facilities Master Plan on consultation input regarding outdoor basketball courts, including maintenance and standards [by end of 2016] Connect Facilities Master Plan staff with community basketball program providers [by end of 2016] Incorporate strategies to inform and engage the public on basketball, and community sport in general, into the Sport Plan objectives [by end of 2016]	Sport Development Unit

<b>Building Capacity</b>				
<b>Recommendation</b>	<b>Action</b>	<b>Timeline</b>	<b>Activity</b>	<b>Lead</b>
Increase the connectivity of Toronto's network of community basketball providers	Establish networking and intelligence-sharing opportunities for organizations that deliver community basketball programs	1-2 years	Invite basketball CSOs and OBA to consultation and networking opportunity [fall 2016] Evaluate session impact; determine future workshop focus and format Organize and host a special community basketball session at the City of Sport Summit [fall 2017]	Sport Development Unit
		3-5 years	Develop easy-to-maintain, electronic platform for networking, information sharing and sustained engagement with the community basketball network	Sport Development Unit