

A decorative graphic consisting of several vertical lines of varying heights and colors (blue, green, and red) positioned around the central text. The lines are of different widths and are arranged in a way that they appear to be part of a larger, abstract design. The blue lines are on the left and right sides, while the green and red lines are in the center.

YOUTH SERVICES STRATEGIC PLAN



Introduction

Building on the 1999 feasibility study, the development of the Youth Services Strategic Plan is a holistic approach to the development and delivery of youth recreation programs and services

In the final draft of the Parks, Recreation, Culture and Library Master Plan youth were identified as a core focus group.

HISTORY

1999 Youth Services Feasibility Study Recommendation	Successes to Date
1. Create a focal point for youth information	<ul style="list-style-type: none">• MYTF Website• Youth Newsletter• Youth Bulletin @ Community Centre
2. Create Youth Friendly Environments	<ul style="list-style-type: none">• Staff Training on Youth Relations
3. Youth Need to be Directly involved in planning programs	<ul style="list-style-type: none">• Sponsorship of youth organized events: Youth Week, 3 on 3 basketball, DJ contest
4. Youth Centres to be included in new facilities	<ul style="list-style-type: none">• Angus Glen Youth Centre
5. Facility space allocated in existing facilities	<ul style="list-style-type: none">• Increase Drop-In programs• Centennial Skate Park



P U R P O S E

The purpose to the Youth Services Strategic Plan is to provide a guide that would outline services that could be implemented for the next three years.

S T R A T E G I C D I R E C T I O N S

Four Key Directions

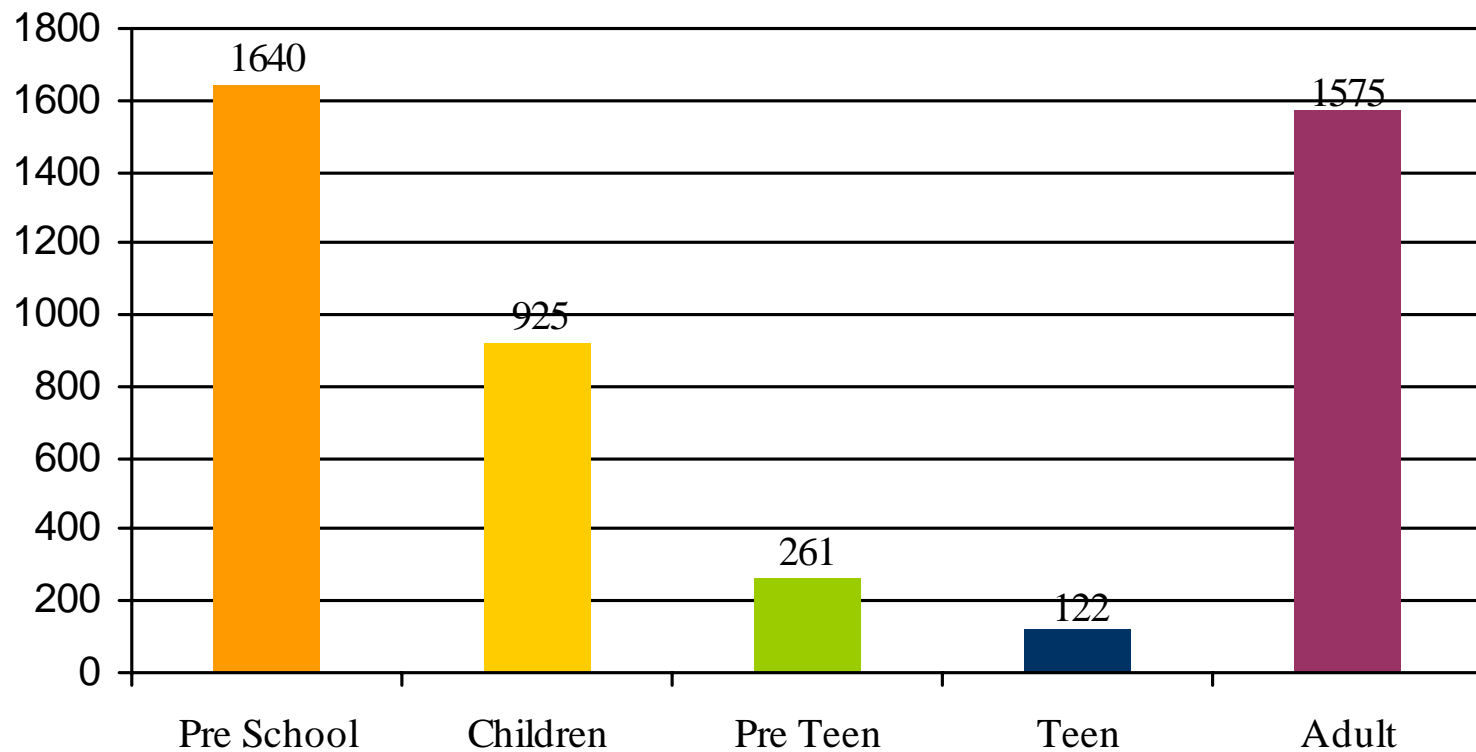
1. Community Outreach
2. Operational Excellence
3. Superior Quality Service
4. Community Partnerships

Current State Analysis

Markham General Population	Unionville	Markham	Thornhill	Milliken	Total
2001					
General Population from Census	55 800	36 000	46 900	69 400	208 600
Youth Population	9 450	6 220	7 280	10 670	33 610
Percentage of Population	17%	17%	16%	15%	16%
2006					
Projected Markham Population	69 800	53 000	47 000	73 400	243 200
Youth Population	11 040	8 620	5 450	10 640	35 770
Percentage of Population	16%	16%	12%	14%	15%
2011					
Projected Markham Population	79 700	63 300	48 700	76 400	268 100
Youth Population	11 390	9 860	4 450	10 150	35 580
Percentage of Population	14%	16%	9%	13%	13%

Current State Analysis

Number of Programs Offered in Each Age Category 2004





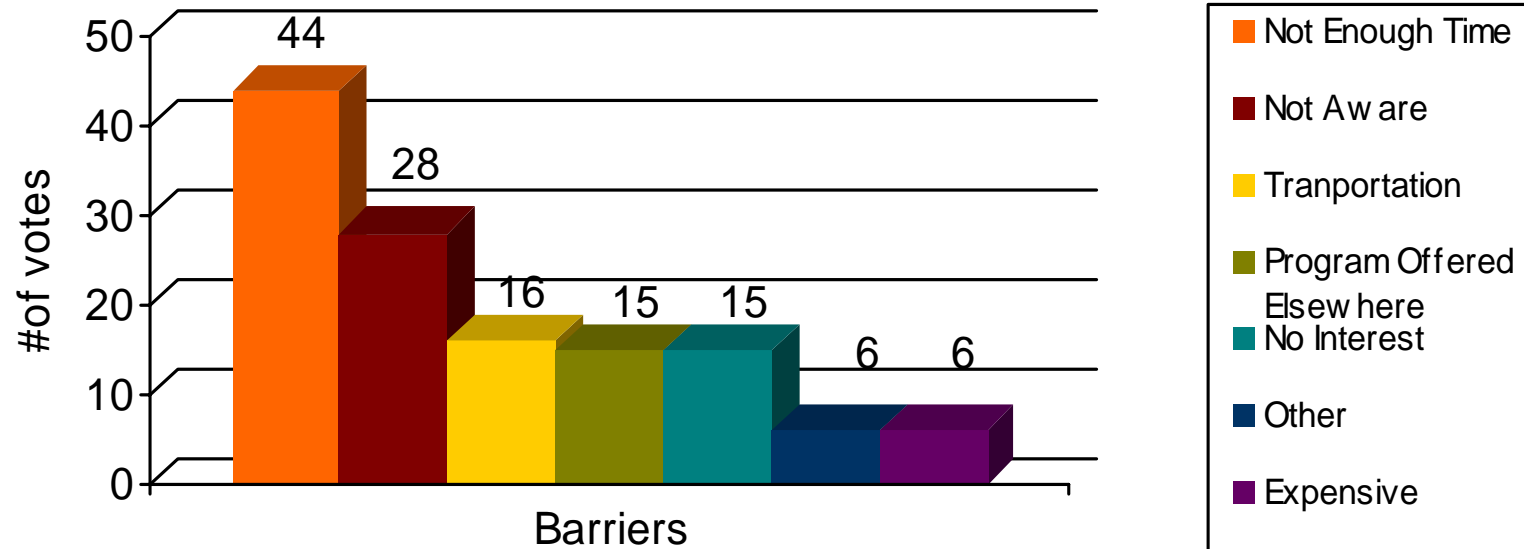
R E S E A R C H

The research phase conducted between the months of May and July 2005, consisted of the following:

1. Youth Survey to identify and prioritize barriers to recreation
2. Focus group with recreation staff to find solutions
3. Focus groups with youth to find solutions
4. Meetings with various community groups

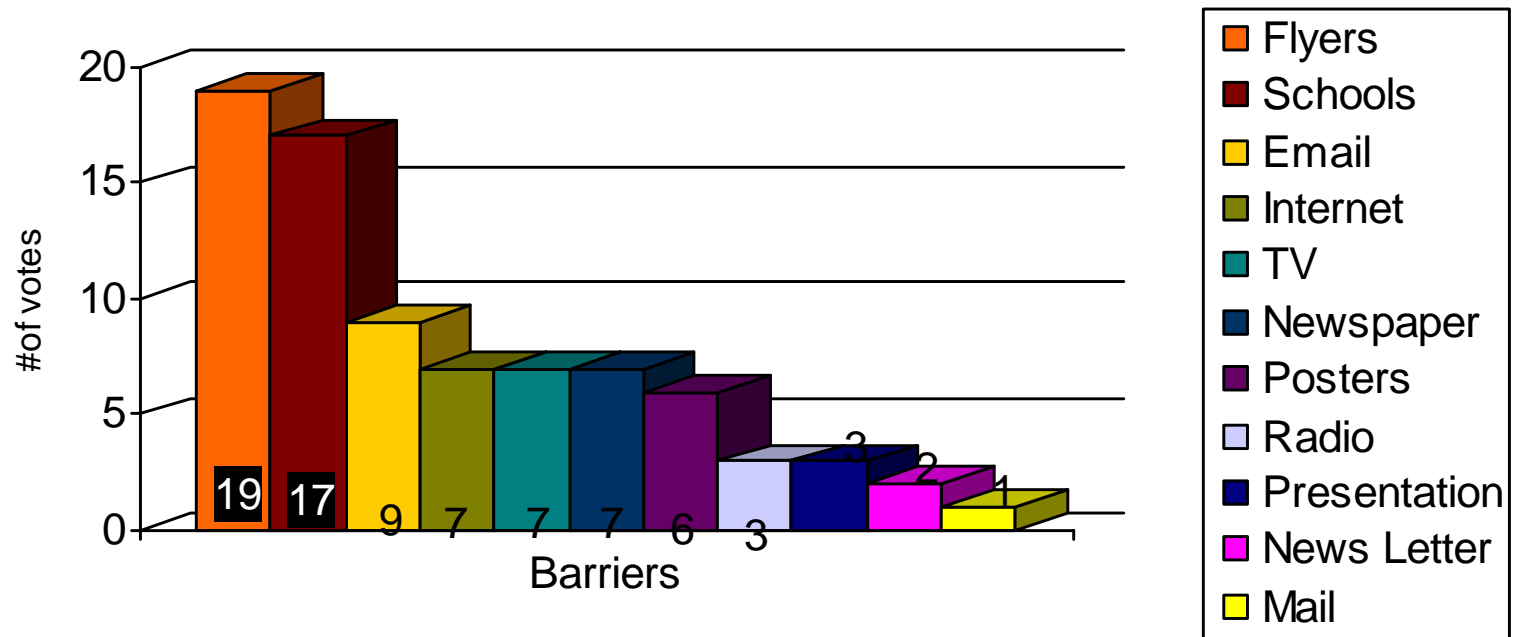
FINDINGS

Barriers to Town of Markham Programs for Youth



FINDINGS

Methods of Communication





FINDINGS

- Richmond Hill, Vaughan, South Huron, Peterborough, Pickering, Chatham-Kent, Oshawa, Port Hope, Burlington, Ajax, Aurora, Toronto have dedicated youth workers
- Program Staff, Facility Staff and youth suggest there should be additional staff to work with youth



STRATEGIC GOALS

COMMUNITY OUTREACH

Goals	Objectives
Use schools as the primary focal point for youth information distribution	<ul style="list-style-type: none">• Create a Youth specific recreation guide (Include info on Programs, Drop-ins, Youth Groups etc.).• Establish dedicated space where flyers and posters can be posted.• Establish information workshop for grade nine students.
Enhance Markham Youth Website	<ul style="list-style-type: none">• Utilize town resources to increase web address visibility (Link to Town Page, Economist and Sun)• Have recreation staff trained to work on and update the website.• Create an email directory
Find alternative focal points for information distribution	<ul style="list-style-type: none">• Cultural gathering areas• Youth hangouts• Places of Worship

SUPERIOR QUALITY SERVICE

Goals	Objectives
Review staff resources allocated to the delivery of Youth services.	<ul style="list-style-type: none">• Propose a staff position dedicated to the development of youth services. Position will develop improvement to the quality of youth services.• Create a 'high touch' approach to working with youth
Create and enhance youth friendly environments at town facilities.	<ul style="list-style-type: none">• Establish workshops for all staff who deal with youth. Anti oppression training.• Ensure our public spaces are welcoming and engaging for youth• Create environment in our community centres that are specific for youth

ORGANIZATIONAL EXCELLENCE

Goals	Objectives
Enhancing structured programs offered	<ul style="list-style-type: none">• Increase the number of structured programs being offered• Offering programs in schools• Offer four or five week sessions as opposed to 8 or 10 week session.• Programs to be run at minimal cost or free to the youth, subject to council approval• Increase volunteer application by minimizing steps needed to become a volunteer
Enhance Drop-in programs	<ul style="list-style-type: none">• Increase the number of Drop-in programs• Create youth sport Drop-ins in all new facilities with gymnasiums• Programs to be run at minimal cost or free to the youth
Making facilities more youth friendly	<ul style="list-style-type: none">• Space to be dedicated to youth at all existing Community Centres and included in the proposed plan of new facilities• Provide lounge areas with comfortable seating• Extending service hours

COMMUNITY PARTNERSHIP

Goals	Objectives
Build partnerships with community stakeholders in the delivery of youth services.	<ul style="list-style-type: none">• Develop a strong and intimate relationship with school boards to allow greater access• Develop partnerships with private institutions to gain sponsorship and access to promote youth programs, i.e. banks, malls• Develop partnership with other organization and committees (i.e. York Region Health, MSC)
Youth to be directly involved in planning and development of youth programs.	<ul style="list-style-type: none">• Have the youth councils be a resource to the Town of Markham as a youth voice• Youth groups used for regular consultation on new ideas and present successes• Youth survey to be complete once a year to access success of changes to programming



ARE WE DOING ENOUGH FOR
OUR YOUTH?

NEXT STEPS

- Staff will build the Strategic Directions into the Annual Business and Budget process
- Reports will be brought forward to Council that have financial and policy implications

Words to Remember

It costs approximately \$100,000 to incarcerate a Juvenile offender for one year. If that money were available to the Recreation and Culture Services Department, we could:

Take him swimming twice a week for 24 weeks and give him six tours of the Markham Museum, plus lunch, and enrol him in 50 community centre programs, and visit the Varley Art Gallery four times, and let him play league softball for a season, attend three show at the Markham Theatre, and give him two weeks of tennis lessons, and enrol him in four weeks of day camps, and let him play three rounds of golf, and act in one play, and participate in two leadership workshops, and take a four week pottery class, and play basketball eight hours a week for 40 weeks.

After which we could return to you \$97,000 and one much happier YOUTH