

# COMMUNITY PROFILE



## Martensville 2017-2020

Working together to get more  
kids, more active, more often.

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## Executive Summary

The overall purpose of this document is to act as a resource in support of physical literacy initiatives in Martensville, as well as to function as a reference for community stakeholders, organizations and governments working within the sport and recreation sector present in Martensville.

## Introduction

### Background

#### Partners for Physical Literacy (P4PL)

Partners for Physical Literacy provides stewardship, guidance, and support to organizations working to inspire children and youth toward physical literacy. P4PL is a collaborative of individuals and organizations that are passionate and committed to increasing physical literacy and physical activity for Saskatchewan's youth. It is comprised of volunteer stakeholders from education, sport, recreation and physical activity. P4PL is supported by the partners as part of a commitment to a sustainable future for Saskatchewan people.

#### Saskatchewan *in motion*

Saskatchewan *in motion* is a proud partner in the P4PL. The focus of our work is to inspire, galvanize, connect and promote community action to get more kids, more active, more often.

We're an exciting province-wide movement of parents, community leaders, educators and decision makers who are taking action to get kids moving! We believe we're ALL responsible for making sure the kids we care about get at least 60-90 minutes of physical activity every day.

We can all do our part to get more kids, more active, more often – and with the help of our network, we do so by focusing on the following pillars:

- Sending them out to play
- Letting them walk to school
- Inspiring kids who love to move
- Balancing screen time

Saskatchewan *in motion* is an initiative of Active Saskatchewan and is supported by a board of directors, strategic partner organizations, and a team of staff to help inspire action, provide tools and resources, and keep us all connected.

## Call to Action

#### Community Action Planning (CAP)

This document (i.e., your community profile) identifies the many assets the City of Martensville has to offer and the opportunities that exist to make a real difference for children and youth in the community, schools and families. The CAP is huge tenet of Saskatchewan *in motion*, and it is intended to help lay the

foundation for community leaders to develop, implement and evaluate an Action Plan to help achieve Martensville’s goal of becoming a physical literacy enriched community.

### Purpose

Gathering data, talking to residents, and compiling a community profile will help identify strengths, assets, and opportunities to guide the identification of priorities and actions for a long term action plan that meets the needs of the community in our efforts to increase the health and physical literacy levels of Martensville, children and youth.

### Process

**Gathered existing data** - Demographic and other data about the City of Martensville was gathered from existing sources such as census reports, the Canadian Health Survey and previously compiled profiles.

**Consultation process** – Community members (including youth) were offered the opportunity to provide information through surveys, focus groups, and one-on-one conversations.

**Moving Together Symposium** – All data compiled will be presented to community leaders at the Moving Together Symposium. Community leaders will have the opportunity to review the collected information and helped fill in the gaps. Time will be provided to add to the opportunities that will be identified.

### Information Analysis

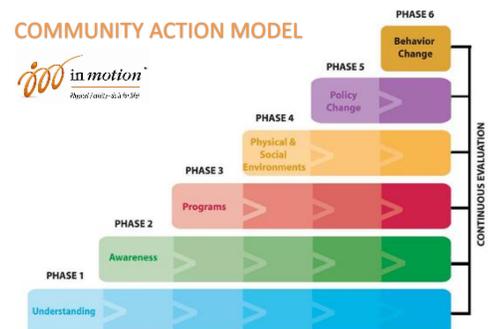
The information in this profile is compiled to follow three models for community action planning;

#### 1. Community Action Model

Built on a foundation of successful models for behaviour change, the Saskatchewan *in motion* Community Action Model is a simple, clear and focused approach to guide community action planning toward behaviour change.

The Community Action Model will help you to;

- Identify a starting line for long term strategies,
- Build momentum,
- Validate existing work,
- Celebrate early success toward long term goals, and
- Identify solutions to bumps along the way.



The model includes six elements to consider when creating an *in motion* community. The elements are dependent on each other for success, therefore it is not a step by step process, rather a series of building blocks that when put together in your own unique way will help you achieve your objectives.

In the case of this physical literacy pilot project, it was agreed by the P4PL to include and use Saskatchewan *in motion's* Community Action Model to aide Martensville in achieving your physical literacy-focused objectives.

- **Understanding:** Gaining a clear understanding of the term, physical literacy, and comprehension of it in the community
- **Awareness:** Raising public awareness and support to increase physical literacy in their activities
- **Programs:** Providing quality, accessible programs that build skills and confidence for lifelong activity participation
- **Environments:** Ensuring the physical and social environments in your community provide fun, safe, convenient and easy access to a wide range of opportunities that enrich residents' physical literacy
- **Policy:** Advocating for healthy public policy that facilitates action and ensures the sustainability of your action plan
- **Behavior Change:** Describes the positive behavior you want to see more of (e.g., an overall increase in residents' physical literacy)

## 2. 30-30-30 A Shared Responsibility:

Saskatchewan *in motion* responds to the inactivity crisis affecting our children and youth with a simple solution.



Saskatchewan *in motion* believes that parents, educators and community leaders must share responsibility to ensure our kids are active a minimum of 30 minutes each at home, at school and in the community.

The P4PL also agreed to adopt this philosophy in piloting the physical literacy project in your community; however, it is focused on encouraging these audiences to share responsibility to ensure Martensville kids are dedicating 30 minutes in each areas (i.e., at home, at school and in the community) to engaging in activity that develops their physical literacy.

## 3. Asset Based Action Planning:

Saskatchewan *in motion* follows an approach that seeks to uncover and use the strengths within communities as a means for sustainable behavior change.

- The first step in the process is to assess the resources of a community through an inventory or through another process of talking to the residents to determine what types of **strengths, assets and opportunities** are available.
- The next step is to support communities, to discover what they care enough about to act.
- The final step is to determine how citizens can act together to achieve those goals.

The P4PL supported the use this approach; however, it was agreed that it was used with a physical literacy lens.

## Literature Review

It is important to situate all the information and data collected from Martensville within the current body of knowledge. This section briefly defines physical literacy and physical activity, as well as addresses the state of physical literacy and physical activity at the provincial (i.e., within Saskatchewan) and national level.

## Physical Literacy of Children and Youth

### Definition of Physical Literacy

The International Physical Literacy Association (2014) defined physical literacy as “the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life” (as cited in “Canada’s Physical Literacy Consensus Statement”, 2015, p. 1).

Physical literacy can be further broken down into 4 elements (“Canada’s Physical Literacy Consensus Statement”, 2015, p. 2):

- **Motivation and Confidence (Affective):** An individual’s enthusiasm for, enjoyment of, and self-assurance in adopting physical activity as an integral part of life.
- **Physical Competence (Physical):** An individual’s ability to develop movement skills and patterns, and the capacity to experience a variety of movement intensities and durations. Enhanced physical competence enables an individual to participate in a wide range of physical activities and settings.
- **Knowledge and Understanding (Cognitive):** The ability to identify and express the essential qualities that influence movement, understand the benefits of an active lifestyle, and appreciate appropriate safety features associated with physical activity in a variety of settings and physical environments.
- **Engagement in Physical Activities for Life (Behavioural):** An individual taking personal responsibility for physical literacy by freely choosing to be active on a regular basis. This involves prioritizing and sustaining involvement in a range of meaningful and personally challenging activities, as an integral part of one’s lifestyle.

Physical literacy is integral to children’s development, as it enables them to:

- Discover the joy of moving,
- Learn how their bodies move and push their limits,
- Build confidence and enthusiasm about play,
- Explore the physical world around them, and
- Set the foundation to enjoy a lifetime of physical activity. (Partners for Physical Literacy, 2018, para. 1)

### References

(2015, June). Canada’s Physical Literacy Consensus Statement. Retrieved from:  
[http://physicalliteracy.ca/wp-content/uploads/2016/08/Consensus-Handout-EN-WEB\\_1.pdf](http://physicalliteracy.ca/wp-content/uploads/2016/08/Consensus-Handout-EN-WEB_1.pdf)

Partners for Physical Literacy (2018). Physical literacy. Retrieved from:  
<http://www.skphysicalliteracy.ca/physicalLiteracy.html>

### Overview of National & Provincial/Territorial Data: Physical Literacy of Children and Youth

The 2018 *ParticipACTION Report Card* stated that Canadian children have low physical literacy levels:

- **D+ Physical Literacy Level:** Only 36% of 8 to 12 year olds in Canada assessed by the Canadian Assessment of Physical Literacy (CAPL) meet or exceed the minimum level recommended for physical literacy.
  - 37% meet or exceed the minimum level recommended for the physical competence domain of physical literacy.
  - 29% meet or exceed the minimum level recommend for the daily behaviour domain of physical literacy.
  - 34% meet or exceed the minimum level recommended for the motivation and confidence domain of physical literacy.
  - 39% meet or exceed the minimum level recommended for the knowledge and understanding domain of physical literacy.

The Royal Bank of Canada Learn to Play – Canadian Assessment of Physical Literacy study (RBC – Learn to Play CAPL) examined the four domains of physical literacy (physical competence, daily behaviour, motivation and confidence, knowledge and understanding) in 8 to 12 year old Canadians and reported a number of findings, including the following:

- Children with physical competence, and motivation and confidence, scores meeting or exceeding the minimum recommendations are more likely to meet the physical activity and recreational screen time recommendations within the Canadian 24-Hour Movement Guidelines for Children and Youth. However, the knowledge and understanding domain of physical literacy does not appear to be related to physical activity or screen time guideline adherence in 8 to 12 year olds (ParticipACTION, 2018, p. 71).

Additional Canadian research has revealed that fundamental movement skills (e.g., running, kicking, throwing, balancing, etc.) are positively related to the development of physical literacy and overall health. Such data shows:

- 9 to 12 year olds with greater fundamental movement skill scores (as assessed by Passport for Life and PLAY Basic tools, have more favourable levels on health indicators such as body weight, body mass index, waist circumference, percent body fat, handgrip strength and cardiorespiratory fitness (ParticipACTION, 2018, p. 71).

Unfortunately, there is no data specific to Saskatchewan children and youth’s physical literacy levels currently available. In fact, according to ParticipACTION (2018), “future studies [are] needed to study trends in physical literacy over time, and in different geographical locations” (p. 68).

References:

ParticipACTION (2018). The ParticipACTION report card on physical activity for children and youth. Retrieved from [https://participation.cdn.prismic.io/participation%2F38570bed-b325-4fc8-8855-f15c9aebac12\\_2018\\_participation\\_report\\_card\\_-\\_full\\_report\\_0.pdf](https://participation.cdn.prismic.io/participation%2F38570bed-b325-4fc8-8855-f15c9aebac12_2018_participation_report_card_-_full_report_0.pdf)

## Physical Activity of Children and Youth

### Definition of Physical Activity

According to the World Health Organization (2018), physical activity is “bodily movement produced by skeletal muscles that require energy expenditure” (para. 1). Unlike exercise, which is “structured, repetitive [movements that aim] to improve and maintain one or more components of physical fitness” (WHO, 2018, para. 2), physical activity have individuals moving while working, playing, carrying out household chores, travelling, engaging in recreational pursuits and more.

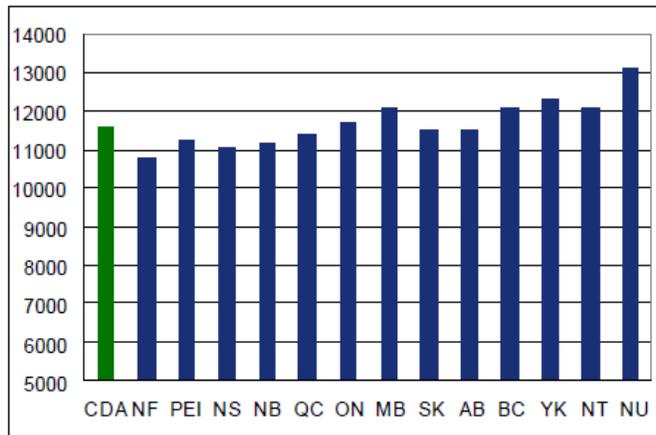
**References:**

World Health Organization [WHO] (2018). Physical activity. Retrieved from <https://www.who.int/news-room/fact-sheets/detail/physical-activity>

**Overview of National & Provincial/Territorial Data: Physical Activity of Children and Youth**

The following reports the best available evidence on the physical activity levels of Saskatchewan children and youth. Although provincial in scope, previous Saskatchewan *in motion* research has shown little or no variation on physical activity levels between communities and regions of Saskatchewan. The Canadian Fitness and Lifestyle Research Institute’s (CFLRI) CANPLAY study (i.e., a Canadian physical activity levels among youth study) is a joint project of all federal provincial/territorial governments.

The CFLRI’s CANPLAY study measured physical activity levels of children and youth using pedometers to measure daily steps. In Saskatchewan, children and youth take a similar number of steps as the national average (i.e., Canadian children, aged 5 to 19, take 11,600 daily steps on average, whereas Saskatchewan children take roughly 11,500 steps).

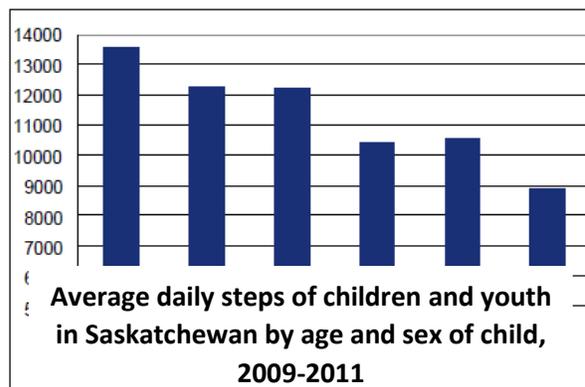


**Average daily steps of children and youth by province/territory, 2009-2011**

**Child characteristics:**

In Saskatchewan, boys take more daily steps on average than girls do (i.e., almost 1,600 more steps), which is similar to the pattern that also appears at the national level. It is particularly evident that daily steps decrease by increasing age group; however, only aged 11 to 14 years old take significantly more steps than girls of the same age.

In all years of the CANPLAY study in Saskatchewan, it was evident that boys take more steps than girls (i.e., currently 1,600 more steps). The age-related decrease in steps appears within all study years, and also appears for both boys and girls. The gender differences within specific age groups vary over time. During the first couple of years of the CANPLAY study (i.e., years 1 and 2 combined), younger boys (aged 5 to 10) and older boys (aged 15



to 19) took significantly more steps than girls of the same ages. However, in the later years of the study, significant gender differences only appeared among 11 to 14 year olds.

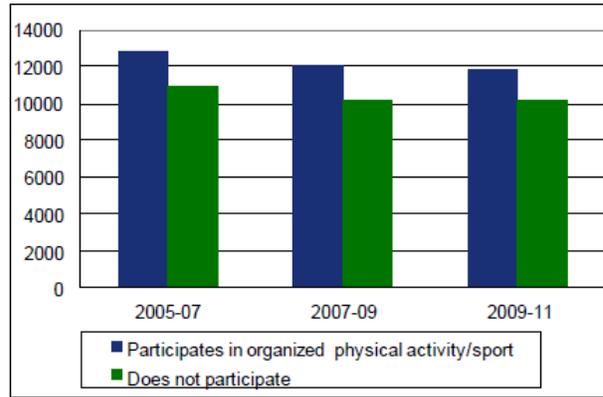
**Sport participation:**

The relationship between a child’s participation in organized sport and physical activity and a greater number of steps appears within all study years in Saskatchewan.

In Saskatchewan, children who participate in organized physical activities and sport take significantly more daily steps on average compared to children who do not participate in these types of activities (i.e., roughly 1,700 more steps). This relationship is similar to that found nationally.

**Parent and household characteristics:**

In Saskatchewan, there is no significant association between children’s daily steps and household income. However, this differs nationally as children from the highest household incomes (i.e., ≥\$100,000 per year) take more daily steps on average than those from households with incomes between \$40,000 and \$59,999.

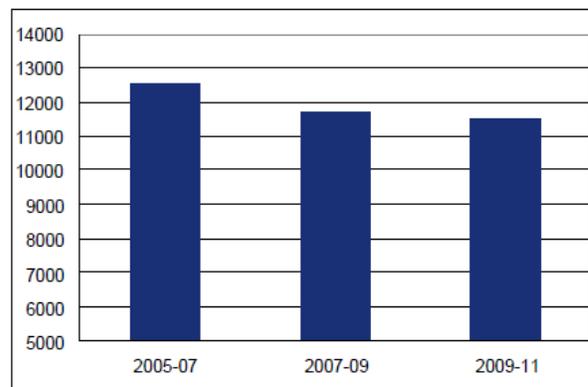


**Average daily steps of children and youth in Saskatchewan by participation in organized sport and physical activity, 2009-2011**

In the earlier years of this study, there appeared to be a lack of a relationship between a child’s daily steps and parents’ education levels. However, it was later uncovered that these determinants in fact affect their step count. It was evident that children whose parents have a university education take more steps than children whose parents have less than a high school education (in years 5 and 6 combined).

**Trends in activity level over time:**

Compared to the first two years of this study (i.e., years 1 and 2), there has been a decrease in overall steps taken by children and youth residing in Saskatchewan.



**Average daily steps of children and youth in Saskatchewan, trends, 2005-2011**



## Martensville

Just north of Saskatoon resides one of Western Canada's fastest growing cities. Martensville is home to nearly 10,000 citizens, 75% of which are under the age of 45 years old. Our young, prospering community is anticipated to grow. In fact, it has been projected that Martensville's population will be between 16,850 and 24,650 citizens by 2040!

In order to serve our citizens and ensure they have an outstanding quality of life, Martensville has a variety of amenities, activities and services to offer our community's residents and visitors, such as beautiful parks and greenspaces, community groups and events, recreational and sport programs/facilities, health services, and much more!

We strongly believe that Martensville is a community that permits us to encourage and develop healthy, safe and active lifestyles. As a result of the people, partnerships and opportunities available in the city (which makes all of this possible), we also consider Martensville to be a great place to call home.

### **Distance to other major city centers (one way):**

- Saskatoon – 8km (north)
- Prince Albert – 133km (southwest)
- North Battleford – 129km (southeast)

## Demographics

### Population

<b>Total Population</b>	9,533 (2016)	<b>Diversity</b>	
Total Private Dwellings	3,285	Total visible minority	340
		Aboriginal identity	880
<b>Age</b>			
Median Age	31.1	<b>Family Information</b>	
% population over 15 years	67.7	Total Number of Families (private households)	2,735
% population 0-19 years	33.7		
<b>Education</b>		Lone parent	290
No certification	980	2-parent family	1,590
High School Certificate	2,200		
College	1,585	<b>Occupation</b>	
Apprenticeship	925	Sales & Service	1,105
University Degree (Bachelor's degree)	945	Trades & Transport	1,230
		Business, Finance & Administration	925
<b>Field of Study</b>		Management	630
Health & Related Fields (Recreation, Fitness)	695		
Business Administration	725	Social Science, Education, Government Services	565
Architecture, Engineering	1,075		
Education	275	Health	415
Personal, Protective & Transportation Services	275	Natural Resources (Ag)	155
Agriculture, Natural Resources, Conservation	70	Art/Culture/Sport/Rec	70
		Natural & Applied Science	340
<b>Employment</b>			
Employed	5,310	<b>Income</b>	
Unemployed	350	Median/individual (2015, after taxes)	\$42,895
Not in labor force	1,240	Median/household (2015, after taxes)	\$92,672

Source: Statistics Canada, Census Profile, 2016 Census for Martensville, SK

## Government

<b>Municipal</b>	Mayor	Kent Muench
	Deputy Mayor	Tyson Chillog
	Council Members:	Debbie McGuire
		Michael Cox
		Jamie Martens
		Bob Blackwell
		Darren MacDonald
<b>Provincial</b>	Constituency of Martensville – Warman	MLA Nancy Heppner
<b>Federal</b>	Carlton Trail – Eagle Creek	MP Kelly Block

## Schools

- Valley Manor Elementary School
- Venture Heights Elementary School
- Lake Vista Public Elementary School
- Ecole Holy Mary Elementary School
- Martensville High School
- Busy Fingers Pre-School
- Puddle Jumpers Pre-School
- Lutheran Early Learning Center – Daycare and Pre-School

## Industry

Business Services	185
Retail Trade	19,325
Health Care & Social Services	20,895
Educational Services	17,040
Agriculture and Other Resource Based	8,585
Construction	14,970
Other Services	8,510

## Health Care

Martensville is part of the Saskatoon Health Region in Saskatchewan (new health authority as of December 2017)	
<b>Facility</b>	
Martensville Collective Health & Wellness	<p>A multi-disciplinary center dedicated to patient care and comfort</p> <ul style="list-style-type: none"> <li>• Family Doctors – 2 Doctors</li> <li>• Nursing staff – 1 RN &amp; 3 Medical Office Assistants</li> <li>• Physiotherapy – 1 physiotherapist</li> </ul>
Physiotherapy	<ul style="list-style-type: none"> <li>• Boehm's Physiotherapy Clinic</li> </ul>
Chiropractor	<ul style="list-style-type: none"> <li>• Craig Norman Chiropractic</li> <li>• Pro-Active Chiropractic Clinic</li> </ul>
Community Health Nurse(s)	<ul style="list-style-type: none"> <li>• Located at the Civic Centre</li> <li>• Runs clinics held on Tuesdays, Wednesdays and Thursdays</li> </ul>
Massage Therapy	<ul style="list-style-type: none"> <li>• Candle Lynn's Therapeutic Massage</li> <li>• Hands of Art Massage Therapy</li> <li>• JP Massage Therapy</li> <li>• Martensville Therapeutic Massage</li> <li>• United Massage &amp; Reflexology</li> </ul>
Dental Care	<ul style="list-style-type: none"> <li>• Martensville Dental Clinic</li> </ul>
Vision Care	<ul style="list-style-type: none"> <li>• Doctors Vision Care</li> </ul>
Pharmacy	<ul style="list-style-type: none"> <li>• Martensville Pharmacy</li> <li>• Pharmasave</li> <li>• The Medicine Shoppe Pharmacy (#364)</li> </ul>
Mental Health Services	<ul style="list-style-type: none"> <li>• The Counselling Corner</li> </ul>

## Health Status (SHR)

	Total	Male	Female
<b>Well Being</b>			
Perceived health, very good or excellent (%)	59.1	61	57
Perceived mental health, very good or excellent (%)	71.6		
Perceived life stress (%)	20.4		
Physical Activity (%) - adults	33		
<b>Health Conditions</b>			
Overweight or obese (%)	56.6	66.5	46.3
Overweight (%)	33.6	40.3	26.6
Obese (%)	23.1	26.2	19.7
Arthritis (%)	15.7	13.0	18.4
Diabetes (%)	4.3	5.4	3.3
Asthma (%)	11.2	9.4	13.0
High Blood Pressure (%)	13.0	13.4	12.6
Mood disorder (%)	7.8	6.1	9.4

Pain or discomfort, moderate to severe (%)	12.0	9.5	14.5
Pain or discomfort that prevents activities (%)	12.7	9.8	15.5
Low birth weight (% of live births)	5.8	5.7	5.9
Chronic obstructive pulmonary disease (COPD) (%)	4.0	F	5.0
Injuries within the past 12 months causing limitation of normal activities (%)	..	..	..
Injuries within the past 12 months, sought medical attention (%)	..	..	..
Hospitalized stroke event rate (per 100,000 pop'n)	131	155	113
Hospitalized acute myocardial infarction event rate (per 100,000 pop'n)	171	253	98
Injury hospitalization rate (per 100,000 pop'n)	544	589	485
Cancer incidences (pre 100,000 pop'n)	382.4	460.2	324.1
<b>Personal Resources</b>			
Sense of community belonging (%)	72.0	71.9	72.1
Life satisfaction, satisfied or very satisfied (%)	92.6	92.7	92.5
<b>Well Behaviors</b>			
Current smoker, daily or occasional (%)	18.6	19.8	17.5
Current smoker, daily	12.3	12.3	12.4
Heavy drinking (%)	22.2	26.7	17.8
Leisure-time physical activity, moderate active or active (%)	55.7	58.5	53.0
Fruit and vegetable consumption, 5 times or more per day (%)	32.3	23.9	40.4
Bike Helmet Use (%)	..	..	..

.. Not available for a specific reference period

F too unreliable to publish

## Physical Activity Facilities

### Outdoor Spaces

- Walking/cycling pathway system (Kinsmen Park)
- Natural open spaces (Kinsmen Park)
- Nature/interpretive trails (Kinsmen Park)
- Beach volleyball courts
- Urban forestry
- Campgrounds
- Water spray parks (Lions/Spray Park)
- Skateboard parks
- Mountain bike trails
- Outdoor fitness equipment (Kinsmen Park)
- Bike skills park

### Indoor Spaces

- Leisure ice-surfaces (non-hockey)
- Indoor field facilities
- Fitness/wellness facilities
- Leisure swimming pools
- Indoor child playgrounds
- Dance/program/martial arts rooms
- Indoor ice arenas
- Indoor walking/running tracks
- Youth centres
- Gymnastics spaces/parkour rooms
- Gymnasium-type spaces
- Climbing gyms
- 25M swimming tanks
- Court sport spaces

- Ball diamonds (Chrome Dome Park, Kinsmen Park, Mocon Fields)
- Sports fields (Chrome Dome Park, Sports Centre North & South, Geransky Field, Lions Park – Mini Pitches)
- Speed skating ovals
- Outdoor boarded skating rinks
- Toboggan hills (Kinsmen Park, Lions/Spray Park, North Hills Park)
- Hard courts (Kinsmen Park)
- Outdoor pools
- Track and field spaces
- Community gardens (Kinsmen Park)
- Tennis and Pickleball courts (Kinsmen Park)
- Playgrounds/play structures (Andrea Kaminskis Park, Dallas Martens Park, Hounsome Park, Lions/Spray Park, Munday Park, North Hills Park, Unrau Park)
- Cross-country ski trails
- Off Leash Dog Park
- Senior centres (New Horizon Senior Centre)
- Curling rinks
- Community hall

## Description of Major Facilities

Facility	Description
Martensville Athletic Pavilion (MAP)	Since MAP's grand opening on December 18 <sup>th</sup> 2014, this state of the art facility has become a "hub" for sport and recreation opportunities in Martensville. Within its 50,000 square feet of space, MAP has 3 full-size basketball courts, 3 full-size (or 6 cross-court) volleyball courts, 12 badminton courts, 10 individual team rooms, multi-purpose rooms (suitable for martial arts, yoga, dance and other activities), 4 lane 200-metre running track (cleated footwear allowed), fitness area (with cardio and cable-equipment, as well as free weights), artificial turf (to cover individual courts or entire gym floor), reception area, and concession. A variety of programs are also available at MAP, which include the After School Program; the Sport Drop-in Programs (basketball, volleyball and badminton); the Equipment Orientation Program; Gentle Yoga; the Seniors' Globe Walk Program; Line Dancing; Seniors Walking & Pickleball; and the Toddler Time Program.
Martensville Civic Centre	Located at 66 Main Street, the Civic Centre is another great facility for Martensville's residents. In addition to a community health nurse, pre-school, and various recreational programs (e.g., "Winter Cakes" for kids 3+ years old; Pilates, Gentle and Vinyasa Yoga for individuals 16+ years old; etc.) that are available, the Civic Centre also houses the Wheatland Regional Library, which also provides individuals with a variety of programs and services.

Heritage Centre	The Heritage Centre, located on 415 6 <sup>th</sup> Avenue South, is home to the local Lions Club, the Summer Fun Program, and various recreational programs (e.g., Sportball for Toddlers/Pre-School/Big Kids, Guitar Classes, and Ukulele & Guitar Workshops). This facility is also available for Martensville residents to rent for birthdays, anniversaries, small weddings, and other small events.
North Ridge Centennial Community Centre	North Ridge is a space that is available for Martensville residents to rent for weddings, reunions, anniversary celebrations, banquets, dances, musicals, theatrical performances, as well as sport, cultural and recreational events and programs. Some programs that are currently offered include wood carving (for ages 10 years old and up) and pre-teen make-up workshops (for ages 10 to 14 years old).
Martensville Sports Centre	Often referred to as the winter hub of Martensville, the Sports Centre has both a hockey rink and curling rink available to residents. This facility is home to Martensville’s Minor Hockey teams, Figure Skating Club, Recreational Hockey teams, Senior Hockey Club, and Curling Club, and also offers public skating and shinny at \$2 during the winter months. Lastly, the Sports Centre also has a mezzanine, which can be used for tournaments, fundraisers, and other special events.
Martensville Aquatic Centre	Located just down the street from North Ridge is the Martensville Aquatic Centre. This facility houses a 25m-5 lane pool with a deck area and concession, 3 water slides (junior racer, double loop and kid slide), zero depth entry, and kiddie pool. The Aquatic Centre offers public swimming, recreational programs, and swimming lessons as well.

## Organized Groups in Martensville

### Sports Groups

- Martensville Slo-Pitch Association
- Baseball: Sask Five Giant Association
- Maddog Football
- Skate Martensville
- Martensville Amateur Softball Association (MASA) / Twin City Angels (TCA)
- Martensville Soccer
- Martensville Minor Hockey Association
- Sask. Valley Riding Club
- Martensville Curling Club

### Recreational Groups

- Girl Guides
- New Horizons Seniors
- Royal Canadian Air Cadets, 574 Dakota Squadron,
- The Optimist Club of Warman and Area
- Prairie Valley Scouts
- Kinsmen Club
- Knights of Columbus

- Lions Club

- Elks Lodge

## Other Sector Groups

### Prairie Sky Chamber of Commerce

- Although the Prairie Sky Chamber of Commerce is located in Warman, this organization “is the voice of business” for Martensville and other surrounding areas as well. As a group, the Chamber:
  - Connects the business community by establishing business networks
  - Partners for professional development
  - Delivers events focused on business recognition, advocacy and networking
  - Supports the business region by championing growth in the local economy
  - Promotes its members
  - Provides business solutions
  - Keeps the community informed of relevant business information
  - Provides opportunities to connect with important officials, business leaders, peers and prospective clients
  - Strives to be visible and approachable in the community
  - Ensures that the value of membership is the best investment businesses can make

## Local Businesses

### Business listings:

- |   |  |
|---|--|
| • A & W Restaurant                              | • Awasis Boutique                            |
| • Absolute Electrical Services                  | • Ayotte Plumbing, Heating & AC              |
| • Accent Mini Storage                           | • B & B Truck Repair Ltd.                    |
| • Adobe Inn                                     | • Base Mechanical Inc.                       |
| • Advanced First Aid Training                   | • Beverly Lazar Reiki                        |
| • Advanced Pest Control                         | • Big Al's                                   |
| • Affinity Animal Hospital                      | • Black Pepper                               |
| • Affinity Credit Union                         | • Blair Schmidt CPA Prof. Corp.              |
| • AJ Window & Door Repair                       | • BMX Track                                  |
| • Alpyne Apparel                                | • Boon Golf Group Corp.                      |
| • Amarok Enterprises Inc.                       | • Boston Pizza                               |
| • Andy's Tree Service                           | • Bravo Dance Co.                            |
| • Aner Construction Ltd.                        | • Brian Pozniak Painting                     |
| • Arlene Ratzlaff Certified Personal Accountant | • Bridge City Mechanical Ltd.                |
| • Ashley Bloom Photography                      | • BRT Contracting Inc.                       |
| • Ashryla Boutique                              | • Building Friendships Before & After School |
| • ATC Management Group Inc.                     | • BuildTECH Consulting & Inspections Inc.    |
| • Aurora Meadery                                | • C.E. Internet Hours                        |
| • Auto Sales & Services                         | • Cake Frenzi                                |
| • Automated Metal Processing                    | • Canadian Tire                              |

- Canalta Martensville
- Canwest Propane
- Carter Construction Inc.
- Celine's Hair Design
- Centennial Dental Clinic
- Checkered Flag Auto
- Cherished Memories Funeral Services & Crematory Inc.
- ClassC Artisans Boutique
- Classic Design Carpentry
- Clearcut Coffeehouse
- Co-op Food Store
- Co-op Gas Bar
- Corban Services
- Country Asphalt Corp.
- Crossfit 3126
- Crystal Car Wash
- Curves (Wendy's Fitness Centre)
- Custom Roofing Inc.
- D-Team Construction Ltd.
- D.W. Elash Enterprises Inc.
- Dahlia Salon and Spa
- Dairy Queen Chill & Grill
- Davey Tree Expert Co. of Canada Ltd.
- DBS Electric Ltd.
- DIYxe Designs
- Dollarama
- Domino's
- Don-Mar Enterprises Corp.
- Dressers & Jujubes
- Driverseat
- E1 Salon
- Earthly Essence Cleaning Service
- Ebb & Flow Photography
- Edison Homes Inc.
- Edmund Joseph Salon
- Eleanor's Hairstyling
- Empire Mechanical Inc.
- Esthetically Pleasing
- Ever Lasting Wooden Toys
- Falling for Fitness
- First Call Electric Inc.
- Flex Realty
- Forged Fitness
- Freeway Delivery Service
- FUEL Business Services Inc.
- Furrific Grooming & Boutique
- Fuzzy Fox Electrolysis & Sugaring
- Gail Adams School of Art
- Garcyn Consulting
- Geoscape Construction
- Geraldine Wiebe Bookkeeping Services
- Geransky Brothers' Construction
- Gibson Trucking
- Gillectric Contacting
- Great Canadian Oil Change
- Growler's Tap House
- Happy Homes Residential Cleaning
- Headstart Hair Design
- House 2 Home Decorating and More
- Ideal Transformation
- Imperio Construction
- Infinity Salon & Spa
- Inkgeniuty Tattoos
- Innovative Concrete Coating
- Innovative Piling Solutions Ltd.
- IWL Steel Fabricators Ltd.
- J.V. & M. Property Holdings Inc.
- Janzen's Excavating Ltd.
- Jason's Auto Glass Plus
- Jaze Products & Designs
- Jerr's Construction
- Jimmy's Cannabis Shop
- JK Martial Arts
- Jocelyn Anne Photography
- K & K Swim School
- K & M Autobody
- Kart Track
- Kdesign Interiors
- Keller Foundations
- KEON Data Cooling Services
- King Accounting Services CPA
- King's Plumbing & Pipe Fabrication
- Kolo Development Inc.
- Krowne Mechanical Ltd.
- L&W Fun and Fabrics
- Lakeview Insurance Brokers Ltd.
- Larson Water & Sewer
- League Lawn Care
- Leah's Salon
- LG Construction Ltd.
- Licensed to Kill Spraying & Landscaping

- Living Well Whole Foods and More
- Love My Lashes by Carly
- LRV Computer Electronic Repair
- Lush Esthetics by D
- Macauto Inc.
- Macneil Motors Inc.
- Mad Mechanics
- Mark's Work Wearhouse
- Martensville Building & Home Supply
- Martensville Corner Store
- Martensville Farmer's Market
- Martensville Kwik Kerb
- Martensville Messenger
- Martensville Mini Storage
- Martensville Plumbing & Heating
- Martensville Post Office
- Martensville Rental Centre
- Martensville Restaurant
- Martensville Vet Hospital & Supplies
- Maskwa Construction
- McDonald's
- MJ Travel
- MJ's Nails & Art
- Mobile Fleet Services
- Mocon Construction Ltd.
- Monique Heck Beauty Salon
- Mr. Asphalt
- Mr. Mike's Steakhouse
- MuyCo Power Inc.
- Nantong Textile Trading Ltd.
- Neu-Homes Inc.
- Northern Sky Developments Inc.
- O'Neill Project Management Inc.
- Off Road Exterior Inc.
- Off the Ground Photography
- On Edge Sports
- Otter's Mechanical Insulation
- Paws Republic Boarding & Training Centre
- Penta Construction Services Ltd.
- Phobia Auto Care Ltd.
- Pinnacle Builders Ltd.
- Pita Pit
- Pizza Hut
- Planet Auto Sales & Service Ltd.
- Poly Plus Insulators Inc.
- Pon's Kitchen
- Positive Energy Vibrations
- Poth Home Solutions
- Prairie Castle Developments Ltd.
- Prairie ICF Distributors Inc.
- Prairie Salvage
- Precious Paws Dog Grooming
- Pride Contracting
- R&G Entertainment
- R.D.D. Auto Brokers & Leasing Inc.
- Rapid Transit Auto
- Razertip Industries Inc.
- Read Automotive Ltd.
- Red Swan Pizza
- Rev Motorsports & Marine
- Revolution Auto Accessories Ltd.
- RFS Engineering Services Ltd.
- Richard Plumbing & Heating
- RJ's Excavating Inc.
- RNL Services
- Royal Lepage Hallmark
- RSF Contracting Inc.
- Safety Ally
- Salon Exhale
- Sarcan
- SAS Home & Floral Boutique Ltd.
- Saskatoon Truck Brite 2011 Inc.
- Second Nature Landscaping
- Sharing Time Before and After School Program
- Sherry Hildebrandt (A.R.C.T.) Music Teacher
- Signature Exteriors
- Sir Echo Photo
- SKYDSA Construction
- Smokehaus Meats & Deli
- Sole Essence
- Soul Power Fitness
- Specialized Vehicle Services
- Speedy Collision
- Sports Page Bar & Grill
- SR Signs Ltd.
- Stone Temple Decorative Concrete
- Subway
- Surge Ahead Electrical
- Szyd's Enterprises Inc.
- Tacit Home Services Ltd.
- Taco Time
- Tala's Painting

- TDH Ventures Ltd.
- Team Iron Elles Personal Training
- Tek Concrete & Construction Ltd.
- The Beach Sun Tan Studio Inc.
- The Caesar Mill
- The Lash Life Studio
- The Northern Fly Fisherman
- The W Law Group
- The Wireless Age
- Tim Hortons
- Timeless Homes
- TNH Cleaning Services
- To Your Door Auto Restore
- TR Petroleum
- Tranquil Oasis Reflexology
- Tri Star Transport Ltd.
- TRX RV
- Tumblers Gymnastics
- Universal Human Resources
- Universal Towing
- Valley Wedding Service
- Vern's Pizza
- Walkincuts
- We Offer More
- White Water Clothing
- WMW Homes Realty Executives
- Wrench Fitness
- Youlin Intercommunications Co. Ltd.
- Your Dollar Store with More
- Your Yard Solutions Ltd.
- Zeal Media Inc.
- 2 U Mobile RV Services
- 24/7 Auto
- 306 Plumbing & Heating
- 4-L Bobcatting & Trucking
- 7-Eleven

## Programs

### Description of Physical Activity Programs

#### Toddler Programs

- Family Night Out – A drop-in program that encourages families to choose from a variety of sports, including basketball, badminton, pickleball, dodgeball, soccer, etc. and spend some active time together (Age: 3+, Winter).
- Learn to Skate – A programs that teaches children basic skating skills through games, circuits, and creative expression (Age: 3-5, Winter).
- Mini Moves – An activity-based program that teaches physical and social skills for pre-school children through action songs, games, and activities (Age: 2-3, All-Year).
- Parent & Tot Skate – An opportunity for parents to teach their toddlers to skate (Age: 1-5).
- Rhythmic Gymnastics – (Age: 3-4, Fall)
- Sportball for Toddlers – A parented class (i.e., one parent/guardian attends with each child) that focuses on physical movement and social exploration through an introduction of a different sport each class using developmentally appropriate games and activities (Age: 2-3.5, All-Year).
- Sportball for Pre-schoolers – A drop-off program that provides children with the opportunity for independent learning and autonomy among other social and

developmental benefits. Children are also introduced to the fundamental skills behind 9 popular sports (Age: 3.5-5, All-Year).

### **Children & Youth Programs**

- Ball Hockey – A program that teaches children how to pass, shoot, and stick handle, and encourages teamwork through drills, activities and games (Age: 5-10, All-Year).
- Family Night Out – Refer to description above.
- Karate – A program that focuses on self-defense, life skills and physical fitness with an emphasis on development of one's character. Children are offered the opportunity to learn new techniques, play games, and work on improving capabilities as well (Age: 5-13, All-Year).
- School's Out – A program that focuses on getting kids doing activities during long-weekends. These weekend programs include Sports & Games, Arts & Crafts, Outdoor Play, and Kids' Choice (Age: Grades 1-5, All-Year).
- Sportball for Big Kids – A drop-off program that introduces children to the concepts and skills involved in 9 popular sports. Developmentally appropriate methods are used to reinforce the benefits of teamwork and skills development rather than the importance of winning (Age: 5-7, All-Year).

### **Adult Programs**

- Family Night Out – Refer to description in Toddlers Programs.
- Floor Hockey – A recreational drop-in program to develop basic skills and introduce some team concepts and rules of floor hockey (Age: 16+).
- Line Dancing – An opportunity to learn individual dance steps and progress to put the steps into a pattern and form a complete dance. Beginner and Advanced classes are available (Age 16+).
- Pickleball – An opportunity to play double or singles pickleball (i.e., a sport that combines elements of tennis, badminton and table tennis). Games will reflect a recreational league-style play (Age: 16+).

### **Fitness Classes**

- Aqua Fit – A class for everyone, encouraging individuals to get fit through a challenging water workout (Age: 16+).
- Aqua Yoga – A class that has participants using pool noodles, followed by yoga poses with the noodles as stability props (Age: 16+).
- Body Sculpt – A class that involves moderate weight training and cardio to enhance strength and endurance (Age: 16+).

- Bootcamp – A circuit format class that involves cardio and resistance partner drills, as well as bodyweight exercises (Age: 16+).
- Flow Yoga – A class that involves linking several yoga poses together to create strength, flexibility, endurance, and balance (Age: 16+).
- Gentle Yoga – A class that has participants practice the form of the basic yoga postures, while allowing them to experience a gentle, slower paced session (Age: 16+).
- Yin Yoga – A class that involves non-weight bearing style yoga postures. Great for those who prefer a less vigorous class; who are experiencing illness, injury or chronic pain; or as a compliment to a regular yoga class (Age: 16+).
- Zumba – A class that features samba, meringue, reggaeton steps and more as a means of interval training (Age: 16+).

## Supporting Policies

### Description of Policies

#### Official Community Plan

In 2016, the City of Martensville had an Official Community Plan prepared by Crosby Hanna & Associates. This document was established to provide the City with goals, objectives and policies relating to the future growth and development of the community.

Your community's planning goals are as follows:

- To direct development and growth of Martensville towards diversification of land use activity in a manner that will maintain a positive relationship with environmental values, resource capabilities, community strengths and the broader community in the Rural Municipality of Corman Park.
- To enhance Martensville's commercial and industrial tax base, while maintaining the City's small-town atmosphere and lifestyle.
- To ensure orderly, cost-efficient and appropriate development of the land is consistent with the values of the community and within the financial capability of the community.
- To promote and encourage creative and innovative growth and development within the City, with the intent of enhancing residents' quality of life and Martensville's overall sustainability as a community.
- To ensure that green spaces and parks are fully integrated into the fabric of the City and serve to connect and tie the community together in an equitable manner.
- To maintain Martensville as a safe and secure place to live.
- To support and complement provincial interests where those interests have been identified to the Municipality.

The following objectives and policies address the enhancement of health, recreation and leisure services and opportunities in Martensville:

- 3.1.3 (Policies – 18): To promote walkability and the use of alternative transportation modes, residential areas shall be oriented to the serve both pedestrians and cyclists, as well as private automobiles.
- 3.4.2 (Objectives – 2): To promote land use and development patterns that ensure pedestrian and traffic safety.
- 3.4.2 (Objectives – 3): To ensure that future development is conducive to creating a walkable and connected community.
- 3.4.3 (Policies – 3): Traffic safety for pedestrians, cyclists and private vehicles shall be a consideration in all land use and development decisions.
- 3.4.3 (Policies – 5): Pedestrian connectivity, with particular emphasis between school sites and residential areas, shall be a consideration in all land use and development decisions.
- 3.5.2 (Objectives – 1): To monitor shifts in population structure and types of recreation demands and, on that basis, adjust recreation program delivery and facility provision on the basis of these shifts.
- 3.5.2 (Objectives – 3): To encourage the coordination and integration of community facilities where appropriate.
- 3.5.3 (Policies – 3): Council will, from time to time, examine the feasibility of expanding the types of recreational programs and facilities in the community in accordance to City demographics and population growth and in consultation with the public.
- 3.5.3 (Policies – 4): The City will encourage extensive participation by service clubs, community and public agencies and other interested groups and businesses, in the development of community facilities.
- 3.6.2 (Policies – 4): To continue to provide park space that is safe, suitable and sufficient for community needs.
- 3.6.2 (Policies – 5): To continue to provide upgrades and appropriate enhancements to existing parks and green spaces.
- 3.6.2 (Policies – 6): To support the equitable access of community parks and open spaces to all residents.
- 3.6.2 (Policies – 8): To protect and enhance the Opimihaw Creek System for the enjoyment of present and future generations.
- 3.6.3 (Policies – 3): A parks and recreation zoning district will be established in the Zoning Bylaw for the purposes of delineating those areas in which only parks, recreation uses, resource conservation uses and compatible development will be permitted.

- 3.6.3 (Policies – 4): The area shown as Open Space on the Future Land Use Concept will be zoned for parks, recreation uses, resource conservation uses and compatible development.
- 3.6.3 (Policies – 5): In the Zoning Bylaw, open space in the form of parks and playgrounds will be permitted uses in all zoning districts.
- 3.6.3 (Policies – 7): Where possible, the City will encourage the linkage of natural areas and parks in a continuous open space system (e.g., linear parks).
- 3.6.3 (Policies – 10): The sizing, use, allocation, development and landscaping of parks and recreation open space shall conform to the City of Martinsville’s Parks and Green Space Policy.
- 3.6.3 (Policies – 11): The City will encourage extensive participation by local businesses, service clubs, community and public agencies and other interested groups and businesses in the development of parks, green spaces and recreation facilities.

### **Recreation and Parks Masterplan**

In 2017, the City established a masterplan to improve upon pre-existing recreation and parks spaces and opportunities. It is especially important to highlight that the City has taken the initiative to identify enhancing residents’ physical literacy levels as one of their outcomes.

The City’s identified goals, as well as shared outcomes, are listed below.

#### **GOALS:**

- Goal 1: Recreation and Parks services foster the health and well-being of citizens
- Goal 2: Recreation and Parks services are a vehicle to build community wellness, spirit, and culture
- Goal 3: Recreation and Parks services are provided in healthy indoor and outdoor environments

#### **Shared Outcomes from Identified Expected Outcomes:**

- Goal 1:
  - Citizens have a basic level of physical literacy, fitness and well-being; all ages and abilities have basic skills in a variety of leisure pursuits
  - Advanced level skill development available for some pursuits; through partnerships, opportunities exist to compete and excel in leisure pursuits
- Goal 2:
  - Recreation and parks opportunities are accessible and welcoming, connect and include individuals and families, and attract and retain residents
- Goal 3:

- Citizens have access to, appreciate, and understand nature; parks and open space provide a medium for residents and visitors to connect with nature

### **Municipal Sustainability Plan (2017 – 2020)**

In 2017, the City established a sustainability plan that provides a foundation and strategic direction to guide your community's departmental plans and budgets, and to deliver the programs and services your City requires. It also takes into account the availability of human and financial resources.

This plan focuses on the priorities of the City Council within five pillars of sustainability: governance, culture, social, environment and economy. Fortunately, Council addresses the enhancement of health, recreation and leisure services and opportunities in 2 of 5 pillars. Below are the goals and strategies that address these areas:

- Sustainability pillar: Environment
  - Goal: Grow with a focus on green space
    - Develop an environmental policy on regulating the development of green space
    - Complete plans for existing and new parks and recreation facilities
    - Ensure that park space is appropriately considered in new areas of the city
  - Goal: Provide well maintained natural areas
    - Provide adequate resources to ensure that required natural area maintenance standards can be met
    - Reroute Opimihaw Creek
    - Establish walking trails beside Opimihaw Creek
    - Improve the urban environment by planting trees
  - Goal: Evaluate and deploy updated development standards
    - Develop standards for a variety of infrastructure types
    - Provide residents with safe roads and sidewalks
- Sustainability pillar: Social
  - Goal: Ensure that City facilities meet citizens' needs
    - Plan thoughtfully for communicating with citizens
    - Review, and revise if necessary, Martensville's Green Space allocation
    - Creatively look to partners for recreational facility growth and expansion
    - Identify how the city can assist in meeting residents' health needs
  - Goal: Maintain and improve the quality of life for seniors
    - Consider how the city and its partners can expand program options for seniors

## Transportation Master Plan

In 2017, the City of Martinsville had a Transportation Master Plan (TMP) prepared by WSP Canada Group Limited (WSP). This master plan was developed to provide your community with a comprehensive city-wide road network assessment of the existing conditions, as well as the future forecast for the 2020, 2025, and 2040 growth horizons. The TMP also developed strategies to assist in identifying remedial measures, improvement on existing policies, as well as prioritizing infrastructure and initiatives within the immediate to long-term timeframes.

The following were measures recommended by WSP to improve and increase active modes of transportation in the City:

- Remedial measures:
  - 12: Adopt a policy for routine roadway and pedestrian facility maintenance and snow removal
  - 15: Finalize and expand on the pedestrian facility policy identified in the Transportation Policy to include signage, markings, and ramps for pedestrian accommodation and meet Transportation Association of Canada (TAC) standards
  - 16: Upgrade existing sidewalk network to address discontinuity issues to key destination points to promote walkability and accessibility
  - 17: Review the existing pedestrian crosswalk signage and pavement markings to meet MUTCD-C standards
  - 18: Continue to expand on multi-use pathways and improve connectivity to promote active mode transportation
  - 19: Review existing pedestrian network and provide accessible ramps
  - 21: Finalize and expand on the school zone policy identified in the Transportation Policy to include crosswalk signage and markings as well as traffic calming
  - 22: Enforce school zone parking particularly drop-off zones as well as school zone speed
  - 23: Review and maintain pedestrian pathways to improve drainage (flood) and vegetation
  - 26: Provide pedestrian connection between the east side and west side of Martinsville
  - 68: Provide sidewalk ramps from multi-use pathways

# Understanding Your Community

## CAP Indicators

### Community



**Strengths, Assets and Opportunities to provide 30 minutes of physical literacy enriching physical activity for children and youth in the community**

UNDERSTANDING	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>• Data has been collected to inform decision-making</li> <li>• Support from Mayor and council</li> <li>• Dedicated Recreation &amp; Community Services department</li> </ul>
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>• Better understand physical literacy (via public awareness campaign)</li> <li>• Maximize the support of the P4PL and of other regional/provincial partners</li> <li>• Encourage and celebrate success of physical literacy enriching initiatives</li> </ul>

AWARENESS	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>• Good at sharing physical activity opportunities through traditional and social media                             <ul style="list-style-type: none"> <li>○ City of Martensville’s Facebook, Twitter and website; Leisure Guide; school newsletters, agendas and bulletin boards; etc.</li> </ul> </li> <li>• Good awareness of support/subsidized programs (e.g., KidSport, JumpStart)</li> </ul>
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>• Develop and implement a coordinated communications strategy with both municipality and schools</li> <li>• Explore different ways to promote physical literacy opportunities</li> </ul>

PROGRAMS	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>• Great variety of programs (for all ages) – refer to inventory list in prior Programs section</li> <li>• Some pre-existing programs already develop and enhance kids’ physical literacy</li> </ul>

	<ul style="list-style-type: none"> <li>• KidSport is available in Martensville</li> </ul>
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>• Consider ways to provide program facilitators physical literacy training</li> <li>• Consider way to offer current programs in different environments (e.g., outside, during all seasons) to enhance residents’ physical literacy</li> <li>• Consider ways to provide low cost/no cost physical literacy enriching programs</li> </ul>

ENVIRONMENTS	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>• Infrastructure, parks, trails, etc. are great indoor and outdoor environments for enriching residents’ physical literacy</li> <li>• Residents viewed Martensville as walkable/bikeable</li> </ul>
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>• Continue to develop community connectivity (e.g., trails) for more opportunities to increase residents’ physical literacy and to increase walkability/bikeability in Martensville</li> <li>• Increase facilities’/spaces’ availability for physical literacy opportunities (i.e., it is challenging for groups to secure facility space to run practices/programs due to everyone needing the space)</li> </ul>

POLICY	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>• Great partnership with schools via joint use agreement</li> <li>• Year-round policies/bylaws (e.g., snow removal) that encourages kids to be active</li> <li>• Various plans to support residents (e.g., Official Community Plan, Recreation &amp; Parks Masterplan, Municipal Sustainability Plan, Transportation Master Plan)</li> <li>• Specifically identified increasing residents’ physical literacy in the Recreation &amp; Parks Masterplan</li> </ul>
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>• Continue to develop and enhance City’s partnership with schools</li> <li>• Review existing bylaws with lens of increasing physical literacy</li> </ul>

*A Strong Foundation*

In the area of community, the following points were identified as overarching elements that provide a strong foundation for success:

- Facility infrastructure and greenspace for sport and recreation
- Community is walkable and bikeable
- Support and engagement of the municipality
- Residents reported its easy to be active in Martensville



## Strengths, Assets and Opportunities to provide 30 minutes of physical literacy enriching activity for children and youth at school

UNDERSTANDING	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>Administrators and educators understand the benefits of quality physical education and physical activity</li> </ul>
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>Help educators and administrators better understand physical literacy (i.e., what it is, benefits, etc.)</li> <li>Help students’ parents and families better understand physical literacy (i.e., what it is, benefits, etc.)</li> <li>Strengthening communication and information sharing between schools and families</li> </ul>

AWARENESS	
<b>Strengths &amp; Assets:</b>	
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>Share physical literacy information and opportunities in the City with students’ parents and families.</li> <li>Increase awareness of opportunities to be active in the City (e.g., bike/walk to school, unstructured play, etc.)</li> <li>Increase awareness of open spaces available for activity</li> <li>Support parents to develop physical literacy</li> </ul>

PROGRAMS	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>Successful after-school programs</li> </ul>
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>Provide educators with lesson plans, workshops, etc. to equip them with the tools and resources to enhance students’ physical literacy</li> <li>Ensure current after-school programs develop and enhance participants’ physical literacy</li> <li>Increase physical literacy enriching opportunities before, during and after school</li> <li>Have physical education specialists</li> </ul>

ENVIRONMENTS	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>Besides schools’ facilities, students also have access to a variety of other facilities in Martinsville (e.g., MAP, outdoor pool, Skate Park, outdoor gym, etc.)</li> </ul>

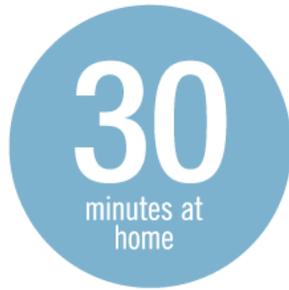
	<ul style="list-style-type: none"> <li>• Students have opportunities to engage in physical literacy enriching activities in and outside of school</li> </ul>
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>• Establish an outdoor teaching/learning environment</li> </ul>

POLICY	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>• Great partnership with the City via joint use agreement</li> <li>• Physical education curriculum</li> </ul>
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>• Continue to develop and enhance City’s partnership with schools</li> <li>• Educators are supported to teach the physical education curriculum</li> </ul>

*A Strong Foundation*

In the area of school, the following points were identified as overarching elements that provide a strong foundation for success:

- Good facilities within and surrounding schools
- Physical education curriculum
- Supportive administration and teachers



## Strengths, Assets and Opportunities to provide 30 minutes of physical literacy enriching physical activity for children and youth at home

UNDERSTANDING	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>Families understand the importance of physical activity and physical literacy</li> <li>Families strongly encourage their kids to be active and to enhance their physical literacy</li> </ul>
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>Increase understanding of physical literacy, its benefits, etc.</li> <li>Encourage more active transportation to and from school/work, with an emphasis on how it can play a role in increasing family members' physical literacy</li> <li>Educate parents about screen time (i.e., explore creative strategies that reduce screen time, as well as increase physical activity and physical literacy levels)</li> <li>Inform parents of outdoor unstructured play activities available in their community</li> </ul>

AWARENESS	
<b>Strengths &amp; Assets:</b>	
<b>Opportunities:</b>	<ul style="list-style-type: none"> <li>Increase awareness of unstructured activity opportunities available to Martinsville families and how they can increase physical literacy</li> <li>Parents speak out for family physical literacy enriching opportunities</li> </ul>

PROGRAMS	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>Variety of programs available for families to be active</li> </ul>
<b>Opportunities:</b>	

ENVIRONMENTS	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>Variety of facilities and spaces (i.e., indoor and outdoor) available for families to be active</li> <li>Community is walkable/bikeable</li> </ul>
<b>Opportunities:</b>	

POLICY	
<b>Strengths &amp; Assets:</b>	<ul style="list-style-type: none"> <li>• Transportation Master Plan addresses active transportation</li> </ul>
<b>Opportunities:</b>	

*A Strong Foundation*

In the area of home, the following points were identified as overarching elements that provide a strong foundation for success:

- Sense of belonging and community-pride in Martensville
- Facilities and greenspaces available for families to use

## Priorities and Next Steps

### 3-Year Plan: Martensville's Goals

1. Kids feeling competent, confident and motivated to move
2. Martensville's residents understand and value physical literacy
3. Professionals, parents/caregivers, volunteers, and all community stakeholders who play a role in increasing physical literacy are also able to embed it within their own practices
4. Accessibility for all (i.e., access to funds/subsidizing programs, equipment, programs, etc.)
5. Increased use of unstructured and structured activities in outdoor spaces
6. Continued support for increasing physical literacy in Martensville (i.e., the establishment of a Physical Literacy Action Team)
7. Intergenerational focus [i.e., identify roles we play (at different ages) in increasing physical literacy, programs/activities/initiatives to include all ages, etc.]
8. Decrease physical literacy gaps between kids (in competency/movement skills, etc.)
9. Sharing information to ALL residents
10. Equal funding opportunities for physical literacy (and other opportunities)

