

**The Channel Islands YMCA  
Haley Street Program Center**

The YMCA's Haley Street Program Center is being developed with the Y's commitment to Youth Development, Healthy Living and Social Responsibility. Their vision of service to the community is best manifested through physical and social wellness programs that impact youth, teens and families on a deep level. They aspire to duplicate the programs and services provided at their main branch on Hitchcock Way and recreate them at the Haley Street location.

The initial projected programs and services include:

- Youth, Teen and Family Group Exercise Classes (Spin, Zumba, Step)
- Youth Sports (Basketball, Soccer and Baseball)
- Teen Wellness Classes
- Summer Camp (grades K-8<sup>th</sup>)
- Civic Literacy for Teens (PILOTs and Y&G)
- Community Service Projects (staff, member and volunteer led)
- Member Outreach and Engagement

Progress for developing these programs and services has been intentional and deliberate. The YMCA has enlisted the help of Netzel Grigsby and Associates to perform a comprehensive needs assessment around the Haley Street Project. This consisted of a Needs Assessment Steering Committee with participants from the YMCA professional staff, YMCA volunteers, Small Business Owners and Community Leaders. This committee recruited and set-up 12 one-on-one interviews with community leaders and also put together a separate group of 8 people to form a "Community Round Table" where they were asked about programming, needs and services. The folks interviewed were staff or volunteers from Santa Barbara Unified School District, Santa Barbara Junior High, SBUSD School Board of Managers, Local Non-Profit Directors, Milpas Community Association and Community Organizers/Volunteers. Netzel Grigsby has compiled the "needs assessment data" and presented those findings to the YMCA. They have completed our basic analysis of the "needs assessment data" and have begun to construct our marketing and program service plan.

Future Plans for the YMCA includes a desire to build a long standing, mutually beneficial relationship with the youth, teens and families of East Santa Barbara. The Channel Islands YMCA and the Santa Barbara Family YMCA Board of Managers are committed to this project both financially and programmatically for the full term of their lease. They intend to demonstrate to the City of Santa Barbara and to Eastside residents that they will stay in the neighborhood providing wellness through quality programs and services. They realize that they must keep the facility and programs relevant with the Hispanic and Latino community while being inclusive of all other groups living and working in the neighborhood.

The YMCA wants the neighborhood to "feel" well socially, physically, emotionally and will focus on adding cultural value to a thriving neighborhood. It aims to demonstrate the impact of volunteerism and what giving back to the Y means. It will also work to make its participants feel welcome, valued and challenged.