



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA of the Central Bay Area

- ❖ 3 Fitness Facilities
- ❖ Berkeley Teen Center
- ❖ Head Start Programming
- ❖ Contra Costa County Services
 - Childcare Services for over 800 children in 9 program locations including Rancho and Alamo
 - Youth Sports programming for over 500 children annually
 - Adventure Guides and Princesses programming for over 130 Families

Programmatic Goals

- Start Small – Focus on limited offerings to gauge interest to ensure success
- Ensure that pricing structure is designed to cover all costs associated with the program including fixed costs. Minimum enrollments must also be predetermined
- Ensure programming is of high quality
- Priority will be given to Alamo Residents both in pricing structure and enrollment
- Quarterly updates to Alamo Municipal Advisory Council Recreation Working Group
- Marketing Plan in place to ensure maximum awareness of programmatic options (Alamo Today, Alamo.org, Direct mailing to Alamo Residents)
- High quality, well trained staff (background and reference checks, child abuse prevention)

Implementation Timeline

June 2014 – July 2014 – Program Discussion /Contract Negotiations

August 2014 – September 2014 – Contract Approvals

October 2014 – December 2014 – Marketing Implementation/ Program Registrations/ Space Reservations

January 2015 – Session 1 Begins

April 2015 – Session 2 Begins

July 2015 – Session 3 Begins

October 2015 – Session 4 Begins



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Program Session 1 January 2015 – March 2015 Pilot Phase

Adult Group Exercise Classes - Location TBD

- 1 to 2 classes per week (yoga, strength and balance)
- Monthly program allows access to 4 to 8 classes per month
- Alamo Resident Fee
- Alamo Residents Get Priority Enrollment

Youth Sports Programming – Youth Basketball

- Alamo Resident Fee
- 8 week session

Adult Trips

- 1 trip Per Session (4 per year)
- Alamo Resident Fee
- Alamo Residents Get Priority Enrollment