



Children & Families  
Commission of Orange County

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Agenda Item No. 7  
November 7, 2007 Meeting

**DATE:** October 31, 2007  
**TO:** Children and Families Commission of Orange County  
**FROM:** Michael M. Ruane, Executive Director *Michael M. Ruane*  
**SUBJECT:** YMCA Orange County - Aquatics Center and Children's Health Programs  
Immediate Action and Funding Plan

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**SUMMARY:**

The Children and Families Commission of Orange County identified physical fitness and nutrition as a major priority area and supports programs and projects to address the issue of increased childhood obesity and its adverse impact on children's overall health and fitness. Health and fitness programs are included in a joint use plan between the new YMCA site and Segrestrom High School in the Santa Ana Unified School District including an aquatics center and health and fitness facilities. This item requests authorization to negotiate funding terms and conditions with the relevant organizations and secure consultant services to support the project.

**Follow-Up Actions to Commission Workshop**

Following the October 2007 Childhood Obesity Prevention and Early Nutrition and workshop, Commission staff met with representatives from the YMCA, the city of Santa Ana and the Santa Ana Unified School District on the new YMCA project in Santa Ana, adjacent to the new Segrestrom High School. Discussions included funding options and conditions for the YMCA project and a joint use aquatics facility that are outlined in Attachment 1, and eligibility for school and park bond grants to partially fund the project.

Commission staff also facilitated a meeting with Dr. Patricia Riba and the YMCA representatives to discuss opportunities to support new health services and recreation programs on the site modeled after Dr. Riba's successful Children's Health Club program. The aquatics, recreation and health programs will be accessible to the children and families residing in the densely populated community that currently has limited health and fitness programs available in the area.

**Aquatics Center/Health & Fitness Programs**

The proposed aquatics center will feature a traditional YMCA swimming pool to provide swimming safety instruction, family recreational swim, and aquatic exercise programs for all ages. The pool site was planned adjacent to the swimming pool planned for the Segrestrom High School site, with the new plan providing for a joint complex utilizing both facilities. The YMCA aquatics project is estimated at \$2 million, which includes \$1 million to build the pool and a \$1 million operating endowment. The swimming pool at the Segrestrom site is estimated at \$3

million, and an additional \$1 million is requested to complete an all-weather track for improved health and fitness programs. Implementing health screenings and weight treatment programs targeted at younger children at risk of becoming obese in coordination with Dr. Riba's Health Club program are also planned for the site.

The new YMCA branch is a 32,000 square foot facility with outdoor sports and recreation located on 2.5 acres adjacent to Segrestrom High School in Santa Ana. An outdoor aquatics center and health and wellness services are proposed for the site. The land, valued at \$3.2 million, was donated by the Segrestrom family. Construction of the \$20 million capital project is anticipated to begin as early as spring 2008. The YMCA has received \$9.3 million (including the land donation) and an additional \$500,000 has been pledged to date to fund the project.

Commission approval is requested to negotiate a partnership with the YMCA and the Santa Ana Unified School District for one-time funding to support a joint use aquatics complex and health and fitness programs at both sites. The proposed funding terms and conditions are outlined in Attachment 1. A contract and final budget will be presented for Commission approval upon negotiation and completion of all documentation required by for the project.

### Funding Plan

The proposed funding allocation for the YMCA Project would utilize a combination of Federal (MAA) Reimbursement Revenues, one-time funding set-asides for new projects and reallocation of unexpended program funds. All of the funds need to be considered as one-time revenue sources, and should not be considered as a source for ongoing operations. It is recommended that these funds be allocated for capital expenditures and endowment funds, to eliminate or greatly reduce any ongoing need for Commission support.

The Base Funding Plan of \$4,000,000 would utilize all available MAA Revenues received to date and this year's allocation. *(Note: MAA Revenues are not restricted to programs serving children under 5.)* The sources for the expanded funding contribution of up to \$8,000,000 would be as follows:

Source	Contribution
Prior and Current Year MAA Revenues	\$4,000,000
FY 2007/08 Set-aside for New Programs/Project (1)	\$1,000,000
FY 2008/09 MAA Revenue (1)	\$5,000,000
One-Time Reallocation of Unexpended Funds	\$750,000
Matching Funds/Grants	\$1,000,000
Capacity Grant (2008/09) (2)	\$250,000
<b>Maximum Funding Contribution</b>	<b>\$8,000,000</b>
<i>Notes:</i>	
<i>(1) Endowment funds do not need to be provided until FY 2008/09</i>	
<i>(2) From overall planned FY2008/09 allocation of \$1,000,000</i>	

### **Immediate Action Items**

While the negotiations of funding agreements proceed, it is critical to take immediate action to support matching fund opportunities and to ensure that Commission goals are considered in the final design of the project. These action items are:

1. Foundation/Corporation Funding – Anne Olin (The Olin Group, Inc.) is the Commission's on-call consultant that provides sustainability and fund development assistance for Commission programs. A separate agreement in the maximum amount of \$15,000 should be executed to pursue all funding opportunities.
2. Townsend Public Affairs, Inc. has been retained by both the city of Santa Ana, a supporter of the YMCA project, and the County of Orange to pursue state bond and fund opportunities. The costs for these services may be covered by other entities, but the Commission may be requested to contribute a share of the costs.
3. An interim agreement with the YMCA to fund refined planning and design work to implement Commission goals may be required at this time. This agreement would not exceed \$50,000 and would be part of the Commission's overall funding contributions.

In addition, the Commission's strategic communications firm, the White House Writers Group will be pursuing opportunities for national and corporate underwriting as part of their existing agreement with the Commission.

### **STRATEGIC PLAN AND BUDGET**

This project has been specifically reviewed in relation to the Strategic Plan and is consistent with Healthy Children goal. The funding plan outlined above addresses the budgetary impacts of the project.

### **PRIOR COMMISSION ACTION:**

The new Santa Ana YMCA branch was presented as an emerging opportunity to serve as a hub of health services and recreation at the Commission's Childhood Obesity Prevention and Early Nutrition workshop on October 3, 2007.

### **RECOMMENDED ACTIONS:**

1. Approve the terms and conditions for the YMCA/Santa Ana Unified School District project as outlined in Attachment 1 as a basis for negotiations.
2. Direct Commission staff to negotiate a funding partnership with the YMCA and the Santa Ana Unified School District for one-time funding to support a joint use aquatics complex and health and fitness programs and return with funding agreements for Commission review and approval.
3. Authorize Executive Director to obtain immediate assistance on grant funding opportunities and planning/design needs utilizing existing Commission or County selected consultants and through an interim funding agreement with the YMCA in individual amounts within his administrative authority.

**ATTACHMENTS**

1. YMCA/Santa Ana Unified School District Proposed Terms & Conditions
2. Proposed YMCA Facility Construction Budget
3. Santa Ana YMCA Capital Development Overview

**Contact:** Kelly Pijl

**YMCA Santa Ana/Santa Ana Unified School District  
 PURPOSED TERMS & CONDITIONS**

**Base Funding Contribution - \$4,000,000**

- Construction of a joint use aquatics center including an Olympic size pool and a pool for safety/fitness programs.
- YMCA partial programmatic endowment to support programs that have comprehensive nutrition and fitness outcomes.

**Expanded Funding Contribution - \$8,000,000 (requires Matching Funds)**

- YMCA full programmatic endowment
- Aquatic center endowment
- Construction of an all-weather track and fitness facility

**Terms of Funding:**

**Facility Design & Development**

Commission, Santa Ana Unified School District and the YMCA will have an established committee to oversee the design and construction of the joint use aquatics center. The Commission will appoint a designee to oversee this process to ensure design elements are met.

**Joint Use**

A joint use agreement will be established between the Santa Ana Unified School District and the YMCA of Orange County for the aquatics center and associated facilities. The agreement must include, but is not limited to issues such as frequency and eligibility of uses, maintenance, and safety responsibilities.

**Recognition**

Permanent recognition of the Commission's financial support will be included in the facility(ies).

**Programmatic Space**

Within the YMCA Santa Ana Branch facility the Commission, or its designee, will have the following:

- Dedicated space to house a program focused on prevention and treatment of obesity within families that have children ages 0-5.
- Access to common areas to host meetings for Commission initiatives such as school nurse training.
- Use of space to host auxiliary programs targeted at the surrounding community such as family literacy and programs promoting fitness and nutrition.

**Governance of Endowment(s)**

The endowment(s) will be held by a Commission designated fiduciary entity. There will be a governing committee established that reviews funding expenditures from the endowment.

### Proposed YMCA Facility Construction Budget\*

SANTA ANA FACILITY – DIRECT CONSTRUCTION COSTS					
Area	Description	Sq. Ft.		Total	
Main Facility	Children's Area	2,080			
	Wellness/Fitness	6,400			
	12 Wk Starters	900			
	Group Exercise 1	1,800			
	Group Exercise 2	1,737			
	Family Changing	800			
	Mens/Womens Changing/Locker Rooms	1,954			
	Teen Room	1,500			
	Lobby/Support Areas	2,633			
	Administration	1,600			
	Community Conference Room	2,250			
	Restrooms, storage, hallways	6,814			
	Community/Wellness	1,100			
	Contingency/Fitness Equip				
	<b>Main Sq. Ft.</b>		31,568	\$257 sq. ft.	\$400,000
<b>Main Total</b>				<b>\$7,978,863</b>	
Aquatic	Pool Tanks/Mechanical Systems 30x75 + 45x25			\$8,378,863	
	Exterior Splash Park – 11 Spray			\$650,000	
	Spa			\$35,000	
<b>Aquatic Total</b>				<b>\$35,000</b>	
Other Areas	Adventure Center-Outdoor, Climbing Tower & Ropes			\$720,000	
	Speed Soccer			\$150,000	
<b>Other Total</b>				<b>\$355,000</b>	
<b>Total All Direct Construction Costs</b>				<b>\$9,603,863</b>	

SANTA ANA YMCA FACILITY – PLANNING & DEVELOPMENT COSTS		
Item		Costs
Archit/Eng/Mgmt. Fees		\$650,000
Permits/Inspects		\$213,306
Construction Escalation		\$960,386
Project Contingency		\$694,574
Pledge Shrinkage		\$500,000
Development/Fundraising		\$1,500,000
Finance, Loan Fees		\$684,871
<b>Total Planning &amp; Development Costs</b>		<b>\$5,203,137</b>
<b>Direct Construction Costs</b>		<b>\$9,603,863</b>
<b>Land Cost</b>		
<b>Endowment</b>		<b>\$3,193,000</b>
<b>Total Campaign Goal</b>		<b>\$20,000,000</b>

\*Budget does not include Santa Ana Unified School District pool required for joint use agreement which has an estimated construction cost of \$3,000,000. Approximate construction cost for project including YMCA and Santa Ana Unified School District is \$23,000,000.

## SANTA ANA YMCA CAPITAL DEVELOPMENT OVERVIEW

### YMCA's IMPACT IN THE COMMUNITY

As an internationally recognized and trusted organization with locations worldwide, the YMCA has demonstrated successfully the ability to span cultures and foster communities in addressing societal issues and implementing change.

### TARGET POPULATION

The service area for the YMCA includes Santa Ana, Costa Mesa, and parts of Tustin, and encompasses concentrations of densely populated housing, plus major urban centers for business and shopping. Several public transportation routes adjoin the site making it easily accessible from various communities.

The site is situated within 1.5 miles of eight K-12 schools serving 12,000 children. Expanding to within a 3-mile radius of the site, there are over 80,000 children. 51% of the households have children and 71.9% of the population within three miles is Hispanic/Latino (*Source: Scan/US, Inc.*).

The population of children in the service area continues to face significant overall challenges;

- **Low Academic Performance.** The schools within the community are part of the Santa Ana Unified School District (SAUSD) which ranks lowest in academic performance for Orange County (*OC Dept. of Education*).
- **English Learners.** 60% of SAUSD students are classified as English learners (SAUSD).
- **Crime.** Children are living amidst pervasive crime (the County's highest crime rates are in Santa Ana), crowded housing and significant ramifications of poverty. The city was named the No. 1 city on the nation's urban hardship index due to the exceedingly high cost of housing and challenges facing the urban poor (*Rockefeller Institute of Government Studies, Sept. 2004*).
- **Poverty.** As stated, 75% of SAUSD students are eligible for the federal free and reduced meal program, considered a reliable indicator of poverty.
- **Health Issues.** Schools in the community are facing higher than average rates of obesity, asthma and teen pregnancy. It is well-documented that low-income populations face higher prevalence rates of such health conditions (*UCLA Center for Health Policy Research*).

The new YMCA will feature a variety of values-based programming that is built upon the Six Pillars of Character: *Respect, Caring, Responsibility, Trustworthiness, Fairness and Citizenship*. All YMCA programs engage the family and help direct participants toward a course in life on which they can achieve their goals, hopes and dreams.



*We build strong kids, strong families,  
strong communities*

## SANTA ANA YMCA CAPITAL DEVELOPMENT OVERVIEW

**This new Santa Ana facility will allow the YMCA to:**

- Provide programs and activities to help increase the percentage of physically fit individuals and families in the community, thus helping to lower the incidence of obesity, diabetes and other related illnesses, and reducing insurance and healthcare costs to companies and individuals.
- Enhance or build new skills for youth and adults: computer learning, homework assistance, business and financial literacy and employment development skills.
- Strengthen relationships with collaborative partners such as Latino Health Access, Hoag Memorial Hospital Presbyterian and Kaiser Permanente to gain access and deliver preventive health and educational activities directly to the population at the site.
- Enhance and expand, in the new facility, after school programming currently being provided to neighboring schools that will help reduce the incidences of youth-related crime and gang activities.
- Provide resources to families to ensure that their children will enter school healthy, developmentally on target and ready to learn. This will be accomplished with the *Childcare Health Consultation Program*, through the YMCA Community Services Branch.
- Provide support to youth, from toddler through 12 years of age with developmental disabilities through the *YMCA Inclusion* program designed to facilitate the inclusion of children in YMCA After School programs as well as in childcare programs.

### **SANTA ANA YMCA FACILITY OVERVIEW**

The new Santa Ana site will be on 2.5 acres with a 32,000-square-foot YMCA facility and outdoor sports and recreational campus that will feature:

- An Outdoor Aquatic Center, providing swimming instruction, family recreational swim, therapeutic whirlpool, aquatic exercise programming for all ages, and a pop-fountain play area for kids.
- Health and Wellness Services outreaching to our YMCA service area that will include health and wellness programs; providing screenings, health education programs, cardiovascular fitness and strength-training.
- A “12-week” starter area for the “ready-to-be-fit” population, with one-on-one coaching and mentoring to introduce newcomers to fitness activity and equipment.
- Outdoor recreational facilities including youth and adult sports featuring an outdoor speed soccer arena.



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## **SANTA ANA YMCA CAPITAL DEVELOPMENT OVERVIEW**

- A youth and teen adventure center including climbing wall and ropes course improving self-esteem, team-building skills and character development.
- A Kids' Center that will provide enrichment opportunities for YMCA children.
- Multi-purpose meeting rooms to be used for financial literacy classes, entrepreneur education classes, employment counseling and a community meeting space.
- Multi-purpose exercise rooms for dance and aerobic classes.
- A high-tech learning center complete with computer lab, study center for the at-risk middle school students that will provide tutoring, mentoring character development, youth leadership, as well as YMCA Youth & Government, Youth Leadership University, and Youth Achievers programs.

### **SANTA ANA CAPITAL CAMPAIGN BACKGROUND**

In 1999, the YMCA conducted a market study to determine the community interest for a new YMCA facility in Santa Ana. The findings from the study were used to secure a land donation in a location where the interest for a YMCA in Santa Ana was the greatest.

In 2003, the Segerstrom family donated a gift of land valued at \$3.2 million for a 2.5-acre parcel of land where the new YMCA facility will stand. It is adjacent to Segerstrom High School-a new 2,500-student school, the Armstrong Ranch residential tract and the new Christ Our Savior Cathedral for Orange County, which is in the early stages of development.

The YMCA facility will be central to the many children and families who need the countless opportunities a YMCA brings to the community. This new YMCA will bring added resources and increase access to purposeful, life enhancing programs. It will focus on bridging gaps and forging community collaborations to activate and improve the lives of children and families in this densely populated city.

### **DEVELOPMENT TIMELINE**

Our current timeline is expected to proceed as follows: When 90% of the \$20 million is received-in cash and pledges, we will initiate construction permits; anticipated by second quarter 2008. Construction would also begin second quarter 2008 with completion approximately 12 months later.

### **FUNDING THE NEW YMCA**

The total Capital project cost is \$18 million, as well as a \$2 million operational endowment. We have raised more than half of the capital project goal.



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## SANTA ANA YMCA CAPITAL DEVELOPMENT OVERVIEW

This work has lead to several very generous gifts from local community and business members. Most notable are the exciting gifts of \$4 million from the Van Cleve Foundation Trust, as well as \$500,000 from the Sares-Regis Group. The Santa Ana Capital Campaign is gaining momentum and is positioned for a successful conclusion.

### **ABOUT THE YMCA**

The YMCA of Orange County puts Christian principles into practice through programs that *build spirit, mind, and body for all*. The vision of the YMCA of Orange County is to be recognized both locally and nationally as a leader in *building strong kids, strong families and strong communities*. The YMCA of Orange County reaches thousands of children and youth, with a focus on the underserved. All support services are available either at no charge, or on a sliding scale.

The completion of this project is a critical part of the YMCA of Orange County's mission to have a strong presence in a broad spectrum of socio-economic communities. For the YMCA to fulfill its mission and vision, the YMCA of Orange County must be a strong part of communities across the entire social spectrum of Orange County.

Your involvement in and commitment to the new Santa Ana YMCA will serve as a catalyst in building this new community asset for the youth and families in Santa Ana. Thank you very much for your serious consideration of supporting this important project.

Santa Ana YMCA capital campaign contact person:

Jon Voget, Executive Director  
Santa Ana YMCA Development  
13821 Newport Ave., Ste. 200  
Tustin, CA 92780  
(714) 508-7664

Attachments: Site Plan, Site Plan II, Elevations, Building Plan, Santa Ana Case



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