

2024-2028

# STRATEGIC FRAMEWORK

FOUR KEY PRIORITIES ➤ ACTION ITEMS ➤ MEASUREMENTS OF SUCCESS

## DEVELOP THE DAN AND SALUDA GRADE TRAIL SYSTEMS

### THE DAN

- 20 additional miles of the Dan are built.
- 20 additional miles of the Dan under development.
- Double the number of households within a 1 mile radius of a trail segment.

### SALUDA GRADE TRAIL

- Own the Saluda Grade Railroad.
- Build the first 5 miles.



## AMPLIFY ADVOCACY



- Actively influence public policies aimed at enhancing active living and promoting healthy eating.
- Increase financial and political support at local, state, and federal levels.

Implement strategic marketing and communications.

- 10K people Eat Local.
- 1M trail uses thanks to the Dan campaign.

## ADVANCE HEALTHY EATING AND ACTIVE LIVING BEYOND THE TRAIL WORK

- Scale the PAL Food Hub
  - Prioritize the donation of fresh produce.
  - Broaden access to local food for all community members.

- Involve more community partners in healthy eating and active living.
- Increase local food consumption opportunities in at least 1 school district.



## ENSURE CONTINUITY AND SUSTAINABILITY



- Fortify our team through comprehensive succession planning and targeted staff development.

- Grow our financial resources to cover operational costs.

- Leverage technology to maximize our mission's impact.

## MISSION:

Creating Equitable Opportunities for Active Living and Healthy Eating in Spartanburg County.