



**Goal: Increase percentage of residents who are physically active in Greenville County utilizing parks, green spaces, and trail systems**

Objective 1: Increase park awareness, parks discovery, and parks usage in all parks and recreation agencies.

Strategy	Actions/Tasks	Performance Target	Timeline	Who to Lead	Who to Engage
1.1. Increase physical activity based parks programming	1.1.1. Park Hop Campaign Plan: Develop comprehensive plan for developing and implementing third campaign of Park Hop Campaign	Park Hop Campaign Plan, interagency marketing campaign plan, # of parks, physical activity clue template, Park Hop passport & mobile app	10/01/14-05/02/15	LWG Communications & At Play Specialist	LWG At Play Workgroup, Parks and Recreation Agencies
	1.1.2. Park Hop Marketing Campaign: develop plan to market and increase participation in Park Hop Campaign by 25%	Billboards, social media, stickers, press coverage, passports distributed, # total Park Hop messages	01/01/15-09/29/17	LWG Communications & At Play Specialist	LWG At Play Workgroup, Parks & Rec Agencies
	1.1.3. Park Hop Opening Celebration: plan and host family event promoting Park Hop and connecting participants	# of event attendees, # of educational materials distributed, # of vendors promoting healthy eating or active living	10/01/14-05/02/15	LWG Communications & At Play Specialist	LWG At Play Workgroup, Parks and Recreation Agencies
	1.1.4. Park Hop Closing Celebration: plan and host family event celebrating the close of the campaign	# of event attendees, # of educational materials distributed, # of vendors promoting healthy eating or active living	10/01/14-05/02/15	LWG Communications & At Play Specialist	LWG At Play Workgroup, Parks and Recreation Agencies
	1.1.5. Park Hop: <ul style="list-style-type: none"> <li>Implement the third campaign (2015) of the multi-park scavenger hunt and promote countywide with a 15% increase in participation annually</li> <li>Implement the fourth campaign (2016) of multi-park scavenger hunt with 10 newly identified parks</li> <li>Implement the fifth campaign (2017) of multi-park scavenger hunt with 10 newly identified parks</li> </ul>	Number of participants; time spent physically active in park; attitudes/ behaviors of Park Hop participants	Year 1: 10/01/14-05/02/15 Year 2: 10/01/15-9/29/16 Year 3: 10/1/16-9/29/17	LWG Communications & At Play Specialist	LWG At Play Workgroup, Parks and Recreation Agencies



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Objective 2: Improve parks quality across Greenville County.

Strategy	Actions/Tasks	Performance Target	Timeline	Who to Lead	Who to Engage
1.2. Improve access to acceptable outdoor recreation areas where people are or could be physically active.	1.2.1. Parks & Playgrounds Quality: Identify minimum standards for Greenville County	Document identifying minimum standards for LiveWell Parks & Playgrounds	01/01/15-06/31/15	LWG At Play Specialist	LWG At Play Workgroup, Parks recreation agencies, USC
	1.2.2. Park Desert Prioritization: Utilize data from the park audit study to identify priority parks to receive improvements	Action plan identifying areas with most need in making park improvements & accessible places for play.	01/01/15 – 05/01/15	LWG At Play Workgroup	Parks & recreation agencies, LWG At Play Specialist
	1.2.3. Parks Improvement Plan: Develop a comprehensive plan for county-wide parks & playgrounds improvements	Comprehensive Park Improvement Plan for Greenville County	04/01/15-02/28/16	LWG At Play Specialist	LWG At Play Workgroup, Partner parks & recreation agencies, USC
	1.2.4. Park Heroes: <ul style="list-style-type: none"> <li>Year 1 - Expand Park Hero program to engage at least 25% more volunteers in at least 9 park improvement days in year one</li> <li>Year 2 – Expand Park Heroes program to engage at least 25% more volunteers in at least 14 park improvement days. Increase community and civic engagement</li> <li>Year 3 – Expand Park Heroes program to engage at least 25% more volunteers in at least 16 park improvement days.</li> </ul>	Record of improvements made, volunteer hours, number of parks influenced	Year 1: 04/01/15-09/29/15 Year 2: 10/01/15-9/29/16 Year 3: 10/01/16-9/29/17	Greenville Co. Parks, Recreation, and Tourism Department	Partner park & recreation agencies, LWG At Play Workgroup, LWG At Play Specialist



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Objective 3: Increase number people with improved access to physical activity opportunities across Greenville County.

Strategy	Actions/Tasks	Performance Target	Timeline	Who to Lead	Who to Engage
1.3. Improve access to outdoor recreation in play-desert communities.	1.3.1. Youth BMI Study Prioritization: utilize data from The Youth Body Mass Index Study to identify communities with increased rates of BMI to hold Play Streets and Mobi-Rec events	Action plan identifying areas with highest rates of youth Body Mass Index to increase play opportunities	01/01/15 – 05/01/15	LWG At Play Workgroup	Parks & recreation agencies, LWG Play Specialist
	1.3.2. Play Space Identification: Identify at least 5 play spaces (playgrounds, trails, green spaces) in play desert communities for resident use.	# of play spaces identified, # of agreements for resident use.	01/01/15-9/29/15	LWG At Play Specialist	LWG At Play Workgroup, Pa & rec agencies
	1.3.3. Play Street Expansion Plan: develop comprehensive Greenville County-wide plan in collaboration with all parks and recreation agencies for Play Street Events	Action plan for expanding Play Street events county wide including timeline, site identification, and sustainability plan	01/01/15 – 05/01/15	LWG At Play Workgroup	Parks & recreation agencies, LWG Play Specialist
	1.3.4. Play Street Events: <ul style="list-style-type: none"> <li>Year 1: Implement at least 10 events per in targeted play desert communities</li> <li>Year 2: Implement 10 events</li> <li>Year 3: Implement 10 events</li> </ul>	Play Street events held, number of participants	Year 1: 01/01/15 – 9/29/15 Year 2: 10/15/15-9/29/16 Year 3: 10/1/16-9/29/17	City of Greenville Parks and Recreation	Parks & recreation agencies, LWG Play Specialist
	1.3.5. Mobi-Rec Expansion Plan: develop comprehensive Greenville County-wide plan in collaboration with all parks and recreation agencies for Mobi-rec	Action plan for expanding Mobi-rec county wide including timeline, site identification, and sustainability plan	01/01/15 – 05/01/15	At Play workgroup/ City of Greenville Parks and Rec	Parks & recreation agencies, LWG Play Specialist



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	<p>1.3.6. Hold Mobi-Rec Events: Implement Mobi-rec Greenville county-wide in play desert communities and communities with increased youth BMI</p> <ul style="list-style-type: none"> <li>• Year 1: Hold at least 75 Mobi-rec site visits</li> <li>• Year 2: Hold at least 95 Mobi-rec site visits</li> <li>• Year 3: Hold at least 120 Mobi-rec site visits</li> </ul>	<p>Record of parks/ playgrounds supported; number of children per location</p>	<p>Year 1: 01/01/15 – 09/29/15 Year 2: 10/15/15-9/29/16 Year 3: 10/1/16-9/29/17</p>	<p>City of Greenville Parks and Recreation</p>	<p>Parks &amp; recreat agencies, LWG Play Specialist</p>
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Objective 4: Increase the number of messages targeting residents within the general population who are exposed to messages that promote healthy eating and active living.

Strategy	Actions/Tasks	Performance Target	Timeline	Who to Lead	Who to Engage
1.4. Increase public exposure to messages about parks and recreation.	1.4.1. Establish a mobile application through iongreenville.com to include messaging available through e-beacons at local parks and playgrounds.	Mobile Application and # of Participating Parks	Year 1: 10/01/14-09/29/2015 Year 2: 10/01/15-9/29/16 Year 3: 10/01/16-9/26/17	LWG Communication & Events Specialist	LWG At Play Workgroup, Parks & Recreation Agencies, iongreenville.com
	1.4.2. Establish a comprehensive Park Publication and LiveWell Near You maps for all recreational outlets and access to healthy food throughout Greenville County	Parks Publication and # of distribution sites of park publication and maps	Year 1: 10/01/14-09/29/2015 Year 2: 10/01/15-9/29/16 Year 3: 10/01/16-9/26/17	LWG At Play Specialist	LWG Communication & Events Specialist, Mealtime and At Play Workgroups, Parks Rec agencies, Trust Farms, Good To Go Gardening For Good
	1.4.3. Identify outlets to promote parks and recreation opportunities in low-income and	# of outlets	Year 1: 10/01/14-09/29/2015	LWG At Play Specialist & Workgroup	Parks and Recreation Agencies, Additional workgroups
	1.4.4. Establish a Mobi-Rec & Play Streets Promotional Campaign for targeted communities	# total Mobi-Rec & Play Streets messages	10/01/14-9/26/17	LWG Communication & Events Specialist	LWG Communication Team, At Play and At Play Worship, Partner agencies and recreation departments, Greenville County Title 1 Schools