

Partners for Active Living

Making an active life a way of life.



Photo courtesy of Mary Black Foundation

Board Chair Lisa Bishop and family in Damascus, Virginia, riding a 17-mile stretch of the Virginia Creeper Trail.



A Letter from PAL

This is Partners for Active Living's first annual report. While we have cataloged our successes in past newsletters or on our website, this is the first time we have documented our major annual work in one place and at one time.

Partners for Active Living celebrates success in creating a healthier and more active Spartanburg. Thank you for your time, passion, and investment over the last year. Without your support, our community would not be as vibrant.

One of the most significant accomplishments by the Board of Directors this year was developing new mission, vision, and values statements, as well as creating strategic goals for the next four years. We hope that you are as energized as we are in seeing our future direction.

We look forward to updating you on our progress in accomplishing our goals throughout the coming year. We appreciate your partnership and support in creating a healthier Spartanburg community.

Please consider making a donation to Partners for Active Living so that we can continue advocating for a healthier, more active community.

Onward!

Lisa Bishop
Board Chair

Laura Ringo
Executive Director

Mission: Partners for Active Living transforms Spartanburg County into a vibrant, healthy, connected community where we live and grow.

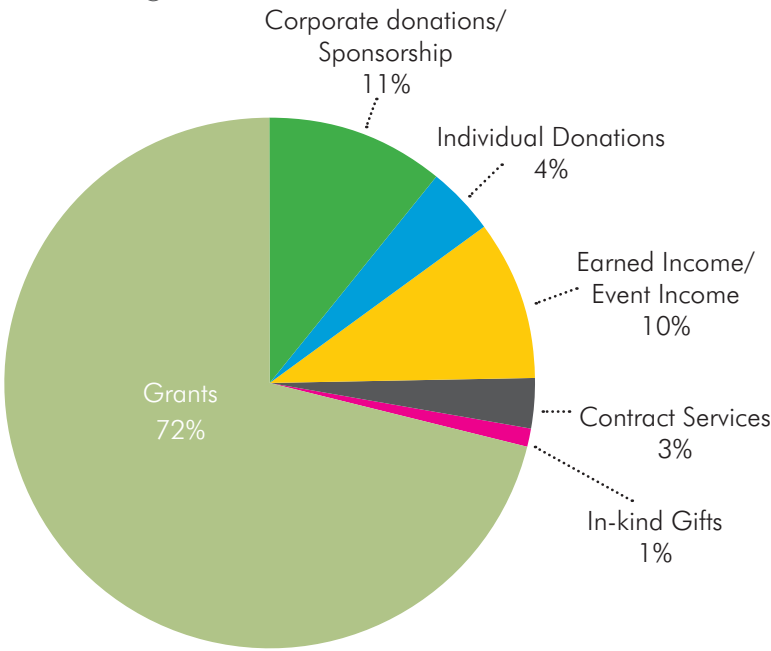
Vision: In Spartanburg, active living comes naturally. It is fun, easy, and safe because we are connected ... to our community ... to each other ... to nature. We utilize our vast natural resources, waterways, trails, and parks routinely. We walk through our neighborhoods and play with our families in our front yards, and we bike to work and school. We embrace our wonderful quality of life. We get out, and we go. We are healthy.

Laura Ringo
Executive Director

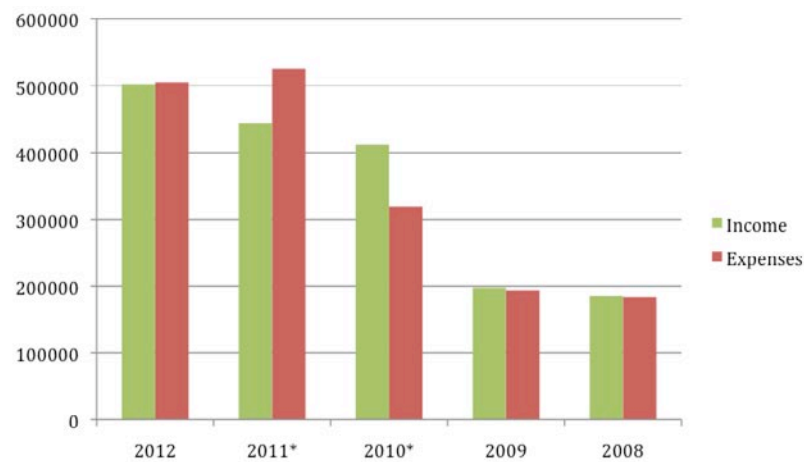


PAL Financial Summary

2012 Budget



Financial Growth



*For fiscal years 2010 and 2011, income was received in 2010 but spent in 2011

Revenue

2012.....	\$502,718
2011.....	\$443,643
2010.....	\$411,332
2009.....	\$197,953
2008.....	\$185,213

Expenses

2012.....	\$505,333
2011.....	\$525,553
2010.....	\$319,219
2009.....	\$192,647
2008.....	\$183,790

Board

Lisa Bishop, Chair
 Matt Lyden, Vice Chair
 John Kellam, Secretary/ Treasurer
 Sterling Anderson
 Mike Baird
 Annette Haynie
 Rick Hennecey
 Ralph Hilsman
 Mary Mathes
 John Nichols
 Page Rogers
 Laura Stille

Staff

Laura Ringo
Executive Director
 Ned Barrett
Partnership Coordinator
 Michelle Child
Americorps VISTA
 Miguel Espina
Bicycle Mechanic (pictured below)
 Rebecca Parrish
Community Mobilizing Coordinator
 Anne Piacentino
Active Lifestyles Coordinator
 Melody Williams
Urban Trail Coordinator



Strategic goals:

- **Increase and diversify PAL's funding**
- **Improve connectivity in Spartanburg County:** championing infrastructure improvements that connect existing parks and trails; leading partnerships that connect our nonprofit, institutional, and grass-roots partners; securing one policy annually to connect our work over time so that it is sustainable.
- **Grow access and opportunity for bicycling:** expanding the B-cycle network, the downtown criterium, the number of low to moderate income users of Hub Cycle; and advocating improved bicycle-friendly status.



Big City B-cycle

Spartanburg B-cycle launched in July 2011 as the first bicycle sharing program in the Southeast. The effort makes Spartanburg one of the first 11 communities in the country to launch a bike sharing system, joining the company of NYC, Denver, and Portland among others. Through our two self-service bike rental stations (B-stations) on the Rail Trail and in Morgan Square, PAL has further increased the accessibility to bicycling and a new way to explore Spartanburg.

The Spartanburg B-cycle system has achieved success in its first year with over 1,070 members who have pedaled the red cruisers the equivalent mileage to a trip around the world. The B-cycles have had a starring role in community events over the last year including the Spartanburg Downtown Association Fall Fashion Show and the Jaycees Christmas Parade.



Anne Piacentino
Active Lifestyles Coordinator

Through this innovative technology and support from Mary Black Foundation and City of Spartanburg, as well as other corporate sponsors, Spartanburg B-cycle has put the community on the map as a model for smaller communities looking to launch bike sharing systems. PAL staff contributed to the national study on current bike share programs. The study was released in September of 2012 and was funded through The Pedestrian and Bicycle Information Center and Toole Design Group.

A third station is planned for the future Healthy Food Hub on the Northside of the City of Spartanburg and will launch in July 2013.

B-cycle by the Numbers:

- 2 Stations, 14 bikes, 1077 Members, 3,224 Trips
- Members have ridden around the world on B-cycles (24,556 miles)
- Calories Burned: 1,051,398 (Equivalent to the calorie counts in 5, 257 glazed donuts, 2,503 chicken biscuits, and 625 chocolate milkshakes.)
- Our carbon offset has reached close to 25,000 lbs.

Other Bicycling Initiatives:

- Downtown criterium
- Hub Cycle (long-term bicycle lending)
- ArtCycle
- Biketoberfest
- Friday lunchtime bicycle rides
- Commuting-by-bicycle classes



A Place for Fido

Partners for Active Living wants to see more people out and active and using the Mary Black Foundation Rail Trail. We are encouraging more users by adding features along the Trail. One such addition is Spartanburg's first dog park, which is adjacent to the Rail Trail.

Members of the Friends of the Rail Trail, an initiative established by Partners for Active Living, other partners, and the City worked together to establish the Rail Tail Dog Park, located between the MBF Rail Trail and Union Street. The City cleared the lot and graded it. With the support of Bagwell Fencing, fencing was added with two double entrances. The park contains three different surfaces: granite dust, playground mulch, and grass. There are trash cans and dog waste clean-up stations, which are refilled and maintained by the City of Spartanburg. A swing, benches, and picnic tables are available as well for rest and relaxation while Fido frolics.

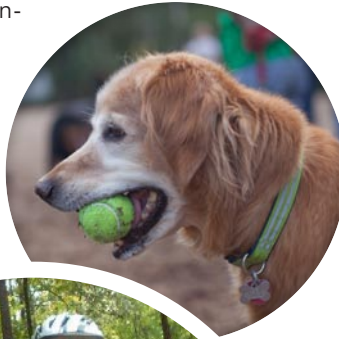
A grand opening celebration was held on May 19, 2012. The event was attended by vendors from all over Spartanburg and was well attended with around 150 people showing up to view the new Rail Tail Dog Park.

Other Trail Improvements by PAL:

- Trains on the Trail scavenger hunt
- New water fountain, mile markers, dog clean up stations
- Coming soon—directional signs

Trail Planning

Partners for Active Living is leading a community- and partnership-based conversation on trail development within the urban area of Spartanburg County. Recently, PAL received funding from the Healthy South Carolina Initiative, City of Spartanburg, and Spartanburg County to convene stakeholders to create a trail plan. PAL hired the pedestrian and bicycle planning firm Alta Planning and Design. The plan, to be completed this December, will outline where trails should be located, how much they will cost, how other communities have paid for construction and maintenance, and which group(s) in our community should be leading the conversation about trail development.



Melody Williams
Urban Trail Coordinator

PAL Donors

October 2011 - September 2012

Unrestricted Donations

Winner's Circle

Earth Run
Mary Black Foundation
Sean and Gretchen McEnroe
Milliken Foundation

Finish Line

W. Sterling Anderson II, LLC Attorney At Law
Beth Cecil
Jerome and Sarah Gadus
Brand and Laura Stille
Wade Crow Engineering

Home Stretch

Nicholas Fleming, MD
Kevin Hall
Annette Haynie
Rick Henneey
Leadership Spartanburg Alumni Association
Laura and Will Ringo

Mile Marker

Craig and Lisa Bishop
David and Cyndi Beacham
Jay and Renee Cariveau
Roger and Marianna Habisreutinger
Matthew Holiday
Matt Lyden
Page Rogers

Water Break

Thomas and Jane Abbott
Walter B. and Mary Mathes
Robert and Sue McEnroe
Dwight and Liz Patterson

Starting Line

Sherrie Jeffries

Donor Directed

Spartanburg B-cycle

City Of Spartanburg
JM Smith Foundation
Mary Black Foundation

Childhood Obesity Prevention

Compass Group/ Chartwells
Greg Creed
National Association of Chronic Disease Directors
Robert Wood Johnson Foundation
Safe Kids Of Spartanburg

Criterion

Adreinne Ables
Advance America
All Saints Church
Anderson, Lapham and Moore, LLC
Andrew and Kitsy Babb
Mike and Eileen Baird
City Of Spartanburg
Will and Liz Fort
Freewheelers Of Spartanburg
Higginbotham & Nease Orthodontics
iRecycle
Jim Brady Automotive
Johnson, Smith, Hibbard and Wildman Law Firm, LLP

(Continued on page 6)

The Woodruff Public Works Department, Police Department, and Emergency Medical Services have a hand in maintaining the trail and protecting trail users.



Improving Health in Woodruff

What does it take to put your community on the road to improved health? Community assets, identifying creative uses of those assets, and developing the partnerships that make projects happen.

Woodruff has done exactly that. Several years ago, city leaders identified a greenway trail as a priority goal. Because the city owns its sewer and water works, the sewer right-of-way seemed like a great place to start. What seemed to be missing were the partnerships required to make a usable trail.

In 2009, Partners for Active Living identified Woodruff as a good candidate for its Healthy Kids Healthy Communities childhood obesity prevention grant work. A working advisory committee identified several initiatives, among them the development of a greenway trail.

Woodruff has a good sidewalk system in need of some repair. Many folks walk in Woodruff, and the opportunity to add an off-road trail to their system made sense: to connect neighborhoods to downtown and McKinney Park, and connecting key community institutions like the Spartanburg County Parks facility, City Hall, the public library and the Woodruff Middle School.

But doing so required getting a number of partners together to work on access and funding for the project—Partners for Active Living, the City of Woodruff, Spartanburg County Parks, and Spartanburg County School District 4.

The City of Woodruff continues to make progress in promoting active lifestyles in Woodruff. They are in the process of creating a city-sponsored bicycle and pedestrian committee.

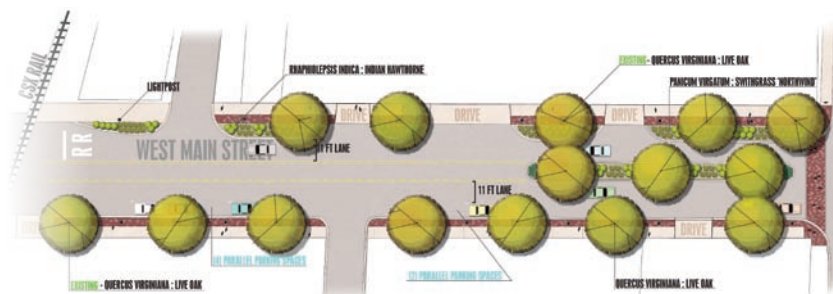


Ned Barrett
Partnership Coordinator

Spartanburg: West Main Street Improvements

Partners for Active Living, through a contract established by City Council, works with City of Spartanburg staff to improve bicycle and pedestrian access within our community. Bicycling and walking are important for short transportation trips, for exercise, for community development, and for recreation. We hope that in the future, all residents living within the urban area of our community can leave their front door and safely walk or ride to a park, school, or destination of their choosing.

Over the last year, PAL has been thrilled to serve as a partner and supporter of the West Main Street bicycle and pedestrian improvements in the City. These improvements will make build a visible connection from the Westside to Morgan Square, will improve the appearance of the western entry into downtown, and will make walking from other downtown destinations to the Grain District safer.



Partnerships in Action: Spartanburg Childhood Obesity Taskforce (SCOT)

Spartanburg County is one of the leaders in South Carolina in fighting childhood obesity. Our community's success should be credited to a taskforce of more than 25 community and institutional partners working together to impact childhood obesity, and PAL is helping lead this group and providing staff support.

The SCOT resulted from a workshop conducted by Leadership for Healthy Communities in November 2008. As a taskforce, the SCOT is an organized, driven group who feel passionately about reversing the childhood obesity epidemic by 2015 by supporting policy change and programs that encourage health and wellness of the community's youth.

The partnership has leveraged grant funds several times. PAL secured a grant called ACHIEVE from the Centers for Disease Control in 2010 that enabled the taskforce to organize priorities and evaluate needs in the community with regard to the childhood obesity epidemic. The SCOT Community Action Plan encompasses seven goals and remains the guide for accomplishing objectives such as healthy restaurant labeling initiatives, addition of trails, vending policies, and engagement of schools, afterschool programs and childcare centers in wellness planning and policies, as well as increasing the number of participants in Safe Routes to School.

This year, the Spartanburg County School District Body Mass Index (BMI) project was implemented under the auspices of the taskforce. The project measured approximately 8,000 students in 1st, 3rd, and 5th grades in Spartanburg County School Districts 1, 2, 4, 5, 6, and 7. The project resulted in essential county-wide obesity data report with three conclusions:

1. Childhood Obesity is a severe problem in Spartanburg County.
2. Efforts should continue in monitoring BMI in children.
3. The community should be made aware of this situation in order to seek resources, implement evidence-based programs, and improve outcomes.

The taskforce with PAL's help will continue to sustain the BMI Project and advocate for comprehensive wellness policies and other changes in schools across the county, supporting schools and school districts with tools, resources, and advice.



Rebecca Parrish
Community Mobilizing
Coordinator

(Criterium Donors Continued)

Mary Black Foundation
Milliken & Co.
National Bank Of SC
The Palmetto Bank
Phifer Johnson Foundation
Barry and Elizabeth Phillips
Spartanburg Regional Healthcare System
Spartanburg Young Professionals
David and Tammy Stokes
Crystal Stoudemire
Stuart Smith & Co.
USC Upstate Foundation
Vic Bailey Subaru/ Volkswagen
Wofford College

Girls on the Run

Randy and Celia Cooksey
GWS Solutions, LLC
Kelly Lowry and Rebecca Ramos
Melissa and Bryan Pittman
John and Rachel Simon
Brand and Laura Stille
James and Leigh Turmel
William and Lindsay Webster

Hub Cycle

Richard Bayne
Eric Brown
Randy and Celia Cooksey
Megan Cosgrove
Emily Grant
Emily Harbin
Michael Hunter
Andrea Kelsey
Fran Jansen
Mark Maenche
Paul McChesney
Brian McCracken
Scott Robbins
Clare Van Sant
Sue Schneider
Timothy and Oti Scipio
United Way Of The Piedmont
Upstate Workforce Investment Board

Trail Planning

Eat Smart Move More SC
Spartanburg County Government

Rail Trail/Dog Park

Thomas and Jane Abbott
Thomas G. Barnet
Bagwell Fencing
Jay Coffman
Ginger Goforth
Dexter Harvey
Tina H. Lyon
Mary Black Foundation
Joe Mullinax
Mariam Pitts
Philip J. Ryan
Ken Siegel
Vic Bailey Subaru
William and Lindsay Webster

Turkey Day 8K

Alex and Jennifer Evins
globalbike
Johnson, Smith, Hibbard and Wildman Law
Firm, LLP
The Palmetto Bank

GET OUT & GET ACTIVE!

Upcoming PAL Events

Every Friday

lunchtime bicycle ride from the Mary Black Foundation offices

November 22

Turkey Day 8K in downtown Spartanburg

May

National bicycle month activities

May 3

Downtown criterium

Visit active-living.org or follow PAL on Facebook for additional event information.



P.O. Box 6728, Spartanburg, SC 29304

Non-profit Organization
US Postage
PAID
Spartanburg, SC
Permit #529

Donor Highlight: United Way of the Piedmont

In recent years, United Way of the Piedmont has supported Partners for Active Living in a number of ways. The board and staff are grateful for this partnership. Support includes:

- Boardmanship training for PAL's Board of Directors: United Way staff provides ongoing training for PAL's Board of Directors so that they are as strong a governing board as possible.
- Americorps VISTA grant giving PAL access to an Americorp VISTA employee from 2011-2013: Americorps VISTA is the national service program designed specifically to fight poverty.
- A community impact grant for PAL's Hub Cycle program: Through Hub Cycle, PAL loans out used, refurbished bicycles with a helmet and lock for three months for a \$15 refundable deposit. Over the last year, PAL loaned out 145 bicycles. 41% of users borrow bicycles for the purpose of transportation, and 65% have an annual household income below \$35,000. Hub Cycle's total fleet is close to 300 bicycles.
- Week of Caring support: United Way volunteers from Wachovia Bank assisted PAL's Hub Cycle program by cleaning bicycles, assisting with a bicycle workshop, organizing parts, and other important and helpful tasks.

Thanks to the United Way for their ongoing support of Partners for Active Living.

Michelle Child
Americorps VISTA

