

Friends of Hominy Creek Greenway

Four-year strategic plan 2023 - 2027

A 4-year plan to improve equitable access to the Hominy Creek Greenway; achieve a sustainable and ecologically resilient parkland; and to increase the strength and capacity of the organization.

The **plan** is:

1. Guided by the Friend's **mission, vision** and **strategic priorities**
2. Supported by **activities** that outline general pathways to support the **strategic priorities**
3. Enacted by the **implementation initiatives/actions** that are prioritized and developed by the board of trustees

EXECUTIVE SUMMARY:

The FOHCG SWOT analysis has revealed that we have many strengths and opportunities, including the natural beauty of the property and the increased engagement and support from the community. As for the threats and weaknesses, we acknowledge the limited capacity of the board and funds, as well as natural threats like climate change, erosion, and invasive plants.

MISSION: To steward a sustainable greenway by engaging the community, improving equitable access, and conserving the native ecology of our natural, public green space.

VISION:

We commit to work in partnership with the community, government, and allied organizations to steward the Hominy Creek Greenway to be a public green space in harmony with the environment and accessible by all.

STRATEGIC PRIORITIES:

1. Enhance the trail and parkland by securing **FUNDING** and deploying it effectively
2. Strengthen the Friend's **ORGANIZATIONAL CAPACITY** to enact change for the next ten years
3. Develop strategic, collaborative **PARTNERSHIPS** that lead to investment in the Greenway and expand equitable access to the Greenway
4. Boost **AWARENESS** of the Greenway to advance the Friend's mission, vision, and priorities
5. Expand efforts to ensure the parkland is **ECOLOGICALLY SUSTAINABLE** and more resilient to climate change and urbanization

STRATEGIC ACTIVITIES IN FOCUS

The following strategic activities serve as a compass to determine which priorities to focus the resources of trustees, members, partners and the community in order to steward the Hominy

Creek Greenway. The Board of Trustees bears the responsibility of selecting which activities to undertake based on capacity, available resources, and funding.

Priority 1: Funding

To achieve priority 1, we will enact the following activities:

- Increase individual and business donations
- Create and execute a membership/donation campaign
- Develop a campaign to secure future grant/funding opportunities

Priority 2: Organizational Capacity

To achieve priority 2, we will enact the following activities:

- Recruit 1 to 5 board members
- Explore/discuss hiring a part-time director
- Explore capacity required to achieve 501c3 tax status

Priority 3: Partnerships

To achieve priority 3, we will enact the following activities:

- Build authentic connections with citizens
- Expand outreach to local government and elected officials
- Expand outreach to local businesses
- Expand outreach to allied organizations around sustainability, transportation, ecology, and education

Priority 4: Awareness

To achieve priority 4, we will enact the following activities:

- Educate users on environment/history/cultural topics
- Implement regular educational/engagement events and monthly workdays
- Develop and maintain existing and future interpretive signage
- Improve the website

Priority 5: Ecological Sustainability

To achieve priority 5, we will enact the following activities:

- Develop a plan to expand the footprint of invasive plant and tree removal by prioritizing high use and ecological sensitive portions of the park
- Implement phase II - V of trail resurfacing and establish maintenance capacity
- Develop and execute a plan to re-establish native trees and plants
- Explore a long-term bank restoration plan in sensitive portions of the parkland