

East Coast



Greenway
ALLIANCE

CONNECTING PEOPLE TO PLACE

2016 Annual Report, 25th Anniversary Edition
EAST COAST GREENWAY ALLIANCE

Celebrating milestones, renewing our commitment

Congratulations to everyone on the East Coast Greenway team. You are transforming one of our nation's biggest dreams into reality. These past 25 years have been full of remarkable achievement including effective advocacy that attracted over a billion dollars in public investment, the design and construction of 900 miles of Greenway, and the development of a strong nonprofit organization supported and followed by over 50,000 people. Thank you.



Jerry Markatos photo

Dennis Markatos-Soriano
Executive Director
East Coast Greenway Alliance

The year 2016 was a giant step forward for the Greenway, made possible by all the progress of previous years. We rolled out a Strategic Plan to 2020 that sets high goals for continued organizational and project development, including 200 more Greenway miles, completing turn-by-turn signage throughout our 3,000-mile route, and establishing a thriving organization at a scale that will make a dramatic impact in all of our 15 states. Our run of consistent revenue growth continued, making 2016 the strongest financial year in our history and empowering us to invest in growing our staff and spreading the Greenway word farther than ever before.

Our team is defined by dedication and collaborative spirit, with more than 100 strong local and state partners along our corridor. In a testament to the dedication of our leaders, every board chair in the organization's history attended our 25th anniversary kick-off (photo, page 5).

Let's renew our commitment to health, environmental sustainability, community and economic strength by completing what we've started. We can connect people to nature and culture via a safe, accessible East Coast Greenway. Together we can overcome the challenges ahead and establish the most popular park in America, one that empowers tens of millions of people who want to explore history, taste regional food, admire moose and manatee in our meadows and rivers, and so much more. To continued progress,

A handwritten signature in black ink, appearing to read 'Dennis Markatos-Soriano'.

ABOUT US: The nonprofit **East Coast Greenway Alliance** spearheads the development of the country's longest connected biking and walking route. The Greenway offers a safe, accessible place for people-powered play, commuting, and travel from Maine to Florida.

EAST COAST GREENWAY ALLIANCE STAFF



Executive Director
Dennis Markatos-Soriano

Director of Greenway Programs
Niles Barnes

New England Coordinator
Molly Henry

Tri-State Coordinator
Bruce Donald

Mid-Atlantic Coordinator
Andy Hamilton

Virginia/North Carolina Coordinator
Kathryn Zeringue

South Carolina/Georgia Coordinator
Brent Buice

Florida Coordinator
Paul Haydt

Membership & Office Manager
Debbie West

River Relay Program Manager
Mary Beth Powell

Communications Manager
Lisa Watts

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1996 Park Service letter: 'A trail about people'

“The East Coast Greenway is a trail for the 21st century. Ultimately linking city centers to village greens to rural hamlets, the East Coast Greenway is a trail about people. People have created the landscape one sees: stone walls and cellar holes, riverside mills and railroad trestles, farm land and woodlands, towering skyscrapers and monuments to history. They have preserved the parks and open spaces, the river and rail corridors, the canals and greenways the trail traverses. And now they are knitting it together into a seamless route for all people to follow and enjoy, be it for a 10-minute breath of fresh air or a month-long journey of discovery.”

– Douglas Evans,
Rivers & Trails Manager,
National Park Service, 1996



Celebrating Milestones, Renewing Our Commitment

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Long a loyal supporter, the William Penn Foundation stepped up in 2016

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With much gratitude to our members, donors, and foundation and corporate partners

Above: Runners, cyclists, strollers, and more flock to Philadelphia's Schuylkill Banks Boardwalk, part of the East Coast Greenway. Front cover: Enjoying the Greenway in Cary, N.C. Cover photo by katemedley.com; state maps by bensjohnson.com



42

miles of new East Coast Greenway designated, spine and complementary route (see page 8 for list and map of new additions)

2016 at a glance:



300

miles signed

setting all-time East Coast Greenway record for 1 year

(photo: installing sign in North Carolina with donkey's supervision)

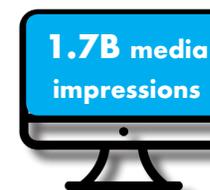


250+

widely shared stories about the East Coast Greenway appeared in local, national, and global media including:



adding up to an unprecedented



worth \$10M+

and growing our network by 50%

MAINE TOPS FOR VIRTUAL VISITS



top 3 state pages visited @ greenway.org:

Maine	13,429
Florida	13,168
Connecticut	11,056

Growing capacity and impact



SETTING OUR COURSE

In May 2016, the Alliance rolled out our latest Strategic Plan, an ambitious road map to 2020.



\$50M

invested in planning, design, and construction of the Greenway

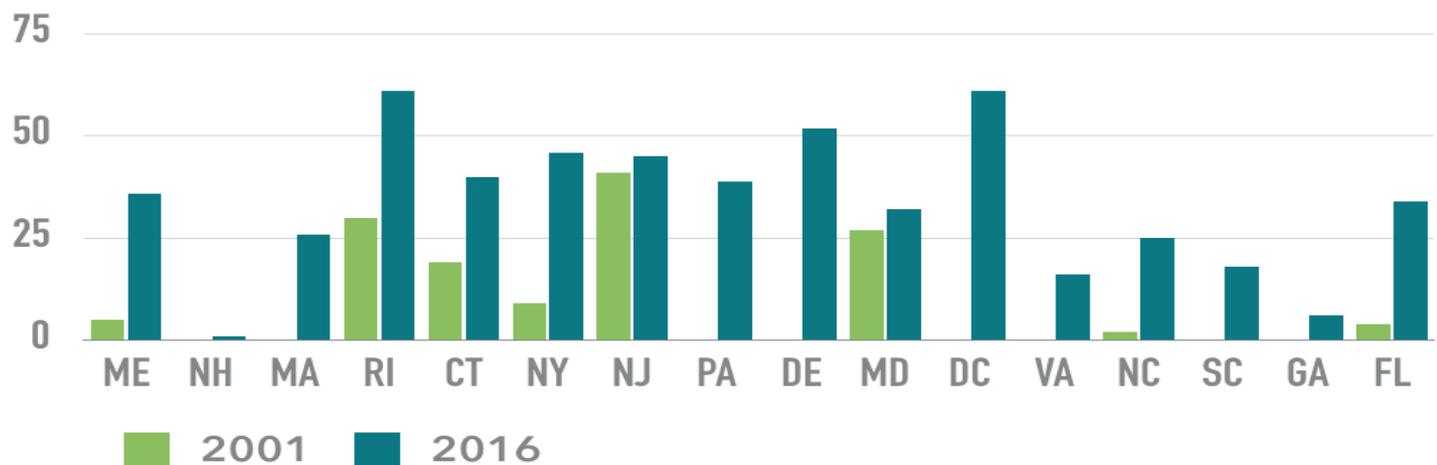


7,060

miles biked by Greenway staff for commuting & work-related trips

Growth from 10th to 25th anniversary

Percentage of each state's route completed as off-road path and designated as ECG, in 2001 and 2016



**East Coast
Greenway Alliance
2016 Board of Trustees**

Robert Spiegelman, NH
Chair

Robert Russo, NJ
Vice Chair

Brandon Douglass, NY
Secretary

Tom Kaiden, VA
Treasurer

W. Dale Allen, FL

Elizabeth Brody, NY

Jean Crowther, OR

Jason Lane, WA

Anne Maleady, CO

Catherine McCaw, NY

Don Miller, PA

Steve Mitchell, CT

Al Nierenberg, MA

David Read, MA

Larry Silver, PA

Our ‘work in process’

Twenty-five years! This is truly remarkable. We have accomplished a lot. Our founders crafted an inspiring vision for a 3,000-mile greenway connecting people and places from Canada to Key West. Since then we have learned an enormous amount — and it is fair to say that we have hit our stride. More than 30 percent of our route is complete, off road and separated from traffic. When you count “work in process,” we are approaching 50 percent completion.



Robert Spiegelman
Chair, Board of Trustees
East Coast Greenway Alliance

We are focused, healthy, and fully staffed as we work in all 15 states and 450 communities. Our budget and our network are growing every year. I fully expect our progress to continue to accelerate.

There is much to do. This is a huge project and there are many roles. We have trustees who guide and oversee the organization and a talented staff who work every day to make it happen. We have volunteers and local advocates who lead the way by working in their communities — they are the true heroes of this campaign. We have visionaries who

“We have learned an enormous amount — and it is fair to say that we have hit our stride.”

believe in our project and our team and provide a large percentage of the financial support needed to keep us going. Dedicated elected officials and government employees play a vital role, as do our members, through their support and spreading the word.

So, what’s ahead? I am pretty sure that the question you want to ask is, “When will this be done?” I hope that I will be around for the 50th anniversary of the East Coast Greenway Alliance, and that we will be celebrating the completion of the Greenway.

Come along for the ride. Join us, support us. Together, we can make the vision a reality.

Bob Spiegelman
Chair, Board of Trustees

Greenway Council

Our national body sets route standards and reviews new segments to ensure those standards are met. Current members:

Bret Baronak, NC
Chuck Barrowclough, FL
Scott Bogle, NH
Sue Ellen Bordwell, ME
Eric Brenner, DC & MD
Champe Burnley, VA
Dave Connelly, NC
Jean Crowther, OR (co-chair)
Heather Dunigan, DE
Lisa Fernandez, CT
Robert Gaston, MD
Jo Claire Hickson, GA
Matthew Johnson, NJ
Jack Keene, MD
Terry Landreth, GA
Shawn Megill Legendre, PA
Christopher Linn, PA
Anne Maleady, CO (co-chair)
Megan Massey, NJ
Matthew Moldenhauer, SC
Matthew Moritz, RI
Bethel Paris, NC
Janine Peccini, MA
Stuart Popper, CT
David Read, MA
Phil Riggan, VA
Mary Roth, DE
Anthony Savarese, NY
Karl Soderholm, FL
Iona Thomas, NC



25 years, 5 chairs: *Our annual summit and 25th anniversary kick-off celebration in Providence in November 2016 gathered all five former and current chairs of the Board of Trustees: (from left) Chuck Flink, David Dionne, Patricia King, David Read, and Robert Spiegelman.*

Advisory Board

Advisory Board members lend their expertise and experience to the Greenway cause. Current members:

Chuck Flink, NC (chair)
Deborah Apps, Canada
Silvia Ascarelli, NJ
Herman Blake, SC
Nathan Burrell, VA
Wayne Clark, MD
Andy Clarke, DC
Ramzi Dabbagh, CO
Damon Dishman, NC
Sarah Hancock, MA
Kevin Hicks, NC
Tony Hiss, NY

Diane Jenks, OH
Ellen Johnson, PA
Stanley Katz, NJ
Patricia King, MA
Keith Laughlin, DC
Ed McBrayer, GA
Dan McCrady, MD
Jeff Miller, DC
Ellen Moyer, MD
Jeff Olson, NY
Bill O'Neill, CT
Michael Oppenheimer, NY

Shaunak Patel, NC
John Pucher, NC
Hannah Quimby, ME
Diane Robertson, NC
Boaz Shattan, NY
Shaheen Syal, NC
Pablo Torres, VA
Karen Votava, RI
Judy Walton, OR
Eric Weis, RI
Kenneth Withrow, NC

PAVING THE WAY

25 years of East Coast Greenway Alliance history

For all its bold ambition, the dream of creating a bike and walking path stretching from Maine to Florida had simple beginnings: a handful of transportation advocates meeting around a conference table late in 1991, beginning to map and plan.

The subsequent years have seen remarkable and exciting developments along with the steady, not-as-exciting work of spreading the word about the Greenway, convincing elected officials of its merit, negotiating land rights and other obstacles, and building partnerships with many other nonprofits.

All along the way, we've remembered to celebrate: the accomplishments, the miles gained, the friends made, the fun shared. Here's to the next 25!

1991



1991

Eight people meet in NYC in November to establish the East Coast Greenway Alliance, after meeting at an earlier bicycle conference in Cambridge, MA.



1992

10 cyclists take month-long tour of proposed route from Boston to Washington, DC. Their ride attracts strong media attention and endorsements from elected officials.

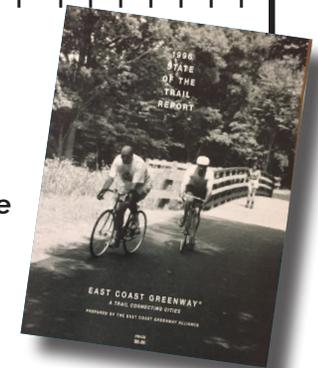
1996

1996

Inaugural annual report, *State of the Trail Report*, published.



Cofounder Karen Votava becomes first paid executive director, part time.



First 5 segments (56 miles) designated:

- Baltimore & Annapolis Trail (MD)
- Charter Oak Greenway (CT)
- Coventry Greenway (RI)
- Delaware & Raritan Canal Trail (NJ)
- Farmington Canal Heritage Trail (CT)



1998

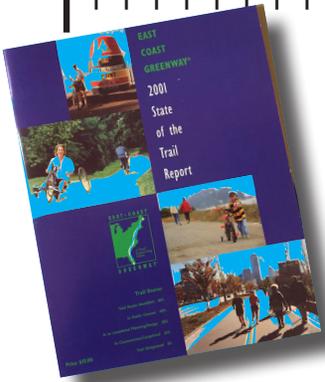
Paper route map displayed at spring board meeting.

2001

2006

2011

2016



2001

10th anniversary *State of the Trail Report* is published.

2007

Two cyclists field-check entire spine route to update cue sheets and convert data to Google Maps for full route.

2011

Alliance moves its headquarters from Wakefield, RI, to Durham, NC.

2009

After 18 years of leadership, Executive Director Karen Votava hands the baton to Dennis Markatos-Soriano, now in his eighth year leading the nonprofit.



2012

Alliance hosts U.S. Surgeon General Regina Benjamin for evening walk with 200 on the Greenway in Durham.



2002

With grant from Robert Wood Johnson Foundation, prestigious firm Pentagram Design hired to create "two trees" logo.



2004

Seven intrepid cyclists become first to ride entire Greenway. They travel from Calais, ME, to Key West, FL, in 55 days: Anne Kruimer, Mike Kruimer, Jack Kurrle, Mac Sexton, Myron Skott, Dave Wood, and Hilge Hurford.

"End-to-enders" since then include:

- Jenny Hylton '05
- Wil Hylton '05
- Faith Vicinanza '05
- Peter Vicinanza '05
- Holly Amidon '10
- Joel Amidon '10

- Glenn Hirsch '13
 - Bob Spiegelman '13
 - Cathy Skott '16
 - Myron Skott '16*
- * first 2X end-to-ender



Mike and Anne Kruimer of New Jersey on 2004 end-to-end ride. The Kruimers ride a tandem bicycle that Anne, paralyzed from waist down, pedals with her arms.

2014

Philadelphia's Mayor Nutter led major expansion throughout his term. Above, at center, he and other officials break ground on Baxter Trail.



2015

Route reaches 1,000 miles signed & nearly 900 miles of off-road greenway.

New East Coast Greenway sections, designated in 2016



1. Down East Sunrise Trail extension, Ellsworth, Maine. 2 miles, spine route
2. Brewer Riverwalk along Penobscot River, Maine. 0.4 miles spine
3. Belfast Harborwalk & Passagassawakeag River Footbridge, Maine. 1.1 miles, complementary route
4. Charles River Greenway, Waltham, Massachusetts. 0.35 miles, spine
5. Quinebaug River Trail, Connecticut. 0.36 miles, spine
6. Willimantic River Trail – Air Line State Park Trail, Connecticut. 1.5 miles, spine
7. Hop River Trail, Kings Road to Hop River Road, Connecticut. 2.07 miles, spine
8. Charter Oak, phase 3 along I-84 and phase 4 connects to Connecticut River, Connecticut. 1.88 miles, spine
9. Farmington Canal Heritage Trail, Cheshire, Connecticut. 4 miles, spine
10. Randall’s Island Greenway, link between East 132nd Street and the island, New York. 0.9 miles, complementary
11. Delaware Canal Trail phases, Pennsylvania. 0.25 miles, spine
12. Anacostia River Trail, 2.6 miles in Maryland, 6.9 Miles in Washington, DC, complementary
13. Prentis Street side path, Suffolk, Virginia. 0.8 miles, complementary
14. River Road side path along Cape Fear River, Wilmington, North Carolina. 3 miles, spine
15. Kings Highway side path, final section of 12.5-mile ECG through Myrtle Beach, South Carolina. 0.4 miles, spine
16. SC 170 side path, Beaufort County, South Carolina. 4.4 miles, spine
17. Spanish Moss Trail, connects Beaufort to Port Royal, South Carolina. 6.3 miles, spine
18. Timucuan Trail, two phases, Duval County, Florida. 1.63 miles, spine
19. Port Cape Canaveral Trail, Florida. 1 mile, spine
20. Indian Hills Trail, St. Lucie County, Florida. 0.83 miles, spine

Watch a slide show of the newest segments:
greenway.org/explore



New England

ME, NH, MA, RI, CT

Projected final miles 769
 Current travel mileage 792
 Total miles signed 675

Mid-Atlantic

NY, NJ, PA, DE, MD, DC

Projected final miles 428
 Current travel mileage 444
 Total miles signed 242



South Atlantic

VA, NC, SC

Projected final miles 944
 Current travel mileage 915
 Total miles signed 390

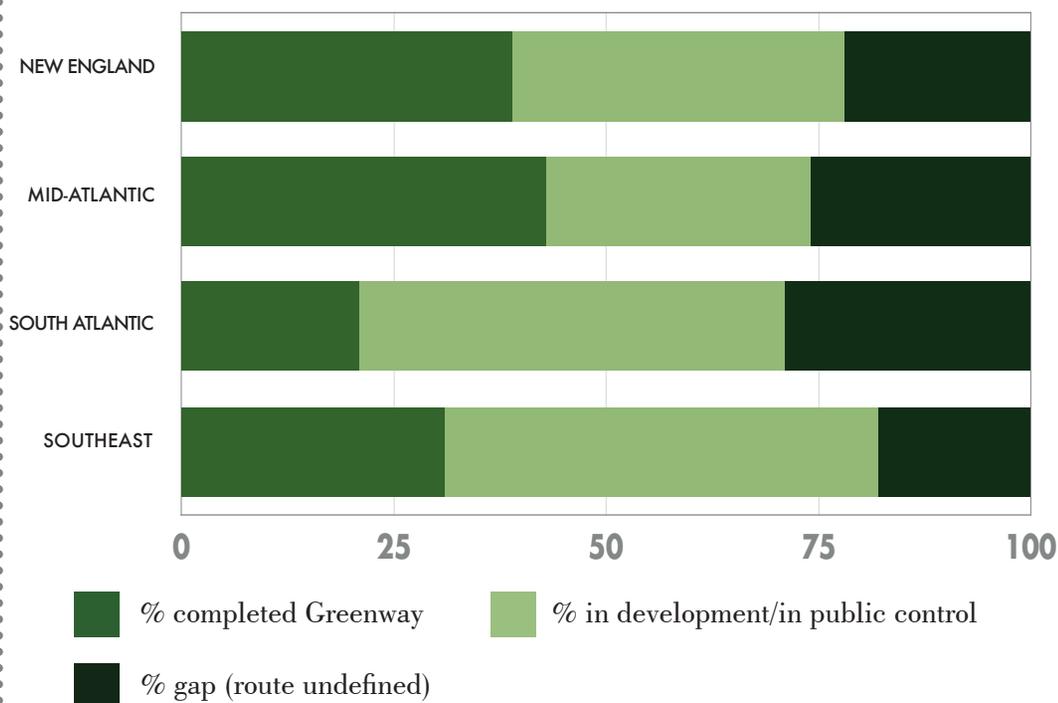
Southeast

GA, FL

Projected final miles 743
 Current travel mileage 789
 Total miles signed 57



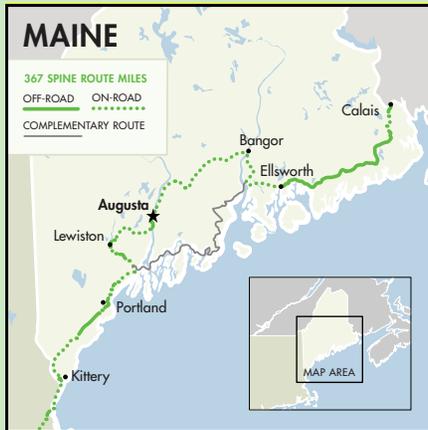
State of the Greenway, 2016



STATE BY STATE: On the following pages, read more about the East Coast Greenway’s progress and impact as it passes through 15 states and Washington, DC. We’ll also introduce you to a few of the people working to make the dream of a 3,000-mile Greenway come to life.



MAINE



.....
 Maine was the first
 state to have its travel
 route fully mapped.



Greenway Coordinator
Molly Henry
 molly@greenway.org

Maine Committee Chair
Sue Ellen Bordwell



Bridge in Columbia Falls, Maine, about halfway along the Down East Sunrise Trail

Sunrise Trail extends ‘economic engine’ for state

In the center of the Ellsworth, Maine, commercial district, behind the local L.L. Bean outlet and next to the Comfort Inn, is the new western end of the Down East Sunrise Trail. It was ceremonially opened in December 2016 by officials and supporters who see the 95-mile multiuse trail, the easternmost stretch of the East Coast Greenway, as a potential economic engine for far eastern coastal Maine.

John Phillips, chairman of Ellsworth’s

City Council, said at the ground-breaking, “We realize the economic and tourism benefit [the city will receive] from the trail.”

The new two-mile section is the final piece of a trail that has been under construction in sections for the past eight years. The crushed-gravel trail follows the old Calais Branch rail corridor, which had fallen into disuse and disrepair before it was rebuilt and opened to snowmobilers and

all-terrain vehicles as well as hikers, cyclists, and cross-country skiers.

Extending the western trailhead to Ellsworth’s High Street connects it directly to the busiest commercial hub in Hancock County. Millions of tourists pass through here each year en route to Acadia National Park on Mount Desert Island.

“This completed section will encourage trail users to visit Ellsworth — local restaurants, lodging facilities, fuel stations, [and boost] merchandise sales,” said David Bernhardt, commissioner of Maine’s Department of Transportation.

Sue Ellen Bordwell, chair of the Greenway’s Maine Committee, sees the Down East Sunrise Trail as one of the friendliest sections of the East Coast Greenway, where different kinds of users support each other. Elsewhere, bicyclists and ATV riders may view each other with suspicion, but more than one ATV rider has stopped while Bordwell was resting on the Sunrise Trail to check if she was OK.

Eve Young, Comfort Inn co-owner and general manager, said “I’ve been looking forward to this day since they started talking about it.” 🇺🇸

Excerpted with permission from a news story by Bill Trotter in the Bangor Daily News, Dec. 2, 2016



New Hampshire's Greenway route will travel over historic bridges, across conservation wetlands, and through thriving Portsmouth

Working to transform rail corridor

Building the East Coast Greenway through New Hampshire is a story of acquiring right-of-way agreements for abandoned railroad lines for much of the route. Negotiating the sale of private land to a state agency takes time, as Scott Bogle can tell you.

“The state owns the southern-most 4.5 miles from the border to the center of Hampton. [The effort to acquire] the remaining 9.7 miles to Portsmouth has been a long process,” says Bogle, a senior transportation planner with the Rockingham Planning Commission. He chairs the New Hampshire Seacoast Greenway, the state’s East Coast Greenway committee. The team started working on Greenway plans ten

years ago. By 2008, the interim route on NH 1A and 1B were fully signed.

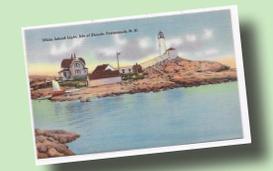
When Pan Am Railways abandoned the Hampton-Portsmouth segment in 2012, New Hampshire Seacoast Greenway worked with corridor communities and the state DOT to secure funds to buy the right of way and construct trail. Negotiations on a sale price continue. Meanwhile the group focuses on awareness and coalition building.

The on-road route is one of the few stretches of Greenway that hugs the ocean coast. It will remain as a scenic alternative once the off-road route is completed. Safety improvements are in the works, including accommodations

on Memorial Bridge, carrying the Greenway from New Hampshire to Maine. 📍



Flashback: On August 8, 2013, hundreds gather to celebrate renovated Memorial Bridge, connecting Portsmouth, NH, and Kittery, ME. Speakers included NH Governor Maggie Hassan and Victor Mendez, US Department of Transportation Federal Highway Administrator.



“In some communities you need to focus more on the local benefits of trails. But when I talk to people about this route being part of the East Coast Greenway, there’s always strong interest in being part of a national initiative.”

— SCOTT BOGLE, NH SEACOAST GREENWAY

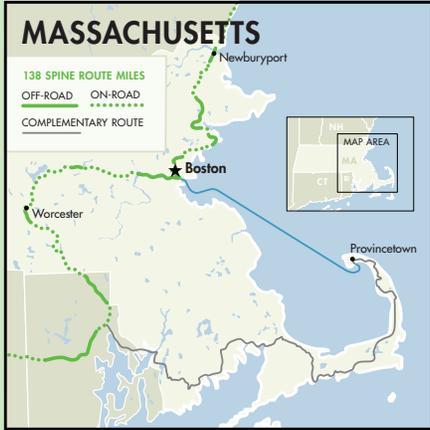
Greenway coordinator
Molly Henry
 molly@greenway.org



New Hampshire Committee Chair
Scott Bogle



MASSACHUSETTS



.....
“What a stunning way
to see the country.
This is the east coast
Appalachian Trail.”

MASS. SEN. JOHN KERRY, 2/5/2000,
FROM 2001 STATE OF THE TRAIL REPORT



New England Coordinator
Molly Henry
molly@greenway.org

Massachusetts Committee Chair
Dave Read



Dan Brody/Newton Conservators photo

Eastern entrance to new Greenway section at north end of Elm Street Bridge in Waltham.

Gap in Charles River Bike Path closed

It’s all of a third of a mile, but the newest East Coast Greenway segment designated in Massachusetts closed a key gap where the Charles River Bike Path, heading west from Boston, crosses the Charles in Waltham. A bicycle/pedestrian deck was built on piers in the river alongside the Charles River Museum of Industry & Innova-

tion. The project was overseen by the state’s Department of Conservation and Recreation. The new segment connects the Riverwalk from Elm to Moody streets on the north bank with an accessible walkway and boardwalk under the Elm Street Bridge.

“This project will deliver key healthy

transportation connectivity and positive health outcomes for the community,” the City of Waltham announced at the project’s start in 2014. “It will also provide economic development benefits to Waltham businesses and the rich cultural and historic assets located on or near Moody Street.”

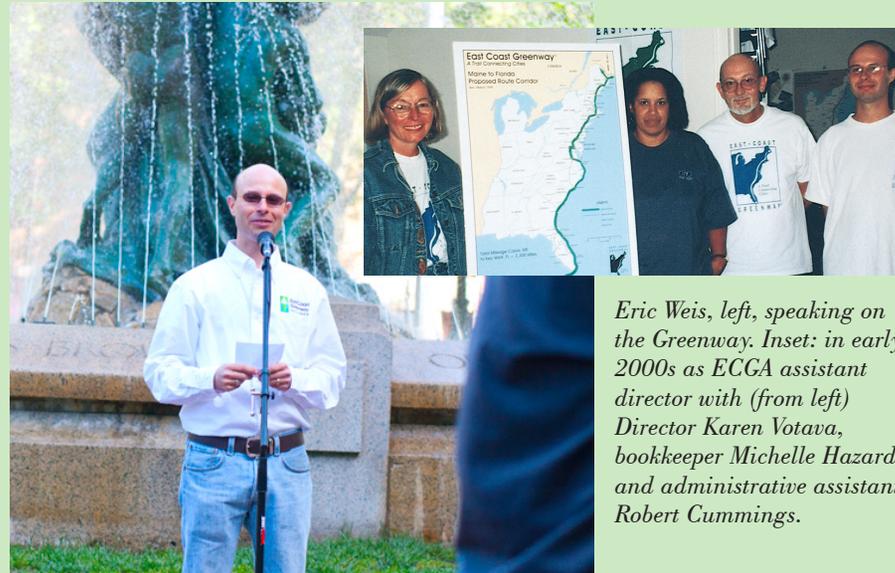


Eric Weis: Ocean State's greenway champion

Eric Weis discovered the East Coast Greenway Alliance through the want ads in 1998 when his grant for research in a Cambridge, Massachusetts, lab ran out. Executive Director Karen Votava spotted his talents and hired him as the nonprofit's second employee.

"Eric came on as our administrative assistant and ably assumed a wide range of roles," Votava remembers. "He handled trail development and helped to shape trail policy, was our cartographer and our communications coordinator, managed our membership development, served as our in-house techie, and engaged in a myriad of other tasks. With intelligence and a broad range of talents, he became an essential part of our team."

"Spending a bit over 18 years working on the East Coast Greenway is the best possible thing that could have happened to me," says Weis, who



Eric Weis, left, speaking on the Greenway. Inset: in early 2000s as ECGA assistant director with (from left) Director Karen Votava, bookkeeper Michelle Hazard, and administrative assistant Robert Cummings.

stepped down last spring as director of greenway development to pursue consulting work. "I liked supporting the work of our local, state, and federal partners best. I was providing expertise, what we'd gleaned by working on projects up and down the East Coast. A solution that worked in one place might work well for another place 1,000 miles away."

Initially he lived near the ECGA office in Wakefield, Rhode Island, but Weis soon moved to Providence. "I absolutely adore this city, I will spend the rest of my life here," he says. "My wife, Mandy, and I know this is where we want to raise our daughter."

Rhode Island has always shown broad

support for greenways and trails, he says. "Per square mile, Rhode Island has more linear miles of multi-use trails than any other state." And in 2016, voters approved a \$35M Green Economy Bond. Of the \$10M the bond sets aside for bicycle infrastructure, \$4.5M will go to East Coast Greenway projects.

Weis is working on the state's Bicycle Mobility Plan, part of a long-range transportation plan. This fall he'll host his seventh annual New England Builders Ball, celebrating handbuilt bikes and raising funds for the Greenway. And he's serving on the Greenway's Advisory Board. Says Weis, "The momentum never stops." 🌱



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"Rhode Island will become the first state in the northeast to complete its segment of the East Coast Greenway."

R.I. GOV. ALMOND '99 ADDRESS, FROM 2001 STATE OF THE TRAIL REPORT

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Greenway Coordinator
Molly Henry
molly@greenway.org



Rhode Island Committee Chair
Matt Moritz



CONNECTICUT



U.S. Senators Christopher Dodd (front) and Joseph Lieberman enjoy the Charter Oak Greenway, 2001. *Journal-Inquirer photo*



Greenway Coordinator
Bruce Donald
bruce@greenway.org

Connecticut Committee Chair
Stuart Popper

Momentum builds with leadership from the top

Despite being smaller than most East Coast Greenway states, Connecticut has one of the longest routes at 200 miles. And for a long time, an overwhelming majority of those miles were on-road. After the tenacious drumbeat of top-notch advocates such as former Trustees Bill O'Neill and Steve Mitchell came visionary state leaders, Governor Dannel Malloy and his Transportation Commissioner James Redeker. Once they took office in early 2011, they rolled up their sleeves and have in six years made the state a model in Greenway development with beautiful segments to show for it.

“Malloy gets it,” as Bruce Donald, Tri-State Coordinator for the East Coast Greenway Alliance, recently told *Connecticut Mirror* reporter Tom Condon. Connecticut’s section of the East Coast Greenway is 43 percent completed and is a focus of the De-



At 2016 opening of Hop River Trail connector in 2016: Laurie Giannotti, trails coordinator for Connecticut’s Department of Energy and Environmental Protection (DEEP); Transportation Commissioner James Redeker; and Mark Jewell, VHB Project Manager.

partment of Transportation’s funding efforts.

Recent progress includes:

- **The Farmington Canal Heritage Trail.** The 55-mile Connecticut portion of an 84-mile trail from New Haven to Northampton, Mass., is nearing completion.
- **The Air Line State Park Trail.** One small gap remains in what will be a 50-mile trail through 11 towns in Eastern Connecticut.
- **The Naugatuck River Greenway.** Work has begun on this 44-mile trail which follows the Naugatuck River from Torrington to Derby.

In early 2012 the Department of Transportation got on board in a big way, establishing a goal of developing “a more robust and complete multi-use trail network to complement the vehicular roadway system in Connecticut,” as Condon reported. Since then the department has committed \$10-\$20 million a year in state and federal funds to trails, with a focus on the East Coast Greenway.

Donald says trail planners have learned to maximize the investment by considering the right materials and partnerships. And local officials are seeing the surging popularity of greenways. In 2015, electronic counters on the Farmington Canal trail tallied over 600,000+ passersby. 



Alliance Trustee Chair Bob Spiegelman thanks Beth Brody for her service as she retires from the board in November 2016.

Brody: Trailblazer, organizer

You have to peel back a few layers to understand how much of a pioneer Elizabeth Brody truly is. As a mom and wife in suburban New Jersey in the 1960s — the era of station wagons — she did any errand she could by bike. As her two daughters headed to college, she sent herself to law school. And in the 1980s, when legal mediation was in its earliest days, she established a niche practice for herself in elder law and alternative conflict resolution — and traveled to her clients’ homes by bike.

All the while, Brody has enjoyed bicycle tourism. She discovered the East Coast Greenway Alliance through the Central Jersey Bicycling Club. She remembers going with fellow cyclists, armed with measuring tape and cameras, to look over abandoned railroad beds and other sites to determine the best Greenway connections from New Jersey to New York.

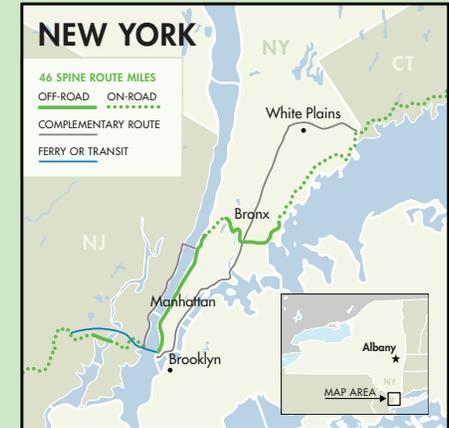
Volunteers should find tasks they do well and enjoy doing, Brody says. “I like to organize.”

Brody joined the East Coast Greenway Alliance’s Board of Trustees in 2005. She also has served as co-chair of the New York State Committee since 2006, when she moved to New York City following the death of her husband, Warren Brody. Her work has included writing newsletters, hosting meetings and receptions, and more. During the financial downturn of 2008-09, she offered a substantial loan to help the Alliance weather the storm. In November 2016, Brody wrapped up 12 years of board service; she remains the New York chair.

“She never clamors for the spotlight; she prefers to work behind the scenes. Yet her contributions to the East Coast Greenway Alliance are immense,” says Chuck Flink, who chaired the Board of Trustees from 2005 to 2010.

She’s watched the Alliance grow and evolve over the years. “At first, the staff was so small that it was largely dependent on volunteers. There’s a long tradition of local involvement in the Northeast, where the Alliance began.”

And she’s enjoyed it all. “What a pleasure it’s been. I’ve enjoyed being with people I wouldn’t have met or shared experiences with otherwise, I’ve been to places I wouldn’t have visited.” 🌱



New York City’s Hudson River Greenway, the most heavily visited segment of the East Coast Greenway, is a favorite of locals and tourists.

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New York Committee Chair
Elizabeth Brody



NEW JERSEY



Bridging urban centers: Meadowlands Connector

Looking at a map of Greater New York City and Newark, N.J., you'll spot the Meadowlands area in between the two cities. It's a "combination of dense, urban, gritty areas and expanses of wetlands with picturesque views of the city skylines," says Cyndi Steiner, executive director of the New Jersey Bike & Walk Coalition. Extensive wetlands formed by the Passaic and Hackensack Rivers, the Meadowlands has long posed a challenge for connecting the East Coast Greenway from Newark to the west and Jersey City and New York City to the east.



Cyclists participate in a 2014 Hoboken-Jersey City Bike Tour

Jersey Journal photo



A 2012 ribbon-cutting celebrates opening of bike/pedestrian sidewalk over the Hackensack and Passaic River, made possible by the Helen and William Mazer Foundation and New Jersey DOT.



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New Jersey Committee Co-Chairs
Megan Massey
Matthew Johnson

"It's probably the toughest connection to make in New Jersey," Steiner says. "We've had a connection of sorts since 2012, when the N.J. Department of Transportation built a sidewalk at the end of Ferry Street in Newark and opened the sidewalk on Truck Route 1/Route 9 to bikes

(see ribbon-cutting photo, left). "It's not for the faint of heart, it's full of massive 18-wheelers."

A strong partnership between the East Coast Greenway Alliance, New Jersey Bike & Walk Coalition, September 11th National Memorial Trail Alliance, the state's transportation and environmental protection departments, local communities and others has made crucial progress in recent years. Plans call for a Meadowlands Connector Greenway to bridge the densely populated cities by traveling over the WittPenn Bridge, now under construction over the Hackensack River between Kearny and Jersey City.

The focus now is on building connections to the bridge, Steiner notes, beginning at the Jersey City-Hoboken border with access to local rail and ferry service. The September 11th Trail, which travels the East Coast Greenway from the World Trade Center to the Pentagon, would also use the proposed Meadowlands Connector.

"The Meadowlands Connector will create an opportunity for over 550,000 people to have a traffic-separated greenway for active commuting and recreation," says Andy Hamilton, the Greenway's Mid-Atlantic Coordinator. The bridge is scheduled to be completed in 2022. 

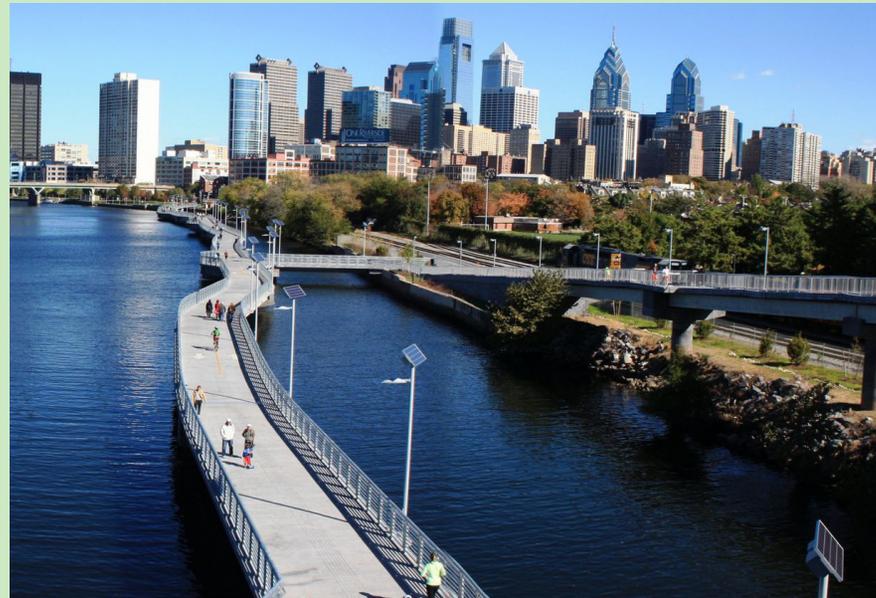


Greenway gains traction with new connections

The East Coast Greenway Alliance celebrated two groundbreakings in 2016 in the Tacony neighborhood in northeast Philadelphia. The disparate trails will one day connect to each other while linking Philadelphia to Maine and Florida. Along the way, funds for the trail network in Philadelphia, to be completed in 2025, will transform Spring Garden Street into a shared-use greenway and thoroughly increase Philadelphians' access to both the Schuylkill and Delaware Rivers.

"Philadelphia has been an absolute leader in development," says Andy Hamilton, Mid-Atlantic coordinator for the East Coast Greenway Alliance. Thanks to the city's streets and parks and recreation departments it has been able to move relatively quickly in constructing new sections of trail.

Eventually the Greenway will enter Philadelphia through Bucks County along the Delaware River and connect



Philadelphia's stunning Schuylkill Banks Boardwalk on the Greenway opened in 2014 thanks to federal, state, and city funding.

to Spring Garden Street. From there, it will merge into the growing network of Schuylkill Banks parks.

"We are trying to make a very connected city," says Rob Armstrong, preservation and capital projects manager at Parks & Recreation. He says moving the Greenway forward has only been possible with the cooperation of many organizations including the Delaware River Waterfront Commission, the Schuylkill River Development Corporation, Pennsylvania Environmental Council, and the Clean Air Council. The Greenway will be the primary trunk to which smaller trails through-

out the city connect. Previously underserved areas cut off from the trail system will be integrated into the network.

"I'm looking forward to the day relatively soon where I can get on my bike and ride from Darby Creek in Southwest Philadelphia to Poquessing Creek in the Northeast right by Bucks County and be off-road almost the entire time," says Armstrong. "There's no other big city in the United States that you can do that in." 🌱

Excerpted with permission from a story by Tyler Horst in Hidden City Philadelphia, June 15, 2016.

Montgomery County Planning Commission



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"Our rallying cry now is 500 miles built by 2025. We are going to do it – one project at a time."

— PATRICK STARR, EXECUTIVE VICE PRESIDENT, PENNSYLVANIA ENVIRONMENTAL COUNCIL, ON LINKING COMMUNITIES VIA EAST COAST GREENWAY AND CIRCUIT TRAILS

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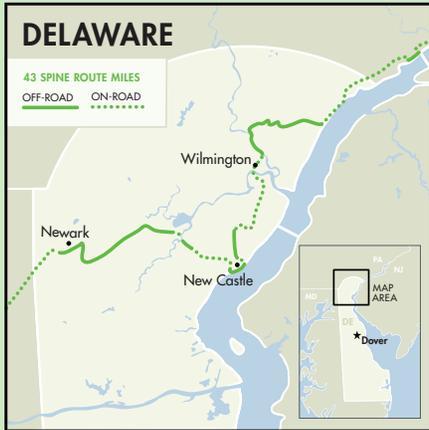
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Pennsylvania Committee Co-Chair
Chris Linn
Shawn Megill-Legendre



DELAWARE



Rendering of the football-field long bike bridge over the Christina River. When completed in 2018, the bridge will be the longest bike bridge ever built in Delaware and will complete the seven-mile Wilmington-New Castle segment of the East Coast Greenway.



Delaware Committee members explore former rail corridor between Wilmington and Newcastle, 2001. Karen Votava photo

Gov. Markell: Trails improve quality of life

Jack Markell, who wrapped up his second term as governor of Delaware in January 2017, was an exceptional greenway leader.

“One of the best ways we can improve our quality of life, and promote healthy lifestyles at the same time, is to make our state more walkable and bikeable. In the next year...we will launch the First State Trails and Pathways Plan. I am proposing that we dedicate \$13 million to build miles of new and enhanced trails throughout our state for every Delawarean to enjoy... we can make Delaware one of the most walkable and bikeable states in America...” — Gov. Markell, State of the State, Jan. 19, 2012

A cyclist himself, Markell said at the opening of trails along the C&D Canal, “Building the trails linking two historic cities was a tremendous collaboration among state, federal and city partners. With the trails now completed, more residents and visitors will be drawn to the wonderful amenities that Delaware City and Chesapeake City have to offer, expanding tourism and boosting the local economies.”

In November 2016, Governor Markell dedicated a weekly address to trail development. “This week we marked the beginning of construction on the final link of the New Castle Industrial Track Trail, a critical segment of the



Bike Delaware, at its annual summit in May 2016, awarded its Golden Bicycle Helmet for service to then-Gov. Markell.

3,000-mile East Coast Greenway,” he said. “When complete, it will join with the Wilmington riverfront to provide a walking and bicycling connection between downtown Wilmington and Old New Castle. It will create commuting options for Delawareans who live and work downtown and expand recreational opportunities.”



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Delaware Committee Co-Chairs
Heather Dunigan
Mary Roth

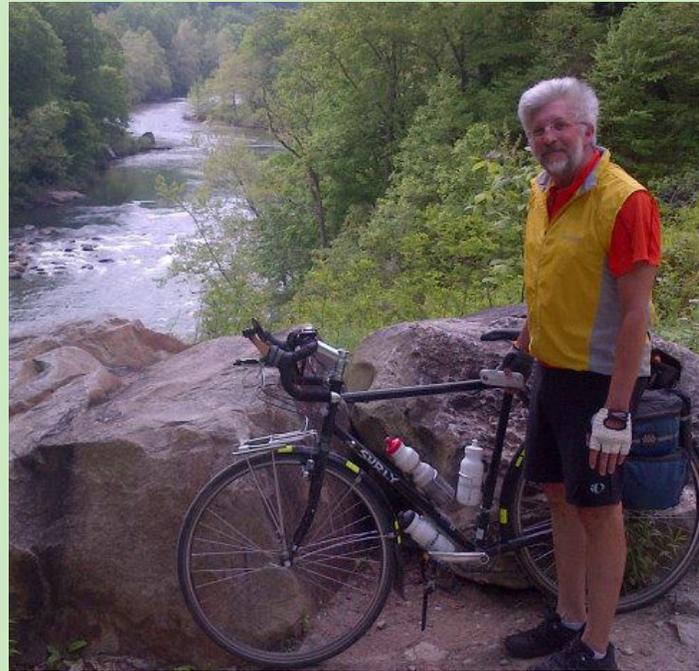


Brenner builds bridges — or at least access to bridges

Eric Brenner is a recreational cyclist and a government administrator — after a long career as grants director for the Maryland governor’s office, he consults now on federal grants. Those two worlds often need help talking to each other.

“I’ll be at meetings and one night I’m getting yelled at, ‘You bikers!’ by some lady because she almost hit a cyclist with her car in the dark, and the biker didn’t have lights. So in her mind that becomes all cyclists. The next meeting I’ll hear about ‘those highway engineers’ from the bike group, because of one bad experience. These issues aren’t that hard to deal with, unless you stereotype a whole group of people.”

A lifelong cyclist, Brenner grew up in Philadelphia. In the 1980s, he and his wife, Gail Melson, took a year to ride their bikes around the world, “before the kids came along.” He lives in



Greenway progress depends on “keeping everyone in the room talking to each other.”
— Eric Brenner, Silver Spring, MD

Silver Spring, MD, a suburb north of Washington, DC, and chairs the East Coast Greenway committee for the capital city. Maryland Governor Larry Hogan appointed Brenner to chair the state’s Bicyclist-Pedestrian Advisory Committee for 2017.

Brenner attributes a key recent East Coast Greenway success in Maryland — allowing cyclists to use the Hatem Bridge across the Susquehanna River, approved last summer — to the fact that Maryland’s new transportation secretary has experience working in New Mexico. “That’s a big Libertarian state.

He’s not a bike guy at all, but he saw [opening a bike lane on the bridge] as kind of a free-choice thing,” Brenner says. “And it’s one of the few transportation projects that wasn’t expensive.”

Brenner has watched many aspects of cycling grow. The economics of bicycle tourism are clear in Maryland, he says, and the East Coast Greenway helps. “You have a lot of local pride for your little trail where you walk your dog in the morning, then you see people coming through on long-distance trips. Why wouldn’t you want to be part of that, a piece of something bigger?” 🌲



The Greenway runs through Baltimore’s urban 745-acre Druid Hill Park, home to a zoo, conservatory, reservoir, and more.

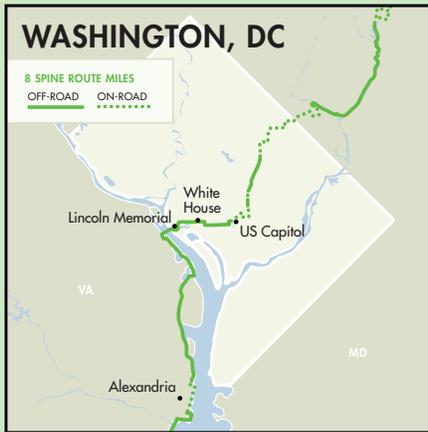
Greenway coordinator
Andy Hamilton
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Maryland Committee Co-Chairs
Robert Gaston
Jack Keene



WASHINGTON, D.C.



A 30-mile ride in December 2016 was coordinated by East Coast Greenway, WABA, Capital Trails Coalition, and September 11th National Memorial Trail



D.C. coalition unites diverse trail users' voices

In October 2016, a new trail opened along the Anacostia River in Washington, D.C. The four-mile Kenilworth Gardens Segment connects D.C.'s Anacostia Riverwalk trail to the extensive Anacostia Tributary trails network in Prince George's County, Maryland. With its completion, cyclists, runners, and other trail users enjoy an uninterrupted journey into downtown D.C.

The Kenilworth Gardens segment is also the first trail completed since the founding of the Capital Trails Coalition, a partnership of over 30 organizations — including the East Coast Greenway Alliance — dedicated to building a high-quality trail network in the D.C. area. The Coalition is led by Katie Harris, Capital Trails Coalition coordinator for the Washington Area Bicyclist Association. The

Coalition is one of only a handful of groups that combine the advocacy of cyclists, runners, walkers, and other trail users into a consolidated team.

“To cultivate a widespread consensus that a connected trail network is a regional priority, we knew that we would need all parties at the table,” Harris says. Diverse member groups give the Coalition more authority when talking with local officials. “Because the East Coast Greenway is such a well-known route and organization, it really brings a lot of credibility and gravitas to a project,” she says. “It means a lot when we can go to a room with a decision maker and say that this isn’t about this one little four-mile trail segment —this is about something that’s much broader, much bigger.” And those shorter segments add up.

“The Kenilworth Gardens section is really a benefit for the East Coast Greenway as a better connection into D.C.,” says Wayne Clark, Greenway representative to the Capital Trails Coalition. Clark hopes the Coalition will continue to help fill in Greenway gaps. “You get into central D.C. and the connectivity breaks down, causing confusion for people riding from Maryland through D.C. to Virginia.”

Like the Greenway, the Coalition’s goals reach beyond cycling, says Harris. “It’s about transforming our communities for good and building a transportation system that works for everyone.” 

By Gabriel Morey, a recent graduate of the College of William and Mary, where he co-founded the W&M Bike Alliance



Volunteer Bob Patten works with a D.C. transportation staffer to hang new Greenway signs in the city in December 2009.



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Washington, D.C. Committee Chair
Eric Brenner



Capital Trail brings bikes, business to Richmond

Stretching between Richmond and Jamestown, the Virginia Capital Trail [on the East Coast Greenway’s complementary route] is a powerful example of how bike and pedestrian infrastructure can encourage economic growth and sustainable living in diverse communities. The 55-mile paved, multi-use path connects small towns, bucolic farmland, historic sites, and high-rise apartments.

Groundwork for the trail began in 2003, when Virginia Secretary of Transportation Whitt Clement made the trail a priority. Since its completion in October 2015, the Virginia Capital Trail has provided more than just a safe place to ride, walk, and run. It’s quietly changing the life and economies of the communities it passes through.

Beth Weisbrod, executive director of the Capital Trail Foundation, sees the trail as a major economic engine for Richmond, citing packaging company

James Wallace/Richmond Times-Dispatch photo



Enjoying picnic tables outside Stone Brewing, just off the Virginia Capital Trail

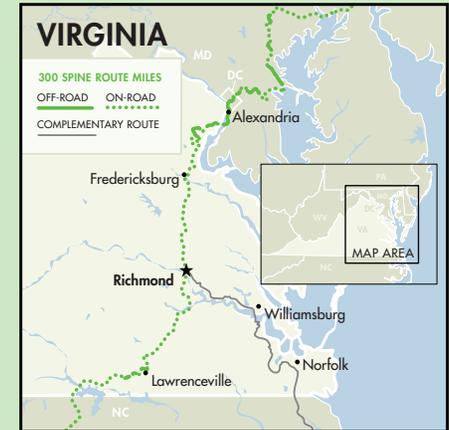
WestRock’s 2006 decision to move to downtown as based partly on the then-incomplete trail. Smaller businesses benefited, too. “When the trail opened,” said Weisbrod, “there was no place to rent a bike in Richmond. Now there are at least three.”

To Max Hepp-Buchanan, director of Bike Walk-RVA, the trail is both a cause and effect of increased cycling in Richmond. “I think it’s done a great job generating excitement around biking and walking,” he said. The stats from Richmond are not small. The city has nearly doubled its bike infrastructure in the past three years, announced

a bikeshare program, and hosted the UCI World Cycling Championships.

“Stone Brewing is literally building its bistro on top of the trail,” Hepp-Buchanan said. Not all recent economic development can be attributed to the trail, but Hepp-Buchanan argues that it has helped make Richmond attractive to corporations like Carmax, which recently moved downtown. “Having the Capital Trail there is one of the biggest reasons a company like that would locate downtown.”

Excerpted with permission from a two-part story by Gabriel Morey at mobilitylab.org



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“Greenway trails can bring major changes to communities, providing recreation, tourism, and transportation opportunities as well as improving citizens’ health and quality of life. The Virginia Bicycling Federation is proud to partner with the East Coast Greenway Alliance to create a trail that will have many positive impacts on the communities it touches for decades to come.”

— CHAMPE BURNLEY, PRESIDENT VIRGINIA BICYCLING FEDERATION

.....

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Virginia Committee Chair
Phil Riggan



NORTH CAROLINA



Jerry Markatos photo

North Carolina's Triangle area boasts the most completed system of traffic-separated East Coast Greenway of any metropolitan area.



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North Carolina Committee Chair
Iona Thomas

Kevin Hicks with some of his young bicycle tourists. Hicks also serves as a Greenway Ambassador, a volunteer program funded by REI — and GSK in the Triangle — to foster active, healthy communities.



Changing young lives with long-distance bicycle tours

Kevin Hicks has seen, first hand, how cycling can transform young people's lives. He has watched kids grow in confidence and strength over the course of extended bike tours of historic routes. Hicks and his former wife, Suepinda Keith, founded Spoke'n Revolutions, a program of Triangle Bikeworks, in 2010 with just such an aim: to offer transformative experiences for youth with few resources. What began as 30-day cycling trips have

since become annual two-week tours. "After 10 days, we could see the transformation in these kids," he says. The Chapel Hill, N.C., nonprofit began when Hicks and Keith watched a Rwandan cycling team competing in the 2009 Tour de France. Struck by how rare it is to see cyclists of color, "My wife said, 'Wouldn't it be great to take kids from Maine to Florida by bike?' I said, 'You're out of your mind,'" Hicks remembers. But Keith

was onto something. That spring, the couple took a handful of kids on a weekend tour. "Our kids rode 60 miles in one day, but they wondered why 'old people' were passing them," laughs Hicks.

Since then, Hicks and young cyclists have ridden the path of the Underground Railroad from Mobile, Alabama, to Buffalo, New York; traveled the Gullah Geechee Heritage Corridor in the Southeast, and other culturally significant tours.

Hicks knows that one small nonprofit program in North Carolina may only affect a dozen or so youth every year. "I just plant the seed," he says. He'll never forget watching one young man, a junk-food junkie, eat his first salad at the Selma, Alabama, YMCA. "We all just went, 'woo,'" he laughs.

Hicks grew up riding bikes. "I believe bikes are your first introduction to freedom," he says. "But I put all that away when I started to drive." Since starting work in Research Triangle Park — he serves as a product field engineer at IBM — he has been able to bike to work on the Greenway.

As a Greenway Advisory Board member and local volunteer, he works to grow awareness and use of the route. Cycling transforms adults too, he knows.



Sign greeting users at the trailhead for Myrtle Beach's stretch of the East Coast Greenway

Myrtle Beach is first city to complete its Greenway route

As the dream of a 3,000-mile greenway unfolds mile by mile, its leaders know that celebrating the success of each iterative milestone is the fuel that keeps the ambitious vision moving forward.

In 2016, South Carolina gave us one of those important benchmarks. Myrtle Beach, SC, became the first city on the route to fully complete its segment of the Greenway. Many towns and communities on the route have achieved this, but Myrtle Beach's success as the first city underscores the inherent difficulties, as well as the enormous value, that comes with developing urban greenways. Cities are more developed and more populated with fewer undeveloped linear corridors and less flexible space along streets, rail lines, and river

corridors. Often this also means more hurdles to secure funding and gain approval for capital improvements. Myrtle Beach's first ingredient for success: understanding the value of safe, connected places for people to bike and walk. In master planning efforts over the last decade, the City of Myrtle Beach heard residents say they wanted better ways to commute, to stay active and healthy, and to access parks, shopping districts, attractions — and the beach. They saw tourists wanting to explore beyond the beach or golf course. City Council established a Bicycle and Pedestrian Advisory Committee to lead the charge. The planning director and staff looked for cost-effective investments in a safe greenway network.

The second ingredient: understanding the value that a greenway of national significance brings to the local economy, the regional profile, and broader goals of health, quality of life, and connectedness. Says City Planner Kelly Mezzapelle, “The biggest boost came when a new road was being built and our planning director included a shared-use path in those plans.”

Once that 12.5 mile segment was completed, the regional planning agency prioritized transportation funds specifically for developing the remainder of the East Coast Greenway route. This funding source helped close the final gap in the city's route, with an additional infusion of capital funds appropriated by City Council. “[Developing the ECG] absolutely has led to more investment in pedestrian, and bicycle, and trail connections,” Mezzapelle says. “We also see it supporting other programs to develop sports tourism and other economic development efforts.”

The Greenway helped this city fulfill its locally-determined need for improved access, mobility, safety, and fun while linking to a national brand that elevates its image as an active, inviting, and family-friendly destination. 🌲

By Jean Crow Crowther, a senior associate with Alta Planning+Design and an East Coast Greenway Alliance Trustee



Jack Walker, now retired planning director for Myrtle Beach, reviews SC route maps in 2000.

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South Carolina Committee Chair
Matthew Moldenhauer



GEORGIA



.....
"In Savannah, the Greenway passes by the William Bartram Trail, route of America's first botanist on his southeast journey to study plant life."
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2001 STATE OF THE TRAIL REPORT

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Georgia Committee Chair
Jo Hickson

Terry and Darlene Landreth's bike shop in St. Marys, Georgia, serves as a hub for cyclists, both locals and visitors.



Bike shop owners become greenway advocates

As a small business owner, Terry Landreth believes in listening to his customers. At his shop, Camden Bicycle Center in St. Marys, Georgia, customers were clearly concerned about safety. "People were walking in and asking, 'Where can I ride my bike safely?' I began to realize that we're a hub for that kind of information."

Searching for safe route recommendations, Landreth expanded his role from retailer to include greenways ad-

vocate and bicycle tourism champion. As board chair of the Coastal Georgia Greenway, his state's committee for the East Coast Greenway, Landreth often speaks to local groups about the benefits of building greenways.

"Our small communities thrive on small bits of tourism. Every bit of increased tourism makes a bigger pie," he says. Not catering to the interests of outdoorsy tourists means "we're losing dollars out of our backyard."

Landreth says the greenway effort in Georgia is starting to gain life. The national nature of the East Coast Greenway helps. "We needed the backing of a national 'product' like the East Coast Greenway to say, 'Listen, there's no reason to be left out of a national project like this.'

Landreth's home community sits on the St. Marys River facing Florida to the south and the renowned Cumberland Island National Seashore across the sound. The resilient seaport town and its historic homes have withstood the test of time: war, floods, and hurricanes. Not to mention modernization, which brought with it suburban sprawl and disconnections.

Landreth once heard Trek CEO John Burke talk about how successful bike dealers don't just sell bikes, they also serve as a hub for the local bike community. It's a message Landreth and his wife and co-owner, Darlene, embrace. Recently, when the Blue Bridge from Florida to Georgia was closed, they offered cyclists a shuttle service for more than a year. In 2016, the League of American Bicyclists awarded Camden Bicycle Center with its gold level Bicycle Friendly Business recognition. 📍



John Moran photo

Cyclists on the St. Johns River to Sea Loop in northern Florida

SUN Trail program means unprecedented state support

In April 2016, Floridians learned that the state’s Greenways and Trails Council had awarded \$40 million-plus in state funding over five years toward completing the 260-mile St. Johns River-to-Sea Loop, a key East Coast Greenway segment of the spine and complementary routes.

Funding for the project comes from Florida’s game-changing SUN (Shared-Use Non-motorized) Trail funding, authorized by the Florida legislature in 2014. Revenue for the program is

drawn from new vehicle registrations. Andy Gardiner, then Florida’s Senate president, built bipartisan support for the legislation, making Florida one of the first states to allocate recurring revenues solely for trails — specifically for developing a statewide system of paved, non-motorized trails.

“Investments like the SUN Trail program merge our responsibility to preserve our unique environment with our desire to invest in Florida’s transportation infrastructure in a strategic

manner that offers residents and visitors the opportunity to enjoy Florida’s natural beauty for exercise, recreation, even their daily commute,” says Gardiner, senior vice president of Orlando Health.

The St. Johns River to Sea Loop is more than 25 percent completed with another 15 percent in development. Herb Hiller, former Southeast consultant to the East Coast Greenway Alliance, helped initiate the concept of the Loop in 2008 with numerous nonprofit partners.

“There’s a lot of momentum behind active transportation, especially among millennials. They want options. That’s what’s driving this,” as Jim Wood told Hiller for a 2016 *American Trails* story. Wood administers the DOT’s SUN Trail program as a chief planner.

Further incentive comes from being named the most dangerous state for pedestrians repeatedly by Smart Growth America. “We’re challenging ourselves to go from most dangerous state to most desirable state for biking and walking,” says Dale Allen, executive director of the Florida Greenways & Trail Foundation and recent East Coast Greenway Alliance trustee. “I don’t think there’s any other state attempting to do what Florida is doing,” he says. If any state understands tourism, it’s Florida: welcoming a growing number of active tourists with safe, accessible trails. 📍



“Being part of the East Coast Greenway is the primary reason we have been able to get about \$6 million in federal and state grants for Amelia Island side-walks to schools, bike lanes along the coast, and 8 miles of new off-road trails over the past 6 years.”

—Phil Scanlan, Friends of Amelia Island Trail

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Florida Committee Chair
Chuck Barrowclough

2016 Financial Statement

Revenue

Contributions/grants.....	\$727,357
Program income.....	174,526
Memberships.....	102,000
Donated services.....	35,628
Investments.....	3,480
Total revenue	\$1,042,991

Expenditures

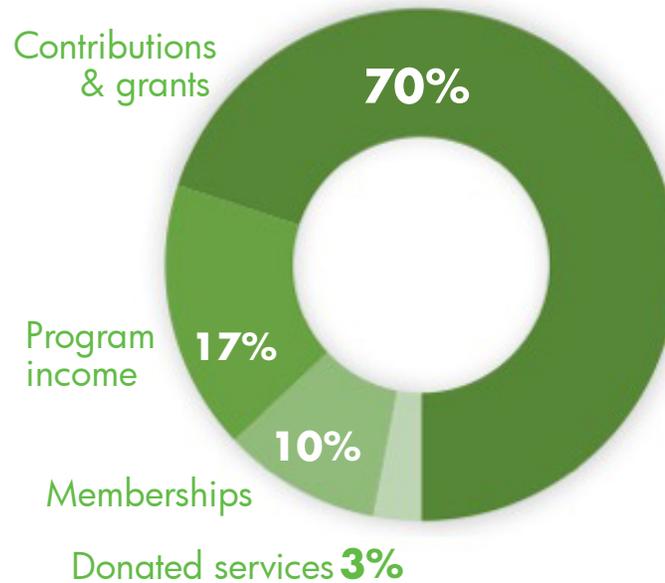
Program services.....	\$660,424
Administration	122,249
Fundraising	30,980
Total expenses	\$813,653

Net Assets

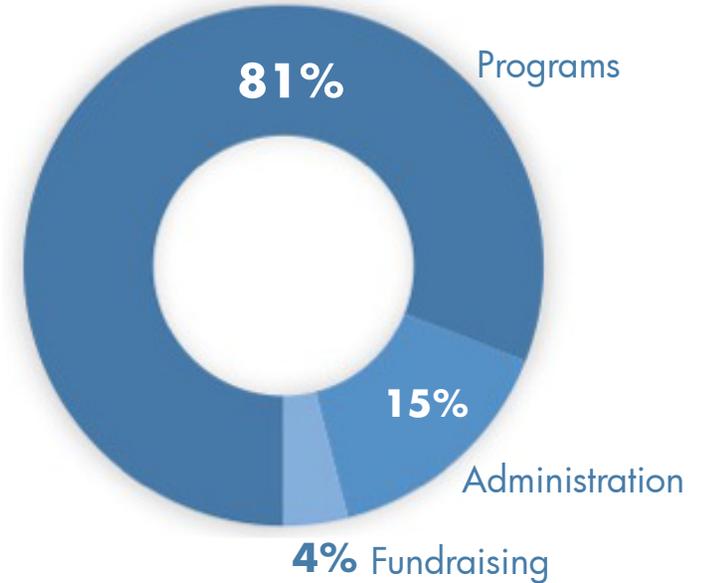
As of Jan. 1, 2016.....	\$629,416
Increase.....	\$229,338
As of Dec. 31, 2016...	\$858,754

Full audited financial report and Form 990 completed by Langdon & Company, LLP, and available at greenway.org or on request

REVENUE



EXPENDITURES



Revenue Source	2016 Revenue	Growth from 2015
Major Donors	\$350,321	19%
Foundations	\$302,113	9%
Corporate Support	\$148,292	14%
Memberships	\$102,000	4%
Event Income	\$ 74,992	- 3%

A transformative year

Our record revenue in 2016 was financially transformative for the East Coast Greenway Alliance. We are investing the surplus into additional staff and putting on the biggest program in our history. We've designed the 3,000-mile East Coast River Relay in 2017 to expand partnerships and raise the Greenway's profile.



The William Penn Foundation’s watershed staff with Foundation-supported signage and maps near the Schuylkill River. From left: Program Associate Michele Perch, Program Director Andy Johnson, and Program Associate Chris Kieran.

Philanthropy that connects the dots

By funding greenways, the William Penn Foundation increases environmental stewardship and watershed protection

He directs the watershed protection program for the Philadelphia-based William Penn Foundation. But these days, Andrew Johnson finds himself talking about bike-share programs, boat-building workshops for youth, and trail networks. So what do bicycle transportation and recreation programs have to do with water quality? It’s simple, he says: The more we connect people to nature and waterways, the better we can build awareness and support for watershed protection.

“Trails that follow waterways in Greater Philadelphia give thousands of people access to clean water,” Johnson says. “Those people are an untapped constituency, and with effective messaging and

programs that connect their enjoyment of the trail to the clean water they are next to, some portion of them may be mobilized to support clean water efforts.”

It’s the same innovative funding strategy that led William Penn to support the East Coast Greenway Alliance since the late 1990s, giving roughly \$1 million to the nonprofit and millions more to East Coast Greenway planning, design, and construction. In 2016, the Foundation awarded the Alliance a \$200,000 grant to create the East Coast River Relay, a series of events in the fall of 2017. Starting in Maine and ending in Florida, the Relay aims to build awareness and engagement along the Greenway and the waterways that it bridges and connects.

Deciding to fund the River Relay, what will be the largest program in the Alliance’s history, was fairly simple, Johnson says. “The River Relay is really emblematic of what we’re trying to do. It’s good for the East Coast Greenway and getting people out on the trails, and it benefits the watershed movement through increased participation and awareness.”

The foundation works to protect the 13,500-square-mile Delaware River watershed. Since 2010, the Foundation has funded more than \$20 million in trail and greenway development, which aims to advance the 750-mile Circuit Trails network in the Delaware River watershed, including 100 miles of East Coast Greenway. The Foundation also funds the Circuit Coalition, a regional collection of trails organizations, and the Pennsylvania Environmental Council, a key Greenway partner.

The decision to fund trail development as part of watershed protection grew out of a strategic planning process. “We were growing, and there was an appetite for doing new things while carrying through with our past work. We’d been funding trail construction along rivers and streams, so it was a really good connection,” Johnson says. “Our board saw the value in building a constituency for clean water.”

Showing impacts of specific projects on water quality restoration or protection is a long-term proposition, but efforts supported by the Foundation have an

impressive record of success to date, including increased visibility of clean water as an issue, he says.

Seeing tangible progress motivates Johnson. “To be able to fund projects that are part of a bigger vision, to be able to accumulate and catalyze success is what the Foundation wants to achieve. The trails and greenways effort is an area where we’re seeing great leaps forward. It’s inspiring to see the ambitious vision for the East Coast Greenway begin to tip from being a great idea to building actual trail on ground,” he says. “And, where the Greenway follows the Delaware and Schuylkill Rivers, it’s also providing miles and miles of public access.”

Major Foundation Partners

The East Coast Greenway Alliance is grateful for generous support from:

- Geraldine R. Dodge Foundation
- Quimby Family Foundation
- Triangle Community Foundation
- William Penn Foundation
- Z. Smith Reynolds Foundation

Our 2016 Supporters



“The East Coast Greenway Alliance is helping to dramatically reshape how people living in large urban and suburban areas connect with the outdoors.”

— **Taldi Walter**
Government & Community Affairs Manager, REI

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Sarah Hancock
New Hampshire Charitable Foundation, “You Have Our Trust” Fund
James & Deborah Sharpe
Robert Spiegelman & Truda Bloom

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Hartford Foundation,
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Piedmont Natural Gas
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“I support the East Coast Greenway Alliance for visionary and practical reasons. I use the East Coast Greenway as part of my 7-mile bicycle commute to work most days. And I love the ambitious idea of a 3,000-mile trail system extending from Maine to Florida.”

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Strolling the Hudson River Waterfront Walkway in Jersey City, NJ, one of the most popular segments of the East Coast Greenway.

Andrew Kay photo

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