



Accelerate Connection

East Coast Greenway Alliance's
Strategic Plan (2026 - 2030)

Develop. Promote. Transform.





Mission, Vision & Values

Our Mission

The East Coast Greenway Alliance leads the development of a safe, welcoming East Coast Greenway that connects communities from *Maine to Florida*, boosts local economies and helps people move in healthy, sustainable and joyful ways.



Our Vision



The East Coast Greenway is a nationally connected, locally rooted trail for safe active transportation and recreation that transforms the way people move toward health, community and sustainability.

Our Values

Boldness

We dream big and solve challenges with imagination and heart.

Collaboration

We build the Greenway together through trusted partnerships and shared purpose.

Community

We connect people to one another and to the restorative power of nature.

Safety

We design trails that promote free and confident movement for all.

Stewardship

We amplify and protect the benefits of our natural landscape.

Tenacity

We stay the course and deliver long-term impact.



A woman wearing a blue and black cycling jersey with "NYC PH" on it, a helmet, and sunglasses is riding a bicycle on a paved path in a park. In the background, two people are walking away on the same path. The scene is set in a wooded area with many trees.

Goals & Strategies

Goals

Develop

Advance the completion of a safe, connected route from Maine to Florida.

Promote

Raise awareness, inspire usage and demonstrate the value of the Greenway.

Transform

Strengthen lives and communities through exceptional trail experiences and lasting impact.

Advocate

Activate

Plan

Fund

Partner



Strategies



Advocate

Garner support for the Greenway as essential transportation infrastructure for public health, economic growth and accessible connection to nature.



Activate

Create meaningful experiences that invite people of all backgrounds to explore, celebrate and steward the Greenway as a community asset.



Plan

Develop safe, connected corridors that model best-in-class design for mobility, access and long-term climate resilience.



Fund

Secure and sustain the diverse funding needed to develop, maintain and amplify the Greenway's reach and impact.



Partner

Foster shared ownership, expand support and accelerate progress across the Greenway through collaboration.



Transformational Outcomes

- 1 Establish and promote model corridors in each region of the East Coast Greenway
- 2 Double biking and walking in the Greenway corridor to hit an unprecedented 100 million annual visits
- 3 Share inspiring stories of transformation for community, health, the economy and the environment





Thank You!



East Coast
Greenway®
ALLIANCE

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