



East Coast
Greenway®
ALLIANCE

2015 ANNUAL REPORT

3,000 Miles from Maine to Florida



Above: It was a record year for signing the ECG. (L-R) J. Jorgensen, Granville County Transportation Planner; D. Connelly, ECGA Greenway Council Member; J. Sargent, Mayor of Oxford, NC; T. Karan, Granville County Commissioner, and A. Allen, Tourism Development Director for Granville County, NC.

Cover: Photo by ECGA member Branson Kimball who bikes to school with his son on the American Tobacco Trail in Durham, NC.

Stepping Up Our Strategy After Another Record Year

It was exciting to recently hear National Parks Service Outdoor Recreation Chief Bob Ratcliffe call the East Coast Greenway his model for long-distance trail development.

The remarkable results of a year like 2015 make such a compliment believable. We expanded capacity, incorporated more than thirty new greenway segments from Maine to Florida, and signed a record 250 miles of our spine route.

Generous people like you contributed alongside a growing number of foundations, businesses, and government agencies to increase our revenue 25% from the previous year. This financial growth helped us expand our network of supporters and followers by a dramatic 33% — to nearly 40,000 people.

We also developed a five-year Strategic Plan to keep our organization and project thriving. By employing more comprehensive and flexible tools from our collaborative toolbox, we are prepared to make significant advances in 2016 and beyond. We plan to close key gaps with safe and accessible infrastructure and to dramatically increase the Greenway's current 11 million visits per year.

Our future is bright as we pair thoughtful long-term strategies with our dedicated passion and expertise. The results will make a powerful impact to improve the health of our environment, the public, and our economy.

– Dennis Markatos-Soriano, ECGA Executive Director

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East Coast Greenway New Sections for 2015

SPINE ROUTE

1. Bangor Waterfront Trail, Bangor ME, 0.8 mi
2. Northern Strand Community Trail, Revere MA, 1 mi
3. Blackstone River Bikeway, Millbury & Worcester MA, 2.5 mi
4. Wickenden / South Water St. Connector, Providence RI, 0.25 mi
5. Trestle Trail, Coventry RI, 4.8 mi
6. Air Line Trail, Pomfret & Hampton CT, 7 mi
7. Hop River Trail, Andover - Coventry - Columbia CT, 2 mi
8. Savin Rock Trail (aka West Haven Boardwalk), West Haven CT, 1.7 mi
9. Hudson River Greenway, NYC, 0.02 mi
10. West Hudson Park Path, Harrison NJ, 0.8 mi
11. Kelly Drive Sidepath, Philadelphia PA 0.3 mi
12. Schuylkill Banks Boardwalk, Philadelphia PA, 0.4 mi
13. New Castle Industrial Track Trail, New Castle Co. DE, 0.2 mi
14. Jones Falls Trail, Baltimore MD, 1.8 mi
15. Belle Grove Rd. Sidepath, Anne Arundel Co. MD, 1.3 mi
16. WB & A Trail, Anne Arundel Co. MD, 1.6 mi
17. Tobacco Heritage Trail, Boydton VA, 1 mi
18. Cape Fear River Trail, Fayetteville NC, 1.3 mi
19. Waccamaw Neck Bikeway, Pawleys Island - Litchfield Beach SC, 2.8 mi
20. Marshes of Glynn Trail, Brunswick GA, 0.14 mi
21. Liberty Ship Trail, Brunswick GA, 0.64 mi
22. East Central Regional Rail - Trail, Volusia Co. FL, 3.6 mi
23. Martin County US Rt. 1 Sidepath, Martin Co. FL, 2.4 mi
24. Sunny Isles Ocean Walk, Miami - Dade Co. FL, 1.4 mi
25. Florida Keys Overseas Heritage Trail, Windley Key FL, 1 mi
26. Florida Keys Overseas Heritage Trail, Saddlebunch Keys FL, 0.8 mi

COMPLEMENTARY ROUTE (c)

- 27c. Cape Cod Rail - Trail, Barnstable Co. MA, 22 mi
- 28c. Mattapoisett Greenway, Mattapoisett MA, 0.8 mi
- 29c. George Redman Linear Park, Providence RI, 0.1 mi
- 30c. Burlington Waterfront Promenade, Burlington NJ, 1.1 mi
- 31c. Delaware River Heritage Trail, Burlington Co. NJ, 1.8 mi
- 32c. Virginia Capital Trail, City of Richmond - Henrico Co. - Charles City Co. VA, 21.6 mi

2015 Key Accomplishments

- Placed a record **250 miles** of ECG signs
- Designated **75+ new miles** as ECG
- Grew network of supporters and followers **33% to almost 40,000 people**
- ECG segments received **tens of millions of dollars** to close key gaps in CT through state funding, and in PA and NY through USDOT's TIGER program

Legend

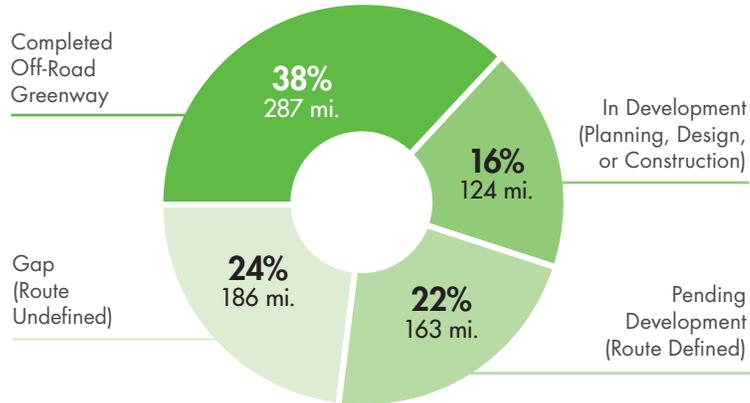
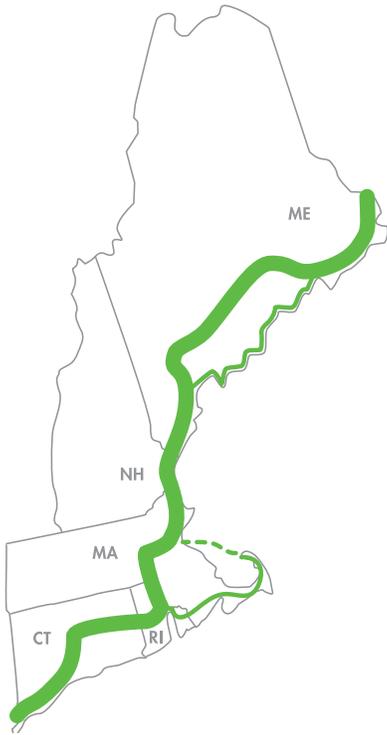
-  Spine Route
-  Complementary Route
-  Designated Segment

Scale in Miles

-100 0 100 200

2015 State of the Greenway Report

New England Region



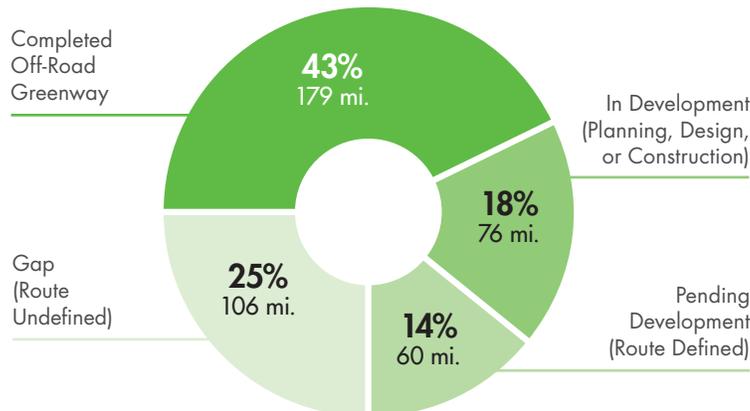
Projected Final Distance: 760 Miles (Current Travel Route: 814 Miles)

Route Markers Posted: 541 Miles (+98 from 2014)

Model Section: The scenic Washington Secondary Rail - Trail, 19 continuous miles from the Providence - Cranston line to Coventry, Rhode Island, connecting people with local culture and natural areas

Priority Section for 2016: Hampton Branch of the New Hampshire Seacoast Greenway, an envisioned 10-mile rail trail from Hampton Falls to Portsmouth

Mid-Atlantic Region



Projected Final Distance: 420 Miles (Current Travel Route: 416 Miles)

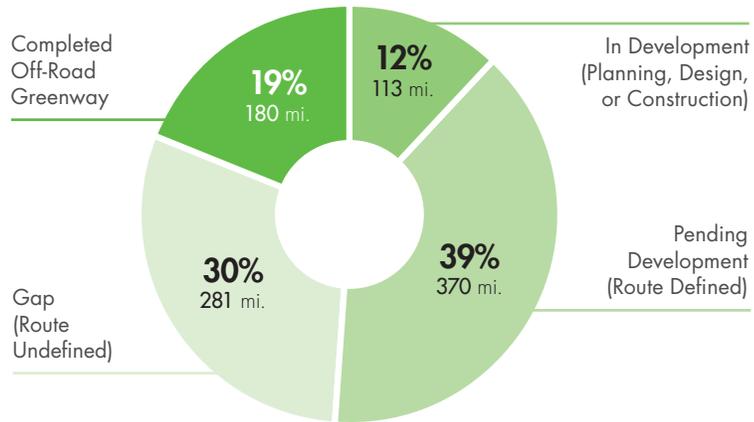
Route Markers Posted: 272 Miles (+34 from 2014)

Model Section: The Northern Delaware Greenway from Wilmington north along Brandywine Creek almost to the Pennsylvania border, a lovely bucolic section connecting communities and open space

Priority Section for 2016: Philadelphia's Spring Garden Street, a heavily trafficked 2.2-mile on-road section that connects the Delaware and Schuylkill Rivers

2015 State of the Greenway Report

South Atlantic Region



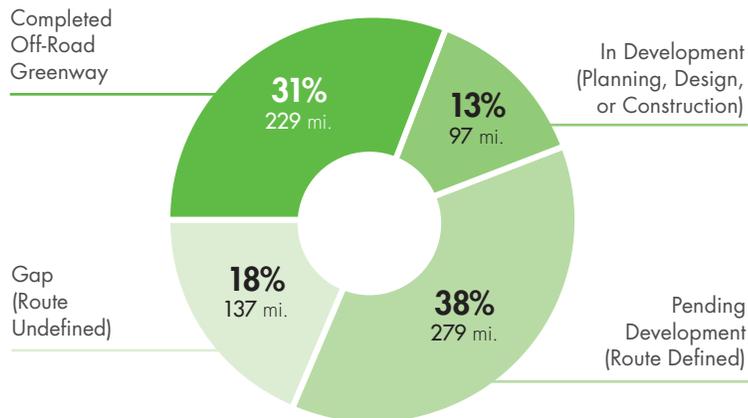
Projected Final Distance: 944 Miles (current travel route: 913 miles)

Route Markers Posted: 216 Miles (+110 from 2014)

Model Section: Wonders' Way, the 2.75-mile protected bicycle-pedestrian path on the Arthur Ravenel Jr. Bridge crossing the Cooper River between Charleston and Mount Pleasant, South Carolina

Priority Section for 2016: Closing the 2-mile gap between the White Oak Creek Greenway and the American Tobacco Trail, creating over 25 miles of continuous greenway from Durham to Cary, North Carolina

Southeast Region



Projected Final Distance: 743 Miles (Current Travel Route: 767 Miles)

Route Markers Posted: 52 Miles

Model Section: The 25 miles from Fernandina Beach to Mayport, FL, with 13 traffic-separated miles on the Amelia Island Trail, Timucuan Trail, and via the St. Johns River Ferry

Priority Section for 2016: Nearly 30 miles in St. Johns County, Florida, between Ponte Vedra Beach and St. Augustine, where important routing alignment decisions are under consideration

2015 Financial Statement

ECGA 2015 Financials

Revenue

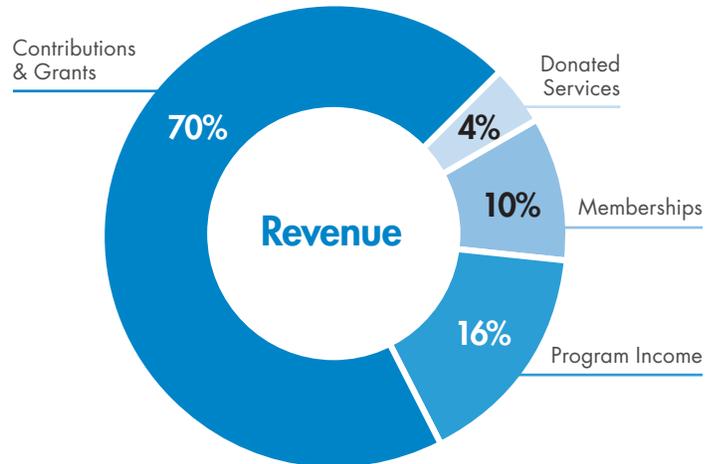
Contributions/Grants	\$ 709,310
Memberships	96,480
Program Income	161,973
Donated Services	40,070
Investments	425
Total Revenue	1,008,258

Expenses

Program Services	707,155
Administration	87,271
Fundraising	43,013
Total Expenses	837,439

Net Assets

Net Assets: January 1, 2015	\$458,597
Change in Net Assets	\$170,819
Net Assets: December 31, 2015	\$629,416



Top 5 Revenue Sources Growth (from 2014)

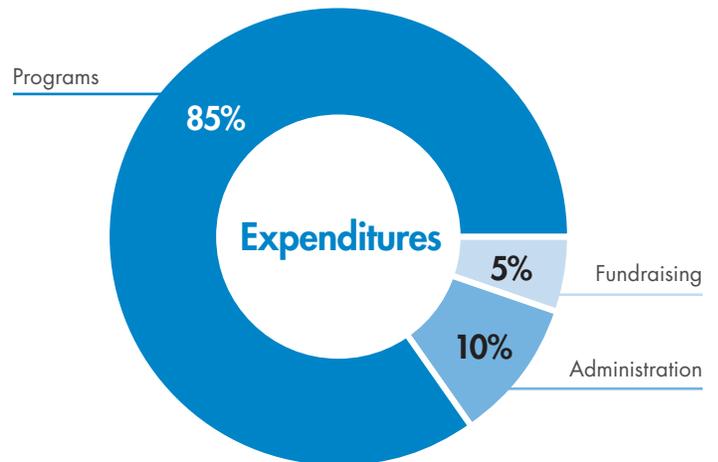
Major Donors	\$295,540	18%
Foundations	\$278,000	34%
Corp. Support	\$129,720	6%
Membership	\$97,950	4%
Event Income	\$77,700	102%

Thanks to generous supporters like you, our organization's finances are stronger than ever.

In 2015, we grew our revenue 25% from the previous year to two-and-a-half times what it was just five years ago. This growth enabled us to invest more into developing our greenway and achieving record impact.

As careful stewards of our financial resources, we direct funds to the most cost-effective programs to serve our 450 communities from Maine to Florida.

In the year ahead, we plan to further accelerate greenway progress by hiring an additional regional coordinator, boosting our capacity to move the Eastern Seaboard to a healthy and sustainable future.



The share of administrative and fundraising expenses decreased significantly to just 15.5% as our investment in programming and trail development jumped 28%.

Our full audited financial report and Form 990 were completed by Langdon & Company, LLP. They are available on our website or upon request.

Thank You to Our Generous Donors!

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\$25,000 and Above

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Elizabeth Brody
Sarah Hancock
James and Deborah Sharpe

\$10,000—\$24,999

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\$5,000—\$9,999

Anonymous
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Stephen Greif
Bryan Lorber
Al Nierenberg
Veverka Family Foundation

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SBM Charitable Foundation
Larry Silver
The 1772 Foundation, Inc.
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Jane Wadsworth
Pete and Judy Weis

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Robert and Ann Buxbaum
Jessica Cain
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2015 Event Highlights



Photo, left: ECGA Executive Director, Dennis Markatos-Soriano, listens as Andrew Johnson of the William Penn Foundation addresses our reception attendees on the Schuylkill Banks following the Spring State of the Greenway Summit.

Spring State of the Greenway Summit

Thank you to the William Penn Foundation for their generous support of our 2015 Spring State of the Greenway Summit in Philadelphia. More than 200 ECG advocates and partners from 14 states attended the Summit and reception.



ECGA Week A Year Tour

Thank you, 2015 WAY Tour riders and supporters! These dedicated ECG champions and leaders raised over \$50,000 through their combined efforts — making this our largest fundraiser yet!



Fall Greenway Summit & WHEELS Florida

Thank you to everyone who made our 2015 Fall State of the Greenway Summit a great success! We were honored and delighted to sponsor WHEELS Florida and combine our Fall Summit with this wonderful event. Thank you to WHEELS organizers Victor Dover and Maricé Chael, as well as WHEELS major sponsors: FDOT/USF, Dover Kohl, and the City of South Miami.

THANK YOU, Generous WHEELS Sponsors!

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Florida Department of Transportation /
University of South Florida CUTR

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City of Miami
Health Foundation of South Florida
Miami-Dade Expressway Authority
Natural Resources Defense Council
The Miami Foundation

\$1,000–\$4,999

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City of South Miami	Green Mobility Network
Meg Daly	Hunton & Williams
First National Bank Of South Miami	Morrison, Brown, Argiz & Farra
Florida Greenways and Trails Foundation	People For Bikes Coalition
Footworks	Prodeco Technologies
	Tropical Audubon Society
	Uber
	Whisk Catering

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