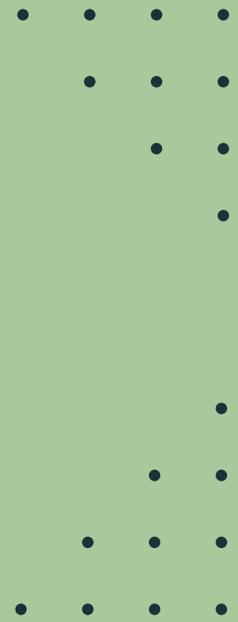




# Accelerate Connection

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

*Develop. Promote. Transform.*



# Strategic Planning Committee Members



Regina Yan

East Coast Greenway Alliance  
Board Chair



Spencer Finch

East Coast Greenway Alliance  
Board Treasurer



Claire Grega

East Coast Greenway Alliance  
Board Member

## Committee Leadership:

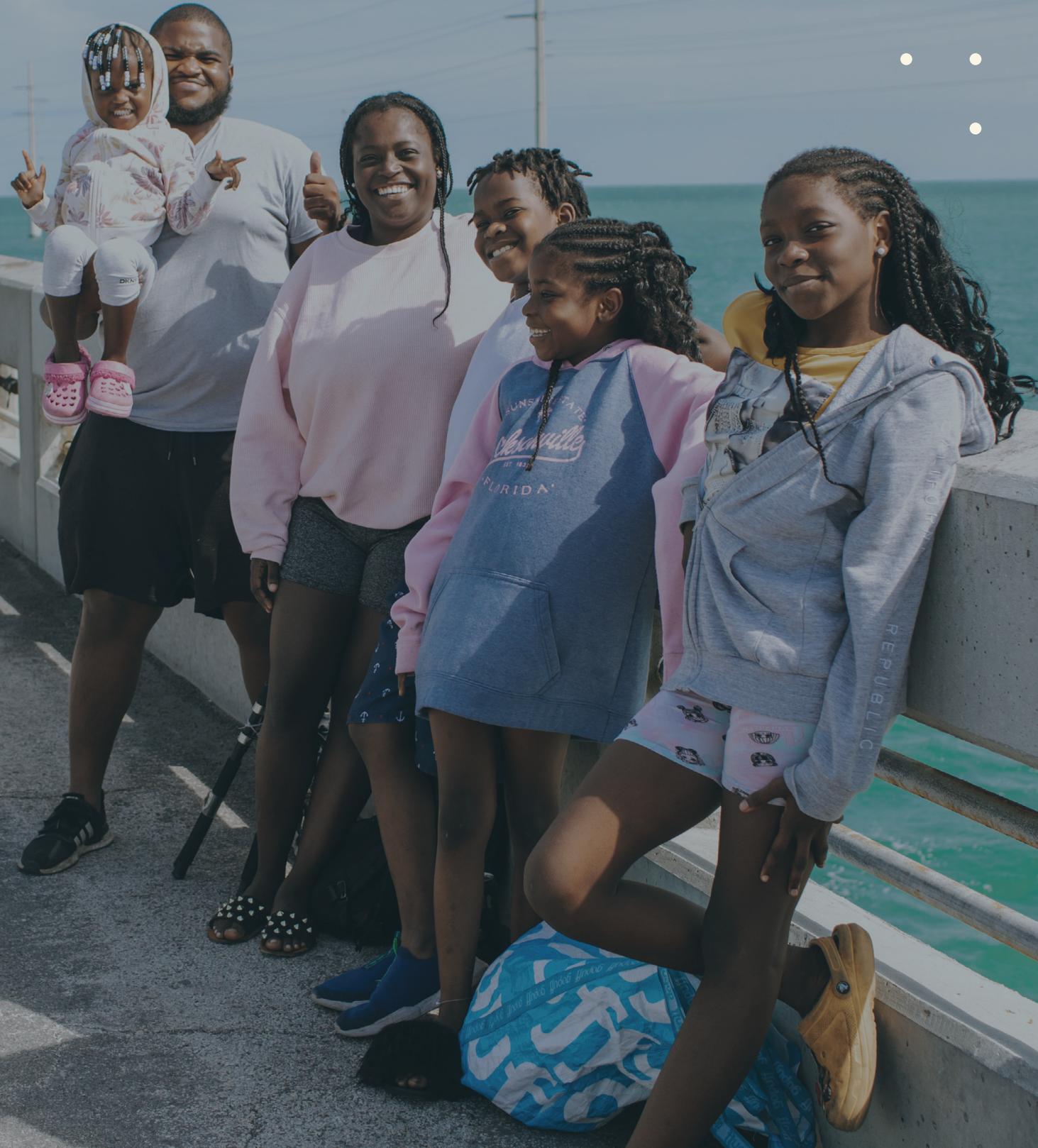
Regina Yan - Chair, Board of Trustees  
Dennis Markatos-Soriano - Executive Director  
Niles Barnes - Deputy Director

## Committee Members:

Spencer Finch - Treasurer, Board of Trustees  
Claire Grega - Board of Trustees Member  
David Loutzenheiser - Senior Transportation Manager Metropolitan  
Area Planning Council (MAPC)  
Sofia Barandiaran - New Jersey & New York Manager



# 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



Eastwick Trail ↑



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

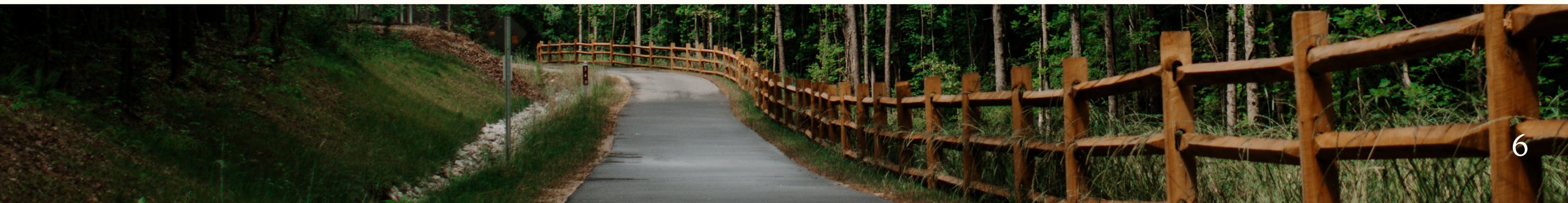
We design trails that promote free and confident movement for all.

## Stewardship

We amplify and protect the benefits of our natural landscape.

## Tenacity

We stay the course and deliver long-term impact.



# 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

moss  
+  
ross