



## What does the East Coast Greenway Alliance do, and how does the Alliance benefit local trails?

### The East Coast Greenway Alliance:

- Sets the vision of the East Coast Greenway
- Works with national, state and local partners to include the ECG vision in local trail plans
- Defines clear criteria for the trail
- Provides coordination among various players, including agencies, trail groups, and local advocates
- Promotes the trail and encourages use of the trail
- Maintains public visibility for the ECG and local trails
- Provides national trail status that increases impetus to complete local trails
- Advocates on behalf of local trails to secure funds and local support
- Brings a national audience to local trails by marketing them
- Monitor segments to ensure a safe, high-quality experience
- Provides maps and cue sheets for trail users
- Signs the trail for wayfinding
- Moves trails onto the public agenda
- Ensures that local trails are connected over borders

### The ECGA benefits local trails through:

- **Advocacy**
  - ECGA supports and encourages local trail projects through endorsements, local partnerships, and support in seeking funding
  - Being part of this national trail system can be a powerful incentive for funders and trail developers
- **Promotion and recognition**

ECGA promotes local trails nationally as a part of the East Coast Greenway trail system by:

  - Developing user maps (contingent on funding) to facilitate public use of the East Coast Greenway.
  - Including local trails on our online mapping
  - When appropriate, promoting local trails in ECGA publications and in articles in local and national media
  - Providing ECG trail markers to mark the trail at mutually agreed upon locations
  - Promoting local trail managers/builders as an important partner
  - Promoting local trails as vital links in a national trail system
- **Technical Assistance**

The East Coast Greenway Alliance will provide information and guidance, if requested, on trail issues including but not limited to the following areas:

  - Safe trail design
  - Visitor safety
  - General public relations and maintaining good relations with trail neighbors
  - Economic benefits of trails and greenways
  - Management and use of community volunteers, including youth group service projects, historical research efforts, flower bed and beautification projects, and citizen patrol programs