

**East Coast Greenway Alliance**  
**2008 Organization Work Plan**  
As adopted by the Board of Trustees  
November 6, 2007

**Our mission** is to partner with local, state and national agencies and organizations to promote the establishment, stewardship and public enjoyment of a multi-use urban trail system linking cities along America's East Coast from Maine to Florida. By connecting local trails, a continuous, unified trail system is being created.

**Trail Development and Public Use**

- **Maintain entire M-F Current Travel Route**; refine and update google maps and cue sheets; sign the entire current travel route in some manner; develop user maps for all Mid-Atlantic States, Virginia and Florida
- **Produce updated Benchmarks for all states and 2008 Blueprints for Action for states that do not yet have one; work to achieve Blueprint goals in each state** including designating all completed trail segments and signing all designated trails; undertake gap studies to identify missing route.
- **Identify one model off-road segment of maximum length in each region** and work to bring it up to full standard while promoting its use by the public via our web site and newsletters, via events and through media coverage
- **Produce ECGA Trail Policies and Procedures Manual**
- **Trail summits in each of 16 states who did not hold one in 2007**
- **Pilot Trail Database and GIS map for one state**
- **Hire FT New England Trail Liaison pending raising of requisite funds**

**Promotion, Communications and Advocacy**

- **Complete overhaul of our web site; retain web manager pending raising requisite funds**
- **Year-long Launch of current travel route: Travel the Greenway**
  - **Stepped up national media coverage**
  - **Retain media manager pending raising funds**
- **Implement ECG Ambassadors program in New England and expand to Mid Atlantic region pending raising funds**
- **Reassess Informational Kiosk program and work to install a kiosk in every state (13 need them)**
- **Promotional bike tours (3) that cover our entire Florida route**
- **4 newsletters, 6 e-newsletters, one Annual Report with State of Trail Report, poster**
- **Assess cost/benefits of various methods of offering a magazine format to our members**

**Organizational Capacity**

- **Update Strategic Plan with focus on: 5-year staffing projection, 5-year funding plan, board and staff transition plans, move assessment, resetting trail goals, shifting organizational focus from trail building to marketing and stewardship; Conduct February board retreat**
- **Add corporate trustees from hospitality, bike industry, marketing and tourism**
- **Build active state committees in FL, GA, DE and MA; conduct state committee training**
- **Retain Financial support staff; Develop Financial Policies and Procedures Manual**
- **Conduct 2 Board/Trail Council meetings in Wilmington, DE and Boston**
- **Annual Members meeting in Boston**

**Fundraising**

- **Continue to Build income from traditional sources: contributions, memberships and foundations**
- **Develop new funding sources as pilots to test potential:**
  - **REI Challenge Event for 2009 yielding corporate sponsorships**
- **Web based chamber of commerce with Mid-Atlantic focus as maps are released**
- **Close the Gaps Club tour in Mid-Atlantic**

