



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

## 2015 East Coast Greenway Alliance Boards & Staff

### Board of Trustees

David Read, Chair - MA  
Jacob Dolan, Vice Chair - NC  
Al Nierenberg, Vice Chair - MA  
Elizabeth Brody, Secretary - NY  
Robert Russo, Treasurer - NJ  
W. Dale Allen - FL  
Brandon Douglass - NY  
Paul Haydt - FL

Tom Kaiden - VA  
Gail Kirkland - GA  
Anne Maleady - CO  
Steven Mitchell - CT  
Stephen Rees - ME/FL  
Larry Silver - PA  
Robert Spiegelman - NH

### Staff

Dennis Markatos-Soriano, Executive Director  
Eric Weis, Director of Greenway Development  
Niles Barnes, South Atlantic Coordinator  
Andy Hamilton, Mid-Atlantic Coordinator  
Molly Henry, New England Coordinator  
Vanessa Roth, Communications Coordinator  
Debbie West, Office Manager/Membership  
Herb Hiller, Southeast Regional Consultant  
Elisabeth Wharton, Strategic & Development Consultant

### Advisory Board

Chuck Flink, Chair - NC  
Deborah Apps - Alberta, Canada  
Silvia Ascarelli - NJ  
Nathan Burrell - VA  
Wayne Clark - MD  
Andy Clarke - DC  
Ramzi Dabbagh - CO  
Damon Dishman - NC  
Sarah Hancock - MA

Lauren Hefferon - MA  
Kevin Hicks - NC  
Tony Hiss - NY  
Wil Hylton - MD  
Ellen Johnson - PA  
Patricia King - MA  
Keith Laughlin - DC  
Ed McBrayer - GA  
Dan McCrady - MD

Jeff Miller - DC  
Ellen Moyer - MD  
Jeff Olson - NY  
Bill O'Neill - CT  
Michael Oppenheimer - NY  
Shaunak Patel - NC  
Jean-François Pronovost -  
Quebec, Canada  
John Pucher - NC

Diane Robertson - NC  
Boaz Shattan - NY  
Pablo Torres - VA  
Karen Votava - RI  
Judy Walton - OR  
Kenneth Withrow - NC

# 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, Boynton 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

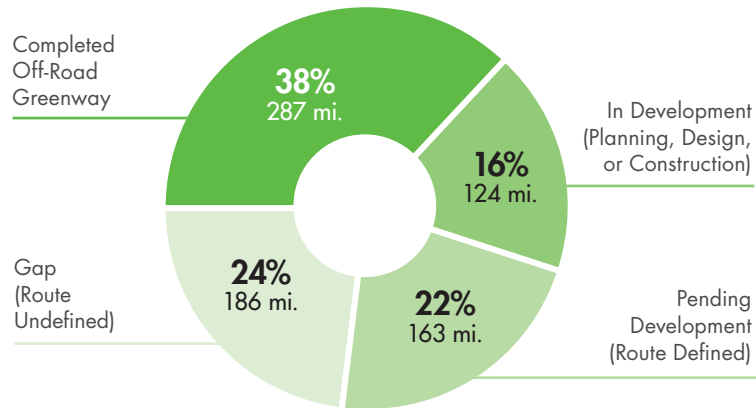
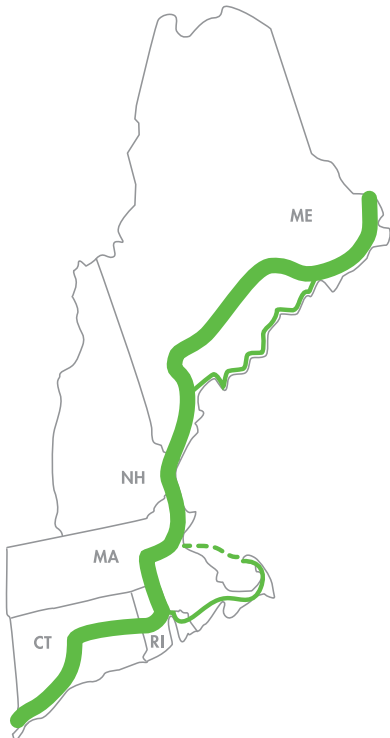
- Spine Route
- Complementary Route
- Designated Segment

Scale in Miles

-100 0 100 200

# 2015 State of the Greenway Report

## New England Region



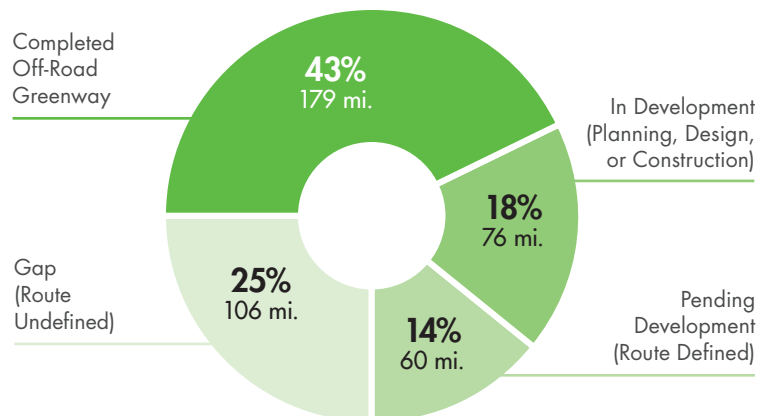
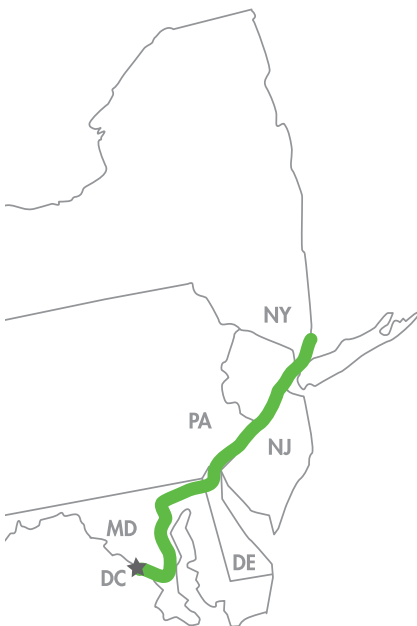
**Projected Final Distance:** 760 Miles (Current Travel Route: 814 Miles)

**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)

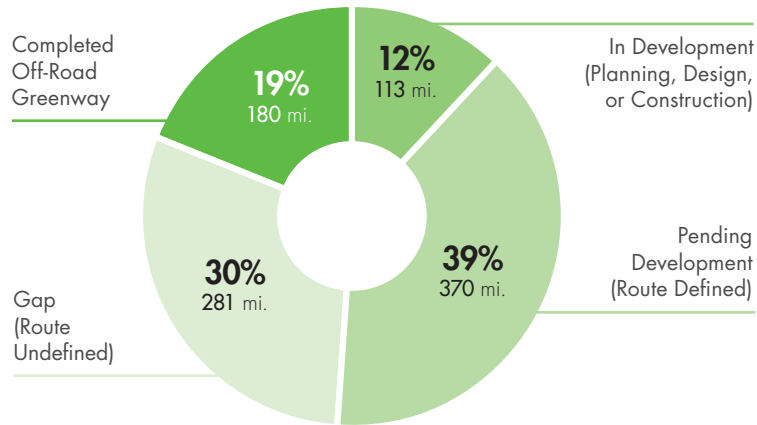
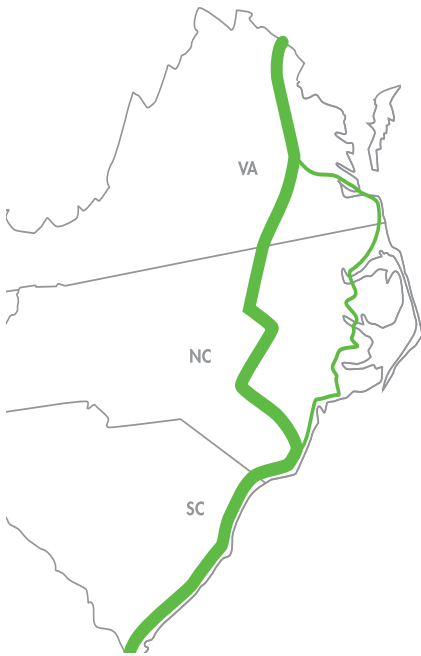
**Route Markers Posted:** 272 Miles (+34 from 2014)

**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



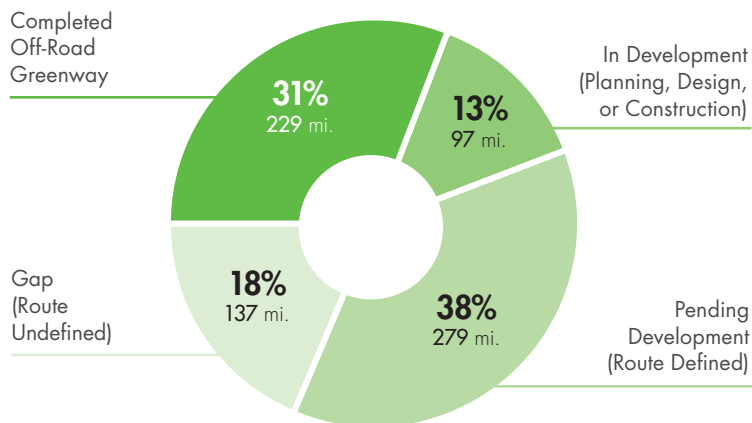
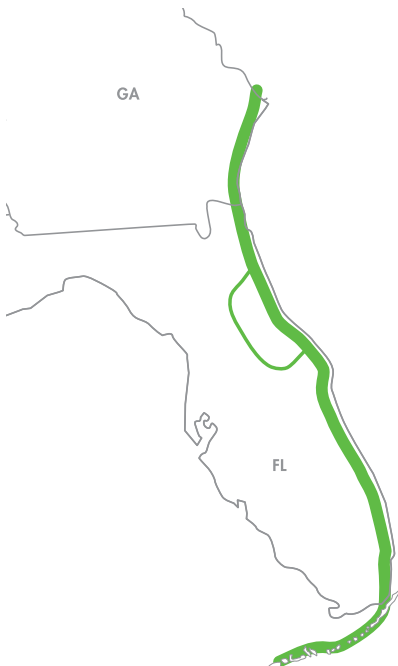
**Projected Final Distance:** 944 Miles (current travel route: 913 miles)

**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

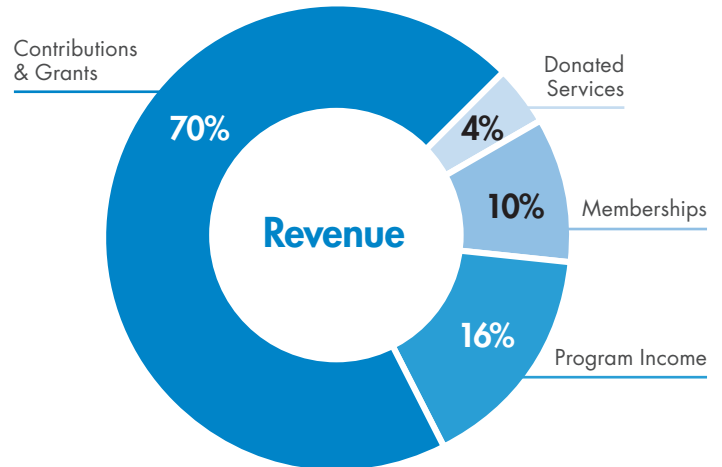
Contributions/Grants .....	\$ 709,310
Memberships .....	96,480
Program Income .....	161,973
Donated Services .....	40,070
Investments .....	425
Total Revenue .....	1,008,258

### 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)

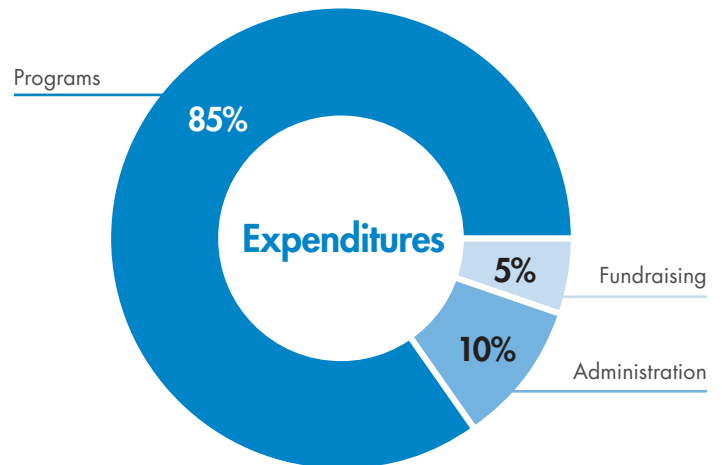
Major Donors .....	\$295,540	18%
Foundations .....	\$278,000	34%
Corp. Support .....	\$129,720	6%
Membership .....	\$97,950	4%
Event Income .....	\$77,700	102%

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!

## 2015 Individual, Businesses & Foundation Donors

### \$25,000 and Above

Anonymous  
Elizabeth Brody  
Sarah Hancock  
James and Deborah Sharpe

### \$10,000—\$24,999

Hurford Foundation  
Donald Passantino  
Robert Spiegelman and  
Truda Bloom

### \$5,000—\$9,999

Anonymous  
Eran and Yukiko Egozy  
Stephen Greif  
Bryan Lorber  
Al Nierenberg  
Veverka Family Foundation

### \$2,500—\$4,999

Pat King and Tom Powers  
Mary Mitchell  
Pratt & Whitney  
Mr. Redneckcheck  
SBM Charitable Foundation  
Larry Silver  
The 1772 Foundation, Inc.  
The Silver Tie Fund  
Wells Fargo Foundation  
Brian Totty

### \$1,000—\$2,499

Anonymous  
Marcia Angle and Mark Trustin  
Fund, Triangle Community Fdn.  
APPLES - UNC Chapel Hill  
Baby's All Right  
Philip Brencher  
Michael Broennle  
Laurel Carpenter  
David and Renee Connelly  
Christopher Cowie  
Debra Coyman  
Mike and Trish Davis  
Jacob Dolan  
Brandon Douglass  
Scott and Kathy Douglass  
Freewalkers  
Bucky Green  
Sam Gruenbaum  
Andy and Allison Hamilton  
J&B Importers  
David Jones & Allison Ryder  
Tom Kaiden  
Gail Kirkland  
Diana Knight  
Stuart Kurtz  
Fred and Alison Lohr  
Charles Marshall  
Steven Mitchell  
Keith Mogerley  
Nancy Moyer  
Narragansett Bay Wheelmen  
Natural Lands Trust  
New Belgium Brewing  
Martha Nierenberg

William O'Neill  
Carl Podwoski & Virginia Lovejoy  
Point Harbor Fund,  
Maine Community Foundation  
David and Susan Read  
Signa Read  
Alex Rigopoulos  
Robert Russo  
Gemma Saluta and Josh Price  
Boaz Shattan, Jr.  
Stewart Engineering  
John and Janet Swanson  
Tour Dem Parks, Hon!  
Jane Wadsworth  
Pete and Judy Weis

### \$500—\$999

Anonymous  
Lynn Bell  
Robert Beringer, Magyar Bank  
Ian and Bev Birky  
Kim Brown  
Chris Brownstein  
Robert and Ann Buxbaum  
Jessica Cain  
Laura Cattabriga  
Climate Ride  
Robert Dickinson  
David and Carol Eibling  
Friends of Anne Arundel Co. Trails  
Robert Fox  
Bill Gifford, Katherine Baker  
Charitable Trust  
Bill and Jean Graustein  
Jeff Gray and Chris Youngston  
Ariel Grunberg

Hackensack Riverkeeper  
Sherri Henderson  
Curtis Hertwig  
Mary Hutchinson  
Ellen Johnson  
Russell Johnston  
Ann Kelton & Jeffrey Hritz  
Paul Kiczek  
Steven and Anne Koehler  
Travis Kukovich  
Mary Kusko  
Linden Dental Associates  
Sanford and Gail Lipstein  
William Logan  
Anne Maleady  
Gary and Karen Martin  
Greg Menounos  
Joseph and Sandi Mesics  
Masha Mimran  
North Shore Cyclists Inc.  
Helen O'Malley  
Bethel Paris  
Parks Hospitality Group  
V. Adrian Parsegian  
Craig Polley  
William Reader  
Bonnie Reibman  
Walter Roscello  
Spencer and Debra Simons  
Nancy Stedman  
Robert and Susan Tafel  
Alan Teyssier  
Christopher Tom  
Rudolf Urban  
Bob and Karen Votava  
Gail West

## Major Foundation Supporters

Geraldine R. Dodge Foundation  
Helen & William Mazer  
Foundation  
Pennsylvania Environmental Council  
Quimby Family Foundation  
William Penn Foundation  
Z. Smith Reynolds Foundation

## Event Sponsors

Alta Planning + Design  
Bank of America  
CDM Smith  
CycleSafe  
Delaware River Joint Toll  
Bridge Commission  
Farmington Valley Trails Council  
Fay, Spofford & Thorndike  
Giant Bicycle, Inc.  
Greenman - Pedersen, Inc.  
Kittelson & Associates, Boston  
Langan Engineering and  
Environmental Services  
Michael Baker Jr. Inc.  
New England Biolabs Foundation  
Pare Engineering

The RBA Group  
Shimano  
Sinewave Cycles  
Speed & Sprocket Cycle Works  
Traffic Planning and Design  
Vanasse Hangen Brustlin  
Weston & Sampson Engineers  
Wright - Pierce

## In-Kind Donors

City of Philadelphia  
Duke University Stanback  
Internship Program  
Harpoon Brewery  
Todd Kurland, Global Interaction  
Morgan, Lewis & Bockius LLP  
Traffic Safety Store

## 2015 Corporate Sponsors



# 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!

East Coast



Greenway.  
ALLIANCE



## 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!

#### \$25,000 and Above

Florida Department of Transportation /  
University of South Florida CUTR

#### \$5,000–\$24,999

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

#### \$1,000–\$4,999

Citizens Independent Transportation Trust	Greater Miami Convention and Visitors Bureau
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

East Coast Greenway Alliance | 5826 Fayetteville Rd. | Suite 210 | Durham, NC 27713

📞 919-797-0619 📧 [info@greenway.org](mailto:info@greenway.org) 🌐 [www.greenway.org](http://www.greenway.org)