



East Coast

River Relay



EAST COAST RIVER RELAY

Building partnerships,
raising awareness,
celebrating 25 years of the
East Coast Greenway Alliance

FALL 2017



East Coast

Greenway
ALLIANCE



Communities hosting River Relay events

FALL 2017

THANK YOU TO OUR RIVER RELAY SUPPORTERS



Expanding partnerships, forging ahead

Every once in a while, it's good to take a big risk to see what we can achieve. We did that in the fall of 2017: We celebrated our 25th anniversary by hosting a continuous 57-event series throughout our entire corridor in collaboration with over 200 organizations — the biggest program in our history.

Thanks to the focus and dedication of Relay Program Manager Mary Beth Powell and crucial work by everyone on our team, we surpassed our goals and expanded partnerships that can help us complete the Greenway in the next 25 years. As someone who grew up enamored by creeks and rivers, it was a dream to celebrate the 50 beautiful rivers our Greenway provides access to for tens of millions of Americans and visitors from around

the world. The River Relay brought to life the myriad ways the East Coast Greenway fosters environmental sustainability, public health, and economic development from rural Maine to urban centers of the Mid-Atlantic and coastal communities of the Southeast.

Onward to Greenway progress,

Dennis Markatos-Soriano, Executive Director



EAST COAST RIVER RELAY

BY THE NUMBERS • FALL 2017

FROM AUG. 24-OCT. 28, 2017, WE TRAVELLED FROM THE CANADIAN BORDER TO THE FLORIDA KEYS, CELEBRATING 1 GREENWAY, 50 RIVERS, & OUR 25th BIRTHDAY



204

PARTNERS, INCLUDING 60
RIVER/WATERSHED ORGANIZATIONS



6,315

EVENT
PARTICIPANTS



12

GOVERNORS &
MAYORS PARTICIPATING

OVER 66 DAYS, WE HOSTED 57 PUBLIC EVENTS, INCLUDING:



13

WALKS & RUNS



8

EDUCATIONAL
TALKS



10

PADDLES



3

DEDICATIONS



7

PLANTINGS/
CLEANUPS



5

BREWERY
SOCIALS



22

BIKE RIDES

OVERALL IMPACT: INCREASED VISIBILITY, PARTNERSHIPS, & MOMENTUM:



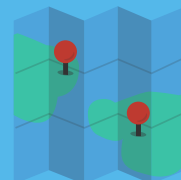
17 million

ONLINE REACH, SOCIAL MEDIA
& NEWS STORIES



50

KEY RIVERS HIGHLIGHTED
ALONG OUR ROUTE



3,000

MILES EXPERIENCED
& CELEBRATED

LEARN MORE: GREENWAY.ORG/RIVER-RELAY

Environmental stewardship



Volunteers in Wilmington, NC, paddled to an island in the Cape Fear River to collect trash

Event Sampler

Eastern Trail bird walk,
Scarborough, ME

Paddle on Bronx River,
New York City

Ellerbe Creek cleanup,
Durham, NC

Cape Fear River island
cleanup, Wilmington, NC

Shoreline cleanup &
stabilization, Daytona
Beach, FL

RIVER STEWARDSHIP: Throughout the Relay, we honored the 50 key rivers along the East Coast Greenway. With walks, paddles, talks, and more, we celebrated rivers that have made impressive comebacks—Boston’s Charles River, the mid-Atlantic’s Delaware River—and called attention to rivers that are struggling—the Neuse and Cape Fear in North Carolina, Indian River Lagoon in Florida. We look forward to continued collaboration with our river-keeper and watershed partners.

“We collaborated to promote the River Relay and our annual River Days, helping both organizations reach larger audiences. Connecting trails and waterways helps build constituencies dedicated to environmental awareness and conservation.”

— BRIAN DUVALL, ALLIANCE FOR WATERSHED EDUCATION
OF THE DELAWARE RIVER

Climate change/resiliency



Collecting Hudson River sample in New York City: Dennis Markatos-Soriano, ECGA executive director, and Michael Oppenheimer, Princeton University professor of geosciences and international affairs

“The East Coast Greenway is one of the many projects our country and world needs to invest in to reduce emissions, adapt to rising sea levels, and tackle the challenge of climate change.”

— PROF. MICHAEL OPPENHEIMER, GLOBAL CLIMATE EXPERT

COASTAL RESILIENCY: Our Relay bike/walk tour with Hoboken, NJ, officials looked at the city’s response to flooding—and the role that greenways can play. Since Hurricane Sandy’s record tides soaked the city in 2012, leaders have adopted tactics to manage heavy rainfalls and sea surges that include building “resiliency parks” with porous surfaces on top of huge collection tanks to temporarily store large quantities of water. Our tour ended at the Hudson River Waterfront Walkway on the Greenway, where landscaping on the piers increase absorbent surfaces and reduce runoff.

Event Sampler

Climate lunch & walk with Michael Oppenheimer, New York City

Marsh walk & talk at Dupont Environmental Education Center, Wilmington, DE

Indian River Lagoon & Spoil Island restoration tour, Fort Pierce, FL

Biscayne Bay boat tour with Miami Waterkeeper & Florida Sea Grant, Miami, FL

Health



*Public yoga class near the
Greenway's Underline in Miami*

Event Sampler

FreeWalkers 18-mile walk on
Greenway, New York City

Bike ride from farmers
market, Baltimore, MD

Ales for Trails 5K run,
Durham, NC

Gilbert Middle School bike
rodeo, Jacksonville, FL

Underfit Yoga class at the
Underline, Miami, FL

“As native people, as Passamaquoddy, we welcome the East Coast Greenway as a way to help people connect their bodies, hearts, and minds — and to better connect them to the beautiful land around us.”

— DENISE ALTVATER, MAINE WABANAKI PROGRAM, PERRY, ME

INSPIRING WELLNESS, OUTDOOR TIME: A bike safety rodeo in Jacksonville, FL, illustrated how health and environmental advocates make great teammates. We joined the Eastside Environmental Council as they started a bike club at a middle school in a low-income neighborhood along with the city’s Parks and Recreation Department and Health Planning Council of Northeast Florida (Safe Routes to School). University of Florida’s Trauma One unit and North Florida Bicycle Club distributed free helmets; an REI rep shared maintenance tips and showed the students how to fix flat tires. The enthusiasm meter among the students? Off the charts.

Economic development



Myrtle Beach Mayor John Rhodes and former planning director Jack Walker cut ribbon on trailhead

“Trails and greenways improve the overall health of an entire community. Our River Trail gives people a safe, accessible place to exercise, but it also connects businesses to a very active downtown, where we’re excited to see an increase in new businesses developing along the way.”

— DELPHA VERY, DIRECTOR OF ECONOMIC & COMMUNITY DEVELOPMENT, PUTNAM, CT

Event Sampler

American Folk Festival on the Bangor Waterfront, ME

Welcome to NH with Gov. Sununu & other officials, Portsmouth, NH

City leaders’ welcome breakfast, Putnam, CT

Trailhead ribbon cutting, Myrtle Beach, SC

Greenway sign dedication & reception, Titusville, FL

EMBRACING TRAILS: City leaders rolled out the red carpet for a Greenway dedication in Titusville, FL, during the Relay. Since the 1960s, NASA space-related industries and tourism were the city’s economic lifeblood. As investment in the space program ebbs and flows, the city has reinvented itself and is fast earning its nickname, “Trail Town.” Promoting the city as an active travel destination, Titusville leaders point to the East Coast Greenway as a key component of their impressive multi-use trail network.

Thanks to our East Coast River Relay partners

National/Regional

Adventure Cycling Association
Alliance for Watershed Education of the Delaware River
American Rivers
Association for the Advancement of Sustainability in Higher Education
FreeWalkers
League of American Bicyclists
Live Nation
National Park Service Rivers, Trails & Conservation Assistance
Rails-to-Trails Conservancy
River Network
Sept. 11 National Memorial Trail Alliance
Whole Foods Market

Maine

American Folk Festival
Bicycle Coalition of Maine
Bold Coast Scenic Bikeway
Brunswick-Topsham Land Trust
City of Calais
Eastern Trail Alliance
Friends of Scarborough Marsh
Maine Audubon
Maine Sports Commission
Maine Tourism Association
Merrymeeting Wheelers Bicycle Club
Passamaquoddy Tribe of Indian Township
Schoodic Riverkeepers
Topsham Historical Society
Wabanaki Culture Center
Washington County Council of Governments

New Hampshire

Gundalow Company
New Hampshire Seacoast Greenway Alliance
Rockingham Planning Commission
Seacoast Science Center

Massachusetts

Bike to the Sea, Inc.
Blackstone River Corridor
Charles River Museum of Industry & Innovation
Charles River Watershed Association
Idlehands Craft Ale
Massachusetts Rivers Alliance
Mystic River Watershed Association
Waltham Land Trust
Watch City Bike Lab

Rhode Island

Blackstone Parks Conservancy
Fox Point Neighborhood Association
Friends of India Point Park
Narragansett Boat Club
Rhode Island Bicycle Coalition
Rhode Island Rivers Council
Seekonk Riverbank Revitalization Alliance
Waterman Street Dog Park

Connecticut

Bike Walk Bolton
Farmington River Watershed Association
Merritt Parkway Trail Alliance
Park Watershed
Putnam Redevelopment Agency
Riverfront Recapture
Town of Putnam

New York

Bronx River Alliance
Hudson Riverkeeper
Waterfront Alliance

New Jersey

City of Hoboken
Coalition for the Delaware River Watershed
D&R Greenway Land Trust
New Jersey Bike & Walk Coalition
New Jersey Conservation Foundation
Stony Brook-Millstone Watershed Association

Pennsylvania

Bartram's Garden
Bicycle Coalition of Greater Philadelphia
The Circuit Trails
Delaware and Lehigh National Heritage Corridor
Delaware River City Corporation
Delaware River Waterfront Corporation
Delaware Riverkeeper Network
Pennsylvania Environmental Council
Philadelphia Parks and Recreation
Stroud Water Research Center

Delaware

Bike Delaware
City of Wilmington
Delaware Greenways
Delaware Nature Society's DuPont Environmental Education Center
New Castle County
Riverfront Development Corporation of Delaware
Wilmington Area Planning Council

Maryland

Anne Arundel County Police Department
Anne Arundel County Water Access Comm.
Bicycle Advocates for Annapolis & Anne Arundel County
Bike Maryland
Bikemore
Blue Water Baltimore
Chesapeake Conservancy
Druid Hills Farmers Market
Friends of Anne Arundel County Trails
Greater Baltimore Wilderness Coalition
Maryland Department of Transportation
Outward Bound-Baltimore/Chesapeake Bay
Patuxent Riverkeeper
Severn River Association

Washington D.C.

Capital Trails Coalition
Potomac Riverkeeper Network
Washington Area Bicyclists Association

Virginia

Bike Walk RVA
Crossroads Coffee Shop
Dan River Basin Association
Groundwork RVA
James River Park System
Mecklenburg County
Richmond Regional Planning District Commission
Roanoke River Rails to Trails
Southside Planning District Commission
stayArlington
Tobacco Heritage Trail
Virginia Bicycling Federation
Virginia Capital Trail Foundation
Virginia Department of Conservation and Recreation
Virginia Tourism Corporation
Visit Alexandria
Visit Mecklenburg County

North Carolina

Bull City Running Company
Cape Fear River Watch, Inc.
City of Fayetteville
City of Wilmington
Deep River Brewing Company
Dimensions Family School
Ellerbe Creek Watershed Association
Extra Terrestrial Projects
Fayetteville Area Metropolitan Planning Organization
Fullsteam Brewery
Haw River Assembly
Keep New Hanover County Beautiful
North Carolina Conservation Network
Roanoke River Partners
Sound Rivers
Sustainable Sandhills
Town of Clayton
Triangle Land Conservancy
Upper Neuse Riverkeeper
Wilmington Metropolitan Planning Organization

South Carolina

Bike Walk Myrtle Beach
Boeing South Carolina
Charleston Moves
Charleston Waterkeeper
City of Charleston
City of Myrtle Beach
East Cooper Land Trust
East Smart Move More South Carolina
Friends of the Spanish Moss Trail
Keep Charleston Beautiful

Georgia

Altamaha Riverkeeper
Brunswick Downtown Devel. Authority
Camden Bicycle Center
Camden Cycling Club
City of Brunswick
City of St. Marys
Coastal Georgia Greenway, Inc.
Fitness on Broughton
Georgia Bikes
Georgia Conservancy
Georgia Rivers Network
Healthy Savannah
Kayak Kafe
Ogeechee Riverkeeper
One Hundred Miles
St. Marys Riverkeeper
Satilla Riverkeeper
Savannah Bicycle Campaign
Savannah Riverkeeper
Service Brewing Company
SouthEast Adventure Outfitters

Florida

Amelia Island Trail
City of Daytona Beach
City of Fernandina Beach
City of Fort Pierce
City of Jacksonville
City of Neptune Beach
City of Titusville
Eastside Environmental Council
Florida Department of Environmental Protection, Division of Parks and Recreation & Office of Greenways and Trails
Florida Department of Transportation
Florida Sea Grant/University of Florida IFAS
Friends of The Amelia Island Trail
Friends of Ludlam Trail
Friends of the Underline
John Pennkamp Coral Reef State Park
Jonathan Dickinson State Park
Jupiter Inlet Lighthouse and Museum
Jupiter Water Taxi
Little Talbot Island State Park
Marine Discovery Center
Matanzas Riverkeeper
Merritt Island National Wildlife Refuge
Miami-Dade County
Miami Waterkeeper
North Florida Bicycle Club
Pegasus Foundation
REI-Jacksonville
Sailfish Brewery
St. Johns River to Sea Loop Alliance
Saint Lucie County
Space Coast Transportation Planning Org.
Timucuan Parks Foundation
Titusville Chamber of Commerce
Treasured Lands Foundation
Tri-Athletica Sports
The Underline
UF Health Shands Hospital-Jacksonville