GROWING IMPACT, REACH IN OUR 25th YEAR

2017 ANNUAL REPORT
EAST COAST GREENWAY ALLIANCE

Special report insert: East Coast River Relay
Reaching new heights, because that’s what’s needed

We have the vision, the will, and the expertise to make our 3,000-mile East Coast Greenway a reality. What we don’t have is the $2,000,000,000 needed to build the Greenway’s final two-thirds over the next 20 years.

Building greenways is a big investment: It costs an average of $1 million per mile. Individual philanthropy enables us to plan and to organize and to advocate. The type of money needed to complete the Greenway will come from our collective efforts and government allocations. We need more local, state, and federal dollars to finish the work. Please make your voices heard and advocate for greenways in your neighborhood, town, and state. And let us know how we can help. Working together, we can do this.

Robert Spiegelman, Chair, Board of Trustees

To build it, we need to think big — and we need your voice

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Robert Spiegelman, Chair, Board of Trustees

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HOW THE EAST COAST GREENWAY GREW IN 2017

We celebrated our 25th anniversary in 2017 while adding miles and raising our profile.

Percent of Greenway on protected trail

- Protected trail: 32%
- On road: 68%

Percent of Greenway complete by state

- RI
- NY
- DC
- DE
- NJ
- CT
- PA
- ME
- FL
- MA
- MD
- NC
- SC
- VA
- GA
- NH

$43 MILLION invested in planning, design, and construction

100+ MILES signage installed

39.6 MILES designated East Coast Greenway, 22 new segments in 9 states

- launched our redesigned website (greenway.org) and online mapping tool (map.greenway.org)
- grew staff by 38 percent to include 6 regional coordinators in the field, New England to Florida
- hosted 57 River Relay events (see report insert) including Southeast Summit (see p. 3)
New East Coast Greenway sections designated in 2017

1. Coastal Connector, Topsham, Maine, 0.65 miles
2. Central Rail Trail, Wayland, MA, 0.5 miles
3. Blackstone River Greenway, MA/RI line, 3.7 miles
4. Blackstone River Greenway, Providence, RI, 0.7 miles

5. Air Line State Park, Chaplin/Hampton, CT, 6.4 miles
6. Hop River Trail extension, Coventry, CT, 0.5 miles
7. Great River Park, East Hartford, CT, 1.5 miles
8. Bushnell Park connector, Hartford, CT, 0.21 miles
9. Farmington Canal Heritage Trail, Farmington, CT 2.39 mi
10. Farmington Canal Heritage Trail, Southington, CT, 0.56 mi
11. Rahway River Park Trail, Rahway, NJ, 1.64 miles
12. K&T Trail, Philadelphia, PA, 1 mile
13. Bartram’s Mile, Philadelphia, PA, 0.5 miles
14. Rt. 291 sidepath, Tincum Township, PA, 0.63 miles
15. Cross County Trail, Fairfax County, VA, 1.9 miles
16. Spanish Moss Trail, Beaufort, SC, 3.5 miles
17. Timucuan Trail, Duval County, FL, 1.1 miles
18. Neptune Beach Trail, Neptune Beach, FL, 0.8 miles
19. Sweetheart Trail, Daytona Beach, FL, 1 mile
20. Edgewater SJR2C Trail, Edgewater, FL, 1.2 miles
21. ECRRT, Brevard to Titusville, FL, 8 miles
2017: A year of ambitious programs, big impact

Southeast Summit energizes greenway leaders

Our three-day Southeast Greenways & Trails Summit in Durham, NC, inspired 300 advocates and partners to do more in their communities. The gathering featured mobile workshops and active options along with a packed slate of presentations. The Summit featured the unveiling of an Alta Planning+Design study, sponsored by GSK, finding that the East Coast Greenway generates $90 million in benefits annually for North Carolina’s Triangle region.

Staff added to better cover South

Adding two new greenway coordinator positions in Florida and South Carolina/Georgia in 2017 builds the Alliance’s capacity to engage with communities throughout the Southeast. Meet our team online: greenway.org/about/our-team

A 3,000-mile 25th birthday party

Thanks to coordination by Mary Beth Powell, East Coast River Relay program manager, we put on our organization’s largest programming to date. Read more in our River Relay report (center insert).

Map tool, greenway.org updated

We updated our website and online mapping tool in 2017, focusing on meeting the needs of the increasing numbers of people who want to experience the East Coast Greenway. Both sites are mobile- and tablet-friendly.
Financial report

The generosity of our supporters continued to grow in 2017 as revenue grew 9 percent — thank you! Despite a reduction in overall net assets, our unrestricted cash and equivalents rose to a new record high and we maintained financial health with more than six months of resources available.

2017 REVENUE

2017 EXPENSES

2017 FINANCIAL SUMMARY

Total revenue...............$1,138,178
Total expenses.............$1,214,314
Net assets, 12/31/17........$782,618

Our full audited financial report and Form 990 was completed by Langdon & Company, LLP, and is available at greenway.org or on request.

Major foundation partners

Anderson-Rogers Foundation
Geraldine R. Dodge Foundation
Hartford Foundation, Richard D. Wagner
& Madeline/Lina F. Wagner Fund
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The Hurford Foundation
New Hampshire Charitable Foundation, “You Have Our Trust Fund”
Pennsylvania Environmental Council
Quimby Family Foundation
Triangle Community Foundation
Veverka Family Foundation
William Penn Foundation
Z. Smith Reynolds Foundation

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East Coast River Relay

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

FALL 2017
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

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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
“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 the 2012 mega-storm Sandy’s record tides soaked the city, 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

*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

**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

**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.
“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

Economic development

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.

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
Thanks to our East Coast River Relay partners

**National/Regional**
- Adventure Cycling Association
- Alliance for Watershed Education of the Delaware River
- American Rivers
- League of American Architects
- American Institute of Architects
- American Library Association
- American Water Resources Association
- Association for the Advancement of Sustainability in Higher Education
- Rails-to-Trails Conservancy
- Sustainable Rivers Coalition
- Waterkeeper Alliance

**Connecticut**
- Bike Walk Bolton
- Farmington River Watershed Association
- Berkshire East Mountain Bike Club
- Connecticut River Bike Coalition
- Connecticut River Conservancy
- Connecticut Riverkeeper
- Green River Collaborative
- Housatonic River Association
- Naugatuck River Watershed Association

**New York**
- Bronx River Alliance
- Catskill Mountain Association
- Catskill Scenic Byways
- Catskill Watershed Corporation
- Hudson River Foundation
- Hudson Riverkeeper
- Long Island Clean Water Coalition
- New York State Climber Association
- New York State Humane Society
- New York State Ponds Council
- New York State Sea Grant
- New York State Water Resources Institute
- Mohawk Hudson Riverkeeper
- Schoharie County Watershed Association
- Schuyler Lake Association
- Southern Tier Watershed Association
- Western New York Water Resources Institute

**Pennsylvania**
- Bartram’s Garden
- Bicycle Coalition of Greater Philadelphia
- Delaware and Lehigh Natural Heritage Corridor
- Delaware River City Corporation
- Delaware River Valley Association
- Delaware Riverkeeper Network
- Lehigh Valley Expressway Authority
- Poconos Regional Planning Commission
- Schuylkill River Heritage Center
- Susquehanna River Gateway
- York County Watershed Association

**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.
- Bike Maryland
- Bikemore
- Blue Water Baltimore
- Chesapeake Conservancy
- Dumbarton 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

**Virginia**
- Bike Walk RVA
- Crossroads Coffee Shop
- Dan River Basin Association
- Groundwork RVA
- James River Park System
- Mecklenburg County
- Richmond Local Planning District Commission
- Roanoke River Valley Waterfowls
- Southside Planning District Commission
- Wicomico County Water Access Commission
- Williamsburg Regional Planning Commission

**North Carolina**
- Bull City Running Company
- Cape Fear River Watch, Inc.
- City of Fayetteville
- City of Wilmington
- Deep River Brewing Company
- Dimensions Family School
- Eberle 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

**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
- Florida Sea Grant/University of Florida IFAS
- Friends of the Amelia Island Trail
- Friends of Ludlam Trail
- Friends of the Underline
- John Pennekamp 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
- Seacliff Brewery
- St. Johns River to Sea Loop Alliance
- Saint Lucie County
- Space Coast Transportation Planning Org.
- Timucuan Parks Foundation
- Titusville Chamber of Commerce
- Treasure Coast Foundation
- Triathletes Florida
- The Underline
- UF Health Shands Hospital-Jacksonville
Let’s build a healthier, more sustainable future.

Join us in growing the East Coast Greenway. Mile by mile, community by community, we’re connecting people to place, Maine to Florida.

greenway.org/donate