

East Coast



Greenway  
ALLIANCE

# 2018 ANNUAL REPORT

## EAST COAST GREENWAY ALLIANCE



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## Becoming the dream: Greenway use hits new high



The year 2018 was a major step forward for the East Coast Greenway. Not only did we add over 40 miles of beautiful new segments and our organization received the most generosity yet from supporters like you, but our linear park attracted the most people in our history.

The East Coast Greenway is becoming the dream our visionary founders put forward in 1991. At around 15 million walks, runs, and bike rides, the Greenway receives more visits than any national park in the United States. And there are so many stories behind those statistics. Take the once polluted industrial area along Philadelphia's Schuylkill River. Now the greenway section known locally as Schuylkill Banks hosts almost 2 million visits annually as a venue for transportation, exercise, and tourism.

We want to similarly transform the way people move throughout our 450 communities and 15 states. We want to host 100 million active visits per year in 2030 – achieving the trifecta of benefiting public health, the environment, and regional economies. With your help, we can make this vision a reality. Together, we can accomplish even more in 2019 and in the years to come. Let's build on our solid foundation of a great team, an inspiring project, and a spectacular vision.

To a healthy and sustainable tomorrow,

*Dennis Markatos-Soriano, Executive Director*

## Progress report: Meeting, exceeding our goals

This is my fourth and final year as board chair. It's been a great run. One of my predecessors advised me that our supporters/members care about just one thing: When will the Greenway be done? The short answer is that it will take another 20 years at best. But our progress has been steady. In the last three years we have added 150 miles of designated East Coast Greenway; we plan to completely sign the route by the end of 2020.

Behind the scenes we've made even more progress. We're well on our way to meeting or exceeding all that we set out to do in our 2016 five-year strategic plan. We have updated our bylaws and many operational policies including financial reporting and succession planning. We implemented a GIS mapping system and undertook a complete audit of our current route, envisioned route, and opportunities for progress along our corridor. We amended our standards and process for designating new segments. Finally, we've met or exceeded budget goals and increased revenue every year, enabling us to grow our staff from 7 to 13 — facilitating more Greenway growth.

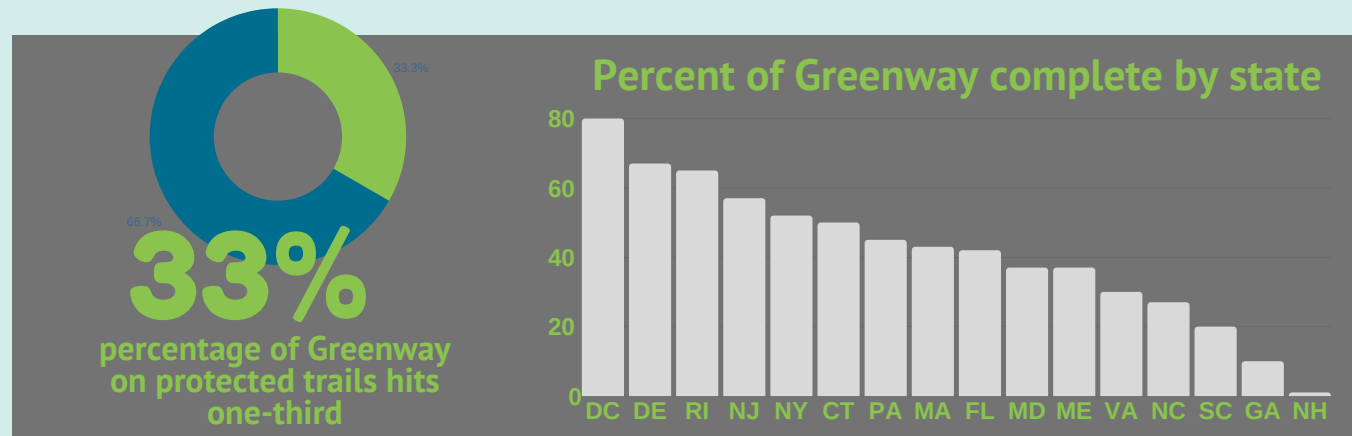
I've enjoyed the opportunity to help lead and guide this organization. A project this huge requires plenty of hands on deck, from staff and trustees to partners, friends, and volunteers throughout the corridor. Donate, volunteer, get involved; it feels good to be part of this growing movement.

*Robert Spiegelman, Chair, Board of Trustees*





# EAST COAST GREENWAY GROWTH, 2018



On the cover: Trailfest participants celebrate grand opening of Jack A. Markell Trail in Wilmington, Delaware, on September 2, 2018.  
Photo by Mid-Atlantic Greenway Coordinator Daniel Paschall



online network of followers grows to more than  
**100K**



**Top 3 most visited state pages at greenway.org:**  
1. Maine  
2. Florida  
3. Connecticut

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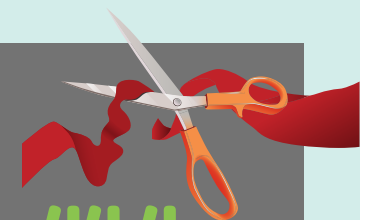
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919.797.0619



**10,000+**  
users visiting online mapping tool, map.greenway.org

Record #s of long-distance Greenway travelers includes Brett Bramble and John Azerolo, first 2 walkers to complete entire route



**44.4**  
miles designated as new East Coast Greenway segments in 10 states

# Greenway people: Meet some behind-the-scenes friends

## Giving back by connecting with donors

Her New England childhood with easy access to nature inspired Helen Chisholm to want to share that opportunity with those less fortunate. “Everyone deserves a chance to get out around the trees, sunshine, and fields of flowers,” she says.

Her particular passion is opening the outdoors to people with mobility issues. As a board member of the Farmington Valley Trails Council in the early 1990s, Chisholm championed the creation of paved greenways in her Connecticut community. Still an active greenway user, Chisholm feels a sense of gratification when she sees a child with special needs or an adult on a handcycle enjoying the outdoors alongside able-bodied cyclists, runners, and walkers.

When Helen and her husband retired to North Carolina, she began volunteering at the East Coast Greenway’s Durham headquarters. For the past six years, she has spent a few hours each month processing thank-you letters to members and donors. “I used to think when I sent money to a nonprofit, it went there and was anonymous. Here, you get an idea that the staff is more keyed into the individuals,” she says.

At its core, the East Coast Greenway depends on passionate people working toward a common goal. Chisholm is encouraged by all Greenway donations – no matter the amount. “They decide to give to something like this – hundreds of people. I get to connect with them in a small way and I find it very inspiring.”



*Helen Chisholm helps with a recent member mailing in the Greenway office in Durham.*



*Jim and Debby Sharpe in Durham, NC, during the 2016 Week A Year Tour*

## Greenway mission resonates with Sharpes

Debby and Jim Sharpe have been riding bikes since they were kids. Jim had a paper route; Debby’s first big purchase was a 10-speed bike. The two met in Ohio while working at GE, where Debby was an engineer and Jim a manager. They have lived on the South Shore of Massachusetts since 1984 and raised three kids; they now tote twin grandchildren on errands in a bike trailer for two.

A college friend of Jim’s first told him about the East Coast Greenway Alliance some 20 years ago. The Sharpes have been donors to the organization and active participants ever since, joining donor rides to the Czech Republic and the Netherlands over the years as well as the Greenway’s Week A Year Tour. Beginning in Maine nine years ago, a few dozen cyclists have been making their way south, biking a week-long section of the Greenway each year and forming strong friendships. The group finishes in November 2019 when they’ll bike from Titusville, Florida, to Key West.

“The WAY Tour has been wonderful,” says Jim. “It’s a great community of people.”

The Greenway mission resonates with the Sharpes on several fronts. They like the idea of getting people out of their cars more, helping local economies and the environment, and keeping people safe. “Off-road paths and trails are really important,” Debby says. “We’re comfortable riding on roads, but a lot of people aren’t.”

“Dedicated and generous donors like the Sharpes are the bedrock foundation for our thriving organization over the past decade and beyond,” says Executive Director Dennis Markatos-Soriano. “Jim and Debby are a pleasure to learn from and partner with to move this visionary project forward.”



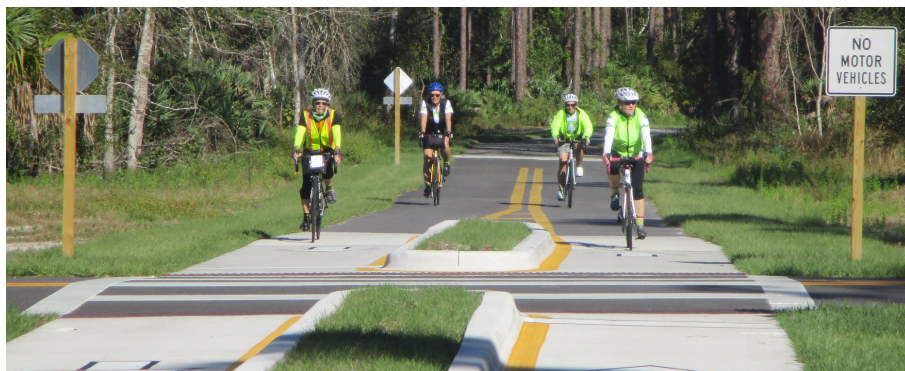
# Blazing trails in Titusville, Brevard County

In June 2018, Florida's Greenways and Trails Council honored Titusville with its Trail Town designation in honor of the community's commitment to providing a safe, comfortable, and fun place to walk, bike, and more. The city of 42,000 is only the second Florida community to earn the recognition. The honor caps decades of trail development work that began when the state of Florida bought the land along the former East Central Regional rail corridor and leased it back to Volusia and Brevard counties to develop 50 miles of trail. Two long stretches of East Coast Greenway were designated in 2018: 5.5 miles in Brevard County and 13.7 miles in Volusia County.

Economic Development Director Edyie McCall credits Jim Tulley, Titusville mayor from 2008-2016, with seeing the economic potential of trails along with City Manager Scott Larese. They gave McCall an extra title. "I may be the only city economic development director who is also the trail coordinator," she laughs.

With good reason. "It's part of every conversation when we're talking with prospective businesses, and they all get it," McCall says. Four-plus miles of the trail run right through the town's main street. The town's welcome center shares space with a bike shop. A marketing campaign proclaims "We're #BlazingTrails." Recent data shows a 3 percent increase in property value for both residential and commercial properties near the trail. "That speaks volumes to elected officials when you're trying to pitch them on trails," says McCall.

Brevard County includes, in addition to Titusville, Cape Canaveral and its Air Force base. "For us in Brevard County, the greenway is more than just a trail. It's a safe route to school, it's a means of travel to bus stops and to jobs," says Sarah Kraum, multi-modal program specialist with the county's Space Coast Transportation Planning Organizations. Kraum notes, "There's also the stats on bike/pedestrian safety," where Florida ranks as the second worst state. "Trails offer a safe, separated corridor, so they are good for economic development, health, and safety."



*Intersection of new greenway between Volusia and Brevard counties*



*A few Sole Sisters walk the Markell Trail on a brisk morning in Wilmington, DE*

## Finding good health, and friends, on the trail

Gloria Johnson is quick to tell you that her Delaware Sole Sisters is not just a walking group. Far from it. There are birthday parties, baby showers, an annual Christmas gathering, and community service projects.

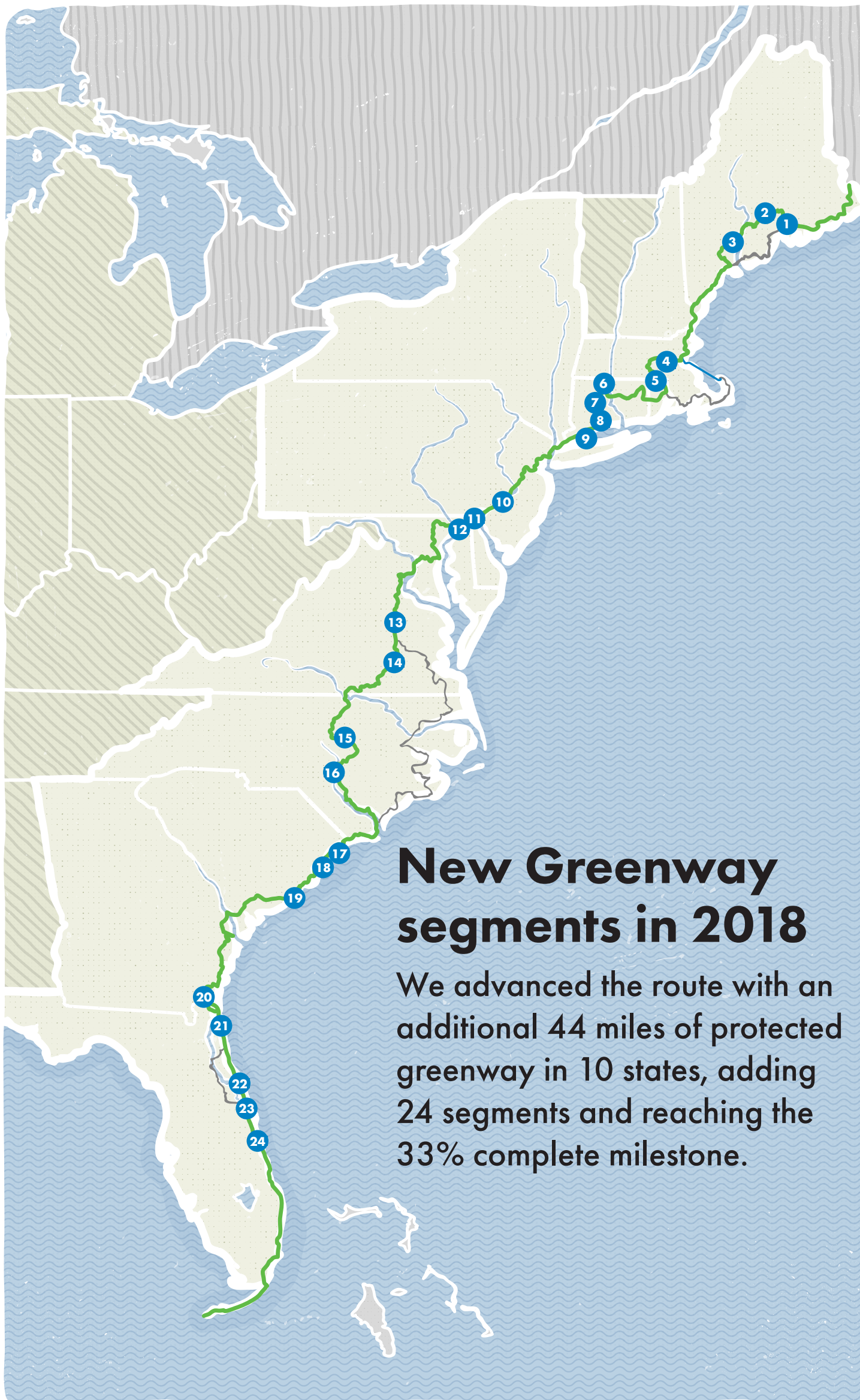
"We try to take care of each other," Johnson says. "We want to be healthy for ourselves, our daughters, our granddaughters. We're healing ourselves and our community."

The walking is healing, certainly: A core group of 40 to 50 women commit to walking a minimum of five days a week for at least 30 minutes. Many walk far more — including 10- to 12-mile jaunts on Sundays. And there is always conversation, sometimes 10 different conversations at the same time, Johnson admits. The Sole Sisters are part of GirlTrek, a national organization working to build a health movement for African-American women and girls grounded in civil rights history and principles.

Her own health concerns prompted Johnson to start walking a few years ago with a friend. Then she found GirlTrek and started growing the Sole Sisters. On all but the worst winter days the women walk outside on a few stretches of East Coast Greenway and other parks near them. The trailhead of the 7-mile Markell Trail, a brand-new stretch of Greenway connecting Wilmington and New Castle, Delaware, is just a 15-minute drive for Johnson. It's perfect — although she does hope for bathroom facilities one day.

"We are so excited about the Markell Trail," Johnson gushes, passing along her gratitude to greenway advocates for all the new options for short and longer walks.





## New Greenway segments in 2018

We advanced the route with an additional 44 miles of protected greenway in 10 states, adding 24 segments and reaching the 33% complete milestone.

1. Brewer Riverwalk Phase II, ME, 0.4 miles
2. KMTrails, Waterville, ME, 0.8 miles
3. Kennebec River Trail extension, Augusta, ME, 0.25 miles
4. Mass Central Rail Trail extension, Wayland, MA, 3.2 miles
5. Quinsigamond path, Worcester, MA, 0.8 miles



6. Charter Oak extension, Bolton, CT, 2.4 miles
7. Charter Oak extension, Manchester, CT, 0.8 miles
8. Farmington Canal extension, Cheshire, CT, 0.7 miles
9. Harborside Trail, New Haven, CT, 0.4 miles
10. Schuylkill Banks extension, Philadelphia County, PA, 0.3 miles
11. Jack Markell Trail, Wilmington, DE, 1.1 miles
12. New Castle Heritage Trail extension, DE, 0.2 miles
13. Ashland Trails, Ashland, VA, 0.9 miles
14. Woodpecker Road path, Chesterfield County, VA, 0.5 miles

15. White Oak Creek Greenway extension, Wake County, NC, 1.7 miles

16. Cape Fear River Trail, Erwin, NC, 1.3 miles

17. North Myrtle Beach, SC, 1.5 miles

18. Surfside Beach, SC, 0.5 miles

19. Isle of Palms connector, SC, 0.7 miles

20. Tabby Trail, Camden County, GA, 4 miles

21. Emerald Loop segments I & 2, Jacksonville, FL, 2.4 miles

22. Sweetheart Trail phase IV, Daytona Beach, FL, 0.3 miles

23. East Central Regional Rail Trail, Volusia County, FL, 13.7 miles

24. East Central Regional Rail Trail, Brevard County, FL, 5.5 miles

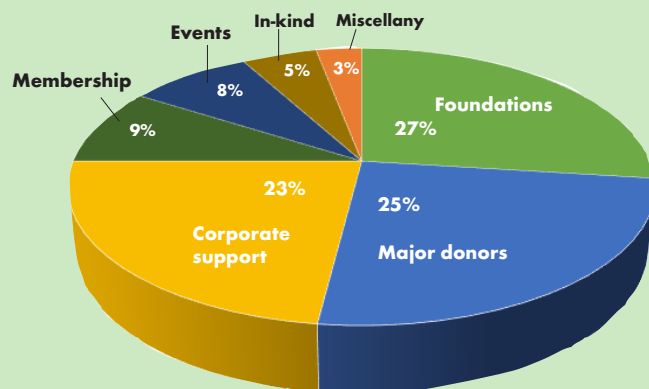




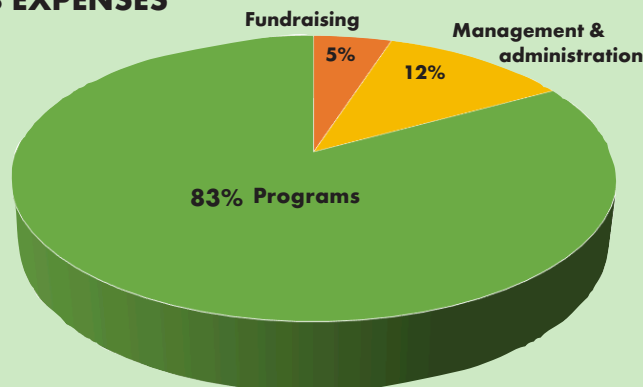
# 2018 financial report

Support for our organization reached a record high in 2018 thanks to generous donors like you. Our financial health remained strong at over six months of operational resources, giving us the confidence to set our sights on even more impact in the years ahead.

## 2018 REVENUE



## 2018 EXPENSES



## 2018 FINANCIAL SUMMARY

Total revenue.....	\$1,166,609
Total expenses.....	\$1,096,485
Net assets, 12/31/18.....	\$852,742

*Our full audited financial report and Form 990 was completed by Langdon & Company, LLP, and is available at [greenway.org](http://greenway.org) or on request.*

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Eric Weis





*Greenway segment just north of Titusville,  
Florida, part of more than 19 miles designated  
in 2018 in Brevard and Volusia counties*





*Celebrating strong partnerships in Boston: Our New England Bike-Walk Summit in April 2018 brought together more than 200 greenway and trails leaders and advocates. From left: networking in the expo hall; panelist Tiffany Cogell speaks during our opening night panel on bike equity; Vivian Ortiz helps close a full day of talks and workshops.*



Connecting people to place, Maine to Florida

**greenway.org**