East Coast Greenway ALLIANCE

Guiding Principles & Values of the East Coast Greenway Alliance

The East Coast Greenway vision holds universal appeal as a linear park that connects us to nature, to safe routes and healthy lifestyles, and to low-impact tourism that benefits rural, urban, and suburban communities.

We value the diversity of perspectives, cultures, and experiences found throughout the Eastern Seaboard. We strive to respect and represent these diverse voices throughout our organization and in our work developing the East Coast Greenway, and we work to ensure that the Greenway's economic, environmental, and health benefits reach everyone, especially underserved communities.

The values and principles we strive to uphold as an organization include:

- **Collaboration.** Developing and nurturing partnerships is central to building the Greenway and a key component of our capacity-building model. We lift up our partners and their contributions in support of the Greenway; we support our colleagues similarly.
- **Open minds**. We value and welcome new ideas, recognizing we always have more to learn in this work.
- **Inclusion.** We value a diversity of voices and experiences in our planning and execution of programs to serve ECG communities in a fair and equitable way.
- **Environmental stewardship**. We are strategically frugal and strive to not waste material resources. We work with our partners and communities to encourage and support environmental sustainability and resiliency.
- **Authenticity.** We aim to build respectful and genuine relationships.
- **Humility.** We don't know everything, and we seek to grow in our understanding. We celebrate success, but not excessively.
- **Tenacity.** Our work requires patience and determination; we also know there is a time and a place to be the "squeaky wheel" when needed to advance our project.
- **Safety**. We prioritize safety in the design and development of the Greenway, understanding there are factors such as economic instability, racism, and violence that may affect greenway users' experience as much as traffic threats.
- **Solutions-orientation**. We identify problems but we also strive to recognize and offer solutions.
- **Boldness.** We believe in the power of dreaming big. As Goethe said, "*Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it*."
- **Community**. We support one another in our work to achieve common goals. We also believe in building an environment that fosters professional growth and development for staff members.