

# East Coast Greenway

Southeast Greenways & Trails Summit  
April 3 • #GreenwaySummit



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Summit sponsors





## Trail Advocacy: Raising a Nonprofit from Conception to Adolescence

*Presented by*

**Maggie Ardito**

President, St Johns River-to-Sea Loop Alliance

**Brent Buice**

GA & SC Coordinator, East Coast Greenway Alliance



## 1<sup>st</sup> Things 1<sup>st</sup>: Why Local Advocacy Matters

- Vision
- Voice
- Strategy







# Strategic Planning



# What to do, what to do...

- Programs

- Ongoing
- Slow build



- Campaigns

- Clear “win”
- Call-to-action



# Burnout Is Real



- Mission > Individuals
- Run *Good* Meetings
- Learn to say “No”
- Cultivate new leaders
- Leverage technology





# Conception to Adolescence

## The Long and Winding Trail (and how partnering might help)

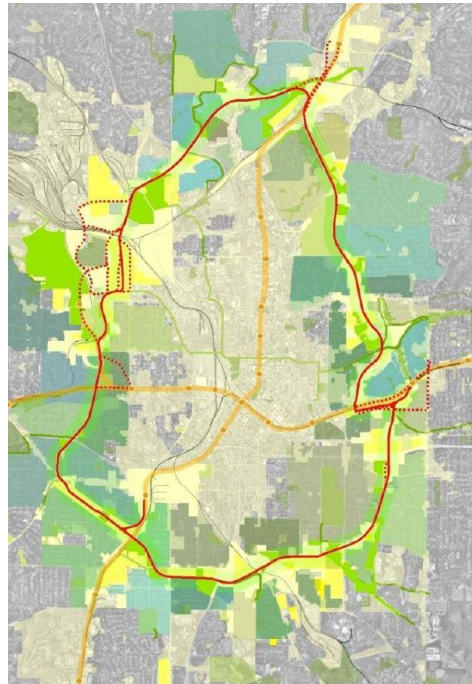
Maggie Ardito, President  
St Johns River-to-Sea Loop Alliance



# So you want make a difference?

What does it take to create and operate a successful trail or bike advocacy organization?

- The Right Vision
- The Right Team
- The Right Leadership
- The Right Time
- Contacts & Influence
- Commitment
- Perseverance



**VISION  
LEADERSHIP  
GRASSROOTS  
GROWTH  
FEASIBILITY  
POLITICS  
FUNDING**

Ryan Gravel



# Sound simple?

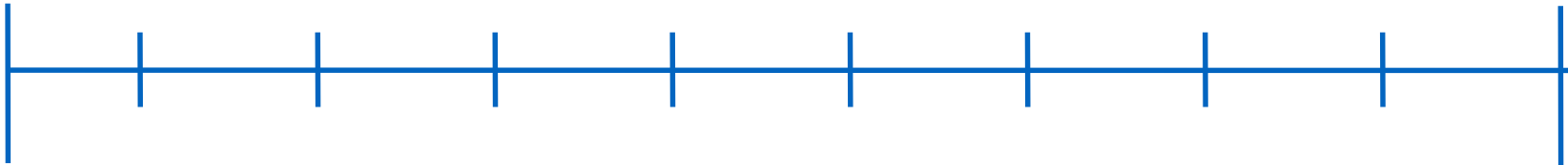
## Nonprofit's Demanding Roles

- Administrative/legal: state, federal, bylaws
- Build the board
- Manage the mission
- Funding/Fund raising
- Diverse Skills & Technical Expertise
  - Website, newsletter, social media
  - GIS/Mapping/route planning
  - Graphic arts
  - Accounting/financial reporting
  - Running the business
  - Grant writing
- Partnering
- Events/volunteer management

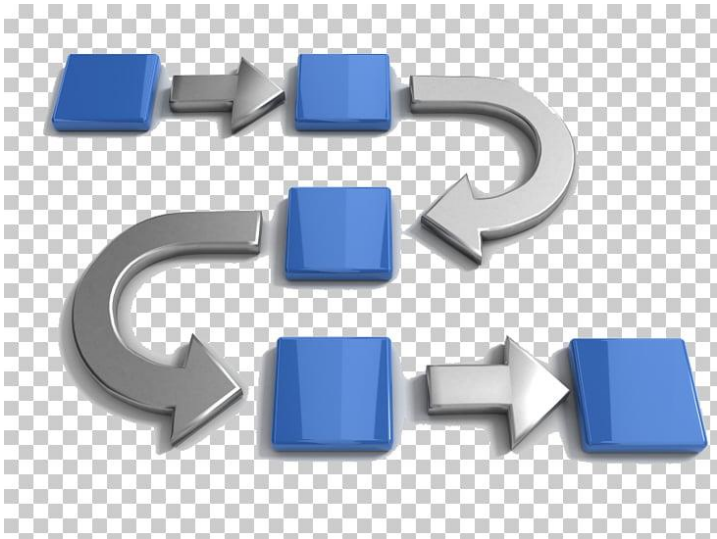
Today's  
Focus



# Best Approach?



Follow a proven  
model or  
methodology



Building the  
Plane while  
Flying it







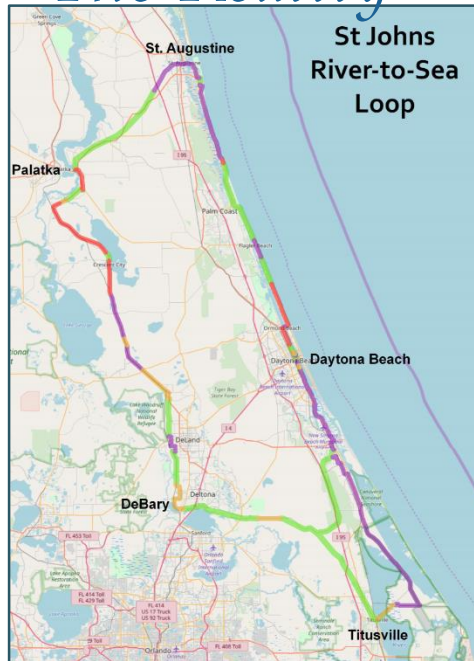
# St Johns River-to-Sea Loop Alliance

## Our Story



- 501(c)3 Charitable Organization formed 2016
- Mission:  
Fulfill the Loop's promise
  - Advance
  - Advocate
  - Support
  - Promote
  - Protect

### *"The Reality"*



Fulfilling the Promise

### *"The Vision"*





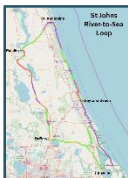
# Some things we do



- Organize trail-oriented events
- Develop interactive and printed maps for trail use and promotion
- Develop and maintain River2SeaLoop.Org Website
- Vibrant Social Media Presence (Daily Facebook posts 2000+ followers, Meetup Events)
- Publish “In the Loop” Newsletter to 1200 recipients
- Make Presentations to organizations and venues around the Loop
- Collaborate on Loop Branding, logos, graphics
- Design & erect kiosk signs
- Design and produce T-Shirts and Loop Gear
- Obtain grants & Raise Funds
- Monitor & contribute to routing studies
- Advocate and develop champions
- Organize Stakeholder Workshops and Summits
- Work with communities
- Promote and Support Related Organizations
- Regular 2-hour seminars at REI Winter Park on the Loop, Trails & Cycling



*“The Reality”*



**We do this with no staff, few volunteers, limited funding**

Fulfilling the Promise



*“The Promise”*





# Our Social Media



Facebook.com/FLGreenway

St Johns River-to-Sea Loop Alliance

small towns - BIG ADVENTURES on Florida's 260-mile Multi-use Trail - River2SeaLoop.org

River2SeaLoop.Org

Home

Events

T-Shirts Gear

Maps

In the LOOP

Resources

Sponsors Partners

Help the LOOP

About

Contact

Previous

Resume

Next

Click the image

Three Great Events...One Convenient Location

Florida Bicycle Tourism Conference

St. Johns River to Sea Loop Summit

Half Day Action Plan Workshop

Gear Up, Ride It Down 2

Spring to the Springs Ride March 1

Click the image for photos of the event

T-Shirts Now Available

T-Shirts Now Availa

St Johns River-to-Sea Loop Map Link

River to Sea Loop Google Map

Google SUNTrailsWest Volusia Trails

Florida Greenway

Page

Ad Center

Inbox

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Help More People Find This Page

Maggie, you may want to add another category so that this Page can show up in more search results.

Add Category

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Share

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Fundraisers

Spring to the Springs Ride

March 1, 2020

Thanks to our Sponsors and Partners

Suggested Groups

SORBA Jax Trails

270 members • 9 posts a week

Join

Mount Dora Trail

1,981 members • 20 posts a week

Join

Senior Voice America

1,445 members • 10 posts a day

Join

Community

Linda Fisher Knickety and 95 other friend

this or have checked in

Invite Friends

1,217 people like this

1,283 people follow this

1 check-in

About

(321) 795-3179

Typically replies within an hour

Send Message

March 2 at 4:15 PM

https://www.river2sea.org

Promote Website

Nonprofit Organization

Community

Cooperation

River Trail

Meetup.com/St Johns River to Sea Loop

meetup.com/St-Johns-River-to-Sea-Loop/

Apps

SCHWAB

Map

Cal

Fut

Home

St Johns Riv...

0000rg

VM\_XC

AirTBL

SHWea

2019Euro

OldEuro

GS

Webmail Login

Start a new group

30% OFF

Explore

Messages

Change photo

St Johns River-to-Sea Loop

Deland, FL

241 members • Public group

Organized by Ric Rawson and 2 others



# Closing the Gap Together by Partnering

Few all-volunteer organizations have the resources to do it all

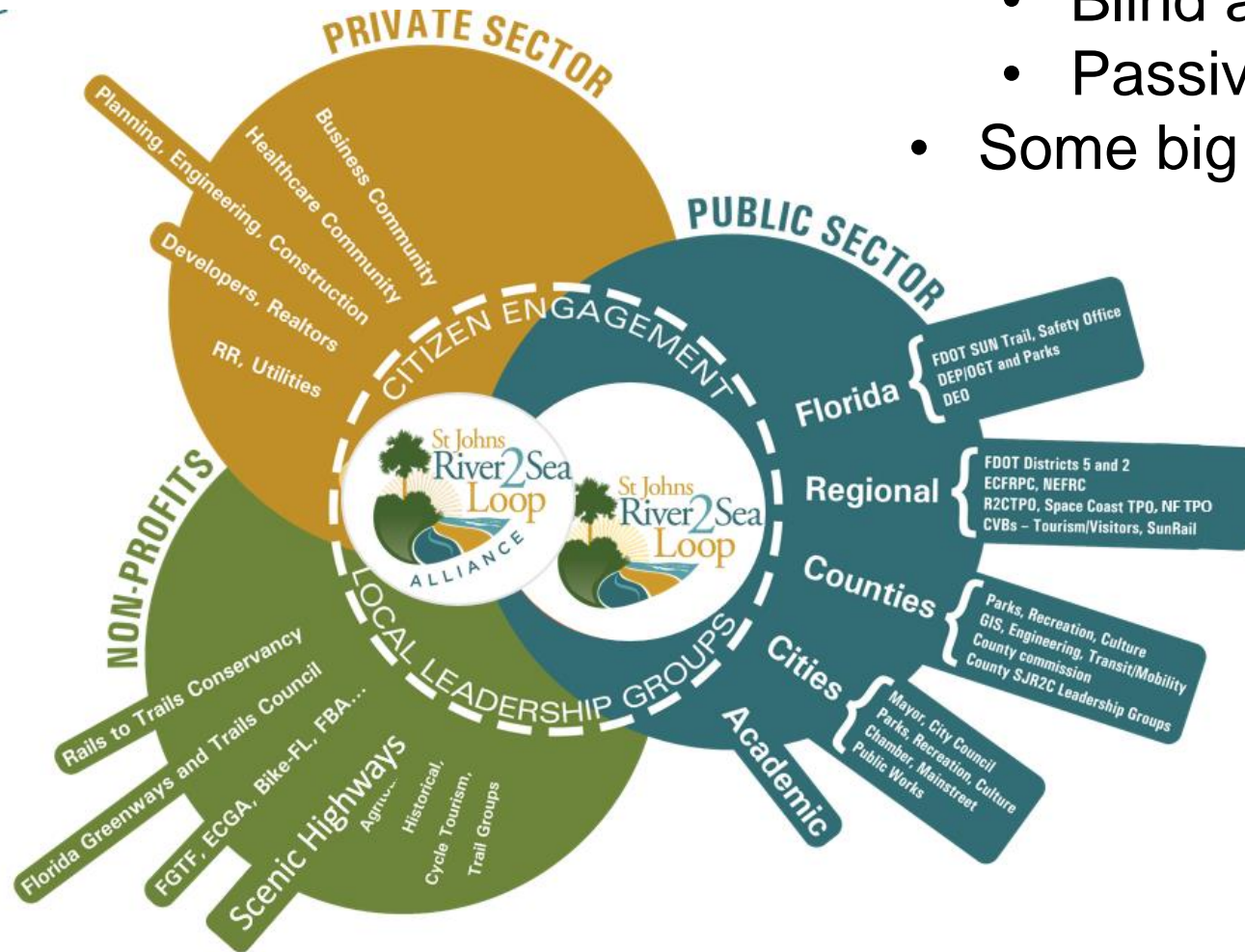
- Partnering is vital
- But can be complicated
- And not always productive





# Some Key Partnerships

- Intense energy demands
  - Blind alleys
  - Passive resistance
- Some big wins



# What makes an ideal partner?



- Shared passion/overlapping Mission



- Symbiotic – mutually beneficial

*“True cooperation implies that there’s some benefit to everyone involved.”*

American Trails

- Open, collaborative, noncompetitive
- Manageable barriers



# What makes an ideal partner?

- Fill our gaps
  - Resources
  - Contacts
  - Influence
  - Knowledge and expertise







Beth St. John, Founder  
Aspire Institute, Amsterdam

## STEP-NL! - 3 DAY NETHERLANDS MASTERCLASS - JUNE 26-28, 2020



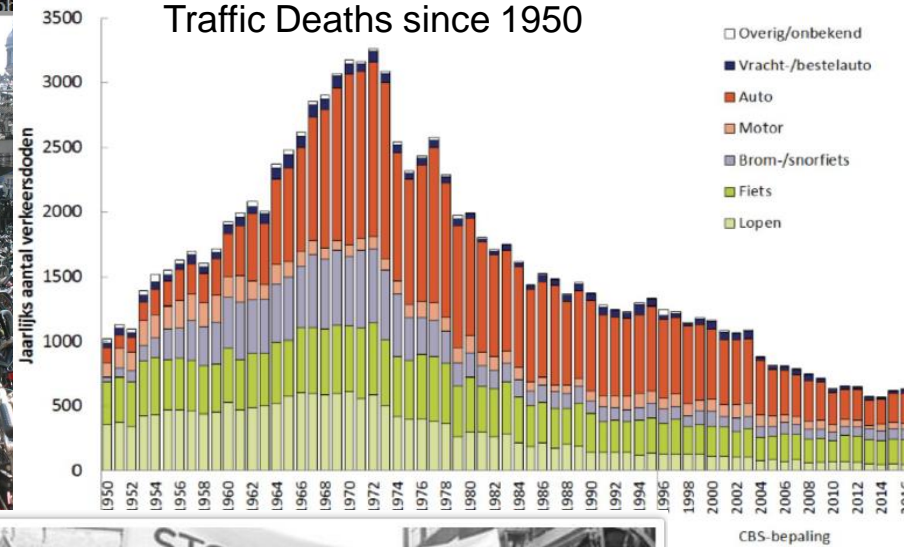
### Sustainable Transportation Engagement Program – The Netherlands

Three Day Masterclass -- Delft, Rotterdam, Utrecht, Amsterdam

This master class showcases how the Dutch create liveable cities which include space for walking, biking, public transportation, and automobiles. The best design a



### Traffic Deaths since 1950



1960



2019

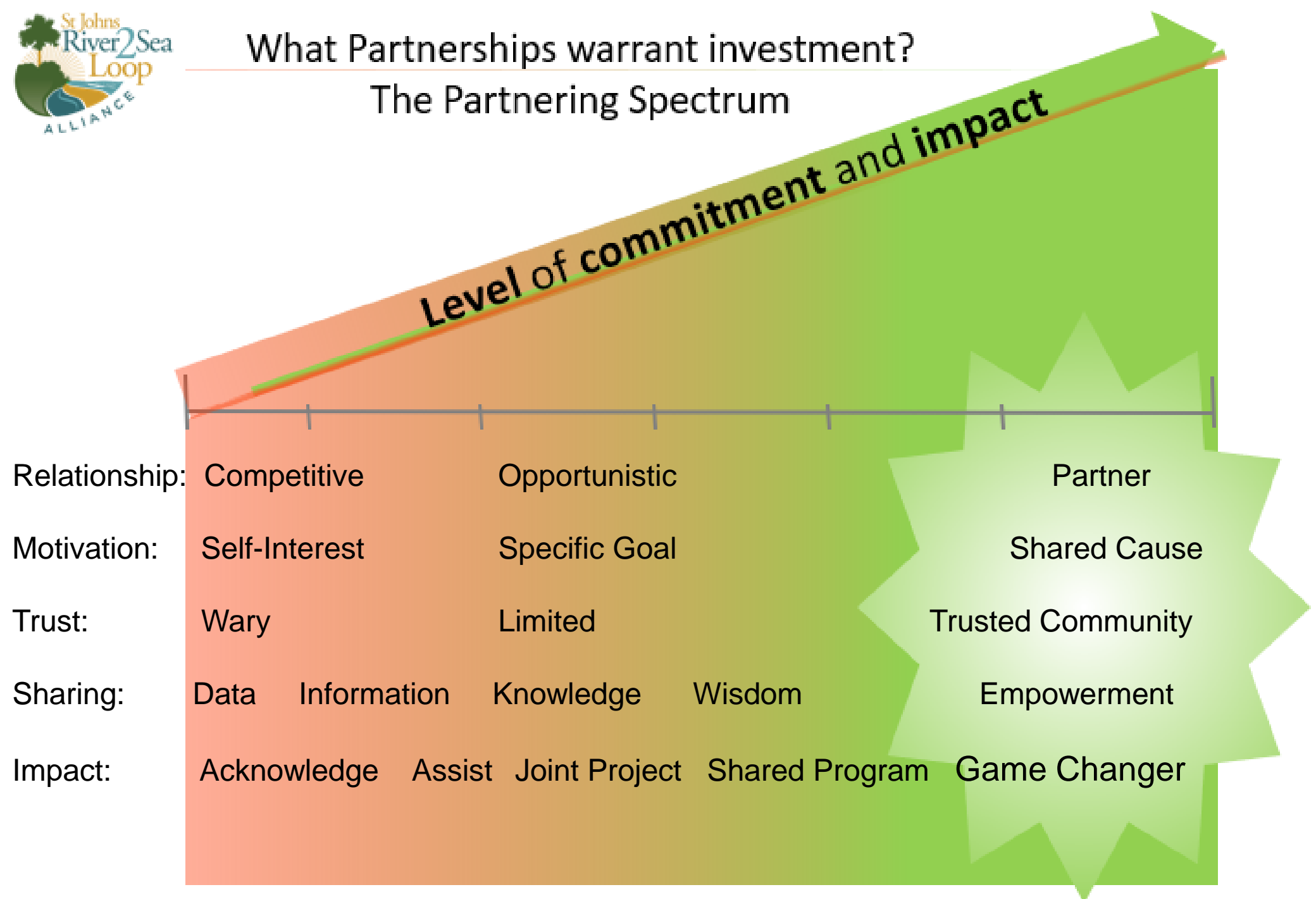


1973 – Stop  
murdering  
our children!



# What Partnerships warrant investment?

## The Partnering Spectrum



# Getting to the Green

Consider the Possibilities

- Is there (or could there be) a path for Trail/Bike Advocacy Groups to follow?
  - Model
  - Methodology
  - Pattern
  - Best Practices
- Is there (or could there be) an association for mutual support?
- What about shared tools and expertise?
  - GIS Mapping
  - Website development
  - Shared elements or modules

We reap as  
we Sow

# Carpe Diem

By helping each  
other succeed we  
all succeed

- What can we do HERE and NOW?
- Baby steps...
  - Define goals
  - Agree to keep in touch
  - Agree to share information resources
  - Visit and “like” each others’ pages
- We can go back to business as usual
- Or we can envision giant steps
- It’s your turn - what can we do to make the world a more human-friendly, bike-friendly place to live

# Questions?

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#GreenwaySummit

