

The East Coast Greenway Becomes a State Trail



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East Coast Greenway Alliance

Today's Presentation:

- Overview of the ECG
- Specifics on the ECG in NC
- State Trail designation process
- Lessons Learned
- Q & A





**The East Coast
Greenway is a walking
and biking route
stretching 3,000 miles
from Maine to Florida.**

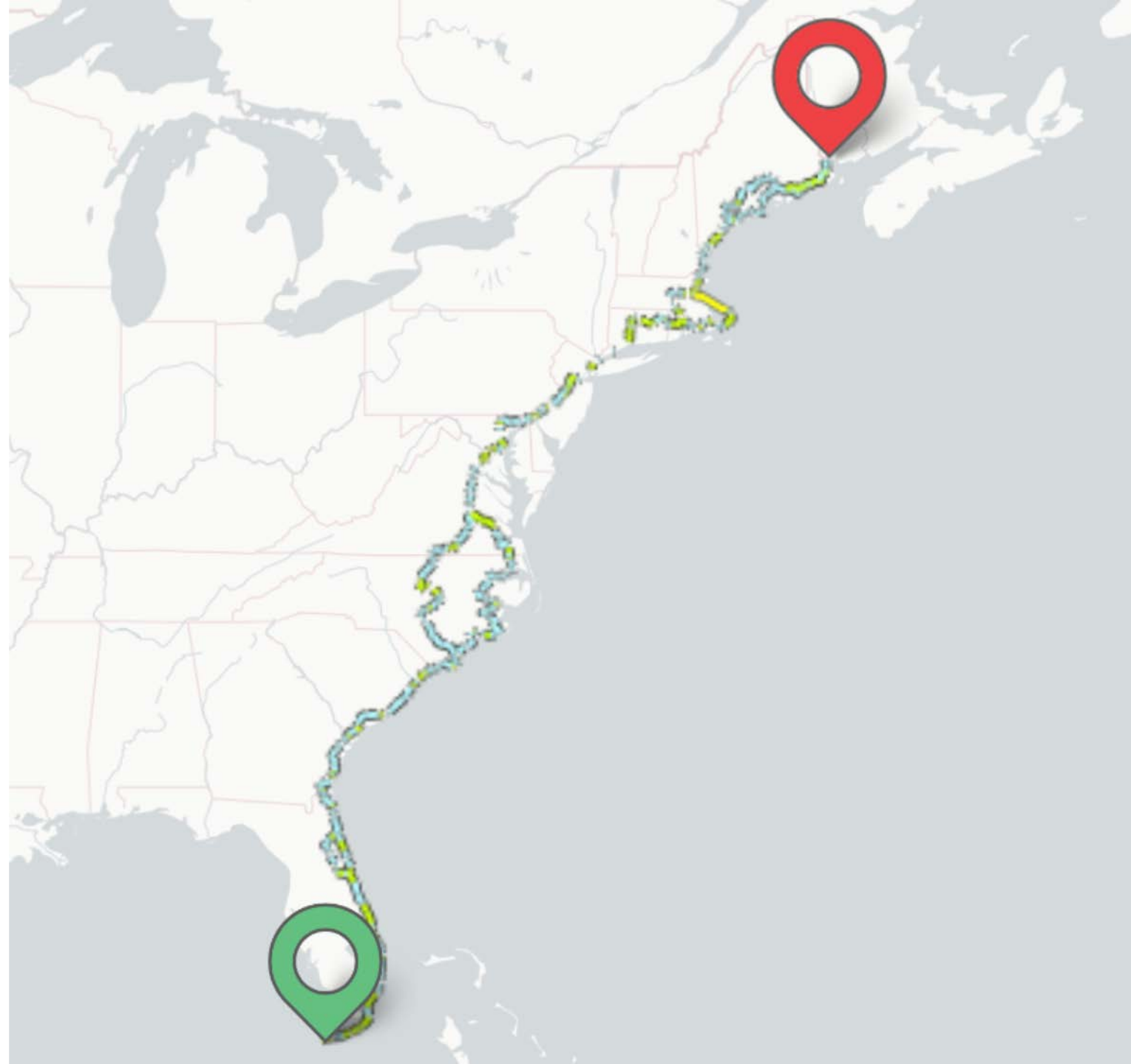




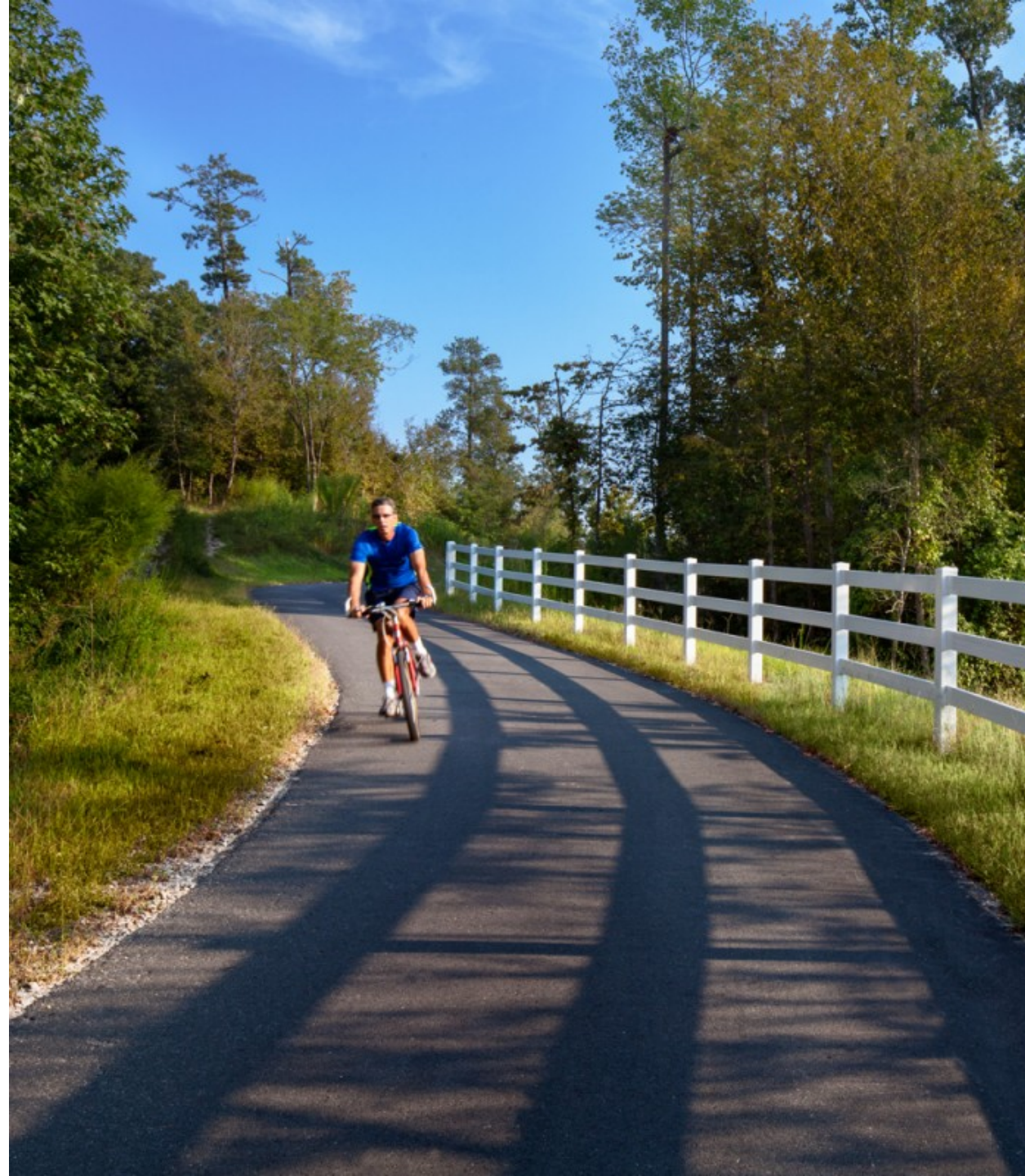
We connect urban and rural, north and south, along the most populated corridor of the United States.



**In 2020, we
reached 35%
traffic-protected
trail, more than
1,000 miles.**



**The East Coast
Greenway is more
than a trail.**



It's
transportation.





It's a gym, free
and open to all.



**It's a
community
center.**





**It's a tourism
attraction,
good for local
business.**



**It's a park,
encouraging
environmental
stewardship.**




East Coast Greenway by the numbers:




NORTH CAROLINA

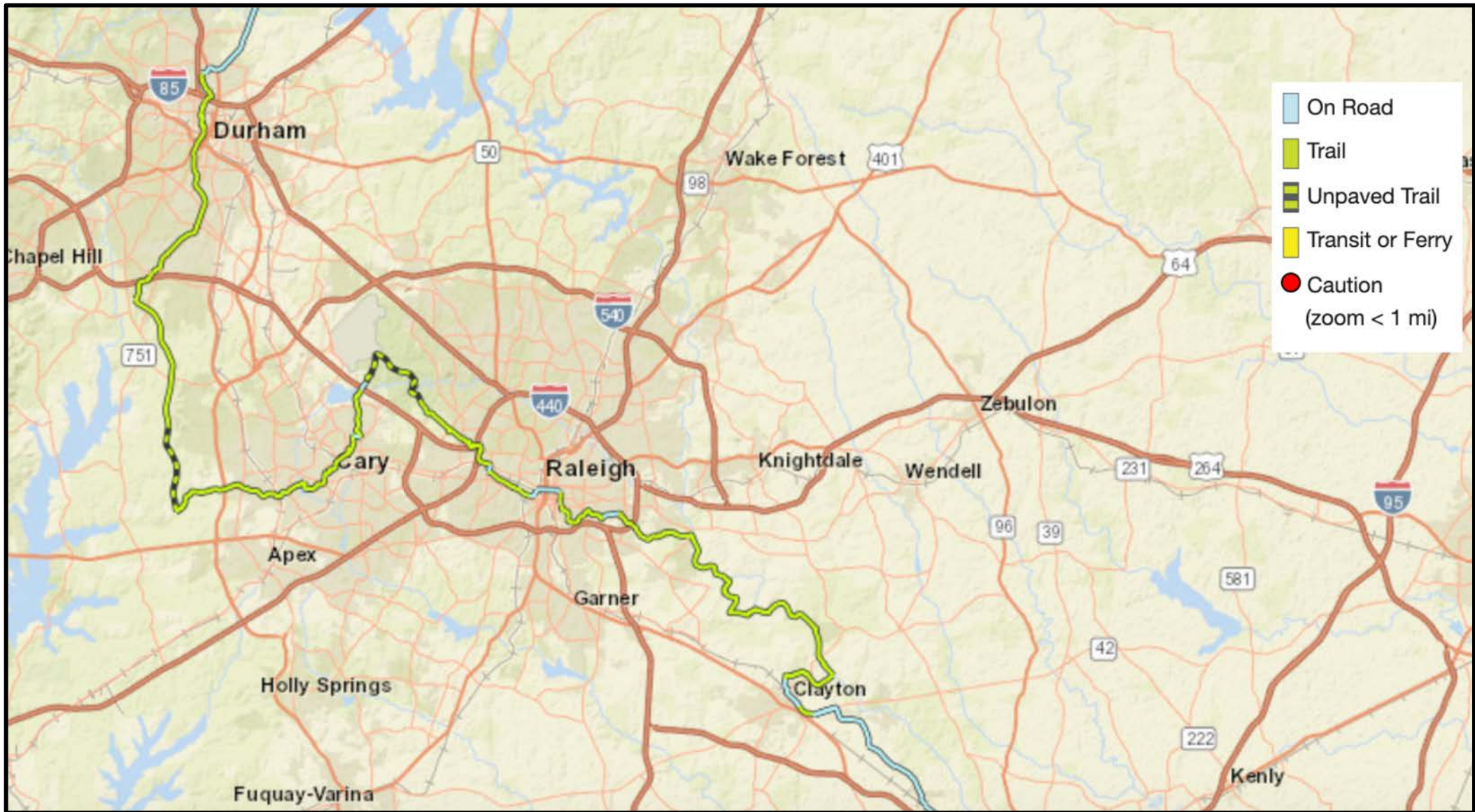
372 SPINE ROUTE MILES

GREENWAY ON-ROAD
 

COMPLEMENTARY ROUTE


FERRY OR TRANSIT




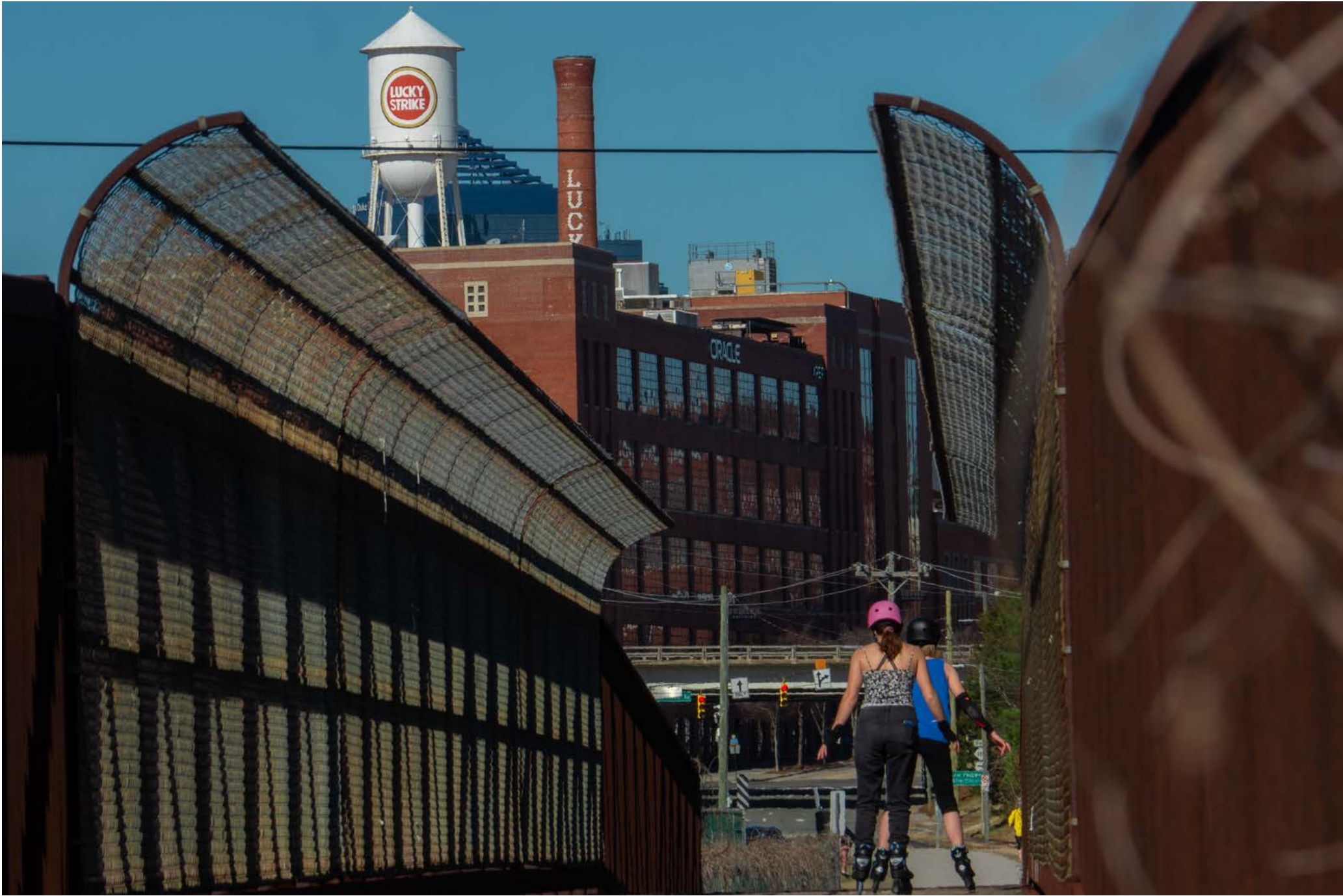


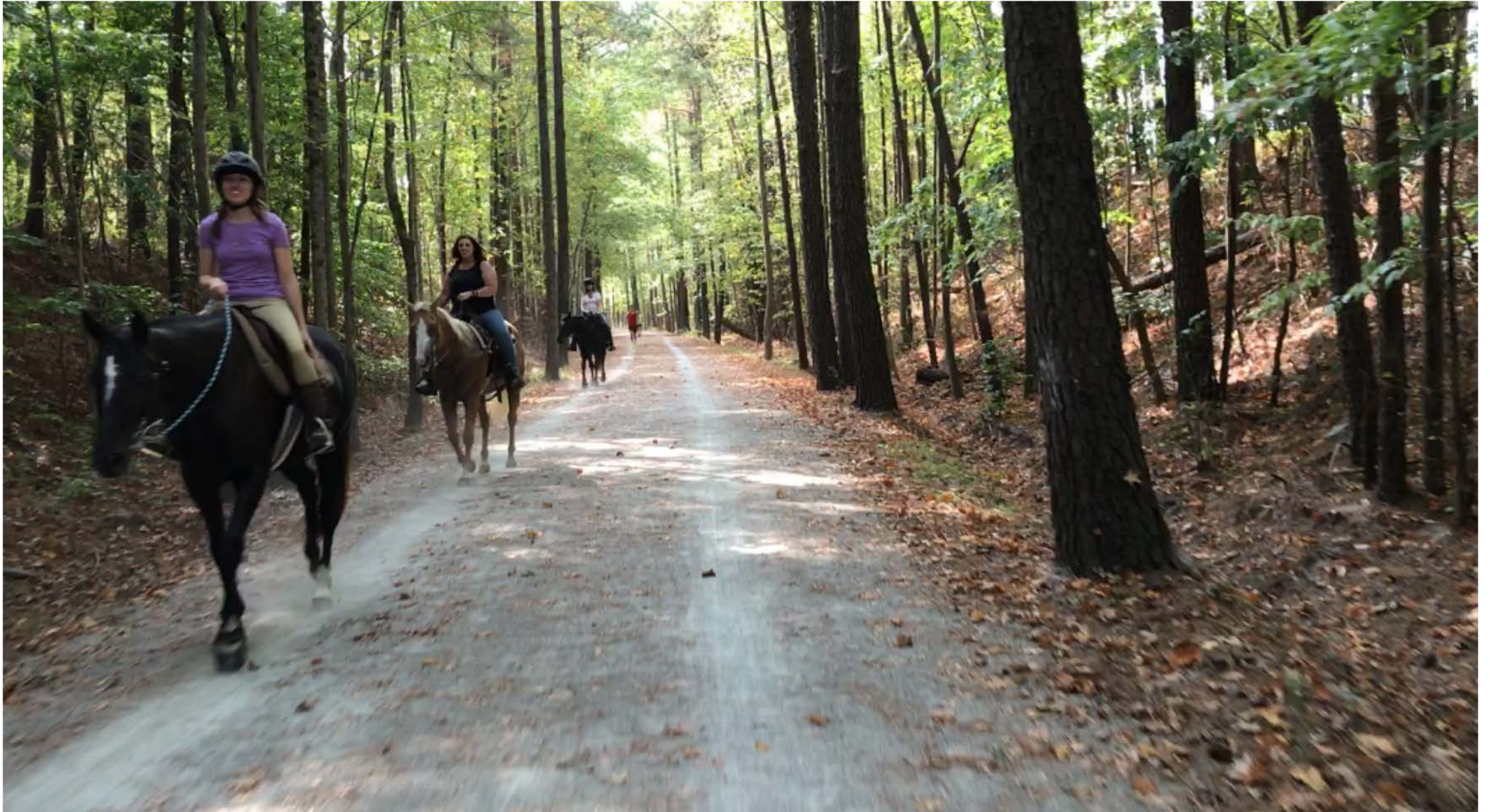
The Triangle Region is the **most complete** metro area along the entire East Coast Greenway.













What are State Trails?



north carolina state parks

NC TRAILS

NC TRAILS

- Trails of statewide significance, offering regional connectivity & public access
- Multiple, connected sections: each section sponsored by government agency, nonprofit, or private landowner
- NC Trails program responsible for overall corridor planning and coordination



Why ECGA Pursued State Trail Status:

- ECG 30% complete in NC, 70% left to complete
- Makes ECG eligible for a wider variety of funding mechanisms (for planning & construction)
- Recognition via:
 - NC Department of Natural & Cultural Resources
 - NC State Parks
 - NC General Assembly
- Technical assistance from NC State Parks
- A plus for many grant applications for trail funding



Part of NC ECG Strategic Plan

OBJECTIVE

2

Increase investment in greenways and speed overall project delivery.

STRATEGIES

A

Pursue federal funding.

B

Gain NC State Parks *State Trail* Designation.

C

STI Change to bring back state match.

D

Explore non-governmental funding opportunities.

ACTIONS

1

Apply for BUILD Grants.

1

Draft language and find sponsor for bill.

1

Partner with NC advocacy organizations to influence for change.

1

Explore public/private partnership models.

2

Explore other federal grant opportunities.

2

Partner with local agencies to submit letters of support to representatives.

2

Provide examples of how STI law impacts rural communities.

2

Coordinate with ECG and other non-profit partners to utilize development resources.

3

Increase national legislative awareness of trail return on investment.

3

Continue to coordinate with State Parks.

3

Increase state legislative awareness of trail return on investment.

3

Explore fundraising opportunities.



Step 0: Coordination with NC DNCR & State Parks



NC DEPARTMENT OF
NATURAL AND CULTURAL RESOURCES



north carolina state parks

NCTRAILS



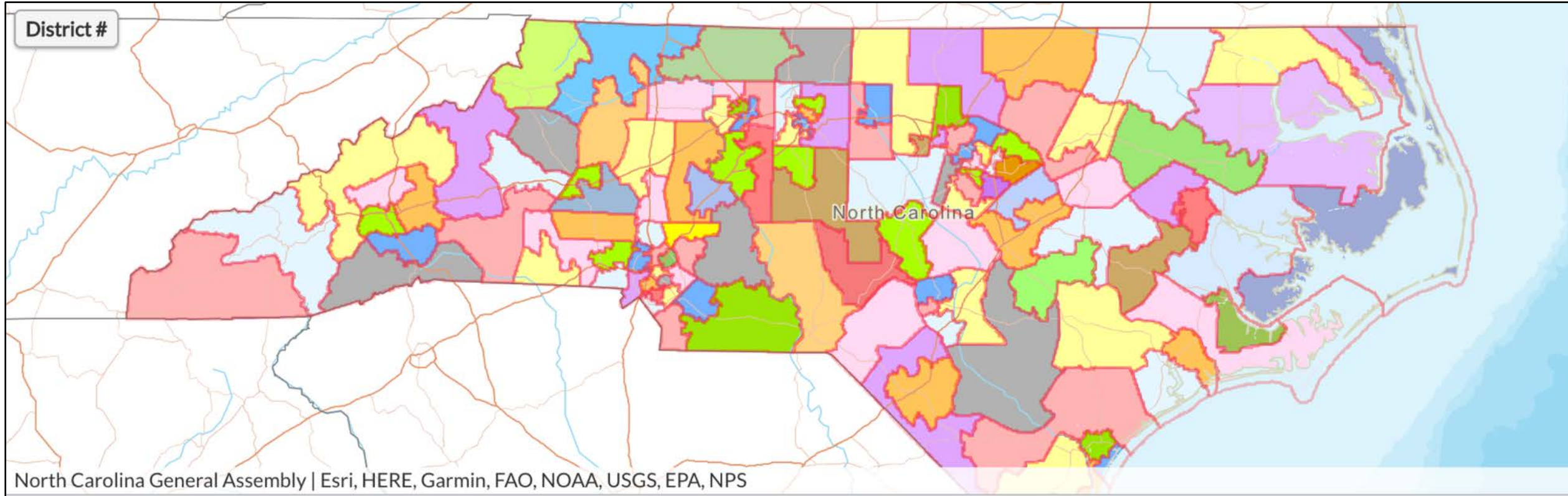
Step 1: Spreading the Word About the ECG



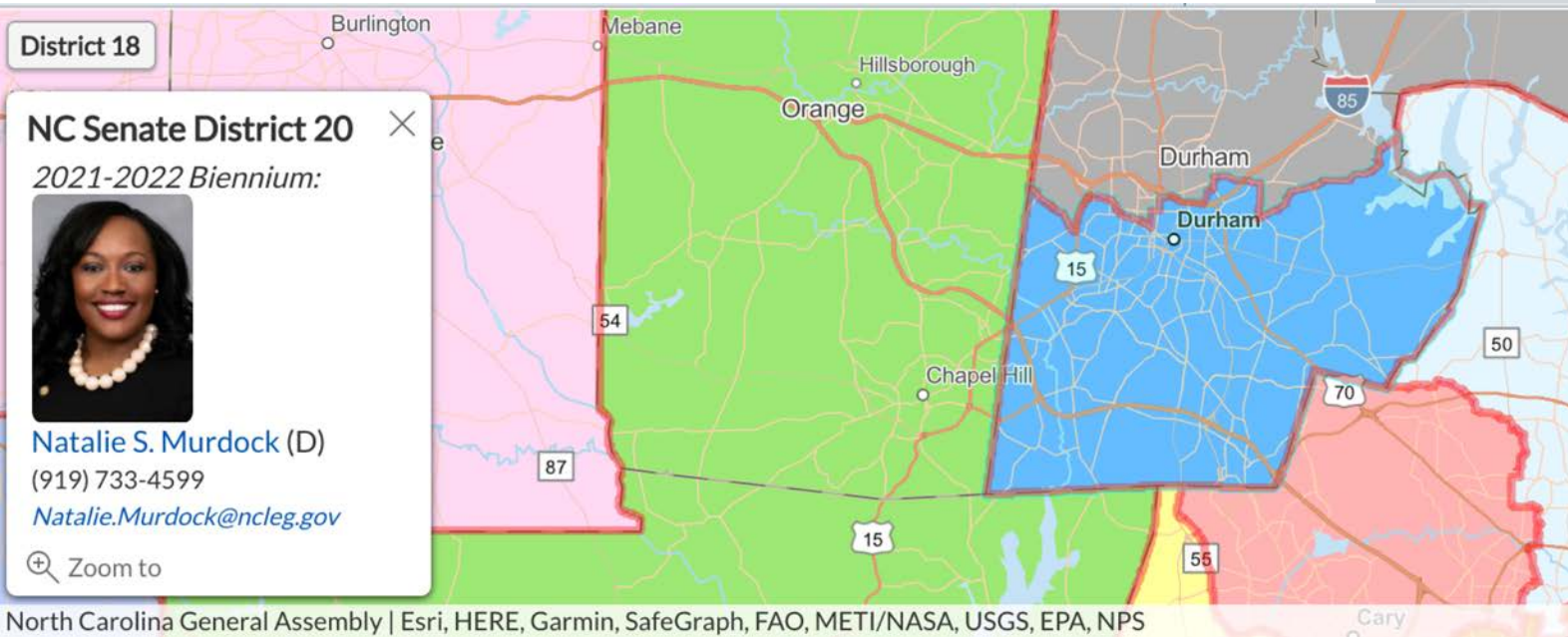
Step 1.5: Coordination with Advocacy Partners



Step 2: Identifying Champions and Securing Legislative Sponsors



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Step 3: Drafting House Bill 130

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2021

H.B. 130
Feb 23, 2021
HOUSE PRINCIPAL CLERK

H

D

HOUSE BILL DRH40094-MH-57

Short Title: East Coast Greenway/State Trails. (Public)

Sponsors: Representative White.

Referred to:

1 A BILL TO BE ENTITLED
2 AN ACT TO AUTHORIZE THE ADDITION OF THE EAST COAST GREENWAY IN
3 CENTRAL AND EASTERN NORTH CAROLINA TO THE STATE PARKS SYSTEM.

4 The General Assembly of North Carolina enacts:

5 **SECTION 1.** The General Assembly finds that a multiuse trail across Central and
6 Eastern North Carolina would provide a multitude of economic, recreational, health,
7 environmental, community, and transportation benefits. The General Assembly further finds that
8 federal, State, local, and private partners have expressed substantial interest in completing such
9 a trail, that such a trail would be a recreational resource of statewide significance, and that
10 including such a trail in the State Parks System as a State Trail would be beneficial to the people
11 of North Carolina and further the development of North Carolina as "The Great Trails State."

12 **SECTION 2.** The General Assembly authorizes the Department of Natural and
13 Cultural Resources to add the portion of the East Coast Greenway traversing North Carolina to
14 the State Parks System as the "East Coast Greenway State Trail," as provided in
15 G.S. 142B-125.54(b). The Department shall support, promote, encourage, and facilitate the



Step 4: Building Support for HB130



HB130: East Coast Greenway/State Trails Talking Points



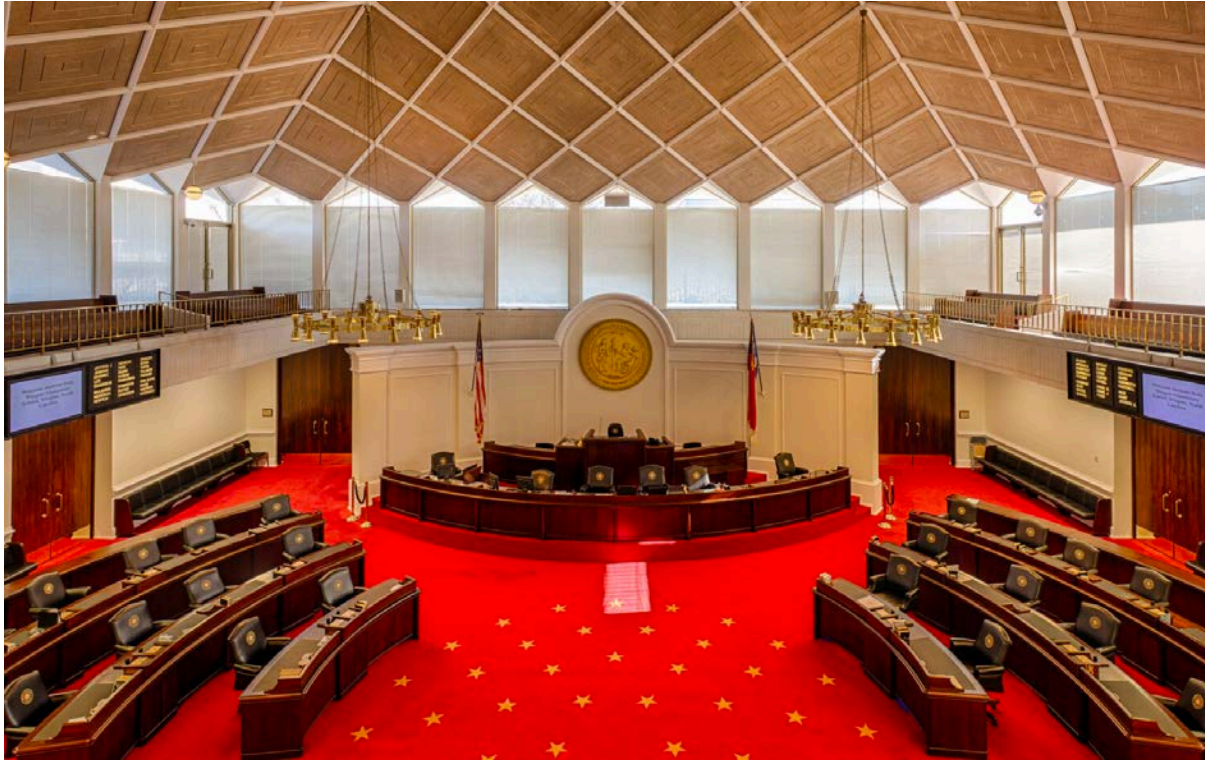
Board of Trustees
Chair: Larry Silver, PA

Honorable _____
North Carolina State Senate
16 West Jones Street
Raleigh, NC 27601

Dear Senator _____:

The importance of greenways and trails has never been more evident than during the covid-

Step 5: HB130 Passing the NC House & Senate



Last Step: Governor's Signature



Recap of Lessons Learned:

- Iterative process, not a task on a to-do list
- Relationship building, not cold-calling
- Importance of partnerships
- Timing of legislative process
- Know your audience



Thank You!



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