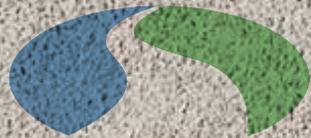
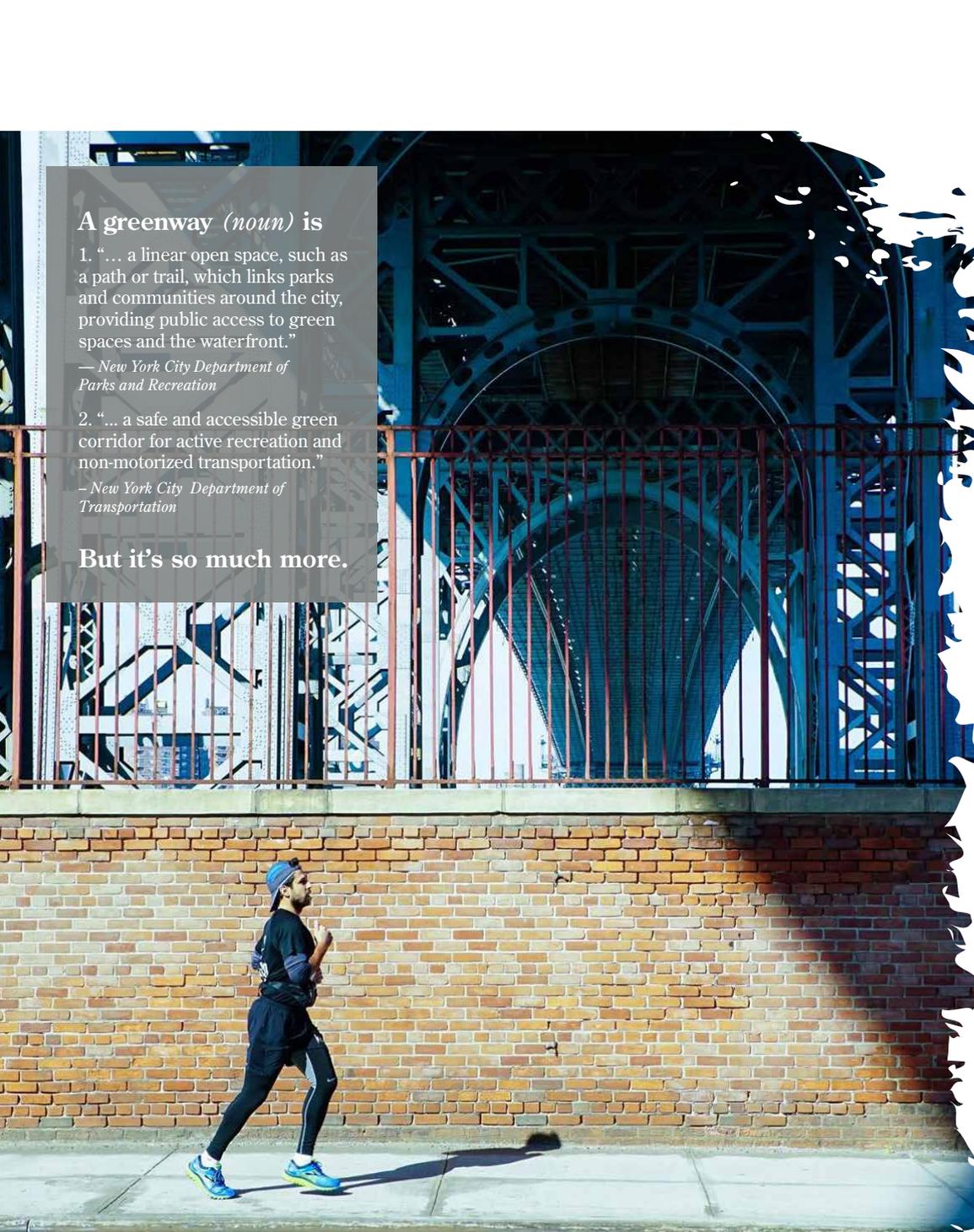


BUILDING IN BROOKLYN AND BEYOND CONNECTIONS



BROOKLYN
GREENWAY
INITIATIVE





A greenway (noun) is

1. "... a linear open space, such as a path or trail, which links parks and communities around the city, providing public access to green spaces and the waterfront."

— *New York City Department of Parks and Recreation*

2. "... a safe and accessible green corridor for active recreation and non-motorized transportation."

— *New York City Department of Transportation*

But it's so much more.

>>> GREENWAYS CREATE **OPPORTUNITIES**

FOR PEOPLE OF ALL BACKGROUNDS AND ABILITIES
TO **TRAVEL** TO NEW PLACES, TO **EXPLORE** THEIR CITY,
TO **EMBRACE** THEIR ENVIRONMENTS,
TO **EXERCISE** THEIR BODIES, AND
TO **CONNECT** WITH OTHERS.

BROOKLYN
GREENWAY
INITIATIVE

IS THE GALVANIZING FORCE BEHIND
NYC'S GREATEST GREENWAY.

CHAIR'S
MESSAGE

**Brooklyn's
Greenway movement is**

stronger than ever. New segments of the Greenway are in construction and critical new proposals for accelerated completion of its full 26-mile length have our priority attention, signaling the importance of this goal to our City's vitality.

At the same time, Brooklyn Greenway Initiative has gained momentum and talented leadership as Ms. Terri Carta joined as its first Executive Director in 2018.

Collective progress toward a fully-realized Brooklyn Waterfront Greenway is both heartening and essential to our City's unprecedented growth and change. And yet there is much still to do!

BGI's co-founders first advanced a mission of connectivity and sustainability nearly two decades ago. Today, our capacity as a community leader, advocate, and steward is all-important as our continued success relies on our ability to build common ground for the Greenway's many connections that enrich the lives of millions.

On behalf of the Board of Directors, I thank our countless citizen supporters and volunteers, corporate sponsors, agency colleagues and collaborators, City Council representatives, the Brooklyn Borough President and his office, and charitable foundations for their confidence and support. Without their generous commitment to our mission, we would not have today's Greenway.

I look forward to continuing our work together as we enter BGI's next stage of growth.



Sumner Pingree
Chair of the Board of Directors



**Today,
the Greenway's ability to
connect a greener, stronger, healthier
Brooklyn is crucial.** More residents, new industry and employment opportunities, and demand for public space along the waterfront is at an all-time high. At the same time, safe passage is desperately needed for those who commute, recreate, and otherwise use the Greenway.

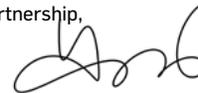
BGI's community-born process helped garner City commitments to build the Greenway while strong partnerships helped us build and now operate the Naval Cemetery Landscape and launch our landmark Adopt-a-Greenway program. And yet, after 15 years of astounding successes and partnerships, we have our work cut out for us: segments of Greenway have yet to be constructed; landscaping and other resiliency measures are lacking along the route; and we must engage with a greater diversity of stakeholders along Brooklyn's waterfront to realize its full vision.

That's why we're fortifying our resources and adding new public programs. We're enhancing landscape management at the Naval Cemetery Landscape, and launching new community volunteer days to support cleaning and greening efforts. We're also piloting a tech-forward solution to quantify Greenway use in advance of our comprehensive Greenway User Study in 2020.

Our collective work is starting to bear new fruit. And we are delighted by the City of New York's recent commitment to completing the 26-mile Brooklyn Waterfront Greenway route by the end of 2021.

Please, join us at this critical time to fervently ensure the Greenway's completion, to enhance the experience for its users, to enable its infrastructure to foster greater resiliency and sustainability, and to allow the Greenway to improve not only the landscape -- but the lives of all Brooklynites and those who love Brooklyn as much as we do.

In partnership,



Terri Carta
Executive Director



EXECUTIVE DIRECTOR'S
MESSAGE



"I BEGAN USING THE GREENWAY
TO TAKE MY DAUGHTER TO SCHOOL
ON THE BIKE. I WASN'T MUCH OF A
BIKER BEFORE. IT'S GREAT TO USE
A NICE SAFE GREENWAY TO TRAVEL
WITH HER." — Colin Gardner,
Brooklyn Resident

FROM
CONCEPT
TO
REALITY

SINCE ITS FOUNDING

in 2004, BGI's revolutionary thinking and thoughtful engagement catalyzed the development of today's remarkable Brooklyn Waterfront Greenway, focused on the Greenway's planning and design, implementation, and public engagement.

Now in its 15th year, BGI continues to advocate for the Greenway's completion, and works to engage Greenway users in its beautification and long-term care — all while connecting NYC's diverse communities.

WHAT WE DO

PLANNING + DEVELOPMENT

>>> From the outset, BGI has taken a lead role in developing consensus among Brooklyn's diverse waterfront communities, and garnering the support of multiple government agencies and elected officials to advance the Greenway's forward-focused innovative plan. BGI continues to engage communities in the ongoing construction and greening of the Greenway and associated open spaces, including identifying where it can be an integral part of new developments that increase waterfront access, resiliency, and mobility for all.

STEWARDSHIP

>>> BGI's Adopt-a-Greenway Program, developed in partnership with NYC Department of Transportation as the first municipal trail sponsorship program of its kind in the country, supports the Greenway's maintenance and enhancement. Since the program's launch in 2016, dozens of community-minded businesses have "adopted" segments of the Greenway or engaged their employees in BGI's corporate volunteer programs, while at the same time hundreds of community volunteers have given their hearts and hands for the betterment of local communities that the Greenway touches.



PUBLIC ENGAGEMENT

>>> BGI engages thousands of people of all ages and backgrounds annually in healthful recreational activities, community stewardship, art exhibitions, and educational programs — from bike rides and group runs through tours and workshops, to yoga and youth-focused environmental education workshops.

BGI THINKS BIG

They said it couldn't be done. But by the end of 2021, Brooklyn will have a fully connected waterfront greenway, enriching the quality of life for its nearly 20 million residents, employees, and annual visitors.

Over the last 15 years, BGI transformed a community-born vision into a fully-baked plan, garnering buy-in and significant investment from private philanthropy and all levels of government — from local to federal — toward the realization of the Greenway as a unique marriage of route and open space.



CELEBRATING FIFTEEN 2004 2019

2004 >> BGI established as a nonprofit by Milton Puryear, Brian McCormick, and Meg Fellerath >> BGI sponsors 3 Adopt-a-Highway parcels adjacent to the Greenway to help establish its vision

2005 >> Conceptual Plan for the Greenway in Community Boards 2 & 6 published

2007 >> Conceptual planning grant secured for Community Board 1 >> Navy Yard Greenway Congestion Mitigation Air Quality capital funding secured

2008 >> NYC DOT commits to building the Brooklyn Waterfront Greenway >> First section of Greenway built along Columbia Street >> First privately-funded section of Greenway built at IKEA in Red Hook >> First annual Epic Ride held with 100 participants



2009 >> Interim Greenway segments installed on Kent Avenue and native grass restored at a one-acre site on Williamsburg Street West >> BGI secures funding to coordinate public workshops supporting Greenway planning and stewardship

2010-11 >> Planning and design of three open spaces underway

2012 >> NYC DOT publishes Brooklyn Waterfront Greenway implementation plan >> Open space, green infrastructure design, and Naval Cemetery Landscape construction grant secured

2013 >> First annual BGI Half Marathon launches with 240 participants

2014-15 >> West Street Watershed Stormwater Project feasibility study grant secured

2016 >> Naval Cemetery Landscape opens >> BGI's Adopt-a-Greenway program launches as first of its kind in the country



2017 >> Red Hook and Sunset Park flood protection feasibility study and schematic design grant secured

2018 >> Terri Carta hired as BGI's first Executive Director >> Greenway earns AIA/ASLA Transportation + Infrastructure Design Excellence Award >> 10th annual Epic Ride held with 679 participants >> 6th annual Brooklyn Greenway Half Marathon & 5K with over 1,200 participants

2019 >> Naval Cemetery Landscape enjoyed by an estimated 12,000 people and more to come >> 18 miles of Greenway serve an estimated 10,000 daily users >> 4 Greenway segments under construction >> 2 Greenway segments funded and ready to break ground >> City pledges to complete the Greenway route by the end of 2021 as part of "Green Wave" plan >> Greenway User Study planning underway

2020 and beyond: >> BGI sharpens focus on impact analysis, Greenway completion, and public engagement

>> COMPLETION OF THE NATION'S MOST ACTIVATED, SCENIC, AND CONNECTED URBAN GREENWAY



CONNECTING FOR THE LONG-TERM

MAINTENANCE AND STEWARDSHIP

of the Greenway and adjacent green spaces is a priority for BGI. In the next two years, BGI will undertake significant initiatives as it moves into its next phase of growth.



"WE ENVISION THE GREENWAY AS A COMBINATION OF PEDESTRIAN SAFETY IMPROVEMENTS, LANDSCAPING, BIKE FACILITIES, AND STREET AMENITIES THAT FUSE TOGETHER TO CREATE A MORE INVITING, ENVIRONMENTALLY SUSTAINABLE SPACE. — Ted Wright, Director, Bicycle and Greenway Program, NYC Department of Transportation



LOOKING FORWARD

MEASURING IMPACT >>>

>> USER STUDY

The Brooklyn Waterfront Greenway User Study will be the first of its kind to aggregate and analyze both quantitative and qualitative data for a non-motorized transit corridor in an urban environment. This comprehensive study will document use and user demographics over a full year and its results will create a baseline by which to measure the Greenway's impact, allocate resources in an informed way and serve Brooklyn's Waterfront communities.

CHAMPIONING THE GREENWAY >> >>> ADVOCACY CAMPAIGN

Increased visitorship, tourism and mixed-use developments along Brooklyn's waterfront demand a renewed commitment by the City administration to this vital public asset. In 2020, BGI will launch a comprehensive public advocacy campaign to garner commitments to help enhance the Greenway for the long-term, including full landscaping, maintenance and preparation for stormwater infrastructure.

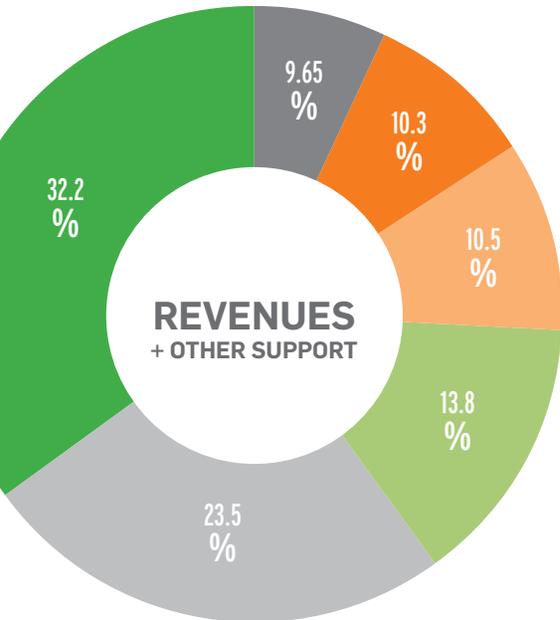
FOSTERING MEANINGFUL CONNECTIONS >>>

>> PUBLIC EVENTS

Building off the success of BGI's rides, runs, walks, and talks, we are expanding public engagement programs to help transform users into stewards of the Greenway and the natural environment. This crucial engagement will supplement the incredible work of our in-house maintenance staff, landscape contractors, and corporate and community volunteers.

"I AM A STRONG CHAMPION FOR EFFORTS TO REALIZE THE GREENWAY'S VISION AS A GREEN CORRIDOR – TO IMPROVE THE WATERFRONT EXPERIENCE FOR ALL WHO ACCESS IT, MANAGE STORMWATER RUNOFF TO PROTECT OUR WATERWAYS, AND COMBAT THE URBAN HEAT ISLAND EFFECT" — Eric L. Adams, Brooklyn Borough President



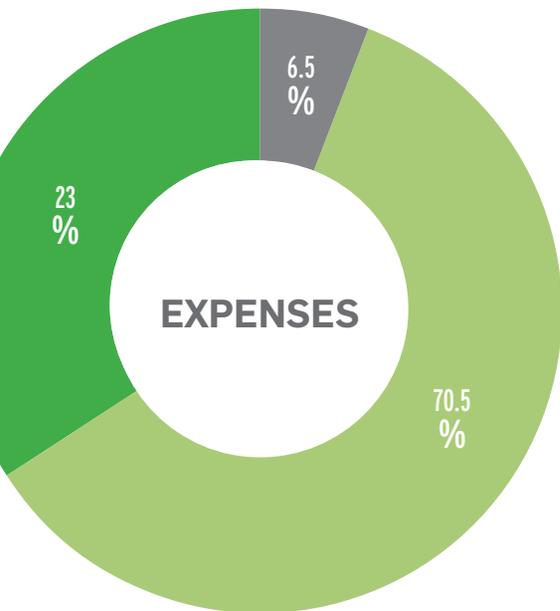


BUDGET

Audited Financials,
January – December 2018

- Foundation Contributions \$81,556
- Corporate Contributions \$190,292
- Individual Contributions \$139,243
- Government Grants \$60,865
- Fundraising Events \$61,855
- Gifts in Kind \$57,023

TOTAL REVENUES \$590,834



- Program Services \$511,160
- Management & General \$165,945
- Fundraising \$47,085

TOTAL EXPENSES \$724,190

BOARD OF DIRECTORS

Officers as of January 2019

Chair Sumner Pingree, *Environmental Consultant*

Vice-Chair Michael Porto, *Manager, City Government Affairs, Consolidated Edison Company of NY*

Secretary Amy E. Turner, *Senior Fellow, Cities Climate Law Initiative, Columbia University*

Treasurer Ted Weissberg, *Executive Chairman, Digital Marketing Institute*

Michael Cairl, *Senior Manager, Engineering Operations, STV Group, Inc.*

Scott Demel, *Director, Marvel Architects PLLC*

Petra T. Messick, *Director, Gateway Program Planning, Amtrak*

Richard B. Miller, *Assistant General Counsel, Consolidated Edison Company of NY*

Timothy O'Brien, *Director of Compliance and Development, NYC Ferry operated by Hornblower*

Robert Pirani, *Director, NY-NJ Harbor & Estuary Program, Hudson River Foundation*

Caroline Samponaro, *Head of Bike, Scooter & Pedestrian Policy, Lyft*

Andrew Simons, *Principal, EmphasIs Design*

STAFF

as of July 2019

Terri Carta, *Executive Director*

Brian McCormick, *Director of Development & Co-Founder*

Admir Molic, *Communications Coordinator*

Nina Bowers, *Events and Programs Coordinator*

Lily Kinner, *Naval Cemetery Landscape Associate*

Hagan Knauth, *Naval Cemetery Landscape Associate*

Danielle Knott, *Naval Cemetery Landscape Associate*

Gregory Topscher, *Naval Cemetery Landscape Associate*

2019 Intern

Harrison Schreiber, *Public Outreach & Campaign Coordinator*

Admin Support Team

Kristie Rice, *Bookkeeper and Financial Support*

Harry Kaplan, *IT Support*

Annual Report Team

Dara Lehon, daralehon.com

Mooki Saltzman, dosidodesign.com

THANK YOU

We are incredibly grateful for Michael Cairl's extraordinary leadership as BGI Chairperson from 2013 to 2019, a period of transformative growth for BGI.

During his tenure, BGI adopted a strategic plan to guide the organization's development, launched the first-of-its-kind Adopt-a-Greenway program, developed a conceptual study for the Greenway's integration with waterfront resiliency plans in Red Hook and Sunset Park, developed plans for the Greenway from Bay Parkway across Coney Island Creek to Neptune Avenue, and hired its first executive director. Michael remains on the Board of Directors as an active member of the Projects and Audit Committees.

BGI SUPPORTERS

2018 SUPPORTERS

Adopt-a-Greenway

American Transit Insurance Company
Brooklyn Brewery
Catbird
Con Edison
Great Eastern Energy
Hudson Companies
MNS, Real Impact Real Estate
MrKeet
NYC E-Priz
Robert Wood Johnson Foundation
NYC Council Member Brad Lander
The O'Connell Organization
Bernard & Anne Spitzer Charitable Trust
Two Trees Management

Naval Cemetery Landscape

Brooklyn Brewery
Brooklyn Navy Yard Development Corporation
Con Edison
Goldman Sachs & Co.
Nature Sacred
NYC Council Member Stephen Levin

Brooklyn Greenway Half Marathon & 5K

Con Edison
Kiwi Energy
NYC Council Member Stephen Levin

Epic Ride

Brookfield Properties
Con Edison
The Corcoran Group
Kiwi Energy
NYC Council Member Stephen Levin
Natalie's Orchid Island Juice Company
NYC Ferry operated by Hornblower
Park Tower Group - Greenpoint Landing

Greenway + Industry

David Bolotsky
Milica Brogan
Brooklyn Brewery
Brooklyn Navy Yard Development Corporation
John Carter
Lynne Christensen
Con Edison
Douglaston Development
The Durst Organization
Ken Fisher
Tom Fruin
HK Organization
Industry City
Anne-Elizabeth Kaitano
David Kramer
Pennington Marchael
Marvel Architects
McLaren Engineering Group
Nelson Byrd Woltz Landscape Architects
Pamela Nesbit
NYC Ferry operated by Hornblower
Park Tower Group - Greenpoint Landing
Persak & Wurmfeld
Dena Prastos
Grace Quioan
Eric Rothstein
Richard Schall
Maria Schneider
TerraCRG
TLM Associates
Donna Walcavage
Nancy Webster
Stephen Zammarchi



General Support

Benjamin and Susan S. Baxt
The Raymond E. and Ellen F. Crane Foundation
Susie Ellis
The Charles Engelhard Foundation
The Horace W. Goldsmith Foundation
Michael Hodnett
Steven Isaacs
Mamie Kanfer & Justin Stewart Fund
Annette Lang
Eric Liftin
The O'Connell Organization Family Foundation
Richard Stohlman
Thendara Foundation

In-Kind Contributions

Alt 92.3
Baba's Pierogies
BBMG
Black Iron Burger
Brooklyn Magazine
Brooklyn Paper
Brownstoner
Chameleon Cold Brew
City Growers
Club Pilates
Communal Brands Wine
Coney Island Brewery
Essentia Water
Fabriquero Sotol
Fit Club NYC
Greenpointers
Grow NYC
Haven Cycles
Hunton Andrews Kurth LLP
Kind Bar
La Loncheria
Larry Weaner Associates
Li-Lac Chocolates
Local Roots NYC
Margaret Palca Bakes
Mazzat
Mezcales De Leyenda
Natalie's Orchid Island Juice Company
National Parks Conservation Association
Nelson Byrd Woltz Landscape Architects

Nine Cakes
Nuun
NYC Ferry operated by Hornblower
Peloton De La Muerte
Ride Brooklyn
Riis Park Beach Bazaar
Rooftop Reds
The Saint Austere
Sixpoint Brewery
Steve's Authentic Keylime Pies
Timbuk2
Trader Joe's
Unlimited Biking
Wandering Barman
Whole Foods
The Williamsburg Hotel
Zipcar

MAJOR DONORS AND PARTNERS

Corporate¹

American Transit Insurance Company
Brooklyn Brewery
Brooklyn Navy Yard Development Corporation
car2go
Catbird
Con Edison
Cumberland Packing Corp.
Davis Polk
Douglaston Development
Goldman Sachs & Co.
Green Asphalt
Hudson Companies
Hunton Andrews Kurth LLP
Industry City
Infrastructure Engineering Inc.
John E. Osborn PC
Kelco Landscaping and Construction
Kiwi Energy
Marvel Architects
Micro Center
MNS Real Impact Real Estate
MrKeet
Milbank LLP
National Grid
Nelson Byrd Woltz Landscape Architects
NYC Ferry operated by Hornblower
Park Tower Group
PSF Projects Architecture DPC
RAL Companies & Affiliates
Salmar Properties
Sidley Austin LLP
Tarter Krinsky & Drogin LLP

TerraCRG
The Durst Organization
The O'Connell Organization
The Super Movers
TLM Associates
Two Trees Management
The Williamsburg Hotel

Foundations¹

Altman Foundation
Lily Auchincloss Foundation
Booth Ferris Foundation
Brenner Family Foundation
Brooklyn Community Foundation
The Raymond E. and Ellen F. Crane Foundation
Thomas and Jeanne Elmezzi Foundation
The Charles Engelhard Foundation
The Horace W. Goldsmith Foundation
Hudson River Foundation
Independence Community Foundation
Robert Wood Johnson Foundation
J.M. Kaplan Fund
Merck Family Fund
LuEsther T. Mertz Charitable Trust
National Fish and Wildlife Foundation
New York Community Trust
New York Foundation
Nolen-Bradley Family Fund
The O'Connell Organization Family Foundation
Schein Jewish Communal Fund
Bernard and Anne Spitzer Charitable Trust
Stavros Niarchos Foundation
TKF Foundation
Walentas Foundation, Ltd

Elected Officials²

United States Congresswoman
Nydia M. Velázquez
New York Governor Andrew Cuomo
New York Governor George Pataki
New York Assembly Member
Joseph R. Lentol
NYC Mayor Bill de Blasio
NYC Mayor Michael Bloomberg
Brooklyn Borough President Eric L. Adams
Brooklyn Borough President
Marty Markowitz
Council Member Justin Brannan
Council Member Vincent Gentile
Council Member Letitia James
Council Member Brad Lander
Council Member Stephen Levin

Council Member Carlos Menchaca
Council Member Diana Reyna
Council Member Antonio Reynoso

Government Agencies²

Brooklyn Bridge Park
Brooklyn Navy Yard Development Corporation
Mayor's Office of Recovery & Resiliency
National Park Service
NYC Department of City Planning
NYC Department of Design and Construction
NYC Department of Environmental Protection
NYC Department of Parks and Recreation
NYC Department of Sanitation
NYC Department of Transportation
NYC Economic Development Corporation
NYC Police Department
NYS Department of State Office of Planning, Development & Community Infrastructure's Local Waterfront Revitalization Program
Port Authority of NY & NJ

¹ 2009 - 2018 supporters \$10,000+

² 2004 - 2018 Active Partnerships

BGI COULD NOT HAVE ACCOMPLISHED ITS GOALS WITHOUT THE ENERGY AND GENEROSITY OF THOUSANDS OF SUPPORTERS. THANK YOU.

Established in 2004, Brooklyn Greenway Initiative (BGI) is a 501c3 nonprofit organization committed to the development, establishment, and long-term stewardship of the Brooklyn Waterfront Greenway – a 26-mile protected and landscaped route for pedestrians and cyclists of all ages and abilities that, when complete, will connect Brooklyn's storied and iconic waterfront, parks and open space, commercial and cultural corridors, and new tech and innovation hubs for 2.65 million Brooklyn residents, over 1.1 million employees in Brooklyn, and 15 million annual visitors from across the City and around the world.



**BROOKLYN
GREENWAY
INITIATIVE**

Connecting a greener, stronger, healthier Brooklyn

718.522.0193 | info@brooklyngreenway.org | brooklyngreenway.org

    @BKGreenway