



Strategic Initiatives



Pennsylvania's Largest Greenway

The Susquehanna Greenway is an evolving corridor of interconnected parks, trails, river access points, conserved areas and river communities, linking people to the natural and cultural treasures of the Susquehanna River and its West Branch. It is nearly 500 miles in length, making it our state's largest greenway.

Our Vision:

The Susquehanna Greenway is a place and a journey connecting people and communities to the Susquehanna River and its enduring story. The Greenway unveils the spirit of the river – renewing awareness of its distinctive scenery and its natural and cultural heritage. It is a destination shaped by diverse people and the pursuit of their dreams. The Susquehanna Greenway balances the needs of generations today and tomorrow; conserves the environment for all living things; and creates healthy and successful communities, wide-ranging recreation, and economic prosperity. The Greenway celebrates the Susquehanna River as a place of timeless value, shared memories and experiences – a place to use and enjoy and to treasure always.

Our Mission: The Susquehanna Greenway Partnership is a leading champion for the Susquehanna River Watershed, Pennsylvania's most important natural asset and the largest tributary to the Chesapeake Bay. We advocate for public and private efforts to connect people with our natural and cultural resources, and promote a sustainable and healthy environment.

SGP is focused on five strategic program initiatives to attain these benefits and make our vision a reality: Conserving and Enhancing Natural Resources; Improving Connectivity; Improving River Access; Revitalizing River Towns; Signage, Branding and Promotion.

1. **Conserving and Enhancing Natural Resources:** The Susquehanna River is Pennsylvania's longest river. It is a major resource for our region, providing drinking water for six million people and nearly half of the fresh water entering the Chesapeake Bay. Conserving critical wetlands, forestlands, farmlands and riparian areas along the river will enhance our water resources and the quality of life for all living things. SGP provides technical assistance while working collaboratively with conservation organizations, state and federal agencies, municipalities and local partners to:
 - Increase awareness of conservation and water quality issues
 - Preserve and enhance riparian corridors along the river and its tributaries
 - Advocate for priority conservation projects including the conservation of wetlands, forestlands, and farmlands
2. **Revitalizing River Towns:** Many of our river towns were built during the industrial era, but are now suffering from the loss of industry and jobs, urban abandonment, suburban sprawl and shrinking tax bases. By investing in river town parks, trails and greening our downtowns we create more desirable communities and get more feet back on the streets. These healthier, greener communities attract business investment, encourage urban living, and improve the economic potential of tourism. SGP provides technical assistance while

working collaboratively with downtown revitalization programs, tourism agencies, municipalities, state and federal agencies and local partners to:

- Create trails and walkways from downtowns to the river.
- Provide opportunities for safe walking and biking that foster healthy activities for people of all generations
- Create and enhance riverfront parks, trails and access points
- Promote River Towns as part of the Susquehanna Greenway
- Reclaim and find new uses for abandoned buildings and brownfields

3. **Improving Connectivity:** By connecting communities and linking residents and visitors to the resources of the Susquehanna River with trails and greenways, we foster a positive association with the river, helping to build a greater sense of community, and providing healthy living opportunities. SGP provides technical assistance and works collaboratively with our partners to:

- Link riverfront parks to downtown businesses and residential areas, and provide public access to the river, water trail and land trail systems, which also provide opportunities for alternative transportation
- Link to other regional trail systems
- Link wildlife habitat corridors especially along riparian corridors including the river and its tributaries.

4. **Improving River Access:** River access sites are the transition points to and from land- and water-based assets and are the key to unlocking the Greenway's potential. SGP provides technical assistance while working collaboratively with municipalities, state and federal agencies and local partners to:

- Add and improve river access to enhance user enjoyment and increase recreation opportunities including fishing, boating, canoeing and kayaking
- Provide public access to the river from river towns
- Develop signage and other interpretive systems for water and land assets that recognize the Susquehanna Greenway as a special place – a distinctive destination of diverse, interconnected landscapes and communities, all of which tie to the Susquehanna River and Chesapeake Bay

5. **Signage, Branding and Promotion:** The Susquehanna Greenway is in fact a greenway composed of many smaller greenways, parks, trails and conservation areas that are both existing and planned. When these existing greenway elements are connected and expanded with new greenway elements, and promoted together under one branded identity, it is truly a case where the impact of the whole is greater than the sum of its parts. To bring these separate greenway elements into a cohesive and identifiable whole that can be promoted on a regional scale for maximum economic impact, the SGP will work with state agencies, municipalities, local project groups and tourism agencies to:

- Develop Susquehanna Greenway branding and identity standards.
- Create a comprehensive signage system to help residents and visitors identify, enjoy and navigate through the Greenway's assets.
- Preserve, enhance, and interpret scenic, historic, geologic, natural and cultural heritage assets and connect users to their enduring stories through targeted promotion.
- Promote the Susquehanna Greenway as tourism designation