

Investing in protected bike-and-pedestrian infrastructure, safe outdoor recreation, and healthy active living for all of our families and communities.



2022 ANNUAL IMPACT REPORT

STRATEGIC FRAMEWORK



MISSION /

The Virginia Capital Trail Foundation exists to protect, promote, and enhance the Virginia Capital Trail, and to serve as a resource, community builder, and connector to other trails throughout the Commonwealth.



GUIDING PRINCIPLES /

EXCELLENCE: WE ARE COMMITTED TO UTILIZING BEST PRACTICES, OPERATING EFFECTIVELY, STAYING RELEVANT, AND EMBRACING SUSTAINABILITY.

INTEGRITY: WE EXIST TO SERVE THE PUBLIC AND ARE COMMITTED TO HIGH LEVELS OF ETHICAL BEHAVIOR, ACCOUNTABILITY, AND TRANSPARENCY.

COLLABORATION: WE VALUE COLLABORATION AND THE CULTIVATION OF STRONG, LONG-TERM PARTNERSHIPS.

STEWARDSHIP: WE STRIVE TO BE GOOD STEWARDS OF OUR FINANCIAL AND ENVIRONMENTAL RESOURCES.

HEALTH AND WELL-BEING: WE PROMOTE ACTIVE LIVING IN A SAFE ENVIRONMENT FOR ALL.



CONTACT US

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visit us at: virginiacapitaltrail.org



MESSAGE FROM OUR CHAIRMAN



Dear Friends,

Through your unwavering support, we have made significant strides towards our strategic goals. I am thrilled to share the remarkable milestones of the past year that reflect our commitment to the Virginia Capital Trail, regional trail development, and the communities we serve.

Our commitment to ensuring the Virginia Capital Trail remains a premier recreational and transportation infrastructure throughout the region has yielded unprecedented success. Together, we provided more than \$27,000 to enhance access to outdoor programs along the Trail, fostering a deeper connection between our community, healthy living, and our environment. For the third consecutive year, we have exceeded 1 million Trail usage counts, a testament to the Trail's growing popularity and impact.

The Capital Trail continues to be a driver for trail growth and advocacy. An impressive \$93 million has been set aside for trails at the state level, promising a further integration of Virginia's trail networks. This generous allocation will aid in creating active, safe infrastructure and advancing eco-friendly transportation systems throughout Virginia.

As we continue to make substantial strides, I want to express my deepest gratitude for your ongoing support. Together we are making a lasting impact throughout the region. I invite you to join us on the Virginia Capital Trail, to witness firsthand the positive community experience and to share in this remarkable outdoor resource.

PAMELA GOGGINS | CHAIR | BOARD OF DIRECTORS

Dear Capital Trail Supporters,

In the pages of this year's Virginia Capital Trail Foundation Annual Report, we are proud to showcase our organization's remarkable progress and achievements in promoting healthy living, community engagement, and sustainable transportation. The Virginia Capital Trail continues to serve as a shining example of how partnerships, dedication, and the unwavering support of our trail users and donors can transform a vision into a reality. Our commitment to connecting communities and preserving the natural beauty of our region remains steadfast, and we look forward to the opportunities and challenges that lie ahead as we continue to grow and make a lasting impact. We extend our heartfelt gratitude to all who have played a role in this journey, and we invite you to explore the pages of this report to discover the shared passion that have made the Virginia Capital Trail Foundation's mission a reality.



Happy Trails,

CAT ANTHONY | EXECUTIVE DIRECTOR

COMMUNITY IMPACT 2022

The Virginia Capital Trail Foundation exists to protect, promote, and enhance the Virginia Capital Trail, and to serve as a resource, community builder, and connector to other trails throughout the Commonwealth.

OVER 1 MILLION ANNUAL TRAIL USAGE COUNTS

\$93M FOR MULTI-USE TRAILS

- PLANNING & FUNDING FOR GREEN SPACES
- CONSTRUCTION OF NEW MULTI-USE TRAILS
- DEVELOPING A REGIONAL TRAIL NETWORK
- EXPANDING EXISTING TRAIL SYSTEMS
- BUILDING CONNECTORS & LINKING COMMUNITIES

SUPPORTED HISTORIC FUNDING IN VA STATE BUDGET

OVER **700** VOLUNTEERS

TRAIL AMBASSADORS

11,287 MILES

546 TRAIL REPORTS
AVERAGE OF 46 REPORTS PER MONTH



SECOND ANNUAL CAPITAL TRAIL OUTDOOR EQUITY FUND

FUNDING FOR PROGRAMS THAT BUILD EQUITY AND ACCESS IN OUTDOOR RECREATION THAT UTILIZE THE CAPITAL TRAIL



\$27,000+

350+

BAGS OF LITTER REMOVED FROM OUR COMMUNITY



65

TRAINED AMBASSADORS

1,180+

VOLUNTEER HOURS



Anti-Litter Program

ADOPT-A-TRAIL

488 VOLUNTEERS

245 HOURS | 311 BAGS



NEW FITNESS & EDUCATIONAL PROGRAMS



- POP-UP REST STOPS
- HISTORY WALKS
- BASIC BIKE MAINT/REPAIR
- GROUP RIDES
- SKATE CLINICS
- COLD/HOT WEATHER RIDING & RUNNING CLASSES

OVER 731 PARTICIPANTS

4TH ANNUAL

ROCKETTS LANDING CAP TRAIL 10 MILE / 5K
PRESENTED BY DOMINION ENERGY

461

RUNNERS & WALKERS OF ALL AGES



3RD ANNUAL

CAP TRAIL SUMMER CHALLENGE PRESENTED BY ATLANTIC UNION BANK

217

29% FROM OUTSIDE THE LOCAL AREA

RUNNERS WALKERS CYCLISTS ROLLER & INLINE SKATERS



17TH ANNUAL

CAPCENTER CAP2CAP PRESENTED BY DOMINION ENERGY

1,438 CYCLISTS

189 OUT OF STATE PARTICIPANTS



13% FROM OUTSIDE THE COMMONWEALTH

USAGE COUNTS BY JURISDICTION

CITY OF RICHMOND	499,064
HENRICO COUNTY	340,364
JAMES CITY COUNTY	178,337
CHARLES CITY COUNTY	107,914

SOCIAL CHANNEL ENGAGEMENT

FACEBOOK FOLLOWERS	12,095 (▲ 8%)
INSTAGRAM FOLLOWERS	6,641 (▲ 11%)
TWITTER FOLLOWERS	2,376 (▲ 3%)
NEWSLETTER REACH	30,500+ (48% open rate)
ANNUAL WEBSITE VIEWS	195,250+



COMMUNITY PARTNERS & SUPPORTERS

Agee's Bicycle Company
Ampersand Design Company
Applied Materials Foundation
Atlantic Union Bank
Basket and Bike
BDH Foundation
Billsburg Brewery
Bingo Beer
BluePrint Automation, Inc.
Breez-In
CapCenter
Capital Trees
CarMax
Charles City County
City of Richmond
Colonial Downs LLC
Cul's Courthouse Grille
Dominion Energy
Dorey Farmers Market
Gingko Bioworks
Hardywood Park Craft Brewery
Henrico County
Herndon Foundation
Hubbard Peanut Company
Hunton Andrews Kurth
Indian Fields Tavern

James City County
James City County Parks and Recreation
James River Association
Jamestown Yorktown Foundation
KPMG
Kul Wheels
MacFarlane Partners, LLC
New Market Corporation
Pedal Power RVA
PGA Tour Charities, Inc.
Phlow
PRCF (Richmond Parks, Recreation & Community Facilities)
Quirk Hotel
Rev 3 Triathlon
Richmond Area Bicycling Association
Richmond Jewish Foundation
Richmond Region Tourism
Richmond Road Runners Club
Rivers Rest Marina & Resort
Riverside Health System
Road Tested Bike Tours, LLC
Rocketts Landing
RVA MORE
Sentara Healthcare
Shelley Cupp Schulte, P.C.

Smartbox
Spoke & Art Provisions, Co.
Sportable
Sports Backers
Stone Brewing Co., LLC
Taproot Hearth & Patio
The Blue Heron
The Daily Scrub, LLC
The Hull Foundation
The Martin Agency
TowneBank
Universal Leaf Foundation
VCU Health System
Venture Richmond
Virginia Credit Union
Virginia Department of Transportation
Virginia Diner
Virginia Outdoors Foundation
Virginia Sargeant Reynolds Foundation
Virginia Tourism Corporation
Virginia Trails Alliance
Walmart
Wells Fargo
Williamsburg Area Bicyclists
Williamsburg Community Foundation



INDIVIDUALS & FAMILIES

>>> TRAIL SUSTAINERS CIRCLE - \$1,000+ <<<

Tom Adams
Matthew & Angela Akin
Susan Arrington
Jane Banfield
Jack Berry
Robert & Erin Bohannon
John and Carter Bryan
Josh Dare
Jeffrey & Ilse Deel
Mark & Therese Dozier
Robert & Andrea Erda
Adam Fischer
Charles & Rosalie Frey
Don & Betsy Garber
Voncile Gilbreath

Pamela Goggins
Matthew & Kirsti Goodwin
Roy & Charlotte Grier
Don & Ann Hall
Ted & Beth Hanson
Paul Harbolick
Mark Herzog
Michael & Paige Holbert
Jeffrey Hull
Becky & Marty Kanipe
Jerome & Barbara Kloecker
Jeffrey Kushinka
Michael & Kathy Laing
Charles & Sheila Macfarlane
John & Arlene McLaren

Daniel & Charlye Mondak
John Nania
Keith & Carol Naumann
William & Pamela O'Connor
Brandon Phibbs
Susan Ross
Wallace & Mary Stettinius
David Timberline
Jim & Bobbie Ukrop
Ted & Katie Ukrop
Daniel & Brenda Walker
Barry & Lois Watkins
Kenan & Briscoe White

>>> TRAIL GUARDIANS - \$550 TO \$999 <<<

Nicholas Bohl
Brian Dixon
David & Cyndee Drago
Cliff Fleet

Gregory Hawkes
Amber Lewis
Hon. William Mims
Holly Powell

Erik & Elise Rupinski
Joel & Buzz Spencer
Leonard Swinehart
Joe & Marcie Walsh



INDIVIDUALS & FAMILIES

>>> TRAIL CHAMPIONS - \$250 TO \$549 <<<

Craig Attkisson
Virginia Babey
Thomas & Barbara Bailey
Ken Bates
Eliot Bird
Gregory Blake
Rodney Blevins
Deborah Box
David Boyd
Laura Brewer
Camilla Buchanan
David & Ann Budinger
Prince & Erika Butler
Steven & Olwen Cape
Whittington Clement
Chris Connell
Robert Cook
Dean & Carolyn Dunbar
Mark & Kirsten Elim
Dr. & Mrs. Barry K. Feinstein
Martha Fitzgerald
Elizabeth & Stephen Foxx
Gilbert & Jeanne Frey
Kimberly & Robert Galgano
Daniel Giorgis
John Gonyo
Kevin Gottschalk
Arthur Grant

David & Karen Hand
Carol Hansen-Vessa
Will Harlan
Max Hepp-Buchanan
Lowrey & Elizabeth Holthaus
Richard Hubbert
Christine Iacovo
Michelle Jenkins
Joseph Jones
Mike & Kay Jones
Steven & Janet Jones
David & Valerie Jordan
Roger & Sandy Kasch
Jennie Kelly
Charles & Jo Lee Kenney
Steve & Mary Kitay
Gillian & Jon Lugbill
Darcy Manion
Judith Marston
Ned Masee
Ronald Mattson
Erik McKay
Bob & Beth Musick
Chanley & Deborah Mohney
Samuel Neejer-Widener
Antony Opperman
Charles & Anne Owens
Sara Page

James Perlmutter
Sherri Powers
Michael Quigley
Susan & Walter Robertson
Michael Ruleman
Donald Salle
Patricia & Conrad Sauer
Emilie & Barry Saunders
Richard Saunders III
James Savage
Jeffrey & Amy Scharf
Dan & Cindy Schmitt
Dick & Susan Smith
Brian Spencer
Penn & Peggy Staples
David Trump
Cindy Vandenbeemt
Karen Van Veldhoven
Michael & Mary Walls
Jason Walters
Martin Watts
Teresa Weisz
Donna Wilmoth
Franklin Wolf
Paul Woody
Diane Woolard
Frank Zwemer



EVENTS & MILESTONES

1438

CYCLISTS RODE IN THE CAPCENTER
CAP2CAP PRESENTED BY
DOMINION ENERGY

189

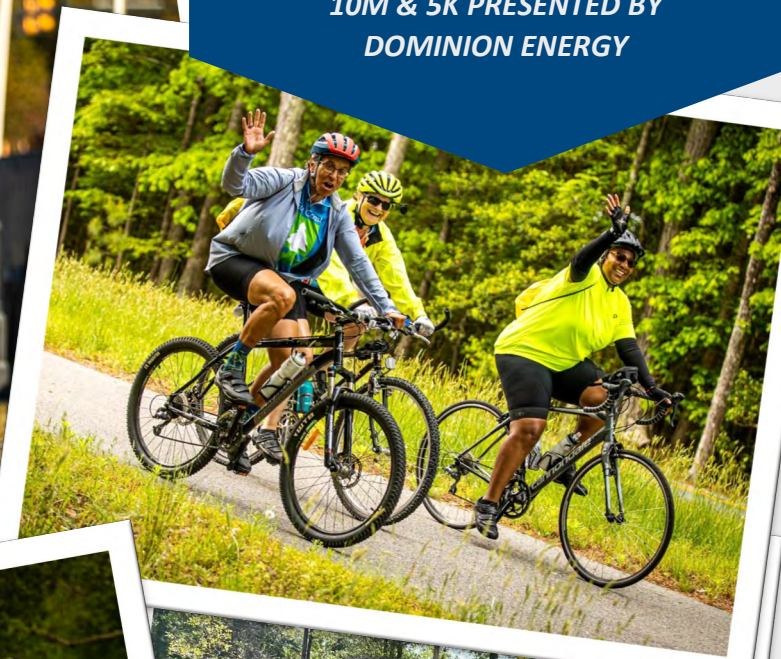
OUT OF STATE PARTICIPANTS



ACTIVE LIVING

461

*RUNNERS & WALKERS IN THE
ROCKETTS LANDING CAP TRAIL
10M & 5K PRESENTED BY
DOMINION ENERGY*



COMMUNITY IMPACT



TRAIL ADVOCACY & STATE FUNDING /

Successfully advocated for trail funding. In 2022, we celebrated a historic investment in outdoor recreation, an unprecedented **\$93 million** was allocated in the state budget for trails. We continued to advocate for trail growth and connector trails including the Birthplace of America Trail and Fall Line trail.



SAFETY IMPROVEMENTS /

Worked with the Virginia Department of Transportation (VDOT) and the City of Richmond to secure funding and install **additional signage and safety improvements** along the Virginia Capital Trail. Three caution signs alerting Trail users to high traffic areas were installed between Great Shiplock Park and Rocketts Landing.

CAPITAL TRAIL OUTDOOR EQUITY FUND /

Established in 2021, the Capital Trail Outdoor Equity Fund has **awarded over \$50,000** for recreational programs that build equitable outdoor access utilizing the Virginia Capital Trail. With funding support from Dominion Energy and our Trail donors, we were able to help 12 non-profit organizations build quality outdoor recreational programs that include cycling, running, hiking, fishing, and coaching opportunities.



Photo by Girls in Gear, a recipient of the Capital Trail Outdoor Equity Fund.



SPANISH TRAIL MAPS AND RACK CARDS /

Thanks to a generous grant from the Virginia Outdoors Foundation, Capital Trail maps and rack cards are now available in Spanish! Brochure holders were added at Great Shiplock Park, Four Mile Creek, and the Jamestown Settlement trailheads so trail users can pick up a trail map/rack card in Spanish before venturing out on the Trail.



COMMUNITY OUTREACH PROGRAMS /

Expanding our free educational programming was one of our 2022 goals. Over **731 individuals** were served through our pop-up rest stops, Basic Bike Maintenance & Repair, Intro to Bike Touring, Cold/Hot Weather Running and Riding classes, history walks, skate clinics and other outreach events.

YOUR VCTF TEAM



BOARD OF DIRECTORS /

PAMELA GOGGINS / CHAIR
ROB ERDA / VICE-CHAIR
KATHY LAING / SECRETARY

JOHN F. BERRY, JR / TREASURER
TED UKROP / PAST CHAIR

ROBERT BOHANNON
CLIFFORD B. FLEET III
VONCILE "VON" GILBREATH
MAX HEPP-BUCHANAN
MARK HERZOG
JOHNATHAN MAYO

HON. WILLIAM C. MIMS
JENNIFER MULLEN
BRANDON PHIBBS
RICH SAUNDERS
BARRY WATKINS
DONNA WILMOTH

STAFF /

CAT ANTHONY / EXECUTIVE DIRECTOR
MARCI LYN TYNDALL
CYNDEE DRAGOO
MATT PIENKOWSKI



65+

trained Trail Ambassadors, submitted maintenance reports, led litter cleanups, helped Trail users, and spread goodwill!





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The Virginia Capital Trail Foundation is a 501(c)(3) Nonprofit Organization.