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Kaycee McCoy Joins the Elizabeth River Trail Foundation as Assistant Director

Norfolk, Va. - (February 2026) The Elizabeth River Trail Foundation grows its team with a new Assistant Director. A longtime Norfolk resident and award-winning strategic leader, Kaycee J. McCoy brings nearly 20 years of experience in marketing, communications, operations, entrepreneurship, and mission-focused leadership to her new role. Known as a natural community builder and systems thinker, McCoy has made a significant impact in the region by blending creative strategy with operational strength to generate meaningful results.

Throughout her career, she has played a key role in bringing hundreds of events, collaborations, and community initiatives to life. Her work reflects a deep commitment to community-centric storytelling, strengthening volunteer engagement, and driving positive community impact.

"I am honored to join the Elizabeth River Trail Foundation and am excited to deepen community connections, amplify the Foundation's mission, and help to cultivate a public space where everyone feels welcome," said McCoy. "This is an incredibly meaningful opportunity to support local growth, connect neighborhoods throughout the region, and steward a public space that brings people together."

"We are thrilled to have Kaycee as part of our team. Her knowledge of our story and her expertise in connecting the community to a cause means we have just the right person at this transformative time in our Foundation's growth," said Kindra Greene, executive director of the Elizabeth River Trail Foundation. The addition of McCoy to the ERT Foundation marks the first time the the Foundation has seen four staff members in their nearly decade's long history.

As Assistant Director, McCoy will focus on expanding the Foundation's reach, fostering strategic partnerships, and supporting efforts that ensure the Elizabeth River Trail remains a vibrant, inclusive, and welcoming space for all.

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The Elizabeth River Trail Foundation is a 501(c)(3) nonprofit that provides the planning, program, and advocacy for the Elizabeth River Trail connecting Naval Station Norfolk to the Virginia Beach Trail. The Elizabeth River Trail runs 10.5 miles through businesses, historic attractions and is within a 5-minute walk of 28 neighborhoods. The multi-use trail is designed for walking, running, and biking. It comprises 11 sections from Norfolk State University, through Downtown Norfolk and Old Dominion University to NIT Terminals along the Elizabeth River. The Foundation has completed multiple new unique and award-winning amenities, including kayak launches, play sculptures, and a double turbo challenge course in Plum Point Park, The Glowline, and most recently, the installation of the first ERT hydration station. Major sponsors include CHKD, Downtown Norfolk Council, PRA Group, and the City of Norfolk.