Central Ohio Greenways Update
(February 26th, 2018 - CAC)
Disclaimer:

• This presentation is for informational purposes.
Content:

• Key Performance Measures

• COG Strategic Plan – Progress & Priorities

• Questions
KEY PERFORMANCE MEASURES
Vision & Mission

**Vision:** A world-class network of trails easily accessible to every Central Ohioan

**Mission:** To increase greenway trail mileages and use of trails for recreational and transportation needs
Key Performance Measures:

Trail Miles Traveled (TMT)
- Measure of overall system usage and activity

Trail Miles Built (TMB)
- The mileage of existing regional trails

<table>
<thead>
<tr>
<th>OBJECTIVE</th>
<th>2020 TARGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.4 Increase the number of trail miles traveled annually</td>
<td>13 million Central Ohio Greenway trail miles traveled annually</td>
</tr>
<tr>
<td>4.6 Increase the number of Central Ohio Greenways trail miles</td>
<td>Build 20 additional miles of Regional Greenways Trails</td>
</tr>
</tbody>
</table>
Trail Miles Traveled (TMT):

TRAIL MILES TRAVELED (TMT) BY TRAIL
CITY OF BEXLEY TRAIL DEVELOPMENT

TMB - 7 County Vision Map

Trails & Connectors

- Regional Trail Connection
- Regional Trail of Significance
- Community Connector
- Park/Open Space
- Area of Interest

The information shown on this map is compiled from various sources. Sources include COPS, ODOT, and U.S. Census. Updated May 2019.
### Trail Miles Built (TMB) By Trail

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>EXISTING</th>
<th>COMMITTED</th>
<th>PROPOSED</th>
<th>TOTAL MILES</th>
<th>% COMPLETE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franklin</td>
<td>110.3</td>
<td>2.8</td>
<td>127.9</td>
<td>241.0</td>
<td>47%</td>
</tr>
<tr>
<td>Delaware</td>
<td>22.2</td>
<td>2.1</td>
<td>48.2</td>
<td>72.5</td>
<td>34%</td>
</tr>
<tr>
<td>Madison</td>
<td>22.5</td>
<td>0.0</td>
<td>43.1</td>
<td>65.7</td>
<td>34%</td>
</tr>
<tr>
<td>Union</td>
<td>3.2</td>
<td>0.0</td>
<td>54.2</td>
<td>57.4</td>
<td>6%</td>
</tr>
<tr>
<td>Fairfield</td>
<td>3.4</td>
<td>0.0</td>
<td>45.9</td>
<td>49.3</td>
<td>7%</td>
</tr>
<tr>
<td>Licking</td>
<td>30.4</td>
<td>0.0</td>
<td>6.3</td>
<td>36.7</td>
<td>83%</td>
</tr>
<tr>
<td>Knox</td>
<td>36.3</td>
<td>0.0</td>
<td>0.0</td>
<td>36.3</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total TMB</strong></td>
<td><strong>228.3</strong></td>
<td><strong>5.0</strong></td>
<td><strong>325.6</strong></td>
<td><strong>558.9</strong></td>
<td><strong>42%</strong></td>
</tr>
</tbody>
</table>
Overview:

- Adopted in 2016
- This report outlines the Central Ohio Greenways Board’s strategic approach for the next five years.
- Contains 53 short- & long-term action items across 4 working teams.

Overview:

<table>
<thead>
<tr>
<th>COG BOARD</th>
<th>TRAIL DEVELOPMENT</th>
<th>14</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MARKETING</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>PROGRAMMING</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>PARTNERSHIP</td>
<td>8</td>
</tr>
</tbody>
</table>

TOTAL ACTIONS: 14
The Trail Development working team is responsible for generating recommendations toward the physical improvements of the COG network. The team is guided primarily by the following goal: Create a Central Ohio map of existing and proposed trails of regional significance with a focus on connectivity and destination points.
MAJOR ACCOMPLISHMENTS:

- Draft Trail Corridor Plans for 6 out of 7 counties
- Development of Trail Design Guidelines

TOTAL ACTIONS: 14
   Short-Term: 6
   Long-Term: 8

TOTAL COMPLETED: 5
   In Progress: 3
The programming working team is responsible for encouraging trail use. The team is guided primarily by the following goal: Improve education and programming opportunities along trails that encourage trail use. Many actions will require co-development from partners (existing and future) to ensure program success. All populations should be included in program and message targeting, especially those with economic and health disparities.
MAJOR ACCOMPLISHMENTS:

- Explore current programming protocols
- Identify existing snow removal standards
- Develop Pilot Trail Rx Program

TOTAL ACTIONS:
15
Short-Term: 3
Long-Term: 12

TOTAL COMPLETED:
1
In Progress: 3
PARTNERSHIP OVERVIEW:

The partnership working team is responsible for **building relationships**. The team is guided primarily by the following goal: **Develop and sustain extensive multi-disciplinary partnerships** for the long-term viability of our greenways. This working team will work closely with the marketing team to find effective ways to reach out and expand the outreach of COG.
MAJOR ACCOMPLISHMENTS:

- Secure Additional Funding
- Development Endowment Fund
- Development of the COG Sticker

TOTAL ACTIONS:

8

Short-Term: 5
Long-Term: 3

TOTAL COMPLETED:

0

In Progress: 5
MARKETING OVERVIEW:

The marketing working team is responsible for promoting COG, such that COG is seen as a tourist attraction, transportation corridor and recreational asset - ‘selling’ the many benefits of trails to gain additional buy-in from decision makers and creating and updating marketing materials. The team is guided primarily by the following goal: Increase awareness (region, state and country) of the Central Ohio Greenways.
MAJOR ACCOMPLISHMENTS:

- Improved COG Website
- Social Media Calendar
- Marketing Materials:
  - Brochure
  - Videos
  - Social Media Outlets
  - PowerPoint Templates
Looking Ahead (2018):

| TRAIL DEVELOPMENT: | • Finalize COG Corridor Plan \((T4)\)  
|                   | • Prioritize Trail Projects \((T8)\)  
|                   | • Finalize Trail Development Guidelines \((T11)\)  |
| MARKETING:        | • Update brand guidelines, including trail signage \((M1)\)  
|                   | • Campaign annually to a targeted audience \((M5)\)  
|                   | • “Tell the story of the trails” \((M6)\)  |
| PROGRAMMING:      | • Identify locations of programming \((PR3)\)  
|                   | • Inventory existing programs \((PR6)\)  
|                   | • Continue to develop Trail Rx Program \((PR16)\)  |
| PARTNERSHIP:      | • Assess value of existing system \((PA1)\)  
|                   | • Identify support & sponsorship levels \((PA2)\)  
|                   | • Identify partners, resources & champions \((PA4)\)  |
Questions?
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