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NOTICE OF A MEETING CENTRAL OHIO GREENWAYS BOARD MEETING MID-OHIO REGIONAL PLANNING COMMISSION 111 Liberty Street, Columbus, Ohio 43215

HYBRID MEETING

July 19, 2023, 10:00 am - 11:30 am

AGENDA

1. Welcome

Chair Andrako congratulated Member Westall and the City of Columbus on receiving a grant for the Linden Green Line property acquisition, which is a significant project connecting multiple communities and benefiting around 130,000 people.

Chair Andrako congratulated Member Dzuranin on the completion of the latest section of the Ohio to Erie Trail.

2. MORPC Updates

CORPO

Staff reported that the Central Ohio Rural Planning Organization (CORPO) is accepting applications for the CORPO Dedicated Funds Program, which provides \$2 million in surface transportation block grant funds for capital and planning projects. Applications are due by August 11.

MTP

Staff reported that the Metropolitan Transportation Plan (MTP) and CORPO Transportation Plan (CTP) are undergoing updates to reflect data trends, recent planning activities, and project priorities. The MTP covers the Columbus Metropolitan planning area, while the CTP covers the CORPO member counties.

State Operating Budget

Kyle Probert provided an update on the state operating budget, highlighting changes to distracted driving penalties, an increase in the competitive bidding threshold, and a new \$700 million strategic community investments fund.

Technical Assistance Program

Jordan Petrov discussed the Technical Assistance Program, which is currently reviewing the program guide and tweaking service offerings. The next cycle of services will be launched before the end of the year, with applications opening in late July and early September.

• Brown Township Trail Connections

Jonathan Miller shared updates on the Brown Township project, focusing on connecting the township to nearby trails, including the Ohio to Erie Trail and Alum Creek State Park. Challenges include crossing Alum Creek Lake and State Route 3637, but opportunities exist through zoning overlays and power easements.

Blueways

Jonathan also provided an update on the Central Ohio Blueways effort, discussing the management of woody debris, litter, and emergency services. The advisory panel is working on partnership agreements and engaging with communities along Big Walnut Creek.

Sustainability Updates

LinkUS

Chair Andrako discussed the Transit Supportive Infrastructure (TSI) funding, which will generate up to \$60 million annually for pedestrian and bike improvements near fixed transit stops. This funding will benefit various communities in Central Ohio and support the three BRT projects.

3. COG Strategic Plan

Action Item Interest Survey

Melinda Vonstein shared the updated Strategic Plan action items, focusing on collaboration, messaging, resources and guidelines, and program operations.

4. Trail Heads For All Project

Mara Villaseca presented the Trailheads for All project, which aims to enhance trailheads as intermediary spaces between communities and networks, focusing on safety, connectivity, equity, and experience.

5. London Murals

Member Roberts discussed the London Murals project, which involved creating 16 murals depicting the history of the area and placing them on the Matco service building. The project has improved the experience of trail users and attracted more visitors to the area.

6. Project Updates

Impact of Trails

Melinda provided an update on the Impacts of Trails report, summarizing the economic, public health, and transportation benefits of trails. The summary will be available on the website next week.

Trail Towns

Melinda discussed the Trail Town project, which involves touring communities like the City of Bexley, the City of Westerville, Driving Park, Hanford Village, and Easton to explore opportunities for improved trail connectivity and community engagement.

- Wayfinding
 - Melinda shared updates on the Wayfinding project, which involves inventorying destinations and assets along the Ohio to Erie Trail and developing a wayfinding strategy. The project aims to evoke feelings of security, exploration, and inspiration among trail users.
- Social Media
- 7. Funding Opportunities Board Discussion
- 8. Other Business
- 9. Closing

Please notify Lynn Kaufman at 614-233-4189 or LKaufman@morpc.org to confirm your attendance for this meeting or if you require special assistance.

The next Central Ohio Greenways Board Meeting will be 10:00 am, September 20, 2023
This Meeting will be Hybrid; details to follow.

Mid-Ohio Regional Planning Commission Hybrid Meeting

Central Ohio Greenways Board

July 19, 2023

Members Present

- Chair Mike Andrako, Franklin County Engineer's Office
- Laura Ball, City of Westerville
- Judy Dzuranin, Ohio to Erie Trail
- Beth Hugh, Korda Nemeth Engineering, Inc.
- Adrienne Joly, City of New Albany
- Dan Kaderly, Quarry Trails Metro Park
- Tamisha Matus, Union County Health Department
- Alex Nouanesengsy, LCATS
- Eric Oberg, Rails-to-Trails Conservancy
- Andrew Overbeck, MKSK
- J.M. Rayburn, City of Dublin
- Letty Schamp, City of Hilliard
- Wayne Roberts, Friends of Madison County Parks & Trails
- Julie Walcoff, Toole Design Group
- Brad Westall, City of Columbus

Staff Present

- Lauren Cardoni
- Lvnn Kaufman
- Elliott Lewis
- Jonathan Miller
- Jennifer Noll
- Jordan Petrov
- Kyle Probert
- Shubh Thakkar
- Mary Turner
- Mara Villaseca
- Melinda Vonstein





Central Ohio Greenways Board Meeting

July 19, 2023





CENTRAL OHIO RURAL PLANNING ORGANIZATION

Update Central Ohio Greenways Board Meeting

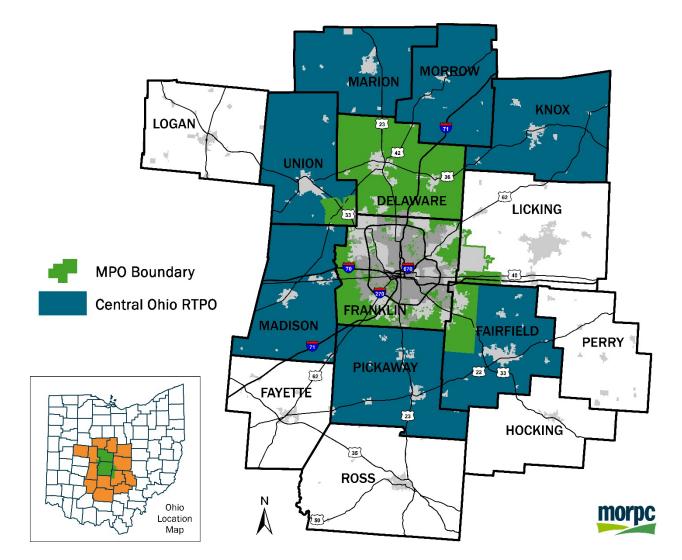
July 19, 2023



CORPO

Who is CORPO?

- Seven Counties*
- CORPO Committee
- CORPO Subcommittees



CORPO Dedicated Funds Program

- Part of the state biennial transportation budget (SFY 2024-2025)
- Suballocation of Surface Transportation Block Grant (STBG)
- CORPO is seeking funding applications
- Funds can be used for BOTH capital and planning projects
- Close to \$2,000,000 available during the two-year cycle.
- Applications for funding are due on August 11, 2023, at 5 PM. An online application form is available on the CORPO webpage.

Eligibility

- Sponsors
 - Public agency within a county that is a part of CORPO and is a dues paying member
 - Non-public entities may indirectly sponsor
 - Sponsoring agency legislative body must approve resolution or legislation
- Roadways
 - Federal aid system
 - Bridge on any road
- Costs
 - All phases
 - Require 20% local match
- CORPO Transportation Plan
 - CTP Goals and Objectives
 - List of Projects

Eligibility

- Project Types
- Bicycle Lanes
- Bridge Maintenance / Replacement
- Interchange Modification
- Intersection Modification
- Minor Widening
- Multi-Use Paths
- Planning Activity

- Preventive Maintenance
- Program Administration
- Reconstruction
- Resurfacing
- Sidewalks
- Street-scape
 Improvements
- Traffic Signals

- Transit Capital Expansion
- Transit Capital Maintenance
- Transit Service Expansion
- Travel Demand Management

Requirements

- Guidance for applicants
 - ODOT's PDP or Local Public Agency (LPA) Process
 - Preliminary Engineering and Consultants
 - National Environmental Policy Act (NEPA)
 - National Historic Preservation Act
 - Uniform Relocation Assistance and Real Property Acquisition Act
 - Americans With Disabilities Act

Schedule

Date	Milestone	
5-1-2023	CORPO Adopts CORPO Dedicated-Funds Policy	
7-10-2023	Two-year funding cycle application period opens	
7-12-2023	CORPO hosts an Applicant Workshop from 2:30 p.m. to 3:30 p.m.	
8-11-2023	Applications must be completed online by 5 p.m.	
8-18-2023	Staff notifies sponsors of any errors and omissions on the application.	
8-25-2023	CORPO Staff emails CORPO Funds Selection Committee an overview of applications received, and the results of the application evaluations	
8-30-2023	CORPO Funds Selection Committee meets to make recommendations for the public comment period	
9- 5 -2023	Staff publishes draft list of selected projects and opens public comment period.	
10- 5 -2023	Close of public comment period	
11-6-2023	CORPO Funds Selection Committee makes final recommendations of fund awards to CORPO Committee	
11-6-2023	CORPO Committee meets to approve funding commitments.	

Application

- CORPO Web Page
 - https://www.morpc.org/committee s/central-ohio-rural-planningorganization-corpo/

Mary Turner

Senior Planner, CORPO

Mid-Ohio Regional Planning Commission P: 614-233-4138 E: mturner@morpc.org

CORPO Dedicated Funds

CORPO Dedicated Funds SFY 2024-2025

The CORPO Dedicated Funds program is currently seeking funding applications for transportation projects and programs from eligible local public agencies located within CORPO's member counties. During the two-year funding cycle, covering State Fiscal Years 2024-2025, CORPO will make close to \$2 million in funding available.

These funds may be used for construction, expansion, reconstruction, preliminary engineering, right of way or preservation of roads and bridges on any public road; capital costs for public transit and bus terminals; bicycle and pedestrian facilities; and other transportation-related activities. Please reference the CORPO 2024-2025 Policies for Managing CORPO Funds document in the links below.

Applications for funding are due on August 11th, 2023.

Application For SFY 2024-2025 CORPO Dedicated Funds

Click here to access the application



Applicant Workshop

A virtual, public workshop on the CORPO Dedicated Funds application and selection process will be held on Wednesday, July 12th from 2:30 to 3:30 PM. Following the workshop, a recording will be made available.

Click here to access additional information on this workshop



CORPO Dedicated Funds 2022-2023

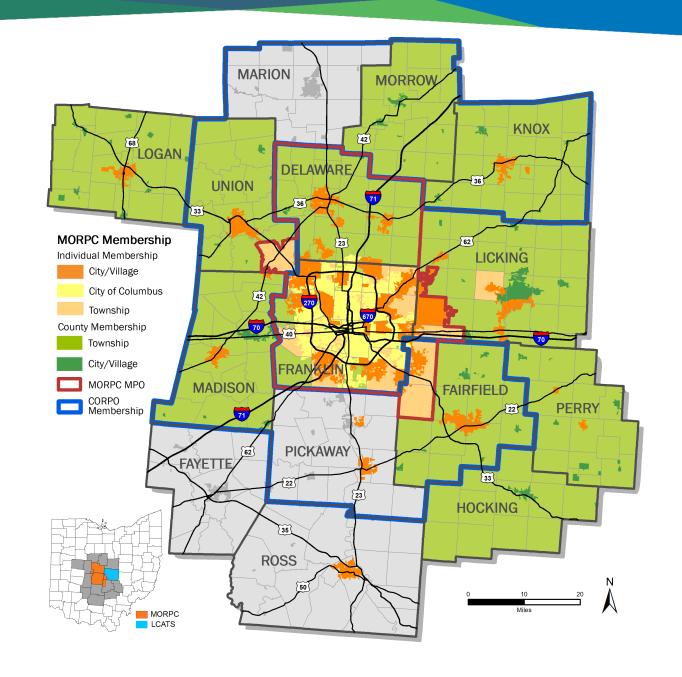
The SY2022-2023 CORPO Dedicated Funds Program committed just under \$1 million of funding for member-selected, eligible projects within the CORPO region. A resolution adopting the funding commitments was passed at the March 21, 2022, CORPO committee meeting. See the projects using CORPO Dedicated Funding for SY 2022-2023 in the links below.

POLICIES FOR MANAGING CORPO DEDICATED FUNDS



METROPOLITAN TRANSPORTATION PLAN (MTP) & CORPO Transportation Plan (CTP)

- Regional, long-rang transportation plans
- MTP:
 - Covers the Columbus metropolitan planning area
- · CTP:
 - Cover the CORPO-member counties outside the metropolitan area
- Guide transportation planning in their planning areas for 20-year horizon
- Continuous, comprehensive, cooperative planning cycles
- Both undergoing updates



METROPOLITAN TRANSPORTATION PLAN (MTP) & CORPO Transportation Plan (CTP)

• MTP:

- Work has begun on the four-year update (2024-2050 MTP)
- Will be adopted by the Transportation Policy Committee (MPO Board) in May 2024

· CTP:

- Also undergoing update (2024-2025 CTP)
- Will be adopted by CORPO Committee in November 2023

METROPOLITAN TRANSPORTATION PLAN (MTP) & CORPO Transportation Plan (CTP)

- Update to reflect data trends, recent planning activities or initiatives, update project priorities
- Having regional priorities identified for funding opportunities

• MTP:

- To Date- Objectives and performance measures adopted
- Currently- Finalize population and employment forecasts, compile candidate projects, develop project evaluation criteria
- Full draft- will be available for public comment in May 2024

• CTP:

- To Date- Goals, objectives, performance measures adopted
- Currently- Use data and performance to identify project priorities
- Full draft- will be available for public comment and late summer/early fall

Technical Assistance Program Update

COG Board Meeting July 19, 2023





2024 TA PROGRAM INFO



SUMMER 2023

Begin Program Guide Review & Update

Send MORPC team your thoughts/feedback on current program

EARLY FALL 2023

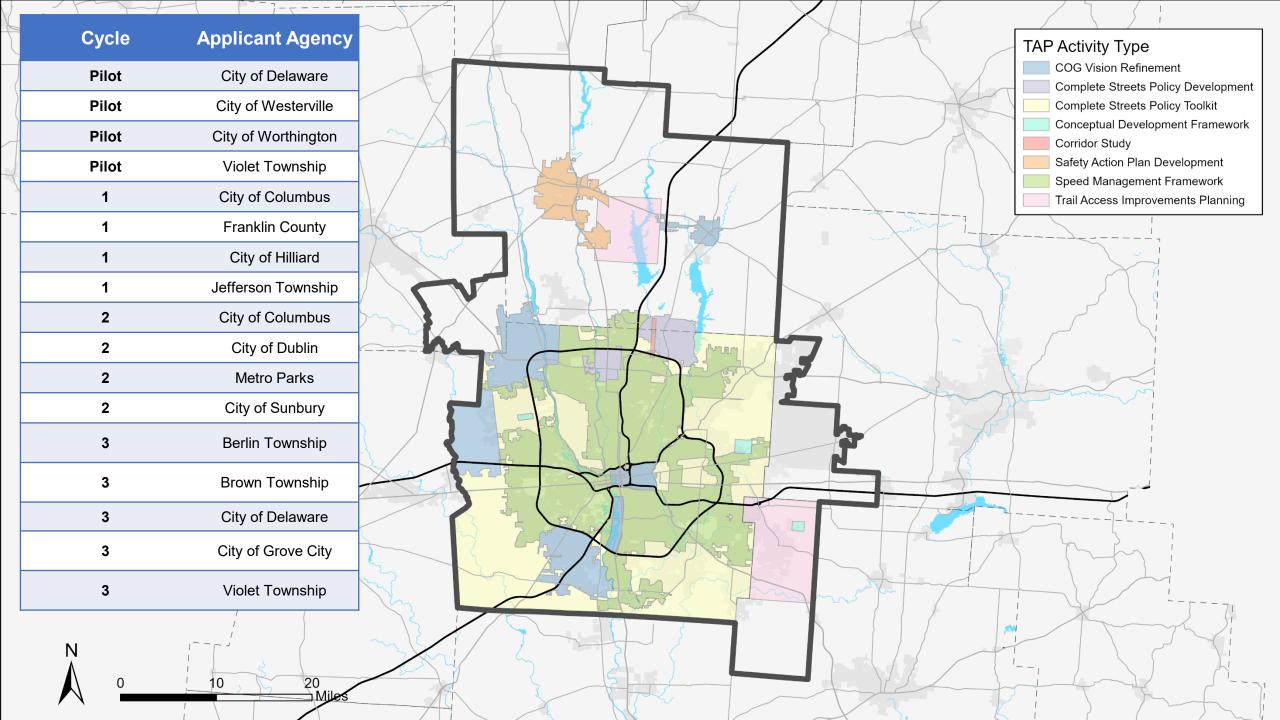
2023 Program Completion / 2024 Program Launch

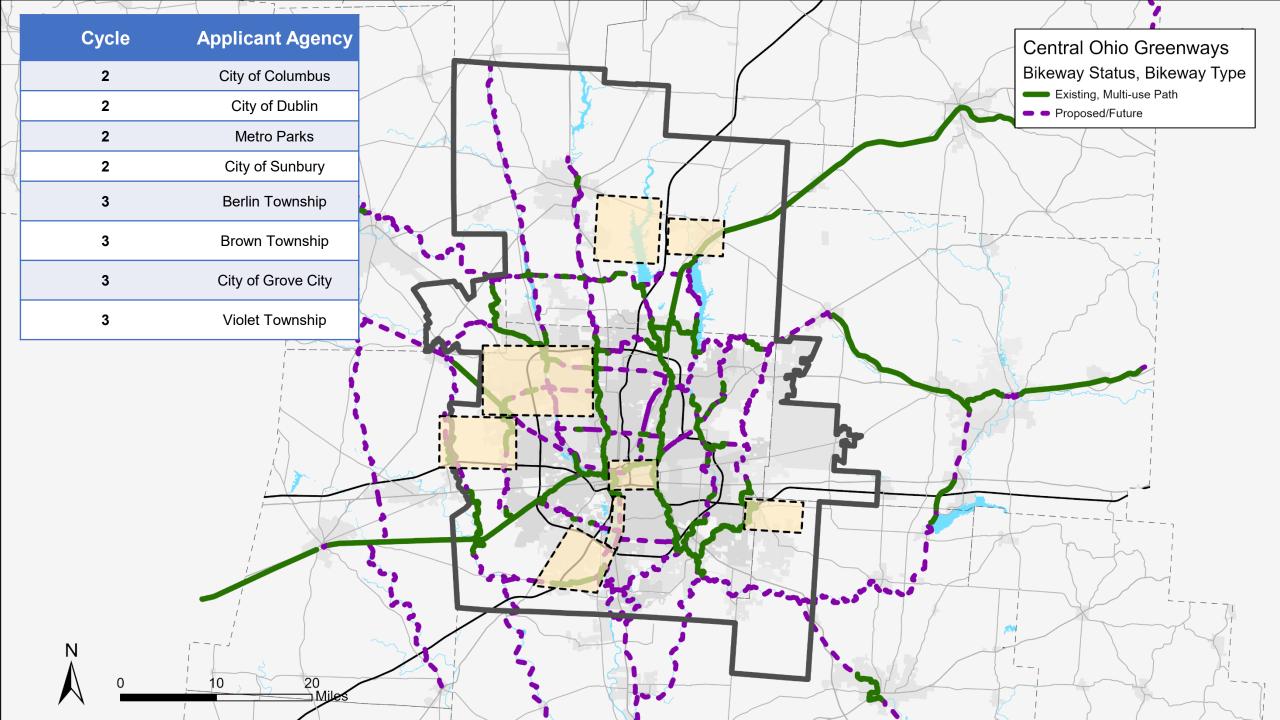
- MORPC staff will complete 2023 program services
- CAC, TAC, & TPC will review 2024 Program Guide for approval
- Call for applications likely in September

LATE 2023

2024 Program Application

- Deadline for applications likely in late October
- Award announcements and kick-off meetings before the end of the year!





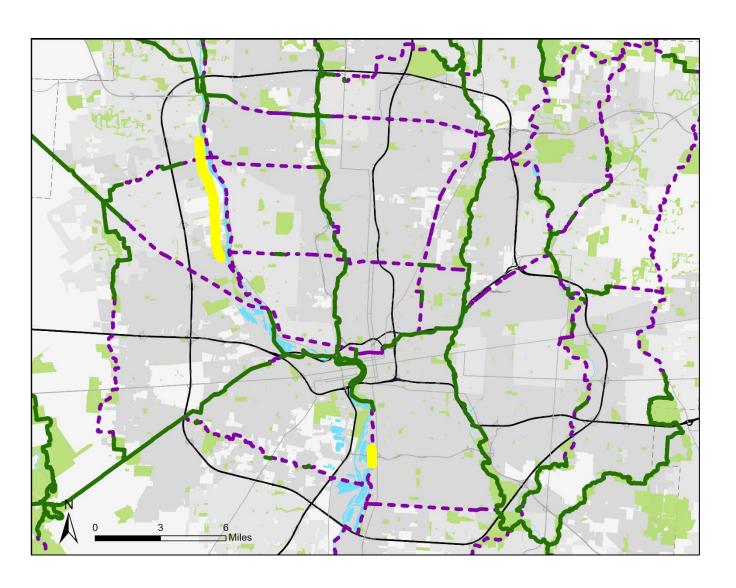
TA Program: Impacts

- Policies, tools, and resources
 - Franklin County
 - Complete Streets Implementation Toolkit
 - City of Columbus
 - Citywide Speed Management Framework
 - Complete Streets Policies
 - City of Delaware
 - City of Westerville
 - City of Worthington
 - Violet Township

- TA Program Contributed Projects
 - Cemetery Road City of Hilliard
 - SUP & I-270 Crossing
 - SS4A Application
 - AFC Award
 - City of Columbus Downtown Multimodal Study
 - Broad Street "Capital Trail"
 - Mount Vernon Avenue
 - Cycle Track planned
 - 2023 SS4A Application

TA Program: Funded Projects

- Dublin Road Shared-Use Path
 - 4.3-mile 10'-wide path
 - City of Dublin to Quarry Trails
 - Addition of City of Dublin
 - Constr. SFY 2028
- Scioto Trail Bridge
 - 1,450'-long bridge of SR 104
 - Key component of Scioto Trail Extension
 - Constr. SFY 2028



2023 Program Updates



2023 Program Services

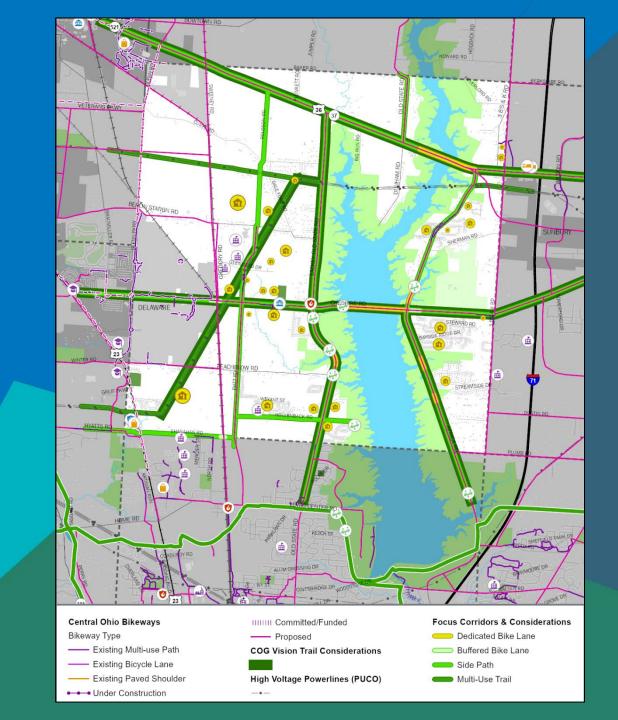


Applicant Agency	Requested Activity	Focus Area
Berlin Township	Trail Access Improvements Planning	Alum Creek State Park
Brown Township	Central Ohio Greenways Vision Refinement	East-West Connection: Prairie Oaks Metro Park to City of Hilliard
City of Delaware	Safety Action Plan Development	Safe Streets & Roads for All (SS4A)
City of Grove City	Central Ohio Greenways Vision Refinement	Scioto Trail Southern Extension / Access to Scioto Grove Metro Park
Violet Township	Trail Access Improvements Planning	Northwest Township Area

Berlin Township

- Goals
 - Community COG access
 - Focus on schools & neighborhoods
- Challenges
 - Alum Creek Lake
 - SR 37, US 36, and Railroad
- Opportunities
 - Berlin Business Park
 - High-Voltage Power (HVP) Easements
 - Planned roadway projects

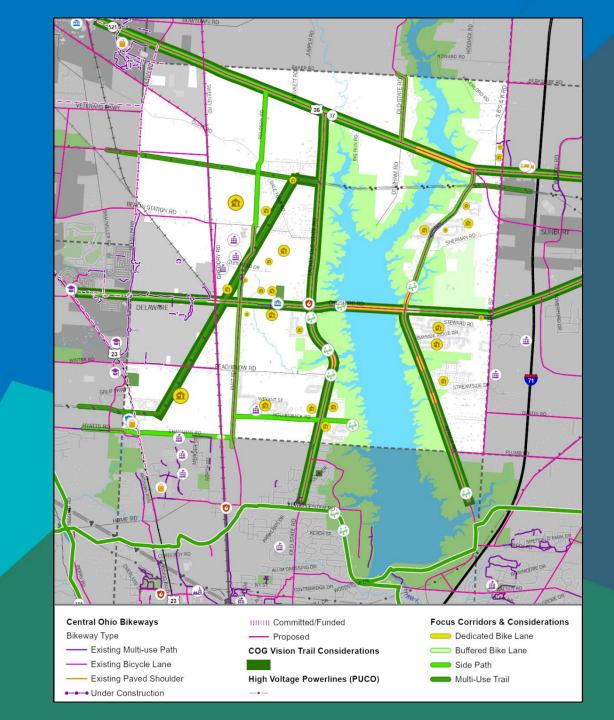




Berlin Township

- Potential Additions to COG Trail Vision
 - SR 37 / US 36
 - Cheshire Road
 - HVP from Shanahan Road to Lackey Old State
 Road
 - Africa Road (south of Cheshire)
- Other potential opportunities
 - HVP between Berlin State Road & Curve Road
 - Hollenback Road
 - Africa Road (north of Cheshire)

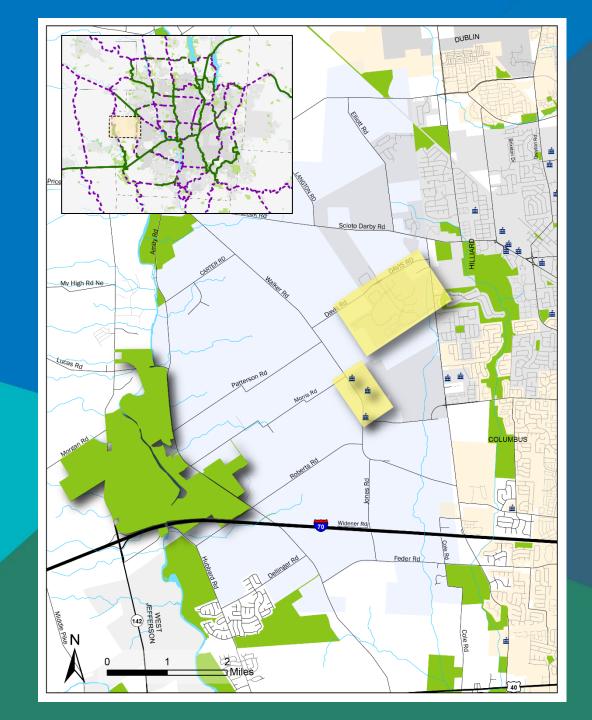




Brown Township

- East-west trail connection
 - Darby Creek & Hellbranch Trails
 - Prairie Oaks to Heritage Preserve neighborhood
 - Hilliard City Schools campus
- Key Destinations
 - Prairie Oaks Metro Park
 - Hilliard City Parks
 - Hilliard Wellness Center
 - Heritage Trail

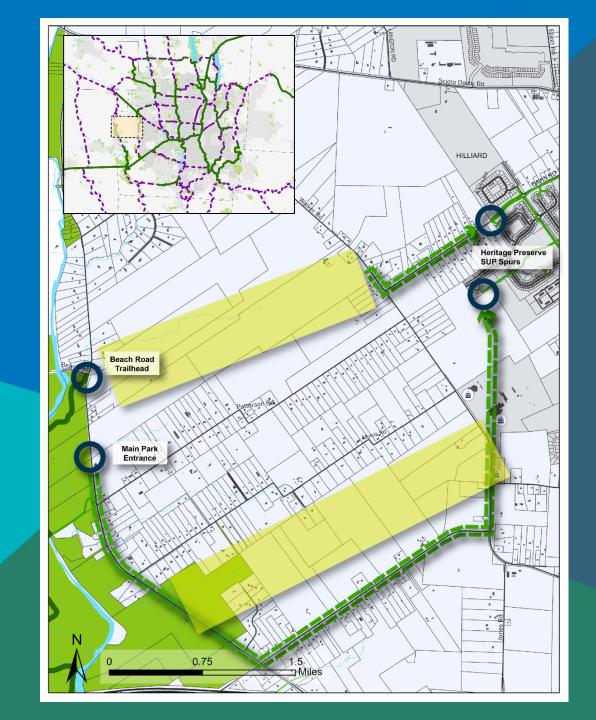




Brown Township

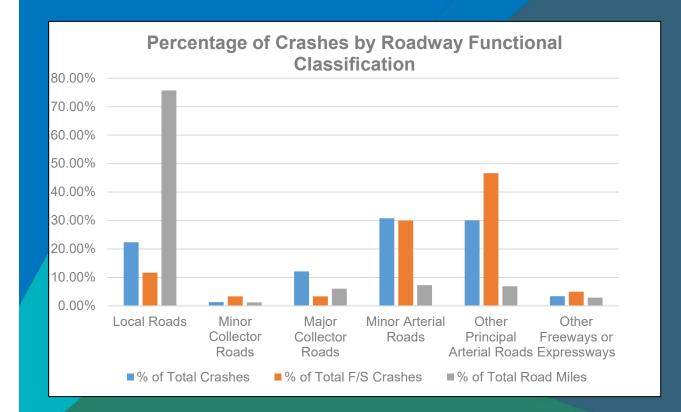
- Stakeholder Workshop
 - Update Township Planning & Zoning
 - Development interest
 - Trail included in any future development
- Next Steps
 - Community access analysis
 - Public open house





City of Delaware

- Safety Action Plan Development
 - Emphasis on Safe System Approach
- Stakeholder Workshop
 - Priority: Leadership Commitment & Goal Setting
 - Key Challenge: High-traffic & -speed arterials
- Next Steps
 - Additional data analyses
 - Second Stakeholder Workshop
 - Finalize Safety Action Plan

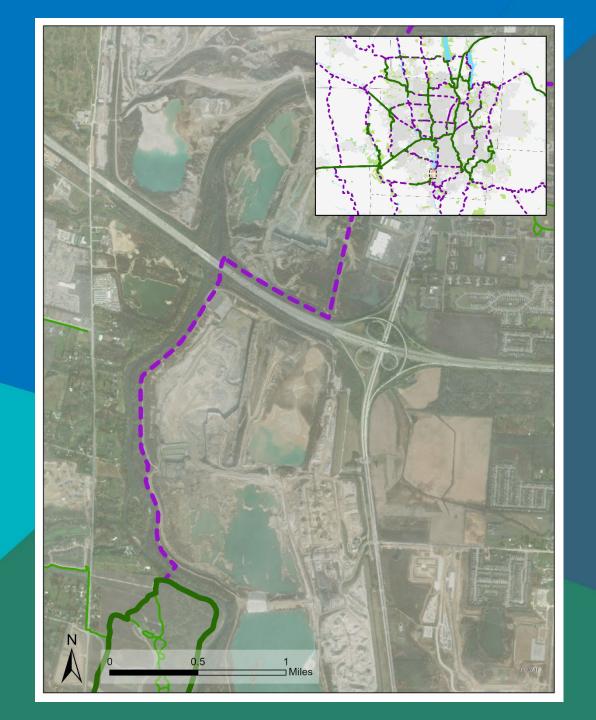




City of Grove City

- Scioto Trail southern extension
 - Great Southern to Scioto Grove
 - Grove City access to future trail
 - Grove City connectivity to downtown
- Stakeholder workshop
 - Current alignment
 - Further conversation needed
 - Adjacent planning efforts
 - Focus on local access

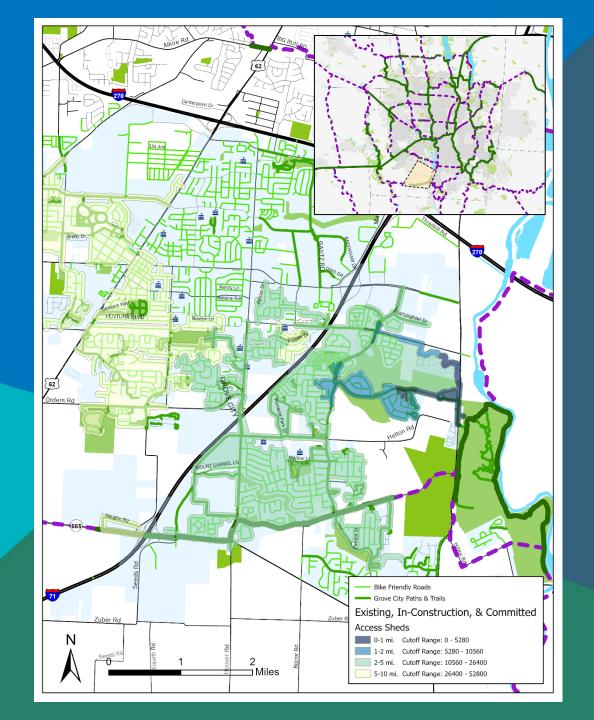




City of Grove City

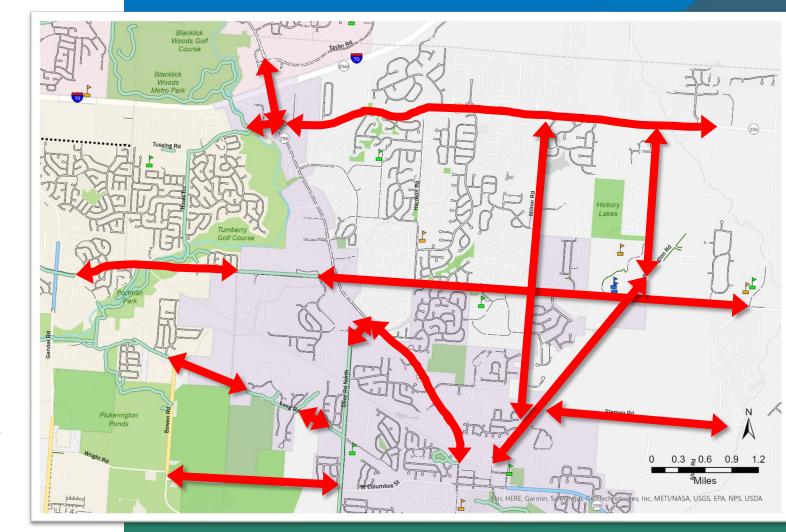
- Access Analysis
 - Grove City to Scioto Grove
 - Trails, Paths, & Bike-Friendly Roads
- Scenario Networks
 - Access added by filling gaps
 - Equity considerations
- Next Steps
 - Bike Site Visit survey gaps
 - Access analysis progression





Violet Township

- Active Transportation Connections
 - Pickerington Ponds
 - Blacklick Creek Trail
- Relevant context
 - Vision for Violet Comprehensive Plan
 - Fairfield County Active Transportation Plan
 - ODOT Far East Freeway Projects
- Focus on Key Opportunities
 - ODOT Projects
 - Incorporating Active Transportation Facilities
 - Refugee Road





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Active Transportation & Safety Program Manager

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Associate Planner

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CENTRAL OHIO BLUEWAYS

COG BOARD July 19, 2023







CONTINUED REFINEMENT

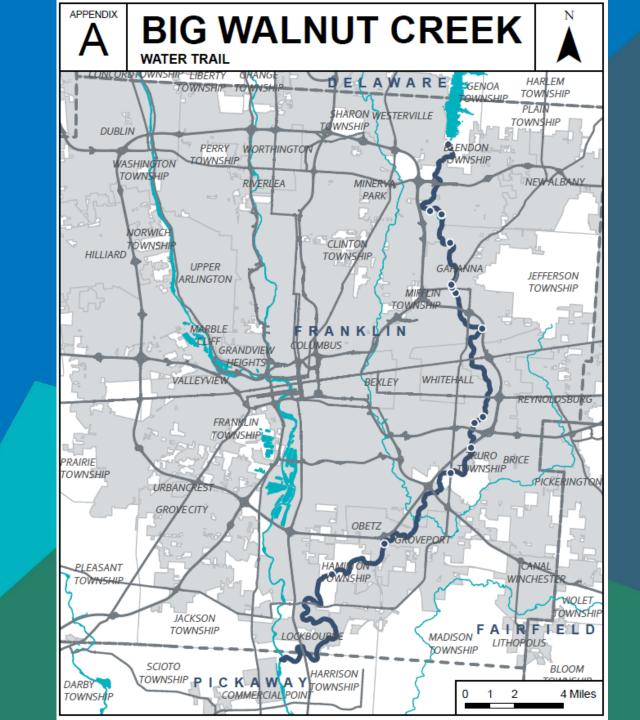
ADVISORY PANEL DISCUSSIONS

- WOODY DEBRIS MANAGEMENT
 - Paddling Safety VS Ecological Preservation
- LITTER
- EMERGENCY MANAGEMENT SERVICES
 - How to Locate Emergencies
- UPDATED PARTNERSHIP AGREEMENT DRAFTS
 - Distributed in July
 - Comments in August
- BIG WALNUT CREEK FOCUS
 - 1:1 Conversations have been Positive

NEXT STEPS

- Finish Meeting with Big Walnut Creek Communities
- Hold Big Walnut Creek Partnership Meeting
- Continue to Refine Partnership Agreement Drafts





THANKS!

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Mid-Ohio Regional Planning Commission

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LINKUS

- •TSI resolutions to approve the structure will be approved at the June MORPC Commission and July COTA Board
- •East Main Street Design is out for bid proposals are due 6/5/2023
- •Downtown Multimodal Transit Study will be holding public meetings this summer

CONTACT INFORMATION

John Gardocki

Transit and Mobility Manager

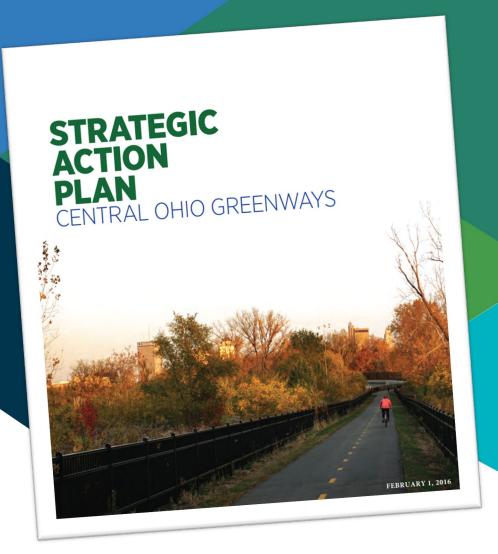
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COG Strategic Plan Action Item Update





CENTRAL OHIO GREENWAYS STRATEGIC PLAN ACTION ITEM UPDATE 2023

Central Ohio Greenways Strategic Plan Action Item Update - 2023



Introduction

Central Ohio Greenways (COG) is a trail network of national significance spanning 230+ miles, connecting Central Ohio to other parts of the state and country. The COG network includes parts of the Ohio to Erie Trail and the national Great American Rail Trail that extends from Washington, D.C. to Seattle, Washington, COG trails are traveled more than 12 million miles annually by residents and tourists. The trails provide economic, quality of life, and health benefits to the community. With Central Ohio expected to be a region of over 3.1 million people by 2050 – bringing an increased demand for more walkable neighborhoods, transportation options, and outdoor recreational opportunities – trails have become even more critical to the livability of our growing region.

In 2015, MORPC's Commission approved the creation of the COG Board. The Board serves as a subcommittee to the Sustainability Advisory Committee and focuses on increasing the use and miles of the regional trail system. Its 25 members represent the public, private, and nonprofit sectors. The Board is guided by working teams that support the advancement of the Vision and Mission of COG.

Vision: A world-class network of trails accessible to every Central Ohioan. Mission: To increase greenway trail mileage and use of trails for recreational and

In 2015, the newly formed COG Board hired planningNEXT to develop a strategic plan the Boards's vision, mission, and goals, memorialized in the 2016 COC years since the Board has made incredible pro-

500 miles of trails, was adopted brand regional awareness part other efforts have all contributed transportation, and outdoor recre

Since 2015, the region has contin walkable and bikeable communiti desire to encourage more use of t Vision Zero have raised awarenes Ohio's safest bike and pedestrian recreation opportunities

With an overwhelming commitment of Central Ohio are ready to focus e allow the region to build off the work for the future. With the momentum a retreat to assess the alignment of its concluded that it was time for a plan Strategic Plan Action Item Update Ne The implementation will require the su

Overview of the 2023 COG Board Retreat

In March 2023, the COG Board convened its annual retreat. After reflecting upon the In March 2023, the COG Board convened its annual retreat. After reflecting upon the accomplishments, progress, and evolution of COG from 2015 to 2023, the Board turner to discuss the progress and evolution of COG from 2015 to 2023, the Board turner to discuss the progress of the progre accompilishments, progress, and evolution of CUG from 2015 to 2023, the Board surget to discussing regional advancements in trail-related efforts. Next, the Board evaluated the 2016 Stratenic Arthor Plan. The 2016 related efforts Positions Interview to residue the 2016 Stratenic Arthor Plan. The 2016 related interview is a content of the 2016 related to 2016 relat to discussing regional advancements in trail-related efforts. Next, the Board evaluated in the 2016 Strategic Action Plan. The 2016 plan identifies 53 actions intended to guide the POE Board and its working harms. At its retreat the Board reviewed each action is the 2016 Strategic Action Plan. The 2016 plan identifies 53 actions intended to guide it the COG Board and its working teams. At its retreat, the Board reviewed each action it determine its status (complete/orgoing/incomplete) and alignment with current region Following this assessment, the Board engaged in three facilitated workshops focused possible or strategic functions and trait traum element.

tollowing this assessment, the board engaged in arrest development, strategic funding, and trail town planning. Partnership Development Workshop: In this workshop, Board members were a Partnership Development Workshop: in this workshop, Board members were a
how COG, RAPID 5, LinkUS, and other regional initiatives can support collaborat
Central Ohio to strengthen the relationship of strategic partners and support trail.

Strategic Funding Workshop: The Board members were asked to discuss exit and concert milities for laurancine funding whole retermining what recovered early autoregic running workshop: The board members were asked to discuss extra and opportunities for leveraging funding while determining what resources could advancement of anneesing etastonin studies to fill none and expand the trail and approximate the studies of and opportunities for reveraging running write betermining what resources court advancement of accessing strategic funding to fill gaps and expand the trail net

Trail Town Planning Workshop: In this session, Board members were asked Irail rown Planning Workshop: In this session, Board members were asked partnerships, program structure, funding, and resources necessary to advance programs, specifically what action items are needed to support a regional Trail

In each workshop, Board members were asked to identify three to five relevant ti In each workshop, Board members were asked to identify three to two relevant it goals. Four common themes emerged: collaboration, messaging, resources & gorprogram operations. These themes, outlined below, together with the results of the program operations. These themes, outlined below, together with the results of the program operations are considered to the program of the pro Plan assessment, resulted in the creation of 26 new or revised action terms for Plan assessment, resulted in the creation of 26 new or revised action items for.

Plan's Action Item Update. These action items include origing actions from the
modifications to previous action items. The reduction of action items from 53 to modifications to previous action tiems. The reduction of action tiems from 5.3 to completion of previously established action items and the focused concentration.

Central Ohio Greenways Updated Actions

New action items for the COG Strategic Action Plan have been shaped through a collaborative process that reflects the Board's dedication to continuous improvement, alignment with regional goals, and supporting Central Ohioans' quality of life. While building upon the achievements of the 2016 Strategic Action Plan, the COG Board Retreat provided an invaluable opportunity for the Board to reflect on past accomplishments and unite in bold envisioning for the future. The COG Board Retreat has generated an update to the existing Strategic Action Plan rather than a new plan. This iterative approach highlights the Board's dedication to continuous improvement by aligning the actions of the Central Ohio Greenways program with regional goals, ensuring a more robust and impactful program. The goals outlined in the table below capture the collective plan for an enhanced trail experience supporting the development of healthier, safer, more inclusive, and more sustainable communities. The COG Board's adoption of these updated action items demonstrates a commitment to advancing the Central Ohio Greenways program.

	Action	COG Board Leadership	Working Groups	MORPC Staff
C1	Establish a Trail Towns Working Group	•		•
C2	Establish Sub-Region Collaboration Groups	•		•
СЗ	Maintain the Regional Bikeways File and COG Vision Map		•	•
C4	Develop Active Transportation, Outdoor Recreation, and Mobility Partnerships	•	•	•
C5	Advocate for Trail Funding	•		•
C6	Engage with Statewide Organizations			•
C7	Develop a Climate and Environmental Action Plan			•

Messaging:

ID	Action	COG Board Leadership	Working Groups	MC
M1	Manage the COG Website		•	
M2	Manage the COG Social Media		•	
M3	Manage the Outdoor Trails Pass		•	
M4	Host Trail Forums	•		
M5	Maintain the Trail User Map			

Central Ohio Greenways Updated

Maintain Brand Guidelines

Establish a Partnership Messaging Toolkit

Establish Trail Safety Protocols

Establish Trail Event Protocols

Establish a Grants Narrative Toolkit

Complete an Impact of Trails Report

Establish Criteria for Expanding the COG Footprint

Develop Local Governm

Sponsorship Guidelines

inage Standing and Project Based

RG3

RG4

RG6

RG9

RG10

The 2016 Strategic Action Plan directed four ongoing COG Working Groups to advance action items. The 2016 Strategic Action Plan directed four ongoing COG Working Groups to advance action terms.

These working groups supported significant progress over the last seven years; thus, it is important, and the best working groups experience to involve the involve of a contraction of the best working group experience to involve out of the best working group experience to involve out of the best working group experience to involve out of the best working group experience to involve out of the best working group. These working groups supported significant progress over the last seven years; thus, it is important to strategize the best working group structure necessary to implement action items over the next 3 to 5 years Enterwine the order that the COCS Decret and the 5 years and the cock of the constraint of this Strategic Dion Action than 1 Indeed the COCS Decret and the to strategize the best working group structure necessary to implement action items over the next 3 to 5 years. Following the adoption of this Strategic Plan Action Item Update, the COG Board and its update groups will be defend to form your consists and review to continue groups will be defend to form your consists and review to continue groups will be defend to form your consists and review to continue groups will be defend to form your consists and review to continue to the continue of t to 5 years. Following the adoption of this Strategic Flan Action item Update, the COG Board and its working groups will be asked to form new ongoing and project-based working groups to effectively

The Board will also be asked to support the nomination of new COG Board and Working Group members who offer the expertise necessary to continue to advance the COG Vision and Mission.

MORPC appreciates the COG Board member's ongoing commitment, passion, and support and thanks the Board for advancing the Central Ohio Greenways program!

- Chair Michael Andrako, P.E., Franklin County Engineer's Office
- Laura Ball, PLA, ASLA, City of Kacey Brankamp, Capital Crossroads
- Special Improvement District Jody Dzuranin, Ohio to Erie Trail
- Bertie Fields, Black Girls do Bike William Habig, Granville Township
- Beth Hugh, Korda Adrienne Joly, City of New Albany
- Dan Kaderly, Metro Parks Tamisha Matus, Union County Health
- Angela Mitchell, Black Women in Nature

- COG Board Members
 - Alex Nouanesengsy, LCATS Eric Oberg, Rails-to-Trails
 - Tobi Otulana, Toole Design Andrew Overbeck, AICP, MKSK
 - J.M. Rayburn, AICP, City of Dublin Wayne Roberts, Friends of Madison
 - County Parks & Trails Letty Schamp P.E., City of Hilliard

 - Kelly Scocco, City of Columbus
 - Scott Ulrich, Columbus Public Health
 - Julie Walcoff, Toole Design Department
 - Brad Westall, City of Columbus



For more information, please visit: www.centralohiogreenways.com



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Central Ohio Greenways Program Manager
Central Ohio Greenways Program Manager





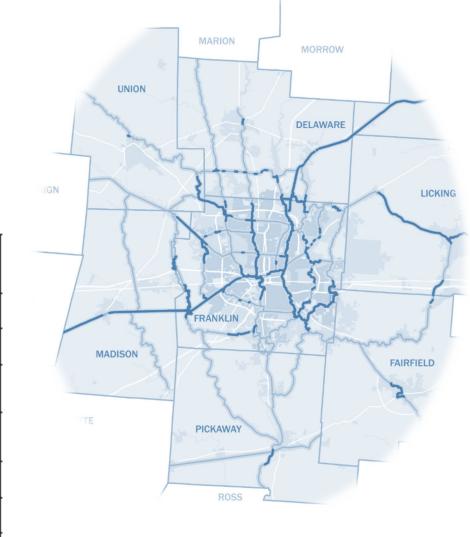




COLLABORATION ACTION ITEMS

Facilitate partnership development among local and state governments, advocates, and other partners

ID	Action	COG Board Leadership	Working Groups	MORPC Staff
C1	Establish a Trail Towns Working Group	•		•
C2	Establish Sub-Region Collaboration Groups	•		•
C3	Maintain the Regional Bikeways File and COG Vision Map		•	•
C4	Develop Active Transportation, Outdoor Recreation, and Mobility Partnerships	•	•	•
C5	Advocate for Trail Funding	•		•
C6	Engage with Statewide Organizations			•
C7	Develop a Climate and Environmental Action Plan			•







MESSAGING ACTION ITEMS

Share the COG mission and vision with the public, local governments, and other partners

ID	Action	COG Board Leadership		MORPC Staff
M1	Manage the COG Website		•	•
M2	Manage the COG Social Media		•	•
М3	Manage the Outdoor Trails Pass		•	•
M4	Host Trail Forums	•		•
M5	Maintain the Trail User Map			•







RESOURCES & GUIDELINES ACTION ITEMS

Establish best practices, guidelines, and toolkits

ID	Action	COG Board Leadership	Working Groups	MORPC Staff
RG1	Maintain Brand Guidelines			•
RG2	Establish a Partnership Messaging Toolkit		•	•
RG3	Establish Trail Safety Protocols		•	•
RG4	Establish and Maintain a Trail Count Monitoring Program			•
RG5	Establish a Trail Design Guide		•	•
RG6	Set Protocols for Constuction, Detours, and Alerts along Trails		•	•
RG7	Establish Trail Event Protocols		•	•
RG8	Establish Wayfinding Guidelines		•	•
RG9	Establish a Grants Narrative Toolkit	•	•	•
RG10	Offer Technical Assistance			•
RG11	Complete an Impact of Trails Report			•



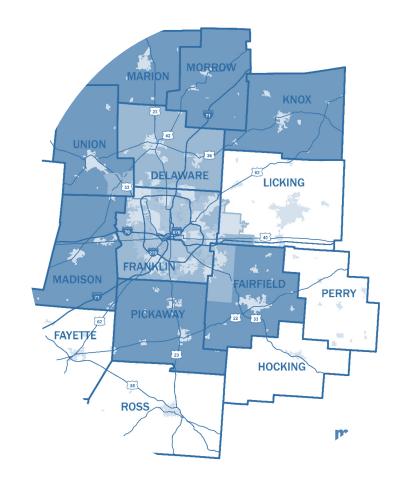




PROGRAM OPERATIONS ACTION ITEMS

Evaluate the program budget and resources

ID	Action	COG Board Leadership		MORPC Staff
PO1	Establish Criteria for Expanding the COG Footprint	•		•
PO2	Develop Local Government Sponsorship Guidelines	•		•
PO3	Manage Standing and Project Based Working Groups		•	•







STRATEGIC ACTION ITEM NEXT STEPS

Strategize

- strategize the best working group structure necessary to implement action items over the next 3 to 5 years
 - MORPC Staff will administer a COG Board Member Survey

Form

 form new ongoing and project-based working groups to effectively guide the implementation of the action item update

Support

 support the nomination of new COG Board and Working Group members who offer the expertise necessary to continue to advance the COG Vision and Mission





TRAILHEADS FOR ALL

Conceiving trailheads for equitable and safe connectivity.











Incoming 2nd year PhD in City and Regional Planning at OSU

- University of Science & Technology of Southern Philippines Assistant Director - Infrastructure Planning and Facilities Development Office
- University of the Philippines Open University



RATIONALE



The Regional Impacts of a Completed Central Ohio Greenways in Franklin County

The ROI of Greenways Investments on Franklin County's Economy and Quality

Date: August 18, 2021 Submitted to the Mid-Ohio Regional Planning Commission





1435 WALNUT STREET, 4TH FLOOR, PHILADELPHIA, PA 19102 | 215-717-2777 | ECONSULTSOLUTIONS.COM

Capital Investments

Public Health

A \$203 million investment in the COG network will generate direct construction activity in the region supporting 1,890 jobs.

Users on the completed network

who replace short automobile

trips could reduce annual vehicle

miles in the region by 24.6 million

miles.

A completed trail network can support 50,000 users annually, resulting in an estimated annual healthcare cost savings of \$57 million, as it reduces the risk of certain diseases for those users remaining active.

Mobility

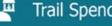


Improving vegetation along the proposed trail network will result in an estimated \$1.2 million in

Environment

Annual Ecosystem Service Benefits and \$5.1 million in Lifetime Carbon Storage.

Trail Spending



The completed trail network in Franklin County is estimated to result in \$74 million of direct spending by users annually, yielding an annual economic impact of \$136 million.

Residential Property

Once completed, the trail improvements are expected to ield an estimated \$825 million in property value premiums for properties that are within 1/2 mile of the trails.



RATIONALE

Networks

Achieve safe, accessible, comfortable, and connected multimodal networks in communities throughout the U.S.

Trips

Safety

Improve safety for

people walking

and bicycling.

Equity Promote equity Get more people walking and and bicycling.

throughout the transportation planning, design, funding, implementation, and

evaluation process.

FHWA Strategic Agenda for Pedestrian and Bicycle Transportation (2016)

Intermodal Safety Transportation and Efficiency Act of 1998

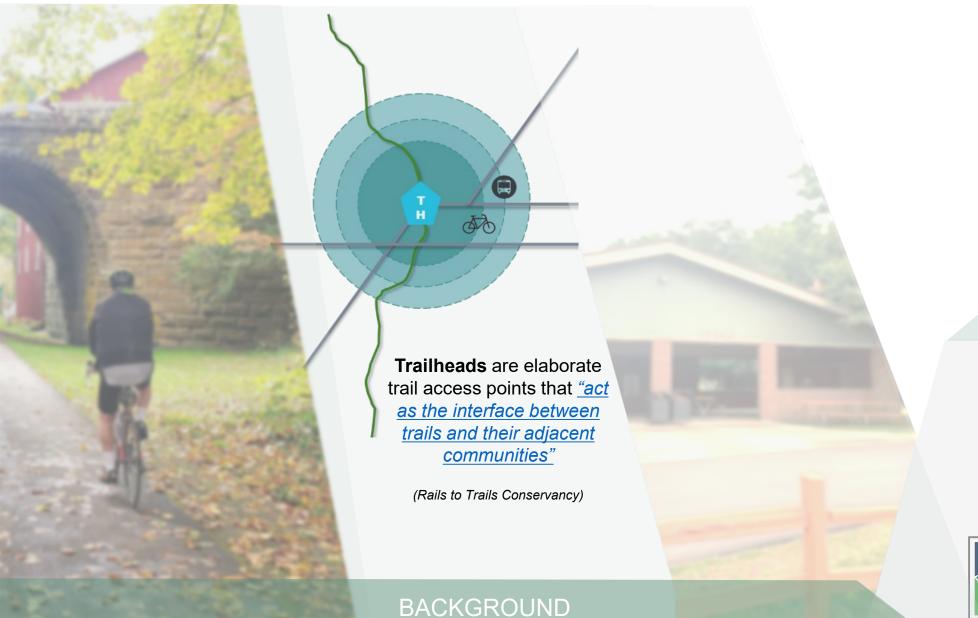


CENTRAL OHIO TRANSPORTATION SAFETY PLAN 2019



BACKGROUND

RATIONALE



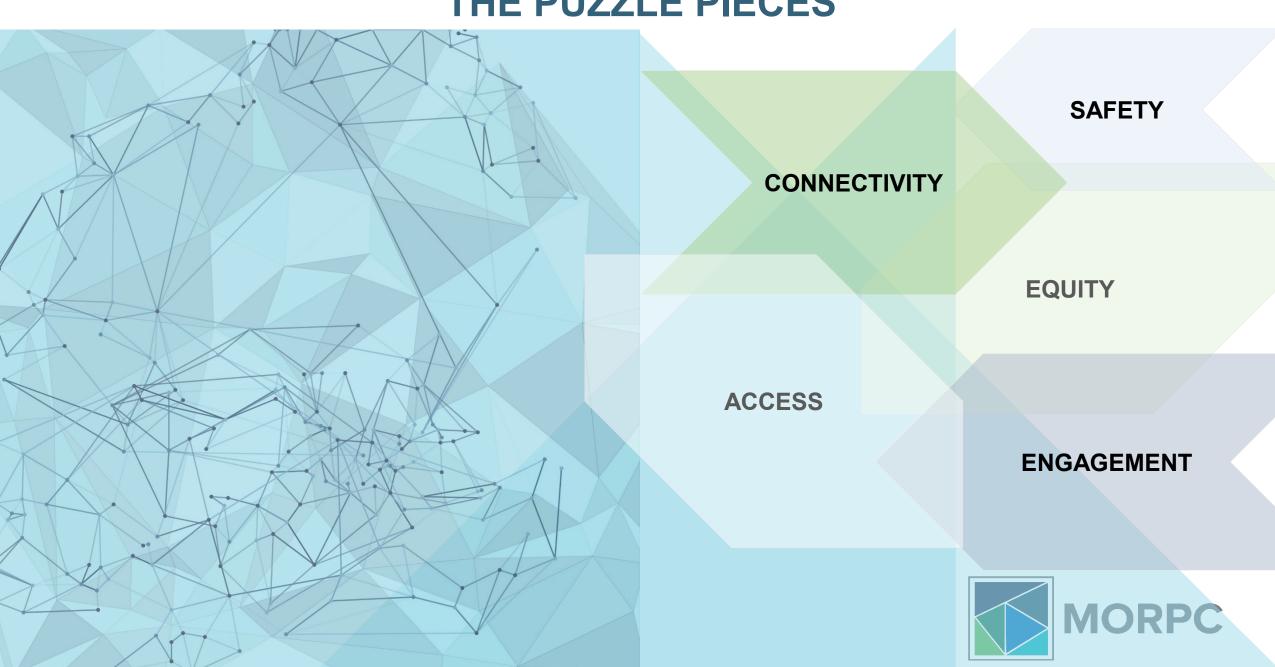
How do we conceive trailheads within the principles of safety, connectivity, equity, and experience?

OBJECTIVE

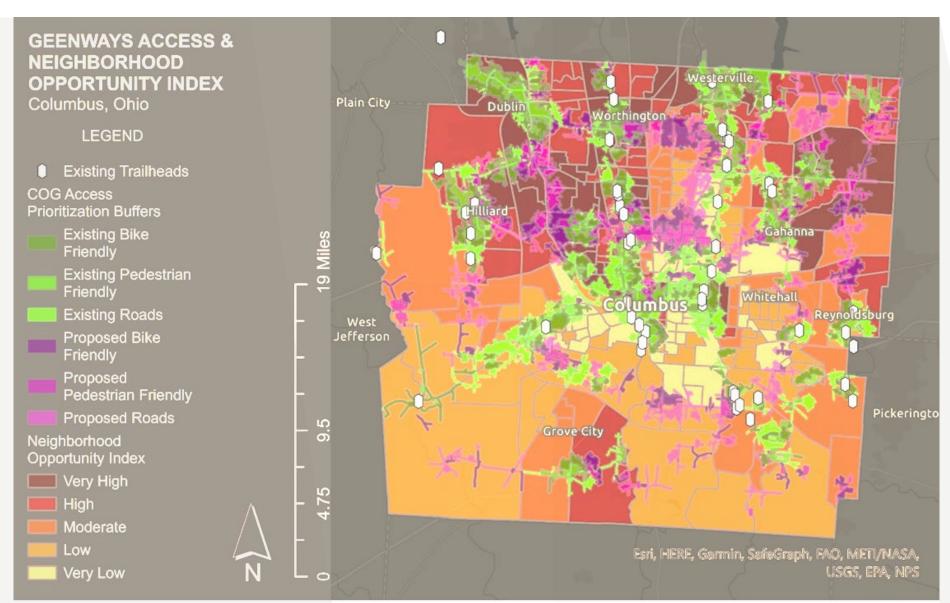
 To adopt the principles of safety, connectivity, equity, and experience in a planning and design framework for locating and developing trailheads.



THE PUZZLE PIECES



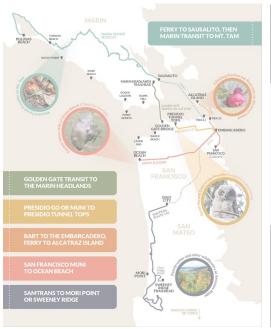
THE CONVERSATION ON ACCESS



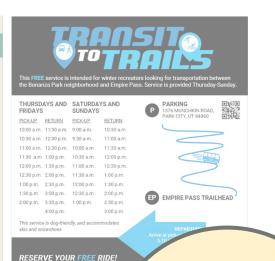
Two separate studies conducted in Vancouver and Minnesota showed socio-spatial inequities in having access to bikeways (Firth, Hosford, & Winters, 2021; Wang & Lindsey, 2017).

Having access can improve quality of life









There are movements across the country that seek to provide equitable access to trails

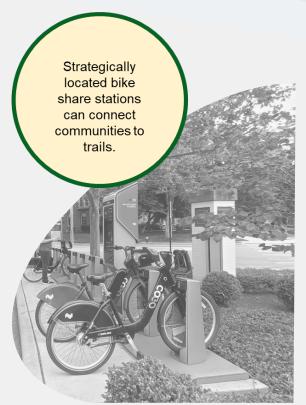


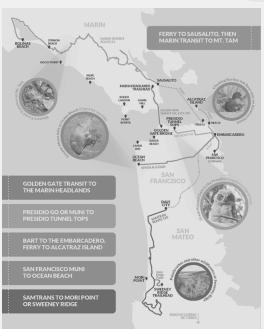
TRANSIT



ACCESS TO TRAILHEADS

Connecting public transit to trails fosters **equitable access** and creates networks for active transportation.



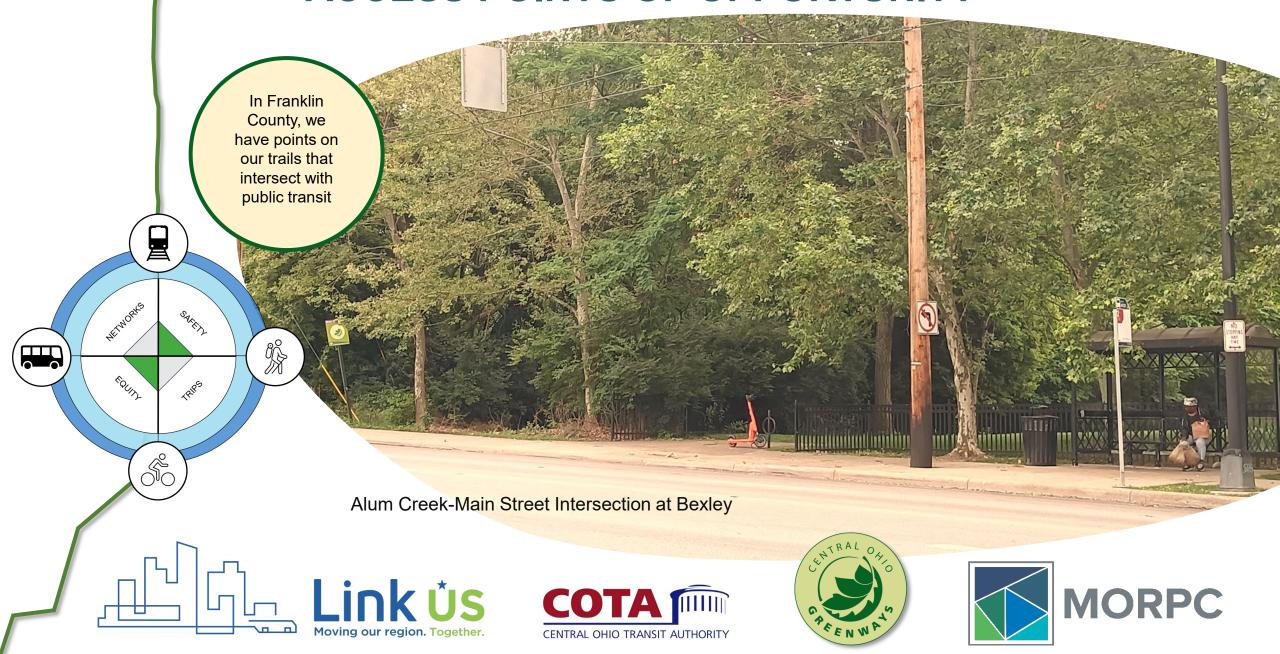


MARIN, CALIFORNIA





ACCESS POINTS OF OPPORTUNITY

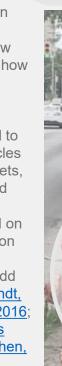


ENHANCING THE POINTS

The process of creating trailheads can be an opportunity to connect communities and to engage, inform, and educate community members about the benefits of using trails.

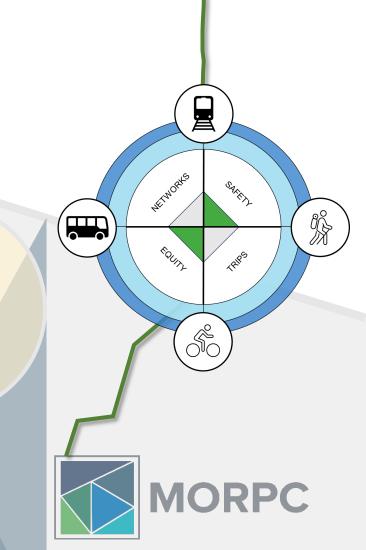
Research commissioned by the Rails to Trails Conservancy shows that members of communities of color are more likely to go on trails if there were multiple activities that can be experienced with friends and families.

Separate studies in Humboldt County, California, and New York City showed how members of communities with limited language proficiency tended to unsafely use bicycles by foregoing helmets, reflective gear, and signal lights, but nonetheless relied on active transportation by necessity like having jobs with odd service hours (Sandt, Combs, & Cohn, 2016; **Natural Resources** Services, 2006; Chen, 2008).



Trailheads equipped with educational features on proper cycling and walking etiquette is also beneficial.

Trailhead amenities may also cater to group activities that can build interest in trail use.



REAPING THE BENEFITS

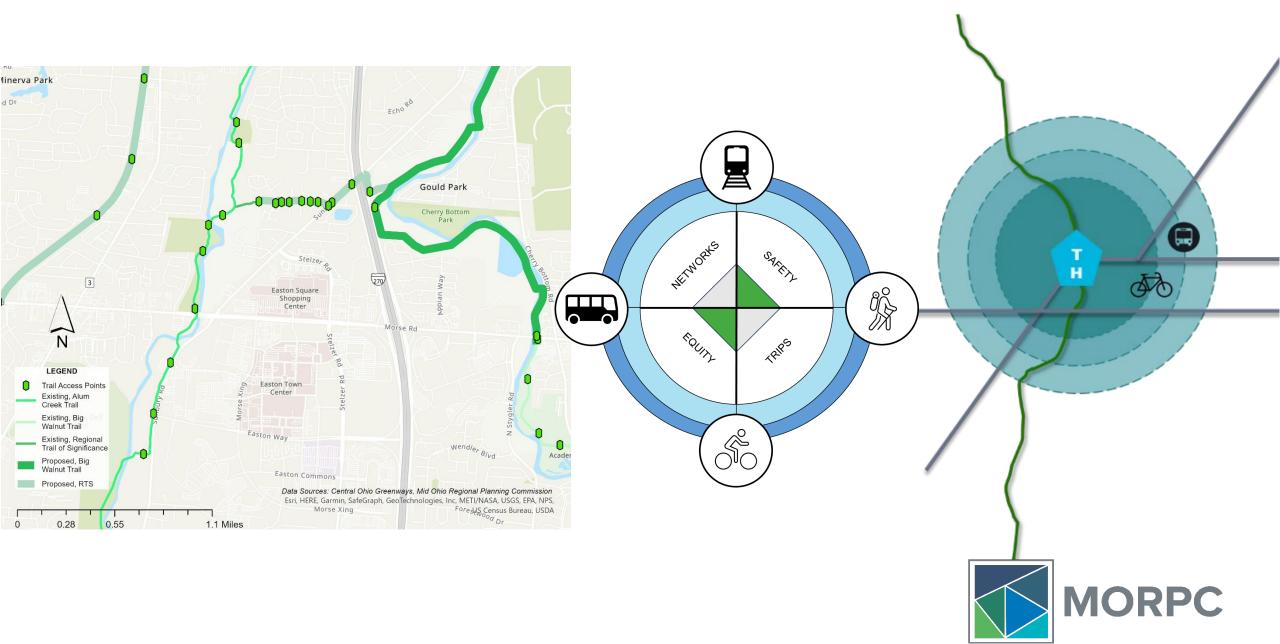
Strategically planned and designed trailheads can reinforce trail networks and trail-to-community transition spaces that are:

- Safe from disasters
- Safe from dangerous vehicular traffic
- Safe from crimes





WHAT KIND OF ACCESS POINTS DO WE CURRENTLY HAVE?



Trailhead Typology:

By geography

This typology mostly depends on the physical configuration of the trailhead in relation to the trail.

On-Trail

• Immediately adjacent to the trail.

Off-Trail Spur

- May be located at a significant distance from the trail itself.
- A connecter trail would be necessary between trail and trailhead.



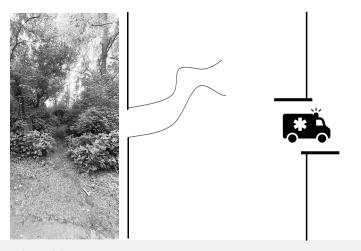
 May also serve as the connectors of two different routes and/or trails.



Trailhead Typology:

By levels of access

This typology classifies the types of access that are facilitated through existing trail access points. This may inform proponents where trailheads could be developed.



Level 0 Informal Access

- Informal
- Access is likely discouraged due to factors like environmental protection.
- These paths are likely made by trail users based on need or preference.
- The locations of desired paths can provide in-depth information on trail use patterns which may indicate where trail access is needed or should be more discouraged.

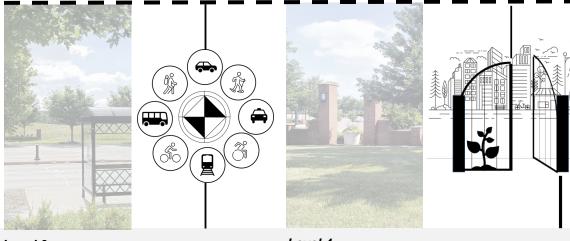
Level 1 Emergency Access

- · Formal or informal
- Uncommon
- Most likely situated in areas of the trail that cannot be publicly accessed but are vulnerable to risks like disasters and accidents that may require the entry of authorized emergency vehicles only.

Level 2 Landmark

- Formal
- Mostly associated with prominent community features like parks, public art, libraries, grocery stores, etc.
- Conventional trailheads with parking spaces can be classified as landmarks.

HIGH LEVELS OF ACCESS



Level 3 Transfer Node

- · Formal, but not explicit
- Most likely trail access points that are near to other modes of public transportation like bus stops, train stations, and bike share stations.

Level 4 Gateway

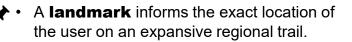
- · Formal and explicit
- Like a landmark, a gateway will most likely have amenities like public art, parking, parks, and libraries.
- Unlike a landmark, a gateway consciously integrates trail and community. For example, public transit stops are intentionally connected with trails.
- Connection to a trail town through urban design and supporting programs.



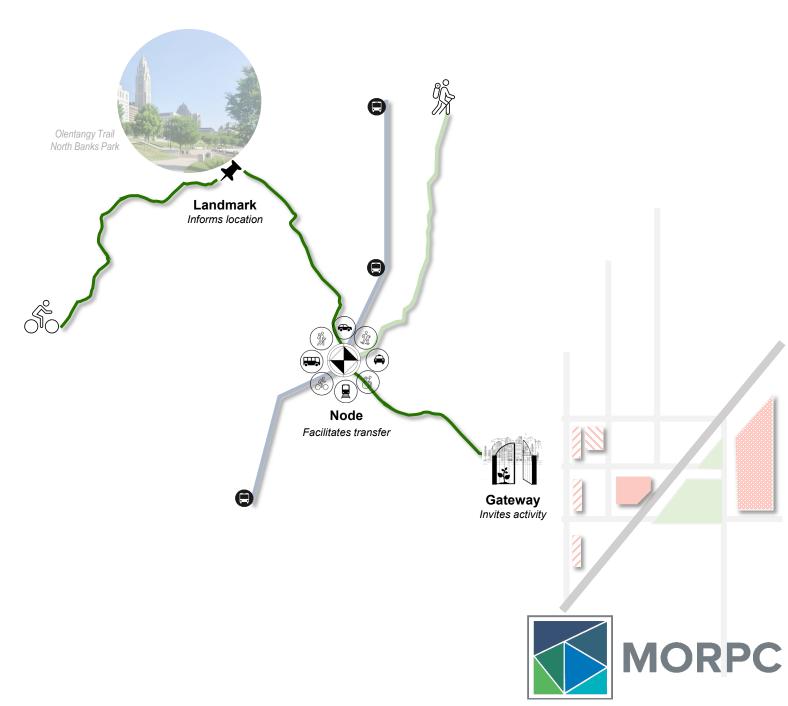
Trailhead Typology:

By function

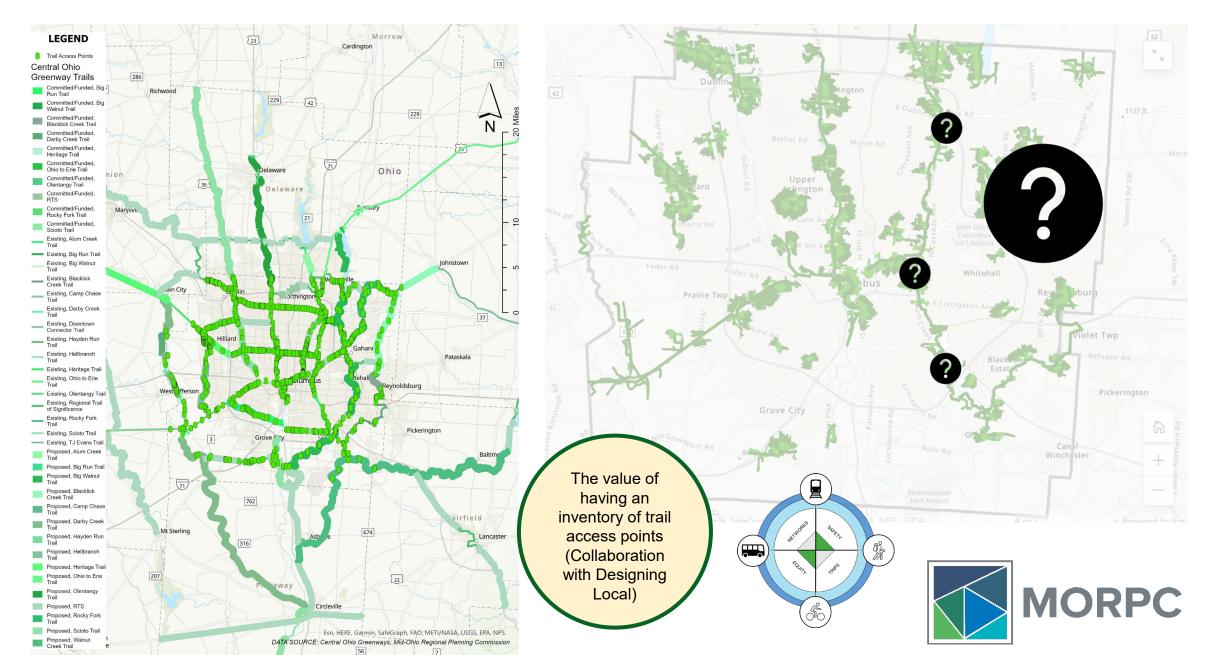
This typology depends on the conceived role of the trailhead in terms of safety, connectivity, and equity.



- A node facilitates transfers between trails and/or lines of public transit.
- A **gateway** invites activity for all users. It consists of intentional connective and transitional zones between trail and community.



WHAT & HOW DO WE PRIORITIZE & DEVELOP OPPORTUNITIES?



THE PLANNING PROCESS

COLLECT DATA ASSESS ENVISION

Collect data on where and which types of trailheads should be located along the trail.

Consider the geographically and functionally appropriate type of trailhead/s for the trail town based on the data collected.

Conceive the trailhead and its supporting programs.

*SUGGESTED POINTS OF DISCUSSION:

- Where are the existing formal access points?
- · Where are the existing informal access points?
- · What are the adjacent zones, communities, land uses?
- Where are the potential recreational points of interest nearby?
- · Are there job opportunities surrounding these areas?
- · What is the culture of outdoor use in the community?
- Are there public pantries?
- What are the available links to public transit?
- Where are the bus stops? What is the ridership volume?
- · Where are the bike share services?
- What is the demographic profile of the ridership?
- · Where have crimes occurred? How often?
- Where have disasters and accidents occurred? How often?
- Where are the environmentally protected areas?

- What are the potentials of these existing access points?
- · Where is access needed?
- Where is access discouraged?
- Which parts of the trail, i.e. ecozones should be protected?
- Can existing access points be elevated into multimodal gateways? Is there a need?
- Which parts of the trail are vulnerable to crime, disasters, and traffic emergencies?
- Which parts of the trail cut-off communities?
- What are the strengths and weaknesses of surrounding communities?
- Will the surrounding community accept the trailhead?
- Is there a need to create access toward points and places of interest?
- Is the community culture a point of interest? Are there local events that can be advertised?
- Is it necessary to establish supporting programs like rideshare programs and public transit to trails?

- What kind of principles would the proponents wish to embody in their trailheads?
- What kind of activities for all would be hosted on the trailhead/s?
- What kind of spaces will these activities need?
- What kind of features and site details would support these spaces?

Engage the community throughout the entire process.



Thank you





IMPACTS OF TRAILS SUMMARY

The Regional Impacts of the Completed Central Ohio Greenways in **Franklin County**

The Return on Investment of Greenways on Franklin County **Economy and Quality of Life**

Central Ohio Greenways (COG) is a trail network of national significance spanning 230+ miles, connecting Central Ohio to other parts of the state and country. COG trails are traveled more than 12 million miles annually by residents and tourists. The trails " provide economic, quality of life, and health benefits to the community. With Central Ohio expected to be a region of over 3.1 million people by 2050 - bringing an increased demand for more walkable neighborhoods, transportation options, and outdoor recreational opportunities - trails have become even more critical to the livability of our growing region. The Mid-Ohio Regional Planning Commission's (MORPC) COG Board is committed to a Regional Trail Vision to add over 500 miles of trails to the Central Ohio. In Franklin County alone, the existing network of 120 regional trail miles is envisioned to expand to nearly 300 miles.

In 2021 MORPC hired Econsult Solutions Inc (ESI) to conduct a dat fully built-out Vision. The completed report, The Regional Impacts of in Franklin County, revealed that that once complete the COG Visit generate \$350 million in total economic impact. The impact will be environmental services, connectivity to public transportation, touri

A DATA-DRIVEN EVALUATION

Only about 25% of the population in Franklin County can safely However, this percentage will nearly double when the Regional reveal that people use trails to improve their mental and physic impacts on social equity, environmental concerns, and econom impact is challenging, MORPC and ESI have developed a qua built-out Regional Trail Vision in Franklin County. The ESI met network in 10 years, and that economic activity will be general as well as the resulting indirect and induced effects such as p income spent on goods and services. The methodology also carbon storage, transportation and safety benefits, and publi picture of the full impact of a completed trail network for Cer





MEASURING THE IMPACT OF CONNECTED TRAILS

The built-out Regional Trail Vision will play a crucial role in offering a safe, healthy, thr The punt-out regional trail vision will play a coolar for in otherwise a safe, treating, unit connected region. Trails serve as a catalyst for additional economic and community dev connected region. It also serve as a catalyst for administrate economic and community developed and contribute various environmental benefits. Trails also promote active recreation, where the contribute various environmental benefits are supported by the contribute various environmental benefits. and commute various environmental penents. Trails also promote active recreation, with benefits for users and opportunities for "local tourism." While it is clear that trails offer va peneins for users and opportunities for focal tourism. Frame it is clear that thems other values and quality of life, this value can also be measured in the contract of the c

The estimated \$203 million built-out investment will generate direct construction activity in the region resulting in an estimated \$350 million in total economic impact, supporting 1,890 jobs with \$113 million in earnings in Franklin County.



That's \$2 million of economic benefits per mile of new trail

Public Health Impacts:

Physically active people typically have lower incidences of cardiovascular diseases, diabetes, depression, certain cancers, and obesity than their

It is estimated that the completed trail network will support approximately 48,100 physically active trail users annually. These users could achieve aggregate annual health care cost savings of nearly \$57 million from the recreation.



This equates to \$194,100 of annual health care savings per mile of trail.

Transportation and Safety Impacts:

Users on the completed network who replace short automobile trips with trail trips could reduce annual vehicle miles traveled in the region by 24.6 million



That's an \$1,800 per mile savings in annual social cost of carbon

Trail Spending Impacts:

It is estimated that the completed Franklin County will result in \$74 n spending by trail users annually.



Environmental Service Benefits:

The trail network should include a gre and tree cover to support sustainable ecosystems. Preserving and improving along the proposed trails could result in



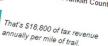
\$1.2 million in Annual Eco. Service Benefits.

That's \$4,167 per mile of tra

\$5.1 million in Lifetime Carbo

That's \$17,545 per mile of tra

Residential Property Value Impacts: The trail network is expected to contribute to estimated \$825 million property value premiu properties that are within ½ mile of the trails. estimated that the property value increase will equate to additional property tax revenues of about \$2.2 million per year for Franklin County



RESILENT ECOSYSTEM

As part of a region's green infrastructure, trails and trail building-if completed resources-can help to preserve the surrounding natural environment, which of development or loss. While the majority of trails are paved, the ecosystems environmental benefits that can be estimated to save Franklin County ove through pollution removal, replenishing water supply, water quality improvements preservation, and carbon sequestration.



Figure: Potential Annual Environmental Benefits by Type within 50ft of the COG

Poor air quality may become an increasing threat to Central Ohio causing numerous health risks. Trails can improve air quality by offering alternative transportation options that reduce emissions and preserving tree coverage that minimizes ecological harm caused by pollution.



880 acres of tree canopy will be preserved when the COG Network is completed.

This tree cover can counter the effects of climate change by capturing and retaining carbon dioxide.



Trees have already stored an estimated 30,141 tons of carbon. valued at \$5.1 million, within 50 feet of the existing trail network in Franklin

Additionally, new growth of the network's trees will sequester an additional \$165,800 annually in the social cost of carbon.

Water Supply and Quality Protected open spaces along trail ne

absorb water and reduce flood risk du The soil in undeveloped areas along tra

Forums
MORPC hosts Central Ohio Greenways Forums three MUCKED HOSES DERIVAL OTHO GENERALWAYS FORTHER HEE times a year. Trail building partners, elected officials, water retention source to renew streams and aquifers, contributing to the continuo of groundwater and streams.

Forests and wetlands provide a riparian bu filters and prevents various types of waste. pathogens, excess nutrients, metals, and se from entering the water supply



MORPC's collaboration with regional partners will continue to emphasize the need for safe, comfortable, and connected infrastructure to support the quality of life that the region deserves. The COG Board's strong MORPC's collaboration with regional partners will continue to emphasize the need for safe, comfortable, and connected infrastructure to support the quality of life that the region deserves. The COG Board's strong and connected infrastructure to support the quality of life that the region deserves and residents is crucial to implementing and connected infrastructure to support the quality of life that the region deserves are connected infrastructure to support the quality of life that the region deserves and residents is crucial to implementing and connected infrastructure to support the quality of life that the region deserves. and connected infrastructure to support the quality of life that the region deserves. The COG Board's strong partnerships with local communities, non-profits, private companies, and residents is crucial to implementing partnerships with local communities, non-profits, private companies to encourage regional collaboration.

MORPC is advancing the following areas to encourage regional collaboration. partnerships with local communities, non-profits, private companies, and residents is crucial to implement the Regional Trail Vision. MORPC is advancing the following areas to encourage regional collaboration.

The Regional Trail Vision is MORPC and are the hardware of a robust active transportation and recreation systems. the Regional Trail Vision. MORPC is advancing the following areas to encourage regional collaboration, creativity, and confidence to provide the backbone of a robust active transportation and recreation system that Central Ohio recidents and vicitors want and need

Creativity, and contidence to provide the backbone of a figure that Central Ohio residents and visitors want and need.

MORPC, through a grant from the Ohio Department

or transportation, is leading a study that will other guidance for a cohesive regional wayfinding strategy

Trail Towns Framework
The Trail Towns Framework will support communities

and connecting destinations to existing trails to

leverage trail tourism opportunities, active

collaborate on projects, and learn.

ine florts to develop a culture of welcoming trail users

leverage trail tourism opportunities, active transportation infrastructure, and quality of life benefits.

MUCKPO, intough a grant from the Unio Departmen of Transportation, is leading a study that will offer

guivance ion a content of regional wayimung suct that supports the diverse trail user experiences

possible on COG Trails.



MORPC is advancing a water trails program to miunto is auvanuniy a water rans program we encourage more use of the region's waterways for active and passive recreation.

Parmersmps
Experience Columbus offers a digital passport that encourages residents and visitors to explore the region's trails. You can learn more about the www.experiencecolumbus.com/outdoortrails/.

Outdoor Trails Pass at:

RAPID 5 is an organization with a vision to connect our waterways, over 80 municipalities. connect our protein ays, over our municipamies, nearly 40,000 acres of parks, and hundreds of neary 40,000 acres or pains, and numeros or miles of trails, to create the largest interconnected park system in the country.

LinkUS is Central Ohio's comprehensive mobility and growth initiative, where safe sidewalks, fast and reliable public transit, protected bike lanes and expanded trails meet.

umes a year. Han ounoing parmers, elected unicals, parks departments, local governments, and advocacy groups come together to share best practices.

The Impacts of the Central Ohio Greenways Vision in Franklin County is runged by The Columbus Foundation and local communities whose generous ongoing support advances the mission of COG.











IMPACTS OF TRAILS SUMMARY

Impacts from Capital Investments:

The estimated \$203 million built-out investment will generate direct construction activity in the region resulting in an estimated \$350 million in total economic impact, supporting 1,890 jobs with \$113 million in earnings in Franklin County.



That's \$2 million of economic benefits per mile of new trail construction.

Public Health Impacts:

Physically active people typically have lower incidences of cardiovascular diseases, diabetes, depression, certain cancers, and obesity than their sedentary counterparts.

It is estimated that the completed trail network will support approximately 48,100 physically active trail users annually. These users could achieve aggregate annual health care cost savings of nearly \$57 million from the recreation.



This equates to \$194,100 of annual health care savings per mile of trail.

Transportation and Safety Impacts:

Users on the completed network who replace short automobile trips with trail trips could reduce annual vehicle miles traveled in the region by 24.6 million miles.



That's an \$1,800 per mile savings in annual social cost of carbon emissions.

Environmental Service Benefits:

The trail network should include a green buffer and tree cover to support sustainable and resilient ecosystems. Preserving and improving vegetation along the proposed trails could result in:



\$1.2 million in Annual Ecosystem Service Benefits

That's \$4,167 per mile of trail.

\$5.1 million in Lifetime Carbon Storage.

That's \$17,545 per mile of trail.

Residential Property Value Impacts:

The trail network is expected to contribute to an estimated \$825 million property value premium for properties that are within ½ mile of the trails. It is estimated that the property value increase will equate to additional property tax revenues of about \$2.2 million per year for Franklin County jurisdictions.



That's \$18,800 of tax revenue annually per mile of trail.

Trail Spending Impacts:

It is estimated that the completed trail network in Franklin County will result in \$74 million of direct spending by trail users annually.



That's \$300,000 of annual direct spending by trail users per mile of trail.





Wayfinding Strategy

STEERING COMMITTEE MEETING 2

July 10, 2023

1.0 PROJECT STATUS UPDATE

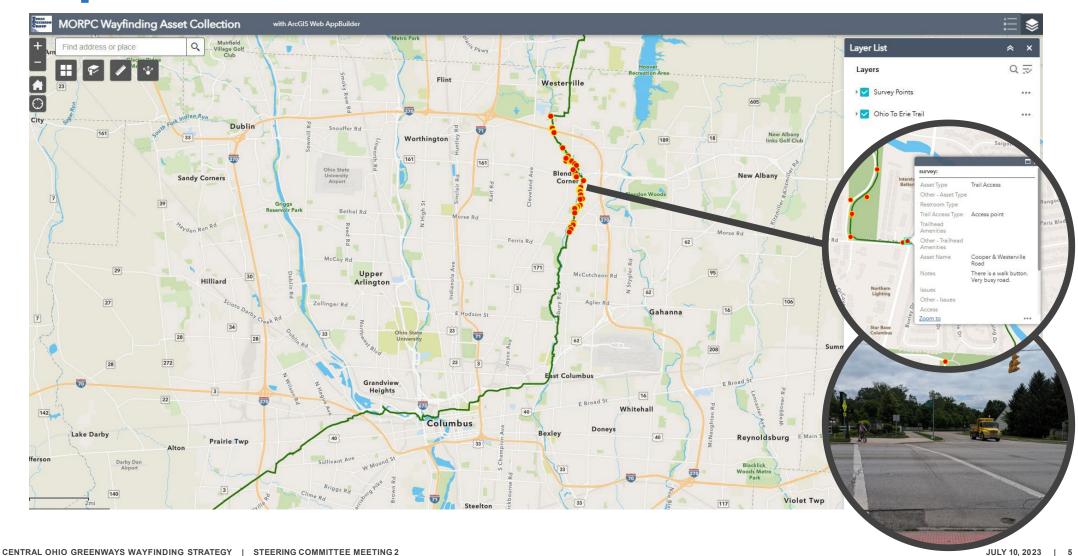








DATA COLLECTION Update











ENGAGEMENT Update

Summary of discussion themes that we've heard so far.

- SAFETY AND ACCESS
- URBAN VS RURAL
- TECHNOLOGY VS PRINT
- LACK OF CLARITY
- TOO MANY SIGNS
- NOT ENOUGH SIGNS

- PLACEMAKING
- LOCAL ECONOMIC DEVELOPMENT
- DESIRE TO WELCOME
- COORDINATION WITH **OTHER INITIATIVES**

2.0 STEERING COMMITTEE

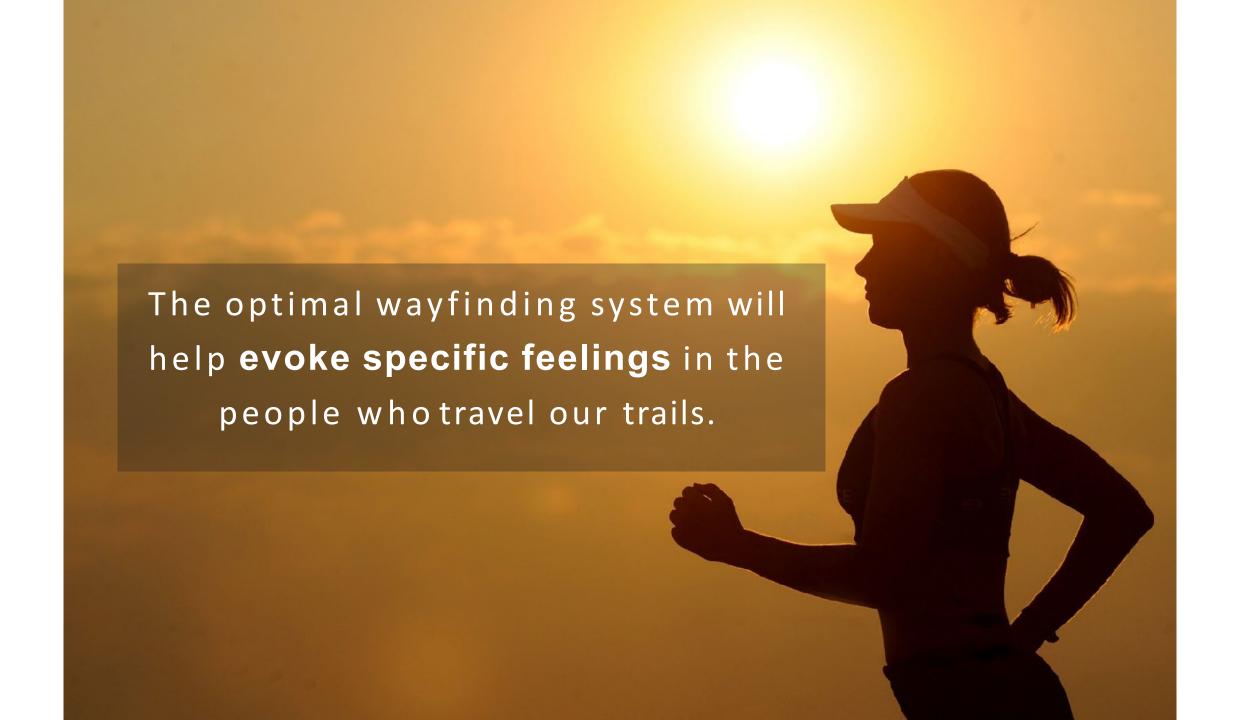
Schedule

```
AUGUST 14
               | Wayfinding Framework
                   (Prioritization & Signage
                   Modification)
SEPTEMBER 11
                   Review Initial DraftGuidelines
                   Review Draft Guidelines (In-progress)
 OCTOBER 16
                   Review Guidelines (Semi-final)
  NOVEMBER
           20
                   Final Guidelines
END OF 2023
```

3.0 IDEAL TRAIL USER EXPERIENCE

















3

The trail user is delighted by a punctuating experience on or near the trail, which may pertain to the art, history, culture, performance, or other unique aspect of a place.

Feeling **EXPLORATORY**

The trail user is enticed off-trail to partake of local assets and amenities, assured of their ability to find their way back to the trail when they're done.

Feeling SECURE

The trail user is oriented to where they are and where they're going, and confident they can get their basic needs met at any time.

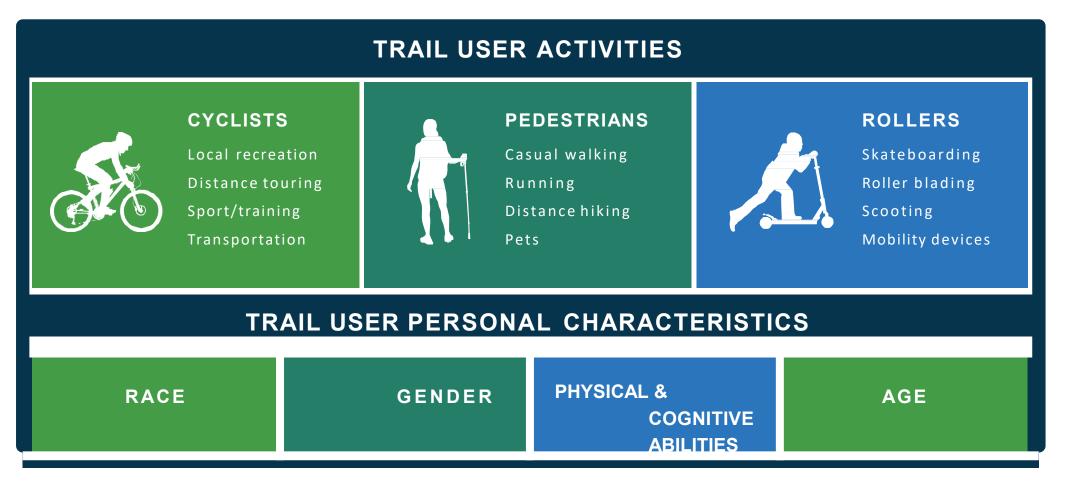








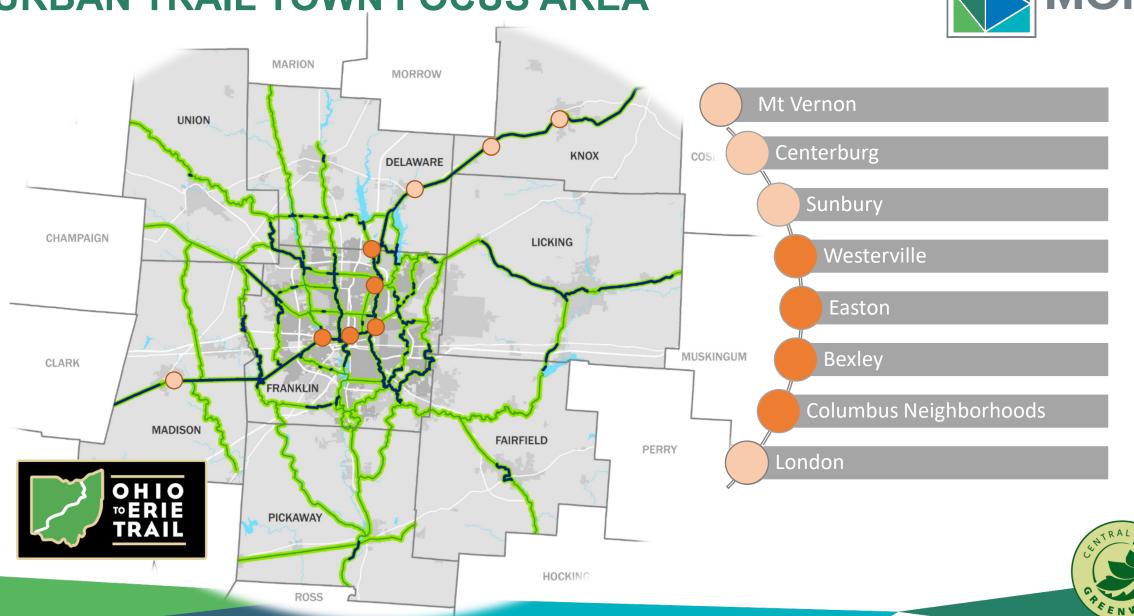
Typologies



What opportunities can you envision for this wayfinding strategy to overlap with the Trail Town initiative?

URBAN TRAIL TOWN FOCUS AREA

















TRAIL TOWN TOURS — BEXLEY

Our community will benefit from this effort by being part of a regional approach to strengthen inter and intra city bike travel. We wanted to take part to ensure Bexley is on the forefront of these efforts and to take advantage of the technical assistance and signage support. We are very eager and ready to launch and we're excited that MORPC is spearheading this effort to get the region to collaborate. – Mayor Kessler













TRAIL TOWN TOURS – WESTERVILLE











TRAIL TOWN TOURS – DRIVING PARK AND HANFORD VILLAGE













TRAIL TOWN TOURS — EASTON

Our community will benefit from this effort by being part of a regional approach to strengthen inter and intra city bike travel. We wanted to take part to ensure Bexley is on the forefront of these efforts and to take advantage of the technical assistance and signage support. We are very eager and ready to launch and we're excited that MORPC is spearheading this effort to get the region to collaborate. – Mayor Kessler





COG Social Media
Update



Review of Social Media Discussion at Marketing Working Group Meeting

- Monthly posting schedule has been successful in driving growth for both accounts.
 - Growth rates for both accounts have fluctuated, experiencing both highs and lows.
- Trail development and programming posts have consistently performed well and resonated with our followers.
 - Most liked/commented on post in last 90 days
- Challenges remain in engaging a larger audience, particularly younger people.
 - The suggestion of creating video content to capture a wide range of viewers and stay ahead of the trend of video dominance in social media was discussed.
- Continued consideration of how social media can support COG's strategic goals and programs, such as the outdoor trails pass and trail towns.



Updated Social Media Strategy

Continue with the monthly posting schedule of approximately 12-15 posts and reposts, focusing on important trail-related content in our region.

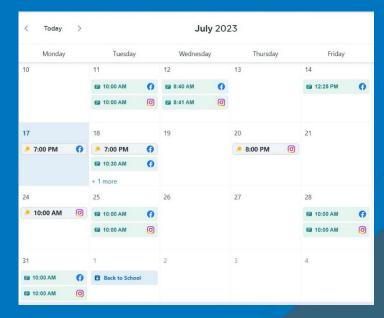
 For promoting jurisdiction/organization's events, projects, initiatives, or more on COG social media please share the details with jsampson@morpc.org.

Pathfinders Pitstop, a weekly reel series, has been launched to showcase destinations along the greenways and trails.

 This implements the short form video content into our social media strategy.

Longer "special" video content is being developed, exploring COG topics, programs, or trips. These videos will serve as enduring resources and will be pinned to our social media platforms.

 The first video will be an overview of what COG is, narrated by Melinda and yourself. The script is still being drafted!



Destinations to Highlight:

- Understory
- Saucy Brew Work
- Cultural Art Museum
- Clinton Como Par
- Calaba Andribas Massa D
- Battelle Darby Horse Track Trai
- Galloway Tavern
- Amys Taverr
- RollHouse Columbus
- The Vanderelli Room
- Genna Park
- Strongwater
- The Poesevalt Coffeehous
- Franklin Park Conservatory and Botanical Gardens
- Three Creeks Metro
- Jeffrey Park
- Winking Lizard Westervill
- Westerville Public Library

Antonio's

- Hoover Re
- Crackside Da
- Cr CCROIGC 1
- 1 1
- Glacier Ridge Metro Park
- The Dublin Link
- Indian Run Falls
- Metropolitan Library: Dublin Branch/ Sweetwater's Coffee
- Blacklick Woods Metro Park
- Walnut Woods Metro Park
- Pickerington Ponds Metro Parl

key:

Yellow = Olentangy/Scioto East Bank Light Green = Camp Chase Trail Red = Scioto West Bank Trail Light Blue = Alum Creek Trail Purple = Big Walnut Trail Green = Emerald Trail Blue = Blacklick Creek Trail



Pathfinder's

COG Special Video Content

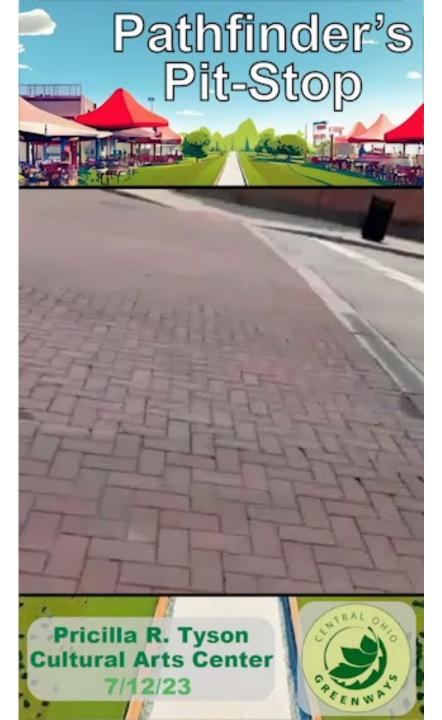
First Social Media post explaining what COG is: Do in a real editorial like Wes Anderson Sty

Description for Post:

Hey there! Did you know that Central Ohio Greenways (COG) has been around since 2015? We wanted to make sure everyone knows about our awesome mission, goals, and plans, so we're taking to social media to spread the word! Get ready for a series of short and snappy videos where we'll be breaking down the core values, frameworks, and important documents that make COG tick. We're kicking things off with an introduction to the Central Ohio Greenways program. So stay tuned and ioin us on this exciting iourney!

[Scene: A vibrant park with people of different ages engaging in various outdoor activities. Upbeat music plavina in the backaround.]

Narrator (Voiceover): Are you ready to explore the great outdoors? Welcome to the Central Ohio Greenways Program or COG — dedicated to enhancing our community by increasing the number of people using the regional trail system for recreation and transportation.



Presenting a Pathfinders Pit-Stop Short!

These videos are one minute to a minute and a half short and mostly informal videos with POV recording, interviews, and narrations!

Guiding Questions:

- What's your thoughts on this style of content for COG socials?
- What destinations should be highlighted in your jurisdictions, community, or the region as a whole?
- Any questions or concerns?

Facebook (6/18 - 7/17)

- Monthly reach decreased by 50% to 2,184 interactions compared to the previous month. However, May and June featured some of our most reached posts ever.
 - Reach = total number of people who see your content
- 221 people visited the COG page, maintaining consistency with the previous month.
- We gained 9 new page likes, resulting in a total of 2,037 COG Facebook followers.
- Most viewed Facebook post in the last 30 days



Introduce your friends to cycling by taking them on a ride along the greenways

Celebrate Summer by getting on the trails!



"COTA and COG go together like Peanut Butter and Jelly"

Instagram (6/18 - 7/17)

- Monthly reach decreased by 25% compared to the previous month, reaching 785 interactions.
 - Reach = total number of people who see your content
- Profile visits dropped to 40 this month, which is approximately 50% lower than last month's total of 77 visits.
- Despite the decrease in reach and profile visits, we gained 18 new followers, resulting in a total of 1,166 COG Instagram followers
- Most viewed Instagram post in the last 30 days



Asking Ai what COG trails would look like in a Studio Ghibli Film



Introduce your friends to cycling by taking them on a ride along the greenways

Central Ohio Greenways
would look like in a
Studio Chibli Film

Asking Ai what

"COTA and COG go together like Peanut Butter and Jelly"





Overview of Columbus Outdoor Trails Pass



History of the Trail Pass

- The Columbus Outdoor Trails Pass is the product of a partnership between COG and Experience Columbus; the pass seeks to encourage people to explore the region's trails by listing destinations along the trail network and incentivizing users to visit them by entering them into gift-card drawling's for everyone they check-in at.
- This year's pass was designed to expand upon COGs trail town framework by adding local businesses to the passport and increasing the number of destinations to encompass popular areas for cyclists within the region.
- This years pass also implemented an itinerary feature that takes users on curated adventures.
 - Scenic Parks Itinerary: A 18-mile trip traveling the Blacklick Creek Trail to 4 Metro Parks and one local park.
 - Fresh Air, Fine Art, and Fantastic Brews Itinerary: A 7.5-mile trip traveling the Olentangy Trail to 5 parks, 4 businesses, 2 murals, and a museum.

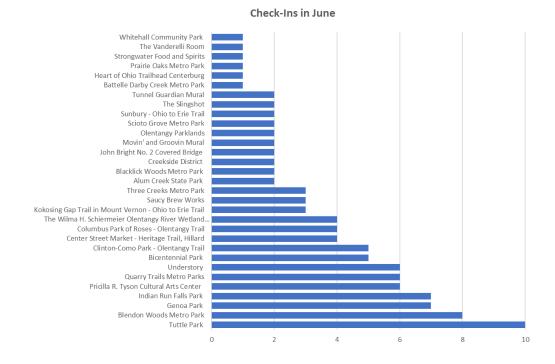


Columbus Outdoor Trails Pass Sign-Ups Destination Check-Ins 120 100 93 107 48 20 21 23 33 Columbus Outdoor Trails Pass Destination Check-Ins

April

May

June



April

January

Columbus Outdoor Trails Pass Engagement

- The number of sign-ups significantly increased from May to June, with 222 new registrations during June.
- The number of check-ins has increased and there is a wider variety of destinations being visited (93 in May to 107 in May).
- Special thanks to Kari Kauffman and everyone at Experience Columbus!

Plans for the Future

- We continue to see high engagement, particularly from individuals using the pass. To sustain this excitement, we will promote the program through our social media channels and other platforms.
 - I encourage all board members to promote the program through their own channels as they deem appropriate.
- The Pathfinders Pitstop weekly reels, which highlight destinations on the trails pass, will hopefully play a
 crucial role in promoting these locations and the program to both residents and visitors.
- Usage data from the program is being collected and analyzed to inform future iterations of the pass and itineraries. By leveraging usage data, we aim to make improvements and enhancements to further iterations of the Outdoor Trails Pass.

