



CENTRAL OHIO GREENWAYS

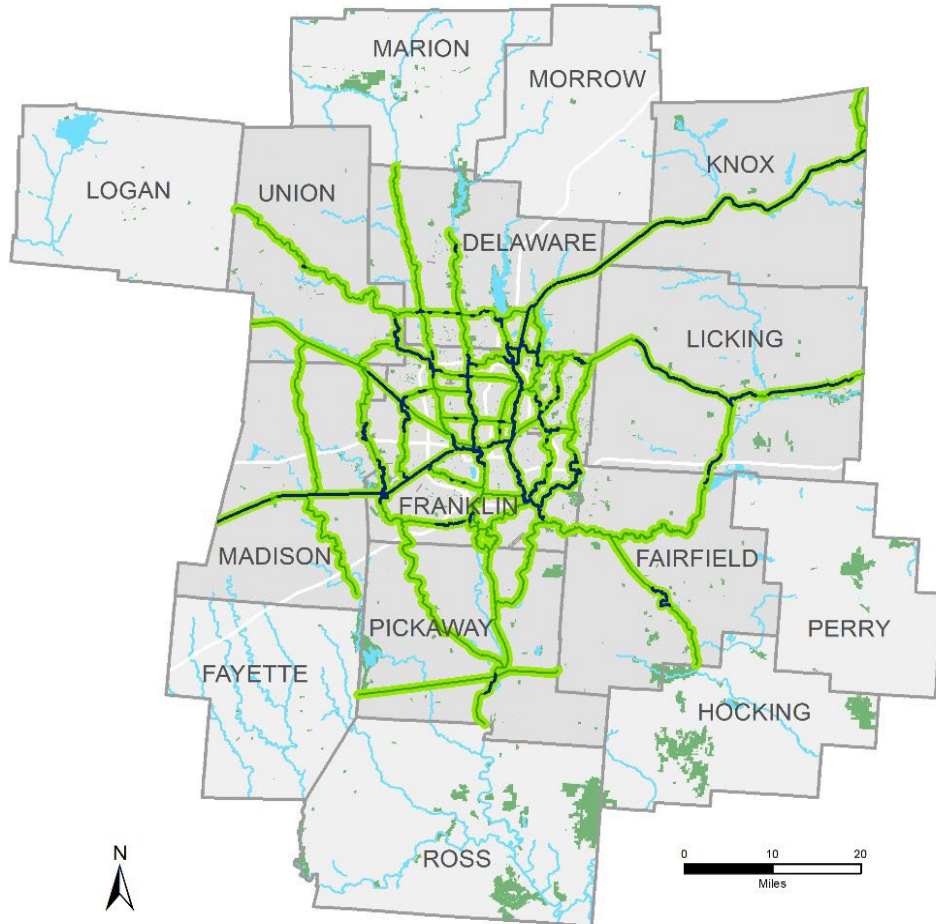
Trail Town WORKING GROUP

APRIL 19, 2024



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CENTRAL OHIO GREENWAY— Advancing access, connectivity, health, and more



VISION

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

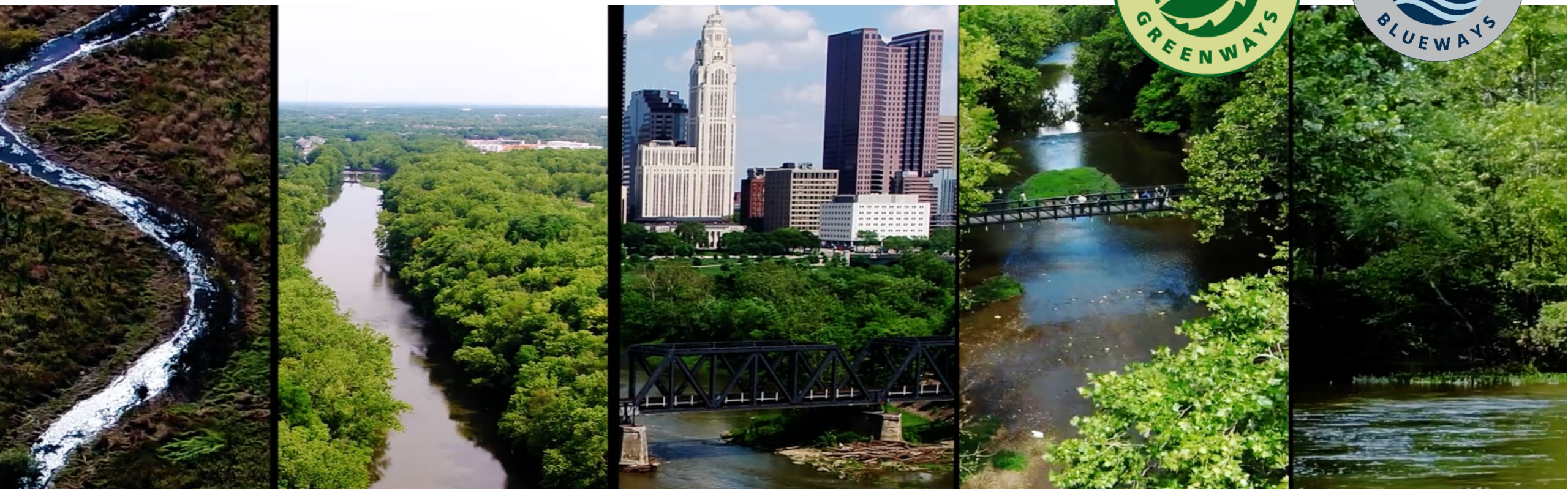
MISSION

*Increase Greenways trails mileage and
usage
for recreation and transportation needs*



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CENTRAL OHIO BLUEWAYS: opening access to the region's waterways



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CENTRAL OHIO GREENWAYS: opening access to the Communities



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GREAT AMERICAN RAIL TRAIL

This independent economic analysis finds that the Great American Rail-Trail® could generate annually:


25.6M TRIPS


\$229.4M
IN VISITOR SPENDING


2,500
NEW JOBS

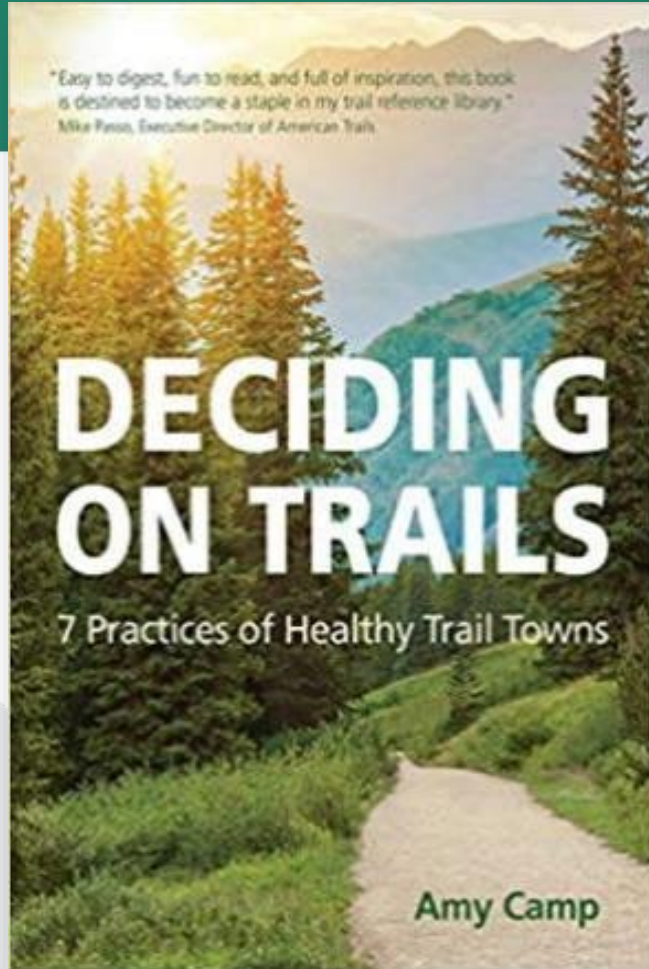

\$22.8M
IN NEW TAX REVENUE


\$104M
IN LABOR INCOME


\$161M
GDP CONTRIBUTION



TRAIL TOWN FRAMEWORK



A Trail Town is a community through which a trail passes that supports trail users with services, promotes the trail to its residents, and embraces the trail as a resource to be protected and celebrated.

--North Country Trail Coalition (adapted)

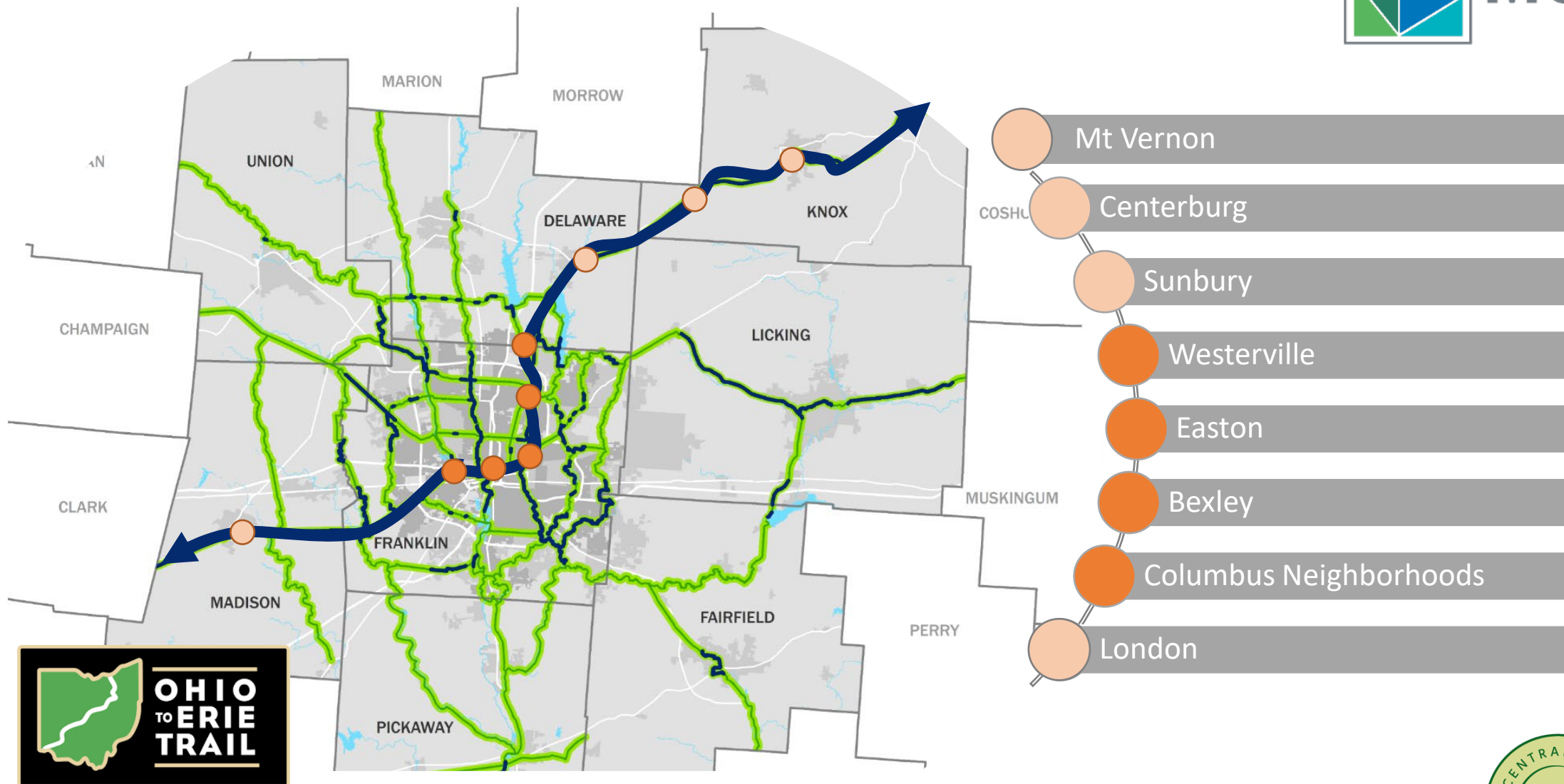


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“To be a Trail Town is to make the decision to pay attention to trails” – and invest in them.



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THE CENTRAL OHIO TRAIL TOWN FRAMEWORK

October 2023

Central Ohio Trail Town Framework Expansion:

Considering the Needs of Urban
and Suburban Communities

Develop a Central Ohio Trail Town Framework and regional initiative that will:

- Support local **quality of life** by addressing **active transportation** options for residents
- Make communities more walkable and bikeable to **maximize trail user visits and trail user spending.**



COMMUNITY ELIGIBILITY



**Marketing &
Communications**



**Community &
Business
Engagement**



**Economic
Catalysts**



Infrastructure



Wayfinding



**Art, Culture, &
Placemaking**

Eligible Communities

- ✓ Should be able to accommodate trail users with business services
- ✓ Should be located within 2 miles of a Central Ohio Trail of Regional Significance*
- ✓ Must declare a commitment to designation as a Trail Town via city or village council
- ✓ Will have to maintain their trail town designation from year to year

*Should be committed to active transportation infrastructure that allows people to safely walk and bike between the trail and community.



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SHORT TERM COMMUNITY IMPLEMENTATION

- Bike Racks & Bike Parking
- Parklets
- Pilot Bike Share
- Bike and pop-up pedestrian lanes
- Wayfinding



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TRAIL TOWN TOURS – BEXLEY





TRAIL TOWN TOURS – WESTERVILLE



TRAIL TOWN TOURS – EASTON



TRAIL TOWN TOURS – DRIVING PARK AND HANFORD VILLAGE

COG TRAIL COMMUNITIES: KEY FINDINGS



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1. Addressing the Whole Community

A Trail Town initiative that is managed by MORPC, a regional planning organization, is uniquely positioned to approach trails and communities in a holistic manner.



2. Diverse Community Types Need a Flexible Program

Expanding a Trail Town initiative to include a wider spectrum of community types will result in a program that would need to operate differently than existing efforts to successfully serve participating communities and trail users.



3. A Large Regional & Metropolitan Trail Town Program is a New Frontier

The City of Columbus is significantly larger than most recognized trail communities, putting the Central Ohio Trail Communities Program in the position to demonstrate how a Trail Town initiative can be effective in a large, urbanized area



4. Urban and Suburban Communities Present Unique Opportunities and Challenges

Central Ohio's urbanized communities present both unique opportunities and challenges concerning Trail Town implementation and the trail user experience



5. Participating Community Geographies May be Harder to Define

The boundaries of urban communities may be less defined in dense areas



IMPLEMENTATION CONSIDERATIONS



- Urban Character & Experiential Shifts
- Diversity & Inclusion on Trails
- Housing

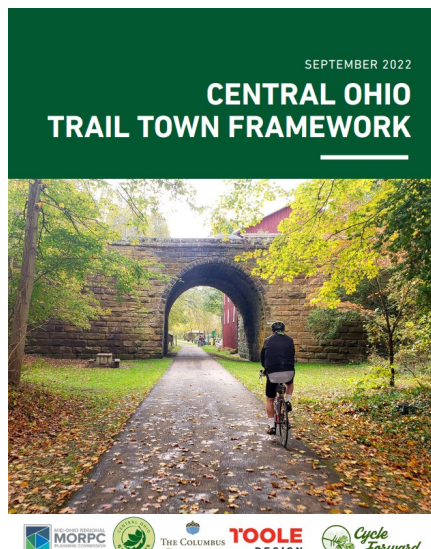
This is not the Trail Town program of yesteryear!



NATURE BASED PLANNING: collaborative work on local & regional trails

Current Projects Include

- Trail Towns Framework
- Wayfinding Strategy: *Beyond Signage*
- Outdoor Trails Pass – *Experience Columbus*
- Central Ohio Blueways
- Mapping Natural Assets



Ideal Trail User EXPERIENCE

3

Feeling **INSPIRED**

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.

IDEAL

2

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.

ENHANCED

1

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.

ESSENTIAL

NEXT STEPS: Collaboration



>>>> TRAIL TOWN WORKING GROUP

>>>> TRAIL TOWN PLANS

>>>> FEDERAL FUNDING and STATE FUNDING



COG WAYFINDING STRATEGY GUIDE ELEMENTS



WAYFINDING STRATEGY GUIDE ELEMENTS

GOAL: All Central Ohio Greenways users feel **secure**, **exploratory**, and **inspired** on their journeys.

STRATEGIES	1 TRAILHEADS will orient trail users to both the trail and the places it runs through, and welcome them with vital amenities.	2 MAPS & SIGNS will keep trail users moving effortlessly to, from, and along a trail by providing the information they need, at precisely the point at which they need it.	3 TECHNOLOGY will enable trail users to access current information on routes, amenities, and destinations.	4 CREATIVE ELEMENTS will help trail users create mental maps that enable them to better navigate the trail over time.	5 TRAIL AMBASSADORS will be the social support for trail users within trail-adjacent communities that help them find their way.
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FILTERED THROUGH

WAYFINDING PRINCIPLES	DON'T MAKE ME THINK! Wayfinding elements will be predictable, consistent, and simple to understand.	KEEP ME MOVING! Wayfinding elements will be at the proper scale for cyclists, walkers, and those using mobility devices. There will be clarity at all decision points. Trail users will not need to stop for any reason unless desired.	MEET ME WHERE I AM! Wayfinding elements will feature inclusive design and universal icons that are accessible to all users. They will prioritize the needs of new trail users, and the needs of trail users over providers.	ANTICIPATE MY NEEDS! Wayfinding elements will provide users with the right information, at the right time, in the right format. Trail users will have the assets they need, when they need them.	MAKE IT MEMORABLE! Wayfinding elements will include many types of environmental cues, including public art. Memorable places will support the creation of robust mental maps.	HELP ME CONNECT! Wayfinding elements will allow trail users the opportunity to connect with each other and with communities' people, places, and cultures.
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RESULTING IN

TACTICS	TRAILHEADS Chapter 4	MAPS & SIGNS Chapter 5	TECHNOLOGY Chapter 6	CREATIVE ELEMENTS Chapter 7	TRAIL AMBASSADORS Chapter 8
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COG WAYFINDING STRATEGY GUIDE ELEMENTS



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WAYFINDING PRINCIPLES

With wayfinding defined, it is necessary to identify the principles that will guide the application of this wayfinding strategy. A quick online search for "wayfinding principles" yields many different examples, with some common themes. The utility of each has been evaluated and synthesized into the following original format. Notably — each principle is expressed as if spoken by a trail user, again centering what they need to have an exceptional trail experience.

DON'T MAKE ME THINK!

Wayfinding elements will be predictable, consistent, and simple to understand.

KEEP ME MOVING!

Wayfinding elements will be at the proper scale for cyclists, walkers, and those using mobility devices.

There will be clarity at all decision points.

Trail users will not need to stop for any reason unless desired.

MAKE IT MEMORABLE!

Memorable places will support the creation of robust mental maps.

"Wayfinding elements" will include many types of environmental cues, including public art.

HELP ME CONNECT!

Wayfinding elements will allow trail users the opportunity to connect with each other and with communities' people, places, and cultures.

MEET ME WHERE I AM!

Wayfinding elements will feature inclusive design and universal icons that are accessible to all users.

Wayfinding elements will prioritize the needs of new trail users, and the needs of trail users over providers.

ANTICIPATE MY NEEDS!

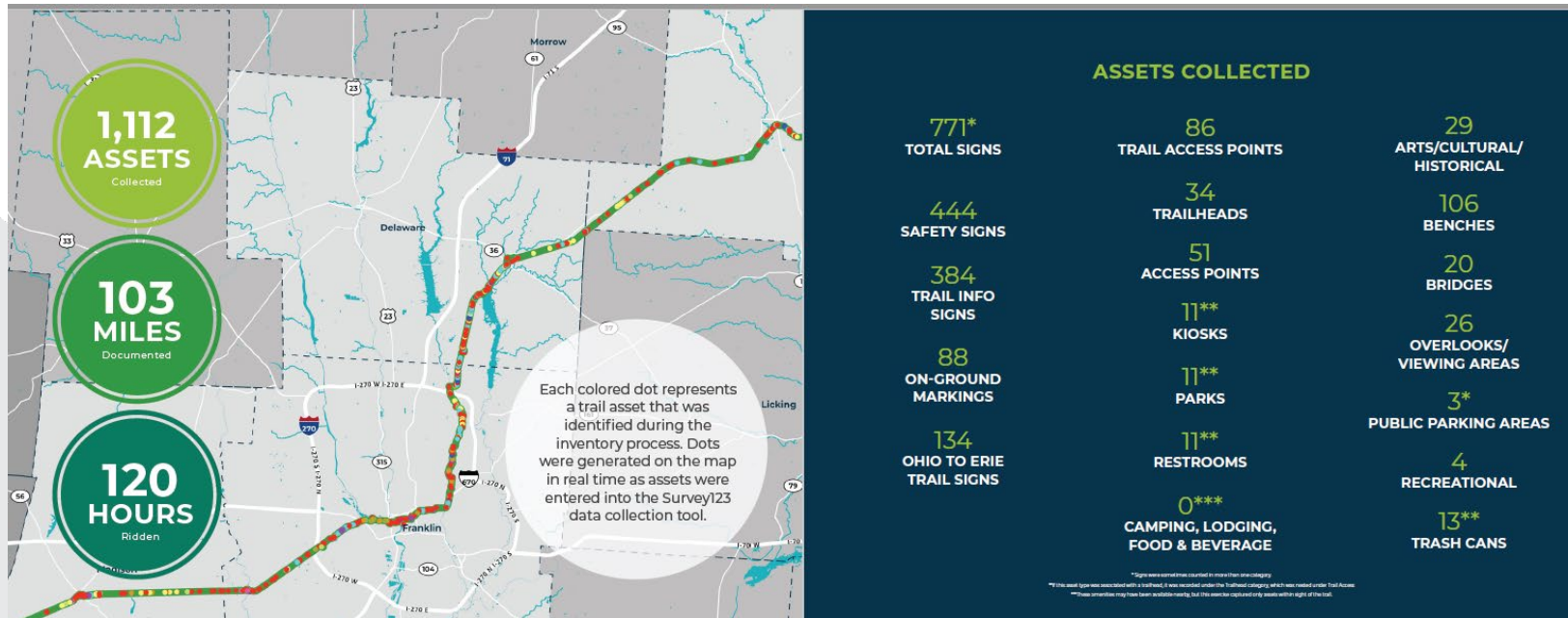
Wayfinding elements will provide users with the right information, at the right time, in the right format.

Trail users will have the assets they need, when they need them.



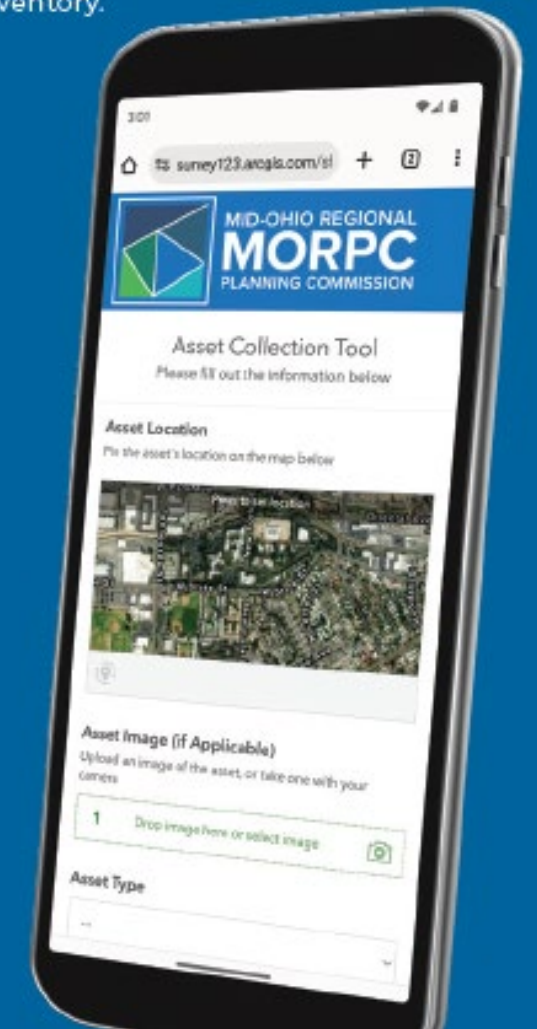
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DATA COLLECTION



An Easy-to-use Asset Collection Tool

Contact MORPC for access to the online form developed to facilitate the Ohio to Erie Trail asset inventory.





TRAILHEAD TYPOLOGIES

FEATURE REQUIREMENTS	ACCESS POINTS	TRAILHEAD LEVELS		
		BASIC	ENHANCED	PREMIER
Access to Streets & Roadways	✓	✓	✓	✓
Information Kiosk/Map		✓	✓	✓
Bike Parking		✓	✓	✓
Seating		✓	✓	✓
Transit Access*			✓	✓
Sidewalk Access			✓	✓
Restrooms			✓	✓
Water Access			✓	✓
Placemaking Elements				✓
Shelter(s)				✓
Facilities Staff				✓
Unique Design				✓



EXISTING TRAILHEAD FEATURES

Information Kiosk/Map	✓
Bike Parking	✓
Seating	✓
Transit Access < 1m	✓
Sidewalk Access	✓
Restrooms	✓
Water Access	✓
Transit Access < .25m	✓
Placemaking Element(s)	✓
Shelter(s)	✓
Facilities Staff	✓
Unique Design	✓

ROTARY PARK	✓
HANBY PARK	✓
WILSON PARK	✓
PRAIRIE TRAILHEAD	✓
MCNAMARA PARK	✓
KNOX CO VISITORS CENTER	✓
BRIDGE OF DREAMS	✓
KOKOSING GAP	✓
BATTELLE DARBY PARK	✓
COOPER PARK	✓
JAMES O. CASTO PARK	✓
DANVILLE (KOKOSING)	✓
MEMORIAL PARK (MT VERNON)	✓
CENTERBURG (HOOT)	✓
LAYMON RD (KOKOSING)	✓
HAYDEN PARK	✓
ALUM CREEK	✓

MILLER PARK	✓
MEMORIAL PARK	✓
ROBERTS PASS	✓
BROWN FAMILY CENTER	✓
CASTO PARK SOUTH	✓
PATTON RD (OTET)	✓
HENRY RD (HOOT)	✓
PATHWAYS PARK	✓
GALENA TRAIL LOT	✓
DANVILLE (MOHICAN VALLEY)	✓
SANDEL LEGACY	✓
HUFFMAN RD (HOOT)	✓
E. CENTER ST, LONDON	✓
HOOVER SCENIC TRAIL LOT	✓
KILDUFF RD (KOKOSING)	✓
STULL RD (KOKOSING)	✓
SUNBURY NORTH (HOOT)	✓

86
ACCESS POINTS

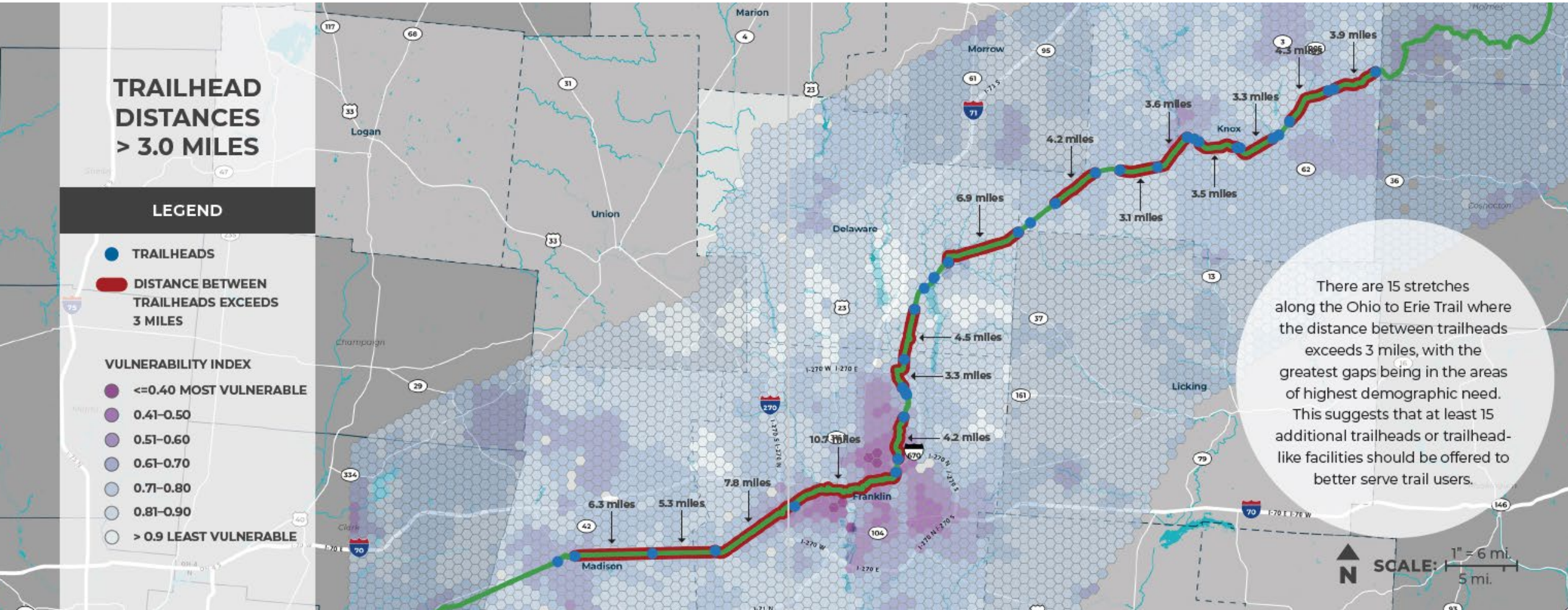
34
TRAILHEADS

7
BASIC

2
ENHANCED

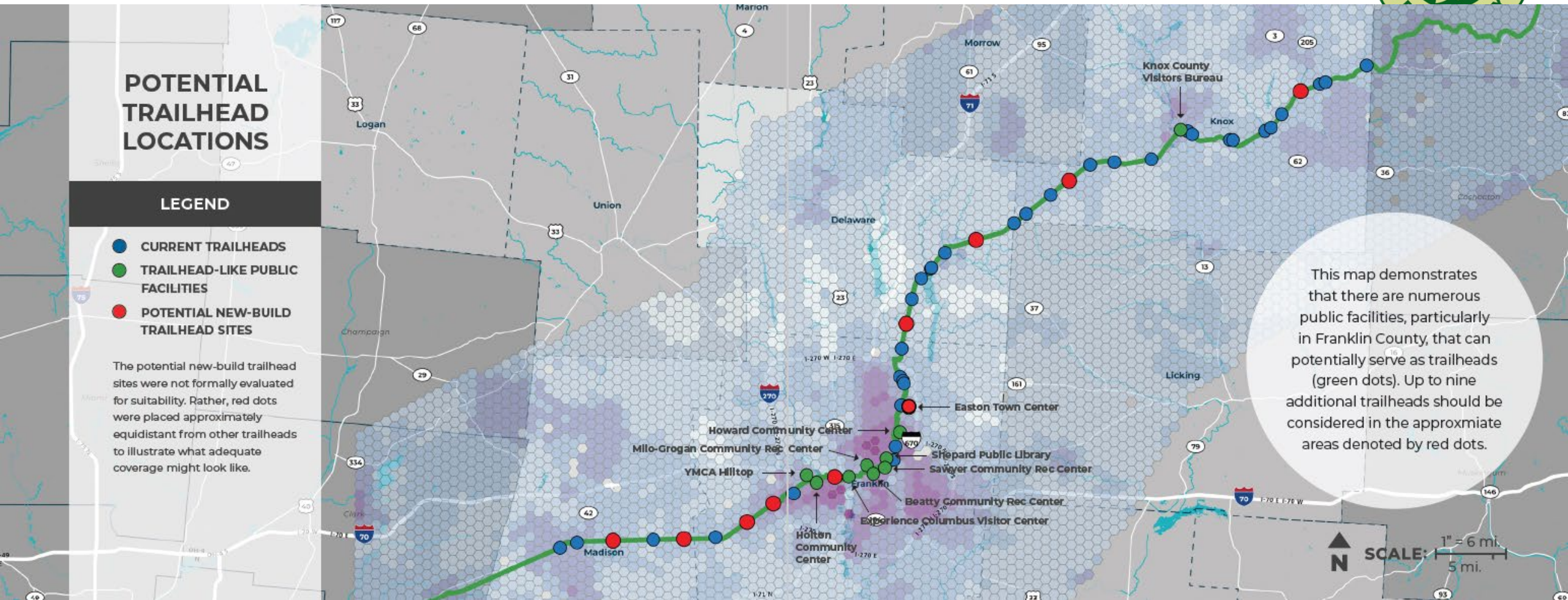
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PREMIER

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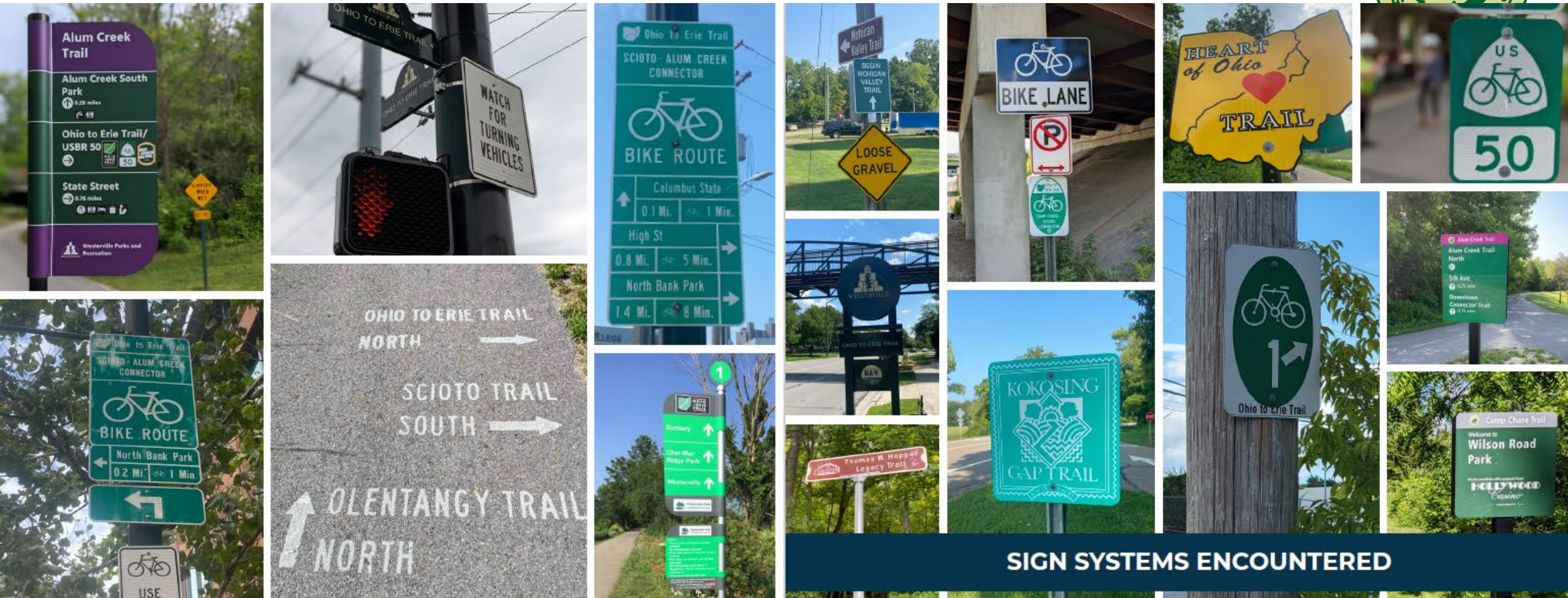
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SIGN SYSTEMS ENCOUNTERED



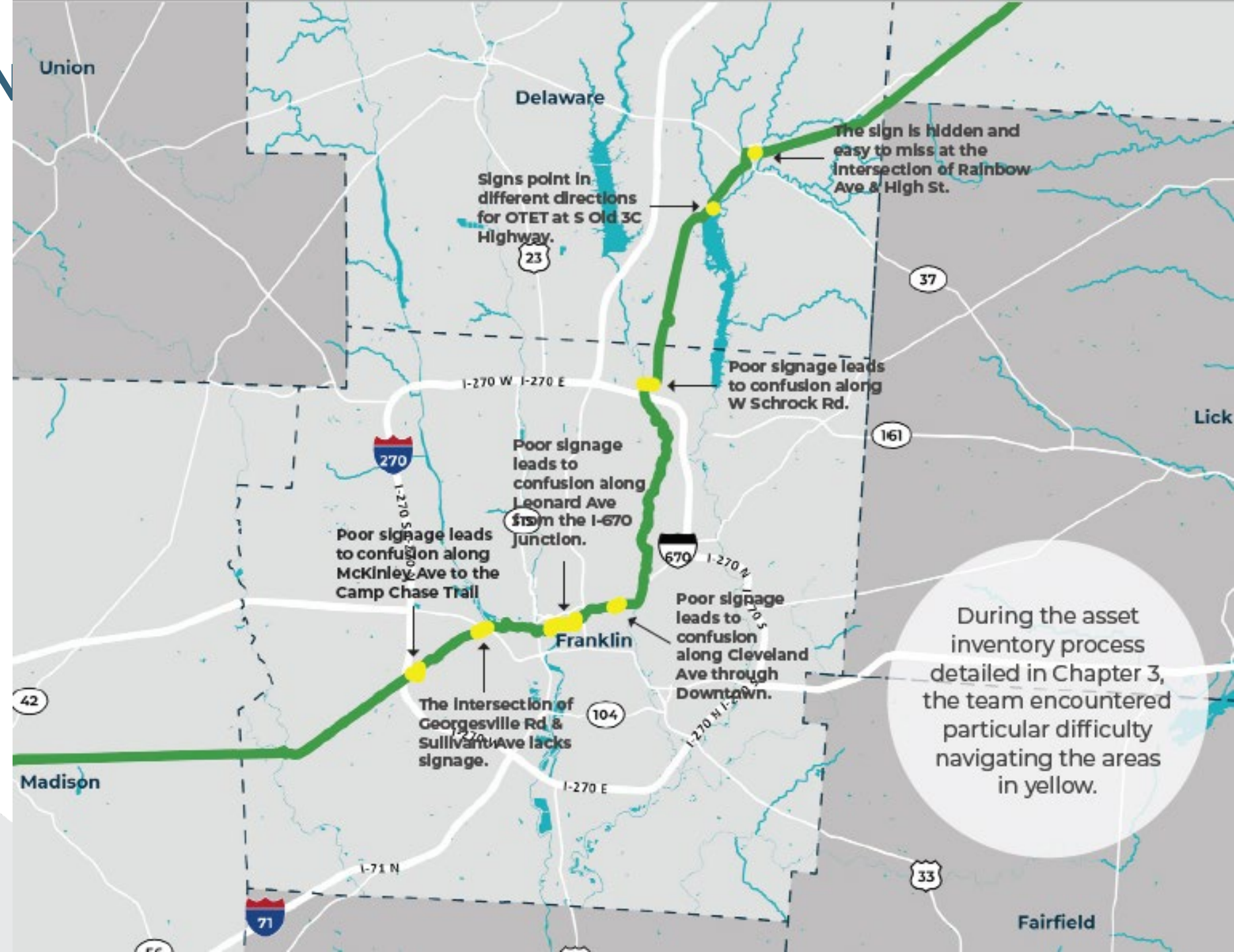
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COG WAYFINDING



COG WAYFINDING STRATEGY GUIDE ELEMENTS



Color System Updates

The COG brand guidelines assign a color to each trail. With the planned expansion of the COG Regional Trail network, the COG color palette must be expanded. This guide identifies four additional colors for new trails. The primary COG green is intended for all minor trails and connecting trails.

TRAIL SYSTEM BASE COLORS



FONTS

Destination

Frutiger Condensed Bold
+50 LETTER SPACING

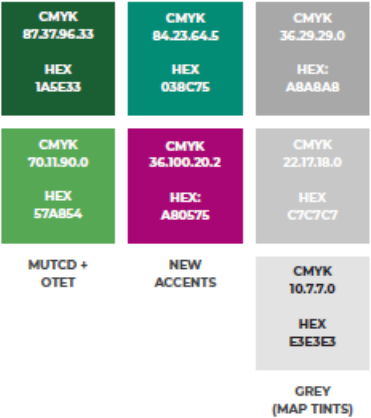
DISTANCE 0.5 mi

Frutiger Condensed
+50 LETTER SPACING

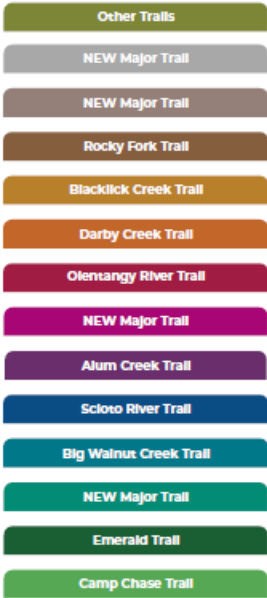
ORIGINAL COLORS



ADDITIONAL COLORS



TRAIL COLOR ASSIGNMENTS



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COG WAYFINDING STRATEGY GUIDE ELEMENTS



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COG WAYFINDING STRATEGY GUIDE ELEMENTS



At-Trail Signs & Maps (Continued)

ACCESS POINT IDENTIFIERS

Access Point Identifiers assign a unique identifier to each trail access point so that trail users in need can more accurately report their location to emergency personnel. **Access Point Identifiers, whether stickers or metal signs, should be posted on Wayfinding Signs at all trail access points.**

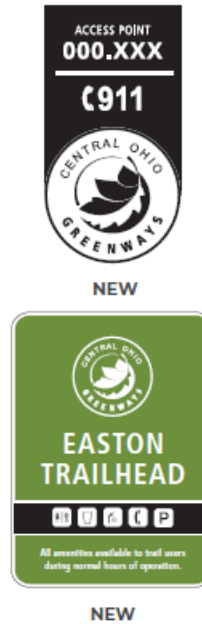
TRAILHEAD FACILITY SIGNS

Trailhead Facility Signs identify an official trailhead and quickly inform people of its amenities, hours of operation, and management. **Trailhead Facility Signs should be posted on all structures serving as trailheads.**

COG WAYFINDING SIGN

COG Wayfinding Signs alert trail users to the trail and routes they are traveling; list up to three off-trail destinations, plus the distances to and amenities available at them; and provide trail sponsor and emergency contact information. **COG Wayfinding Signs should be posted in both directions at all trail access points.**

FINAL | MARCH 2024



COG WAYFINDING SIGN



REVISIONS

REDUCE CONFUSION

Use the logo hat (instead of the route number) for all signs along the Ohio to Erie Trail.

SIMPLIFY & AMPLIFY

Use fewer colors and bigger fonts to reduce visual clutter and allow for easier comprehension.

STREAMLINE

Identify routes the trail is part of with one-color logos.

ALTERNATE

Put recognition logos on one side of the sign and a map link or emergency contact information on the other.



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SIGNAGE RECOMMENATIONS



COG DIRECTIONAL SIGN



CURRENT

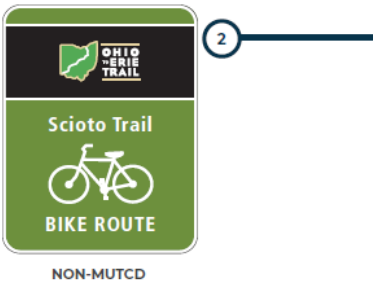
REVISED

ROUTE CONTINUATION SIGNS



CURRENT MUTCD

REVISED



NON-MUTCD



CURRENT

REVISED



CURRENT

REVISED



CURRENT

REVISED

TO-TRAIL SIGNS



MUTCD



COG/OTE BRAND

COG BRAND

BRANDED DESTINATION SIGNS



COG TRAIL ID SIGN



CURRENT

REVISED

COG ROAD SIGN

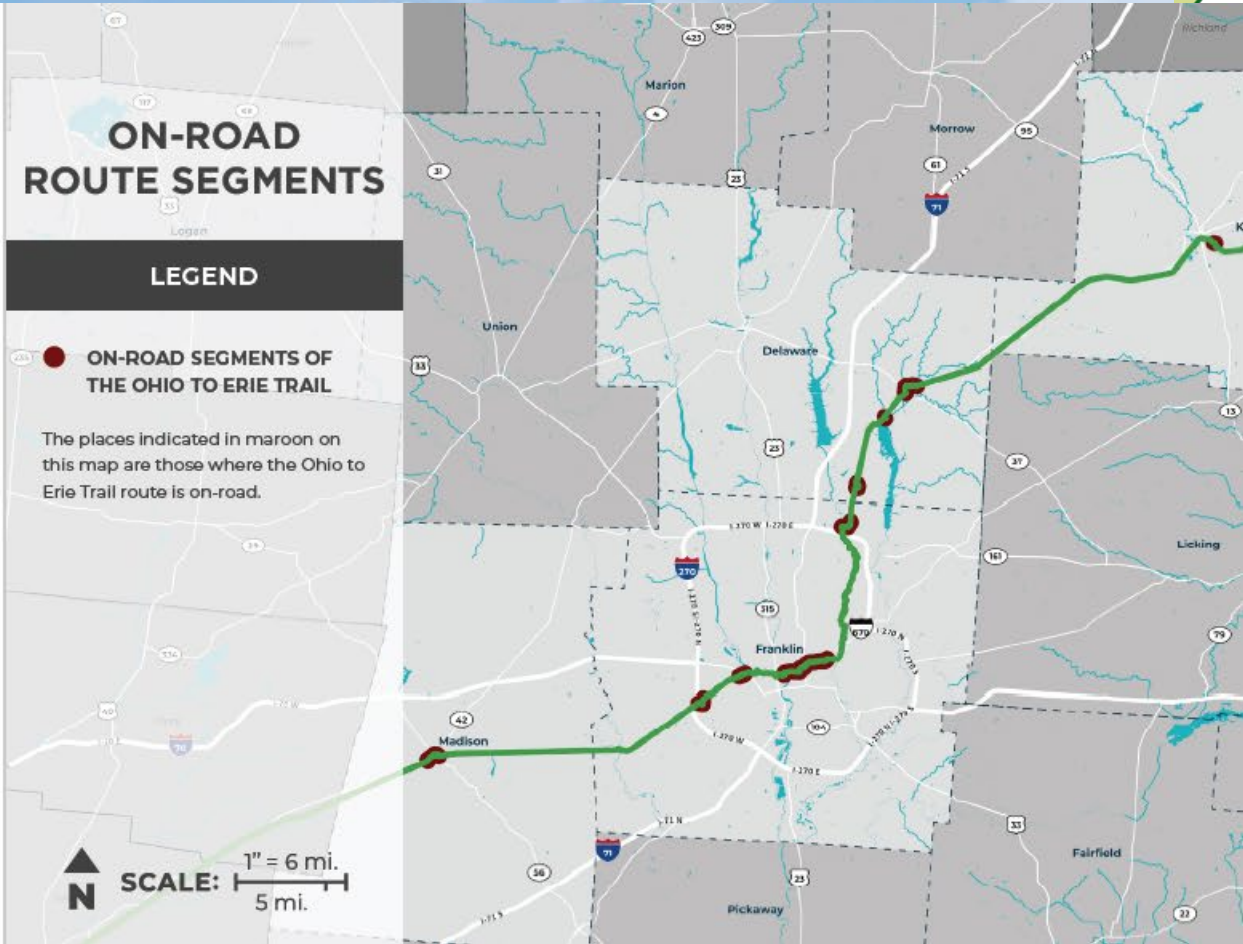


NEW

CROSSINGS AND ON ROAD SEGMENTS



COG-branded crosswalks such as these could enhance crosswalk safety and keep people on a route that has diverged from a trail. Though creative crosswalks are still being studied in the U.S. and are not widely approved for major roadways, the treatment should be applied when possible (for example, when a trail crosses a private parking lot driveway).



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DETOURS



On-Trail Signs & Markings (Continued)

PAVEMENT MARKINGS

Pavement markings can be used to augment the sign system and reinforce critical trail information, such as cautions, detours, rules, abrupt stops, or tricky turns. **Pavement Markings should be used at the discretion of trail managers at sites where additional information would benefit trail users.**



A long-term trail detour during construction at The Ohio State University was communicated with trail stickers and a green dashed line that made following the route a seamless experience.



COG WAYFINDING STRATEGY GUIDE ELEMENTS



6.0 STRATEGY 3: TECHNOLOGY

Testing a Routing Hypothesis



When trail data — in particular, trail access point data — is missing from the most popular mapping platforms, the bike routes they recommend send people far out of their way. Hoping to remedy this wayfinding challenge along the Ohio to Erie Trail, the team tested the hypothesis that both Google Maps and OSM would provide more direct, trail-based routes if provided current trail access point data.

Trip origin and destination points near trails in the Hilltop neighborhood of Columbus and the rural village of Howard, Ohio were selected, and a simple routing query was submitted in OSM (Hilltop) and Google Maps (Howard) to see what happened. In both cases, the team found that trail access points were missing, causing bike routes between two points near the trail to be unnecessarily long and indirect.

The team provided trail access points to both mapping platforms and waited until they were accepted. Afterwards, they resubmitted their routing query and discovered that in both contexts, and with both mapping platforms, routes employed the new trail access points and were much more direct as a result (the maps at right show what this process looked like in Google Maps and OSM). The team then updated OSM and Google Maps with all 18 missing trail access points along the Ohio to Erie Trail, as shown on the next page.



A missing trail access point in Howard, Ohio caused Google Maps to route people far out of their way on a trip from East Knox Elementary to the Hillbender Preserve.



The team alerted Google Maps to the missing trail access point at Rotary Park.



Google made the change and thereafter routed people more efficiently using the trail.



OSM failed to use the Camp Chase Trail for routing due to a missing trail access point.



OSM allowed the team to directly add the trail access point.



OSM began factoring the trail into its route almost immediately.

Mapping Trail Amenities

Having experienced success at improving bike routes with trail access points, the team reached out to Google with additional trail data to see if they would use it as well. This included all trailheads, their location (latitude and longitude) and amenities, and a link to COG's website. This was submitted as a Points of Interest .csv file, as per Google's requirements for data sharing.

Though Google rejected the amenities data, they accepted the remainder of what was submitted. This means that all 34 Ohio to Erie Trail trailheads within the project scope now appear on Google Maps with their name and precise location, a photo, and a link to centralohiogreenways.com.



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COG WAYFINDING STRATEGY GUIDE ELEMENTS



WAYFINDING STRATEGY GUIDE FOR THE CENTRAL OHIO GREENWAYS

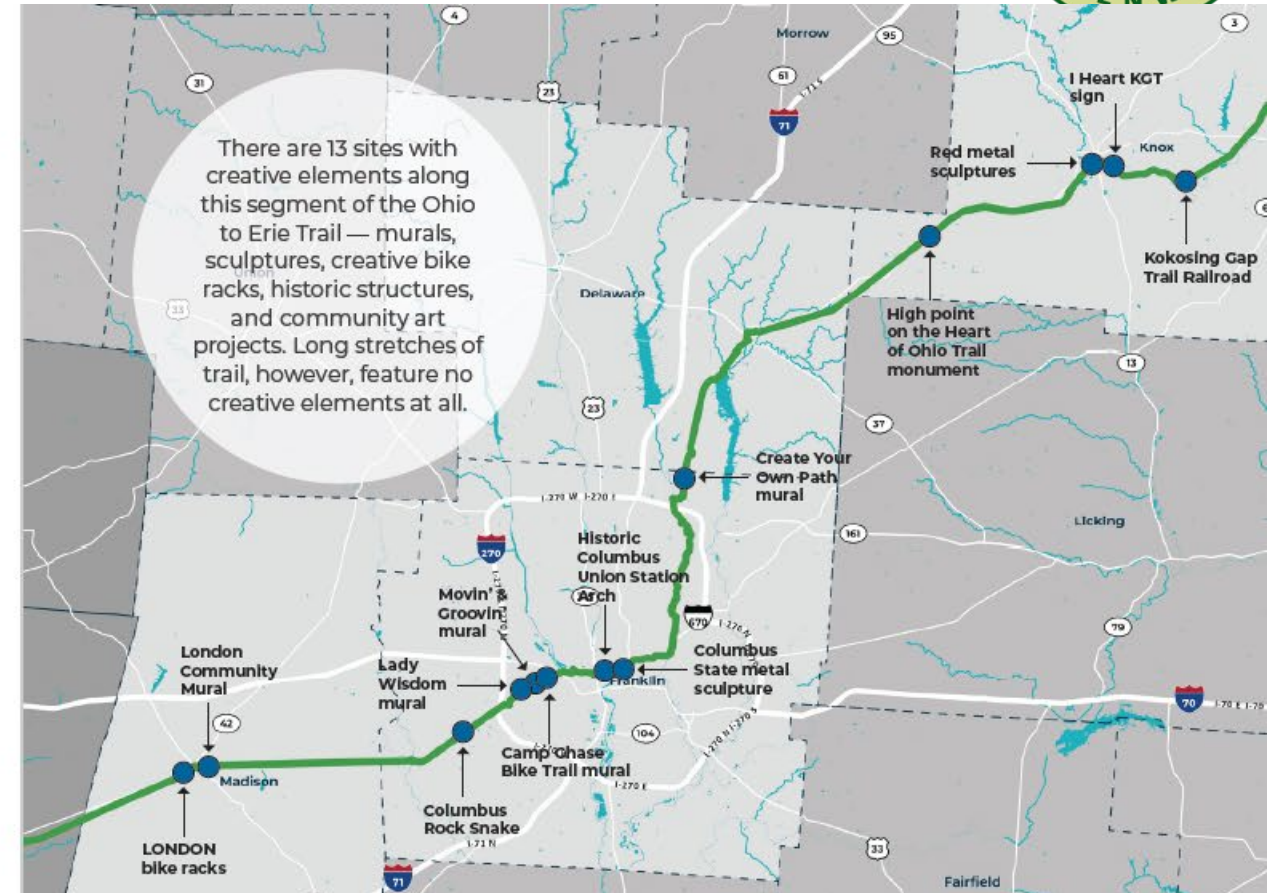
Using Creative Elements as Wayfinding

CURRENT CONDITIONS

There are 13 creative elements visible from this 120-mile trail segment. They are all outstanding, and form the backdrop to many Ohio to Erie Trail selfies, but long stretches of the trail have no artistic elements at all. Some stakeholders have even called the trail “boring.” There is a strong demand for more creative elements along the Ohio to Erie Trail through Central Ohio.

“How do we market how great Knox County is? How do we elevate current spaces to make them must-stop destinations?”

JEFF GOTTKE
President
Knox County Area Development Foundation



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COG WAYFINDING STRATEGY GUIDE ELEMENTS



Chapter 8 Takeaways

1

IDENTIFY OUTREACH PARTNERS.

Determine who is already doing the work of outreach to Trail Ambassadors, or who is best positioned to take it on, and invite them to participate in a broader, more coordinated effort.

2

CREATE A TRAIL AMBASSADORS NETWORK.

Invest in strategies that develop Trail Ambassadors' capacity to engage trail users, in particular shared opportunities for education, networking, and resource development.

3

HELP ESTABLISH THE CENTRAL OHIO TRAIL TOWNS PROGRAM.

Support MORPC's efforts to develop a Trail Town program and help spread the word about it.



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COG WAYFINDING STRATEGY GUIDE ELEMENTS



WAYFINDING STRATEGY GUIDE FOR THE CENTRAL OHIO GREENWAYS

Trail Counter Placement Guidelines

Collecting trail count data to evaluate wayfinding interventions is foremost a matter of selecting appropriate locations at which to install the counters. MORPC has funding to install nearly 27 new permanent trail counters throughout the region. These may replace or supplement outdated count technology now deployed in 24 locations throughout the network.

MITIGATING INTERFERENCE

Proper trail counter siting entails, first, ensuring sensors are not subject to interference by flooding or snowfall, power lines, non-trail traffic, congregating trail users, geographic features, or other disruptive/obstructive elements. Trail count data should be monitored to identify sites registering abnormally low or high trail use, so counter issues can be quickly resolved.

ASSESSING WAYFINDING

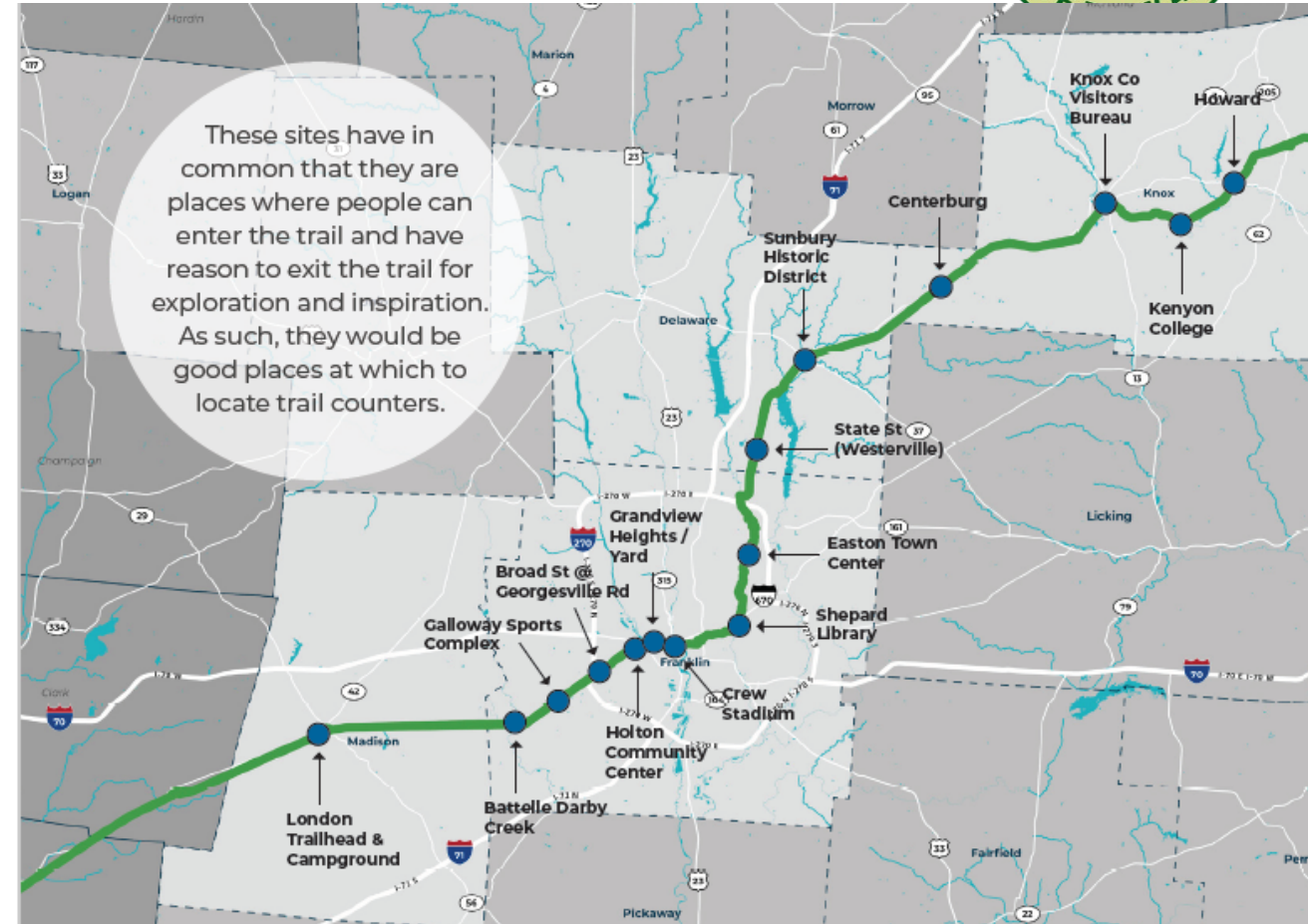
To evaluate wayfinding-related impacts on trail use, trail counters should be placed at trail access points, preferably those with major residential developments and/or activity centers nearby — i.e., places with people who can come and go, and reasons for them

to do so. Siting them at these locations can facilitate assumptions about the success of directional interventions in helping people locate, exit, and/or successfully make their way back to a trail.

AVOIDING DOUBLE-AND NO-COUNTS

There are generally two styles of trail access points. Some trail access points are T-shaped, with a single entry point perpendicular to the trail. These can, in theory, have one counter that tracks people entering and exiting the trail, if it can be placed far enough from the corners to avoid counting them both as they approach and after they turn, and far enough from any crowds that may congregate. If this is not possible, counters will need to be placed on either side of the entry runway to capture people going in either direction. Other trail access points are long stretches that run parallel to a trail (for example, those alongside a parking lot or event plaza). These will always require two counters placed at the far edges of where people can enter the trail, to register people headed in either direction but not random, non-trail activity.

These sites have in common that they are places where people can enter the trail and have reason to exit the trail for exploration and inspiration. As such, they would be good places at which to locate trail counters.



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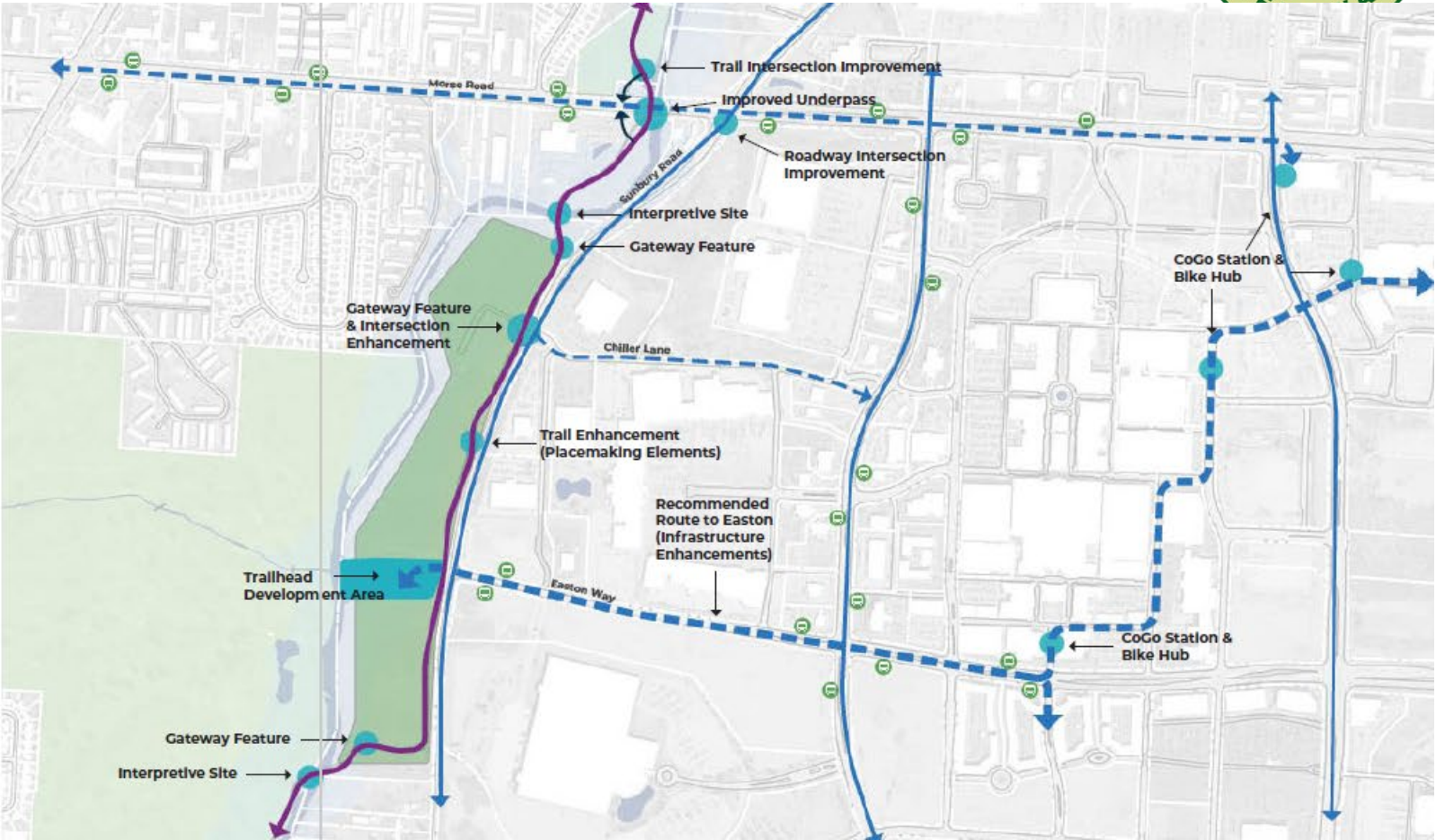
DATA COLLECTION



A WAYFINDING STRATEGY GUIDE FOR THE CENTRAL OHIO GREENWAYS

The Easton Trailhead Master Plan

Many sites along the Alum Creek Trail and within the Easton Town Center shopping area, as well as a major route between the two, were selected for wayfinding interventions in this plan. The blue dots on this map highlight where these improvements are recommended. The following pages show renderings of what each site could look like, and what the experience of encountering them might be, as a trail user travels from south to north, taking an excursion to Easton along the way.



TRAILHEAD TYPOLOGIES



A WAYFINDING STRATEGY GUIDE FOR THE CENTRAL OHIO GREENWAYS

Case Study Area Signage Recommendations

Most of the sign typologies delineated in Chapter 5 would be used to adequately sign the Alum Creek Trail and Easton Town Center.

TRAIL ID SIGNS

Two Trail ID signs placed just after Morse Rd and Innis Rd would note the distance to Easton Trailhead.

ROAD SIGNS

The Morse Rd and Innis Rd underpasses would have road signs posted on both sides of the bridges.

TRAILHEAD FACILITY SIGNS

The Easton Trailhead's main structure would post the trailhead facility sign on both sides, to be visible from the rear parking lot and from Sunbury Rd.

WAYFINDING SIGNS

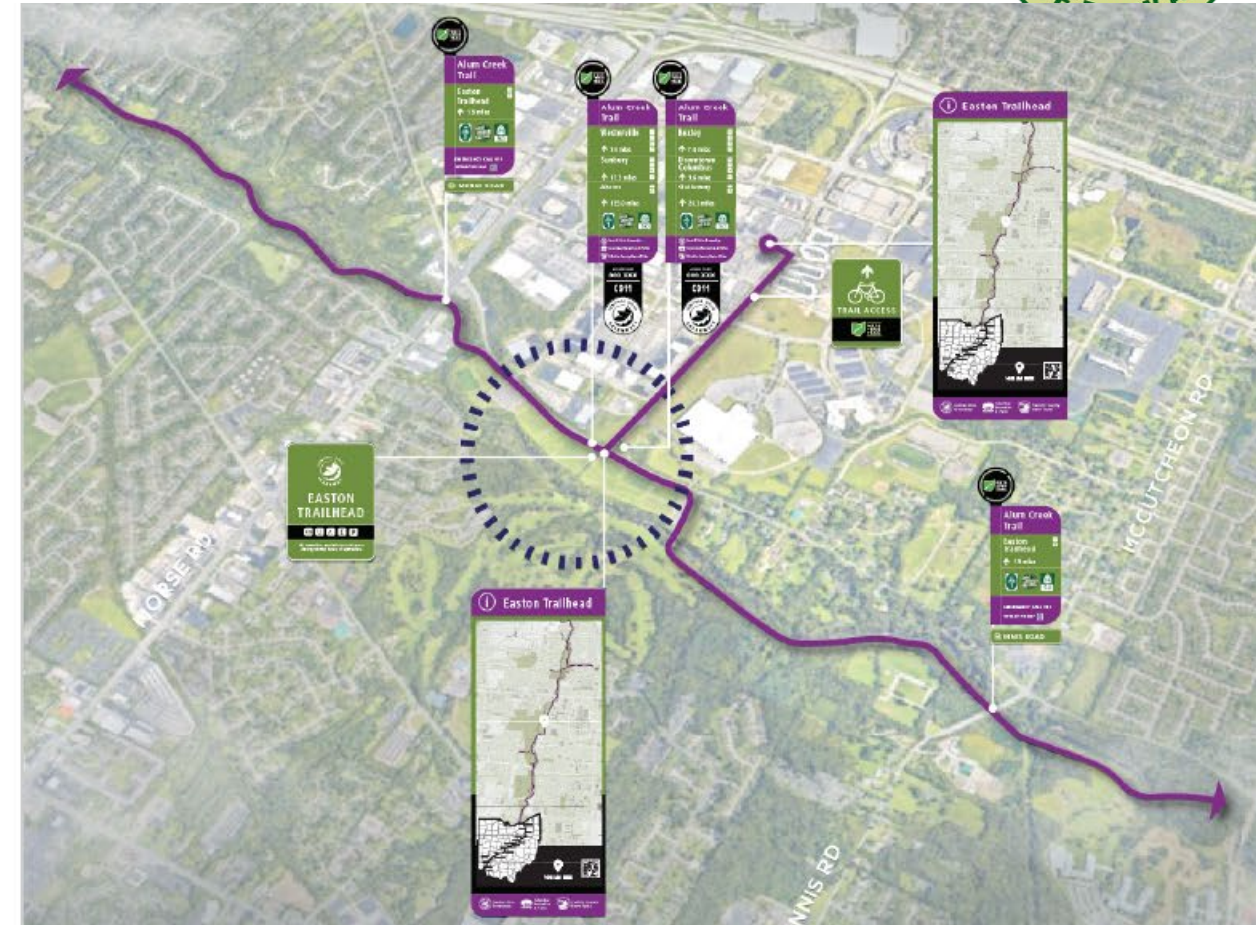
Two Wayfinding signs, one facing north and the other facing south as trail users leave Easton Trailhead, would provide the distance to several destinations each.

MAP & INFORMATION KIOSKS

Map kiosks would be positioned at the trailhead and also at each Bike Hub location throughout Easton. A digital information kiosk identical to those featured throughout Easton Town Center could be placed at the trailhead to provide information on routes to and from the shopping center, where to park bikes during an excursion there, what amenities are available, safety tips, programming alerts, the COG network more broadly, transit stops and schedules, and more.

TRAIL ACCESS SIGNS

Signs along Easton Way, particularly at the intersections of Morse Crossing, Easton Loop W, Easton Square Pl, Chagrin Dr, and Brighton Rose Way, would alert Easton guests of the nearby Alum Creek Trail access.



COG WAYFINDING STRATEGY GUIDE ELEMENTS



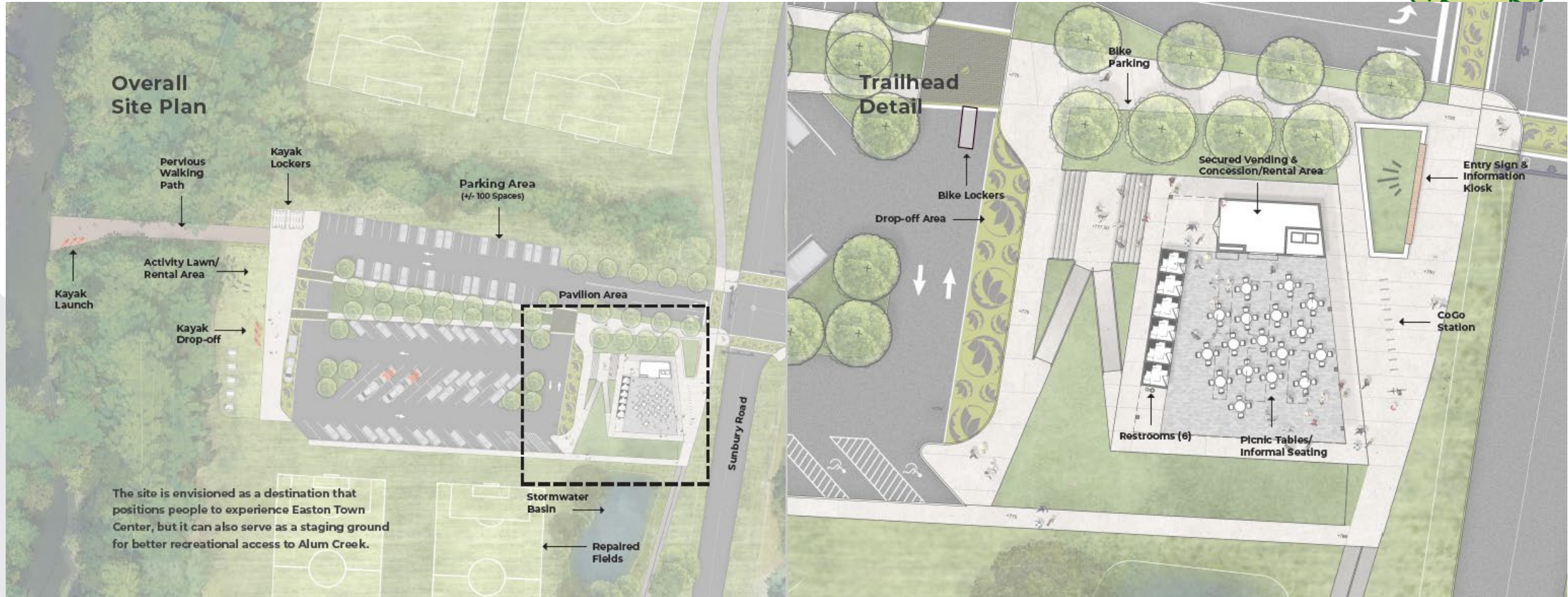
Easton Town Center: A Premier Trailhead Experience

The Easton Trailhead would be unlike anything Central Ohio has ever seen — the first trailhead to bring outdoor recreation, retail, entertainment, public art, mobility options, community programming, and social interaction together in one destination, on a truly grand scale.



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A WAYFINDING STRATEGY GUIDE FOR THE CENTRAL OHIO GREENWAYS

Trailhead Placemaking Recommendations

Placemaking is the task of making a place where people want to be. It is designing a space in which people have things to do, meaningful experiences, and opportunities to see and be seen. Easton Town Center has a reputation for excellence in placemaking, which would no doubt extend to a new trailhead and its grounds. Key placemaking elements in this plan include the artfully designed, multi-functional trailhead shelter; the public art and other creative amenities; the various seating options; the mix of activities to enjoy nearby (soccer, bicycling, roller blading, walking, and kayaking); the creative pavement markings and unique finishings; and the interpretive elements to augment trail users' experience of nature as they cross both gateway bridges. People linger in places like this. They find excuses to visit places like this. They remember places like this — so they can find their way back more readily next time. The Easton Trailhead, as depicted here, is precisely the type of memorable place a premier trailhead is intended to be.



Easton Trailhead Southern Approach

The bridge offers a peaceful transition between the trail and the trailhead. Subtle interpretive signage informs trail users about the natural landscape. A new kayak launch nearby provides another recreational option to draw people to the area.



COG WAYFINDING STRATEGY GUIDE ELEMENTS



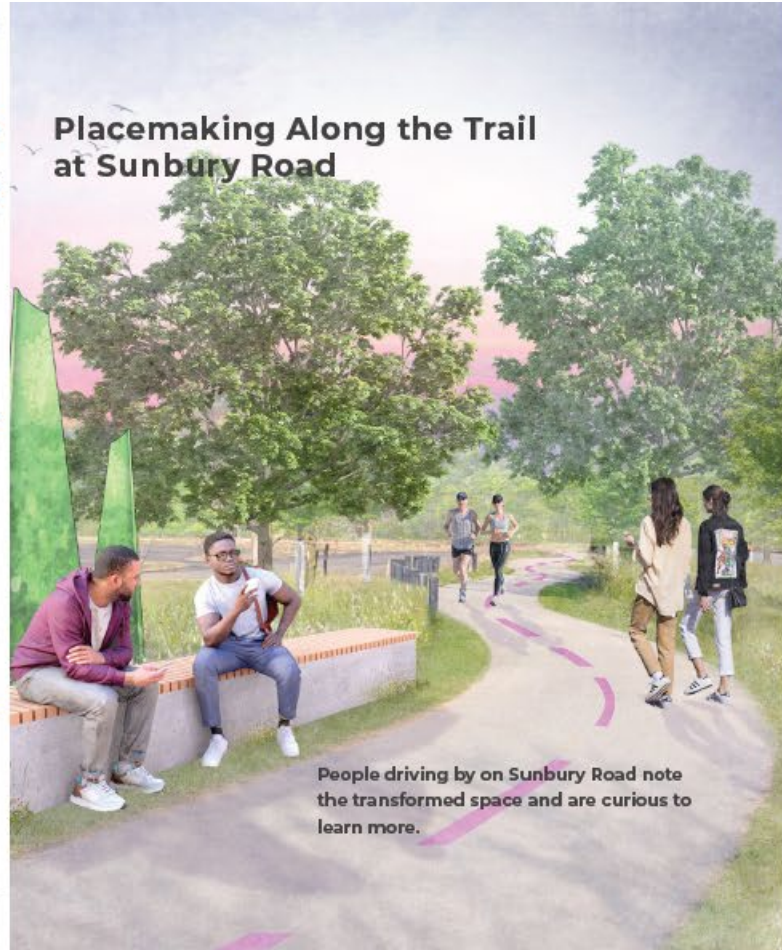
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COG WAYFINDING STRATEGY GUIDE ELEMENTS



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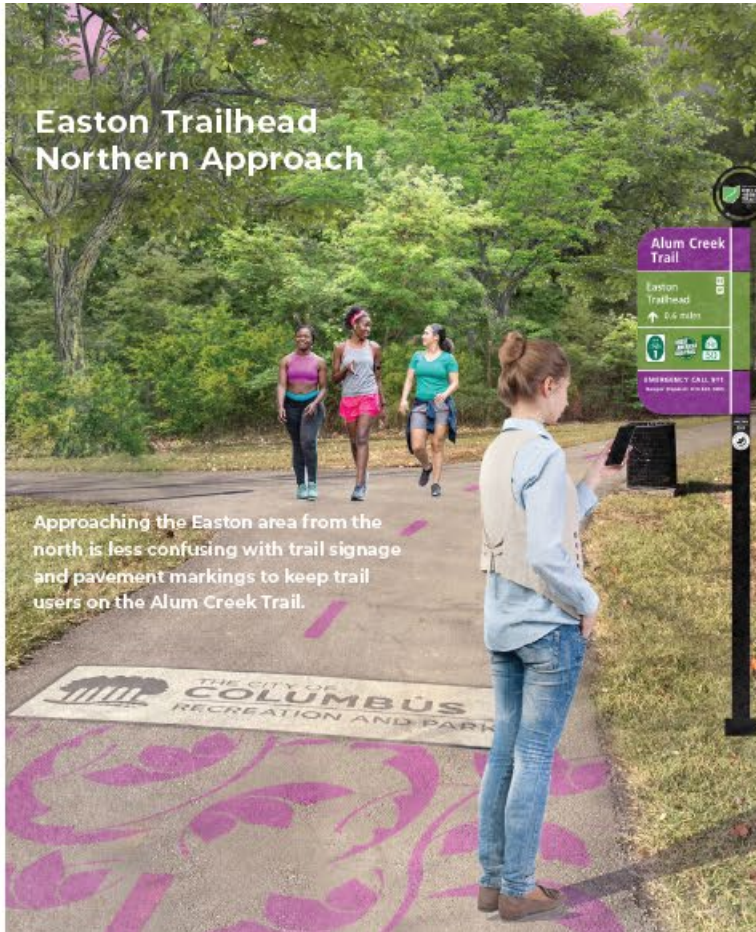
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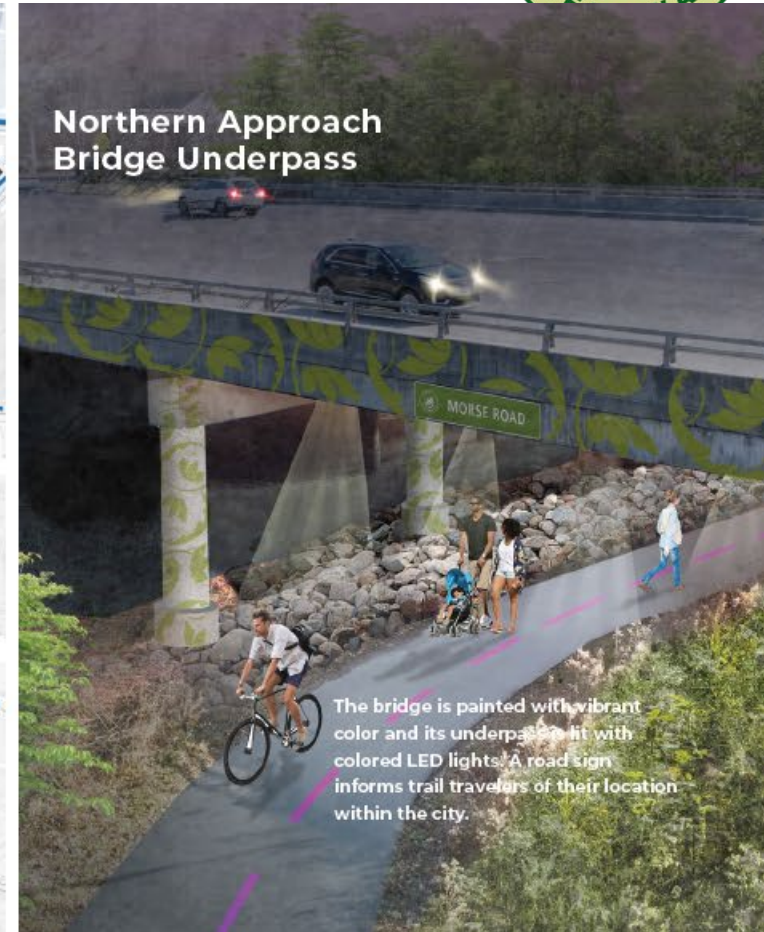


Easton Trailhead
Northern Approach

Approaching the Easton area from the north is less confusing with trail signage and pavement markings to keep trail users on the Alum Creek Trail.



Northern Approach
Bridge Underpass



The bridge is painted with vibrant color and its underpass is lit with colored LED lights. A road sign informs trail travelers of their location within the city.



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SIGNAGE RECOMMENATIONS



An Excursion to Easton Town Center

The site has been transformed into a destination in its own right, but more fun is to be found just a short distance away, at Easton Town Center.



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DETOURS



High-Comfort Route Along Easton Way (Condition 1)

Trail users bypass the narrow, high-traffic segment of Easton Way at Sunbury Road with a sidepath that takes them past the new policing station, on land owned by the City of Columbus. A separated path makes the ascent into Easton Town Center far less stressful and strenuous.

Sidepath at
Police Substation →

High-Comfort Route Along Easton Way (Condition 2)

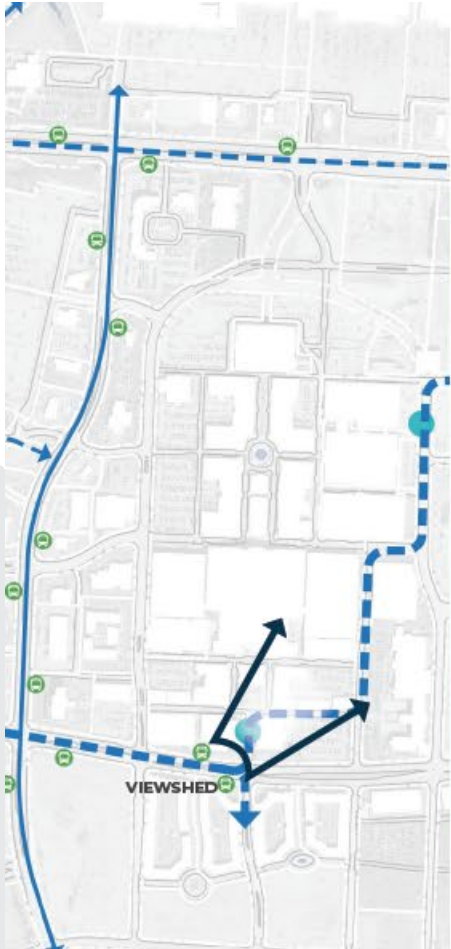
At the driveway to adjacent property, Easton Way widens into an arterial road that would easily overwhelm most cyclists, if not for the new bidirectional cycle track that separates them from motor vehicle traffic.

Protected Cycle Track &
Road Diet Beginning at Driveway →



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COG WAYFINDING STRATEGY GUIDE ELEMENTS



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Trail Town Website Development



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

Trail Town Website Development



GOALS

- 1) Develop a captivating Trail Town Website experience.
- 2) Prioritize intuitive design for seamless user navigation.
- 3) Showcase essential amenities and must-visit destinations prominently.
- 4) Enhance online marketing visuals to amplify the COG Brand.

Anything else should we prioritize in the Trail Town website?



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Examples of Successful Trail Town Websites



Florida Trail Town

[Florida Trail Towns Website](#)



Great Allegheny Passage

[GAP Trail Website](#)



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Florida Trail Town Website



Collection

Florida Trail Towns

A collection of Story Maps highlighting Florida Trail Towns, from the Florida Department of Environmental Protection's Office of Greenways and Trails.



1 Dunedin: A Florida Trail Town



2 [Coast-to-Coast Trail](#)



3 Downtown Gainesville - Trail Town



4 Titusville: A Florida Trail Town



5 Malabar: A Florida Trail Town



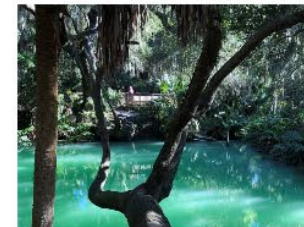
6 Vilano Beach: A Florida Trail Town



7 Palatka: A Florida Trail Town



8 Clermont: A Florida Trail Town

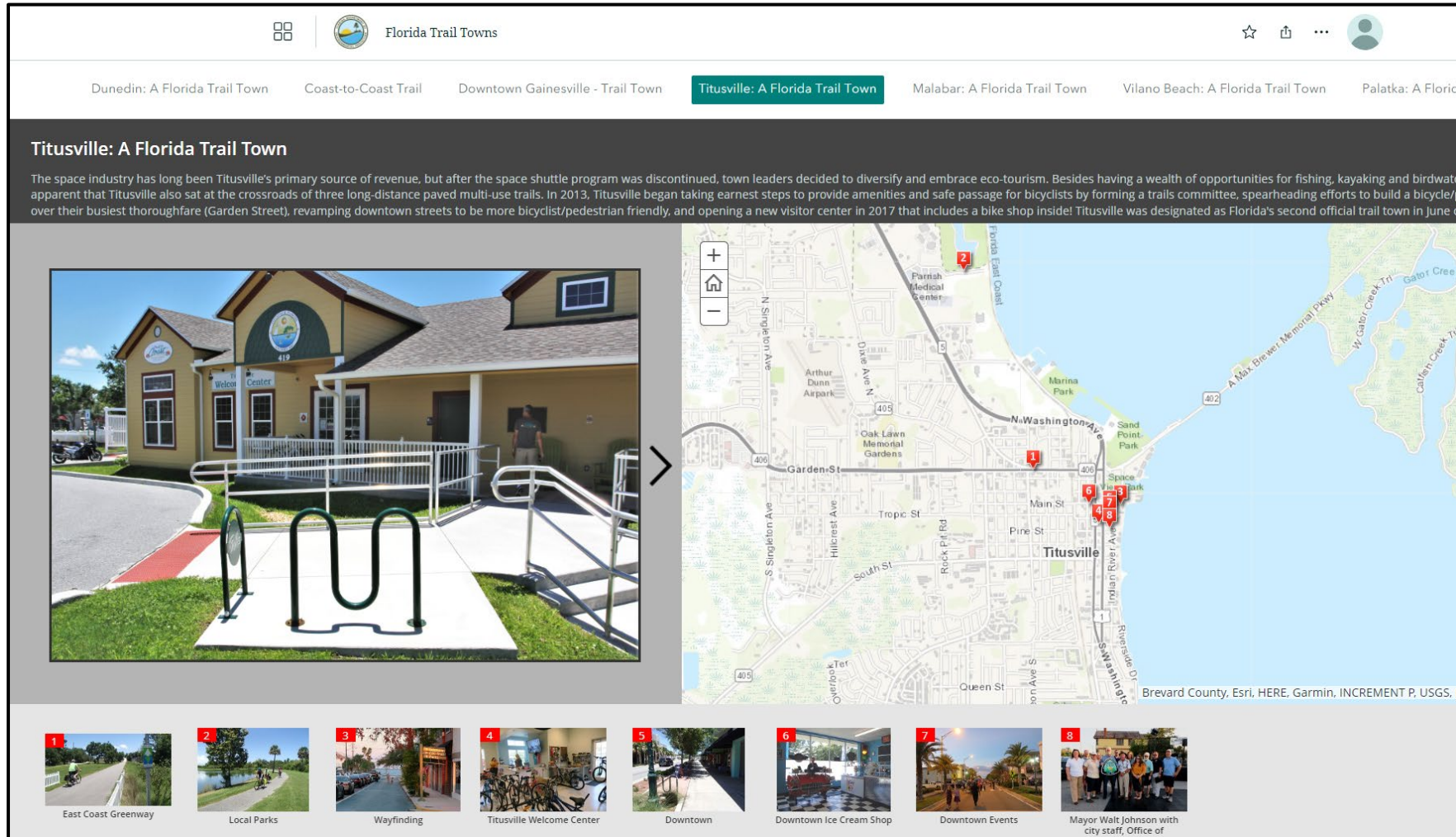


9 Deltona: A Florida Trail Town



- 1) A collection of Story Maps for each Trail Town using ArcGIS Story Map Platform.
- 2) Once clicked, you're redirected to a page for that town with relevant information and destinations.

Florida Trail Town Website cont.



- 1) Has a tab at the top so you can switch between different Trail Town Story Map pages.
- 2) An interactive map in the middle with destinations marked.
- 3) Each destination is clickable, bringing up a tab with more information.

Great Allegheny Passage Trail Town Website

Plan Your Trip



Take a ride on a section of the GAP starting in [\[choose a town\]](#)

Interactive Map



Spend a few days on the GAP while [\[choose an activity\]](#) along the way.

Updates



Follow a recommended trip. [\[choose a trip type\]](#)

TrailGuide

- 1) The Gap website has a wealth of resources with itineraries, trip planning guides, and trail reports.
- 2) We'll be focusing on their interactive map as an example.
- 3) Their interactive map uses the Mapbox platform.

Great Allegheny Passage Trail Town Website pt.2

+

ADD STOPS

✓

MY TRIP

Add Stops

Search By Name

Search By Type

683 Results

[Select All](#)
[Deselect All](#)

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Filter By Town

683 Results

Clear

-- select an option --

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Plan Your Trip

Results

⛺

Campground

(21 Results)

- 1) Shows amenities and destinations along the trail with simple iconography.
- 2) Provides a variety of filters and shows any closures.
- 3) Can add destinations into a trip which allows for easy planning.

So, We've Been Experimenting With How We Could Do This



Collection

Central Ohio Greenway's (COG) Trail Towns

A collection of Story Maps highlighting COG's
Trail Towns along its regional trails

Mid-Ohio Regional Planning Commission

Get started



1 Alum Creek Trail



2 Big Walnut Creek Trail



3 Blacklick Creek Trail



4 Camp Chase Trail



5 Darby Creek Trail



6 Ohio to Erie Trail



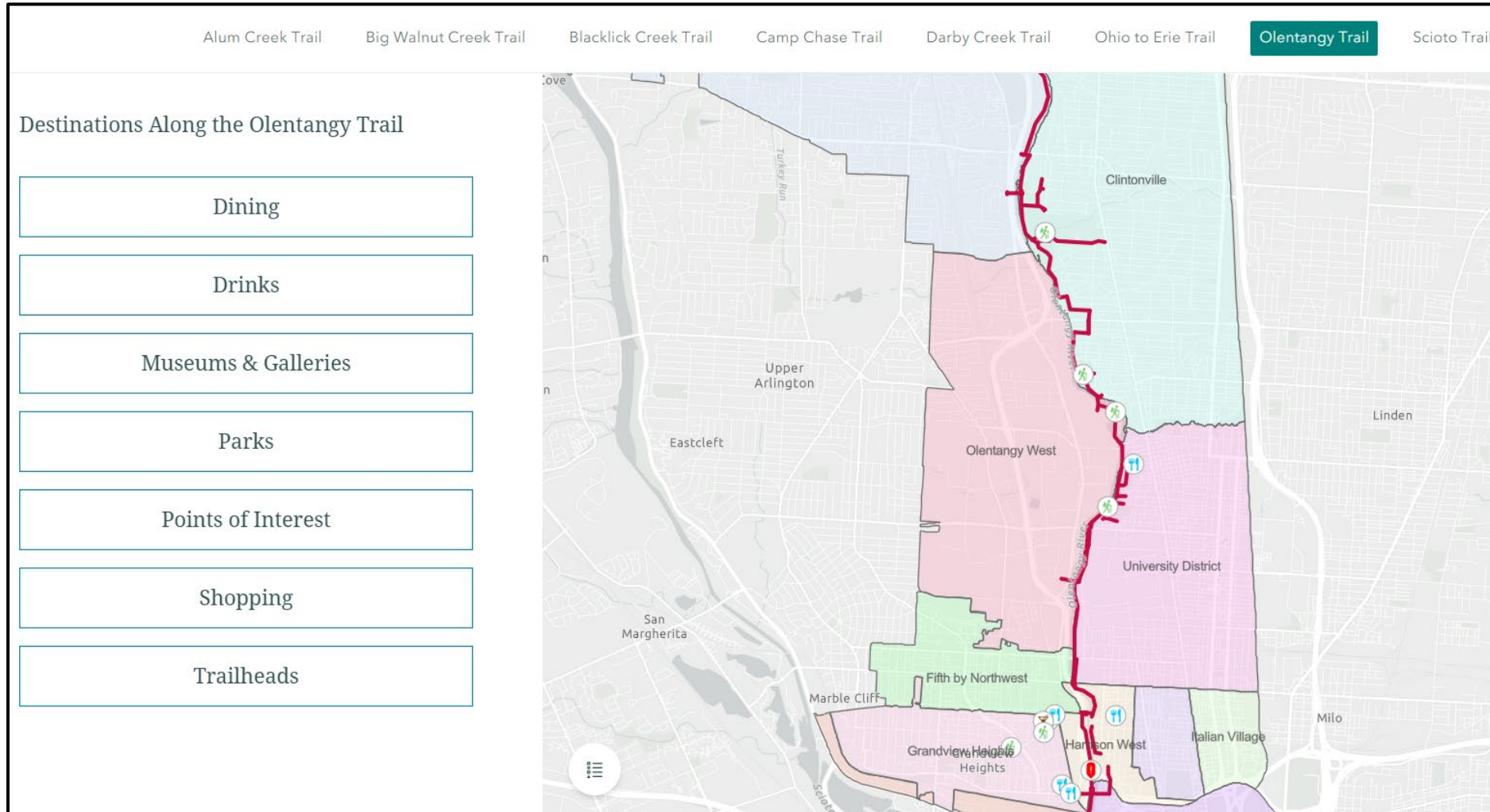
7 Olentangy Trail



8 Scioto Trail

- 1) Similar landing page to the Florida Trail Towns Website
- 2) With each Story Map being a COG Trail

An Example for the Olentangy Trail



- 1) The Olentangy Trail, Adjacent Communities, and Points of Interests are shown.
- 2) With tabs on the side to filter by destination type, like the GAP.
- 3) Again, this was just to test functionality!

Open Discussion

Next Steps for the COG TRAIL TOWN WORKING GROUP: DRAFT IDEAS

- 1) Improve the COG Trail User Map
 - 1) Placemaking
 - 2) Community Engagement
 - 3) Experience Columbus Outdoor Trails Pass
- 2) COG Interns and other community interns to implement the COG Wayfinding Strategy



**Marketing &
Communications**



**Community &
Business
Engagement**



**Economic
Catalysts**



Infrastructure



Wayfinding



**Art, Culture, &
Placemaking**