



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

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**NOTICE OF A MEETING
CENTRAL OHIO GREENWAYS BOARD
MARKETING & COMMUNICATION WORKING GROUP
MID-OHIO REGIONAL PLANNING COMMISSION**

REMOTE MEETING

June 22, 2021, 2:00 pm – 3:00 pm

AGENDA

- 1. Welcome**
- 2. Easton Fellow Project**
- 3. Trail Towns**
- 4. Passport Series**
- 5. Member Updates**
- 6. Next Steps**
- 7. Adjourn**

Please notify Lynn Kaufman at 614-233-4189 or LKaufman@morpc.org if you have questions or if you require special assistance for this meeting.

**The next meeting of the Central Ohio Greenways
Marketing & Communications Working Group
will be August 24, 2021 at 2:00 pm.
Location to be determined.**

William Murdock, AICP
Executive Director

Karen J. Angelou
Chair

Erik J. Janas
Vice Chair

Chris Amorose Groomes
Secretary

An aerial night photograph of a town square or street intersection. The scene is illuminated by numerous warm white string lights strung across the street and around buildings. In the background, a large building with a red 'AMC' sign is visible. The foreground features a street lamp with two glowing globes and banners hanging from it. The overall atmosphere is festive and well-lit.

Easton Trail Town Project



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Project Scope and Deliverables

Guidebook for implementing trail town practices at Easton

- Partnerships
- Assessment and Research
- Connecting to the Trail
- Development
- Marketing

Other Marketing Deliverables

- Passport program guidelines
- Guidelines for a tactical urbanism event



Branding

Recommendations for branding Easton as a Trail Town

- Use consistent branding throughout Easton and on promotional materials
- Should work with existing trails and trail partners to develop branding and promotional materials
 - Ohio to Erie Trail
 - Central Ohio Greenways
- Should emphasize key characteristics that makes Easton distinctive as a Trail Town
 - Unique and innovative destination



Print and Digital Promotion



Print Materials

- Should be designed in partnership as Trail Towns established on OTET
- Recommendations for distribution of materials

Digital Promotion

- Website
 - Include interactive map of businesses, attractions, and other trail amenities
- Social media



Outreach and Events



Events

- Passport programs
- Trail-specific events
- Nature events
- Farmer's market
- Concerts and live events

Media promotion

- Tailor content to publications



Other Events



Passport program

- Link to Central Ohio Greenways Loop Trail Kit
- Loop ideas with potential businesses and attractions

Tactical urbanism event

- A tactical urbanism event will demonstrate how small changes can support trail use
- Will include recommendations for how to conduct event and information on potential partnerships for hosting the event





Central Ohio Greenways Passport Program

June 22, 2021



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Background



A “Jog Around COG” is a curated trail as the first pilot passport program under Central Ohio Greenways.

This program will highlight the prominent landmarks of our COG trails to give a unique experience to trail users and tourists.

This passport will always be available within the Bandwango website for users.



Alum Creek Trail



The tidbit can discuss how Easton trail town initiatives are in the works to promote connectivity and ease with biking.

Big Walnut Creek Trail



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The tidbit can discuss how Creekside grows natural herbs and highlights the annual Cocktail Trail that takes place within the area.

Blacklick Trail



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Discussing the importance of the wildlife and the variety of birds that are within the area. Give tribute to the Blue Heron that is a staple while bird watching at the pond.



Darby Creek Trail



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The bison viewing area serves a major attraction for this trail.

Also, another pinpointed location is Darby Creek Nature Center to encourage scientific and natural findings.



Heritage Trail

Clover Groff Natural Area

Here, the passport will have an alert about the wetland restoration efforts and why this is important towards the environment.



Olentangy Trail



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The Ohio State University is one of Columbus's biggest staple.

Local facts and a X-ichigan joke can attract tourists and frequent users.

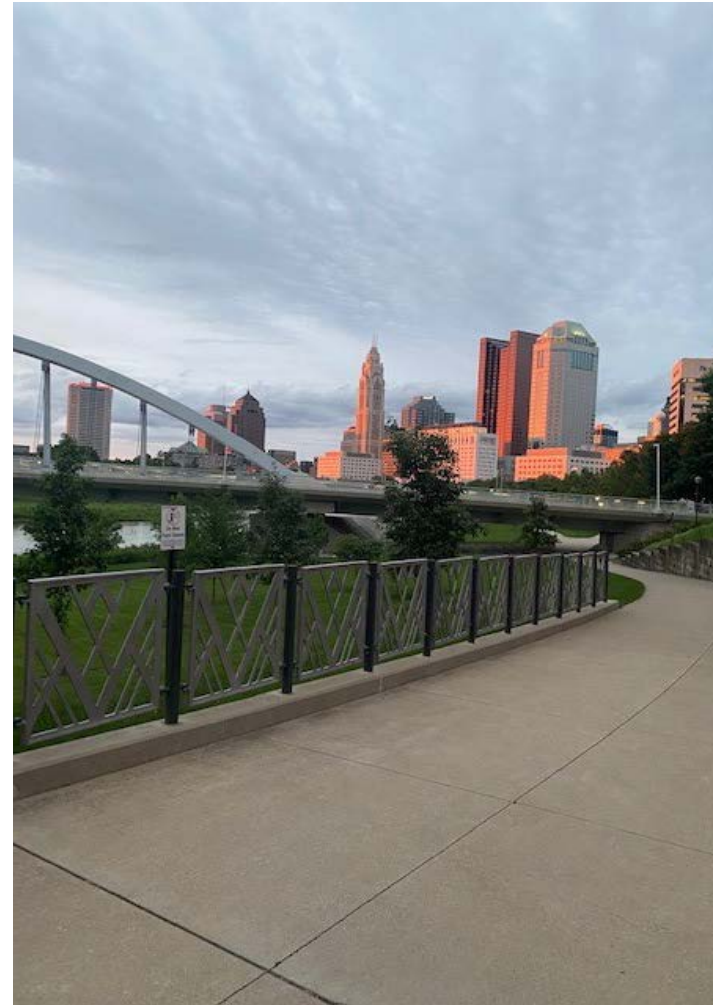


Scioto Trail



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Scioto Mile provides the perfect gateway to discuss the natural waterways that Central Ohio has and the programs that support them.



T.J. Evans Trail

Wildwood Playground is not only fun for the kids but also a site to see. Here, the history of how the playground came about is to be alerted to users.



Recommendations and Next Steps



Point of interests are hard to pinpoint due to high mileage and various trailheads for longer trails. (Ohio to Erie and Camp Chase).

Should two or multiple points of interest along the trail be designated?

If so, what would those designations look like and what recommendations are needed?

Are any other pinpoints or switched locations be added for other trails?

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