



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

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**NOTICE OF A MEETING**

**CENTRAL OHIO GREENWAYS  
MARKETING & COMMUNICATIONS + OPERATIONS & ACCESS  
JOINT WORKING GROUP MEETING  
MID-OHIO REGIONAL PLANNING COMMISSION**

***MICROSOFT TEAMS MEETING***

**April 26, 2022  
2:00 pm – 3:00 pm**

**AGENDA**

- 1. Welcome** – *Adrienne Joly, Chair, Marketing & Catherine Girves, Chair, Operations*  
*The Outdoor Trails Passport, in partnership with Experience Columbus, was re-launched on April 23, 2022.. The passport is an interactive experience encouraging Central Ohio residents and visitors alike to #HitTheTrailCbus on the COG trails.*
- 2. [Trail Town Framework Review](#)** – *Jonathan Miller, MORPC*
- 3. [Experience Columbus Outdoor Trails Pass Update](#)** – *Jasmine Walker, MORPC*
- 4. [Additional Funding Opportunities / Future Projects](#)** – *Jonathan Miller, Lexi Petrella, MORPC*
- 5. Other Business**
- 6. Adjourn**

**Please notify Lynn Kaufman at 614-233-4189 or [LKaufman@morpc.org](mailto:LKaufman@morpc.org) if you have questions or if you require special assistance for this meeting.**

**The Next Joint Meeting of the Central Ohio Greenways  
Marketing & Communications and Operations & Access Working Groups will be  
June 28, 2022.  
Location to be Determined.**

**William Murdock, AICP**  
*Executive Director*

**Erik J. Janas**  
*Chair*

**Chris Amorose Grooms**  
*Vice Chair*

**Michelle Crandall**  
*Secretary*

Mid-Ohio Regional Planning Commission  
*Remote Meeting*

Central Ohio Greenways Marketing & Communications + Operations & Access  
Joint Working Group Meeting

April 26, 2022, 2:00 pm

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Members Present

Bertie Fields  
Beth Hugh, Korda Nemeth Engineering  
Co-Chair Adrienne Joly, City of New Albany  
Wayne Roberts, Friends of the Madison  
County Park & Trails  
Julie Walcoff, Toole Design

Staff Present

Lynn Kaufman  
Jonathan Miller  
Lexi Petrella  
Jasmine Walker

Public Present

Jody Dzurainin, Ohio to Erie Trail  
Emma Kogge, City of Columbus



# Trail Town Framework

Central Ohio Greenways  
Marketing & Operations Joint Working Group  
April 26, 2022



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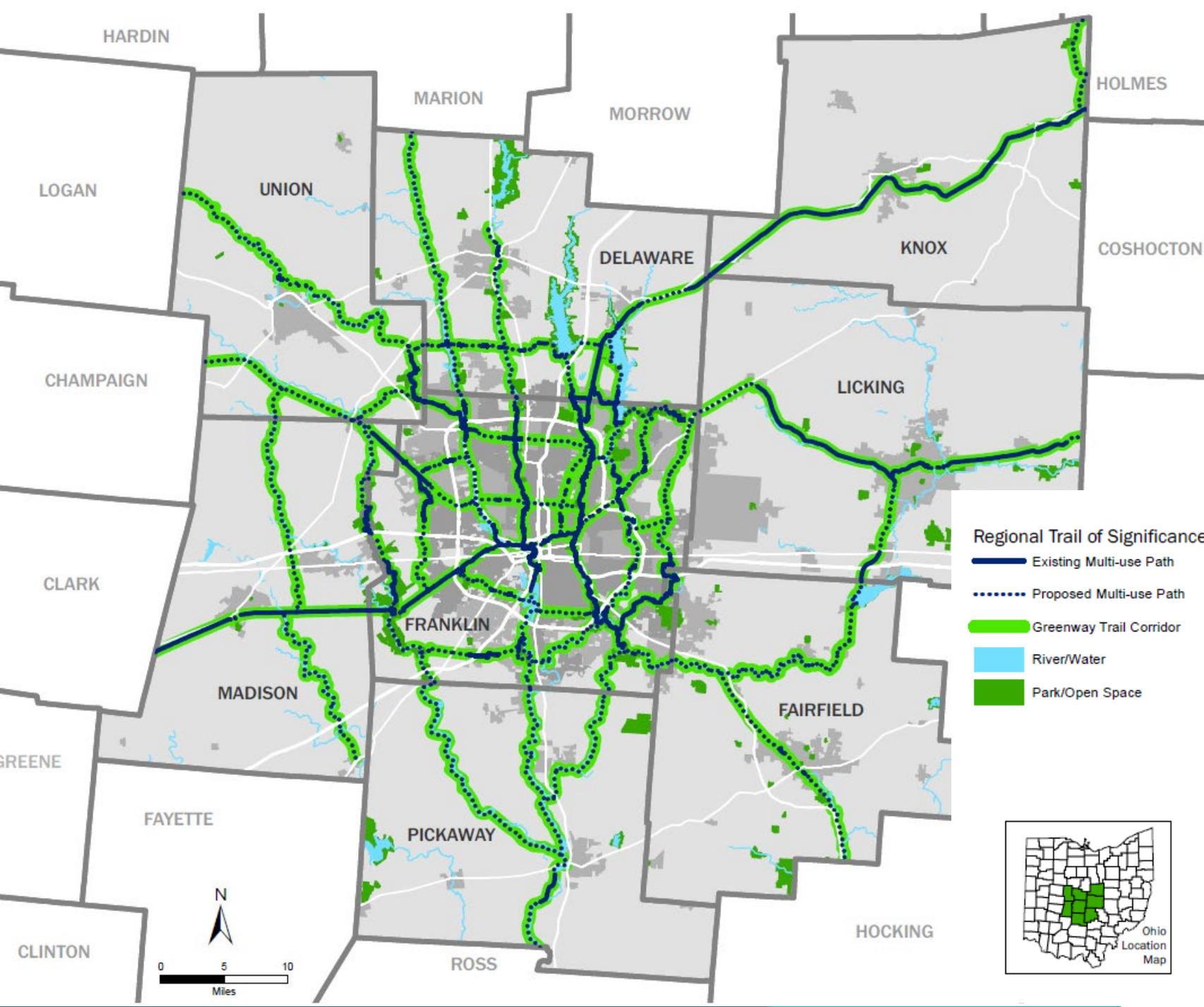


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## Regional Trail Vision

500+ Proposed Trail Miles

230+ Existing Trail Miles



### Regional Trail of Significance

- Existing Multi-use Path
- Proposed Multi-use Path
- Greenway Trail Corridor
- River/Water
- Park/Open Space



# TRAIL TOWN FRAMEWORK



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To develop a **framework for communities** along the COG Trail network to identify and/or augment opportunities associated with **trail tourism** as well as general **active transportation** benefits.



# ELEMENTS

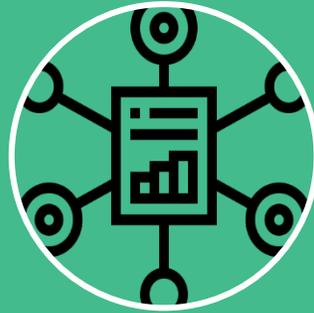


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## PART 1

- Asset inventory and trail town visioning



## PART 2

- Develop a general framework for a long-term trail town guide in Central Ohio



## PART 3

- Short-term local community implementation strategies



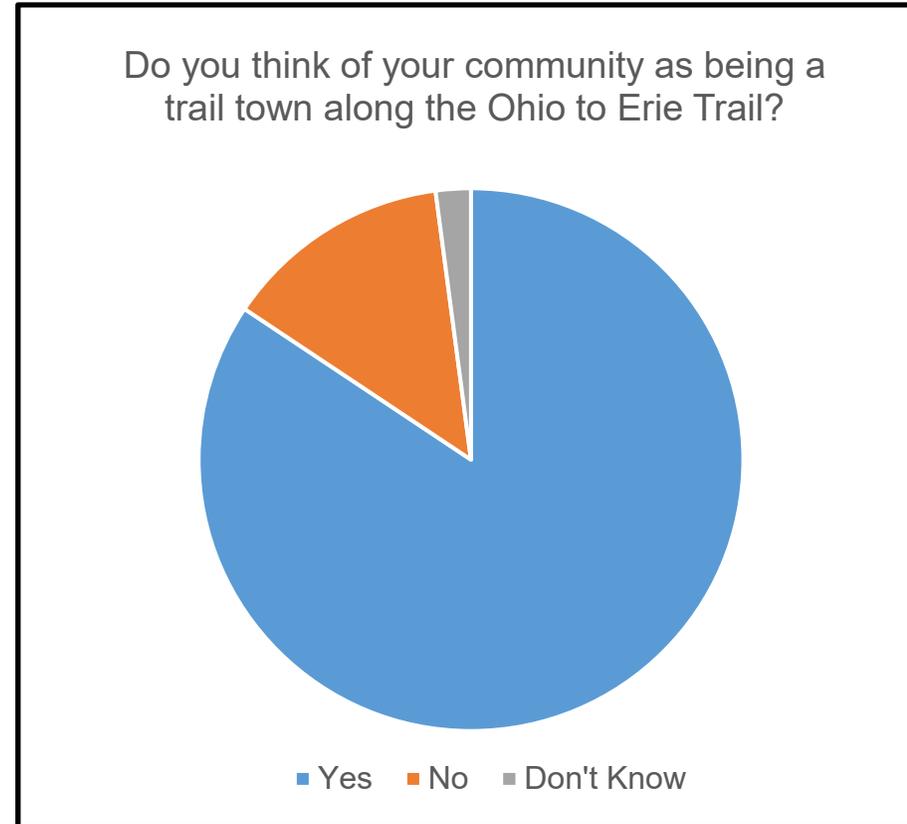
# PART 1: Asset inventory & visioning



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Develop local community engagement, visioning, and asset inventory to gain a better understanding of the value residents and businesses place on trails and the type of amenities that are available.

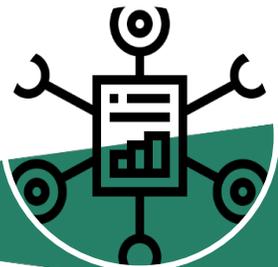
- Inventory wayfinding and current infrastructure
- Interview and/or survey local businesses, residents, and government officials
- Use case studies to summarize local trail culture and unique elements



# PART 2: Framework for a long-term guide

Detailed scope of work that lays out the different tasks and partnerships that need to be established to support a long-term trail town program that is regionally recognized and fits into the statewide context.

- Infrastructure, such as bike lanes, lighting, bike parking, and water fountains
- Local business collaborations
- Economic development catalysts, such as trail-themed restaurants and cafes, bed and breakfasts, or retail
- Tourism activities
- Cohesive Regional Trail Town Brand
- Wayfinding and art installations

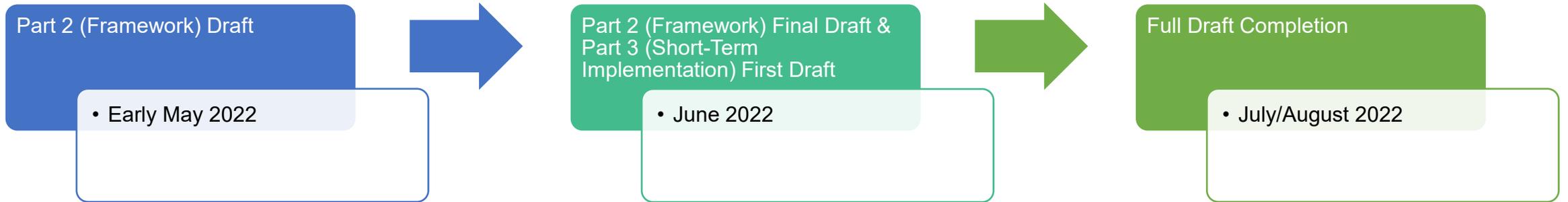


# PART 3: Local implementation

- Outline local community implementation proposals.
- A document will be created that identifies short-term, low-cost implementation strategies for each local sponsoring community.
- The strategies must include suggestions that may realistically be implemented within a short-time frame, such as by spring 2022.



# PROJECT TEAM & TIMELINE



\*Consultant Team includes Amy Camp, Founder of Cycle Forward, and the local team of Toole Design, led by David Shipp

# FOR QUESTIONS OR MORE INFORMATION

Jonathan Miller, AICP, GISP

*Senior Planner*

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# Central Ohio Greenways

Experience Columbus Outdoor Passport  
April 26<sup>th</sup>, 2022



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# Outdoor Trail Passport Relaunch



- “Hike, Bike, and Paddle” Passport was launched in October 2021.
- What we have learned.
- Timing.
- Marketing strategies. (Rebranding)
- Collaboration.
- Inclusivity.

## Get Moving. Check In. Get Rewarded.

Experience Columbus has teamed up with the Mid-Ohio Regional Planning Commission for a great outdoor trail pass program to enjoy with friends or family. These trails are perfect for hiking, biking, jogging, and even paddling! Try them all now—what are you waiting for?

Check out these links for more information and directions!

[Central Ohio Greenways Map](#)  
[Central Ohio Biking Map](#)  
[Rapid 5](#)



### Columbus Outdoor Trail

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Experience the nature of Central Ohio

[Explore Now](#)

# Outdoor Trails Passport Relaunch



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- Celebrate Trails Relaunch of “Outdoor Passport” with Experience Columbus
- 22 New Destinations
- New Photos, New Opportunities, and More Fun!
- “Live to Blaze Your Own Trail”.



# THANK YOU!

**Jasmine Walker, Graduate Student**

*Central Ohio Greenways Intern*

Mid-Ohio Regional Planning Commission

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