

Central Ohio Greenways

COG Board Strategic Plan





Purpose

The Central Ohio Greenways (COG) Board seeks to provide **economic, quality of life, and health benefits** to the residents of the Central Ohio region by **increasing the number of people using trails for transportation and recreation** through efforts that increase connectivity via communication, education, partnerships, and trail development.



Four COG Working Teams

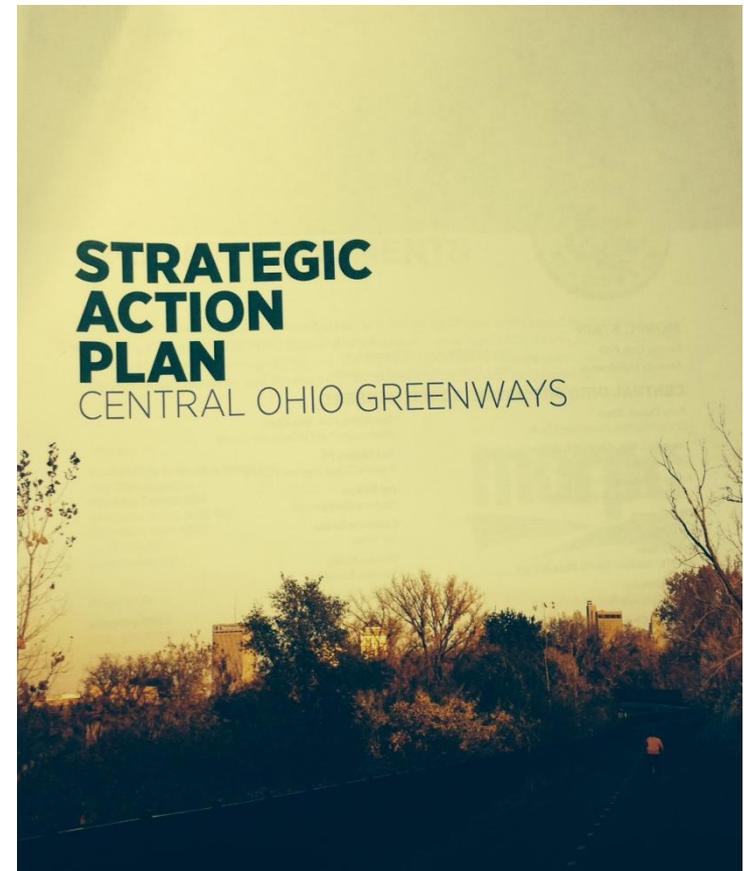
- ❖ Partnership
- ❖ Marketing
- ❖ Trail Development
- ❖ Programming





Strategic Planning

- Best practices research
- Vision and mission statement
- 5-year strategic plan with clear measurable objectives

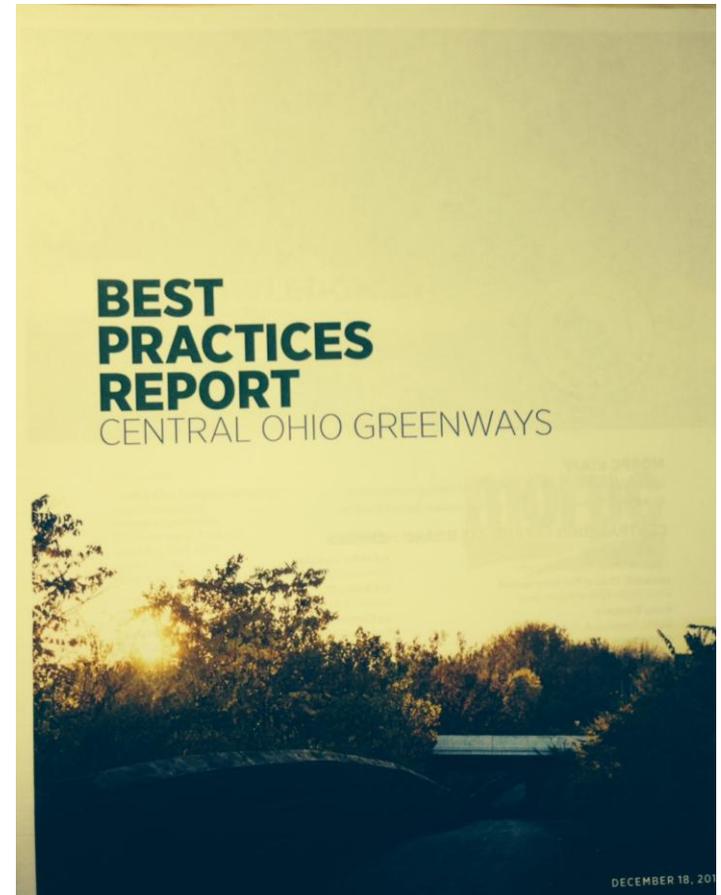




Best Practices Report

7 Regions Researched:

- Houston
- Indianapolis
- Louisville
- Milwaukee
- Minneapolis
- St. Louis
- Tucson





Vision

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



Mission

*To increase Greenways trails mileages
and use of trails
for recreation and transportation needs*

Initial Focus Area

Central Ohio Greenways Regional Trails



LEGEND

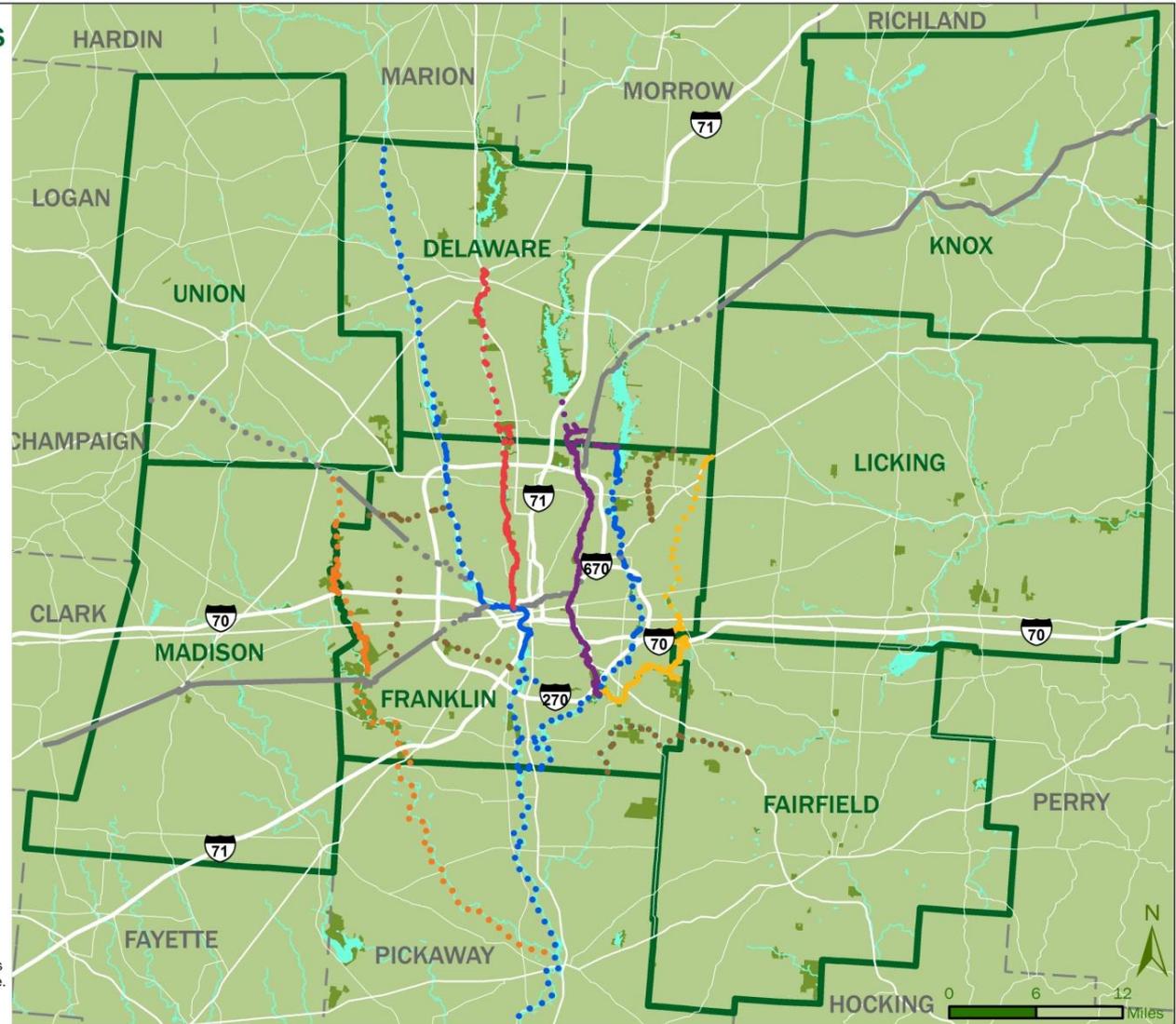
- Existing Trail (solid black line)
- Future Trail (dotted black line)
- Interstate (shield with 71)
- Roadway (solid grey line)
- Water (light blue area)
- Park (green area)
- County Boundary (thick green outline)

Current as of Sept 2015

Ohio Location Map



The information shown on this map is compiled from various sources made available to us which we believe to be reliable.
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2/1/2016



COG Board Priorities

Partnership: Assess value of existing system

Trail Development: Develop COG corridor plan

Marketing: Update brand guidelines & create and maintain marketing material templates

Implementation: Determine current resources





Questions?



Thank You



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