



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 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.**

Mid-Ohio Regional Planning Commission
Remote Meeting

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

April 26, 2022, 2:00 pm

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

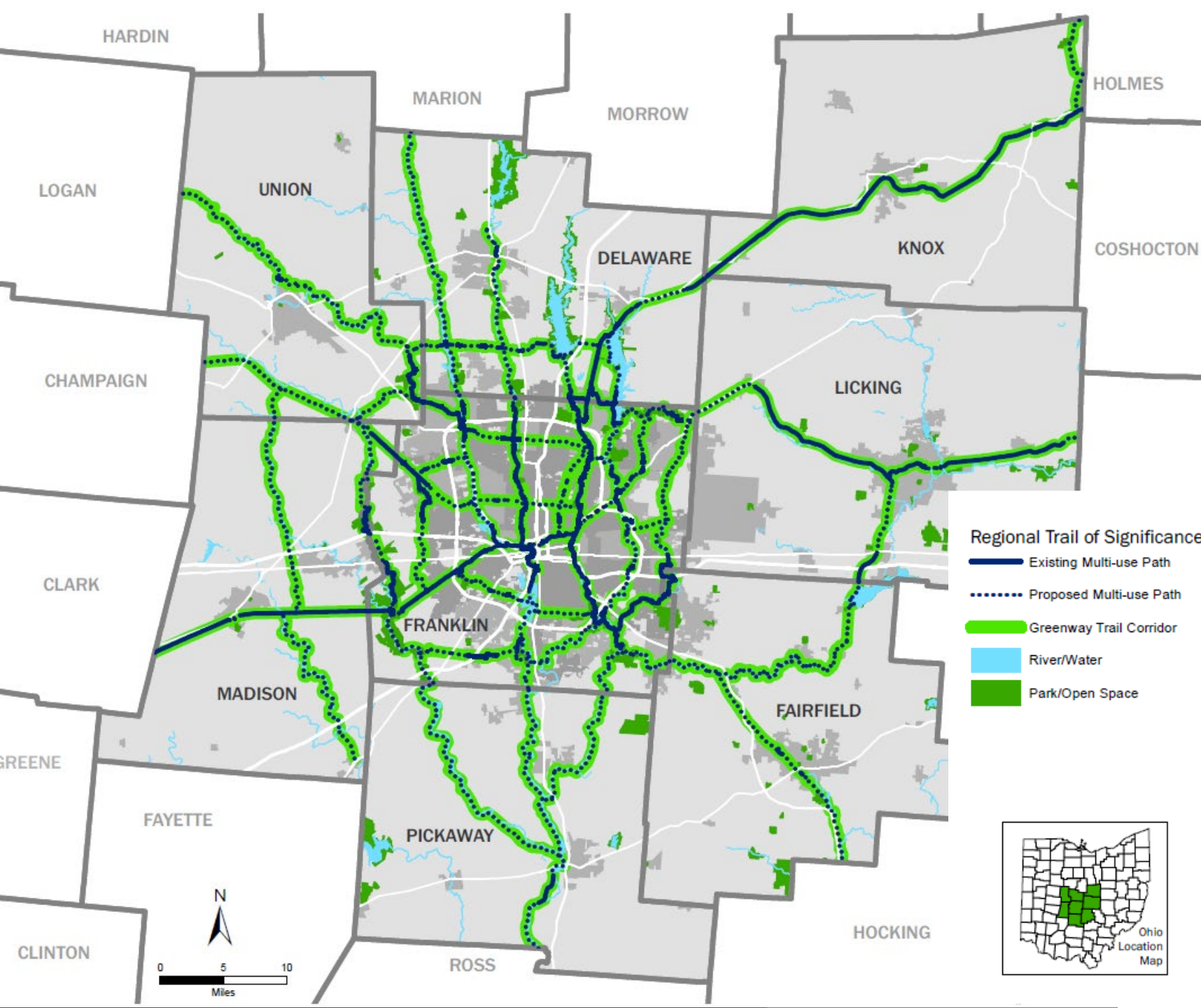


Trail Town Framework

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



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Regional Trail Vision

500+ Proposed Trail
Miles

230+ Existing Trail
Miles



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

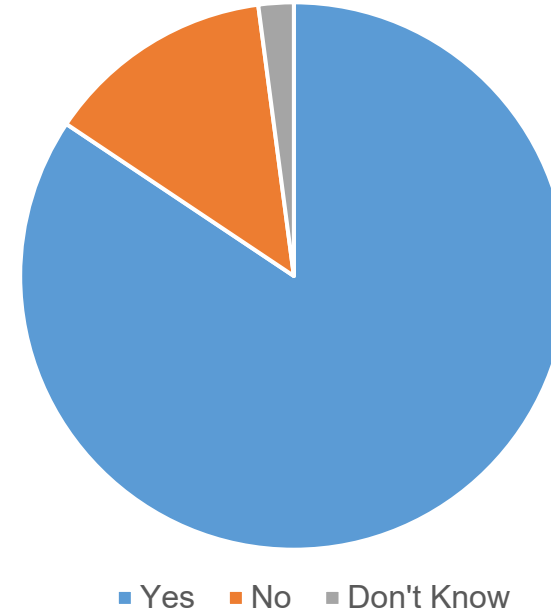


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Develop local community engagement, visioning, and asset inventory to gain a better understanding of the value residents and businesses place on trails and the type of amenities that are available.

- 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

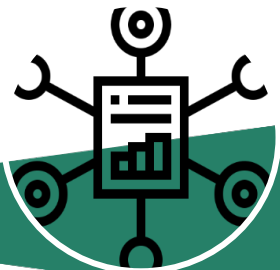
Do you think of your community as being a trail town along the Ohio to Erie Trail?



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

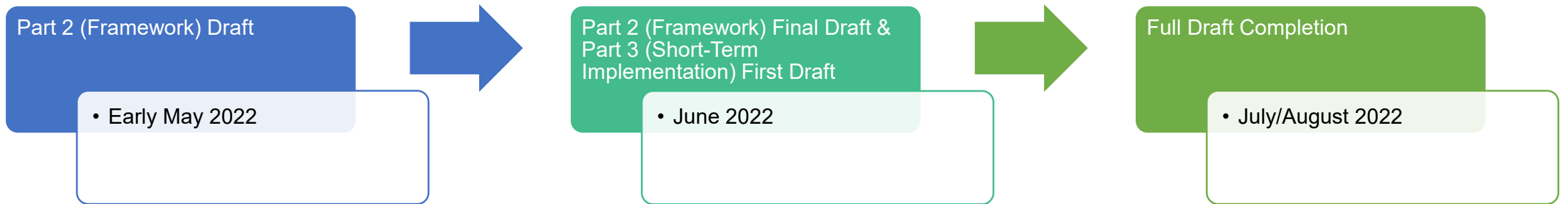


PART 3: Local implementation

- 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 Shipps

FOR QUESTIONS OR MORE INFORMATION

Jonathan Miller, AICP, GISP

Senior Planner

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Central Ohio Greenways

Experience Columbus Outdoor Passport
April 26th, 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](#)



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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