



CENTRAL OHIO GREENWAYS

COG Wayfinding Strategy: *Beyond Maps and Signage*



MORPC

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

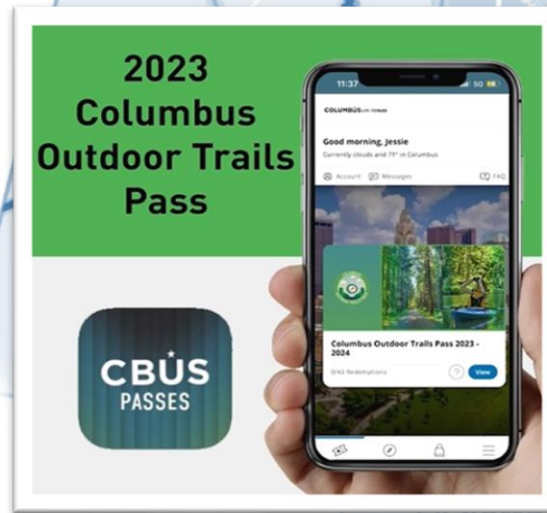
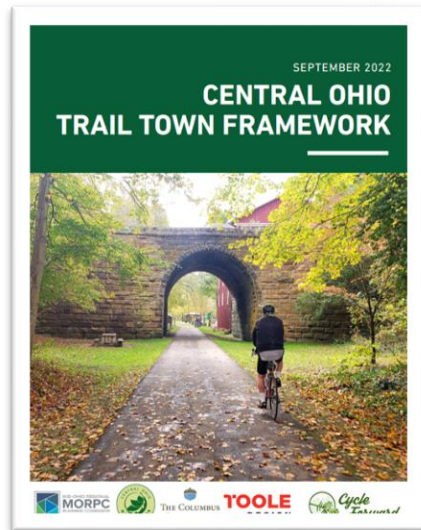


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EXPANDING TRAIL USE - in alignment with ODOT's Walk Bike Ohio Plan

Current Projects and Partnerships

- Trail Towns Framework
- Outdoor Trails Pass – Experience Columbus
- Tourism Partnerships – Ohio to Erie Trail and Rails to Trails Conservancy
- Central Ohio Blueways
- RAPID 5 Partnership



COG WAYFINDING STRATEGY



BEYOND MAPS & SIGNS

A WAYFINDING STRATEGY GUIDE FOR THE CENTRAL OHIO GREENWAYS

March 2024



TACTICS

TRAILHEADS
Chapter 4

MAPS & SIGNS
Chapter 5

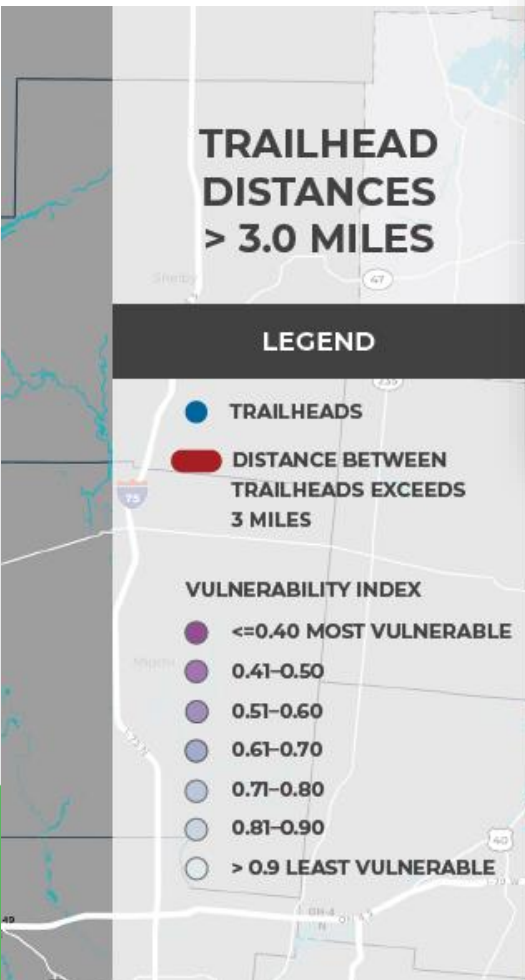
TECHNOLOGY
Chapter 6

CREATIVE
ELEMENTS
Chapter 7

TRAIL
AMBASSADORS
Chapter 8

DATA COLLECTION AND TRAILHEADS

>>>> Trailhead Categories



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				✓



An Easy-to-use Asset Collection Tool

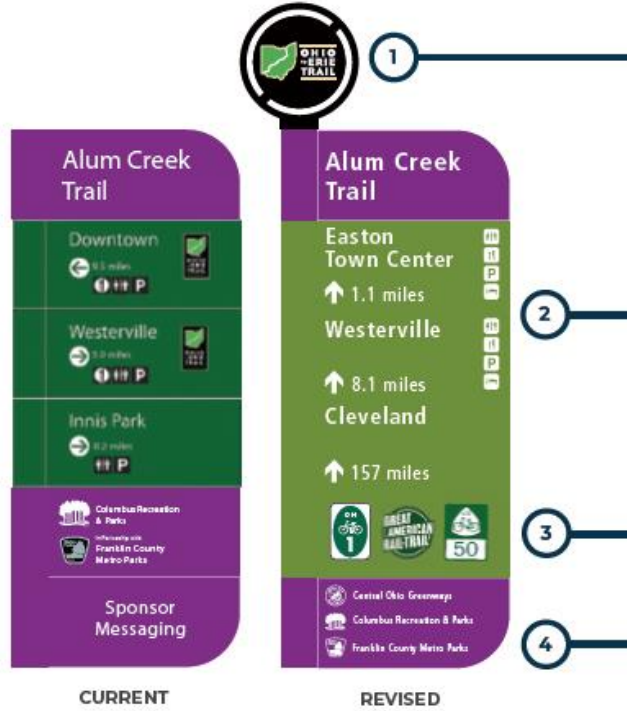
Contact MORPC for access to the online form developed to facilitate the Ohio to Erie Trail asset inventory.



SIGN STANDARDS



>>>>> Refreshed COG Standard



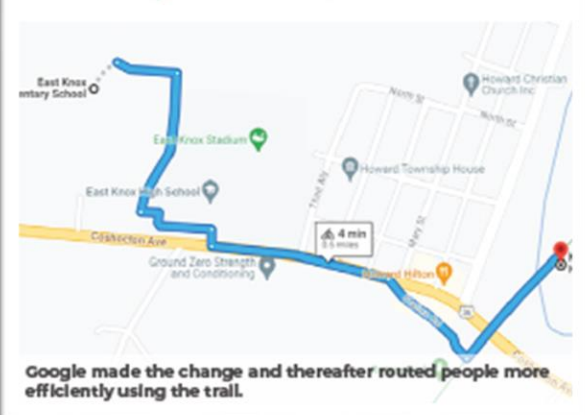
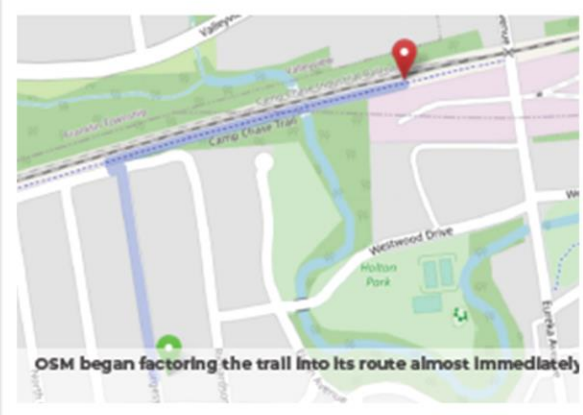
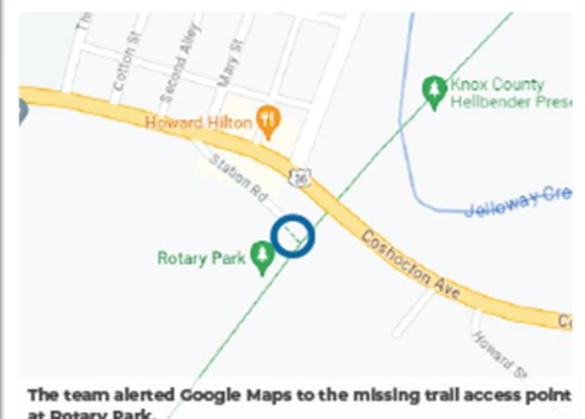
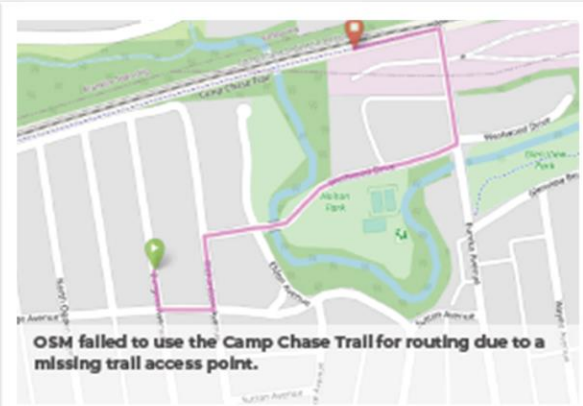
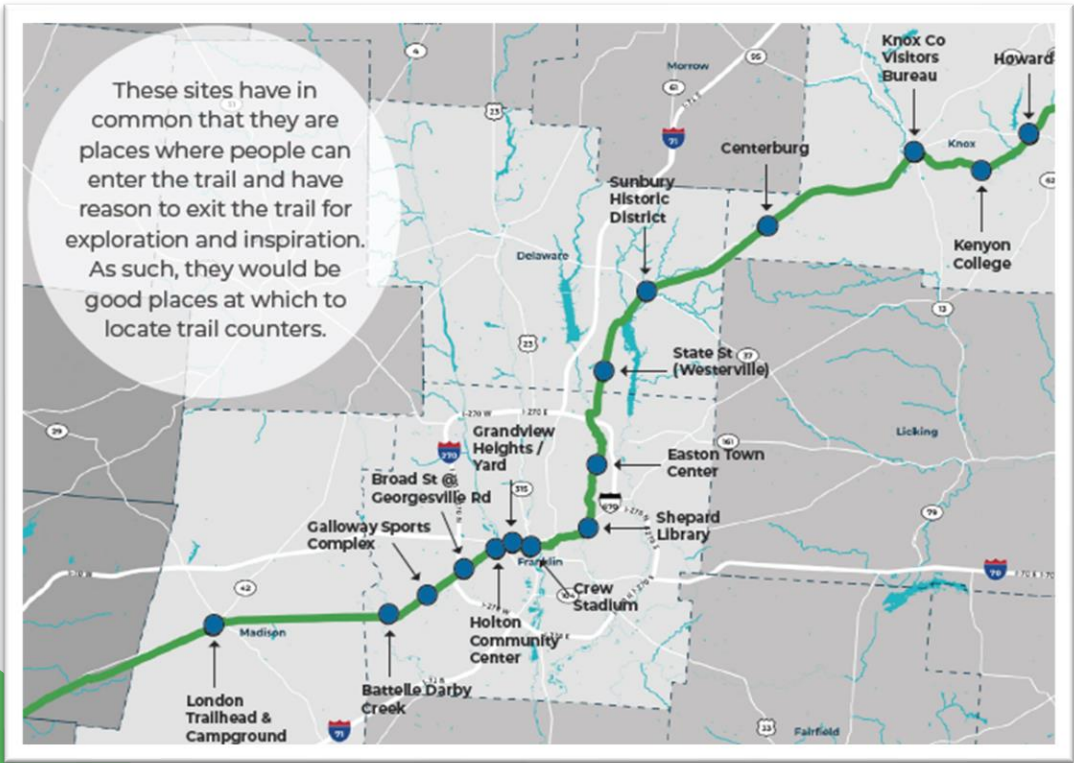
SIGN SYSTEMS ENCOUNTERED

COG WAYFINDING TECHNOLOGY



>>>>> Improve Data At The Source

>>>>> Improve Count Data



CREATIVE ELEMENTS

>>>>> Creative Cross Walks



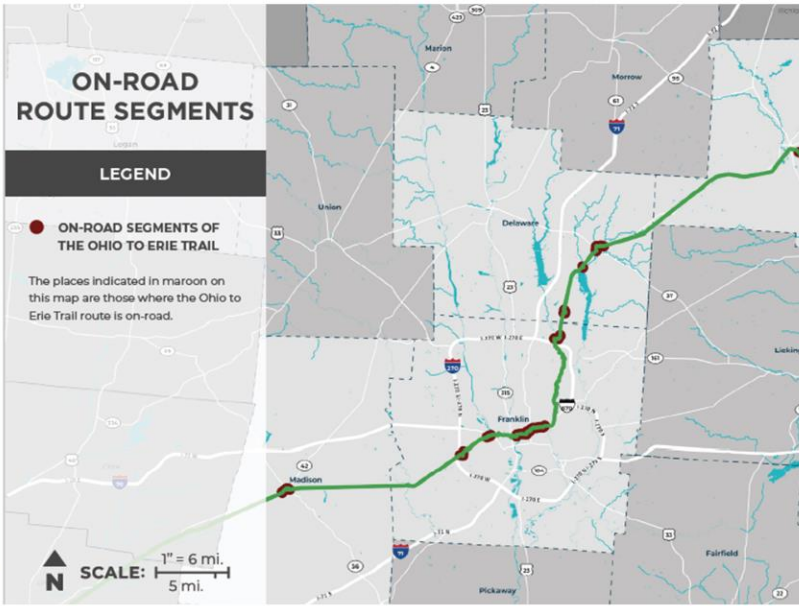
COG-branded crosswalks such as these could enhance crosswalk safety and keep people on a route that has diverged from a trail. Though creative crosswalks are still being studied in the U.S. and are not widely approved for major roadways, the treatment should be applied when possible (for example, when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

ON-ROAD ROUTE SEGMENTS

LEGEND

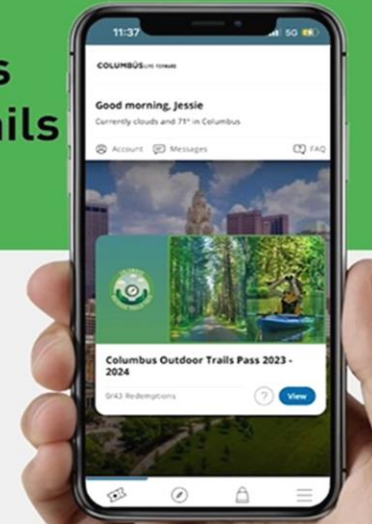
● ON-ROAD SEGMENTS OF THE OHIO TO ERIE TRAIL

The places indicated in maroon on this map are those where the Ohio to Erie Trail route is on-road.

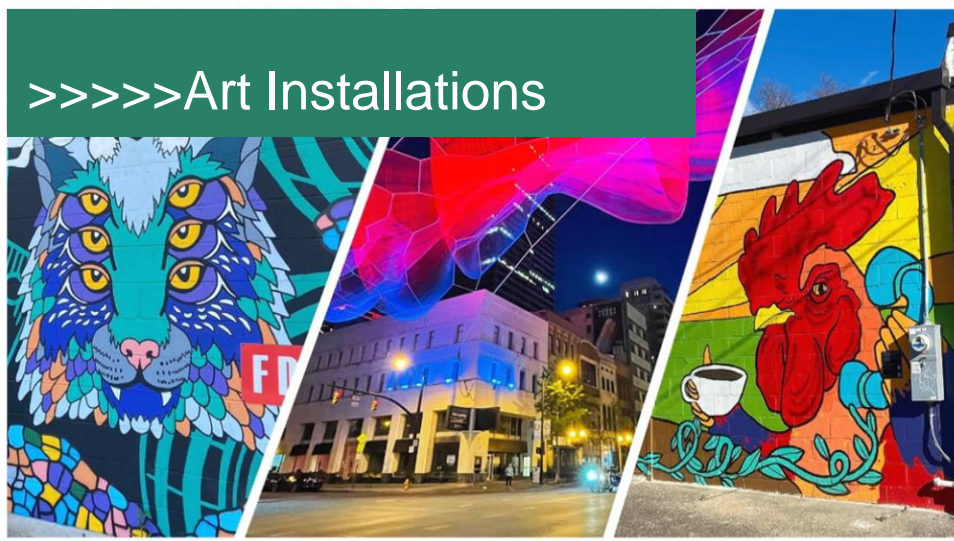


>>>>> Curated Itineraries

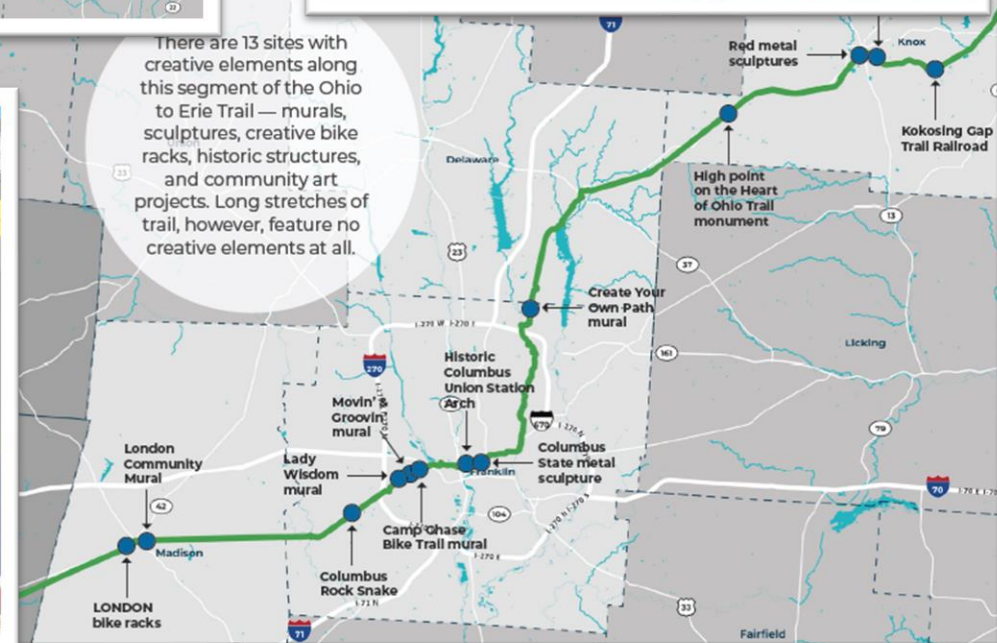
2023 Columbus Outdoor Trails Pass



>>>>> Art Installations



There are 13 sites with creative elements along this segment of the Ohio to Erie Trail — murals, sculptures, creative bike racks, historic structures, and community art projects. Long stretches of trail, however, feature no creative elements at all.



STRATEGY IN ACTION AT EASTON



NEXT STEPS

- TRAIL TOWN IMPLEMENTATION
 - Branding / Marketing
- FUNDING PARTNERSHIPS
- MORPC TECHNICAL ASSISTANCE
- LOCAL COMMUNITY IMPLEMENTATION
- EASTON FELLOW IMPLEMENTATION



THANK YOU!

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