

LINKUS MESSAGING TRIANGLE



BUILDING MORE SIDEWALKS, BIKEWAYS AND TRAILS

- 500+ miles of sidewalks, bikeways and trails with \$60M dedicated annually
- Improves infrastructure to protect pedestrian safety

EXPANDS COTA SERVICES

- Faster, more reliable transit
- Improves connections to work, home and entertainment creating more walkable communities

CREATES OPPORTUNITY FOR ALL

- Improves Central Ohio's infrastructure to help grow our economy
- Supports existing communities

**LinkUS is
vital to our
region's growth
and prosperity**



INTRODUCING A NEW CREATIVE DIRECTION FOR LINKUS COLUMBUS

Aligned with the new message mapping, the strategy centers on the three key messages by creatively showing the numerous ways COTA links our community and aims to foster an overwhelmingly positive perception of the initiative and create crystal-clear connection between COTA and LinkUS.

This new approach is designed to captivate and engage our audience, driving them to explore enhanced public transit services and sidewalk infrastructure at LinkUSColumbus.com.





TOWN HALL MEETINGS

Open to the public

Attendees will:

- Learn about expanded COTA service, more sidewalks, bikeways, trails peruse our resource fair with transit partners
- Engage with leaders from COTA, MORPC, the City of Columbus, Columbus City Council members and community members
- Participate in a roundtable dialogue and ask questions





TOWN HALL MEETINGS DATES

July 25: West High School | 6-7:30 p.m. | *179 S. Powell Ave*

August 8: Impact Community Action | 6-7:30 p.m. | *711 Southwood Ave*

August 17: Columbus Urban League | 10-11:30 a.m. | *788 Mt. Vernon Ave*

September 12: Carriage Place Community Center | 6-7:30 p.m. | *4900 Sawmill Rd*

September 23: CML Northern Lights Branch | 6-7:30 p.m. | *4093 Cleveland Ave*

October 5: CML Main Library | 10-11:30 a.m. | *96 S. Grant Ave*

October 9: Reynoldsburg High School | 6-7:30 p.m. | *6699 E. Livingston Ave*

EQUITABLE TRANSIT ORIENTED DEVELOPMENT

Housing Sub- Committee

Recommended Policies:

- Incentivize affordable housing that create mixed-income developments
- Allow tenants and/or non-profits the first right of refusal when units are being sold
- Diversify the housing market to provide a wide variety of housing sizes, accessibility and rental/home ownership options at all price points





EQUITABLE TRANSIT ORIENTED DEVELOPMENT

FINANCE SUB-COMMITTEE

RECOMMENDED GOALS

- **GOAL 1:** Encourage the private sector to develop mixed-use around transit stations
 - Include essential services - healthcare, childcare, fresh food, etc.
 - Utilize public parking garages at specific locations that private development can ‘plug’ into
 - Utilize incentives to integrate affordable housing options - both rental and ownership
- **GOAL 2:** Establish a known ‘incentive package’ specifically for ETOD
- **GOAL 3:** Eliminate barriers to more dense development
- **GOAL 4:** Increase development supply opportunities along the corridors for developers of all sizes
- **GOAL 5:** Establish strong and pro-active non-governmental organizations (NGOs)



EQUITABLE TRANSIT ORIENTED DEVELOPMENT

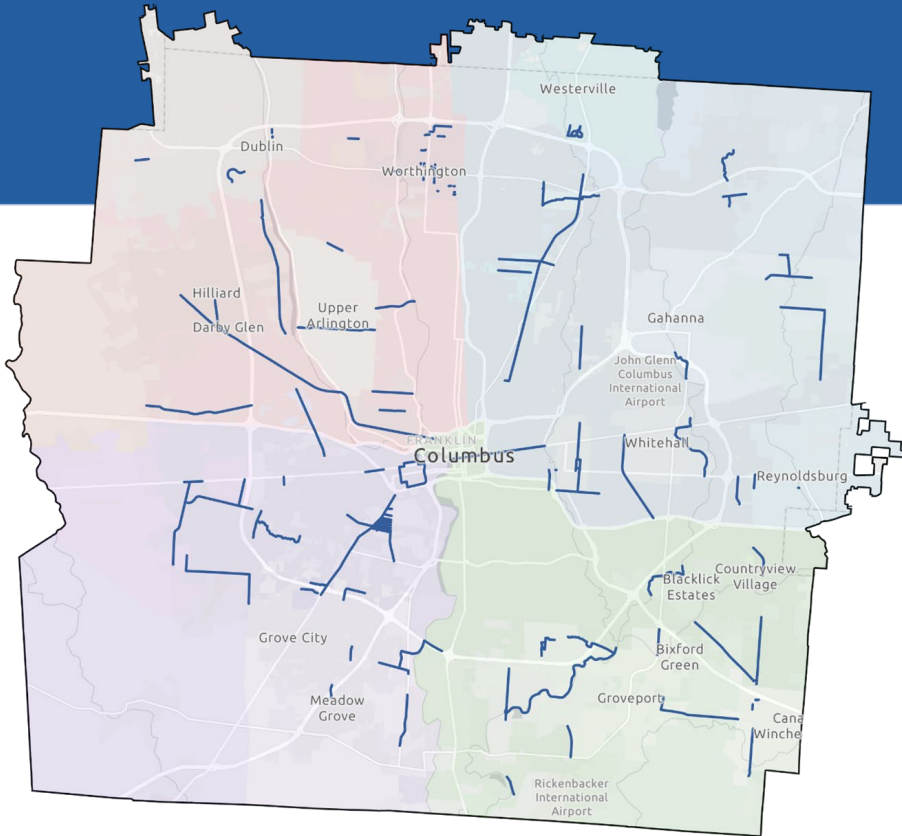
NEXT STEPS

- **August 30** - LinkUS Financial Sub-Committee meeting
- **September 4** - ETOD Advisory Group Meeting
 - Columbus Main Library (10 a.m. – Noon)
- **West Broad BRT Corridor ETOD Pilot Grant** awarded from the FTA - \$1.2M - work to begin Fall '24
- **Applying for E Main BRT Corridor ETOD Pilot Grant** from FTA - ask for \$1.2M - award announced Q1 or Q2 '25
- **These studies will allow for a much deeper analysis of development potential, along with site specific and precise strategies and tools to facilitate development along those corridors.**



SIDEWALKS, BIKEWAYS AND TRAILS

QUADRANT SUMMARIES – DRAFT ACTIVE PROGRAM



NORTHWEST

19 PROJECTS
\$65M

NORTHEAST

24 PROJECTS
\$54M

SOUTHWEST

23 PROJECTS
\$63M

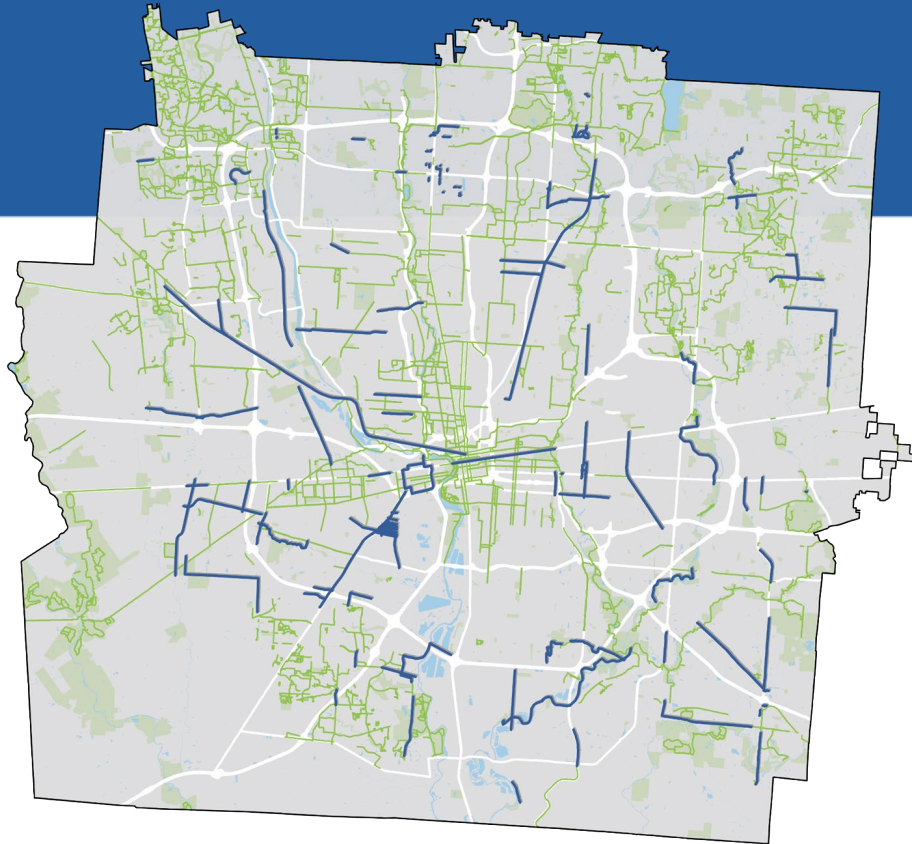
SOUTHEAST

17 PROJECTS
\$74M

TOTAL

83 PROJECTS
~\$256M (2024 \$)

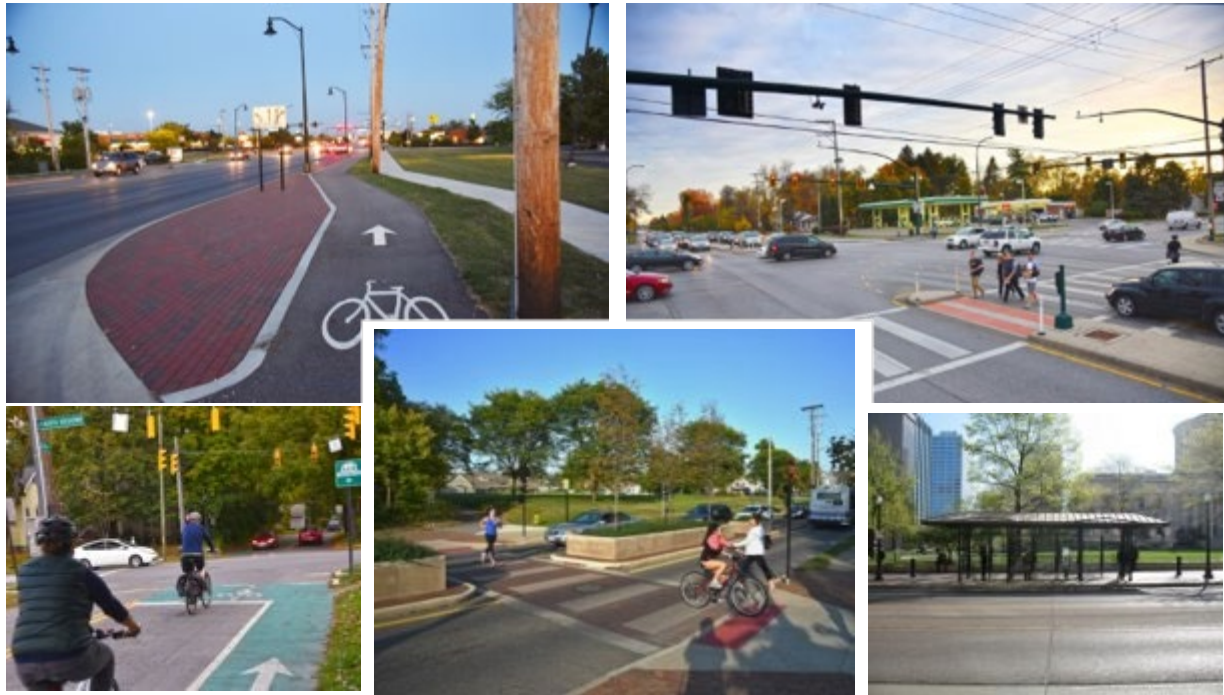
QUADRANT SUMMARIES – **DRAFT ACTIVE PROGRAM**



- **83 projects total**
 - 65 under construction by 2030
 - Projects with sidewalks (29), bike/shared paths (74), transit stop improvements (2)
- **35 jurisdictions with projects**
 - 55 multi-jurisdictional projects
- **150+ miles of new facilities**

NEXT STEPS

TSI PROGRAM



Community Engagement

- Virtual Public Open Houses
- Synthesize comments, share with working groups
- Coincide with TSI-specific media strategy

Capital Improvements Program

- Draft CIP Public Engagement: Late July through August
- Technical working groups to review any proposed changes to draft CIP
- Final CIP: August/September
 - Coordinating Committee, Leadership Committee to review changes, adopt CIP

MORPC.org/MoreSidewalks





SUBURBAN TSI TOOLKITS

OBJECTIVE: Create content in partnership with suburbs on “What’s in it for me?” with a focus on sidewalk, bikeway and road (TSI) improvements and how they create opportunity.

CREATIVE DIRECTION: Mini Explainer/Vox style series with a familiar face, Javier, as host. Similar to our Explainer videos in breaking down LinkUS concepts and outcomes, but shorter and location specific. We will create individual videos for several suburbs at locations slated for TSI improvements with on-location B-roll and graphics to support.

DELIVERABLES:

- 30-second videos for 12 communities
- A one pager for each community
- Landing page outline and assets each community can customize and use to host LinkUS information, their video and one pager

EXECUTION: Local communities will post and tag LinkUS and COTA at their discretion on timing. LinkUS will post and tag a different suburb every few days until all videos are released on LinkUS social channels.

GENERAL TIMELINE:

Filming		July 18-19 / August 2-5
Toolkit announced coming	July 25	
Videos delivered		August 31 (in time for project announcements post-
public comment period)		
<i>Will post on LinkUS socials</i>		
<i>a few per day until all posted</i>		