

METROPOLITAN PLANNING ORGANIZATION (MPO) REPORT

Nick Gill



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION



- **Attributable Funding**
- **Technical Assistance Program**
- **Transportation Review & Advisory Council (TRAC)**
- **Safety Summit**
- **LinkUs**

SAFE STREETS CENTRAL OHIO 2024



SAFE STREETS
CENTRAL OHIO
CREATING VIBRANT COMMUNITIES

September 26, 2024
Wigwam Event Center
Pickerington, Ohio

Hear from engaging speakers, participate in a Safe System Approach Implementation workshop, share resources and ideas, and network with colleagues from around Central Ohio on various aspects of traffic safety.



TOOLE
DESIGN



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION



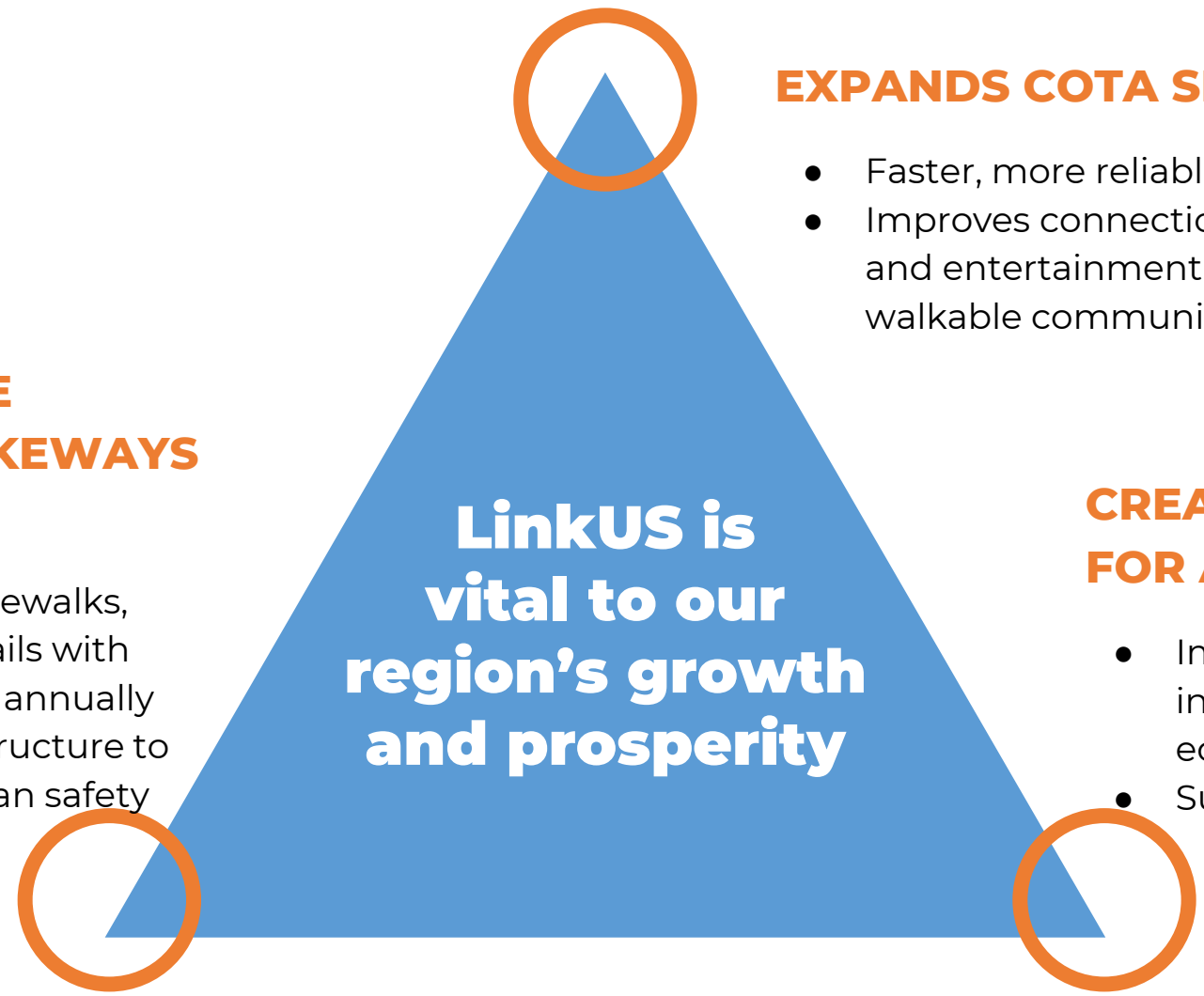
Scan QR Code or Visit:
www.morpc.org/event/ssco



COTA LINKS US TO MORE TRANSIT, SIDEWALKS AND TRAILS



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**



Social Media



Email Communications



Website Management



Collateral Creation



Public Engagement



Video Production



OOH



Digital Ads



Google Performance Max



OTT/CTV



Social Ads

STRATEGIC ACTIVATION, CONTINUING TO REACH AND ENGAGE THE MASSES

Owned Channels

Transition to deeper engagement activation and COTaxLinkUS messaging across agency and partner channels, including:

- New defined content plan and schedule
- Customized partner toolkits

Public Engagement/ Earned Media

- Targeted stakeholder outreach and engagement
- Editorial engagement, targeted proactive pitches and response management

Paid Media

Curate content for COTaxLinkUS campaign and amplify through paid media

Proposed Media Breakdown

Tactics in development



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*

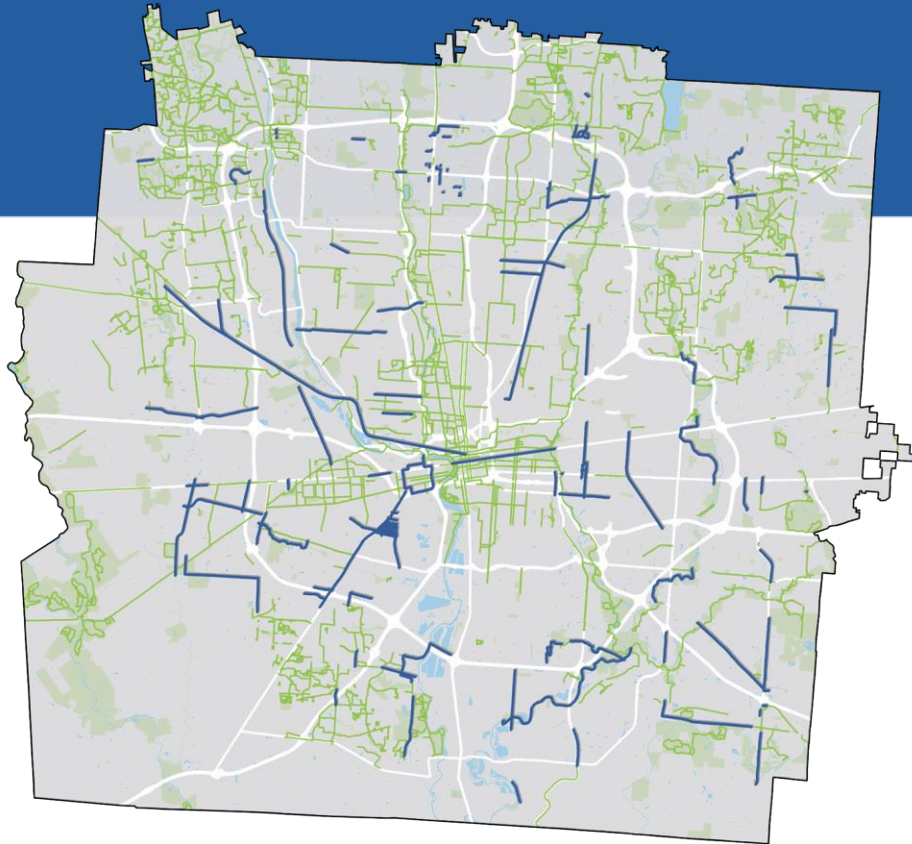


EQUITABLE TRANSIT ORIENTED DEVELOPMENT ACTIVITY

- **August 30** - LinkUS Financial Sub-Committee meeting
- **September 4** - ETOD Advisory Group Meeting
 - Columbus Main Library (10 a.m. – Noon)
- **September** – Action Plan Release
- **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**

TSI 2026-2030

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 LINKUS

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	July 25
Videos delivered	August 31 (in time for project announcements post-public comment period)

Will post on LinkUS socials a few per day until all posted