

GREATER CLEVELAND  
**trails & greenways**  
 CONFERENCE

## 2022 Mini-Conference

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### WEDNESDAY 9/21 MORNING VIRTUAL SESSIONS

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#### 9:15–10:30

#### **Planning, Designing, & Funding Projects for All: ODOT's Plan for Walking & Biking in Ohio.**

Introducing Ohio's first statewide pedestrian and bicycle plan: Walk.Bike.Ohio, the vision, goals and progress. Included: the 2021 *Multimodal Design Guide*; some of ODOT's largest funding sources for standalone bicycle and pedestrian projects; and relevant information pertaining to the implementation of the Bipartisan Infrastructure Bill.

Presenters:

**Jeremy Thompson**, Safety Engineer, Ohio Department of Transportation  
**Jordan Whisler**, Statewide Planning Manager, Ohio Department of Transportation  
**Caitlin Harley**, SRTS & Active Transportation Manager, Ohio Department of Transportation

Learning Objectives/Outcomes:

1. Become familiar with ODOT's Statewide Bicycle and Pedestrian Plan, Walk.Bike.Ohio.
2. Understand what content is covered in ODOT's new Multimodal Design Guide.
3. Have a deeper understanding of the major funding opportunities for active transportation projects in the State of Ohio.

#### 10:45–Noon

#### **Using Social Media to Increase Trail Support and Use.**

Learn about successful posts, managing public comments, widening audiences and the importance of being out on the trails. Learn about the IHTC Photo Library.

Presenters:

**Meghan Tinker Paynter**, Director of Communications, Canalway Partners  
**Devyn Giannetti**, Senior Communications Specialist, Cuyahoga County  
**Kathryn Kerber**, Project Manager, City of Bay Village  
**Kelly Pack**, Senior Director of Communications, Rails-to-Trails Conservancy

Learning Objectives/Outcomes:

1. Participants will learn what elements make for successful posts.
2. Participants will gain some tips for managing public comments.
3. Participants will gain advice for widening their existing social media audiences.

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**THURSDAY 9/22 MORNING VIRTUAL SESSIONS**

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**9:15–10:30****The Infrastructure Investment and Jobs Act (IIJA) and NOACA's Regional Funding Strategy.**

The session will cover what's in the new Bipartisan Infrastructure Law (the IIJA), and how communities and organizations can work with the Northeast Ohio Areawide Coordinating Agency (NOACA), to advance trail planning and projects.

Presenter:

**Bev Burtzlaff**, Manager of Government Affairs, Northeast Ohio Areawide Coordinating Agency

Learning Objectives/Outcomes:

- 1) Participants will learn what's in the new Bipartisan Infrastructure Law (IIJA) for trails.
- 2) Participants will learn about NOACA's regional strategy for IIJA funding
- 3) Participants will be able to work with NOACA to advance planning and projects over the 5 years of IIJA funding

**10:45–Noon****County-Wide Sign Plan.**

In 2017, Destination Cleveland saw the need for consistent, high-quality wayfinding on the off-road trails which were about to converge in Downtown Cleveland. A working group developed a system, completed in 2021 and adopted by the City of Cleveland, to guide residents and visitors of all abilities to key destinations along the off-road trail systems within Cleveland and other parts of the region. The working group continues to refine the plan and seek adoption from other municipalities and implementation on more trails.

Presenters:

**Alex Harnocz**, Director of Destination Development, Destination Cleveland

**Sara Byrnes Maier**, Principal Planner, Cleveland Metroparks

Learning Objectives/Outcomes:

1. Participants will learn about challenges to standardization of wayfinding.
2. Participants will learn how these challenges were overcome through good design and collaboration.
3. Participants will learn about the efficiencies of adopting a standardized wayfinding plan in their own community.

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**AFTERNOON MOBILE WORKSHOPS** (workshops repeat both days)
 

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**2:00–3:30****Nord Family Greenway Walking Tour.**

Begun as a project to ease pedestrian transit between Case Western Reserve University's main and west campuses, the 15-acre Nord Family Greenway offers open-air spaces suited to performances, picnics and even quiet contemplation. Most of all, it is a permanent, living invitation to those beyond University Circle to explore not only the greenway itself but the dozens of arts and cultural institutions that fill the roughly square-mile district. The landscape includes a swath of walkways, stairs, picnic terraces, and quaint views. Participate in this walking tour to learn more about the partnership between Case Western Reserve University and the Cleveland Museum of Art to create one of the largest new parks in recent Cleveland history.

Leaders:

**Christopher Panichi**, Director of Planning, Design + Construction, Case Western Reserve University**Rick Pruden**, Project Manager, Planning, Design + Construction, Case Western Reserve University

Learning objectives/outcomes:

1. Participants will learn about the unique planning and design process, beginning with a design competition, to implement the Nord Family Greenway.
2. Participants will learn how greenways and landscape can be strategically utilized to connect people, neighborhoods, and institutions.
3. Participants will learn how technology and traffic interventions were incorporated within the Greenway project to maximize pedestrian and bicycle safety.

Please note:

Tour is outdoors – participants should dress accordingly. Recommend that participants bring water and sunscreen. The greenway is not a covered space and does not have restrooms.

Meeting location: Tinkham Veale University Center, meet outside the southern building entrance (Koch Entrance) in the plaza between Tinkham Veale, the Kelvin Smith Library, and Thwing Center.

Transportation and parking information at registration.

**2:00–3:30****Euclid Creek Reservation Trails.**

The session will cover trail projects planned for Euclid Creek Reservation, one of 18 reservations within the Park District. The Eastern Ledge Trail connects a recent expansion of the reservation to the existing trail network and includes a paved all purpose trail along a portion of the newly acquired land along with natural surface trails and/or boardwalks to connect across to the Welsh Woods Picnic Area across a new suspension bridge over Euclid Creek. The Euclid Creek Greenway is a proposed trail to connect the lower portion of the reservation to its lakefront portion. The greenway is broken up in several phases, and Phase 1 will begin construction in 2022 additional phases will be included in a federal RAISE Planning grant project.

Leaders:

**Sean McDermot**, Chief Planning & Design Officer, Cleveland Metroparks**Sara Byrnes Maier**, Principal Planner, Cleveland Metroparks

**Euclid Creek Reservation Trails, cont'd.**

Learning objectives/outcomes :

1. Participants will learn about leveraging state and federal funding programs for trail development.
2. Participants will learn about the progression of projects from planning through design and construction.
3. Participants will learn about various project delivery construction methods.

Please note: Tour is outside at Cleveland Metroparks Euclid Creek Reservation. Participants must wear appropriate clothing and footwear.

Meeting location: Euclid Creek Reservation - Highland Picnic Shelter, south of Highland Road on the east side of Euclid Creek Parkway in Euclid, Ohio 44143 (41.5613, -81.5324). Parking available.

**3:30-4:30****Bike Tour: Public Space Improvements along the Cleveland Cultural Gardens.**

On this bike tour we will ride the Harrison Dillard Bikeway through the Cleveland Cultural Gardens. Along the way we will have stops at 3-4 locations where experts will share information on several greenspaces and plans to improve them in the future. While riding we will also highlight barriers to accessing the greenspaces as a cyclist or pedestrian.

Leader:

**Jacob VanSickle**, Executive Director, Bike Cleveland

Learning objectives/outcomes

1. Learn about initiatives to improve green space within and adjacent to the Cleveland Cultural Gardens and Harrison Dillard Bikeway.
2. Learn about best practices and challenges in bikeway design.
3. Learn basic bike safety skills and gain experience riding in a group.

Please note:

Bike tour will be mostly on trails but may have small segments on road. Please bring a working bicycle, helmet, water, and sunscreen. Participants will be required to sign a waiver on-site the day of the tour.

Meeting location: Chinese Cultural Garden (Google link for directions:  
<https://goo.gl/maps/t5pPgMR8MaVKMaVU8>). Transportation and parking information at registration

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## PRESENTER BIOS

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**Bev Burtzlaff**, Manager of Government Affairs, Northeast Ohio Areawide Coordinating Agency

Bev spent much of her career working for the U.S. Congress -- four years on the staff of U.S. Rep. John Seiberling (D-Akron), and over a decade on Capitol Hill as policy advisor to U.S. Senator Howard Metzenbaum (D-OH) and U.S. Senator Herb Kohl (D-WI), and as Staff Director for the U.S. Senate Subcommittee on Government Information and Regulation, working with Committee Chairman Sen. John Glenn (D-OH). In 1992, she served as Ohio Communications Director for the Clinton-Gore presidential ticket. She also worked as principal policy aide for the Cuyahoga County Board of Commissioners, and served ten years as VP and Trustee of the GCRTA. She joined the NOACA staff in 2017, and currently serves as Manager of Government Affairs.

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**Devyn Giannetti**, Senior Communications Specialist, Cuyahoga County

Devyn is a Senior Communications Specialist for Cuyahoga County, with a focus on proactive communications, multimedia communications and social media content creation. Devyn works closely with the County's Department of Public Works to communicate about County-lead and supportive projects, including the Cuyahoga Greenways Plan and the Lakefront Public Access Plan. Devyn has a B.A. in Communications and Journalism, and a minor in Psychology from the University of Massachusetts, Amherst.

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**Caitlin Harley**, SRTS & Active Transportation Manager, Ohio Department of Transportation

Cait manages ODOT's Safe Routes to School funding program and serves as ODOT's Active Transportation Manager where she works across the agency on bicycle and pedestrian initiatives and priorities. In her four years at ODOT she's helped lead the first ever statewide plan dedicated to walking and biking, co-managed the development of a new multimodal design guide, coordinated with partners to secure the formal designation of over 1,000 miles of US Bike Routes, and provides technical assistance and resource development related to statewide active transportation goals.

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**Alex Harnocz**, Director of Destination Development, Destination Cleveland

Alex is focused on elevating the experience and perception of Cleveland through placemaking, strengthening relationships, and creating experiences. He manages Destination Cleveland's physical assets, including the Cleveland Script signs and pedestrian wayfinding system. He works with Destination Cleveland's public-sector and non-profit partners to improve the built environment and how we experience it. He works with local attractions and hospitality businesses to create and market authentic Cleveland experiences. Alex has long been an advocate for Cleveland's "hidden gems" and has a passion for connecting visitors to our neighborhoods, small businesses, arts community, and natural assets.

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**Kathryn Kerber**, Project Manager, City of Bay Village

Kathryn has been a project manager for the City of Bay Village for 5 years. She is responsible for the city's grant program, website, social media accounts, and surprisingly varied "other duties as assigned." Kathryn holds a JD from Case Western and worked in international corporate law prior to working for the city. She has hiked in an above-average number of national parks and is in the process of replacing her lawn with wildflowers.

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**Sara Byrnes Maier**, Principal Planner, Cleveland Metroparks

Sara is a Principal Planner at Cleveland Metroparks, where she focuses on trail planning. She led the application team that received a \$7.95 million federal Transportation Investment Generating Economic Recovery (TIGER) grant for the "Re-Connecting Cleveland" trail project that was completed in 2021. She has prior experience in commercial real estate lending and regional planning, and holds a Master's degree in Urban Planning, Design and Development from the Levin College of Urban Affairs at Cleveland State University and a Bachelor of Arts in Communication from Tulane University. She served as Treasurer of the Cleveland Section of the American Planning Association from 2008-2018.

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**Sean McDermott**, Chief Planning & Design Officer, Cleveland Metroparks

Sean is responsible for long range strategic planning in concert with design and construction of capital improvements throughout the Park District and Cleveland Metroparks Zoo. He holds a Bachelors of Civil Engineering from the University of Dayton and a Masters of Urban Planning, Design and Development from Cleveland State University. Sean is a registered Professional Engineer in the State of Ohio, a volunteer and past president of LakewoodAlive, Chair of New Village Corporation board, COGENCE Alliance board member, City of Lakewood Planning Commission member, member of the 2015 Cleveland Bridge Builders class, and a 2018 Crain's Cleveland 40 under 40 honoree.

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**Kelly Pack**, Senior Director of Trail Development, Rails-to-Trails Conservancy

During the past 16 years at RTC, Kelly's work has focused on trail planning, regional trail network development, community-based trail programming, and grassroots coalition development. She holds an M.S. in Recreation, Parks and Tourism Resources from West Virginia University.

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**Christopher Panichi**, Director of Planning, Design + Construction, Case Western Reserve University

Chris is a licensed architect and currently serves as the Director of Planning, Design, and Construction for Case Western Reserve University. He has over 27 years of experience working in the architecture and construction industry. As a Senior Associate and Director, Chris lead project teams within both the Higher Education and K-12 market sectors. At CWRU, Chris enjoys working closely with internal university stakeholders to solve problems, ensuring that each project meets their needs. However, the best part of his job is seeing how quality architecture and design can improve the student experience and enhance the beauty of the University environment.

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**Meghan Tinker Paynter**, Director of Communications, Canalway Partners

Meghan is the Director of Communications for Canalway and the co-director of communications for the Ohio & Erie Canalway National Heritage Area. In this role, she utilizes the power of social media to help people connect to places where they can enjoy natural and cultural experiences. She has diverse communications, public relations and social media experience, having served as communications manager for both private and non-profit organizations over the last 10 years. Meghan has a degree in Journalism from Ohio University and enjoys reading and exploring local trails and National Parks.

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**Rick Pruden**, Project Manager, Planning, Design + Construction, Case Western Reserve University

Rick has been serving Case Western Reserve University as a Project Manager since 2002. In all his years with CWRU he has worked on many sizeable projects, with the Fribley Commons Renovation being one of the most recent. Prior to joining the Planning, Design, and Construction team at CWRU, Rick received his Bachelor's Degree in Electronics Engineering. He then ventured into the automotive and lithium battery industries, using his talents as an Electrical Engineer and Plant Engineer. Rick's work here at Case, however, always keeps him engaged and interested. The diversity of projects is the most exciting part of his project management position including the Nord Family Greenway, new buildings like the Wyant Athletic and Wellness Center, and even elevator modernizations. In his personal life, Rick has been married to his wife for over 30 years and they have two children together. He is also a Poultry Advisor for his local 4-H club and he enjoys making homemade pizzas as a hobby.

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**Jeremy Thompson**, Safety Engineer, Ohio Department of Transportation

Jeremy is an engineer with ODOT's Safety Office. He provides subject matter expertise on bicycle and pedestrian safety as well as equity related topics, he is the point person for ODOT's new systemic safety funding program, and oversees ODOT's Local Safety Technical Assistance Program

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**Jacob VanSickle**, Executive Director, Bike Cleveland

Jacob has served as the director of Bike Cleveland since 2012. An alumnus of Spring Arbor University Jacob has a degree in sociology with a concentration in community development. Prior to Bike Cleveland he was the active living coordinator at Slavic Village Development where he implemented programs that got residents active in the community. While at SVD he served as the convener of the leadership team that created Bike Cleveland. At Bike Cleveland Jacob works with staff, volunteers & members to advance safe, equitable mobility through education, policy and infrastructure. Jacob is a LAB Certified Cycling Instructor and was recognized in 2018 as a Cleveland Foundation Placemaker. Jacob is an alumnus of Leadership Cleveland's class of 2021.

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**Jordan Whisler**, Statewide Planning Manager, Ohio Department of Transportation

Jordan manages the Statewide Planning section within ODOT's Office of Statewide Planning & Research. In this role, he helps coordinate the development of various statewide plans, including Access Ohio 2045, and works with planning organizations across Ohio as they implement their regional planning processes. He is a professional AICP planner and a proud graduate of The Ohio State University where he earned master's degrees in City and Regional Planning and Civil Engineering.

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