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FOR IMMEDIATE RELEASE

Insight2050 draft Scenario Results Report Available for Review and Comment

(Columbus – November 26, 2014) The Mid-Ohio Regional Planning Commission (MORPC), the Columbus District Council of the Urban Land Institute (ULI Columbus) and Columbus2020, have released the draft insight2050 Scenario Results Report and Summary for review and comment. insight2050 is a major public-private funded study undertaken to help prepare Central Ohio for future growth. The study was led by a steering committee of approximately 30 stakeholders representing various disciplines, such as developers, transportation, businesses, housing, health, and the environment. The draft report generated objective metrics to help Central Ohio communities, businesses, and residents proactively prepare for regional population growth of 500,000 during the next 30 years. This population growth will be dramatically different than the past and will have changing demands.

The analysis was developed by project consultants Calthorpe Associates, a globally recognized urban analysis firm. The project looks at the impacts of four land use development patterns to accommodate growth projected for the region by 2050. insight2050 is a tool that provides key data to decision makers facing difficult choices and help residents answer the questions, "How Will Central Ohio Grow?" and "How does this growth impact our vested interest in the quality of life and the character of our community?"

The range of the four growth and development scenarios for Central Ohio are as follows: Past Trends, Planned Future, Focused Growth, and Maximum Infill. These scenarios lay out different ways the region can grow and accommodate expected growth.

Impacts to the region were categorized into eight metrics: Land Consumption, Local Government Fiscal Impacts, Transportation, Public Health, Residential Water Use, Residential and Commercial Building Energy Use, Greenhouse Gas Emissions, and Household Costs.

The report, which took over nine months to complete, shows the impact of the four scenarios on eight metrics, but the four with the most compelling conclusions include Land Consumption, Local Government Fiscal Impacts, Transportation, and Household Costs.

Information regarding the scenario metrics and the full draft report can be found at <http://getinsight2050.org>. Comments on the report are due by December 5, 2014 to MORPC, 111 Liberty Street, Suite 100, Columbus, OH, 43215 Attn: insight2050 or via email Kerstin Carr at Kcarr@morpc.org.

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Working to Build a Better Region

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The Mid-Ohio Regional Planning Commission (MORPC) is a voluntary association of local governments and regional organizations which envisions and embraces innovative directions in economic prosperity, energy, the environment, housing, land use, and transportation. Our transformative programming, services and innovative public policy are designed to promote and support the vitality and growth in the region.



ULI Columbus is a District Council of The Urban Land Institute (www.uli.org), a nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.



Columbus 2020 serves as the economic development organization for the 11-county Columbus Region, working in partnership with state and local partners to generate opportunity and build capacity for economic growth.

Leading the execution of a regional growth strategy with ambitious goals, the Columbus 2020 team conducts business outreach to existing economic base companies, markets the Columbus Region to growing companies worldwide, conducts customized research to better understand the Region's competitiveness and makes strategic economic development investments by leveraging public, private and institutional partnerships.