# **TRUST FORUM**





Mid-Ohio Regional Planning Commission Thursday, February 8, 2018

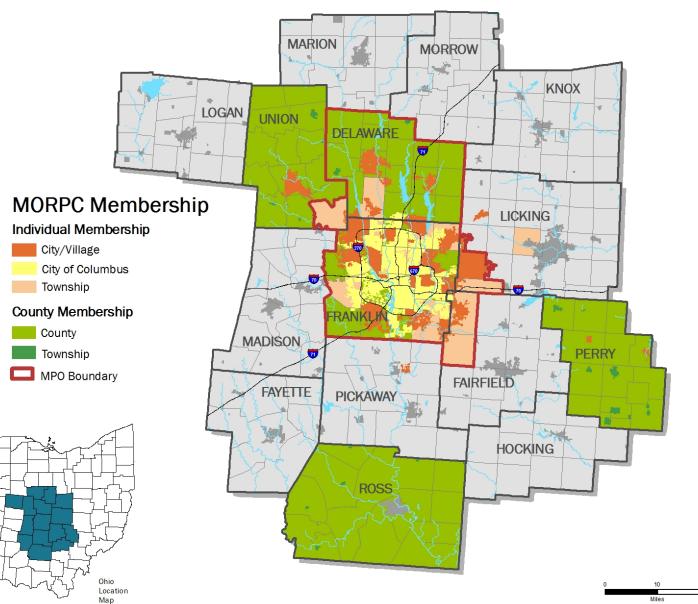
# WELCOME & INTRODUCTIONS

# William Murdock MORPC Executive Director



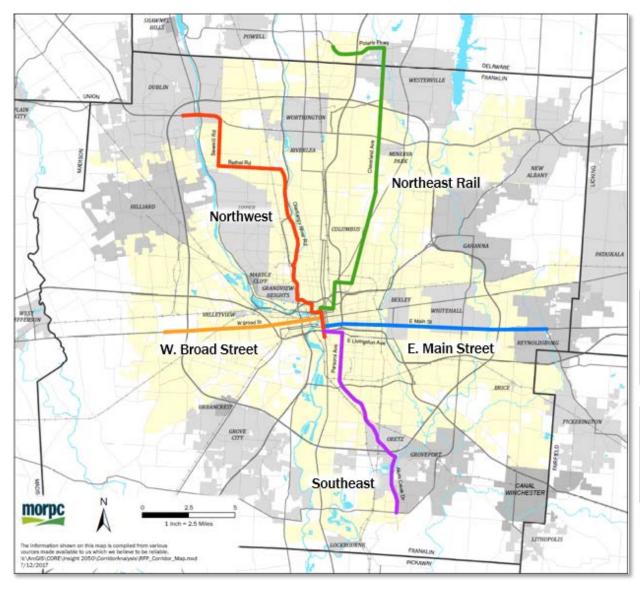
Mid-Ohio Regional Planning Commission





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# Insight2050 Corridor Concepts





	2015		
	Pop	HHs	Jobs
Northeast Rail	85,605	39,167	156,515
E Main Street	68,322	32,696	114,479
Southeast	36,196	17,077	56,109
Northwest	84,673	43,172	189,720
W Broad Street	45,724	19,764	97,916

	2025		
	Pop	HHs	Jobs
Northeast Rail	95,366	45,200	162,654
E Main Street	75,014	37,424	117,984
Southeast	38,778	18,818	58,610
Northwest	92,400	48,413	194,715
W Broad Street	55,443	24,936	101,217

Sources: MORPC, COTA



# **Central Ohio Water Resources Plan**

Inventory, Map, & Analyze existing conditions

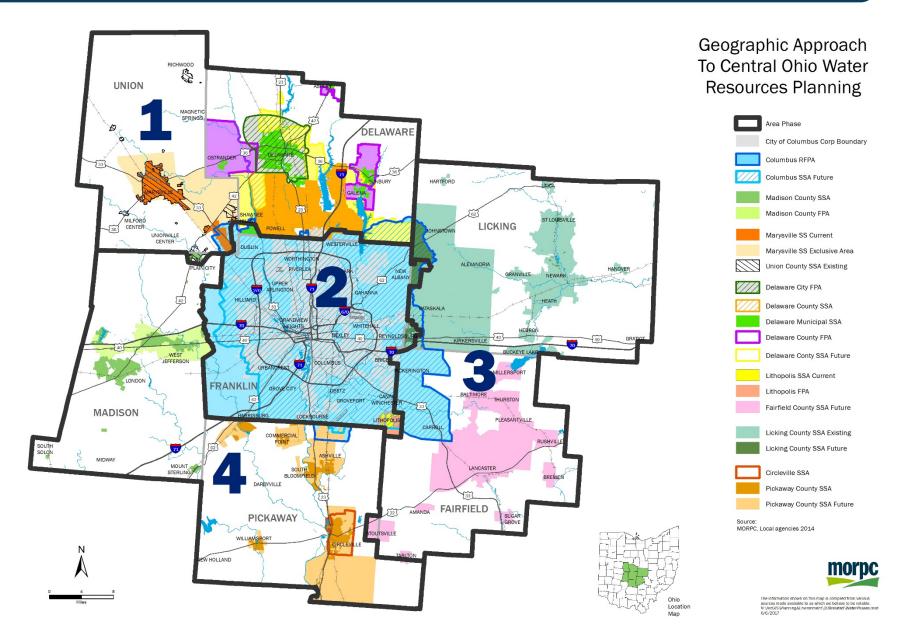
Evaluate projected needs to 2040

**Identify & Map** Designated Management Agencies & Facility Planning Areas

**Develop** recommendations and best management practices

Maintain Plan

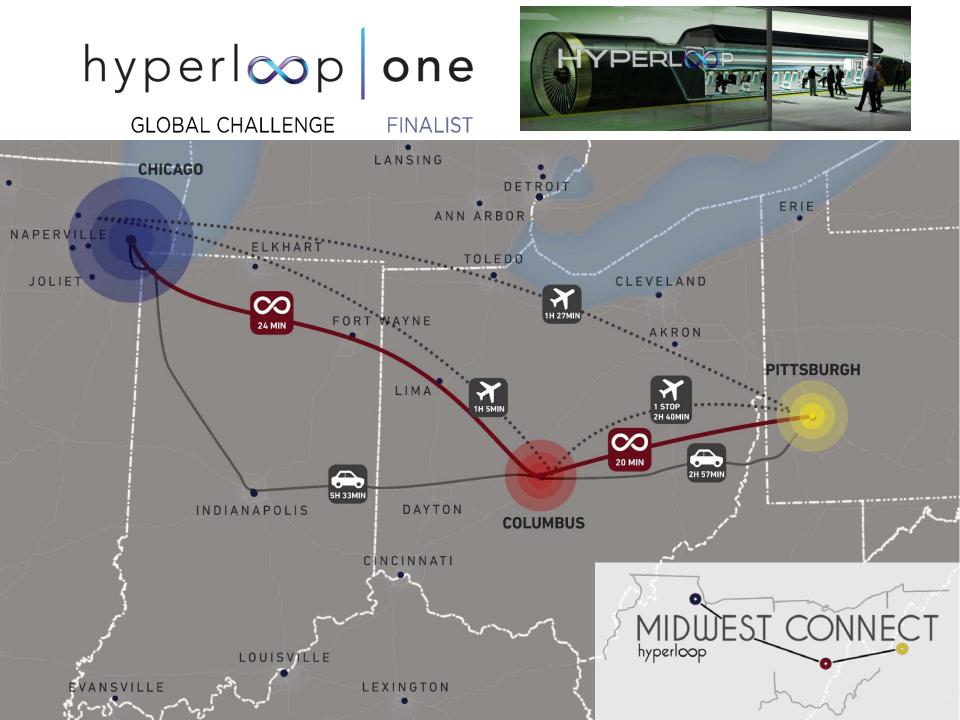






# SMART**COLUMBÜS**

# Smart Region Task Force





Mid-Ohio Regional Planning Commission

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111 Liberty Street, Suite 100 Columbus, Ohio 43215

Phone: 614.233.4101

www.morpc.org f

# WELCOME Bryan Haviland

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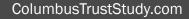




# COLUMBUSInsights aboutTRUSTcreating trustedSTUDYrelationships.

PRESENTED BY









# What is **TRUST**?





ColumbusTrustStudy.com

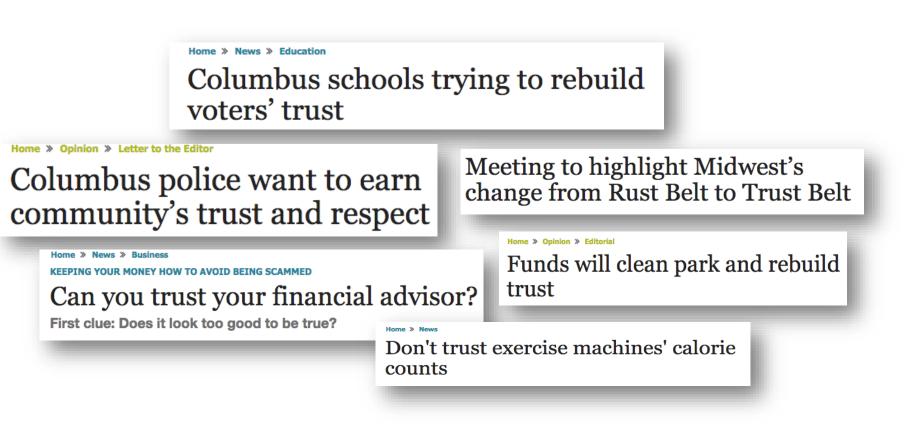




Endless possibilities.™

# **Trust issues in local news**







# COLUMBUS







# TRUST

"A psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behavior of another."

Source: Rousseau Sitkin Burt Camerer (1988)





# TRUST

# "The expectation that other people's future actions will safeguard our interests."

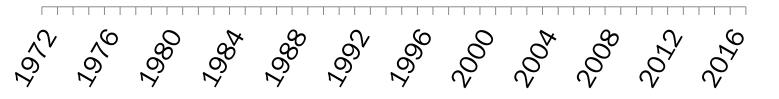
- Jeremy Adam Smith, Greater Good Science Center







—Most people can be trusted



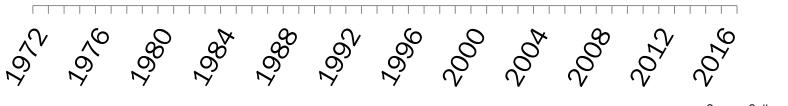
Source: General Social Surveys, NORC at the University of Chicago





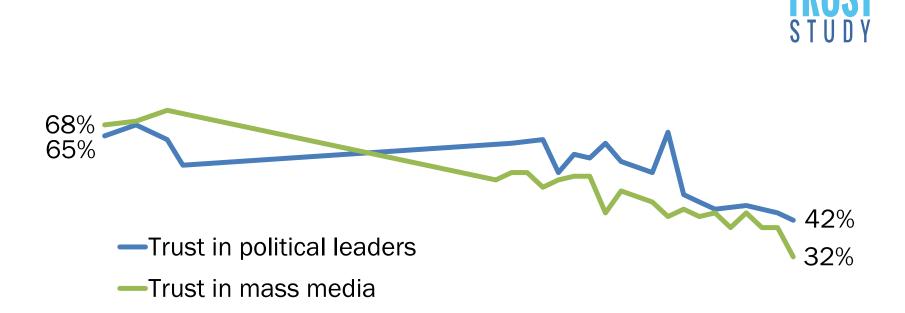


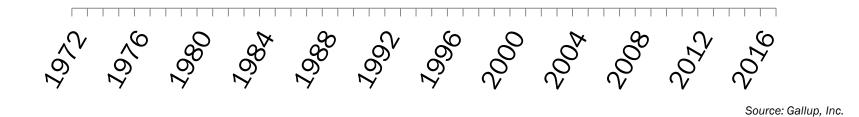
—Trust in political leaders



Source: Gallup, Inc.

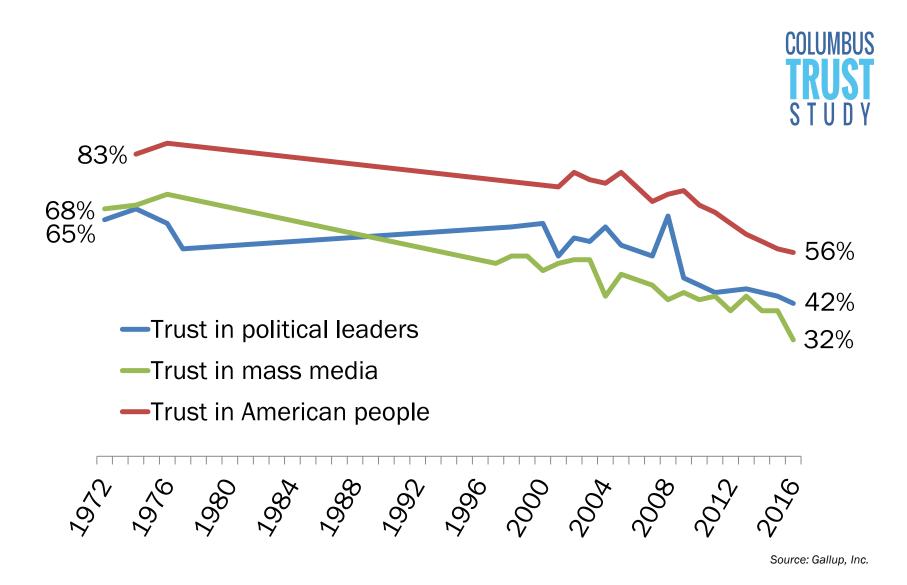








COLUMBUS



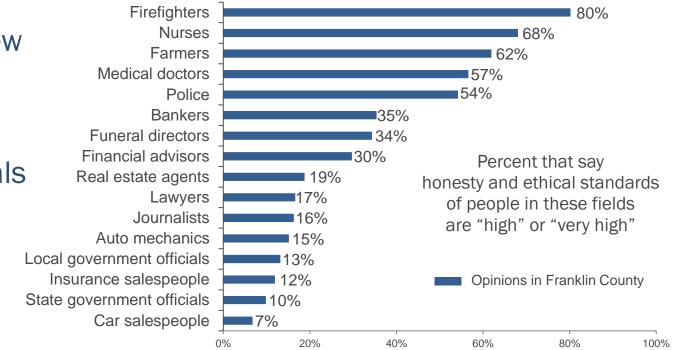


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ILLUMIN<sup>1</sup>LOGY

# **Honesty & Ethical Standards: Occupations**

Skeptical view of business people and public officials





# The business case for **TRUST**





# Less than 50% of employees trust the companies they work for.

- World Economic Forum Survey





There is a direct correlation between how much a consumer "trusts" you and their **willingness to recommend** you, **stay with you** when your competition begins to offer similar services and, more important, **how much they will spend**.

– Winning Over the Consumer, IBM White Paper



# **2017 COLUMBUS TRUST STUDY**



- Thousands of Franklin County households randomly selected
- ✓ Strong survey response
- Good statistical representation of the underlying population
- ✓ Margin of error is ±4.7% at a 95% confidence level

	CTION 1: GEN	ERAL VIEWS								
		aking, would ye			ole can be t	rusted or	that you	can't be	too	
	careful in deal	ing with people	Circle one	answer]	Most	people can	be trusted	d Can't	be too c	areful
		that most of th		ople try to						
	out for themse	lves? [Circle one an	swer]		Try to be he	lpful Mo	ostly just lo	oking out	for them:	selves
		nost people wo	ould try to	take advan	tage of you	i if they g	ot a char	nce, or w	ould th	ey
	try to be fair? (	Circle one answer]			Would try to t	ake advant	age of you	Would	d try to b	ie fair
4.	How much do	you trust the p	eople wh	o live in you	ır neighbor	hood? <sub>ICk</sub>	rcle one answ	er]		
		N	otatall /	A small amoun	t A moder	ate amount	A grea	t amount	Comp	oletely
5.	Overall, how s	atisfied or diss	atisfied an	e vou with t	he way thin	ias are or	oina in ce	entral OF	io at th	is
	time? [Circle one at				omewhat					
	In a typical mo		Very sati		omewnat satisfied	Somewi	hat dissatis	fied Ve	ery dissat	tisfied
, ,		(Write a number) nber of person he extent to wh								
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# **TRUST:** a Deep Dive



- Reviewed literature
- Sampled major polling/studies about trust
- ✓ Conducted COLUMBUS TRUST STUDY
- Summarized basic takeaways



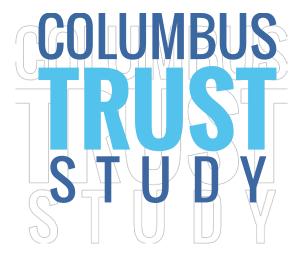












# **KEY FINDINGS**

ColumbusTrustStudy.com





## **Belief that "Most People Can Be Trusted"**

### FRANKLIN COUNTY, OH



Source: Columbus Trust Study





# **Belief that "Most People Can Be Trusted"**

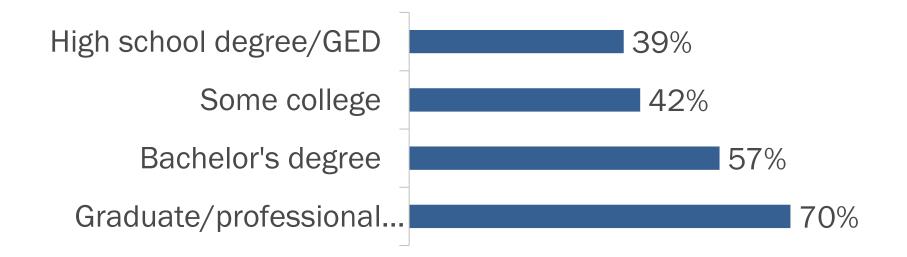
# FRANKLIN COUNTY, OH

Sources: Columbus Trust Study; General Social Surveys, NORC at the University of Chicago





# **TRUST Perception: Education Attained**



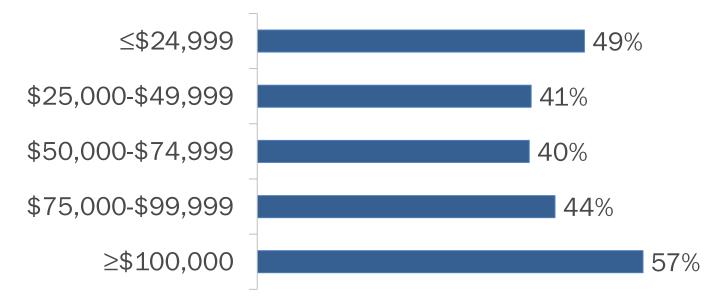
### Percent saying "Most people can be trusted"

Source: Columbus Trust Study





# **TRUST Perception: Household Income**



### Percent saying "Most people can be trusted"

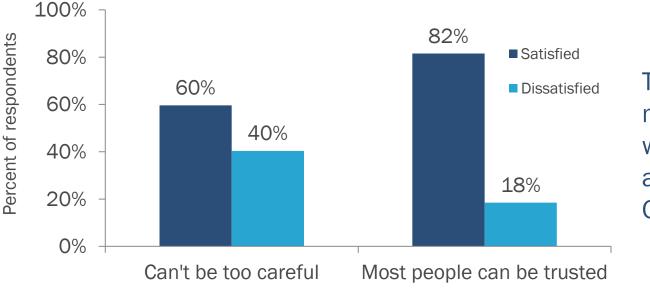
Source: Columbus Trust Study



ColumbusTrustStudy.com



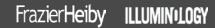
# **Opinions About TRUST vs. Local State of Affairs**



Those who are more satisfied with the way things are going in central Ohio have more trust

### Percent saying "Most people can be trusted"

Source: Columbus Trust Study





# About two-thirds of our respondents are currently employed, consistent with local statistics.

Most employees (>80%) say they trust their organization's leaders.



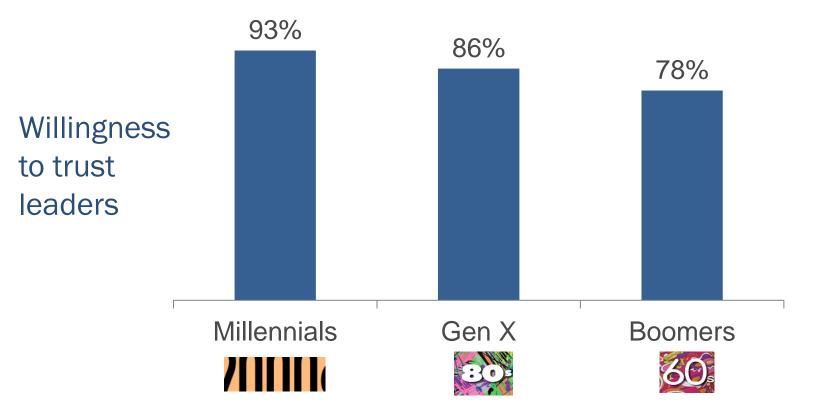


# Among those employed with large businesses, identified as 50+ employees, we noted some interesting age and generational patterns.





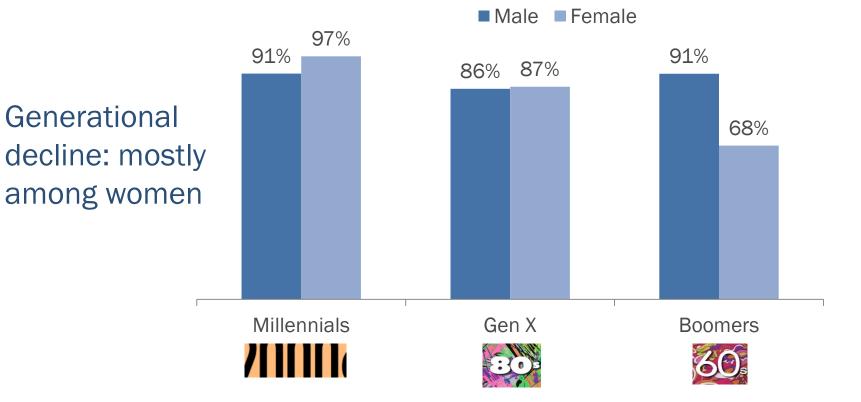
## **TRUST in Leaders: Attitudes by Generation**







## **TRUST Attitudes by Generation**

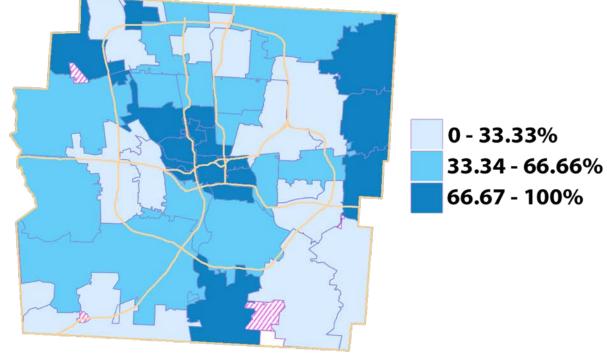


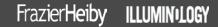




## **TRUST Attitudes by Local Neighborhood**

Trust beliefs are not equally distributed







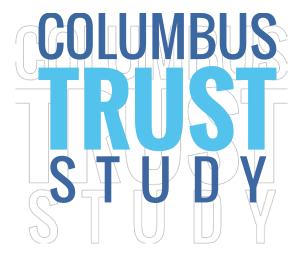
## **TRUST Attitudes: Information Sources**

Internet resources are reaching parity with traditional sources

TRADITIONAL	"MOST TRUSTED"	MOST LIKELY TO SAY THIS?
TELEVISION	24%	Older
NEWSPAPERS	23%	Think "most people can be trusted"
RADIO	10%	Younger, female, more educated
DIGITAL/ONLINE	"MOST TRUSTED"	MOST LIKELY TO SAY THIS?
REVIEWS AND RECOMMENDATIONS	23%	Younger Think "you can't be too careful" More critical personalities
OTHER ONLINE SOURCES	18%	(Trending) Less satisfied with way things are going in central Ohio
SOCIAL MEDIA	2%	_





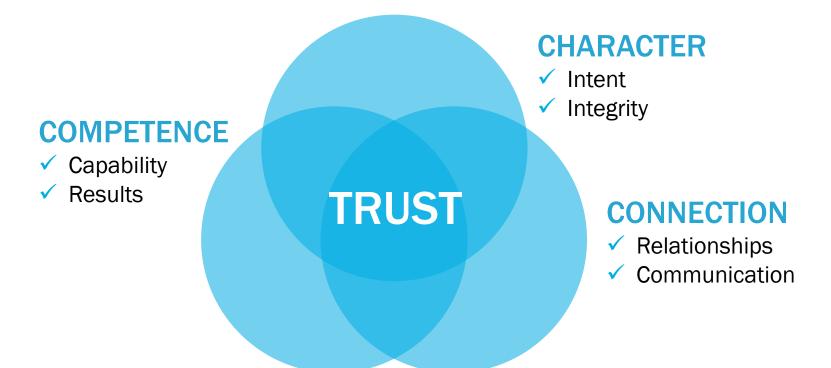


# SO, HOW CAN LEADERS BUILD TRUST?





## THE 3C'S OF BUILDING TRUST







# WHY DO EMPLOYEES TRUST THEIR LEADERS?

## **CHARACTER JUDGMENTS RULE**

- Perceived to be honest
- Care about the community
- ✓ Care about employees







# WHY DO EMPLOYEES TRUST THEIR LEADERS?

### PERCEIVED COMPETENCE ALSO IMPORTANT

- Organization has a history of success
- Employee's personal experience(s) with leaders





## WHY DO EMPLOYEES TRUST THEIR LEADERS?

## CONNECTION PLAYS A SUPPORTING ROLE

- They are perceived to be authentic/transparent
- They share clear, frequent communications







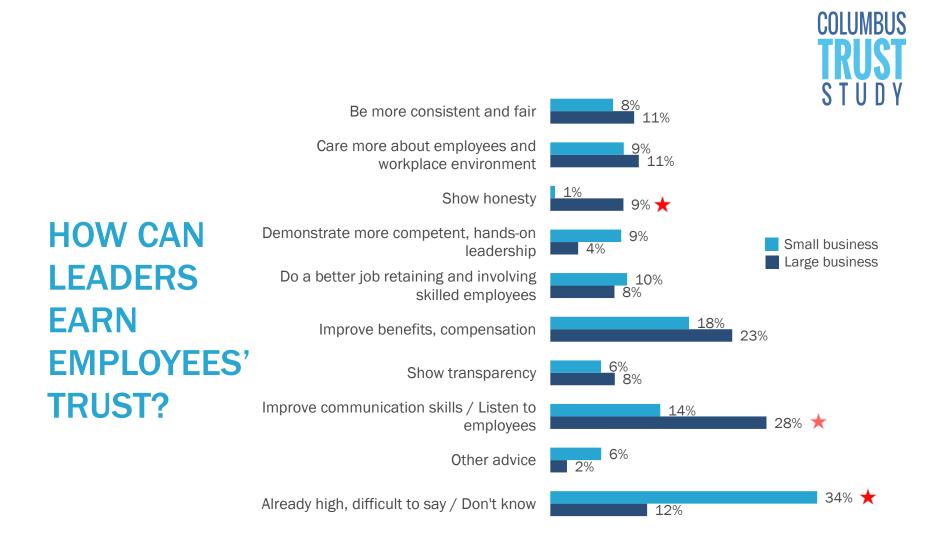
# WHY EMPLOYEES DISTRUST THEIR LEADERS?

### CHARACTER JUDGMENTS RULE — AGAIN!

Leaders are perceived as not caring about their employees











# **TRUST TAKEAWAYS**

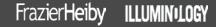




# **LEADERS LISTEN — ACTIVELY**

- Listen <u>FOR</u> insight, not listen <u>TO</u> words
- Goal: Constituents feel understood
- Keys include:
  - Exhibit the right non-verbal demeanor
  - ✓ Ask questions
  - ✓ Reflect feelings by re-stating them
  - ✓ Paraphrase to show you've heard
  - ✓ Summarize key ideas, feelings, action steps







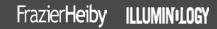
# LEADERS LISTEN — ACTIVELY

 Consider "listening tours" with key constituent groups, individuals

 Provide feedback opportunities for every community program/service

 Playback how constituent priorities impact community priorities







# **LEADERS REINFORCE COMPETENCE**

- Celebrate progress, achievement
- Amplify awards, recognition from third parties for programs, services and leaders
- ✓ Use numbers when appropriate
- ✓ Tell personal citizen success stories







# **ARE DIGITAL CHANNELS IMPORTANT?**

### YES — Importance is Growing!

- Allows greater openness and transparency of communications
- Builds trust and positive public perception
- Opportunity to turn complaints/detractors into fans/advocates







# **DIGITAL MEDIA IMPLICATIONS FOR CITIES**

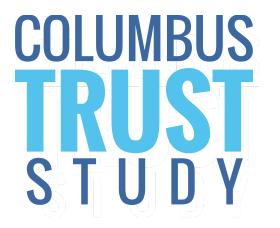
### WHAT SHOULD YOU DO?

- Use social media to "listen" (monitor) for issues, concerns
- ✓ Review/refresh your website
- Communicate directly with constituents
- Connect them with services









## **1. CHARACTER rules.**

When is the last time your leadership honestly assessed the quality of its character? What steps can you take to strengthen the "voice" of your organization's character with your employees? With your customers?

# **2.** Constituents seek CONNECTION.

They want their leaders to improve their listening/communication skills, to be more transparent. How are you trying to get better with this?



# **COLUMBUS TRUST STUDY RESOURCES**

### TRUST INFRASTRUCTURE AUDIT CHECKLIST

How does your organization's trust and communication infrastructure hold up with today's increasingly savvy customers and associates?





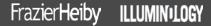


# **COLUMBUS TRUST STUDY RESOURCES**

### **TRUST-BUILDING TIP SHEET**

Building **TRUST** in your community, with customers and through establishing a culture of trust with associates



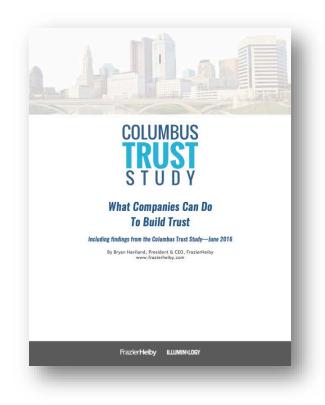




# **COLUMBUS TRUST STUDY RESOURCES**

### STATE OF TRUST WHITE PAPER

What companies can do to build trust with key audiences. Includes detailed findings from year one of the COLUMBUS TRUST STUDY







# **OTHER TRUST BUILDING RESOURCES**



Utilize online resources like the **TRUST! Assessment** and **TRUST! Framework** to build a more trusting organization.



Frazier**Heiby** 

ILLUMINILOGY





# MORE TIPS, INSIGHTS AND TAKEAWAYS AT: www.ColumbusTrustStudy.com

ColumbusTrustStudy.com





Mid-Ohio Regional Planning Commission

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www.morpc.org f

SLIDES THAT FOLLOW ARE IN HANDOUTS



# 2018 State of the Region "Growth. Development. Opportunity."



### Jennifer Keesmaat



- Distinguished Visitor in . Residence, University of Toronto
- Former Chief City Planner, City of Toronto



#### April 19, 2018

11 a.m. – 1 p.m.

**Greater Columbus Convention Center** 



## **for practitioners** Friday Mornings | March 2, 9, 16, 23

Advanced program designed in collaboration with the OSU Knowlton School of Architecture Alumni Association



Join Central Ohio leaders in architecture, development, planning & public policy for a dynamic seminar/workshop series

For details and to download an application: visit getinsight2050.org or contact Brian Williams | bwilliams@morpc.org | 614.233.4187





### **MID-OHIO REGIONAL PLANNING COMMISSION**





### **MID-OHIO REGIONAL PLANNING COMMISSION**

#### SIGNATURE EVENTS

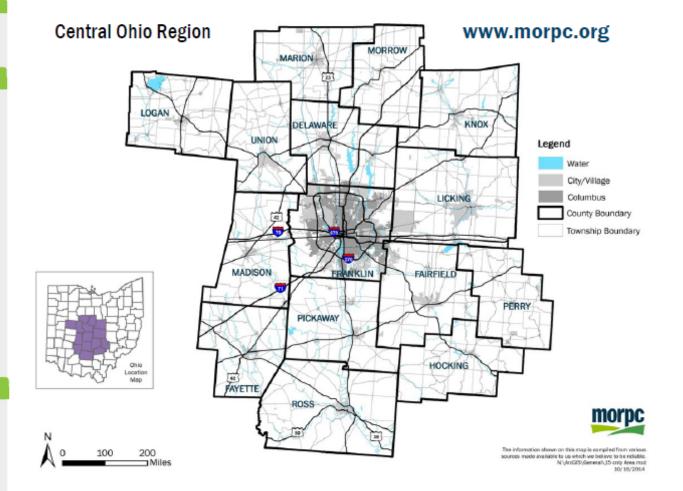
State of the Region Summit on Sustainability

#### SIGNATURE PLANS/PROGRAMS

Air Quality Program Central Ohio Greenways Central Ohio Rural Transportation Plan Competitive Advantage Projects Gohio Commuter Services Home Repair and Weatherization Local Government Energy Partnership Metropolitan Transportation Plan Open Data & Mapping Population Estimates & Projections Public Policy Agenda Regional Collaborations Regional Sustainability Agenda Sustainable2050 Transportation Improvement Program Transportation Safety Planning

#### PROJECTS

Central Ohio Water Resources Plan Franklin County Energy Study Hyperloop Feasibility Study Insight2050 Corridor Concepts Rickenbacker Study Smart Region Task Force





# SUMMIT ON SUSTAINABILITY

### **Communities Taking Charge**

### NEXT: October 25, 2018

HILTON COLUMBUS DOWNTOWN 401 North High Street, Columbus, Ohio 43215



### VISIT MORPC.ORG/SUMMIT

- Policy
- Energy & Environment
- Local Foods
- Land-Use
- Transportation

**Sustainable** 2050

Central Ohio Communities Working Toward a Better Future







Central Ohio Communities Working Toward a Better Future



### 31 Sustainable2050 Communities!



A Bronze-Rated Community Working Toward a Better Future



A Silver-Rated Community Working Toward a Better Future



A Gold-Rated Community Working Toward a Better Future



A Platinum-Rated Community Working Toward a Better Future



### www.morpc.org/sustainable2050



#### Mid-Ohio Regional Planning Commission Presents



#### ASSOCIATION OF PEDESTRIAN & BICYCLE PROFESSIONALS

Expertise for Active Transportation



#### WEBINAR: Be Creative! Art, Placemaking & Funding

Wednesday, February 21, 2018 3:00-4:00 p.m. MORPC Office, 111 E. Liberty Street, Ste. 100, Columbus, Ohio 43215

#### No Cost

APBP webinar on the changing landscape of transportation implications for bicycling and walking \*Note that the webinar is only available for viewing at MORPC

#### **Register:**

http://www.apbp.org/events/EventDetails.aspx?id=10 44250&group=

Contact Information: Marion Dean mdean@morpc.org 614.233.4178



### **NEW MEMBER BENEFIT - CDFA**



Allows MORPC to obtain additional information and/or resources on how to finance specific development projects that our members are exploring.

**Additional benefits:** 

- Discounted rates to courses, conferences, National Summit and the bookstore
- CDFA Online Resource Database
- Federal Financing Clearinghouse
- CDFA's State Financing Program Directory
- Individualized technical assistance services
- ✓ Funding Source Document
   ✓ Membership in Grant Finder Service



# Grants & Funding Forum June 20, 2018 at MORPC





# Social Media Best Practices For Local Governments Forum July 18, 2018 at MORPC





# Village Forum July 31, 2018 "Placemaking" at MORPC





# Township Forum August 29, 2018 "Convergence" at MORPC

