

GOAL	OBJECTIVE	ACTION ITEM/INDICATOR
<b>Goal 1</b> In its role as a convener and facilitator, MORPC will <b>FOSTER COLLABORATION</b> among local governments, partners, and stakeholders to enhance the use of data in Central Ohio.		
1.1 Convene meetings of local government staff responsible for creating and maintaining the region's data resources.	1.1.1	Host quarterly meetings of the Central Ohio GIS Users Group (COGUG).
	1.1.2	Host quarterly meetings of Central Ohio Systems Management Organizational Sharing (COSMOS).
	1.1.3	Support and coordinate with the MORPC Smart Region Task Force.
	1.1.4	Support the creation of a new Central Ohio data users group.
1.2 Support the creation of a regional open data portal.	1.2.1	Make data and maps created by MORPC available through MORPC's open data site.
	1.2.2	Provide technical support, guidance, and represent other local governments in the creation of the Smart Columbus Operating System.
	1.2.3	Establish use cases and functional requirements for a regional open data portal.
	1.2.4	Increase the number of data providers connected to the regional open data portal.
	1.2.5	Identify a sustainable host agency and funding source for the regional open data portal.
1.3 Pursue new relationships with private sector, nonprofit, and academic data partners.	1.3.1	Develop collaborative partnerships with other leading data organizations in Central Ohio (e.g., The Ohio State University Center for Urban & Regional Analysis (CURA) and Center for Human Resource Research, the City of Columbus, state agencies, etc.).
	1.3.2	Establish MORPC as a partner representing Columbus in the National Neighborhood Indicators Partnership.
	1.3.3	Engage in a partnership with at least one new private sector entity.
1.4 Promote data-centered local decision-making.	1.4.1	Develop best-practice case studies on how data can be used to make better policy decisions.
<b>Goal 2</b> MORPC will support and provide opportunities for data <b>CAPACITY BUILDING &amp; EDUCATION</b> that increase both the human and technological capabilities of the Region.		
2.1 Develop a MORPC Data Academy that builds technical capacity for defined user groups/target audiences.	2.1.1	Develop different tracks and curricula for different audiences (basic data literacy, effective data storytelling, etc.).
	2.1.2	Identify community partners and funders to ensure broad access and participation.
	2.1.3	Hold one MORPC Data Academy.
2.2 Connect local governments to the civic tech community by organizing and participating in hackathon and mapathon events.	2.2.1	MORPC staff to sponsor a use case or serve as a judge for at least one hackathon.
	2.2.2	Organize a hackathon or mapathon event with a focus on local government and issues of regional significance.
2.3 Establish a regional Data Day to promote data education and access throughout Central Ohio.	2.3.1	Build funding support and partnerships for a one-day, data-focused event.
	2.3.2	Host a regional Data Day.
2.4 Proactively support and produce communications that promote data literacy and awareness of Central Ohio data resources.	2.4.1	Demonstrate the value of regional data through a series of blog posts or news stories analyzing important regional trends.
	2.4.2	Host in-person and virtual events to highlight available data resources and enhance data literacy.
	2.4.3	Develop templates and best practices for local governments to improve communications using data.
	2.4.4	Capitalize on MORPC's existing communications channels to increase messaging about data resources and practices.
	2.4.5	Review MORPC's digital and print materials to ensure they demonstrate good data communications practices.
2.5 Encourage the construction of digital infrastructure through existing and new funding sources.	2.5.1	Develop a Regional Smart Streets Policy to ensure digital infrastructure is incorporated into projects using MORPC attributable funding.
	2.5.2	Develop a Smart Region Playbook that identifies how "smart region" policies, including digital infrastructure, will be incorporated into MORPC projects and committees.
	2.5.3	Develop a Smart Region Resource Guide that provides local governments with guidance on building digital infrastructure through best-practices, policies, and funding opportunities.
	2.5.4	Pursue and support local government efforts to secure state and federal funding to build digital infrastructure, particularly in unserved and underserved areas.
2.6 Pursue projects and initiatives that keep Central Ohio at the forefront of data and technology innovation.	2.6.1	Serve in a leadership role on the Smart Columbus initiative (specifically development of the Smart Columbus Operating System), representing local governments and regional data users.
	2.6.2	Pursue one new project per year that advances MORPC's data analytics or technological capacity.

Goal 3 MORPC will promote good data GOVERNANCE & PRACTICES that protect local governments and their citizens, and adapt to the evolving data and technology landscape.	
3.1 Encourage the adoption of good data policies by member communities.	3.1.1 Conduct an audit of MORPC's current data governance policies.
	3.1.2 Implement new comprehensive data governance policies for MORPC to serve as a model for local governments.
	3.1.3 Compile best practices for data governance.
	3.1.4 Publish a data governance, management, and security toolkit for local governments.
3.2 Partner with the Regional Policy Roundtable to advocate for strong, open, and inclusive data policies and funding at the federal and state	3.2.1 Continue to monitor federal and state legislation for data-related public policies.
	3.2.2 When appropriate, provide testimony or other input to legislators to further the goals set forth in the Regional Data Agenda.
3.3 Track and develop guidance on emerging data policy issues.	3.3.1 Maintain a list of emerging data issues that are important to local governments (e.g., revenue generation from data, incorporating blockchain into local government, etc.).
	3.3.2 Solicit expert guidance to ensure RDAC members are up-to-date on emerging issues.
	3.3.3 Publish briefings/fact sheets on emerging issues for MORPC members.
3.4 Promote standardization of data across local governments in Central Ohio.	3.4.1 Develop and encourage adoption of standard schemas for common datasets that are collected by local governments across the region.

Goal 4 MORPC will continually innovate in its role as a data creator, user, and provider through ongoing DATA PROCUREMENT AND DEVELOPMENT.	
4.1 Inventory and structure MORPC's data resources to improve usability, eliminate redundancy, and enhance coordination with other data providers.	4.1.1 Create a comprehensive inventory of datasets that MORPC maintains.
	4.1.2 Develop a new internal data structure that makes data more discoverable and accessible to MORPC staff and easier to share with external users.
4.2 Identify priority data discovery areas – new datasets that are important to MORPC's work and to the region	4.2.1 Regularly survey local governments and other partners to identify new data needs.
	4.2.2 Maintain a list of data discovery topics of regional importance.
	4.2.3 Prioritize the data discovery list and pursue new datasets.
	4.2.4 Pursue new sources and formats of data (e.g., crowdsourced, MaaS user data, connected infrastructure, etc.)
4.3 Create and maintain regional datasets that are populated by local governments.	4.3.1 Expand the regional mapping datasets that MORPC currently maintains (address points, centerlines, bikeways, sidewalks) by adding new community editors.
	4.3.2 Create one new regional mapping dataset.
4.4 Increase the amount, diversity, and efficiency of MORPC's data collection through automation.	4.4.1 Partner with local governments to automate the collection of building permit data.
	4.4.2 Develop scripting to automate the collection of Census data.
	4.4.3 Pilot one project to begin collecting unstructured data.

Goal 5 MORPC will serve as a model for DATA ACCESS, INCLUSIVITY, & EQUITY, ensuring the benefits and opportunities data can create are extended to all Central Ohio residents. (This goal will have its own objectives, but also spans Goals 1-4, ensuring that access, inclusivity, & equity are ubiquitous in those goals as well)	
5.1 Promote broadband access for all Central Ohio residents.	5.1.1 Establish Central Ohio as the first region in the country recognized as a Digital Inclusion Trailblazer by the National Digital Inclusion Alliance.
	5.1.2 Improve mapping of broadband coverage across the Central Ohio region.
	5.1.3 Support projects and funding that bring broadband to unserved and underserved areas (especially rural and low-income urban areas).
5.2 Track data related to MORPC's agency-wide diversity and inclusion efforts.	5.2.1. Support actions from MORPC's internal and community diversity & inclusion working groups.
5.3 Develop tools and services that enhance the ability of users with varying skill levels to access and benefit from data about Central Ohio.	5.3.1 Expand on user experience research and user acceptance testing to improve understanding of our audiences' needs and capabilities.
	5.3.2 Research best practices on making data resources accessible to audiences with low data literacy.
	5.3.3 Ensure all MORPC data resources follow state of the practice standards for developing accessible technology.
	5.3.4 Create community partnerships to provide free/reduced cost data and mapping services to underserved populations.
	5.3.5 Utilize MORPC's data resources to understand and address social equity issues in Central Ohio (e.g., income disparity, housing affordability, etc.).