# REGIONAL DATA AGENDA 2019–2020

MID-OHIO REGIONAL
**MORPC**
PLANNING COMMISSION

# REGIONAL DATA ADVISORY COMMITTEE

## AGENDA

Under the guidance of the Regional Data Advisory Committee (RDAC), the Regional Data Agenda is the guiding document for MORPC's work pertaining to data analysis.

## MISSION

The RDAC advances data policies and strategic actions to increase access to open data in Central Ohio.
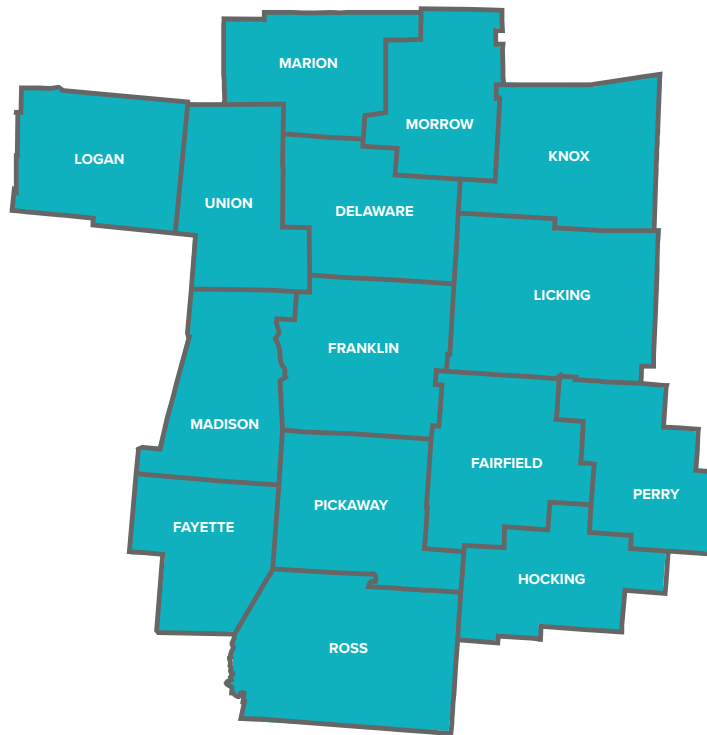
## VISION

Central Ohio is a leader in using data to improve the quality of life for all residents.

# MID-OHIO REGIONAL PLANNING COMMISSION

The Mid-Ohio Regional Planning Commission (MORPC) is a voluntary association of over 60 local governments and regional organizations in the quickly growing Central Ohio region. We serve as a resource for local officials as they make decisions about economic growth, development, transportation, energy, and environmental sustainability – ensuring our region remains thriving and competitive while improving social and economic mobility.

## MORPC'S SERVICE AREA



MARION
MORROW
LOGAN
UNION
DELAWARE
KNOX
FRANKLIN
LICKING
MADISON
FAIRFIELD
FAYETTE
PICKAWAY
PERRY
HOCKING
ROSS

# WHAT WE DO:

- Serve as Central Ohio's regional council and leadership forum for shared regional challenges and best practices
- Convene local governments to plan, prioritize, and advance strategic transportation and infrastructure projects and investments
- Assist as a regional information hub with demographics, maps, tools, and data to inform decisions
- Provide technical assistance to communities with sustainability programs, growth planning, residential services, and shared solutions
- Work alongside community leaders, residents, and partner organizations to effectively represent the collective voice of our region on public policy

# GOAL 1: *In its role as a convener and facilitator, MORPC will FOSTER COLLABORATION among local governments, partners, and stakeholders to enhance the use of data in Central Ohio.*

| OBJECTIVE: | ACTION ITEM/INDICATOR: |
|---|---|
| **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 User Group (COGUG). <br> **1.1.2** Host quarterly meetings of Central Ohio Systems Management Organizational Sharing (COSMOS). <br> **1.1.3** Support and coordinate with the MORPC Smart Region Task Force. <br> **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. <br> **1.2.2** Provide technical support, guidance, and represent other local governments in the creation of the Smart Columbus Operating System. <br> **1.2.3** Establish use cases and functional requirements for a regional open data portal. <br> **1.2.4** Increase the number of data providers connected to the regional open data portal. <br> **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.). <br> **1.3.2** Establish MORPC as a partner representing Columbus in the National Neighborhood Indicators Partnership. <br> **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. |

# GOAL 2: *MORPC will support and provide opportunities for data CAPACITY BUILDING AND EDUCATION that increase both the human and technological capabilities of the region.*

| OBJECTIVE: | ACTION ITEM/INDICATOR: |
|---|---|
| **2.1** *Develop a MORPC Data Academy that builds technical capacity for defined user groups and target audiences.* | **2.1.1** Develop tracks and curricula for different audiences (basic data literacy, effective data storytelling, etc.). <br> **2.1.2** Identify community partners and funders to ensure broad access and participation. <br> **2.1.3** Facilitate 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. <br> **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. <br> **2.3.2** Host a regional Data Day. |

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| **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 newsletter articles, blog posts or news stories analyzing important regional trends.<br><br>**2.4.2** Host in-person and virtual events to highlight available data resources and enhance data literacy.<br><br>**2.4.3** Develop templates and best practices for local governments to improve communications using data.<br><br>**2.4.4** Capitalize on MORPC's existing communications channels to increase messaging about data resources and practices.<br><br>**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.<br><br>**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.<br><br>**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.<br><br>**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.<br><br>**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 residents, and adapt to the evolving data and technology landscape.*

| **OBJECTIVE:** | **ACTION ITEM/INDICATOR:** |
|---|---|
| **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.<br><br>**3.1.2** Implement new comprehensive data governance policies for MORPC to serve as a model for local governments.<br><br>**3.1.3** Compile best practices for data governance.<br><br>**3.1.4** Publish a data governance, management, and security toolkit for local governments. |
| **3.2** *Partner with MORPC's Regional Policy Roundtable to advocate for strong, open, and inclusive data policies and funding at the federal and state levels.* | **3.2.1** Monitor federal and state legilsation for data-related public policies.<br><br>**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.).<br><br>**3.3.2** Solicit expert guidance to ensure RDAC members are up-to-date on emerging issues.<br><br>**3.3.3** Publish briefings and 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.

| OBJECTIVE: | ACTION ITEM/INDICATOR: |
|---|---|
| **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.<br><br>**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.<br><br>**4.2.2** Maintain a list of data discovery topics of regional importance.<br><br>**4.2.3** Prioritize the data discovery list and pursue new datasets.<br><br>**4.2.4** Pursue new sources and formats of data (e.g., crowdsourced, mobility as a service, 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.<br><br>**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.<br><br>**4.4.2** Develop scripting to automate the collection of U.S. Census data.<br><br>**4.4.3** Pilot one project to begin collecting unstructured data. |

# GOAL 5: MORPC will serve as a model for DATA ACCESS, INCLUSIVITY, AND EQUITY, ensuring the benefits and opportunities data can create are extended to all Central Ohio residents.

**In addition to being a stand-alone goal with its own objectives, this also extends to Goals 1-4, ensuring that access, inclusivity, and equity are ubiquitous throughout the entire Regional Data Agenda.**

| OBJECTIVE: | ACTION ITEM/INDICATOR: |
|---|---|
| **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.<br><br>**5.1.2** Improve mapping of broadband coverage across the Central Ohio region.<br><br>**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 and 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.<br><br>**5.3.2** Research best practices on making data resources accessible to audiences with low data literacy.<br><br>**5.3.3** Ensure all MORPC data resources follow state of the practice standards for developing accessible technology.<br><br>**5.3.4** Create community partnerships to provide free and/or reduced cost data and mapping services to underserved populations.<br><br>**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.). |

# MID-OHIO REGIONAL
# MORPC
## PLANNING COMMISSION

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