DATA DAY

VENTURING TOGETHER INTO THE UNKNOWN

Wednesday, February 7th, 2024 | 8:30 a.m. - 4:00 p.m.
Ohio University Dublin Integrated Education Center
6805 Bobcat Way | Dublin, OH 43016

PRESENTED BY:

8:30 a.m. - Morning Plenary Session

Room 212-214

Leveraging Data within an Industry Sector Partnership to Build Trust, Boost Participation, and Catalyze Decisions

Keynote:

Courtney Thraen, Associate Director of Business Solutions,
Workforce Development Board of Central Ohio
Kim M. Campbell, PhD, CDP, ICC, Senior Talent Development Consultant – School Partnership, & Human Resources, Nationwide Children's Hospital

10:00 a.m. – 11:00 a.m. - Breakout Sessions

Room 213-214

Title: How to Speak Data

Description: Data and AI literacy are vital skills for public sector professionals of the future. You will leave armed with the essential vocabulary and concepts you need to address your organization's data challenges, whether you are a self-taught analyst or a non-technical decision-maker.

Speaker: Lilly Tesfai, Director of Data Analysis, Franklin County Treasurer's Office

Room 212

Title: Beyond the Zip Code: Measuring Outcomes and Informing Decisionmakers

Description: Much of place-based analytics stop at the zip code level due to limitations of available data. The purpose of this session is to inspire attendees to explore using their address data for deeper insights than can be derived from the zip code level. Attendees will be introduced to the concept of geocoding administrative data, utilizing publicly available data, measuring outcomes through geocoded data, and synthesizing geocoded data for decision makers. The session will touch on beginner-to-moderate skill in utilizing GIS and large data; however, the session should also be valuable to those interested in non-traditional ways of deriving outcomes and informing decision makers.

Room 246

Title: Utilizing Tableau Data Visualizations to Inform Allocation of Government Resources

Description: Housing is a critical component for building a healthy and prosperous future for Central Ohioans, however the region faces a number of sustained challenges to providing affordable and accessible housing. As part of our annual planning process, the Ohio Housing Finance Agency (OHFA) develops the Ohio Housing Needs Assessment, which uses a wide range of data to identify the scale and scope of Ohio's housing challenges. Starting in 2020, we took the Housing Needs Assessment online using Tableau software to provide the data in an easy-to-access and interactive platform. In this session, we will teach you how to use Tableau to make interactive data reports that are accessible and helpful to policymakers. We will also provide an overview of the most pressing housing needs in Central Ohio.

In this session, we will explore the utilization of Sets within Tableau dashboard to help provide "what-if" analyses generated through the use of a mapped dashboard. We will go through how to provide different scenarios and the potential implications of these. We will also work through the various difficulties in attempting to make these calculations as efficient as possible due to their overhead. This includes various creative solutions to prevent re-running calculations unnecessarily. Lastly, we will demonstrate how to load these results back into the student information system database by generating the entire SQL script in a Tableau worksheet.

Speakers: Chelsea Buckwalter, Director of Research and Analytics, Ohio Housing Finance Agency; Devin Keithley, Senior Research and Data analyst, Ohio Housing Finance Agency; Robert Kramer, Data Analysts, South-Western City School District; and Bryan Mulvany, Executive Director of Information Services, South-Western City School District

Room 247

Unconference: Workforce & Job Quality

11:15 a.m. – 12:15 a.m. - Breakout Sessions

Room 213-214

Title: Data Literacy for Managers

Description: Data is everywhere and has quickly become a strategic asset for all organizations. This session is designed for managers and engineers seeking to increase their confidence in leading teams that are using data to
derive insights and inform business decisions.

Speakers: Emily Nutwell, Ph.D., Program Director, The Ohio State University Translational Data Analytics Institute; Alex Davis, Ph.D., Data Scientist, The Ohio State University Translational Data Analytics Institute

Room 212

Title: Geospatial Process Innovations for an Active Transportation Network

Description: The Mid-Ohio Regional Planning Commission (MORPC) sought to create a comprehensive network dataset from existing local data sources to improve their ability to run bicycle/pedestrian access analyses. Cultivate Geospatial Solutions (CGS) analyzed the various datasets, taking into consideration ways to identify connectors versus overpass/underpass locations, integrate one-way streets and ratings of bike-friendly paths, and identify locations where either data improvements could be made or adding infrastructure could increase routing options for travelers. The resulting network and analyses allow MORPC to step through processes using ArcGIS Pro Tasks to create travel distance and time isochrones from points of interest on both walking and biking networks, as well as estimate the number of people who have access to the various routes throughout the MORPC service area.

Speakers: Ashley Hitt, Senior Vice President of Program Management, Cultivate Geospatial Solutions; Cheri Mansperger, Associate Director of Geospatial Analysis, MORPC

Room 246

Title: Integrating ChatGPT into Communication Strategies for Local Governments

Description: This session will focus on ways that local government officials and data analysts can integrate AI into their daily workflows. We'll explore AI's potential to streamline workflows and drive overall efficiency. Through real world examples, attendees will learn about ChatGPT's capabilities in automating data analysis tasks, facilitating insights, and improving efficiency in grant writing and meetings. The session advocates for a personalized approach to data presentation and highlights AI's transformative power in optimizing local government operations, ultimately paving the way for a future where AI plays a pivotal role in governance.

Speakers: Tom Johnson, Mayor, Village of Somerset; Trace Johnson, Inventor

Room 247
Unconference: DEI in Data

12:30 p.m. – 1:30 p.m. - Lunch Plenary Session

Room 212-214
The Data Behind the Deals
Panelist:
Sarah Richards, Senior Associate, AECOM
Rob Moore, Principal, Scioto Analysis
Carlie Boos, Executive Director, Affordable Housing Alliance of Central Ohio

1:45 p.m. – 2:45 p.m. - Breakout Sessions

Room 213-214

Title: Constructing a Human Development Index for Ohio

Description: Presenters will share the results of the Ohio Human Development Report, a study of income, education, and health within the state of Ohio. The purpose of this presentation is to share the results and to help attendees understand how data sources can be used to understand how jurisdictions compare to one another using an international standard for well-being. This presentation is appropriate for general audiences and focuses more on data analysis than technical skills.

Speaker: Rob Moore, Principal, Scioto Analysis

Room 212

Title: A Data Maturity Dialog: Is your organization positioned to get the most out of your data?

Description: It has never been easier to find, collect, store, and transform data, however many organizations are not able to harness the full value of their data due to a lack of maturity in their data policies and processes. In this session we will introduce the concept of data maturity and explain how an organization can evaluate their data maturity using a tool called a data maturity model. There are countless criteria that could be included in such a model, and we will discuss some of the most common. In recognition that data maturity means different things to different organizations, we will poll the audience several times throughout the presentation so that participants can better understand how the priorities and strategies for their organization compare to other organizations. Attendees will leave with a link to an example data maturity model, and those who opt in will receive the results from the polls for later reference.

Speakers: Adam Porr, Research & Data Officer, MORPC; Kristen Gillenwater, Planning & Development Project Manager, City of Westerville

Room 246

Title: Keeping the "Co" in Community Co-design

Description: Fostering more inclusive and meaningful community engagement in planning is a long standing and still unresolved challenge (Healey 2020). The promise of community co-planning is to achieve more inclusive and meaningful engagement by reducing knowledge asymmetries and giving stakeholders greater agency throughout the process (Rosen and Painter 2019). Our fundamental hypothesis is that improving dialogue between planners and communities will translate into more community participation in governance, participatory design, and co-design. We believe keeping communities involved as co-participants in every step of the process is a critical component to achieving the best and most inclusive solutions. The creation of the Public Engagement to Re-imagine Community Co-planning (PERCC; pronounced "perk") platform works towards this goal by using AI and machine learning to gather evidence and personal stories from the community, translate them into stories that are accessible and relatable, and communicate them back to the community. We are working to integrate a set of technologies to produce Machine-Readable Co-design (MaRC; pronounced "mark") tools that will support the ultimate PERCC goal of widespread, inclusive community co-planning. These MaRC tools will facilitate the scale of community-generated data collection and analysis that PERCC will require to support meaningful co-planning. The goal is to develop and apply the PERCC toolkit to a co-planning process in communities in Ohio. These toolkits will allow community members to contribute to co-planning by allowing them to tell stories of their own experiences, give feedback on currently proposed plans, and communicate their priorities on issues that need to be addressed.

Speaker: Mike Rayo, Associate Professor, The Ohio State University; Integrated Systems Engineering

Room 247

Unconference: Regional Data Coaches

3:00 p.m. – 4:00 p.m. - Breakout Sessions

Room 213-214

Title: Establishing Data Management as a Service

Description: Data is a key asset for the City of Columbus. In this presentation, the Department of Technology Data and Analytics Services (DAS) team will share invaluable insights gained over roughly three years of experience implementing a robust data management platform.

Speakers: Erick Lobao, Enterprise Data Coordinator, City of Columbus; Shoreh Elhami, Enterprise Data Architect/Citywide GIS Manger, City of Columbus

Room 212
Title: Leaders Listen Surveys: Transforming Insights to Actions

Description: MORPC has started conducting a survey series called "Leaders Listen." These surveys solicit community members' opinions from across the MORPC 15-county region. So far, there have been two surveys conducted with another in development for early spring 2024. These short surveys ask residents their perception of key policy and planning needs across the region pertaining to transportation, sustainability, and upcoming housing. In this session, we will discuss the surveys development and distribution processes, highlight notable findings, and discuss how the surveys have helped inform local decision makers and policy.

Speakers: Ethan Hug, Data Analyst, MORPC; Brandi Whetstone, Sustainability Officer, MORPC; Maria Schaper, Associate Director of Transportation Planning; Jonathan Miller, Principal Planner, MORPC

Room 246
Title: Ghost Neighborhoods and Machine Learning

Description: An enormous amount of data about cities is locked in historical documents and maps. Many of these materials have been scanned and are available in public repositories such as libraries. The Center for Urban and Regional Analysis at Ohio State University is developing using machine learning/artificial intelligence techniques to extract data from the historical Sanborn Fire Insurance maps to populate GIS databases and create realistic 3D models of historical neighborhoods in Columbus. This talk will describe the motivations and techniques behind the Ghost Neighborhoods of Columbus project. These techniques can be applied to any city with Sanborn Fire Insurance Maps; these exist for over 10,000 cities and towns in the US dating back to the late 19th century.

Speaker: Harvey Miller, Director, Center for Urban and Regional Analysis at The Ohio State University

Room 247
Unconference: Cybersecurity