

Leaders Listen Survey Series: Turning Insights into Action

Ethan Hug, Senior Data Analyst



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

Outline



- Background
- Need
- Development
- Transportation Survey
- Sustainability Survey
- Housing Survey
- Panel Discussion
- Conclusion

Background

- Leadership, Communication and Engagement
- Collaboration
- First survey in our series
 - Transportation – Spring 2023, complete, report finished
 - Sustainability – Fall 2023, complete, report finalizing
 - Housing – First quarter 2024

The Columbus Dispatch



Measurement
Resources

CHRR AT
THE OHIO STATE UNIVERSITY



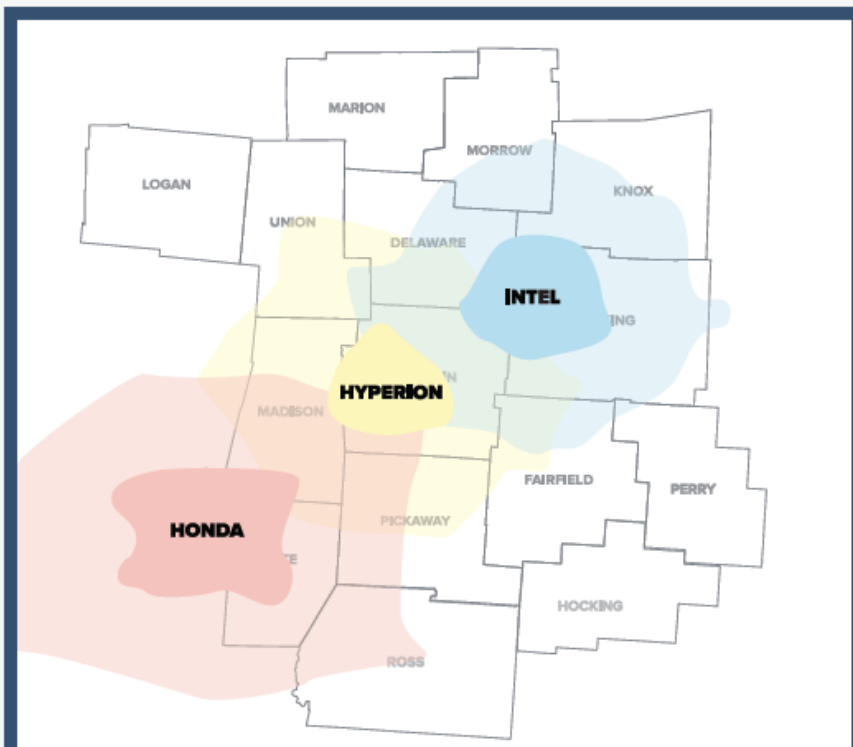
THE OHIO STATE UNIVERSITY
COLLEGE OF ARTS AND SCIENCES

The need



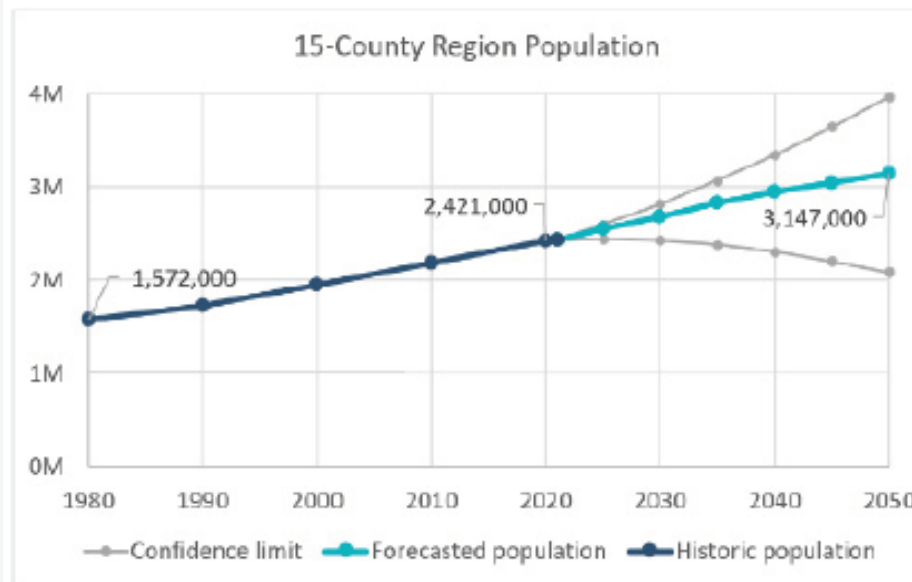
MORPC

Major Development Drive Times



Intel	Honda	Hyperion
20 minutes	20 minutes	20 minutes
40 minutes	40 minutes	40 minutes

Source: ESRI/MORPC 2023



POPULATION



HOUSEHOLDS



LABOR FORCE



Source: MORPC 2050 Population Forecast 2023

Question Development



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- Cross department involvement
- Survey question bank
- Address concerns of underrepresented groups
- Generate insights to inform decision makers

- Annual repetition and benchmarking
- The questions, combine across [Transportation, Sustainability, and Housing](#), to form a cohesive set to populate “Community Profiles” in the future
- Set of demographic questions
 - Race
 - Age
 - Gender Identity
 - ZIP Code
 - Political Alignment
 - Others

Survey Partners



MORPC

- Center for Human Resource Research (CHRR)
- Used MORPC channels and connections
 - Used CHRR Survey Panelists
- Validating Survey Questions and approach
- Measurement Resources Company (MRC)
- Used MORPC channels and connections
 - Used SurveyMonkey Panelists
- Validating Survey Questions and approach

Transportation Survey Findings



Questions' Stems

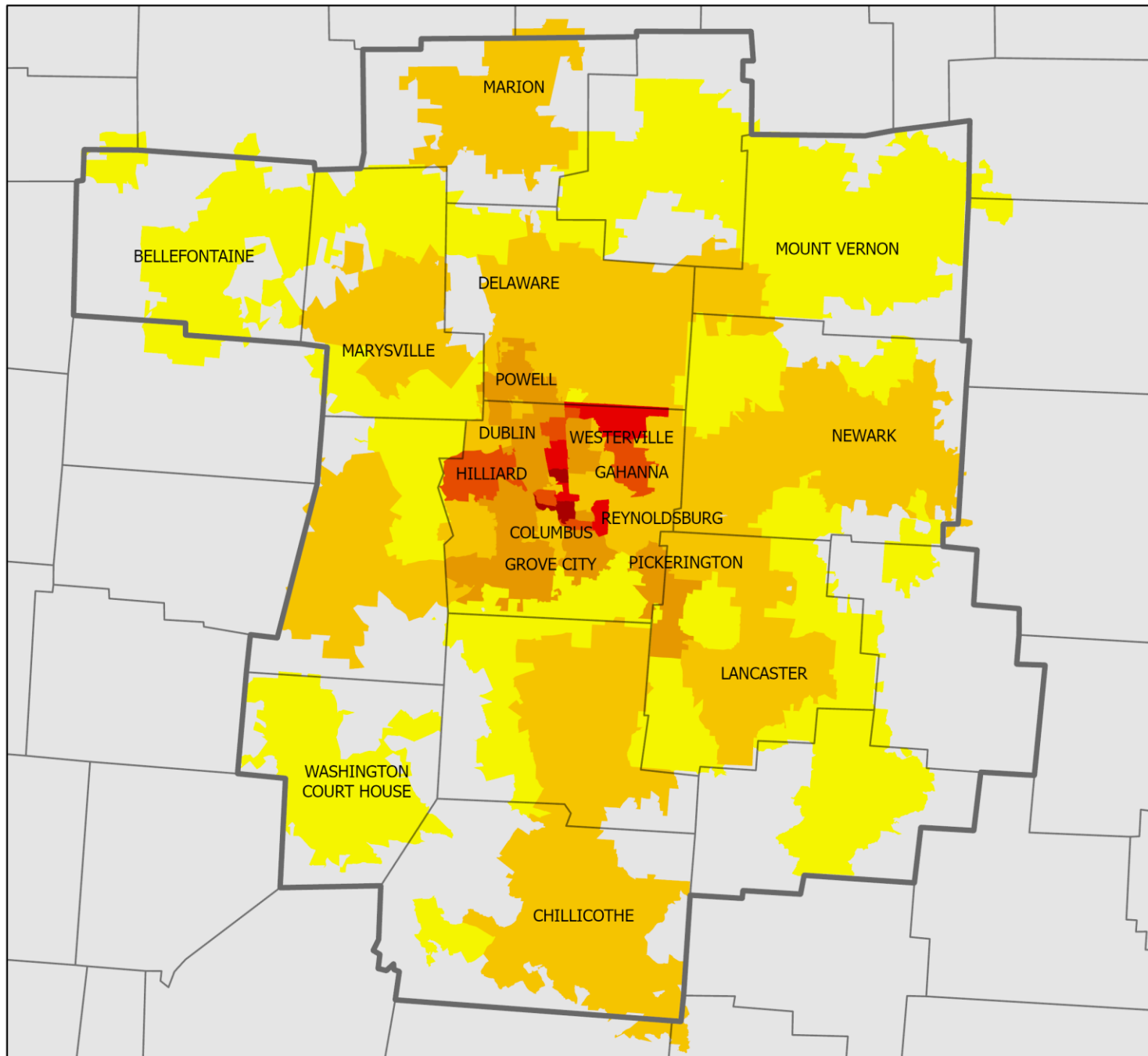
- Mobility Concerns
- Commuting
- Regional Transportation investments
- Amtrak viability

Read the Reports



MORPC

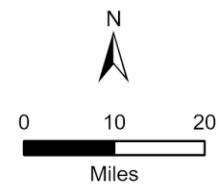
Leaders Listen: Central Ohio Transportation Survey Respondents



Number of Responses

- 1 - 5
- 6 - 25
- 26 - 50
- 51 - 75
- 76 - 100
- 101 - 124

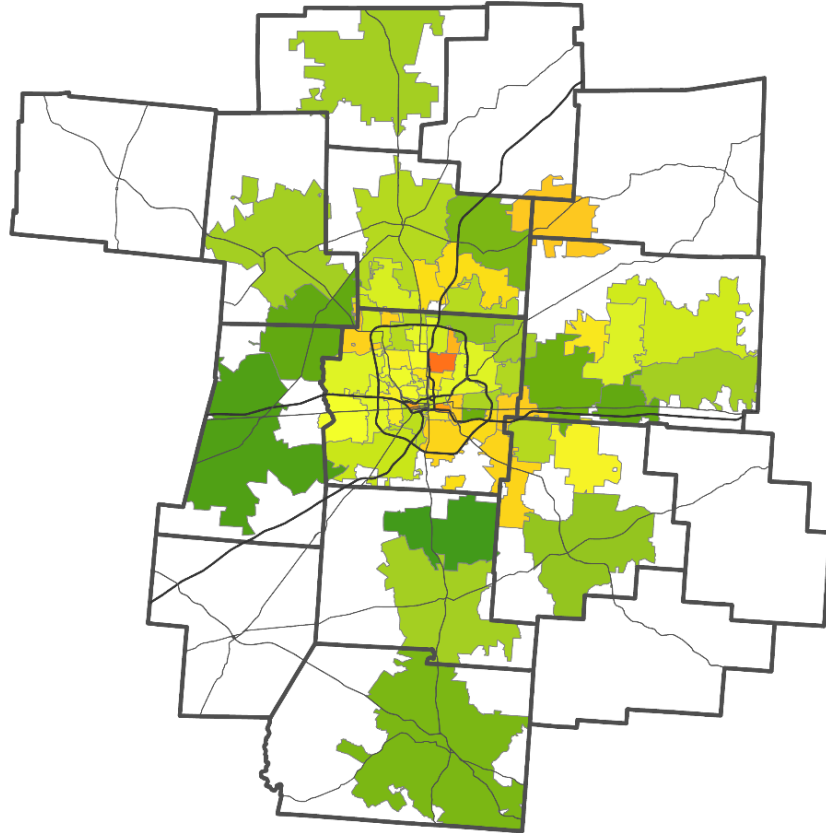
MORPC Area



MORPC

What concerns do you personally have for moving around in your community?

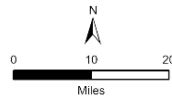
Too Many Unsafe Drivers



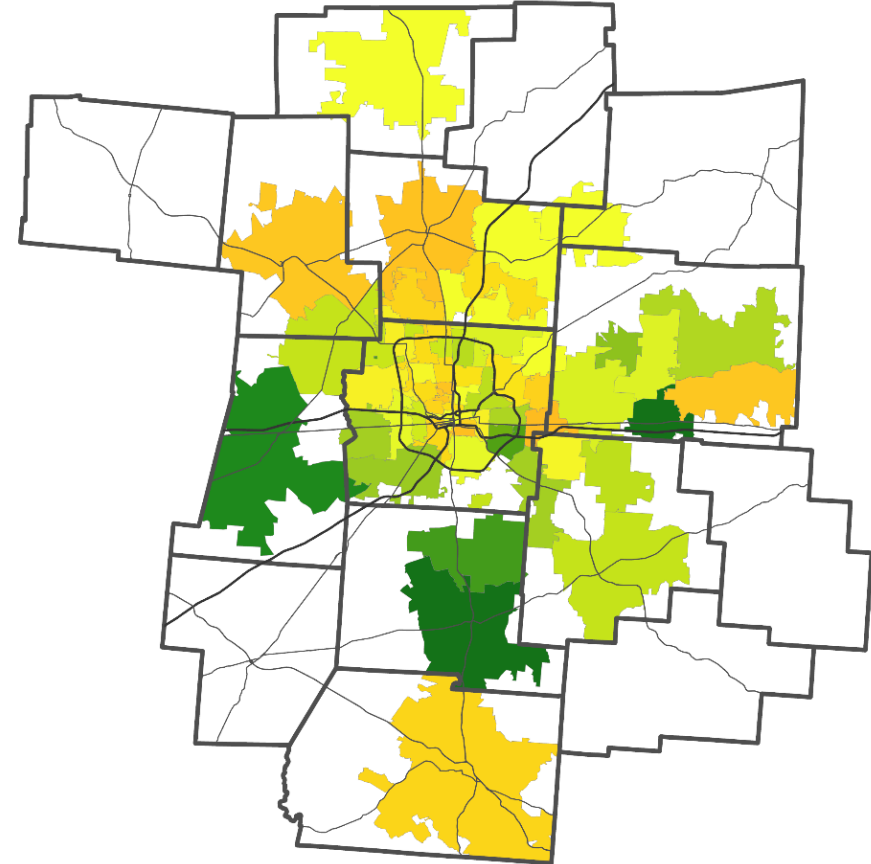
Percent of Respondents within ZIP Code



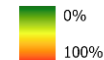
15 County Boundary



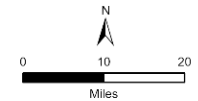
Not Enough Safe Bike Routes



Percent of Respondents within ZIP Code

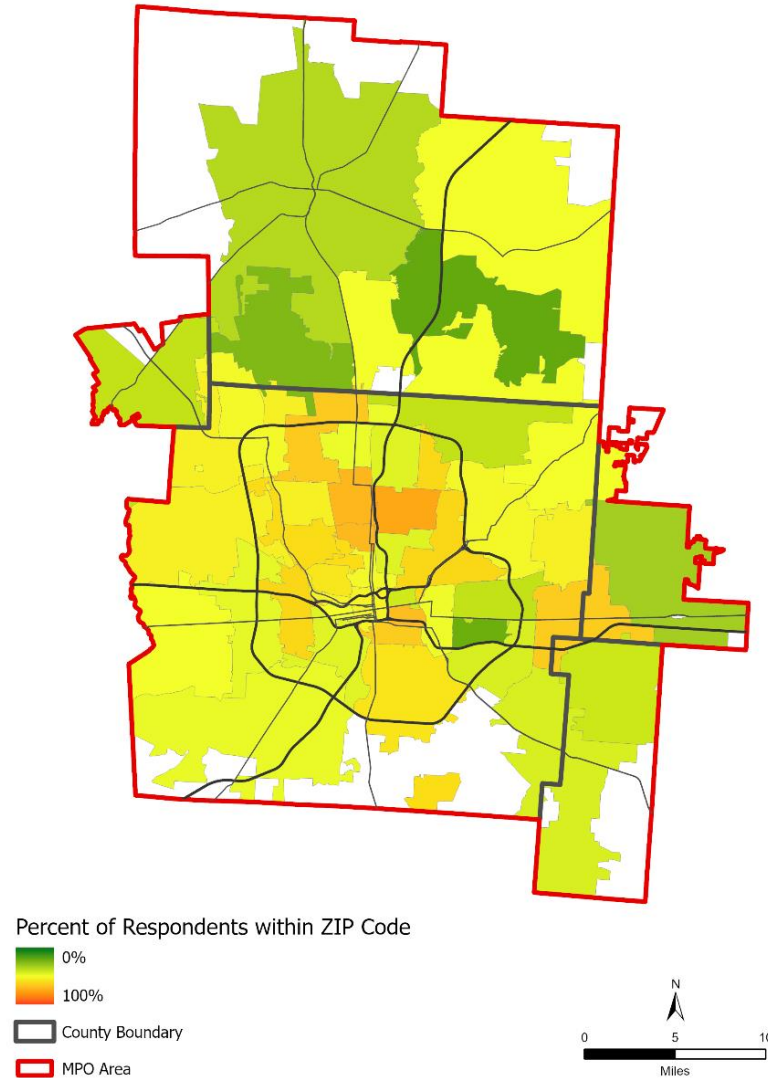


15 County Boundary



What concerns do you personally have for moving around in your community?

The Bus Takes too Long

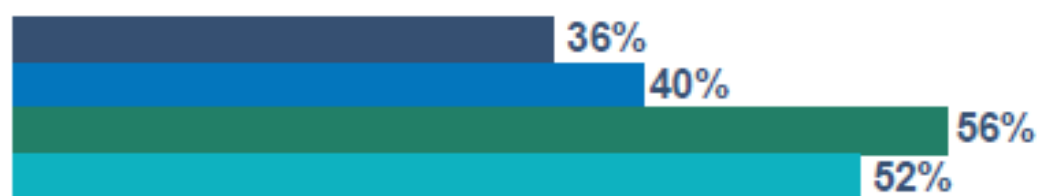


Diverse Perspectives

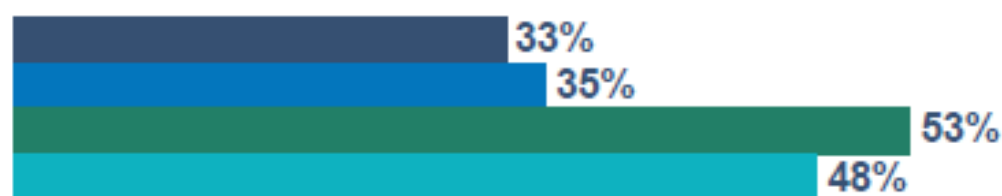
Residents who identified as white were 1.4 to 2.0 times more likely to cite the most prevalent concerns for "getting around in their community." Additionally, minority residents ranked investing in bus services as priority #1 for the region, closely followed by passenger rail.

■ BLACK ■ NON-WHITE ■ WHITE ■ OVERALL

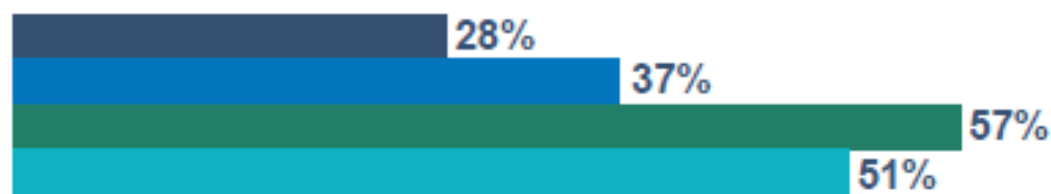
Riding the bus takes too long



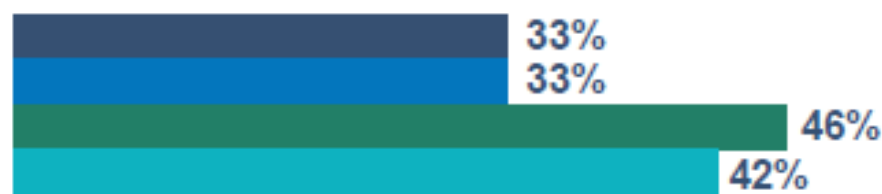
Too many unsafe drivers



Not enough safe bike routes



Not enough sidewalks



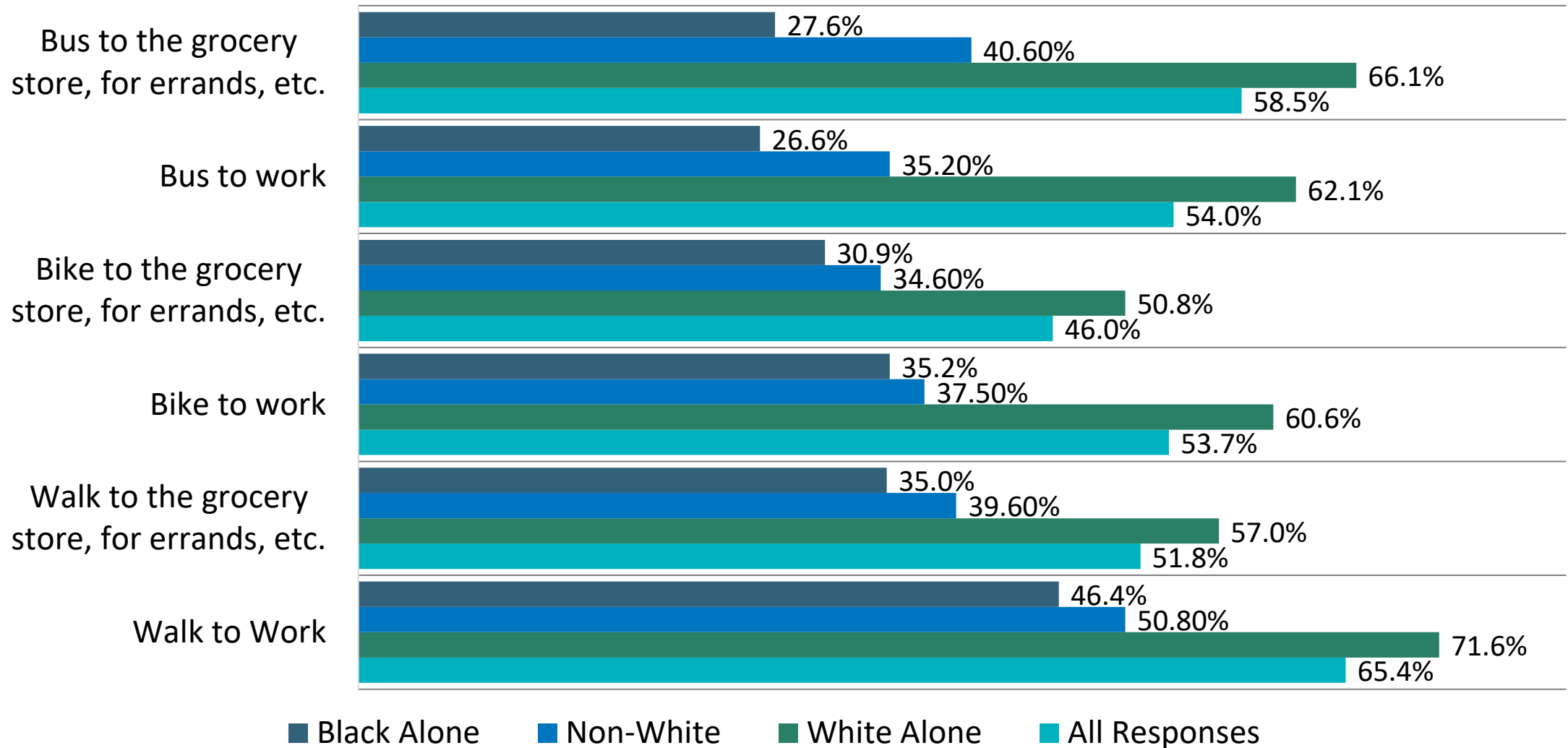
How important is your typical commuting time in deciding where you live?

Very or Extremely Important



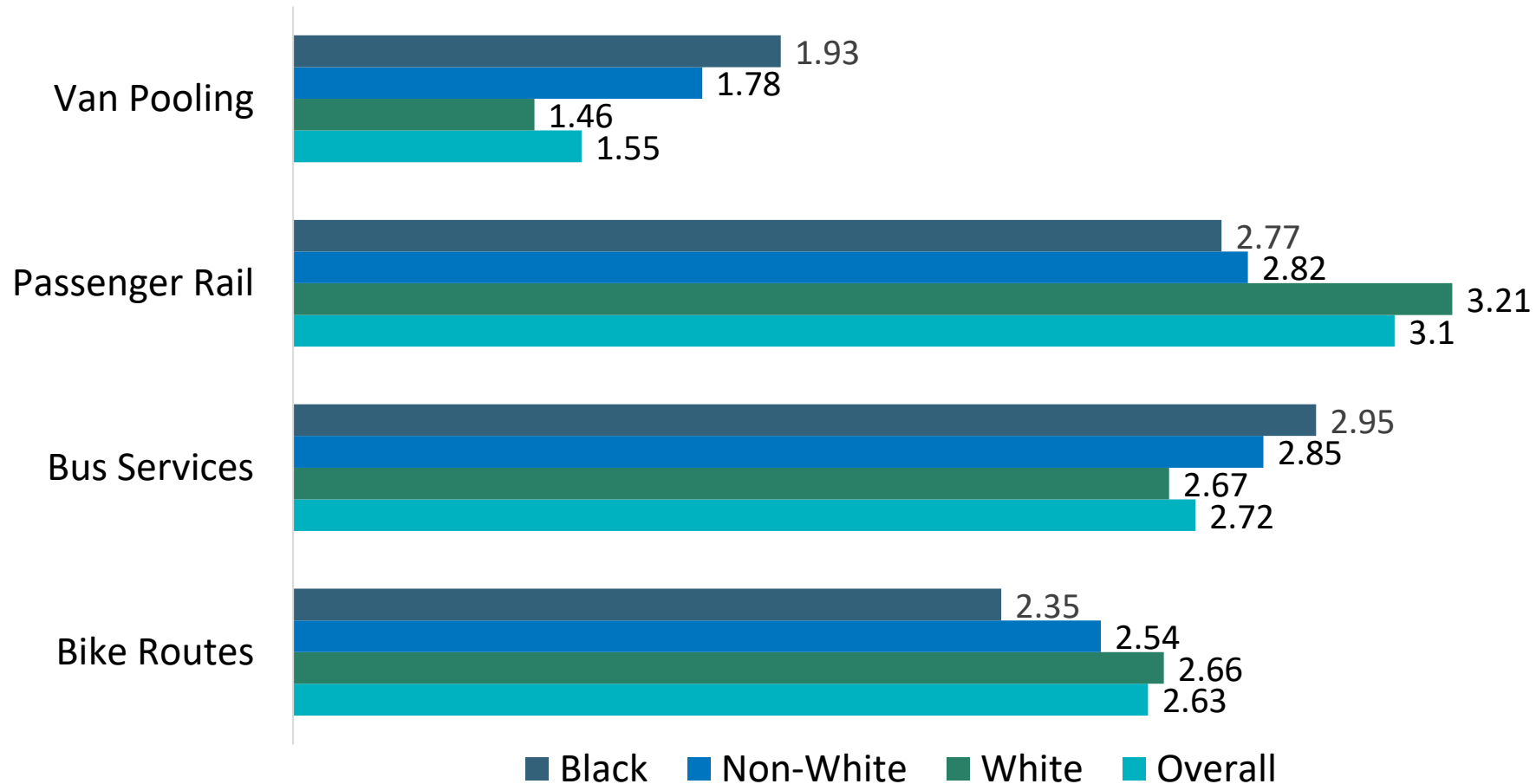
How Convenient is it for you to do the following?

Not At All or Slightly Convenient



Which transportation investments would you like to see in the region?

(4-point scale)



#1 RANKED

TRANSPORTATION INVESTMENT

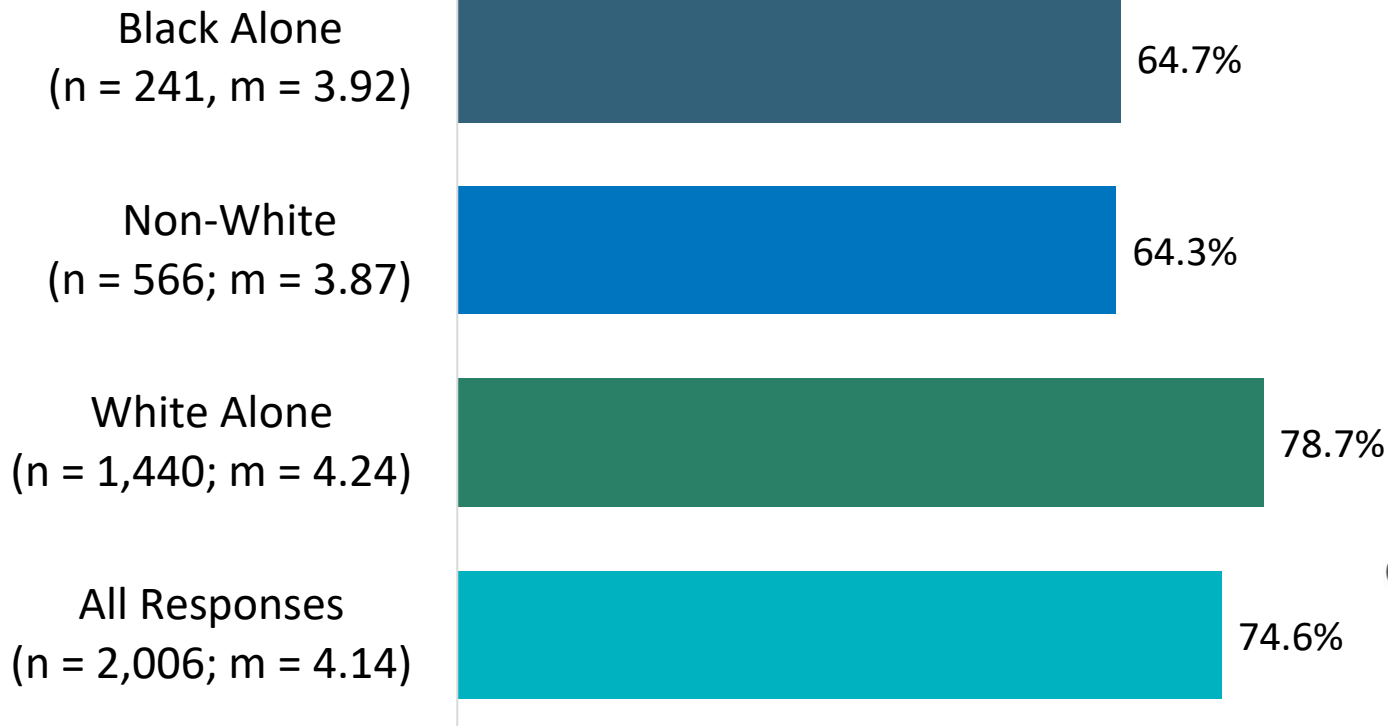


*Find Passenger Rail
Moderately to
Extremely Helpful*

Amtrak Connections

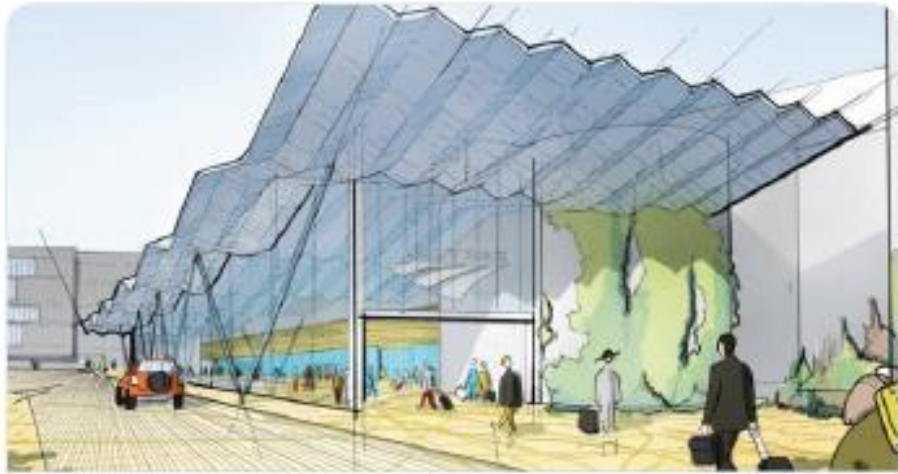
How helpful do you believe connecting Central Ohio to passenger rail service would be?

Very or Extremely Helpful




Media Coverage and Uses

 **Mayor Andrew Ginther**  @MayorGinther · 35m
Restoring @Amtrak service in #Columbus and across Ohio would prove to be an engine of economic development throughout the state. @MORPC
READ MORE 



bizjournals.com
U.S. DOT official says Columbus might get 'good news' on Amtrak
"We're excited for hopefully getting an Amtrak station here in the city of Columbus again," a U.S. DOT official said at a MORPC event. "We ...

 1  2  12  592 

Print Media

COLUMBUS BUSINESS FIRST

Transportation

Amtrak, U.S. DOT officials like Columbus' chances for restoring passenger rail

The Columbus Dispatch

LOCAL

With Intel, other central Ohio projects, leaders stress regional approach to transit



Sustainability Survey Findings



Questions' Stems

- Air and Water Quality Concerns
- Climate Change
- Regional Sustainability investments
- Solar Energy development viability

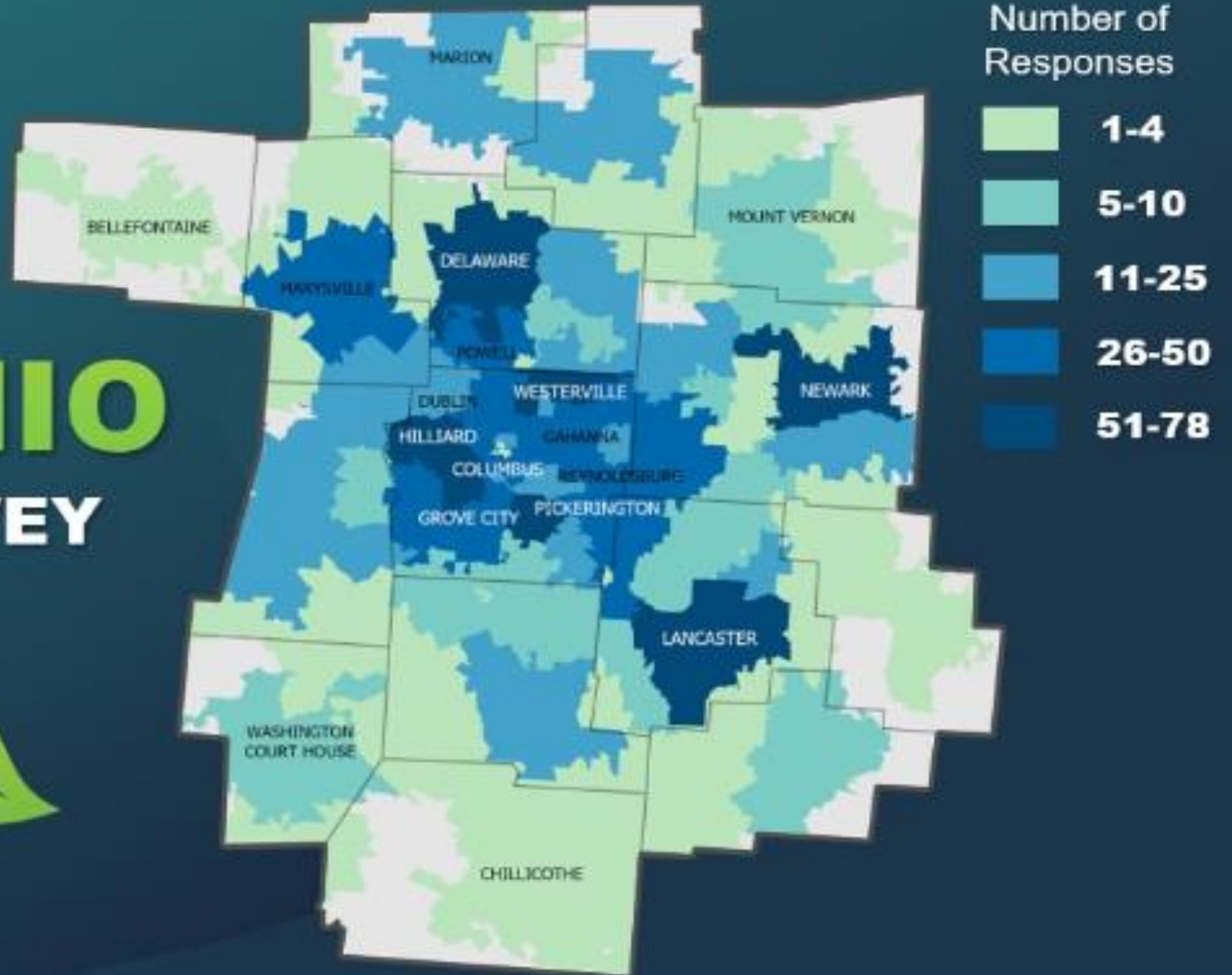
Read the Reports



MORPC



CENTRAL OHIO SUSTAINABILITY SURVEY RESPONDENTS



Perceptions of Water and Air Quality



30%

**Rated Drinking
Water Poor or Fair**

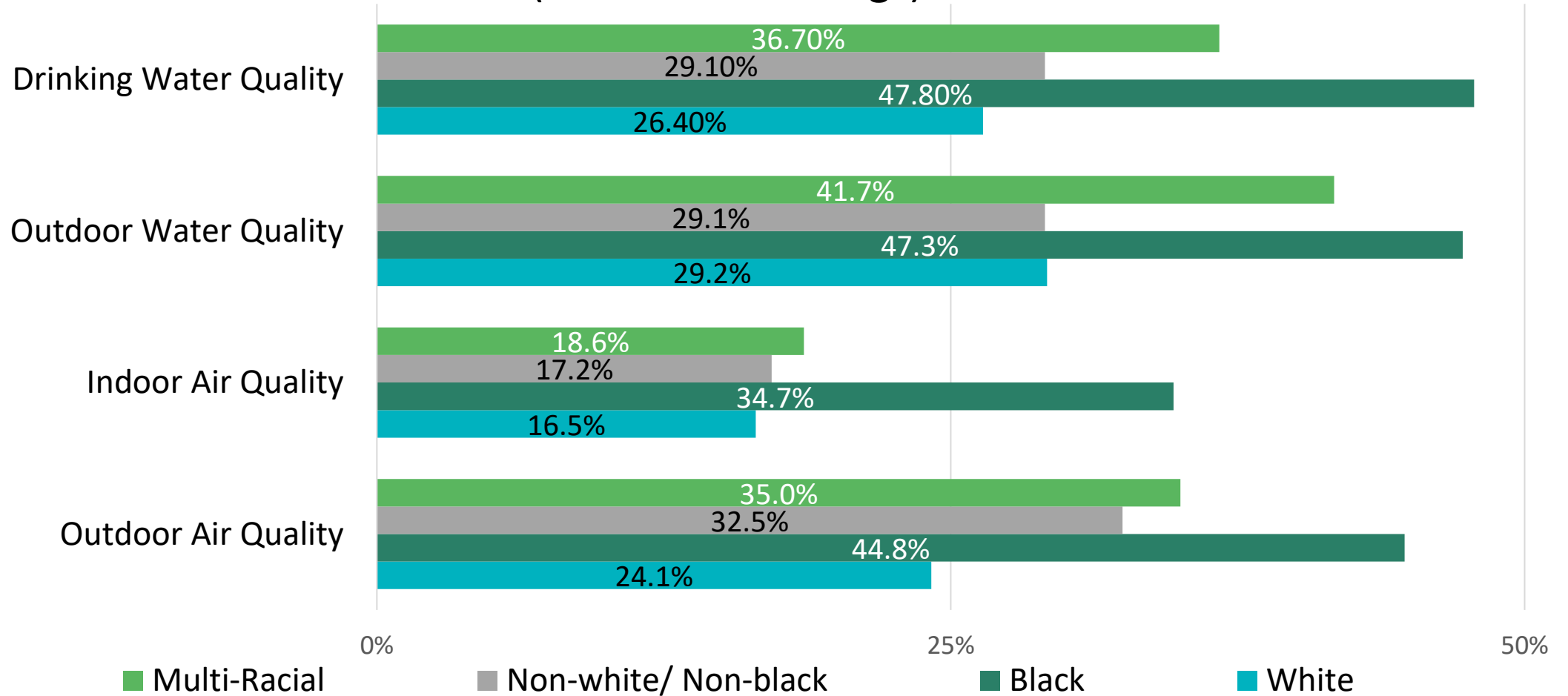


75%

**Rated Air Quality
Good to Excellent**

How would you rate the air and water quality in your neighborhood or residence?

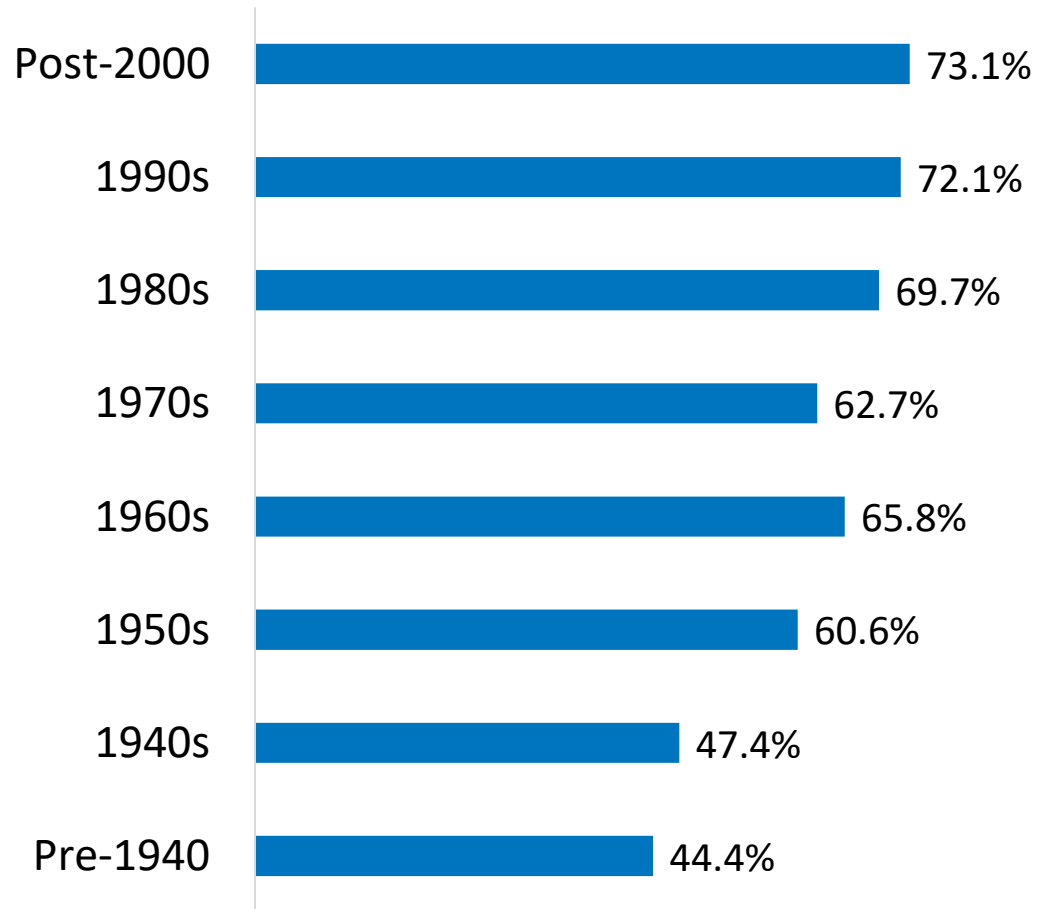
(Poor or Fair ratings)



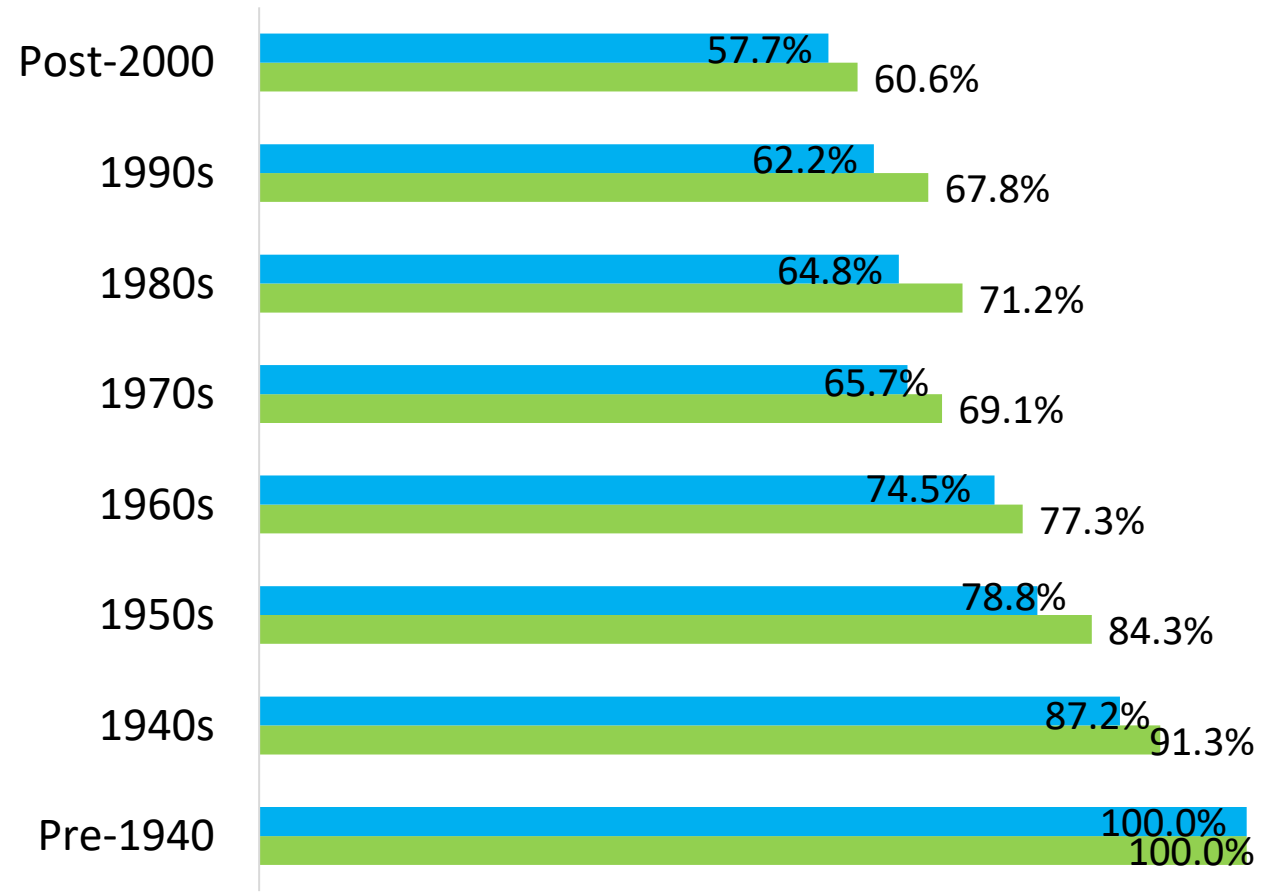
Concern for Climate Change



Perceptions by Decade of Birth



■ Climate Change Worry
Moderately to Extremely

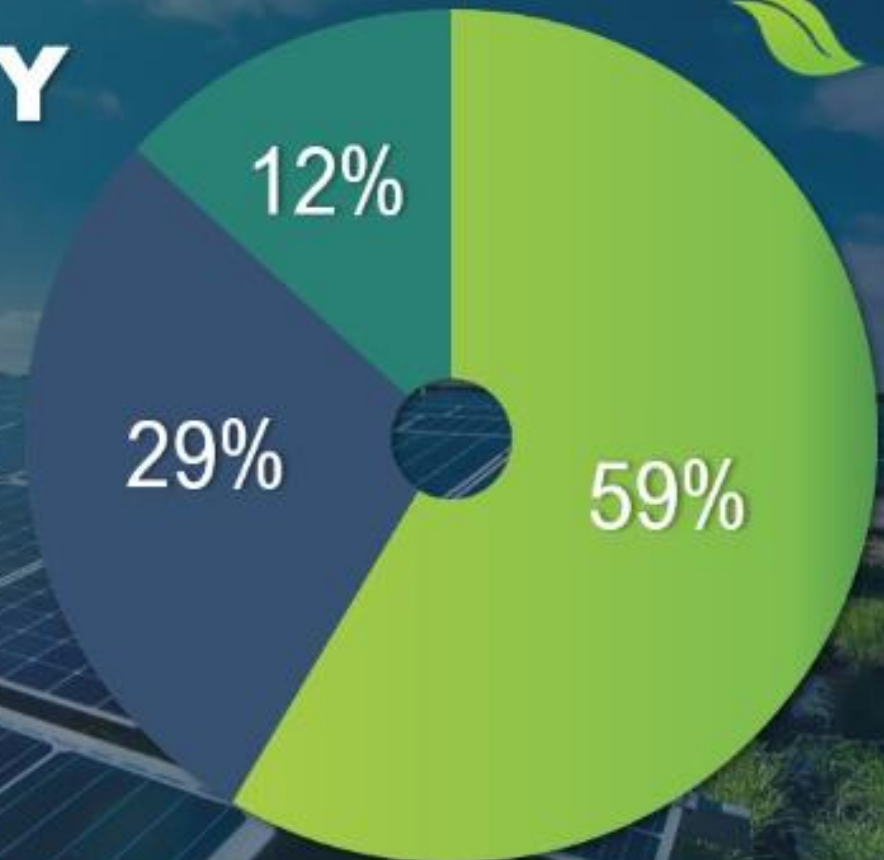


■ Environmental Water Quality
Good to Excellent

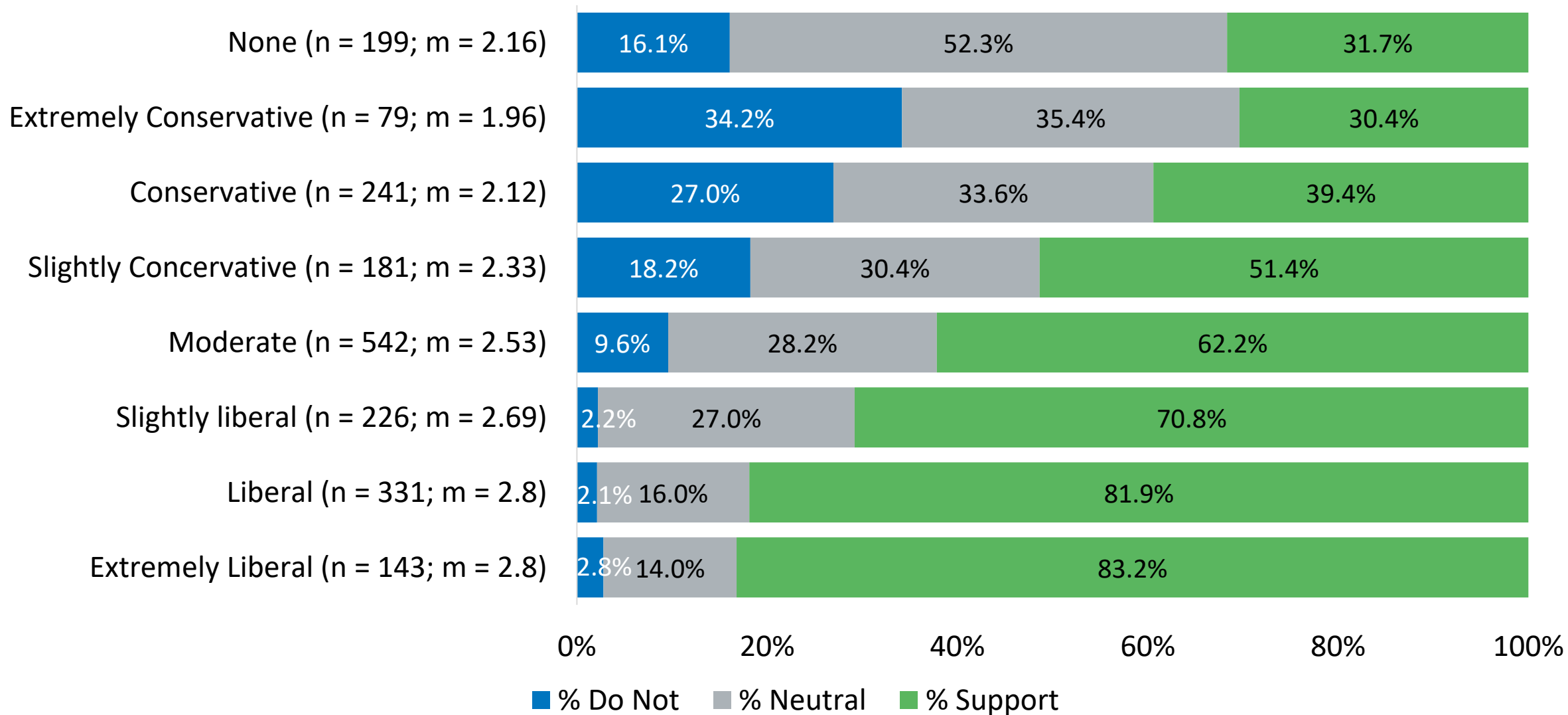
■ Outdoor Air Quality
Good to Excellent

Commercial Solar Appeal

SUPPORTING LARGE SOLAR PROJECTS IN YOUR COMMUNITY



Do you support large scale solar projects in your community?



70%

FEEL LEADERS ARE NOT AT ALL TO ONLY MODERATELY ADDRESSING OUR ENVIRONMENT



Housing Survey
Now collecting responses



Questions' Stems

- Housing needs
- Housing costs/ expenditures
- Housing Policy Investments
- Commuting Needs

Take and Share the Housing Survey



MORPC

Thank you



MORPC

LEADERS LISTEN

**TAKE OUR SURVEY
SCAN THE QR CODE BELOW**



Housing Survey



The Columbus Dispatch