



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty St., Suite 111
Columbus, Ohio 43215
www.morpc.org

**NOTICE OF A MEETING
SUSTAINABLE2050 - HYBRID MEETING
Buckeye Conference Room
Mid-Ohio Regional Planning Commission
111 Liberty St., #100
Columbus, OH 43215
May 9, 2024, 9:30 a.m. – 11:00 a.m.**

AGENDA

- 9:30 a.m.** **Welcome and Introductions – *Brandi Whetstone, MORPC***
- 9:40 a.m.** **MORPC Lightning Round Updates –**
- *Sustainable2050 updates – Brandi Whetstone*
 - *Air Quality – Mauro Diaz-Hernandez*
 - *Central Ohio Blueways – Jonathan Miller*
 - *Central Ohio Greenways – Melinda Vonstein*
 - *Water Resources – Dr. Edwina Teye*
 - *Energy & Climate – Brian Filiatraut*
 - *Policy Update – Kyle Probert*
- 10:10 a.m.** **How Local Governments Can Combat Disinformation – *Niel Jurist, Sr. Director of Communications & Engagement, MORPC***
- 10:30 a.m.** **New Business and Member Updates – *Brandi Whetstone, all***
- 10:50 a.m.** **Future Meetings – *Brandi Whetstone***
- 11:00 a.m.** **Meeting Adjourned**

Please notify Brandi Whetstone at 614-233-4174 or bwhetstone@morpc.org to confirm your attendance at this meeting or if you require special assistance.

The next Sustainable2050 meeting will be August 15, 2024, 9:30 a.m. – noon at Del-Co Water

William Murdock, AICP
Executive Director

Chris Amorose Groomes
Chair

Michelle Crandall
Vice Chair

Ben Kessler
Secretary

Mid-Ohio Regional Planning Commission

Sustainable2050
Attendance

May 9, 2024, 9:30 am

Members Present

Erin Beck, City of Columbus
Grace Chaffin, Franklin Soil & Water
Conservation District
Elizabeth Ellman, City of Bexley
Terry Emery, City of Marysville
Kyle Hoyng, City of Marysville
Tom Johnson, Village of Somerset
Joe Lombardi, Solid Waste Authority of Central
Ohio

Jennie McAdams, Franklin County Public
Health
Justin Milam, City of Upper Arlington
Chelsea Nichols, City of New Albany
Karen Seidel, Solid Waste Authority of Central
Ohio
Deb Steele, Clinton Township (Franklin)
Kevin Weaver, City of Westerville
John Moorehead, City of Worthington

MORPC Staff Present

Tunazzina Alam
Mauro Diaz-Hernandez
Dave Dixon
Niel Jurist
Lynn Kaufman
Darcy Maas

Jonathan Miller
Karina Peggau
Kyle Probert

Edwina Teye
Melinda Vonstein
Brandi Whetstone



SUSTAINABLE2050 QUARTERLY MEETING

May 9, 2024

Brandi Whetstone



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AGENDA



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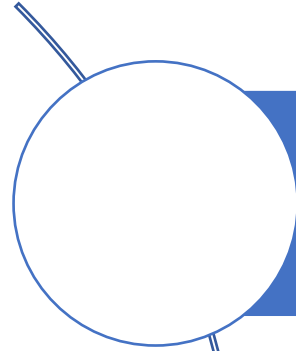
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SUSTAINABLE2050 UPDATES



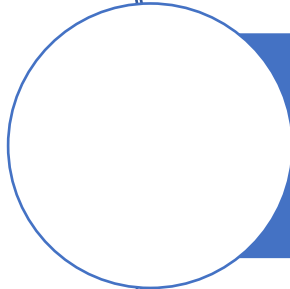
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Certification



~~May 3~~

2024 Deadlines

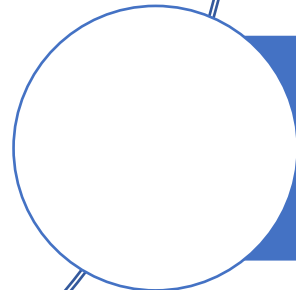


August 14

Contact Brandi Whetstone at

bwhetstone@morpc.org to

initiate the process.



November 13

SUSTAINABLE2050 UPDATES



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Regional Sustainability Agenda (RSA) Updated Timeline:

- **August:** Sub-committee meeting 1
- **September:** Present to SAC for input (Sept. 18)
- **October:** Sub-committee meeting 2
- **November:** Sub-committee meeting 3
- **December:** Present to SAC for input (Dec. 18)
- **February 2025:** Introduce RSA to MORPC board and solicit input.
- **March 2025:** Present final RSA to MORPC Board for adoption.

REGIONAL SUSTAINABILITY AGENDA 2021–2024



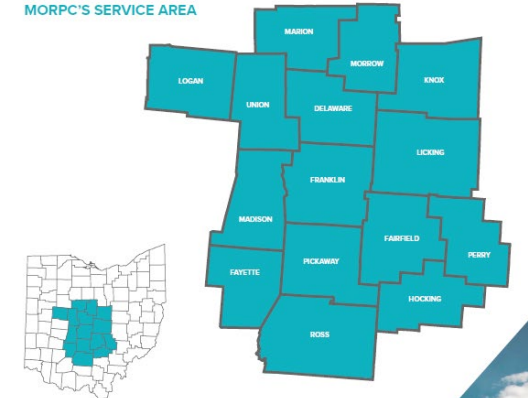
WHO WE ARE

The Mid-Ohio Regional Planning Commission (MORPC) is Central Ohio's regional council for more than 70 members comprised of counties, cities, villages, townships, and regional organizations. We take pride in bringing communities of all sizes and interests together to collaborate on best practices and plan for the future of our growing region.

SUSTAINABILITY ADVISORY COMMITTEE

The Sustainability Advisory Committee (SAC) is a top-level committee of MORPC's board and serves as the voice of sustainability. The SAC weighs in on important sustainability-focused programs and policies that have an impact on air quality, water resources, trails, energy, growth, and planning.

MORPC'S SERVICE AREA





TECHNICAL ASSISTANCE AND FUNDING



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Addressing Stormwater Challenges with EPA Technical Assistance and Funding

Webinar May 29, 1-2pm

Focused on green stormwater solutions implemented through Water TA and EPA funding sources, including funding through –

- Bipartisan Infrastructure Law
- Clean Water State Revolving Fund
- Sewer Overflow and Stormwater Reuse Municipal Grants, Water Finance and Innovation Act Program





AIR QUALITY PROGRAM UPDATES



- **Sign up for air quality forecasts and Alerts** for ground-level ozone and particle pollution or PM_{2.5}
- **CLEAN Project updates**
 - Partnership with OSU
 - Expanding community outreach
 - [RFP for Consultant due June 3rd](#)
- **Participate in Air Quality Awareness Week, May 6 – 10**
 - Like and share MORPC social media posts
 - Explore sustainable transportation options at: gohiocommute.com





CENTRAL OHIO BLUEWAYS UPDATE



MORPC

FIRST STEERING COMMITTEE MEETING HELD – MAY 8TH, 2024

PURPOSE

- Convene Stakeholders
- Advance Outdoor Recreation and Stewardship



ATTENDEES

- Communities and other Governmental Entities
- Advocacy Groups and Users

GOALS

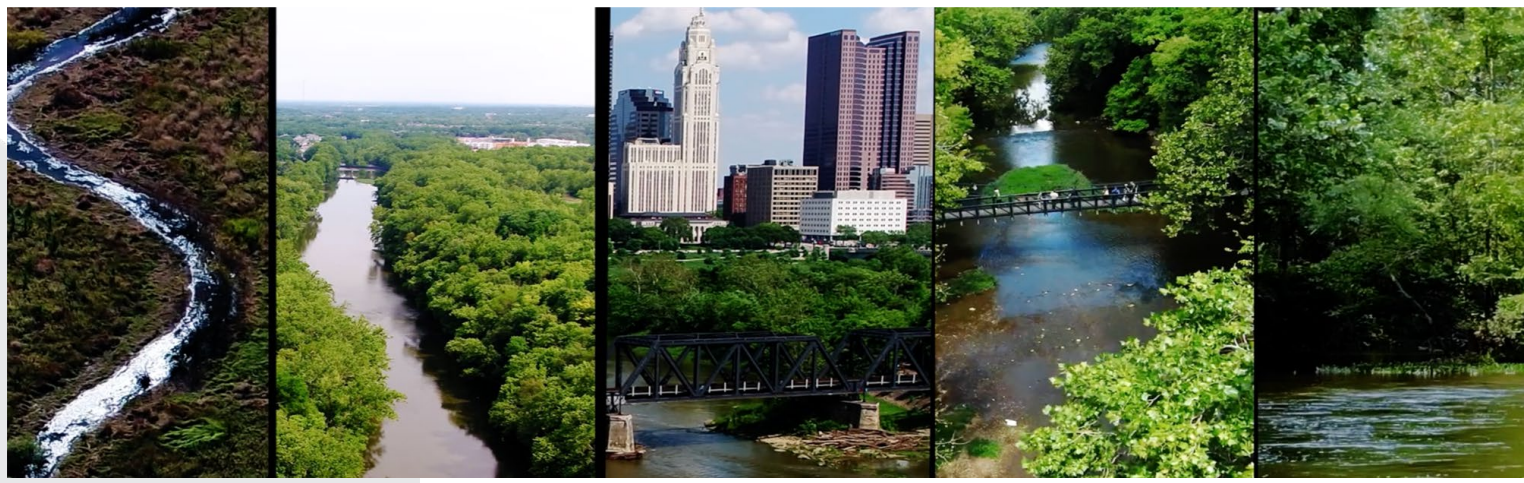
- Refine Mission and Vision for Guidance
- Working Groups (Designation, Experience, Stewardship)

For more information, contact Jonathan Miller (jmiller@morpc.org)



CENTRAL OHIO GREENWAYS

Mapping Natural Assets



PROJECT PURPOSE:
 Summarize analyze watershed data to create an indexed score of environmentally sensitive land. This index will support informed development decisions that encourage equitable access to our region's natural resources for active transportation & recreation while also protecting the biodiversity of our region's river corridors.





WATER & NATURAL RESOURCES



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Clean Ohio Conservation Fund:

- **\$5.8 million** is available to Franklin County to protect conservation properties in perpetuity.
- **Preliminary Screener Application:** Due June 3, 2024
- **Submit to:** Dr. Edwina Teye, 614-233-4233, eteye@morpc.org
- **Final Application:** August 30, 2024
- Visit publicworks.ohio.gov to learn more.



Regional Water Study:

- Kick off webinar on April 24 with 150 in attendance
- MORPC providing support through stakeholder engagement and data and mapping work.
- All updates are shared through these webinars. Contact Edwina Teye to be added to the webinar invite list.



CLIMATE POLLUTION REDUCTION GRANT (CPRG)

CPRG Phase 2 Implementation Grant Application | US EPA



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Growing Green: A Community-Focused Energy Strategy for a Growing Columbus Region

CPRG Federal Request: \$73.5 mm across 10-county Columbus MSA

Lead Organizations: MORPC, City of Columbus, Columbus Region Green Fund, Clean Energy Ventures, COTA, IMPACT Community Action

Project Highlights:

- 27.5 MW of solar → local government, schools, and nonprofit buildings and spaces (ReCES)
- 2.5 MW of solar → low-income residents (ReCES)
- Battery electric buses for bus rapid transit system (LinkUS)
- LED smart streetlighting (LinkUS)
- Workforce development support



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POLICY UPDATE

Kyle Probert
Public Policy Coordinator



HOW LOCAL GOVERNMENTS CAN COMBAT DISINFORMATION

Níel M. Jurist, MBA, APR

May 9, 2024



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"History offers evidence that there will always be misinformation and disinformation. It is a human behavior issue, not a technology problem."

- Tackling Misinformation – The Community Industry Unites, PRSA

MISINFORMATION VERSUS DISINFORMATION

Misinformation

- False or inaccurate information that is spread.

Disinformation

- False or biased information with the **intent** to mislead – willful misstating the facts (i.e., manipulated narrative or facts; propaganda).

Fake News

- Information that is purposely crafted, misleading that mimics mainstream news.



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CONSUMER BEHAVIOR



- Digital news has become an important part of daily American lives.
- Today, half of U.S. Adults report getting the news at least sometimes from social media.



3 out of 10
adults regularly
get their news
from **Facebook***

**Source: Survey of U.S. Adults Conducted September 25-October 21, 2023; PEW RESEARCH CENTER*

CONSUMER BEHAVIOR



Percentage of adults who regularly get their news on these platforms*



30%

Gender
62%
Women

Ages
40%
30-49



26%

Gender
58%
Men

Ages
38%
30-49



16%

Gender
59%
Women

Ages
42%
18-29



14%

Gender
58%
Women

Ages
44%
18-29



12%

Gender
62%
Men

Ages
38% | 30-49
36% | 18-29



8%

Gender
72%
Men

Ages
48%
18-29



5%

Gender
66%
Women

Ages
31% | 30-49
30% | 65+
29% | 50-64



5%

Gender
53%
Men

Ages
38%
30-49

*Source: Survey of U.S. Adults Conducted September 25-October 21, 2023; PEW RESEARCH CENTER

IMPACT OF DISINFORMATION

- ✓ Causes confusion
- ✓ Erodes public trust with government, the media, and science.
- ✓ Undermines the ability of consumers/residents to make informed decisions on issues that impact their community and quality of life.
- ✓ Poses a fundamental threat to free and fact-based exchange of information that is the foundation of democracy



TAKE ACTION



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MEDIA: PRINT, DIGITAL OR BROADCAST

1

Determine if the story is misinformation or disinformation.

2

Contact the source immediately to address inaccuracies in the story via email and follow-up with a call to confirm receipt of information.

3

If you do not receive confirmation that the issue is being resolved, use your available communications platforms to present the facts.

4

If you determine that the story is disinformation, seek out other reputable news sources to get the facts out there before the information spreads.

SOCIAL MEDIA

- ❑ Approach the issue with transparency by providing frequent updates on key programs and initiatives.
- ❑ Provide links to data and/or resources to support the facts.
- ❑ Create storytelling opportunities through targeted informational/educational campaigns leveraging digital media platforms. *Examples: Health Benefits of trails, highlight how businesses are using sustainable practices, energy conservation tips, etc.*
- ❑ Partner with key influencers or brand ambassadors to help get the facts out to your audiences.



PROACTIVE STRATEGIES



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Create a list of potentially “*hot-button*” issues and create fact sheets to provide information on specific topics.

Develop targeted marketing campaigns that educate, informs, and engages the community through infographics and videos

Podcasts – seek opportunities to spread your message through interviews or use your digital mediums to do video series.

Proactively pitch stories to reputable media outlets

Partner with local organizations that can help spread the word

KEY TAKE-AWAYS



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Combating disinformation online can be complex. There is not a one fix solution.



Local governments and municipalities can utilize their platforms to present accurate and fair information about key issues to combat misinformation.



Governments can counteract misinformation through transparency and community engagement.



Using effective content can reframe the message



Collaborating with trusted leaders and community partners can help reinforce your message.

NÍEL M. JURIST, MBA, APR

Senior Director of Communications & Engagement
Mid-Ohio Regional Planning Commission

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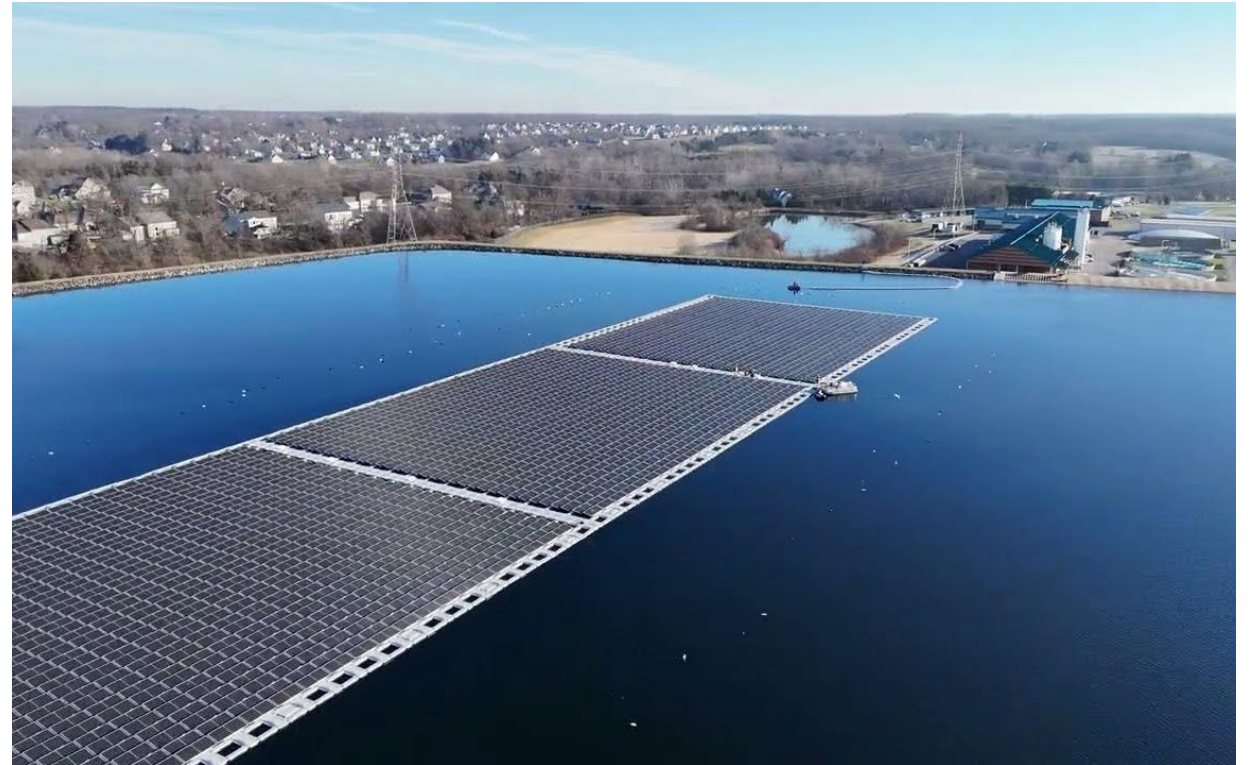


2024 SUSTAINABLE2050 MEETINGS



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- **August 15** (9:30 a.m. – noon) – Del-Co Water Co. to view Ohio's first floating solar array
- **November 14** (9:30 a.m. – 11:00 a.m.) - TBD



Thank you!

Brandi Whetstone, LEED Green Associate

*Sr. Interim Director of Planning & Associate
Director of Sustainability*

Mid-Ohio Regional Planning Commission

T: 614.233.4174

bwhetstone@morpc.org

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