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

Welcome and Introductions

Brandi Whetstone opened the meeting with a welcome and introductions. Attendees introduced themselves and their affiliations. Brandi noted recent leadership changes at MORPC and shared that she and Dave Dixon are serving as interim co-directors of the Planning Department. She also highlighted the importance of collaboration and peer learning among Members.

MORPC Lightning Round Updates

Sustainable2050 updates

Brandi provided certification deadlines for Sustainable2050 (May 3, August 14, November 13) and encouraged Members to reach out for assistance. She also shared the updated timeline for the Regional Sustainability Agenda refresh, which includes Sub-committee meetings and presentations through March 2025.

Air Quality

JR Diaz-Hernandez shared that ozone monitoring season began March 1 and encouraged sign-ups for air quality alerts. He discussed the CLEAN project, a community-led air monitoring initiative, which is expanding through a partnership with OSU. An RFP for an air quality consultant has been released. He also promoted Air Quality Awareness Week and sustainable transportation options via gohioCommute.com.

Central Ohio Blueways

Jonathan Miller reported on the first Steering Committee meeting held May 8. The Committee is refining its mission and vision to promote outdoor recreation and environmental stewardship. Working Groups will focus on environmental stewardship, water trail designation, and user experience. The initial geographic focus includes the Scioto, Olentangy, Alum Creek, and Big Walnut waterways.

Central Ohio Greenways

Melinda Vonstein introduced a new project funded by the Columbus Foundation to map natural assets in Franklin County. The project will create an environmental sensitivity index using GIS data to inform development and conservation strategies. The work is expected to be completed by the end of Summer, with Franklin Soil and Water leading technical efforts.

William Murdock, AICP
Executive Director

Chris Amorose Groomes
Chair

Michelle Crandall
Vice Chair

Ben Kessler
Secretary

Water Resources

Edwina Teye provided updates on the Clean Ohio Conservation Fund, which has over $5 million available for conservation projects in Franklin County. Preliminary screeners are due June 3, and final applications by August 30. She also discussed the Regional Water Study, which aims to model water quantity and quality across MORPC's 15-county region. The kickoff webinar had over 150 attendees, and future webinars are planned.

Energy & Climate

Brian Filiatraut discussed the Climate Pollution Reduction Grant (CPRG) Phase 2 application, which requests $73.5 million for solar installations, electric buses, LED streetlighting, and workforce development. The application was a collaborative effort with multiple regional partners. He also mentioned a forthcoming application for the Charging and Fueling Infrastructure (CFI) Grant and ongoing work on a comprehensive climate action plan due July 2025.

Policy Update

Kyle Probert shared updates on the Ohio capital budget and federal community project funding requests. He also discussed new EPA rules on PFAS in drinking water, which will require monitoring and mitigation by 2029. Funding is available through EPA programs, though it is competitive.

How Local Governments Can Combat Disinformation

Niel Jurist presented strategies for identifying and responding to misinformation and disinformation. The presentation emphasized the importance of transparency, timely responses, and proactive communication. Niel shared insights from the Public Relations Society of America and Pew Research on media consumption trends. Recommendations included creating fact sheets, leveraging social media, engaging brand ambassadors, and using storytelling to educate the public. A Q&A followed, with discussion on social media engagement, AI-generated content, and community trust-building.

New Business and Member Updates

Erin Beck, City of Columbus, announced the launch of the Columbus Area Solar Co-op, open through August, to help residents access solar energy.

Grace Chaffin, Franklin Soil and Water, shared updates on the Community Backyards program and new green infrastructure incentives.

Jennie McAdams, Franklin County Public Health, mentioned work on summer heat and resiliency plans and an upcoming climate indicator dashboard.

Karen Seidel, SWACO, discussed food waste initiatives in Hilliard and Reynoldsburg and the potential for solar on closed landfills.

Justin Milam shared that the City of Upper Arlington submitted an EC3 application and is pursuing LEED for Cities certification.

Future Meetings
The next Sustainable2050 meeting will be held on August 15, 2024, at Del-Co Water, featuring a tour of Ohio's first floating solar array. The final meeting of the year is scheduled for November 14, 2024. Brandi invited members to provide input on future agenda topics.

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

Mid-Ohio Regional Planning Commission

Sustainable2050
Attendance

May 9, 2024, 9:30 am

<u>Members Present</u>

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

<u>MORPC Staff Present</u>

Tunazzina Alam	Niel Jurist	Jonathan Miller	Edwina Teye
Mauro Diaz-Hernandez	Lynn Kaufman	Karina Peggau	Melinda Vonstein
Dave Dixon	Darcy Maas	Kyle Probert	Brandi Whetstone

SUSTAINABLE2050 QUARTERLY MEETING

May 9, 2024
Brandi Whetstone

AGENDA

9:30 a.m.   **Welcome & 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 Natural Assets Mapping – *Melinda Vonstein*
- Water Study & Clean Ohio Funding – *Edwina Teye*
- Energy & Climate – *Brian Filiatraut*
- Policy Update – *Kyle Probert*

10:10 a.m.   **How Local Governments Can Combat Disinformation –** *Níel Jurist, Sr. Director of Communications & Engagement, MORPC*

10:25 a.m.   **Discussion and Member Updates –** *All*

10:50 a.m.   **Future Meetings** – *Brandi Whetstone*

11:00 a.m.   **Adjourn**

SUSTAINABLE2050 UPDATES

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.
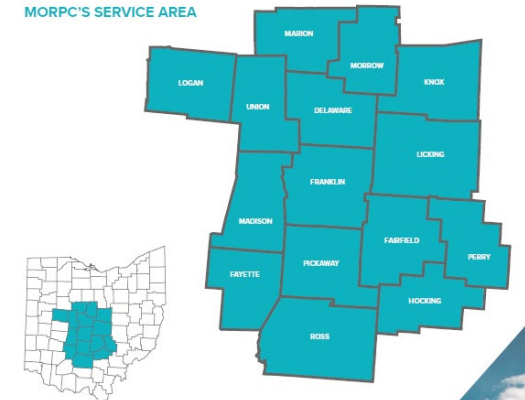
TECHNICAL ASSISTANCE AND FUNDING

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

FIRST STEERING COMMITTEE MEETING HELD – MAY 8TH, 2024

PURPOSE
- Convene Stakeholders
- Advance Outdoor Recreation and Stewardship

ATTENDEES
- Communities and other Governmental Entities
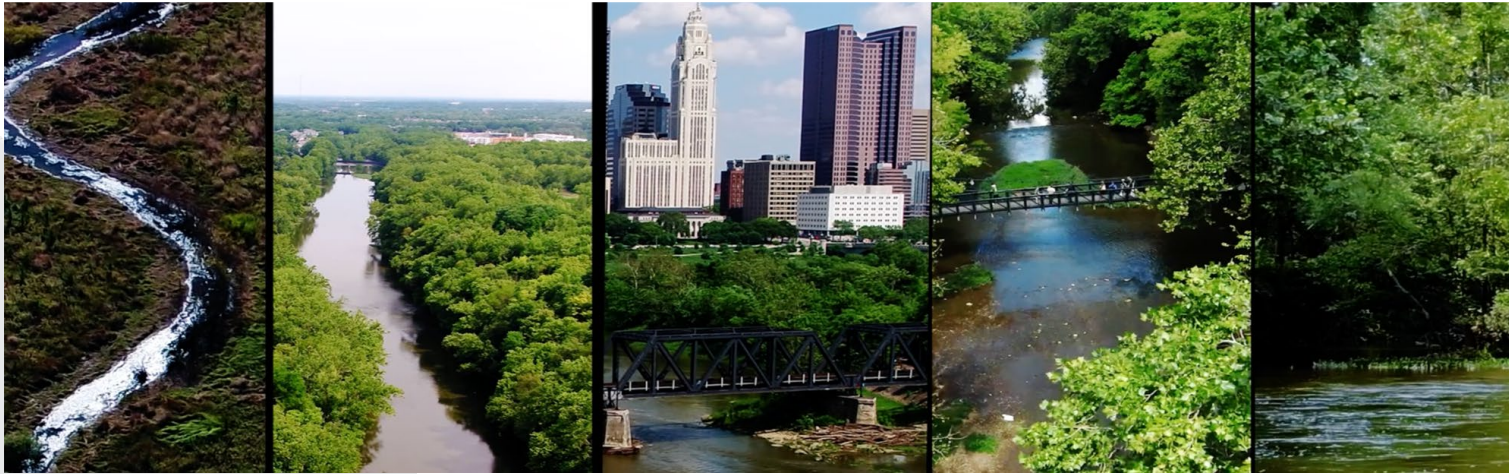- Advocacy Groups and Users

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.

THE COLUMBUS FOUNDATION

Franklin Soil and Water Conservation District
Creating Conservation Solutions for Over 70 Years

CENTRAL OHIO GREENWAYS

MORPC

WATER & NATURAL RESOURCES

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

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

POLICY UPDATE

Kyle Probert
Public Policy Coordinator

HOW LOCAL GOVERNMENTS CAN COMBAT DISINFORMATION

Níel M. Jurist, MBA, APR

May 9, 2024

MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

"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

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- Digital news has become an important part of daily American lives.

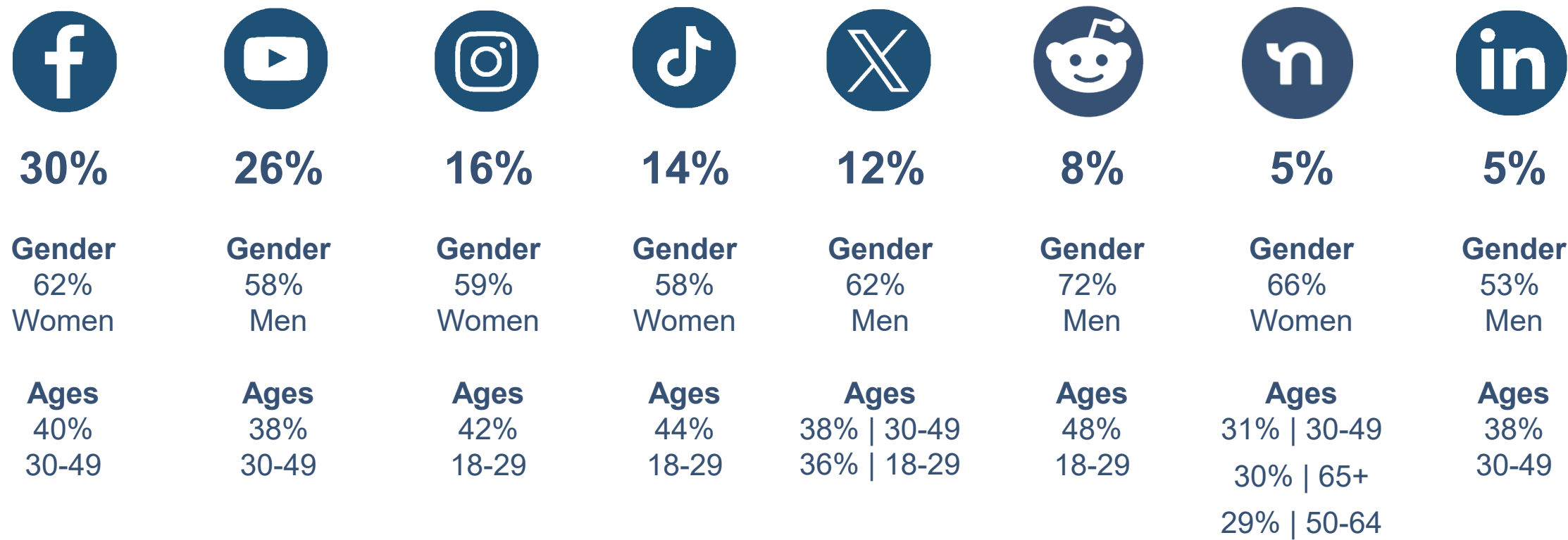- Today, half of U.S. Adults report getting the news at least sometimes from social media.

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

CONSUMER BEHAVIOR

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

	Facebook	YouTube	Instagram	TikTok	X	Reddit	Nextdoor	LinkedIn
%	30%	26%	16%	14%	12%	8%	5%	5%
Gender	62% Women	58% Men	59% Women	58% Women	62% Men	72% Men	66% Women	53% Men
Ages	40% 30-49	38% 30-49	42% 18-29	44% 18-29	38% | 30-49 / 36% | 18-29	48% 18-29	31% | 30-49 / 30% | 65+ / 29% | 50-64	38% 30-49

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

Assess — Is this misinformation or disinformation?

Address — Don't ignore the issue

Prepare — Gather the facts to support the truth

Plan — Take decisive action to reframe the message

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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.

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PROACTIVE STRATEGIES

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

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.

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Mid-Ohio Regional Planning Commission

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MID-OHIO REGIONAL

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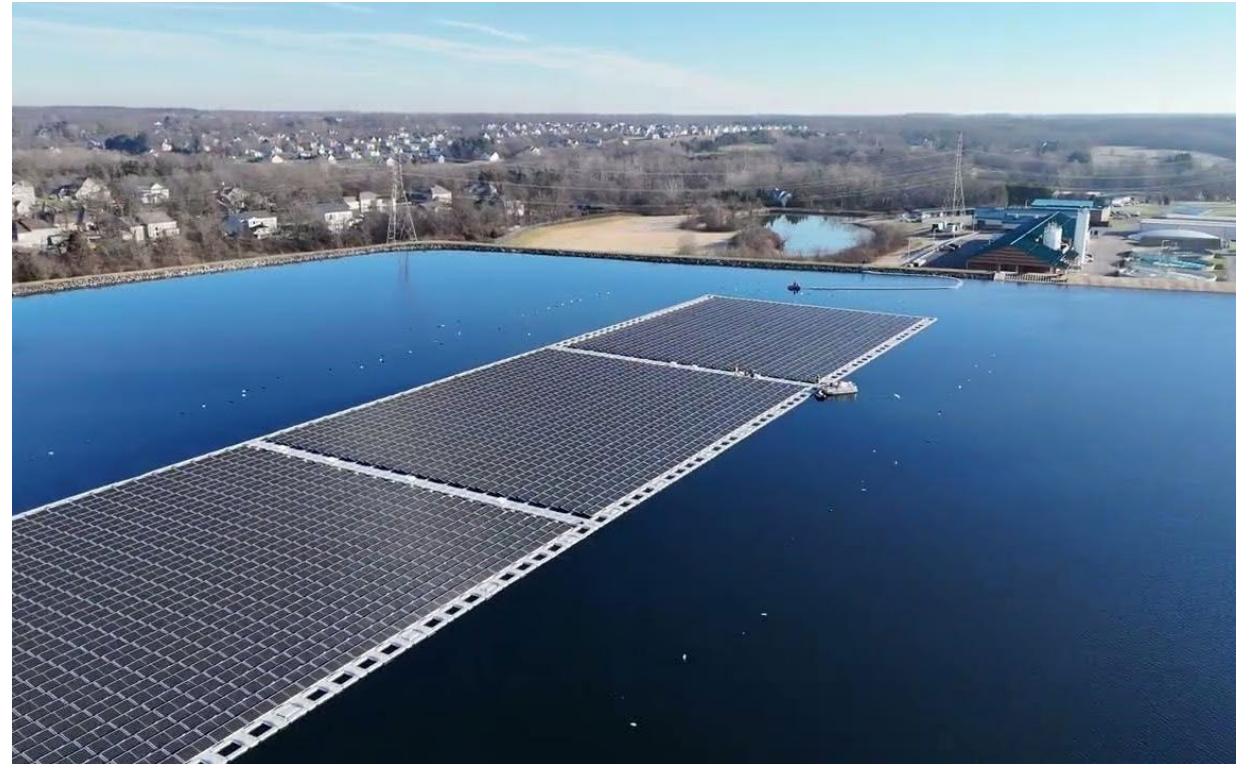**10:50 a.m.**   **Future Meetings** – *Brandi Whetstone*

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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

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MID-OHIO REGIONAL **MORPC** PLANNING COMMISSION