



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

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NOTICE OF A MEETING
REGIONAL DATA ADVISORY COMMITTEE
MID-OHIO REGIONAL PLANNING COMMISSION
111 LIBERTY STREET, SUITE 100, COLUMBUS, OHIO 43215
SCIOTO CONFERENCE ROOM

March 3, 2020 1:00 pm – 2:30 pm

AGENDA

- 1. Welcome & Committee Administration**
- 2. 2020 Census Update** – Aaron Schill
- 3. MORPC Staff Updates** – Aaron Schill
 - a. Regional Housing Strategy
 - b. Central Ohio Growth and Development Narrative
- 4. Regional Public Policy Update** – Joe Garrity
 - a. House Bill 13
- 5. Working Group Reports**
 - a. Regional Information & Data Group – Charlie Burks
 - b. Sustainability Dashboard – Rick Stein
 - c. Data Policy Needs Survey & Toolkit – Doug McCollough
 - d. Regional Municipal Fiber Strategy – Gene Oliver
 - e. Central Ohio GIS User Group – Cheri Mansperger
 - f. Communications Strategy for RDAC Working Group Projects
- 6. Other Business**
 - a. [MORPC State of the Region](#) – April 30
 - b. [The Council for Community and Economic Research Annual Conference](#) – June 1-5 (Columbus)
 - c. [Women in Analytics Conference](#) – June 3-5 (Columbus)
 - d. [ICF Global Summit](#) – June 16-18 (Dublin)
- 7. Adjourn**

Please notify Lynn Kaufman at 614-233-4189 or LKaufman@morpc.org to confirm your attendance for this meeting or if you require special assistance.

The next RDAC Meeting will be
June 2, 2020, 1:00 pm – 2:30 pm
111 Liberty Street, Suite 100, Columbus, Ohio 43215

PARKING AND TRANSIT: When parking in MORPC's parking lot, please park in a "MORPC Visitor" space or in a space marked with a yellow "M". Handicapped parking is available at the side of MORPC's building. Indoor bike parking is available for MORPC guests. MORPC is accessible by CBUS. The nearest bus stop is S. Front Street & W. Blenkner St. Buses that accommodate this stop are the Number 61 - Grove City, the Number 5 - West 5th Ave. /Refugee, and the Number 8 - Karl/S. High/Parsons.

Mid-Ohio Regional Planning Commission
111 Liberty Street
Columbus, Ohio 43215

Regional Data Advisory Committee
Meeting Notes

March 3, 2020, 1:00 pm

Members Present

Charlie Burks, Columbus Metropolitan Library
Chair Brad Ebersole, Consolidated Electric
Cooperative, Inc.
Shoreh Elhami, City of Columbus
Vice Chair Jung Kim, One Columbus
Tom Kneeland

Jonathan Miller, Delaware County Regional
Planning Commission
Gene Oliver, City of Worthington
Theresa Seagraves, Franklin County Public
Health

Members Calling In

Rick Stein, Urban Decision Group

Public Present:

Christian Selch, City of Columbus

MORPC Staff Present

Joe Garrity
Natalie Hurst

Lynn Kaufman
Cheri Mansperger

William Murdock
Aaron Schill

Brandi Whetstone

Meeting Called to Order at 1:05 pm.

Welcome & Committee Administration

Members and staff introduced themselves.

2020 Census Update

MORPC staff has developed a one-page fact sheet specifically for local governments and targeted toward elected officials and local leaders. The document is intended to give those leaders basic information for frequently asked questions from the public. It explains how the census data will be used.

Census Timeline:

February & March 2020	Invitations to participate are distributed.
April 1, 2020	Census Day is observed nationwide. By this date, every home will have received an invitation to participate in the 2020 Census.
May - Summer 2020	The Census Bureau will follow up with those who have not responded.
December 2020	Apportionment counts are delivered to the President and Congress.
March 31, 2021	State and local redistricting data is released.

MORPC Staff Updates

Regional Housing Strategy

Work on the Regional Housing Strategy began in summer 2019. Housing affordability and supply has been an ongoing issue for communities throughout the region. MORPC is partnering with the public sector, the private sector and the social sector to research the current and anticipated needs for housing in the region. Through data collection and analysis, staff and consultants will explore affordability issues and how to address them. Staff is currently reviewing recommendations and investment/policy strategies for the region and will tailor those recommendations to particular community types. There will be Local Housing Action Plans created so that each community can customize the Action Plan for their own community and their own purposes, to address the housing needs of their communities.

MORPC staff is working with Enterprise Community Partners, a large national nonprofit organization that works in both housing development and housing consulting.

Scope of Work

- Equip the region with a unified vision for housing investments
- Expand the regional housing toolbox
- Provide a strategic roadmap with measurable actions
- Consider housing as a platform for access to opportunity and equity
- Implement community, partner, and stakeholder support

The goal is to complete the recommendations process and publicly release the Action Plans in May 2020.

MORPC Data & Mapping staff is seeking input on how data products will be organized and presented. The hope is to publish the work as a large digital resource that is well organized and comprehensive, so that other agencies or partners can either access the data directly, or review the findings and the summary outputs of what has been learned. RDAC members were asked to forward suggestions about the data presentation to Aaron Schill within the next few weeks.

Central Ohio Growth and Development

The methodology for the population projections will come out soon as part of the Metropolitan Transportation Plan.

MORPC staff has identified a need to develop a clear, overarching narrative about regional growth. The insight2050 work over the last few years has shown what growth means to the development of the region and how the Regional Housing Strategy will be created. One key talking point is that the region will have a population of 3,000,000 by 2050. Household growth is also important for its impact on housing to support and meet future demand. Particularly relevant right now is the older adult population, because for the next 10 or 15 years that group will going to be growing at a faster rate than others.

The narrative related to this growth is very important because as economic development drives business, the business owners need to where people will live. This need circles back into the Regional Housing Strategy's affordable housing component.

Working Group Reports

Regional Information & Data Group (RIDG)

The first RIDG User Group meeting was held on January 29, with 40 people attending. The users discussed the 2020 Census and participated in networking, team building, and small group activities. The goal was to determine what users want from the group, what tools they are using, and any specific topics to discuss at the Quarter 2 2020 meeting. The RIDG Working Group is in the process of compiling the information gathered at the January meeting.

Sustainability Dashboard

The data to be used in the Dashboard is being vetted. The first round of beta testing is complete, with CURA working on revising the program. The next step for the Working Group is the second-round user testing. RDAC members will be asked to participate in the second-round user testing.

Data Policy Needs Survey & Toolkit

The survey is in the editing phase, and the Working Group is refining the list of proposed respondents. The plan is to hold at least two focus groups in the near future, consisting of those proposed respondents.

Regional Municipal Fiber Strategy

Regional Intergovernmental Private Network

Members are working to create a design for the network, investigating what fiber could be used for that, where to put nodes, different access methods, and different support models. Part of this work is to explore the cost of the contribution and consumer models would be, as not all network users will have the same resources to contribute.

Fiber Mapping and Clearinghouse

The Working Group will gather information from the organizations participating in the design of the network to create standards for that clearinghouse. This will make data more accessible for the longer-term goal of having a regional view of economic development access with respect to fiber.

The Working Group will be careful about not threatening the private sector, focusing on government, governmental entities and how they can share and benefit from these projects.

Central Ohio GIS User Group (COGUG)

COGUG met on February 12, with a group discussion regarding ESRI Cloud led by City of Dublin GIS staff, networking activities, and small group discussions.

Communications Strategy for RDAC Working Group Projects

If Working Group Chairs want a different type of communication other than the current of report-outs at quarterly RDAC meetings, please contact MORPC staff.

Other Business – Upcoming events:

[MORPC State of the Region](#) – April 30

[The Council for Community and Economic Research Annual Conference](#) – June 1-5

[Women in Analytics Conference](#) – June 3-5

[ICF Global Summit](#) – June 16-18

Adjourned at 2:37 pm.

Mid-Ohio Regional Planning Commission
111 Liberty Street
Columbus, Ohio 43215

Regional Data Advisory Committee
Meeting Notes

December 11, 2019, 1:00 pm

Members Present

Brad Ebersole, Consolidated Electric
Cooperative, Inc.
Shoreh Elhami, City of Columbus
Vice Chair Jung Kim, One Columbus
Mayor Tom Kneeland, Chair, City of Gahanna

Dave Landsbergen, OSU, John Glenn College
Doug McCollough, City of Dublin
Jonathan Miller, Delaware County Regional
Planning Commission
Gene Oliver, City of Worthington

Members Calling In

Rick Garrabrant, City of Columbus, Division of
Infrastructure Management

Rick Stein, Urban Decision Group

Public Present

Christina Drummond, OSU, Moritz College of
Law
Rob Moore, Scioto Analysis

Kirsten Oliver, Franklin County Public
Health
Adam Porr, OSU CURA

MORPC Staff Present

Joe Garrity
Natalie Hurst
Lynn Kaufman

Cheri Mansperger
William Murdock
Aaron Schill

Liz Whelan
Brandi Whetstone

Meeting Called to Order at 1:06 pm.

Welcome & Committee Administration

Members and staff introduced themselves.

Farewell Message to Chair Tom Kneeland

Vice-Chair Kim noted that he has worked with Chair Kneeland for several years in RDAC. The Committee's progress has been amazing, especially in the most recent 12 months with the creation of the Working Groups and the Regional Data Agenda. The work of the RDAC is showing tangible results.

Chair Kneeland noted that he has been proud to have been involved with MORPC and the RDAC for the last several years. The RDAC has successfully worked through some major deliverable issues. He added that he feels fortunate to have been part of that work.

William Murdock added that he has known Chair Kneeland since the first year of his career, and that Chair Kneeland has always been a strong proponent of finding data and working with it. Even before Chair Kneeland was on the RDAC, he has been working to help organize the region around data. MORPC staff and members will miss his leadership.

Committee Organization Updates

The new RDAC Chair will be Brad Ebersole, Consolidated Electric Cooperative, Inc., who represents Delaware County on Commission. Jung Kim, One Columbus, will continue as Vice-Chair, and Jonathan Miller will represent Delaware County Regional Planning Commission on the RDAC.

2020 Census Update

Aaron Schill reported that he recently presented on the 2020 Census to the League of Women Voters, to the Gahanna City Council, and to the Central Ohio Mayors and Managers Association (COMMA).

MORPC is chairing the Complete Count Committee Local Government Subcommittee, which is focused on providing key messaging and information to local electeds and other local leaders so that they may share that information with their communities. The Subcommittee will revise the presentation Aaron made to the above groups into a one-page fact sheet tailored to local elected leaders and government officials. Talking points will be:

- Why the Census is important to local governments
- Key roles that local governments play in the Census
- Information about the hard-to-count populations and ways to engage them

The fact sheet should be available in January 2020. Staff will circulate a draft to the Subcommittee members in the near future.

The Subcommittee will also identify how to use public sector resources such as community centers, recreation centers, libraries, and city halls for the Census. The goal is to provide the public with Census outreach and communication centers.

Shoreh Elhami, Chair of the Complete Count Committee Data, Maps and Technology Subcommittee, reported that her Subcommittee recently created and distributed a survey to local governments. The survey asked what type of data is needed to meet the goal of reaching their population of interest. The survey generated a very high response rate, and the Subcommittee is currently analyzing those responses.

MORPC Staff Updates

Aaron reported that MORPC's new open data site is live. The new version of the open data site was launched using ESRI's hub platform. The site is called [M.O.O.D.](#) (Mid-Ohio Open Data); it has the same data that was ported over from the previous open data site. However, the new site also has MORPC's updated population and employment projections and future land use for the region.

Regional Public Policy Update – Joe Garrity

Joe Garrity reported that House Bill 13 has been reintroduced. The Bill had a very small appropriation specifically for residential broadband access development. MORPC met with Representative Carfagna recently and provided him with a [fact sheet](#) requesting that he broaden the scope to include more entities, and to increase the appropriation to \$50,000,000. The Bill currently has a modest appropriation, of \$2 - \$3,000,000. The sub-bill has been completed and is currently being reviewed by the Governor and the Speaker. The sub-bill will be available after December 16, and there will be an Interested Party Meeting after the holidays. MORPC staff will provide the sub-bill to members as it becomes available.

Working Group Reports

Regional Information & Data Group Working Group

Jonathan Miller reported that the purpose of the Regional Information & Data Group (RIDG) will be to provide a forum for sharing data resources, innovative ways of looking at data, pitfalls of data sets, and sharing the data itself.

The RIDG Working Group will provide operational guidelines and other assistance to RIDG. The meeting format will vary, and will consist of facilitated discussions, presentations and exercises. The meetings will be quarterly with every effort to avoid any scheduling conflicts with the Central Ohio GIS User Group. The Working Group currently has a list of 43 initial candidates for RIDG. Communication of the meeting events and minutes of the meetings will be posted on MORPC.org and MORPC will maintain a working list of participants. The first RIDG meeting is scheduled for January 29, 2020.

The Working Group plans to continue as a group through 2020 to foster the growth of the user group.

Sustainability Dashboard Working Group

Rick Stein reported that each Working Group meeting has been focused on two things, (1) the operational abilities of CURA's Dashboard tool and (2) challenging / problematic data sets. Working Group members are providing input to shape the project and making key decisions on some of the more challenging metrics and data sets. MORPC is providing the metrics; CURA is providing the system development for the Dashboard.

Dashboard Demonstration

Adam Porr reported that the primary use case for the Sustainability Dashboard is to be the reporting tool for the Regional Sustainability Agenda. The Regional Sustainability Agenda Report Card was released in 2018 as a reporting tool, though it is a static document describing the objectives of the Sustainability Agenda and showing progress toward achieving those. The Dashboard will be highly interactive and will ingest new data as that data becomes available. The Dashboard will also show maps, cards, and tables of data pertaining to each of the regional sustainability agenda's five goals:

- 1) Reduce per capita energy consumption
- 2) Protect natural resources
- 3) Position Central Ohio to attract and retain economic opportunity
- 4) Create sustainable neighborhoods
- 5) Increase regional collaboration

Dashboard users will be able to share what they see on the screen on Twitter, Facebook, or email. The shared content will link back to the Dashboard. The Dashboard will also automatically retrieve and store data sets, process them as needed or transform them as needed to be displayed.

Preliminary usability testing will begin at the Sustainability Dashboard Working Group meeting on January 9. RDAC and Sustainability Advisory Committee members will have the opportunity for usability testing prior to the final release in late Spring 2020.

Metrics

Natalie Hurst reported that the following problematic/challenging Dashboard metrics have been reviewed by the Working Group:

- 1.6 Reduce per capita energy consumption across all sectors.
- 2.1 Reduce emissions to meet federal air quality standards.
- 2.2 Increase the number of people receiving air quality information and education.
- 2.3 Reduce the amount of municipal solid waste per capita disposed in the landfill.
- 2.5 Reduce per capita water consumption.
- 5.1 Establish the annual Summit on Sustainability as a premiere environmental conference through high participation and visibility.

The following metrics are extremely problematic and are still being considered by the Working Group:

- 2.4 Minimize greenfield development and promote infill and redevelopment.
- 2.6 Improve water quality in the Upper Scioto Watershed.
- 3.2 Increase the number of adopted institutional purchasing policies that support the purchase of local food.

Data Policy Needs Survey and Toolkit Working Group

Doug McCollough reported that the objectives of the Working Group are to: create, distribute, and analyze the survey, and then to create and distribute the toolkit. The Working Group is currently in the creation phase of the survey portion of the project.

The Working Group has compiled a list of potential respondents made up of MORPC members. The survey will request some contextual information, such as population and role of the respondent, but anonymity of the respondent will be preserved. The survey will be crafted to elicit the respondent's priorities rather than the current state of their data policies. The structure of the survey will be based on the [2016 Digital States Survey](#).

The proposed survey domains are:

Data Management

- Inventory/Documentation
- Storage/Retention
- Disaster Prevention
- Public Records and Access

Data Governance

- Personnel
- Security
- Ethics
- Privacy
- Compliance

Data Sharing

- Data Sourcing/Ingestion (inbound)
- Licensing/Contracting
- Provisioning (Outbound)
- Open Data

All the domain categories and questions have either been drafted, are currently being drafted by a Working Group member, or will be assigned for drafting at the next Working Group meeting on January 7. The goal is to release the survey in February 2020.

Regional Municipal Fiber Strategy Working Group

On November 1, Gene Oliver and Aaron Schill presented at the monthly COMMA meeting regarding the Working Group and its goals:

- Create a regional fiber mapping clearinghouse to provide a consolidated view of fiber assets and usage polices to showcase the region's investments in fiber to help achieve regional economic development goals.
- Implement a shared, regional inter-governmental private network to enhance network resiliency, security, and privacy compared with public internet, provide the fundamental building blocks for other shared services and infrastructure, and potentially reduce costs through the elimination of other network services.

The Working Group is seeking conceptual support from COMMA to continue developing shared municipal fiber strategy and use cases. Next steps for the Working Group are to:

- Refine use cases and definition of scope, roles, timeline, and budgets
- Develop a Memorandum of Understanding between participating jurisdictions
- Develop a Non-Disclosure Agreement to allow sharing of detailed data about fiber networks among partners.

The Working Group will have a sub-group, Fiber Network Working Group, chaired by Todd Jackson, City of Westerville.

The Working Group is actively looking for more members.

Adjourned at 2:35 pm.

Regional Data Advisory Committee – Staff Update

September 2019



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Census 2020



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Regional Growth Narrative



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Population Forecast & Estimates Updates

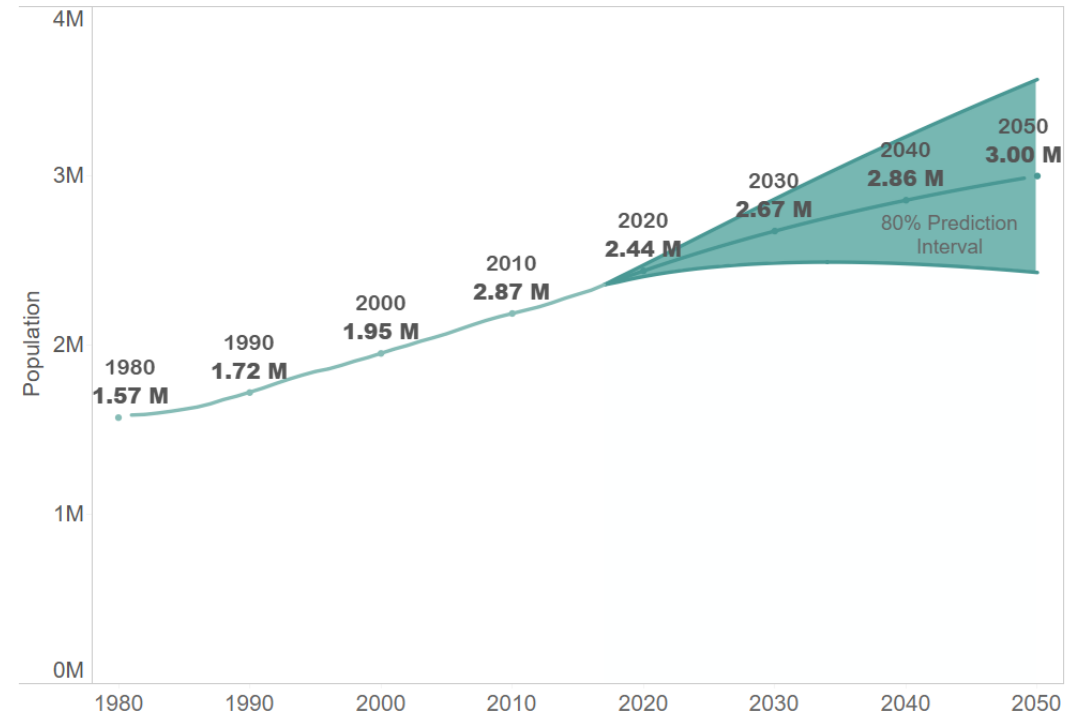


MORPC

- Population Forecasts
 - Small area population & employment forecasts to 2050
 - 5-year increments
 - Employment by generalized sectors
 - Population – household, group quarters, & generalized age groups
- Population Estimates

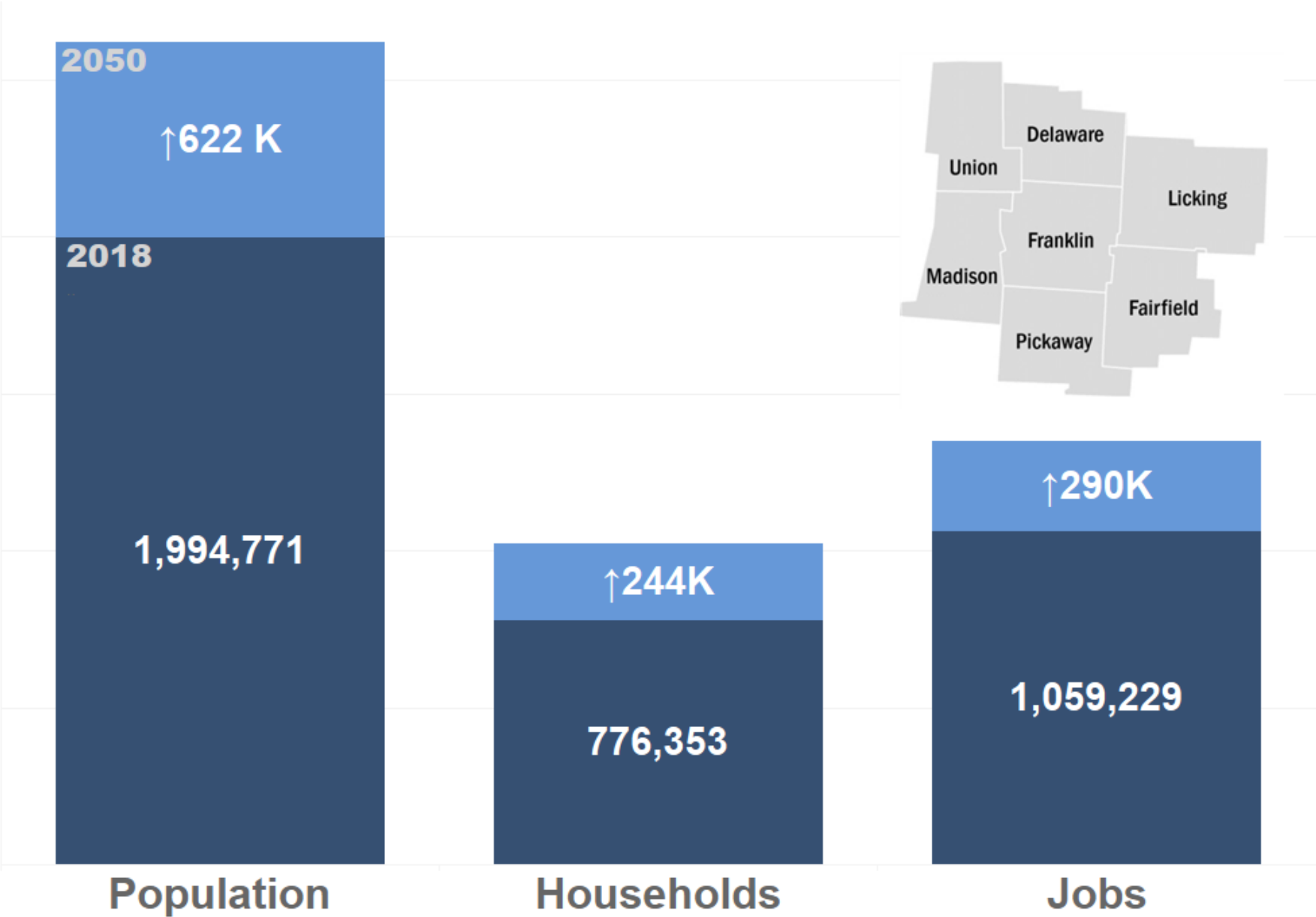
Central Ohio Population Projections

15-County Central Ohio Region



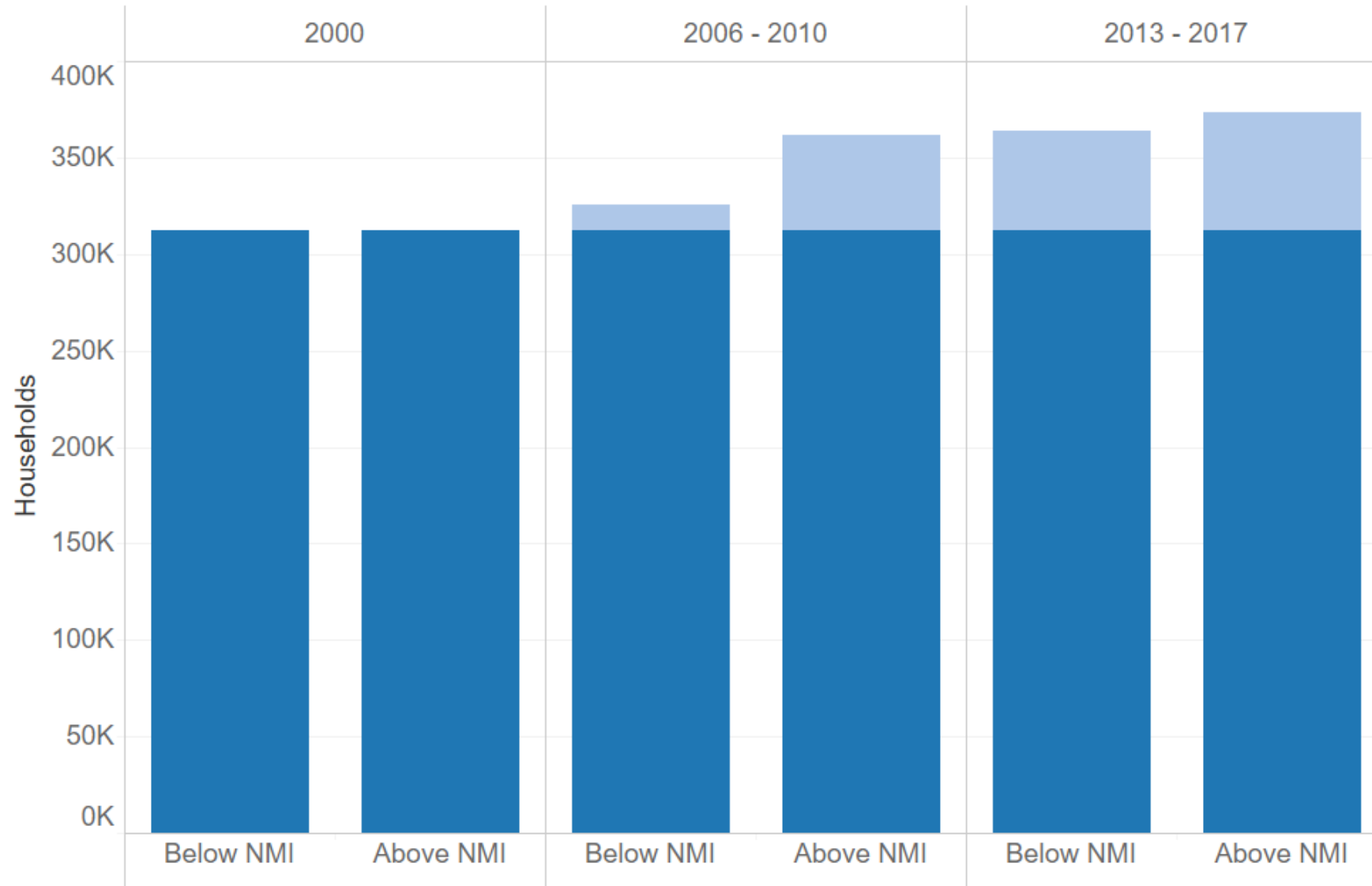
Projected Growth

7-County Central Ohio Region



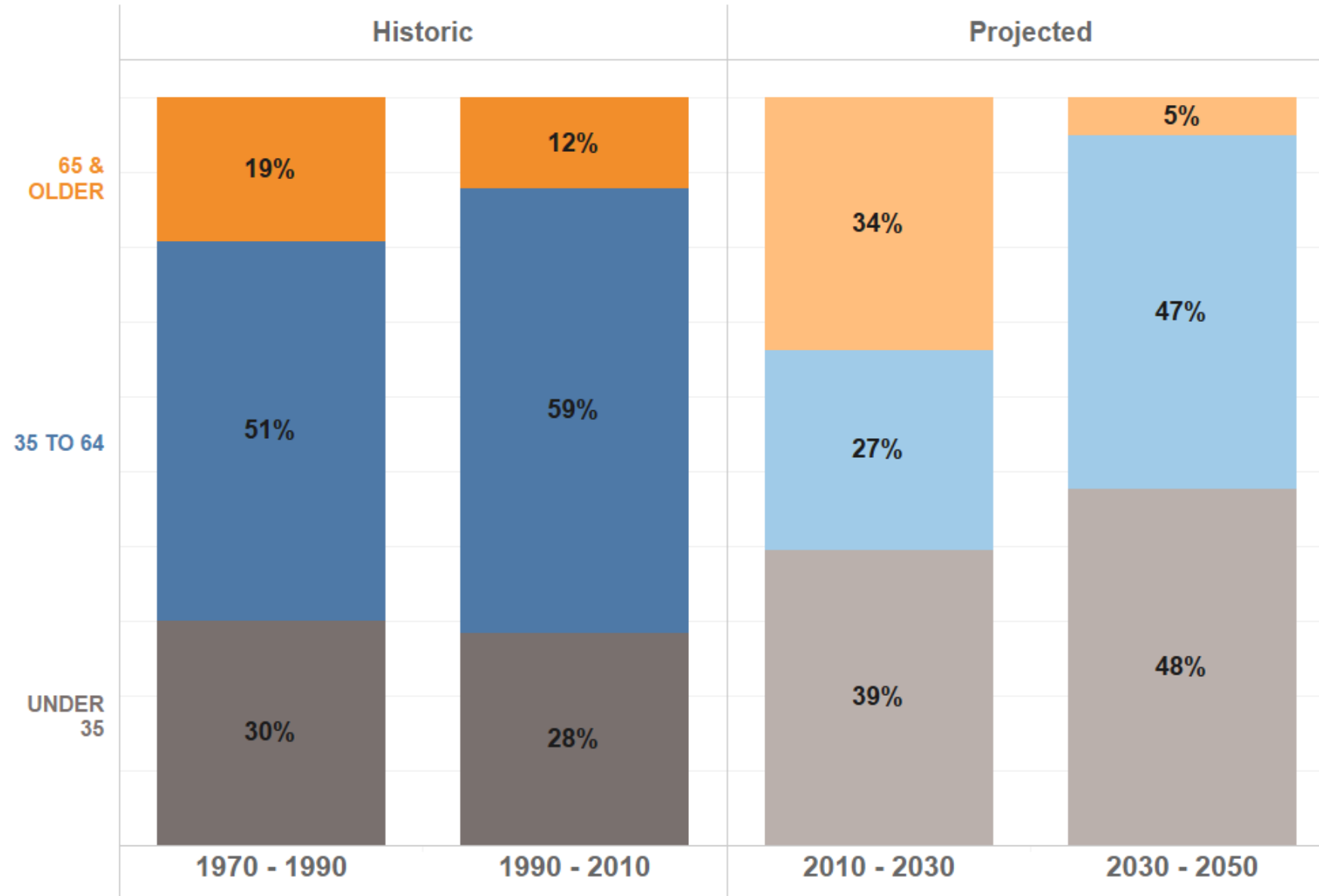
Households and National Median Income

7-County Central Ohio Region



Population Growth by Age

7-County Central Ohio Region

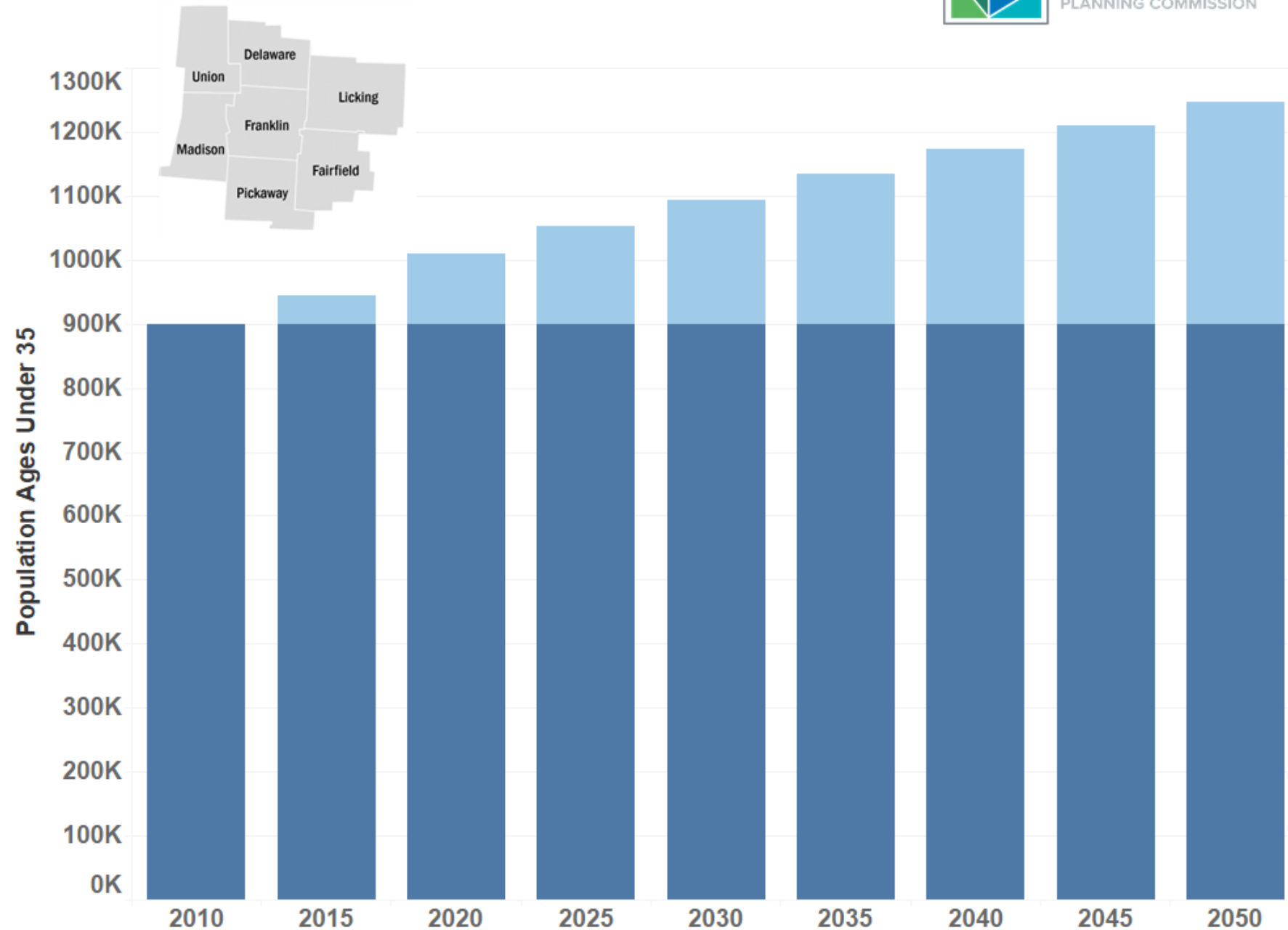


Population Growth Ages Under 35

7-County Central Ohio Region



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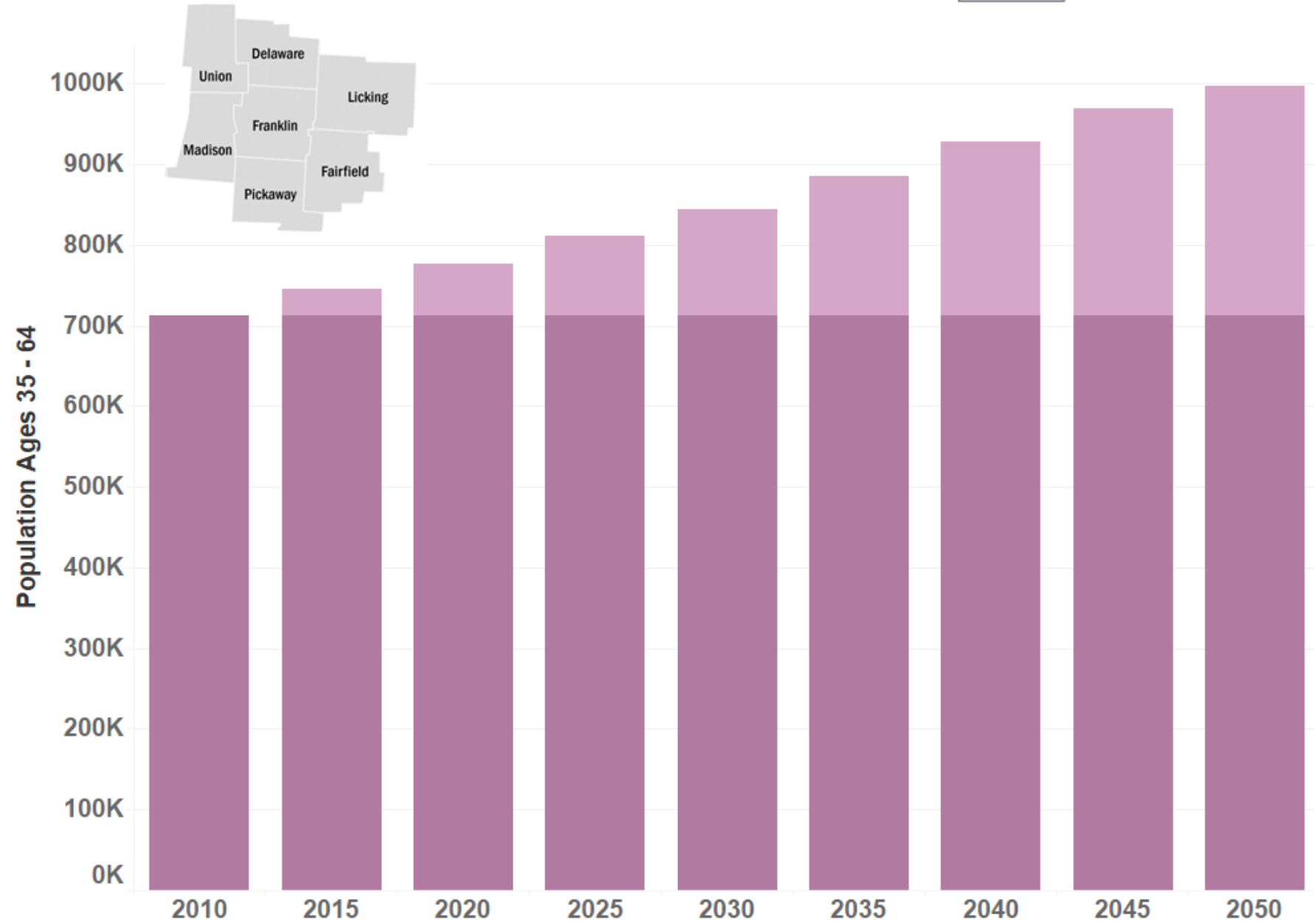


Population Growth Ages 35 - 64

7-County Central Ohio Region



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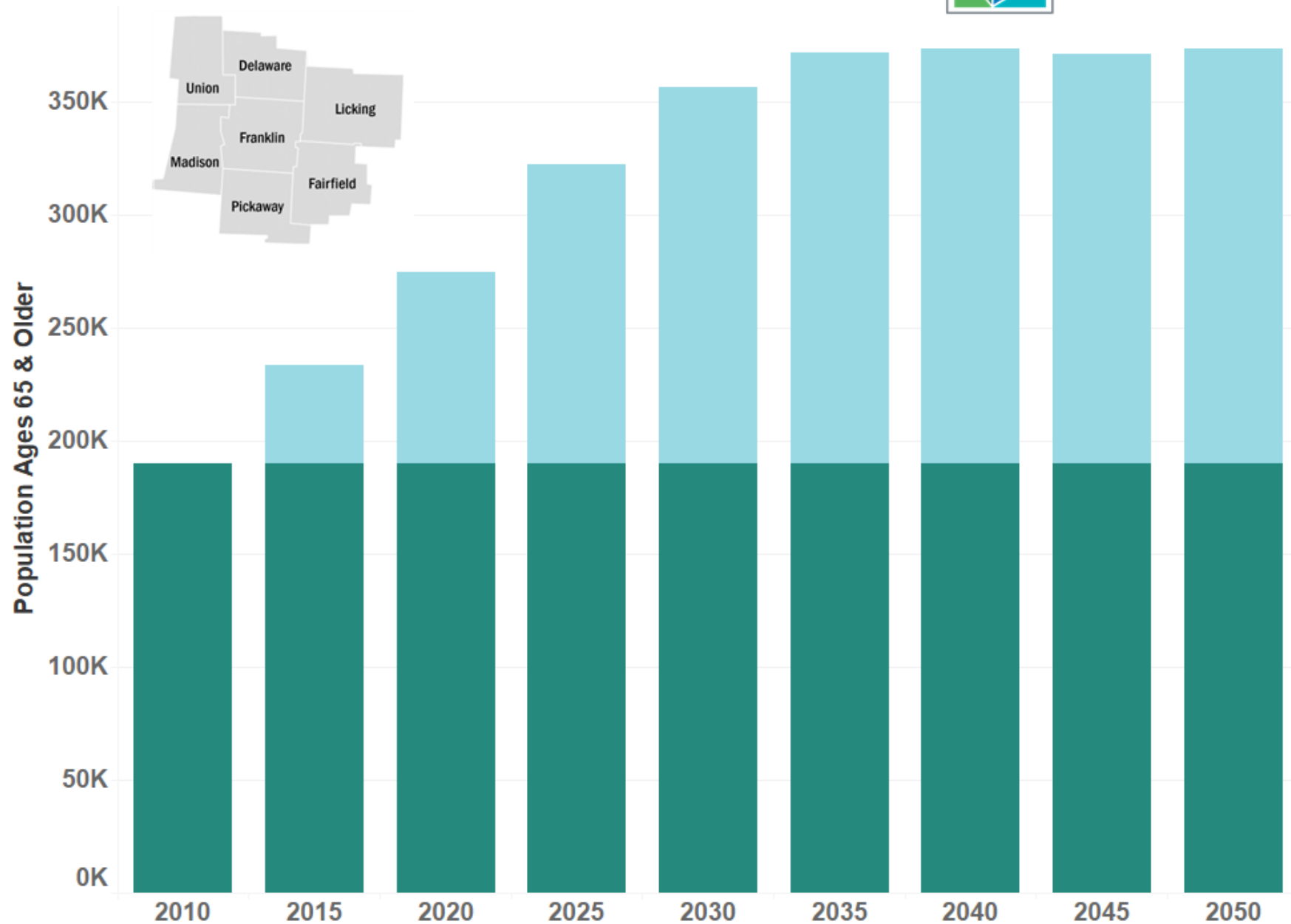


Population Growth Ages 65 & Older

7-County Central Ohio Region



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Central Ohio Regional Housing Strategy

Data Analyses and Outputs



Project Sponsors



- AEP
- L Brands
- Mt. Carmel Health
- Nationwide Children's Hospital
- Nationwide Insurance
- OhioHealth
- Rev1 Ventures
- Columbus Chamber



Project Team



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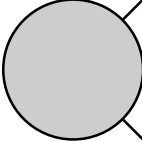
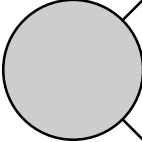
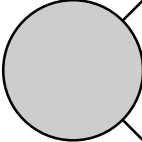
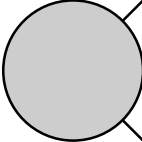
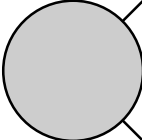
**Vogt Strategic
Insights**

RAMA
ENGAGEMENT THAT INSPIRES

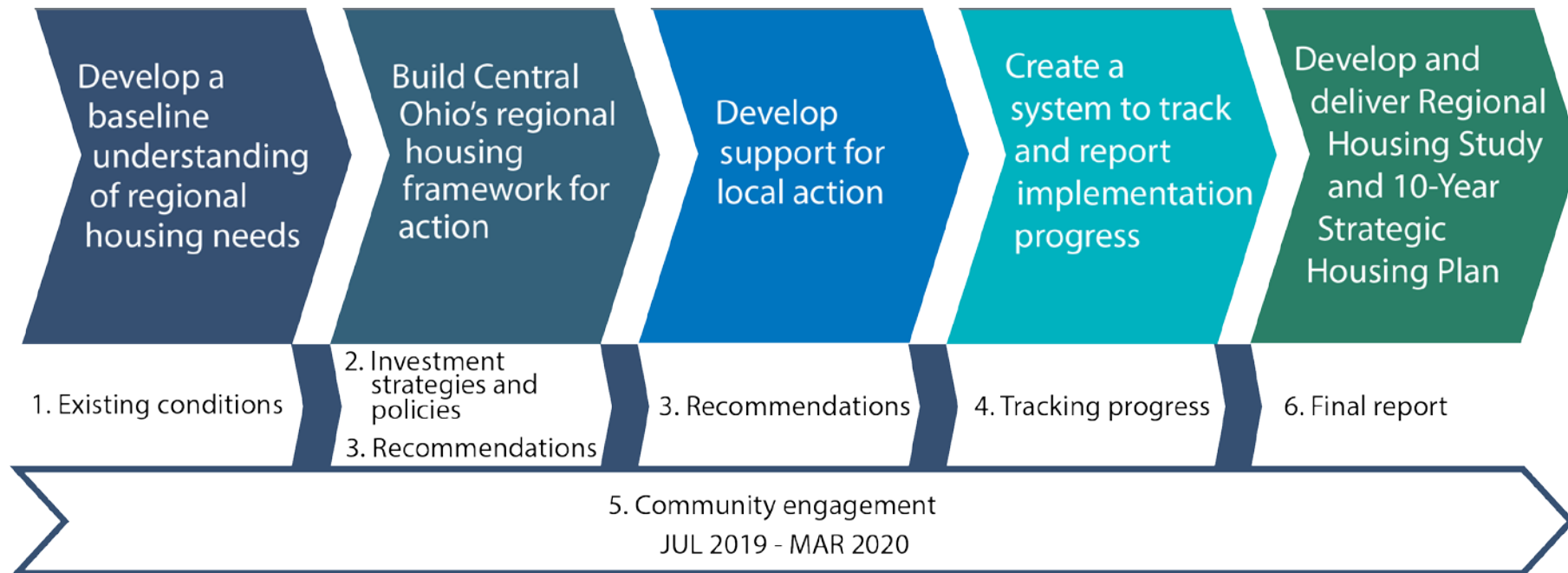


Overview of the Scope of Work

The Regional Housing Strategy (RHS) will...

-  Equip the region with a unified vision for housing investments
-  Expand the regional housing toolbox
-  Provide a strategic roadmap with measurable actions
-  Consider housing as a platform for access to opportunity and equity
-  Implement community, partner, and stakeholder support

Overview of the Scope of Work



Existing conditions



Key questions to answer:

Where can we build a deeper understanding of the regional housing market to inform more action-able recommendations?



Core activities:

- Support review & synthesis of prior studies
- Identify data gaps
- Housing typology analysis & opportunity mapping
- Identify structural impediments to housing development
- Review & analyze current public and private financial support for affordable housing

Data Analysis Output Examples

- Housing Market Analyses
- Submarket Typologies
- Opportunity Mapping



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United States[®] Census 2020

CENTRAL OHIO COUNTS IN CENSUS 2020

WHAT IS THE CENSUS?

The census is a constitutionally mandated count of every person living in the United States. It takes place every ten years and is administered by the U.S. Census Bureau.

HOW WILL IT WORK?

This will be the first time the census has gone digital, although paper forms and telephone options will remain available. Digital access, adoption, and comfort will factor into how everyone is counted.

Once the invitation arrives, people should respond for their home in one of three ways: online, by phone, or by mail. The 2020 questionnaire consists of nine questions.

Only Census employees may collect or enumerate data. Responding online is easy! Visit my2020census.gov.

KEY DATES:

February & March 2020

Invitations to participate are distributed.

April 1, 2020

Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census.

May - Summer 2020

The Census Bureau will follow up with those who have not responded.

December 2020

Apportionment counts are delivered to the President and Congress.

March 31, 2021

State and local redistricting data is released.

WHY IS IT IMPORTANT TO CENTRAL OHIO?

More than **\$880 billion** in federal funding is allocated annually based on the census counts – including **\$33 billion to Ohio each year**. That equates to \$1,800 per person each year over a ten-year period.

FUNDING EXAMPLES INCLUDE:

- **Infrastructure**
 - Transportation Funding
 - Community Development Block Grants
- **Health Care**
 - Medicaid,
 - Medicare
 - Women, Infants, and Children (WIC) nutrition program
- **Education**
 - Pell Grants
 - Student loans
 - Head Start school readiness program

Congressional seats, state legislature seats, and city council wards are also determined by the census count. Ohio is already projected to lose one seat in the U.S. House of Representatives.

The census provides critical data and feeds other critical census programs.



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HOW CAN LOCAL GOVERNMENTS HELP WITH THE CENSUS?

Providing education, outreach, and promotion

Local governments are key partners when it comes to local knowledge and inclusion of “Hard to Count” populations. Community events make great education and outreach opportunities, and public buildings are ideal locations to make laptops and tablets available for residents to complete their responses. Contact MORPC for 2020 Census promotional materials and fact sheets in multiple languages.

Host a Census Day event

National Census Day is April 1, 2020. To raise awareness and encourage participation, communities will be holding Census Day events throughout Central Ohio and across the country. Consider the following ways to celebrate Census Day:

- Pass a resolution/proclamation designating Census Day
- Organize a Census Day event with local officials, community organizations, & business leaders
- Make equipment available at key locations throughout the community for residents to complete the Census

Share messaging online, on social media, and with local media outlets

Leverage communications channels and distribution lists to amplify messaging to residents. A wide range of materials are available for use:

- [Census Bureau PSA toolkit](#)
- [Census Bureau promotional videos](#)
- [Census Bureau fact sheets](#)
- [Columbus Hard-to-Count population fact sheets](#)

Host a Census hiring event

The Census Bureau is hiring thousands of temporary employees to complete the 2020 Census. Local governments can assist by hosting hiring sessions at community centers, municipal buildings, and other public facilities. Find more information at www.2020census.gov/jobs.

FOR MORE INFORMATION:

Aaron Schill

Director of Data & Mapping

Mid-Ohio Regional Planning Commission

aschill@morpc.org

