



THE PURPOSE REGION

100 LEADERS
IDENTIFY OUR
REGION'S
PURPOSE

Thursday, March 16, 2017

Reeb Avenue Center | Columbus, Ohio





Central Ohio is booming. Already 2 million residents strong, the population of the Columbus metropolitan area will expand by upwards of a million people over the next 30 years.¹ New technology promises to change how and where we live and get around. In the face of such dramatic change, as the region grows larger and more diverse, and as the digital and physical increasingly merge, we must ask ourselves: what is our region's purpose?

Inspired by the principles of a design hackathon and data from insight2050, the Purpose Region workshop convened 100 bold leaders from across Central Ohio in a vibrant, day-long forum featuring rich discourse, debate, and hands-on collaboration. Together, we explored tangible steps to address critical issues that affect the quality of life for everyone in Central Ohio.

**HERE IS WHAT
WE DISCOVERED...**

¹ Mid-Ohio Regional Planning Commission (MORPC), insight2050 Scenario Results Report, February 26, 2015: <http://getinsight2050.org>

AGENDA

The Purpose Region began with words of inspiration from “firestarter” speakers, who shared insights, challenges and opportunities about Central Ohio. From there, participants broke into four workshop groups to dive deeper into the issues facing the region.

9:00	Registration / Breakfast
9:20	Welcome and Opening Remarks William Murdock , Executive Director, Mid-Ohio Regional Planning Commission (MORPC)
9:25	Opening Speaker Bob Leighty , Executive Director, Parsons Avenue Merchants Association
9:30	Firestarter Talks Meka Pace , Executive Director, Metro Schools Elizabeth L. Paul , President, Capital University Ferzan M. Ahmed , Delaware County Administrator
10:00	Assignments and Team Formation Affordable Housing Environment & Sustainability Workforce Development & Education Health & Wellbeing
10:15	Break-out Teams Session One
12:00	Lunch Served
12:30	Break-out Teams Session Two
3:00	Team Summary Presentations
3:55	Closing Remarks

SPEAKERS



Meka Pace

Executive Director, Metro Schools

In schools here in Ohio, or in other states, students are being educated the exact same way that I was educated 20 years ago. Our world is changing faster than it ever has. So how does the education that we had 20 years ago prepare kids for a world that doesn't even exist yet?



Bob Leighty

Parsons Avenue Merchants Association

When you talk about purpose, I have to tell you, my work here with the Reeb Avenue Center has been the highlight of my life.



Dr. Elizabeth L. Paul

President, Capital University

Our goal is not to grow to be better than others. Our goal is to be better than ourselves. Our goal is to move into the future so that our world is better than when we came into it.



William Murdock

Executive Director, MORPC

We don't always have the time to just sit and talk to people and really reflect on what our region should be, what our purpose is, what's the purpose of Central Ohio, and what should we be doing to make this a better place. And that's the opportunity we hope to give you here today.



Ferzan M. Ahmed

Delaware County Administrator

If you want to be a purpose region, you have to know your purpose. And you have to know each other's purpose. Imagine each and every one of you has a small piece of rope. You want to see your power? Tie your ropes together.



AFFORDABLE HOUSING

If everyone deserves a home in our Purpose Region, how and where do we make that happen?

As Central Ohio grows, the demand for housing will increase – and so will the cost. Statistics convey the scope of the problem, but only through role-playing and other hands-on exercises can we gain empathy for the housing challenges people face, then begin working together as a community to address those challenges. To create truly affordable housing, one thing is clear: there's no simple solution, but everyone must play a part.

Workshop Format

- Review past, present and future of affordable housing in Central Ohio
- Role-play fictional personas of Ohioans searching for housing
- Identify actions for change



Top Issues

210,472

Central Ohioans live in poverty. The poverty population has grown at more than 3 times the rate of overall population (2009–2014). Poverty rates have gone up in nearly all suburbs.

54,000

of the lowest-income households pay more than half their income on housing. There is only one affordable rental unit for every three renters in poverty.

10

The top 10 occupations in the Columbus Region with the most annual openings (except Registered Nurses) don't pay workers enough to afford housing.

↑ 2X

Rents are rising at twice the pace of income.

18,441

evictions were filed in Franklin County in 2015.

↑ 64%

increase in the number of homeless families using the shelter system since 2011.

17,000+

Central Ohioans are on the application list for a rental subsidy.



Top Provocations

How do the policies of today, such as exclusionary zoning, perpetuate the disparities of the past?

What is our commitment to mixed-income neighborhoods?

How can we desegregate our communities?

How will diversity and diversification be part of the solution?

How can our communities make up for declining federal assistance?

How are we planning for an aging population?

How will increasing numbers of renters interact with homeowners?

Policy matters... Are we shaping policy?

How can we shape the actions of the market?

More evictions lead to lost jobs than vice versa... How can we better connect jobs to affordable housing?

How can we personalize and educate about housing issues?

What opportunities for improvement are we missing?



ENVIRONMENT & SUSTAINABILITY

What are our aspirations for our Purpose Region as an environmentally sustainable place to live, work and play?

Although personal definitions of sustainability vary widely, everyone agrees on the value of a clean environment and a high quality of life. But these aspirations are impacted by a variety of factors, from social equity, to transportation, to land use and planning. We must address all these issues with intention if we are to create a healthy, hospitable region for today and for the future.

Workshop Format

- Define sustainability
- In two groups, identify six to eight top issues and map them on Central Ohio
- In four groups, role-play three of the top issues
- Chart a matrix of “cool” and “likely” sustainable initiatives
- Identify breakout ideas of the day
- Identify most urgent aspirations for Central Ohio



Top Issues

Social Inequality

- Access to housing, healthy food, clean water and air, transit and more is unequally distributed.
- The impacts of poor environmental decisions fall disproportionately on low-income residents.

Alternative Transportation

- The convenience, access and price of transportation alternatives are lacking.
- The true costs of personal vehicles are hidden—many companies subsidize employee parking.

Land Use

- Poor land use decisions inhibit quality of life and access to housing, employment, food, water, transit, smart infrastructure and more.
- Current patterns of development are inefficient and contribute to sprawl.

Long-term Planning

- High upfront costs inhibit a long-term planning perspective.
- A better-educated citizenry is necessary to help shift culture.



Mechanisms for Change

- Regional Collaboration
- Public-Private Partnerships
- Education
- Equitable Incentive Structures
- Accessible, Accurate Data
- Diverse, Inclusive Civic Engagement
- Convenient, Efficient, Accessible, Equitable Transportation



Breakout Ideas

- Create a regional policy founded on the insight2050 initiative.
- Leverage regional impact development fees to achieve equitable development.
- Utilize toll roads to fund sustainable transportation.
- Incorporate community values and sustainability into K-12 education.

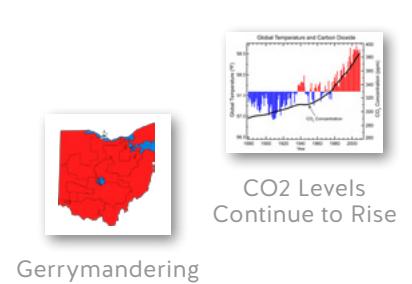


Aspirations

- Highlight and connect waterways for entertainment and exercise.
- Build multi-modal transportation to connect jobs, housing and open space.
- Aggregate and analyze data on the natural environment and building efficiency.
- Forge strong relationships between government and private industry.



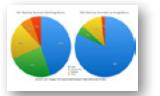
Likely



Gerrymandering



Landfills Keep Growing



Energy From Coal



Climate Change “Debate” Continues



Choice Is Important



Sustainable Infrastructure



Electric Vehicles



More LEED Buildings



More Farmer's Markets

Uncool

Cool



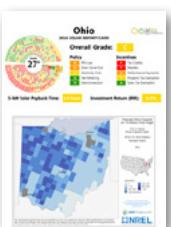
Flying Cars and Robots



Sustainable Golf Courses



RIT Bus System



Solar Payoff Only So-So



Subway / Rail System



Green Buildings

Sustainability Initiatives Matrix

To better understand the effectiveness of sustainability interventions across Central Ohio, the group charted images of those initiatives according to the “coolest” and those most likely to be implemented.

Unlikely

HEALTH & WELLBEING

How can we design a healthy, vibrant Purpose Region for all ages?

More and more we understand that wellbeing is a byproduct of social determinants. Health is shaped not just in a hospital or emergency room, but in an environment that meets our social, intellectual, spiritual, physical, economic and ecological needs. The more we offer these amenities equally to all ages, races, and income and education levels, the healthier our region will be.

Top Issues

Franklin County is less healthy than the nation as a whole:

Overweight Children

↑ 25%

more than national average

Infant Mortality

↑ 33%

more than national average

Food Insecurity

↑ 43%

more than national average

Emergency Department Visits

↑ 39%

more than national average

* All Central Ohio figures courtesy OhioHealth

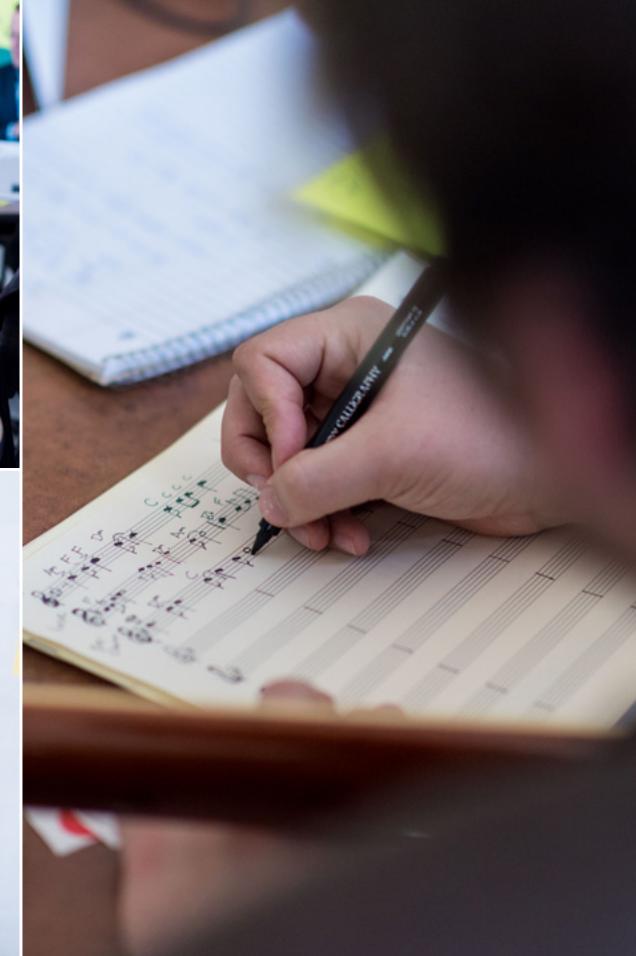
Top Priorities

These rates can be improved by addressing the social determinants of health, by:

- Create mixed-use communities that welcome all people.
- Create viable options for alternative transit.
- Provide more options for fresh, healthy food.

Workshop Format

- Review population health statistics
- Illustrate health and wellness
- Brainstorm how to improve social determinants of health
- Vote on three most important social determinants of health
- In groups based on top three priorities, define goals, strategies and metrics for success



Musician Jake Briggs composed this song to illustrate what a healthy Purpose Region might look like in 2050:

"When I Wake Up"

— Music by Jake Briggs / Lyrics by group

When I wake up

When I wake up

When I wake up

When I wake up

*When I wake up, I grab a peach off a nearby tree
Dinner tonight, fresh corn from a farm
Looks so good, so succulent*

When I wake up (4X)

*I pedal my bike, wind whips through my hair
I catch a train, sit back, and then I regroup
Tonight I'll hike with somebody hot
And tomorrow I'll hyperloop*

When I wake up (4X)

*I stretch my arms, take a look outside
Sun smiles on my face
Open my door, start walking the streets
A lovely calm to start my day
The streets are bustling, I'm feeling alive
Pretty buildings surround my view
People spilling from shops and cafes
Some city planners would call that "mixed-use"*

Spoken: Mixed-use is a bold strategy to build communities. All we need are updated plans and codes. Please help us create places that people want. Come on! Let's all get in Purpose Region mode.

When I wake up (4X)

WORKFORCE DEVELOPMENT & EDUCATION

How does a Purpose Region manifest opportunity through workforce and education?

Columbus will grow to 2.5 million residents in the next decade, but only 54% are expected to be prepared for the economic opportunities available in 2025. As several students from Columbus State Community College shared, there is a great need to connect education to a productive workforce. Education is a lifelong path, and an essential need for a prosperous future.

Workshop Format

- Respond to morning introductions
- In groups, discuss current state of workforce development
- Review “in the moment” drawing and analyze visual themes
- Define group values
- In groups, define success based on shared values, and identify obstacles
- Discuss “purpose” in Central Ohio



Top Issues

- Wages
- Legal/criminal system
- Poor representation
- Imbalance of power
- Low civic engagement



Mechanisms for Change

- Outreach that empowers people to become politically active and make change
- Civics education in schools
- Better childcare
- More active engagement by city officials and more diversity in office
- Better dialogue around community values
- Rehabilitation training in prisons and reintegration into society
- Mental health care
- Ability to grow and consume good/ healthy food



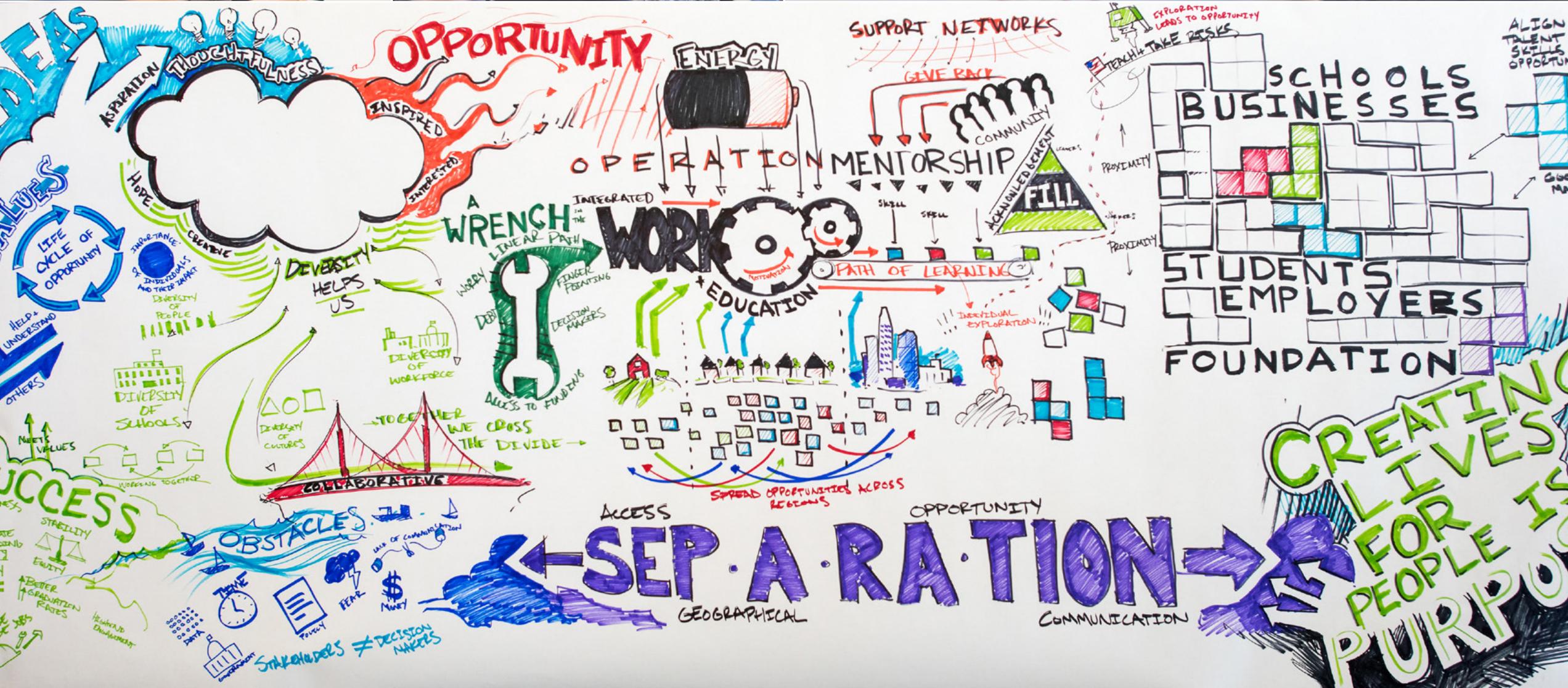
Values

For Community, we believe in:

- Strategic growth that aligns talent, skills, and opportunity.
- Embracing obsolescence and risk-taking with entrepreneurship, creativity, intentionality, and high expectations.
- Life cycle of opportunity—for earning and learning—that is continuous.

For Individuals, we believe in:

- The value and potential of everyone.
- Livable wages where you can feed your family, take a vacation and find meaning in work.
- Nurturing a caring community that pursues equity, appreciates diversity and creates multiple pathways.





Affordable Housing Facilitators

Ginny Barney
Senior Collaborator, The Collective Genius

Megan Kelley
Director of Public Policy & Government Relations, National Church Residences

Michelle Heritage
CEO, Community Shelter Board

Environment & Sustainability Facilitators

Dr. William Ball
Capital University

Mackenzie King
Director, Design Research & Insight Translation, Lextant

Health & Wellbeing Facilitators

Marie Keister, AICP, APR
President & CEO, Engage Public Affairs/MurphyEpson

Rich Lehmuth
System Vice President for Strategic Planning, OhioHealth

Jake Briggs
Musician

Workforce Development & Education Facilitators

Jamie Greene, FAICP, AIA
Principal, planning NEXT

Dr. Lillian M. Lowery
President & CEO, FutureReady Columbus

Adam Brouillette
Founder, littleINDUSTRIES

HOSTS

MORPC

The Mid-Ohio Regional Planning Commission (MORPC) is a voluntary association of local governments and regional organizations which envisions and embraces innovative directions in economic prosperity, energy, the environment, housing, land use, and transportation. Our transformative programming, services and innovative public policy are designed to promote and support the vitality and growth in the region.

NBBJ

For nearly 40 years, NBBJ's Columbus office has helped shaped the Central Ohio region and its communities through planning and design. NBBJ brings an urban spirit to all of our projects, practices and initiatives, and are known to create environments that inspire communities to think differently about themselves and their future. We passionately and continuously strive to improve the region we all call home. Some of our recent work includes, 250 High, Two25 Commons, 500 West Broad, Ohio Health's Neuroscience Tower, Mount Carmel's East Campus Transformation, several new branch libraries for the Columbus Metropolitan Library, and neighborhood studies for the cities of Dublin and Bexley.

THANK YOU TO OUR SPONSORS



