REGионаL DATA ADVISORY COMMITTEE

AGENDA
Under the guidance of the Regional Data Advisory Committee (RDAC), the Regional Data Agenda is the guiding document for MORPC’s work pertaining to data analysis.

MISSION
The RDAC advances data policies and strategic actions to increase access to open data in Central Ohio.

VISION
Central Ohio is a leader in using data to improve the quality of life for all residents.

MID-OHIO REGIONAL PLANNING COMMISSION
The Mid-Ohio Regional Planning Commission (MORPC) is a voluntary association of over 60 local governments and regional organizations in the quickly growing Central Ohio region. We serve as a resource for local officials as they make decisions about economic growth, development, transportation, energy, and environmental sustainability – ensuring our region remains thriving and competitive while improving social and economic mobility.

MORPC’S SERVICE AREA

WHAT WE DO:
• Serve as Central Ohio’s regional council and leadership forum for shared regional challenges and best practices
• Convene local governments to plan, prioritize, and advance strategic transportation and infrastructure projects and investments
• Assist as a regional information hub with demographics, maps, tools, and data to inform decisions
• Provide technical assistance to communities with sustainability programs, growth planning, residential services, and shared solutions
• Work alongside community leaders, residents, and partner organizations to effectively represent the collective voice of our region on public policy
### GOAL 1: In its role as a convener and facilitator, MORPC will foster collaboration among local governments, partners, and stakeholders to enhance the use of data in Central Ohio.

#### OBJECTIVE:

1.1 Convene meetings of local government staff responsible for creating and maintaining the region’s data resources.

1.2 Support the creation of a regional open data portal.

1.3 Pursue new relationships with private sector, nonprofit, and academic data partners.

1.4 Promote data-centered local decision-making.

#### ACTION ITEM/INDICATOR:

1.1.1 Host quarterly meetings of the Central Ohio GIS User Group (COGUG).

1.1.2 Host quarterly meetings of Central Ohio Systems Management Organizational Sharing (COSMOS).

1.1.3 Support and coordinate with the MORPC Smart Region Task Force.

1.1.4 Support the creation of a new Central Ohio data users group.

1.2.1 Make data and maps created by MORPC available through MORPC’s open data site.

1.2.2 Provide technical support, guidance, and represent other local governments in the creation of the Smart Columbus Operating System.

1.2.3 Establish use cases and functional requirements for a regional open data portal.

1.2.4 Increase the number of data providers connected to the regional open data portal.

1.2.5 Identify a sustainable host agency and funding source for the regional open data portal.

1.3.1 Develop collaborative partnerships with other leading data organizations in Central Ohio (e.g., The Ohio State University Center for Urban & Regional Analysis (CURA) and Center for Human Resource Research, the City of Columbus, state agencies, etc.).

1.3.2 Establish MORPC as a partner representing Columbus in the National Neighborhood Indicators Partnership.

1.3.3 Engage in a partnership with at least one new private-sector entity.

1.4.1 Develop best-practice case studies on how data can be used to make better policy decisions.

### GOAL 2: MORPC will support and provide opportunities for data capacity building and education that increase both the human and technological capabilities of the region.

#### OBJECTIVE:

2.1 Develop a MORPC Data Academy that builds technical capacity for defined user groups and target audiences.

2.2 Connect local governments to the civic tech community by organizing and participating in hackathon and mapathon events.

2.3 Establish a regional Data Day to promote data education and access throughout Central Ohio.

#### ACTION ITEM/INDICATOR:

2.1.1 Develop tracks and curricula for different audiences (basic data literacy, effective data storytelling, etc.).

2.1.2 Identify community partners and funders to ensure broad access and participation.

2.1.3 Facilitate one MORPC Data Academy.

2.2.1 MORPC staff to sponsor a use case or serve as a judge for at least one hackathon.

2.2.2 Organize a hackathon or mapathon event with a focus on local government and issues of regional significance.

2.3.1 Build funding support and partnerships for a one-day, data-focused event.

2.3.2 Host a regional Data Day.
### 2.4 Proactively support and produce communications that promote data literacy and awareness of Central Ohio data resources.

- **2.4.1** Demonstrate the value of regional data through a series of newsletter articles, blog posts or news stories analyzing important regional trends.
- **2.4.2** Host in-person and virtual events to highlight available data resources and enhance data literacy.
- **2.4.3** Develop templates and best practices for local governments to improve communications using data.
- **2.4.4** Capitalize on MORPC’s existing communications channels to increase messaging about data resources and practices.
- **2.4.5** Review MORPC’s digital and print materials to ensure they demonstrate good data communications practices.

### 2.5 Encourage the construction of digital infrastructure through existing and new funding sources.

- **2.5.1** Develop a regional Smart Streets Policy to ensure digital infrastructure is incorporated into projects using MORPC attributable funding.
- **2.5.2** Develop a Smart Region Playbook that identifies how “smart region” policies, including digital infrastructure, will be incorporated into MORPC projects and committees.
- **2.5.3** Develop a Smart Region Resource Guide that provides local governments with guidance on building digital infrastructure through best practices, policies, and funding opportunities.
- **2.5.4** Pursue and support local government efforts to secure state and federal funding to build digital infrastructure, particularly in unserved and underserved areas.

### 2.6 Pursue projects and initiatives that keep Central Ohio at the forefront of data and technology innovation.

- **2.6.1** Serve in a leadership role on the Smart Columbus initiative (specifically development of the Smart Columbus Operating System), representing local governments and regional data users.
- **2.6.2** Pursue one new project per year that advances MORPC’s data analytics or technological capacity.

### GOAL 3: MORPC will promote good data GOVERNANCE & PRACTICES that protect local governments and their residents, and adapt to the evolving data and technology landscape.

#### OBJECTIVE:

1. **3.1** Encourage the adoption of good data policies by member communities.
2. **3.2** Partner with MORPC’s Regional Policy Roundtable to advocate for strong, open, and inclusive data policies and funding at the federal and state levels.
3. **3.3** Track and develop guidance on emerging data policy issues.
4. **3.4** Promote standardization of data across local governments in Central Ohio.

#### ACTION ITEM/INDICATOR:

1. **3.1.1** Conduct an audit of MORPC’s current data governance policies.
2. **3.1.2** Implement new comprehensive data governance policies for MORPC to serve as a model for local governments.
3. **3.1.3** Compile best practices for data governance.
4. **3.1.4** Publish a data governance, management, and security toolkit for local governments.
5. **3.2.1** Monitor federal and state legislation for data-related public policies.
6. **3.2.2** When appropriate, provide testimony or other input to legislators to further the goals set forth in the Regional Data Agenda.
7. **3.3.1** Maintain a list of emerging data issues that are important to local governments (e.g., revenue generation from data, incorporating blockchain into local government, etc.).
8. **3.3.2** Solicit expert guidance to ensure RDAC members are up-to-date on emerging issues.
9. **3.3.3** Publish briefings and fact sheets on emerging issues for MORPC members.
10. **3.4.1** Develop and encourage adoption of standard schemas for common datasets that are collected by local governments across the region.
GOAL 4: MORPC will continually innovate in its role as a data creator, user, and provider through ongoing DATA PROCUREMENT AND DEVELOPMENT.

OBJECTIVE:

4.1 Inventory and structure MORPC’s data resources to improve usability, eliminate redundancy, and enhance coordination with other data providers.

4.2 Identify priority data discovery areas – new datasets that are important to MORPC’s work and to the region.

4.3 Create and maintain regional datasets that are populated by local governments.

4.4 Increase the amount, diversity, and efficiency of MORPC’s data collection through automation.

ACTION ITEM/INDICATOR:

4.1.1 Create a comprehensive inventory of datasets that MORPC maintains.

4.1.2 Develop a new internal data structure that makes data more discoverable and accessible to MORPC staff and easier to share with external users.

4.2.1 Regularly survey local governments and other partners to identify new data needs.

4.2.2 Maintain a list of data discovery topics of regional importance.

4.2.3 Prioritize the data discovery list and pursue new datasets.

4.2.4 Pursue new sources and formats of data (e.g., crowdsourced, mobility as a service, user data, connected infrastructure, etc.).

4.3.1 Expand the regional mapping datasets that MORPC currently maintains (address points, centerlines, bikeways, sidewalks) by adding new community editors.

4.3.2 Create one new regional mapping dataset.

4.4.1 Partner with local governments to automate the collection of building permit data.

4.4.2 Develop scripting to automate the collection of U.S. Census data.

4.4.3 Pilot one project to begin collecting unstructured data.

GOAL 5: MORPC will serve as a model for DATA ACCESS, INCLUSIVITY, AND EQUITY, ensuring the benefits and opportunities data can create are extended to all Central Ohio residents.

In addition to being a stand-alone goal with its own objectives, this also extends to Goals 1-4, ensuring that access, inclusivity, and equity are ubiquitous throughout the entire Regional Data Agenda.

OBJECTIVE:

5.1 Promote broadband access for all Central Ohio residents.

5.2 Track data related to MORPC’s agency-wide diversity and inclusion efforts.

5.3 Develop tools and services that enhance the ability of users with varying skill levels to access and benefit from data about Central Ohio.

ACTION ITEM/INDICATOR:

5.1.1 Establish Central Ohio as the first region in the country recognized as a Digital Inclusion Trailblazer by the National Digital Inclusion Alliance.

5.1.2 Improve mapping of broadband coverage across the Central Ohio region.

5.1.3 Support projects and funding that bring broadband to unserved and underserved areas (especially rural and low-income urban areas).

5.2.1 Support actions from MORPC’s internal and community diversity and inclusion working groups.

5.3.1 Expand on user experience research and user acceptance testing to improve understanding of our audiences’ needs and capabilities.

5.3.2 Research best practices on making data resources accessible to audiences with low data literacy.

5.3.3 Ensure all MORPC data resources follow state of the practice standards for developing accessible technology.

5.3.4 Create community partnerships to provide free and/or reduced cost data and mapping services to underserved populations.

5.3.5 Utilize MORPC’s data resources to understand and address social equity issues in Central Ohio (e.g., income disparity, housing affordability, etc.).