



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

111 Liberty Street, Suite 100  
Columbus, Ohio 43215  
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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

**William Murdock, AICP**  
Executive Director

**Rory McGuinness**  
Chair

**Karen J. Angelou**  
Vice Chair

**Erik J. Janas**  
Secretary

**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

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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

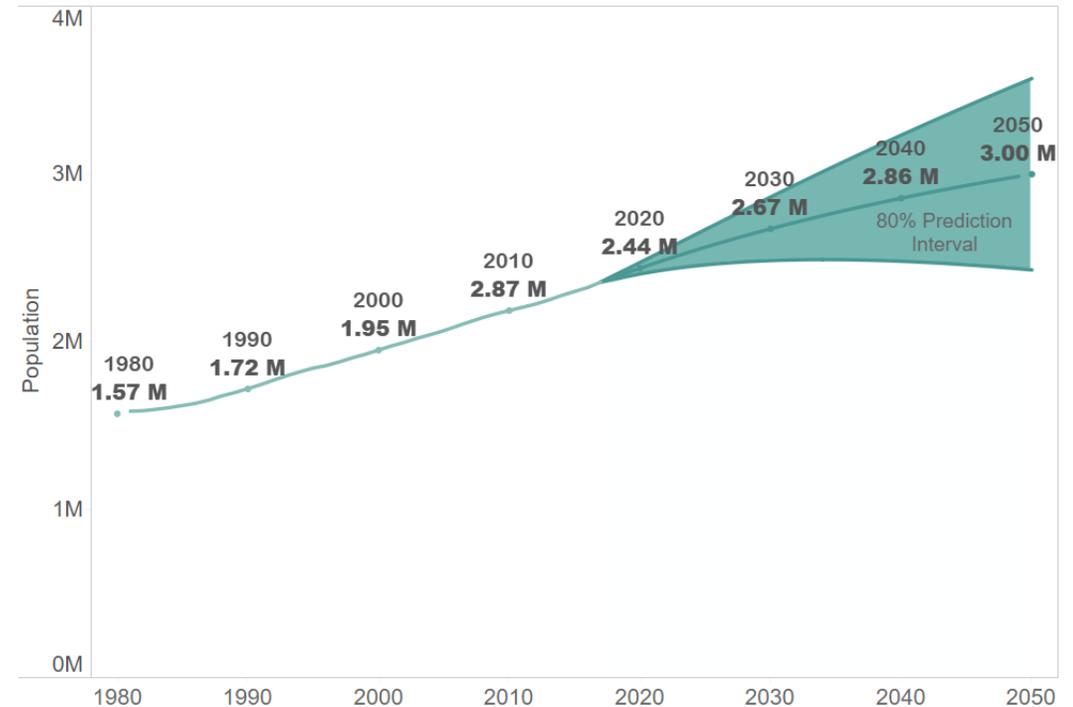


MORPC

- 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

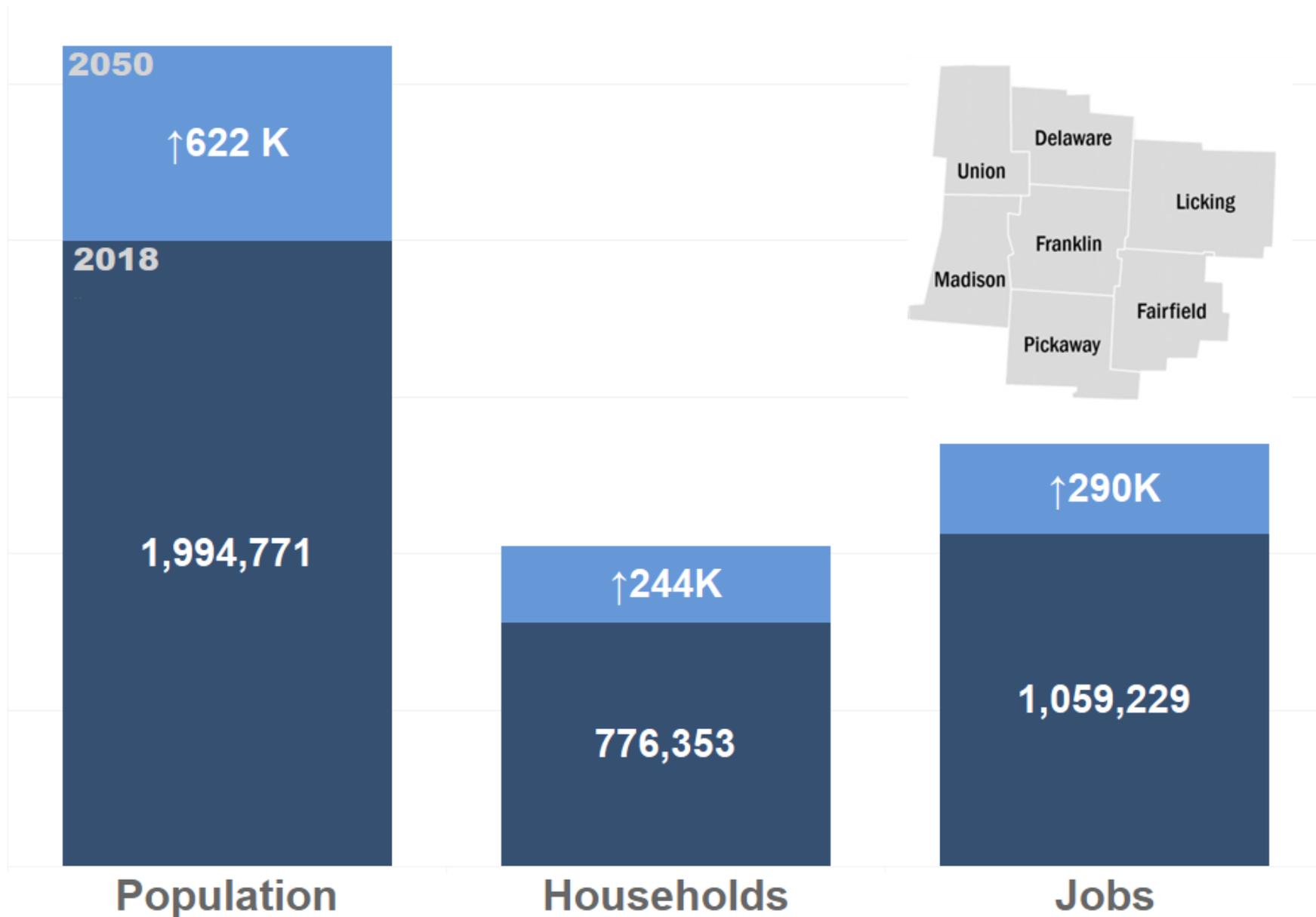
## Central Ohio Population Projections

15-County Central Ohio Region



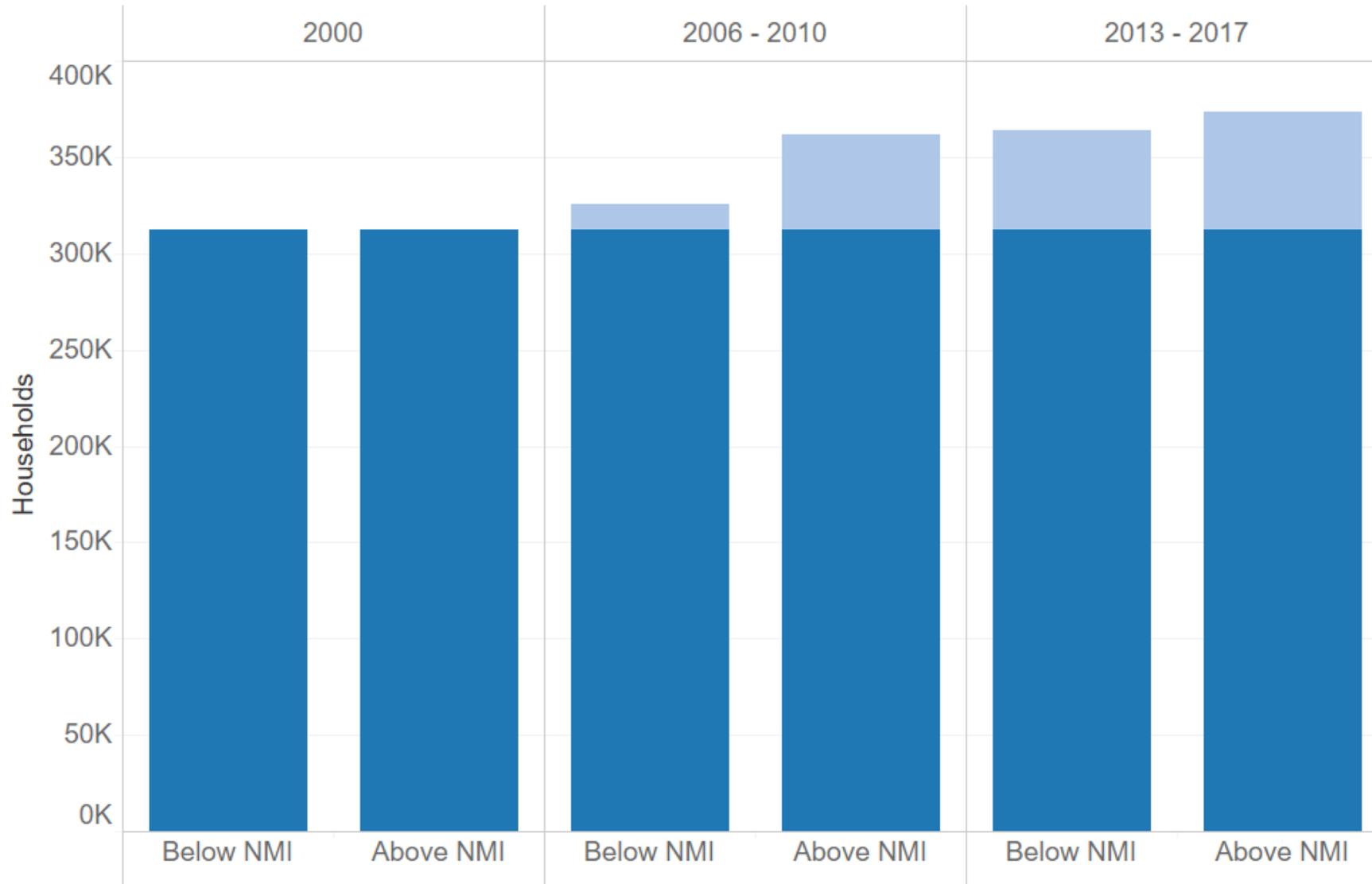
# Projected Growth

7-County Central Ohio Region



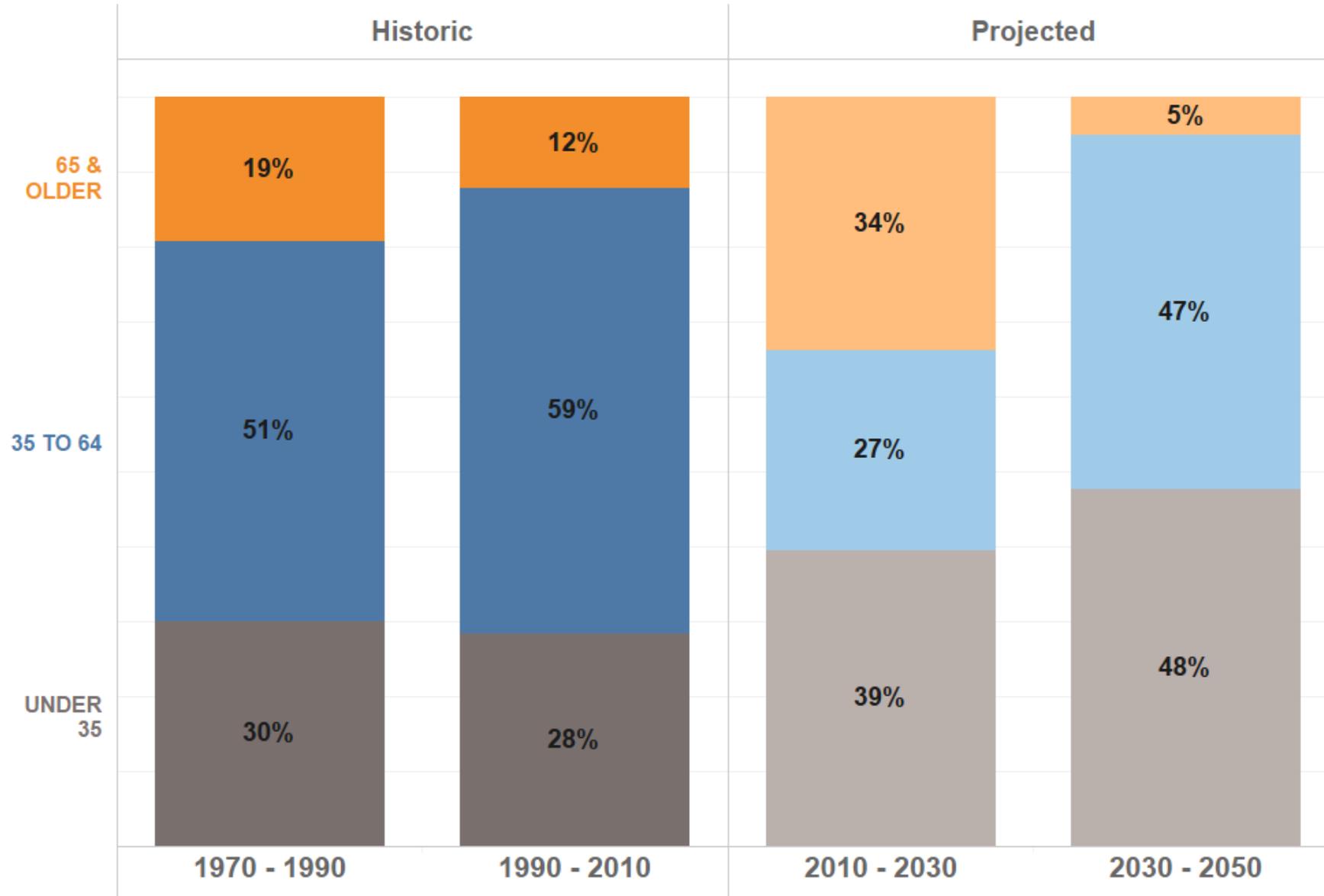
# Households and National Median Income

## 7-County Central Ohio Region



# Population Growth by Age

## 7-County Central Ohio Region

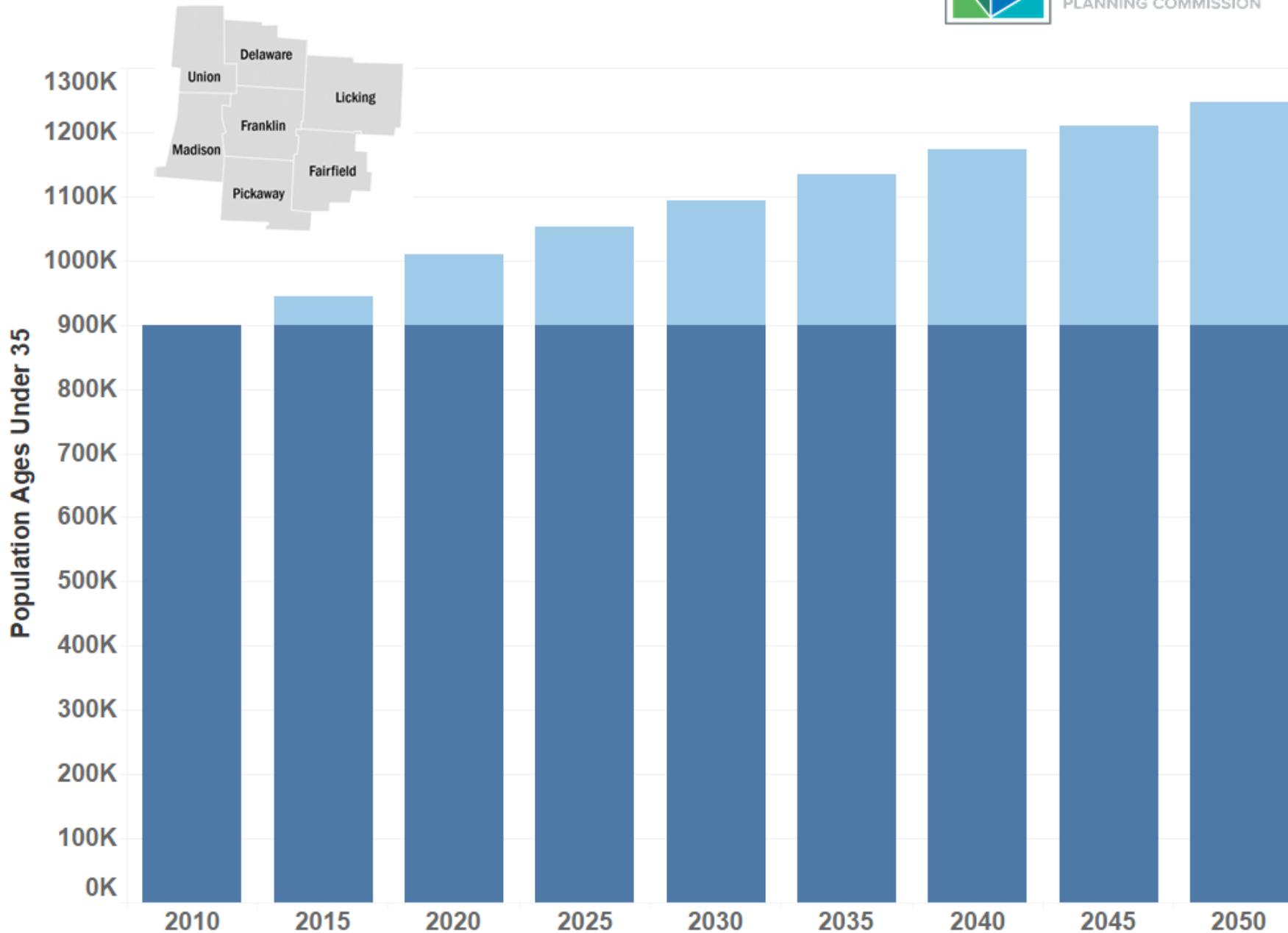


# Population Growth Ages Under 35

7-County Central Ohio Region



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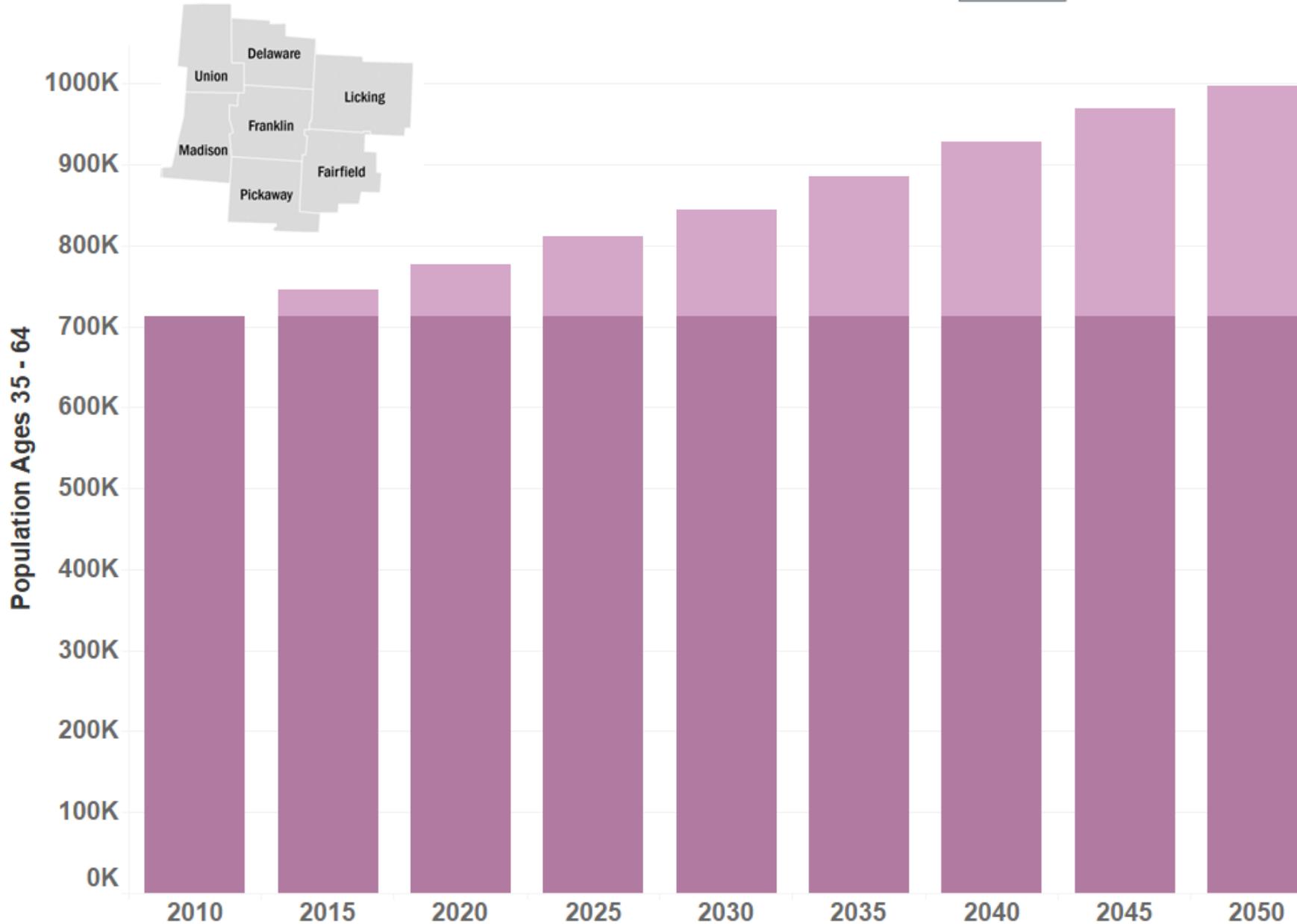


# Population Growth Ages 35 - 64

## 7-County Central Ohio Region

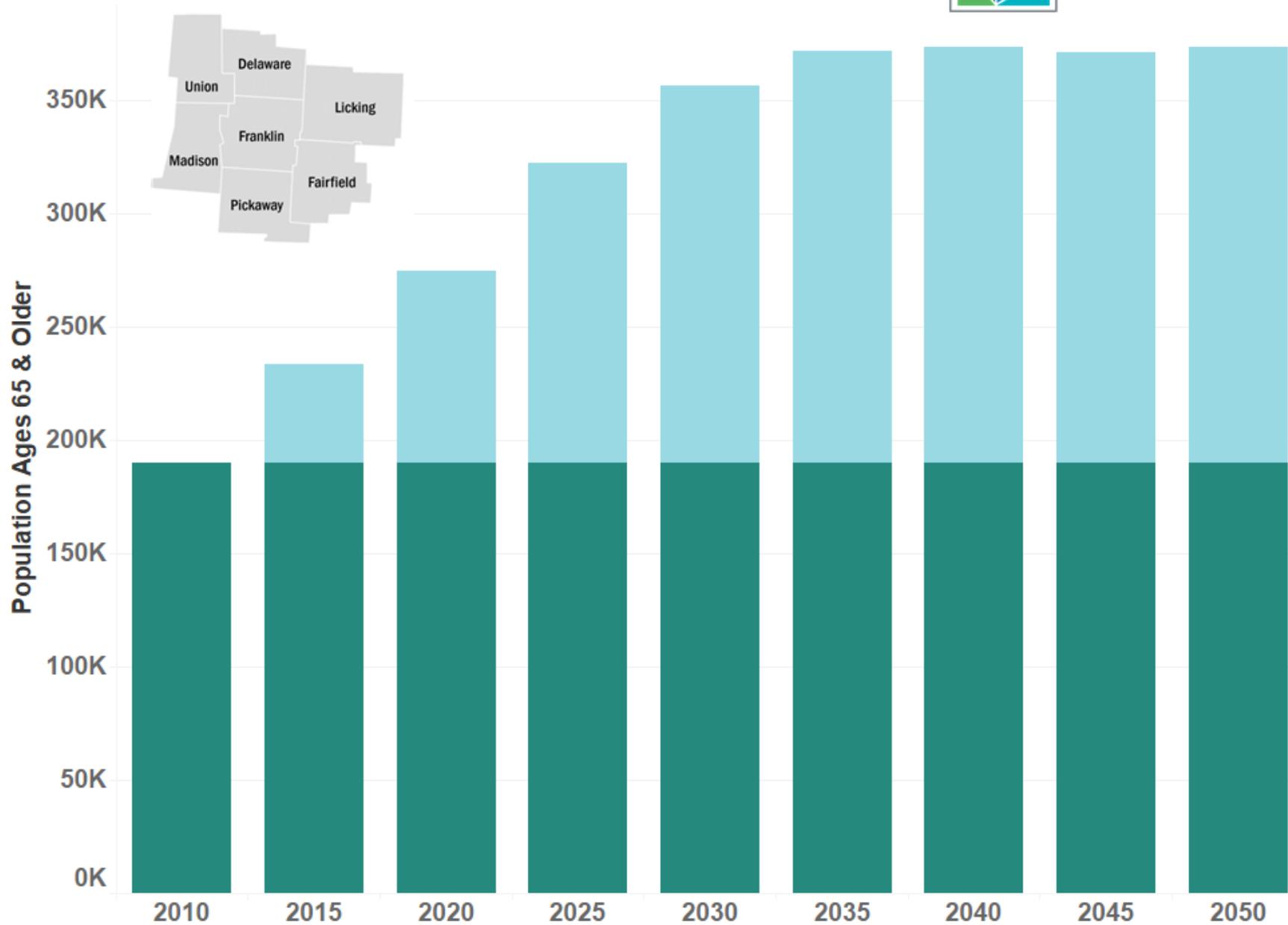


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# Population Growth Ages 65 & Older

## 7-County Central Ohio Region





# 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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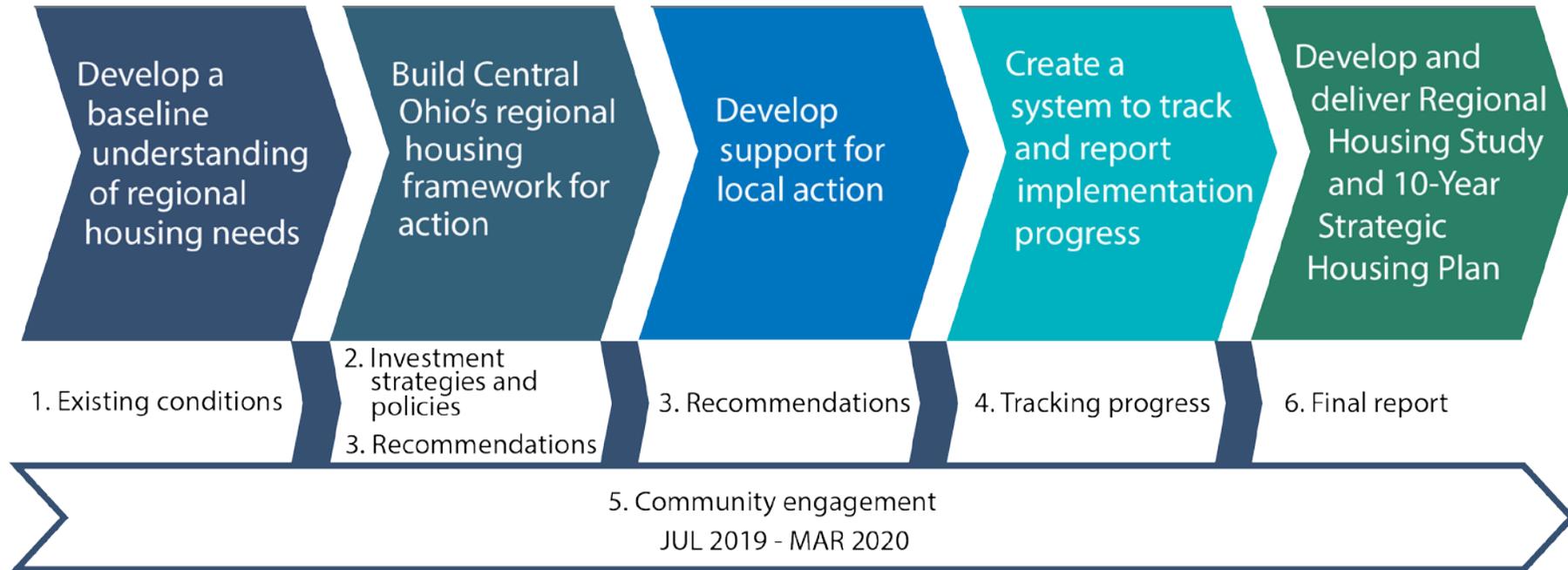


# Overview of the Scope of Work

## 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?

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## 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
- 
- The bottom of the slide features a decorative graphic consisting of several overlapping, semi-transparent geometric shapes. From left to right, there is a light green shape, a dark blue shape, a teal shape, and a dark green shape. These shapes are layered and partially overlap each other, creating a modern, abstract design.

# AARON SCHILL

*Director, Data & Mapping*

**Mid-Ohio Regional Planning Commission**

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# United States<sup>®</sup> 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](https://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](http://www.2020census.gov/jobs).

## FOR MORE INFORMATION:

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Mid-Ohio Regional Planning Commission

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