NOTICE OF A MEETING
SUSTAINABILITY DASHBOARD WORKING GROUP
MID-OHIO REGIONAL PLANNING COMMISSION

REMOTE MEETING
May 21, 2020, 1:30 am – 3:00 pm

AGENDA

1:30 – 1:35 pm  Welcome & Introductions –
Justin Milam & Rick Stein, Co-Chairs

1:35 – 1:50 pm  Development Update – Adam Porr, OSU CURA

1:50 pm – 2:05 pm  User Testing Survey Update – Adam Porr, and Natalie
Hurst, MORPC

2:05 – 2:50 pm  Communications Strategy – Natalie Hurst and Brandi
Whetstone, MORPC
  a.  User Personas and Major Audiences
  b.  Communications Strategies

2:50 – 3:00 pm  Next Steps –
Justin Milam & Rick Stein, Co-Chairs

3:00 pm  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.

Join Microsoft Teams Meeting
614-362-3056   United States, Columbus (Toll)
(888) 596-2885   United States (Toll-free)
Conference ID: 251 237 561#
AGENDA

• Development Update

• User Testing Update

• Communication Strategy

• Next Steps
• User personas are characterizations of key audiences or market segments that can be used to refine the development and marketing of a product or service.

• In 2017, MORPC undertook a three-part research effort to create user personas that represent Central Ohio data users:
  - Peer organization interviews
  - Focus Groups
  - Online survey (445 respondents)

• Created seven distinct user personas, all with different data needs.
USER PERSONA: SAVVY SONJA

Planner for a mid-sized city government. Analyzes data to find answers to questions and share information with stakeholders.

Behaviors
- Uses many local, regional, state and federal open data sources.
- Keeps up with issues and skills by attending local conferences and user groups.
- Uses intermediate GIS skills regularly.
- Creates maps and charts to communicate with internal staff, stakeholders and the public.

Needs & Challenges
- When she finds an interesting online map or other resource, wants to have easy access to the underlying data to use in her own work.
- A 'generalist', she needs data with different subjects.
- A local planner, she needs geographic detail.
- Even though she tries to stay tuned-in, frequently discovers data sets that have been available, but that she wasn’t aware of before.

• Identified Target Audiences
  • Planners
  • National Association of Regional Commissions
  • Central Ohio Planners
  • Urban Land Institute
  • National Neighborhood Indicators Partnership
  • Other MPOs

• Is this audience list comprehensive for the user persona?
• What are specific outreach strategies for this group?

Link to user personas
USER PERSONA: MANAGER MARCO

- Identified Target Audiences
  - Local Government
    - Administrators; Park Directors; Public Service Directors
  - State Government Agencies
    - Ohio EPA; ODNR; ODSA; ODOT
  - Sustainable2050 Members
  - Ohio Environmental Council
  - National Association of Regional Commissions
  - Potential and Existing Funders

- Is this audience list comprehensive for the user persona?

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Link to user personas
**USER PERSONA: ENGAGED ELAINE**

Retiree, neighborhood advocate, watershed protection group board member. Seeks to engage in participatory analysis about areas of expertise.

**Behaviors**
- Follows local news to keep up with happenings in the community.
- Uses apps to navigate when getting around town.
- Engaged in neighborhood civic group.
- Frequently attends public meetings.
- Uses social media to discuss local and national politics.

**Needs & Challenges**
- Looking for new ways to use technology to simplify daily life.
- Would like to see data about her community—things like property sales and development plans—in an accessible format.
- Likes to share data from the news and reports, but wants to feel confident in her sources.

**USER DATA NEEDS**
- Expert Guidance
- Specificity (answers a question about a place, exactly)
- User-Ready Formatting (e.g., charts, graphs, reports)
- Detail (geographic and attributes)
- Machine-Readability

**Identified Target Audiences**
- Schools and Universities
- Environmental groups
- Landscape Architects
- Columbus Metropolitan Library
- Public Health Professionals

**Is this audience list comprehensive for the user persona?**
**What are specific outreach strategies for this group?**

[Link to user personas]
USER PERSONA: DECISIVE DELANEY

- Identified Target Audiences
  - Elected Officials
  - Various MORPC committee members
    - SAC; RDAC; RIDG; Energy & Air Quality Working Group; COG Board; Sustaining Scioto Board

- Is this audience list comprehensive for the user persona?
- What are specific outreach strategies for this group?

**Behavior**
- Reaches out to regional data providers to find information that addresses a particular issue in her village.
- Talks regularly to constituents and stakeholders with an interest in development in her community.
- Reads news about the region regularly.
- Attends presentations about regional planning and development issues and reads reports.

**Needs & Challenges**
- Analysis to aid in choosing and communicating the impact of public projects.
- Would like an easy way to find stats, charts and graphs specific to her village.
- Understanding projects, initiatives and trends in the region and how they impact her community.
Affordable housing nonprofit employee. Wants to understand and communicate housing needs, and demonstrate program impacts.

Behaviors:
- Passionate about her work, advocates for affordable housing on and off the clock.
- Writes grants to secure funding.
- Attends regional events to network and stay current.
- Uses government and nonprofit-produced reports and resources in her work.

Needs & Challenges:
- Needs data about neighborhood housing.
- Always seeking better ways to identify and justify areas with funding needs.
- Looks for data to help tell stories about health and safety outcomes related to housing.
- Wishes she had time and resources to do her own neighborhood surveys, instead of always relying on small-sample Federal demographic data.

- Identified Target Audiences
  - Sustainability Groups and Professionals
    - OSU Sustainability Institute; Sierra Club
    - MORPC Sustainability Committees
      - SAC; COG Board; Energy & Air Quality
  
- Is this audience list comprehensive for the user persona?

- What are specific outreach strategies for this group?
USER PERSONA: SPECIALIST SAMIR

- Identified Target Audiences
  - Media Outlets
    - Dispatch; Columbus Biz First
  - Private Sector Sustainability Professionals
  - MORPC Committee Members
    - SAC; RDAC; RIDG; Energy & Air Quality; COG; Sustaining Scioto
  - Data Users / Data User Groups
    - Tech Life Columbus; Open Columbus; Rev1; Columbus Collaboratory
  - Urban Land Institute
  - Research & Economic Development Groups
  - Private Sector Businesses

- Is this audience list comprehensive for the user persona?
- What are specific outreach strategies for this group?
USER PERSONA: CODING COREY

Civic tech enthusiast. Wants to make cool solutions to real community problems with any and all data they can get their hands on.

Behaviors
- Sometimes stays up all night programming...just for fun.
- Engaged in local arts, politics and social-service organizations.
- Believes in the power of technology to do good.
- Attends tech user groups, meetups and hackathons, whenever possible.
- Publishes data visualizations on their blog.

Needs & Challenges
- Indiscriminately consumes data.
- Frustrated when the data are out there, but aren’t open.
- In spite of their ravenous data appetite, they ‘get it’ that data can be misleading, and do their best to use it responsibly.

- Identified Target Audiences
  • MORPC Committee Members
    - SAC; RDAC; RIDG; Energy & Air Quality; COG; Sustaining Scioto
  • Data Users / Data User Groups
    - Tech Life Columbus; Open Columbus; Rev1; Columbus Collaboratory
  • National Neighborhood Indicators Partnership
  • Research and Economic Development Groups

- Is this audience list comprehensive for the user persona?
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Link to user personas
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• User Testing Update

• Communication Strategy

• Next Steps
### Target Audience

<table>
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<tr>
<th>Local Governments</th>
<th>Data Users / Data User Groups</th>
</tr>
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<tbody>
<tr>
<td>Elected Officials</td>
<td>Tech Life Columbus</td>
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<tr>
<td>Planners</td>
<td>Open Columbus</td>
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<td>Rev1</td>
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<td>Park Directors</td>
<td>Columbus Collaboratory</td>
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<td>Public Service Directors</td>
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<thead>
<tr>
<th>State Government</th>
<th>Community Development Focused Entities</th>
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<tbody>
<tr>
<td>Ohio EPA</td>
<td>Other MPOs</td>
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<tr>
<td>Ohio Department of Natural Resources</td>
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<th>Media Outlets &amp; Publications</th>
<th>Other Interested Parties</th>
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<tr>
<td>Columbus Dispatch</td>
<td>Columbus Metropolitan Library</td>
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<td>Columbus Business First</td>
<td>Research Groups</td>
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<td>This Week Community News</td>
<td>Economic Development</td>
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<tr>
<td>Columbus Underground</td>
<td>Public Health Professionals</td>
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<td>Potential / Existing Funders</td>
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<td>Private Sector Businesses</td>
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<tr>
<th>Education Entities</th>
<th>Sustainability Groups / Professionals</th>
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<tr>
<td>K-12 Schools</td>
<td>GreenSpot Members</td>
</tr>
<tr>
<td>Colleges</td>
<td>Sustainable2050 Members</td>
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<td>Social Media</td>
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<td>Ohio Environmental Council</td>
<td>Affiliates Sharing</td>
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<td>eNewsletters</td>
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<td>Website Link</td>
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<td>Blogs</td>
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<td>Articles</td>
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<td>Publications</td>
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<td>Conferences</td>
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<td>MORPC Committees</td>
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<td>Stakeholder Meetings</td>
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<td>Video</td>
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<td>Press Release</td>
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<td>Video</td>
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