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

MORPC USER PERSONAS

- 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

FIGURE 3 SPECTRA OF AUDIENCE DATA RESOURCE CAPACITY
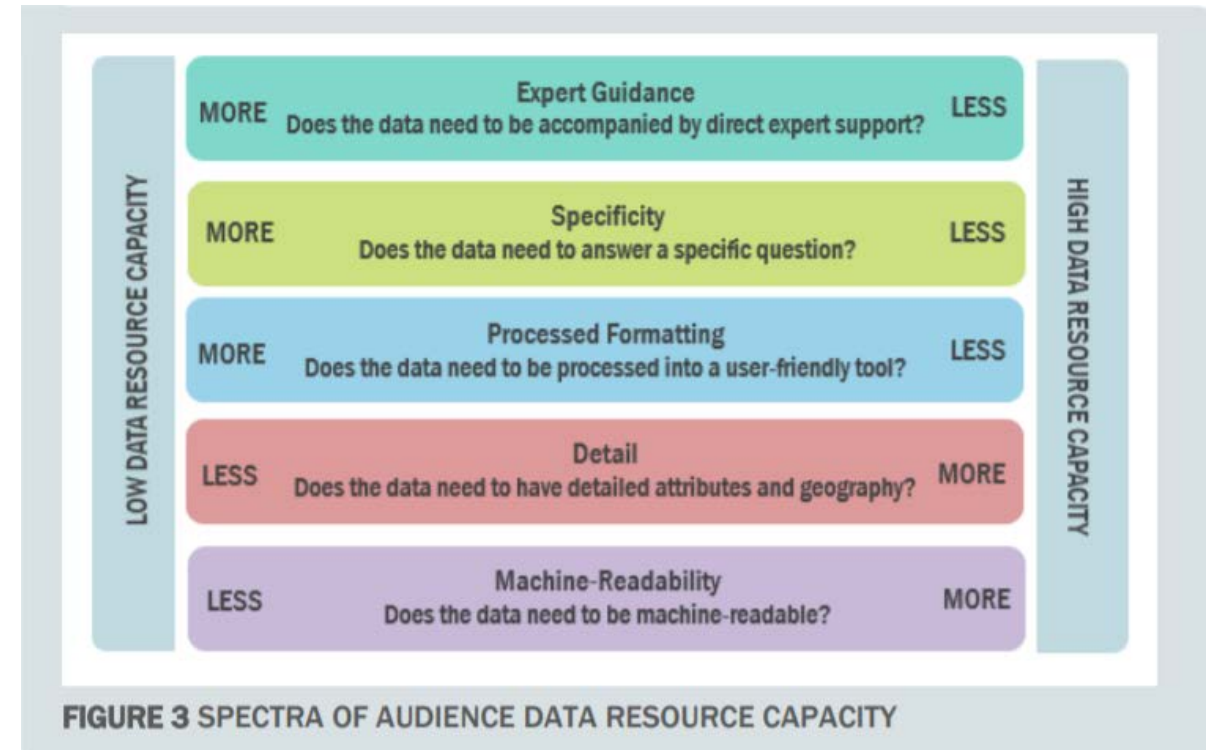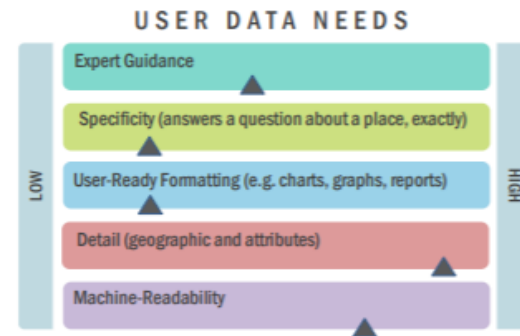
USER PERSONA: SAVVY SONJA

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.

USER DATA NEEDS

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

[Link to user personas](#)

- 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?
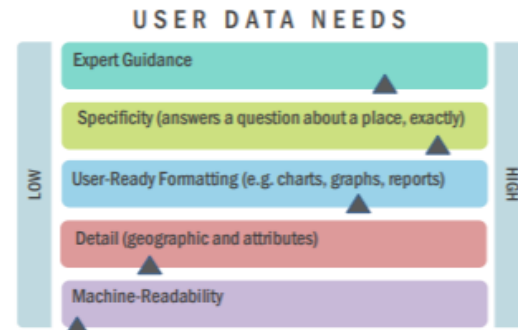
MORPC

USER PERSONA: MANAGER MARCO

MORPC

Administrator for a township. Uses data to share information and understand practical issues.

Behaviors
- Focused on key functions of the township, such as permit applications, street maintenance and asset management.
- Works in a small team in a building with all other township government staff.
- Works closely with the adjacent city, and the county to deliver services to residents.
- Stays busy just keeping up with the workload.

Needs & Challenges
- Comfortable with his 'go-to' sources of data needed to keep up with work.
- Would like to see some updates in software and workflow, but it's hard to imagine how a small team like his would implement changes.
- Points people to entities with more staff resources when they ask for data or analysis.
- Needs assistance and support in pursuing funding for operations and infrastructure projects.

USER DATA NEEDS

LOW — HIGH

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

[Link to user personas](#)

- 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?

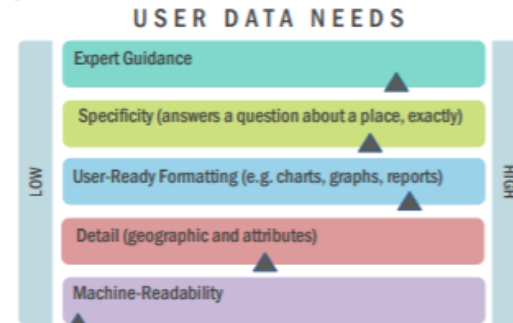- What are specific outreach strategies for this group?

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		

LOW — HIGH

[Link to user personas](#)

- 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?
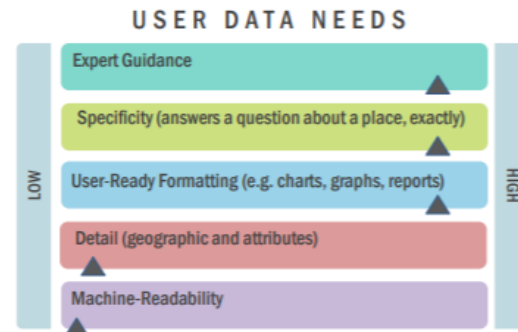
USER PERSONA: DECISIVE DELANEY

Elected village council member. Looks for accessible data to inform decisions and communicate with residents.

Behaviors
- 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.

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	

LOW — HIGH

[Link to user personas](#)

- 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?
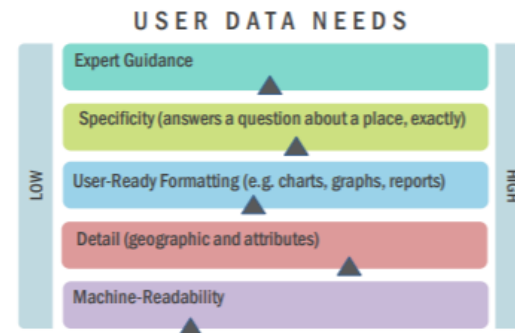
USER PERSONA: HOPEFUL HADIYA

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.

USER DATA NEEDS

LOW — HIGH

- 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
  - 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?

[Link to user personas](#)

USER PERSONA: SPECIALIST SAMIR

Project manager for a planning and engineering consulting firm. Needs project-specific data to meet contracted goals and regulatory requirements.

Behaviors

- Attends industry conferences to keep up with best practices in his field.

- Travels for work often, sometimes internationally.

- Enjoys solving one type of problem really well.

- Sometimes works long hours, and just wants to relax whenever he gets a chance.

- Creates specific kinds of data, when the project requires.
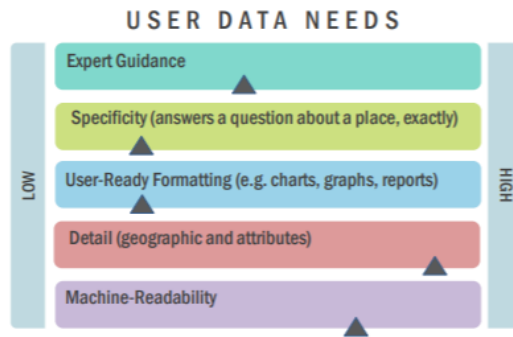
Needs & Challenges

- Knows what he's looking for, but sometimes needs help from local experts to know where to find it.

- When working in a new place, uses reports, graphs and charts to get familiar.

- When it's time to get the work done, needs clean, high-quality, detailed, machine-readable data for the people on his team.

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	▲

LOW — HIGH

[Link to user personas](#)

- 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?
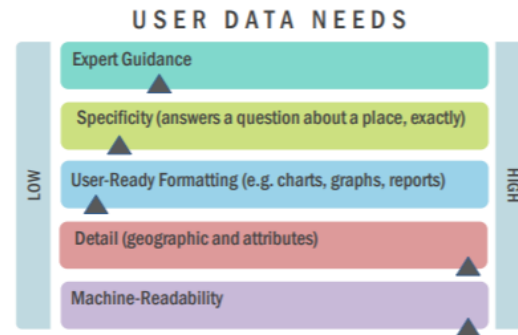
USER PERSONA: CODING COREY

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.

USER DATA NEEDS
- Expert Guidance
- Specificity (answers a question about a place, exactly)
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- Detail (geographic and attributes)
- Machine-Readability

LOW — HIGH

[Link to user personas](#)

- 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?
- What are specific outreach strategies for this group?

AGENDA

- Development Update

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- Communication Strategy

- Next Steps

Target Audience

Local Governments

Elected Officials
Planners
Administrators
Park Directors
Public Service Directors

State Government

Ohio EPA
Ohio Department of Natural Resources
Ohio Development Services Agency
ODOT

Media Outlets & Publications

Columbus Dispatch
Columbus Business First
This Week Community News
Columbus Underground

Education Entities

K-12 Schools
Colleges

Sustainability Groups / Professionals

GreenSpot Members
Sustainable2050 Members
OSU Environmental Professionals Network
OSU Sustainability Institute
Private Sector - Sustainability Professionals Network
Ohio Environmental Council
Sustainable Columbus Committee
Sierra Club
The Nature Conservancy

MORPC Committees

SAC
RDAC
RIDG
Energy & Air Quality Working Group
COG Board
Sustaining Scioto Board

Data Users / Data User Groups

Tech Life Columbus
Open Columbus
Rev1
Columbus Collaboratory

Community Development Focused Entities

Other MPOs
National Association of Regional Commissions
Central Ohio Planners
Landscape Architects
Urban Land Institute
NNIP

Other Interested Parties

Columbus Metropolitan Library
Research Groups
Economic Development
Public Health Professionals
Potential / Existing Funders
Private Sector Businesses

Outreach Strategies

Memo
Webinar
Social Media
Affiliates Sharing
eNewsletters
Website Link
Blogs
Articles
Publications
Conferences
MORPC Committees
Stakeholder Meetings
E-mails
Video
OSU Outlets
E-mail Signatures
Member Outreach
Commission Meeting
Press Release
Radio / Podcast / TV Interview