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

REMOTE MEETING

July 10, 2020, 9:30 am – 11:00 am

AGENDA

9:30 – 9:40 am Welcome –
Justin Milam & Rick Stein, Co-Chairs

9:40 – 10:40 am User testing feedback and prioritization –
Adam Porr, OSU CURA
  • Review of High-Level Feedback
  • Additional Items for Discussion

10:40 – 11:00 am Next Steps & Working Group Role Leading to Launch –
Brandi Whetstone, MORPC

11:00 am 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
+1 614-362-3056 United States, Columbus (Toll)
(888) 596-2885 United States (Toll-free)
Conference ID: 178 754 462#
Mid-Ohio Regional Planning Commission
Remote Meeting
Sustainability Dashboard Working Group
Meeting Notes

May 21, 2020, 1:30 pm

Members Present
Shoreh Elhami, City of Columbus
Co-Chair Justin Milam, City of Upper Arlington
Katie Phillips, OSU CURA
Adam Porr, OSU CURA

Dan Sowry, Ohio EPA
Co-Chair Rick Stein, Urban Decision Group
Alana Shockey, City of Columbus

MORPC Staff Present
Natalie Hurst
Lynn Kaufman
Brandi Whetstone

Meeting Called to Order at 1:32 pm.

Welcome & Introductions
Working Group Members and staff introduced themselves.

Development Update / User Testing Survey Update
At the previous Working Group meeting, Members agreed to freeze updates to the Dashboard. Staff is currently working on data ingestion. MORPC and CURA staff are working on the timing of the second-round beta testing.

Communications Strategy
Target Audiences
Staff has identified many local audiences/users for the Sustainability Dashboard:
• Central Ohio Planners
• Urban Land Institute
• Local Administrators
• Ohio State Government Agencies
• Sustainable2050 Members
• Schools and Universities
• Columbus Metropolitan Library
• Public Health Professionals
• Elected Officials
• MORPC Members
• Environmental Sustainability Groups and Professionals
• OSU Sustainability Institute
• MORPC Committees
• Media Outlets

User Personas
Communications and outreach strategies will be created using the MORPC User Personas created in 2017 to identify and serve categories of MORPC data users. Natalie Hurst presented the spectra of audience data resource capacity from each of the user personas to Members.

Outreach Strategies
Members made the following suggestions to advertise the Sustainability Dashboard:
• Via radio, podcast, and/or television interview
• Webinars for interested public- and private-sector users
• Announcement at MORPC Commission meetings
• Announcement at other MORPC-hosted meetings and events
• Social media
• Via neighborhood commissions
• GIS users and their committees
• Data users and their committees
• Women in Analytics
• SmartColumbus
• Local Hackathons

Next Steps
The CURA and MORPC teams will have updates to share on the second round of user testing.

Adjourned at 2:47 pm.
High-priority issues (will address)

1. Ingest all available datasets
2. Improve readability of map
   - Symbology
   - Presentation of numerical data
3. Improve readability of stacked bar charts
   - Better contrasting colors
   - More useful response to mouse interaction
4. Improve narrative text boxes
   - Show less text (teaser), click for more info (launch info box)
   - Make text non-editable
5. Refine/clarify chart legend labels
Medium-priority issues (probably will address)

1. Clarification of landing page text (mostly finished)
2. Add content to tutorial
3. Improve initial placement of info box (visible on-screen)
Lower-priority issues (address as time allows)

1. Describe indicator construction and source data (high importance but less urgent)
2. Automate trend computation (high importance but less urgent)
3. Site usage analytics
4. Add link to RSA on Dashboard
5. Enhance styling and interactions for map legend/filter
6. Better accommodations for small-format devices
7. Various aesthetic improvements
Promises not kept (for now)

1. Full-featured map (i.e. ArcGIS Online)
2. Report-style export
3. Display county-level temporal data on cards
Discussion #1 of 3

Do we like the landing page and its relationship with the dashboard?
I believe the **dashboard should launch as a simple, one-page representation of the agenda goals, and provide links to go deeper into data**... I think what is now there is a mix of a few styles of providing that data that might confuse the user. ... As a layperson, I would think one, simple, clean pathway, in and out, would be the easiest, and most impactful way to organize. ...

"Who is the audience for this landing page and dashboard? Based on the format, the review must surmise it is not the general public. If so, **there is a lot of work to communicate to a reader at the 8th grade level which is a common target audience.**"
Are we content with the present aesthetics/branding?

“I would change the white background to another color, different from each objective. by having the background be either the darker grey or light grey, the bar where the objective is listed have it as the other shade of grey and then each objective be outlined in the MORPC dark blue color. The graphs themselves should stay white. The objective title should be bolded.”

"It might be aesthetically pleasing to align the icon colors to the Regional Sustainability Agenda. It could also be cool to make the card headers match the RSA category they belong to. It could be overkill but it might even be cool to match the plot / visualization colors with the RSA (not the card itself but the bars and lines)."