



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty Street, Suite 100
Columbus, Ohio 43215
morpc.org

T. 614. 228.2663
TTY. 1.800.750.0750
info@morpc.org

**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](tel:+16143623056) United States, Columbus (Toll)
[\(888\) 596-2885](tel:(888)5962885) United States (Toll-free)
Conference ID: 178 754 462#

William Murdock, AICP
Executive Director

Karen J. Angelou
Chair

Erik J. Janas
Vice Chair

Chris Amorose Grooms
Secretary

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.



MORPC

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)



MORPC

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



MORPC

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?

Discussion #2 of 3



Is our presentation appropriate for the target audience?

*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. ... [A]s 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.**"*

Discussion #3 of 3



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).”*