Strategic Framework

Building on the pillars of our successes for the future of the region
CREATING AN ENVIRONMENT FOR PROSPERITY

- Soaring to Success
- Aligning Resources
- Momentum
- Currents
- Foundation Framing
FOUNDATIONAL FRAMING

FOUNDATION
Planning for Central Ohio….

- Improved lives
- Stand out on the world stage

STRATEGIC PATH FORWARD

STRATEGIC PILLARS
All of our agendas, plans and strategic documents…

- Public Policy Agenda
- Metropolitan Transportation Plan
- Sustainability Agenda
- and many more
FOUNDATIONAL FRAMING

FOUNDATION
Planning for Central Ohio….
- Improved lives
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INITIATIVES

STRATEGIC PILLARS
All of our agendas, plans and strategic documents…
- Public Policy Agenda
- Metropolitan Transportation Plan
- Sustainability Agenda
- and many more

STRATEGIC PATH FORWARD
All of our agendas, plans and strategic documents...

- Public Policy Agenda
- Metropolitan Transportation Plan
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- and many more
CURRENTS OF CHANGE

MORPC Services

Communication
Capacity
Resources

Housing
Broadband

Access
More
Affordable
Prosperity

Growth

Quality
Seek new funding resources for Agency & Members
Innovative funding strategies
Build Capacity for Members & Region
Support Housing Advisory Board & Action Plans
Support the Digital Equity & Broadband Development
Track progress…
ALIGNING Resources: In Progress

Mission & Vision

Establish Baseline

Budget

Talent
SUCCESS: Currently Being Defined

- MORPC ROI Metrics
- Regional Trends
- Member Personas
- Mission & Vision
- Establish Baseline
- Budget
- Talent
PROCESS TIMELINE

2021

Winter

• Internal
• Key External

Spring & Summer

• Leadership

Fall

• Communications & Engagement
• All MORPC

FINAL WORKSHOP: Friday, November 5, 2021
PLAN DEPLOYMENT: 2022
WILLIAM MURDOCK
Executive Director

THEA EWING
Transportation & Infrastructure Development Director