



EXECUTIVE DIRECTOR'S REPORT

August 1, 2024



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

CONGRATULATIONS

Nick Gill

Transportation Study
Director

31 Years of Service



MORPC

DIRECTOR'S NOTES

CREATING AN ENVIRONMENT FOR PROSPERITY



OHIO AUDITOR OF STATE AWARD WITH DISTINCTION

PRESENTED BY OHIO AUDITOR OF STATE'S REGIONAL LIAISON **SCOTT BROWN**



StaRS Rating System





2024

ANNUAL SALARY AND FRINGE BENEFIT SURVEY

208 PROCESS REVIEW COMMITTEE



MORPC
MID-OHIO REGIONAL PLANNING COMMISSION

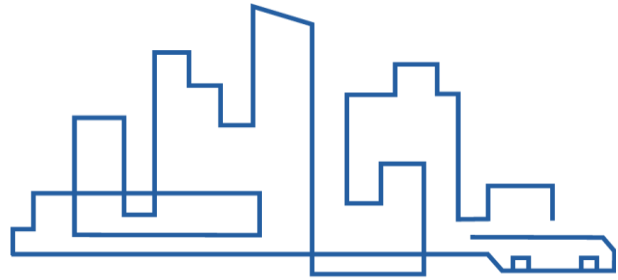


COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) COMMITTEE



PASSENGER RAIL





Link US
Moving our region. Together.



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

LINKUS MESSAGING TRIANGLE



BUILDING MORE SIDEWALKS, BIKEWAYS AND TRAILS

- 500+ miles of sidewalks, bikeways and trails with \$60M dedicated annually
- Improves infrastructure to protect pedestrian safety

**LinkUS is
vital to our
region's growth
and prosperity**

EXPANDS COTA SERVICES

- Faster, more reliable transit
- Improves connections to work, home and entertainment creating more walkable communities

CREATES OPPORTUNITY FOR ALL

- Improves Central Ohio's infrastructure to help grow our economy
- Supports existing communities



Social Media



Email Communications



Website Management



Collateral Creation



Public Engagement



Video Production



OOH



Digital Ads



Google Performance Max



OTT/CTV



Social Ads

STRATEGIC ACTIVATION, CONTINUING TO REACH AND ENGAGE THE MASSES

Owned Channels

Transition to deeper engagement activation and COTaxLinkUS messaging across agency and partner channels, including:

- New defined content plan and schedule
- Customized partner toolkits

Public Engagement/ Earned Media

- Targeted stakeholder outreach and engagement
- Editorial engagement, targeted proactive pitches and response management

Paid Media

Curate content for COTaxLinkUS campaign and amplify through paid media

Proposed Media Breakdown

Tactics in development

PUBLIC ENGAGEMENT

KPI Updates 2020 - 2024
Updated 7/11/2024

**Total Reported
Interactions 33,345**

(there are non-reported
interactions #s from prior to 2023)

Organizations

Civic/Area Commissions	40
Hospital/Medical	7
Non-Profit	41
Education	9
Business	42
Faith*	8
General Population	100
Agency/Coalition	26

*Reflects inclusion of Baptist Pastoral Conference as 1;
30+churches are in group



TOWN HALL MEETINGS DATES

July 25: West High School | 6-7:30 p.m. | *179 S. Powell Ave*

August 8: Impact Community Action | 6-7:30 p.m. | *711 Southwood Ave*

August 17: Columbus Urban League | 10-11:30 a.m. | *788 Mt. Vernon Ave*

September 12: Carriage Place Community Center | 6-7:30 p.m. | *4900 Sawmill Rd*

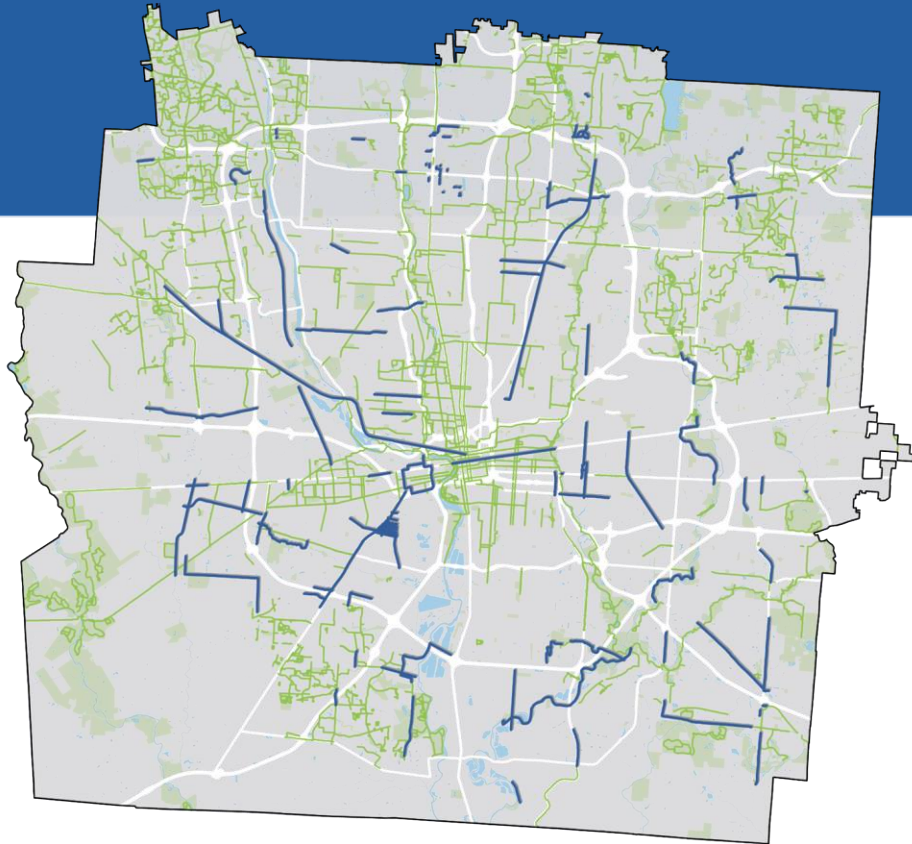
September 23: CML Northern Lights Branch | 6-7:30 p.m. | *4093 Cleveland Ave*

October 5: CML Main Library | 10-11:30 a.m. | *96 S. Grant Ave*

October 9: Reynoldsburg High School | 6-7:30 p.m. | *6699 E. Livingston Ave*

TSI 2026-2030

DRAFT ACTIVE PROGRAM



- **83 projects total**
 - 65 under construction by 2030
 - Projects with sidewalks (29), bike/shared paths (74), transit stop improvements (2)
- **35 jurisdictions with projects**
 - 55 multi-jurisdictional projects
- **150+ miles of new facilities**

MEDIA ENGAGEMENT

LOCAL

MORPC wants your feedback on Columbus-area road projects pitched to shorten commutes



Nathan Hart
Columbus Dispatch

Published 12:11 p.m. ET July 1, 2024 | Updated 10:14 a.m. ET July 5, 2024



Drone views of I-70 and I-71 construction through downtown Columbus
Drone views of I-70 and I-71 construction through downtown Columbus.

kTok Watch mo **Watch now**

@columbusunderground

LinkUS? 🚲 🚗 🚘 We spoke with @MORPC Executive Director W ...See more

🎵 original sound - ColsUnderground



Local News

Intern Plans to Take Lessons from OU and Chillicothe Back to Native Ghana

New passenger rail committee to help decide train stops, service details for central Ohio

WOSU 89.7 NPR News | By **George Shillcock**
Published July 24, 2024 at 12:07 PM EDT



▶ LISTEN • 1:05



Matt Rouke / AP

An Amtrak train arrives ahead of the Thanksgiving Day holiday at 30th Street Station in Philadelphia, Wednesday, Nov. 22, 2023.



COLUMBUS

MORPC getting ready for population surge over the next 25 years

by **Kristina Varkony**
Posted: Jun 19, 2024 / 08:16 AM EDT
Updated: Jun 20, 2024 / 01:55 PM EDT

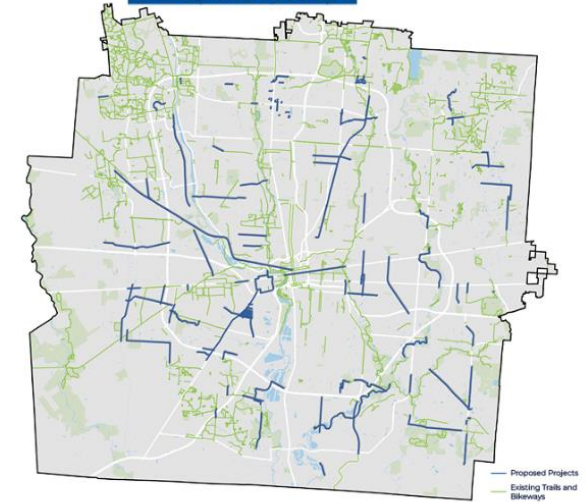
The Delaware **Gazette**

County reps on rail committee

GARY BUZAK - July 27, 2024

LinkUS Regional Partners Unveil Major Infrastructure Updates, Seek Public Input on Sidewalks, Bikeways and Trails

Proposed LinkUs Projects for the First Five Years



Central Ohio Communities Would Benefit from More than 150 Miles of New Pathways as Part of LinkUS Initiative

INVESTING IN MORPC'S TEAM – RECENT UPDATES

- **Be a Great Place to Work: Create a top workplace with a talent-attracting reputation.**
 - ***2022 - Invested in HR Director & Professional Support***
 - ***2023 – Major Foundational Updates***
 - Succession Planning
 - Leadership Development
 - Guidebook & Benefit Updates
 - Enhanced Recruiting Efforts – HBCU, Targeted Approaches, & Outside Advisors
 - Employee Workplace Insights Survey
 - ***2024 – Turning Feedback into Action***
 - Listening Lunches with Executive Director
 - All-Staff Training – Cross-training on leadership, managing stress, communications, & diversity
 - Enhanced On-boarding Approach
 - Coming Next:
 - 360 reviews of Leadership Team for Professional Development
 - HRIS Implementation

INVESTING IN MORPC'S TEAM – RECENT UPDATES

- **Be a Great Place to Work: Create a top workplace with a talent-attracting reputation.**
 - ***Significant Reduction in Full-Time Employee Turnover & Improvement in Retention***
 - ***2022*** - 13 left -- 21 joined
 - ***2023*** - 5 left -- 14 joined
 - ***2024*** - 4 left -- 7 joined
 - ***Results from Employee Workplace Insights Survey***
 - Rated 4+/5 on MORPC having good work culture and agency leadership
 - Over 90% say MORPC is a great place to work and feel supported by managers
 - Other positives: Most highlight work/life balance and overall support from agency
 - 1/3 want more proactive engagement from agency on career pathways
 - Opportunities - more recognition more frequently, professional development, staff trainings, comprehensive onboarding, process improvement, & addressing cost of benefits
 - ***Feedback from Listening Lunches***
 - *Positive feedback on culture, work, team, supervisors, and more*
 - *Lots of ideas for improvement from small things to new systems*

REGISTER FOR THE 2024 SOCIAL MEDIA SUMMIT:

Empowering Communities through AR, VR, and Storytelling



SOCIAL MEDIA SUMMIT

August 6, 2024 | MORPC Town Hall
9:00 a.m. - 2:00 p.m. | Food Trucks on Site



**SCAN THE QR CODE TO
REGISTER TODAY**



PRE-COMMISSION LUNCHEON



**Update from Ted Carter
President of The Ohio State University**

**August 8, 2024
12:00 p.m. – 1:15 p.m.**



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

REGISTRATION IS OPEN:



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Mid-Ohio Regional Planning Commission

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