



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty St., Suite 111
Columbus, Ohio 43215
www.morpc.org

NOTICE OF A MEETING

DATA DAY WORKING GROUP MID-OHIO REGIONAL PLANNING COMMISSION

Remote Meeting: December 4, 2024, 10:00 am – 11:00 am

AGENDA

1. Welcome & Purpose

Staff announced that the purpose of the meeting was to discuss updates on keynote/plenary speakers, review session proposals, assess sponsorship progress, and outline next steps.

2. Keynote / Plenary Speaker Updates

- a. Reghan Bleile; Founder and CEO; AlignAI
Initially scheduled to meet with staff on November 5; a follow-up meeting is planned to finalize participation and expectations.
- b. Salema Rice; CEO & Founder; CDO Today
She expressed interest but noted possible scheduling conflicts. Staff contacted for follow-up on November 22; awaiting response.
- c. Alternative Speaker Considerations
 - If Reghan or Salema are unavailable, alternative speakers such as Matt Martin (Columbus Foundation) and Rob Moore (Scioto Analysis) may be considered.
 - The idea of reaching out to Michael Wilkos again was discussed, given past positive reception and recent developments in housing data.

3. Call for Proposals Review

- a. Proposal Submissions
 - 15 proposals were submitted, exceeding the available slots for sessions.
 - Staff may need to merge or refine proposals for efficiency and thematic coherence.
 - Jonathan Miller will create a Microsoft form with proposal info and distribute to Members asap
- b. Session Structure & Evaluation Approach
 - Members and staff discussed whether to have three or four breakout sessions per time slot. There is a preference for three breakout rooms to ensure higher attendance per session and avoid dilution of engagement.
 - Key themes emerging from proposals include housing, benchmarking, and data security.
- c. Proposed Evaluation Timeline
 - Staff noted that submissions will be evaluated by December 11.
 - Decisions will be finalized within the following two weeks to allow for scheduling.
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William Murdock, AICP
Executive Director

Chris Amorose Groomes
Chair

Michelle Crandall
Vice Chair

Ben Kessler
Secretary

4. Sponsorship Update

- Confirmed Sponsors: Urban Decision Group, Regionomics, ASPYR Workforce Innovation
- Potential Sponsors to Contact; Scioto Analysis, One Columbus / Columbus Foundation, OHFA, CMHA, Smart Columbus
- Sponsorship Tiers & Benefits
 - Bronze (\$500) – 2 registrations, logo on promotions.
 - Silver (\$1,500) – 5 registrations, logo on promotions, moderate a breakout session, 1 student scholarship.
 - Gold (\$3,000) – 7 registrations, logo on promotions, moderate a breakout session, 2 student scholarships, opportunity for lunch keynote closing remarks.
 - Platinum (\$5,000) – 10 registrations, logo on promotions, moderate a breakout session, 3 student scholarships, opportunity for morning plenary, opening remarks, introduce lunch keynote, host breakout session.
- Next Steps in Sponsorship Outreach
 - The communications team is finalizing the official sponsorship brochure.
 - Outreach efforts should continue through networks to secure additional funding.

5. Next Steps & Adjourn

Staff will

- Follow up with Reghan Bleile and Salema Rice to finalize keynote/plenary speakers.
- Complete evaluation of session proposals via Microsoft Form by December 11.
- Contact identified potential sponsors and finalize commitments.
- Schedule biweekly meetings leading up to Data Day to ensure smooth execution.

Please notify Lynn Kaufman at lkaufman@morpc.org to confirm your attendance for this meeting or if you require special assistance.

The next Data Day Working Group Meeting will be held on **December 18, 2024**
This Meeting will be held remotely; details to follow.

Mid-Ohio Regional Planning Commission
Hybrid Meeting

Data Day Working Group

December 4, 2024

Members Present:

Brad Ebersole, Consolidated Cooperative

Staff Present:

Jordan Inskeep

Lynn Kaufman

Jonathan Miller





DATA DAY WG

December 4, 2024



MID-OHIO REGIONAL
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KEYNOTE / PLENARY SPEAKER UPDATES



REHGAN BLEILE; Founder & CEO; AlignAI

- Connected through Kristy Wedel
- Scheduled Meeting for Additional Details
 - 11/5

SALEMA RICE; Founder & CEO; CDO Today

- Interested; May have scheduling issues
 - Contacted 11/22 for follow-up

ALTERNATIVES?

CALL FOR PROPOSALS



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15 SESSION PROPOSALS SUBMITTED

Finding Home in the Heart of it All: Exploring the Advantages of Closing the Housing Gap in Central Ohio

The Human Factor: Building Trust in Data Through Transparency and Vulnerability

Absence Makes the Heart Grow Fonder: The Hidden Demand & Desire for Missing Middle Housing

From Sheep Farm to Library Branch: How Data Helped Pave the Way

Benchmarking Central Ohio: Corraling Over 5,000 Data Points to Evaluate Ohio's Capital City

Securing your LGEs Data from a Cyber Attack/Ransom Event

Establishing Trust in Diversity Data

Beyond the Data: A Holistic Approach to Serving Communities

Revisiting EJ Metrics: Scale, Connection, and Context

Uncovering the Truth: Insights on Using Administrative Data from a Project Tracking Institutional Investor Activity

Leveraging Data to Address Eviction Challenges

Visualizing 2024 Ohio Tornadoes Data with Enhanced Census Insights

The Big Table: Civic Dialogue Data Case Study

"Who's like us?" Using simple questions to drive pragmatic data science as illustrated by improving benchmarking peer selection

Translating Data to Action for Impact: Examples from Smart Columbus

SPONSORSHIP UPDATE



COMMUNICATIONS FINALIZING BROCHURE

SECURED

- Urban Decision Group (Thanks Rick!)
- Regionomics
- ASPYR Workforce Innovation

NEED TO CONTACT

- Scioto Analysis
- One Columbus / Columbus Foundation
- OHFA
- CMHA
- SMART Columbus

BRONZE	SILVER
\$500	\$1,500
<ul style="list-style-type: none">• 2 Registrations• Company Logo on Promotions	<ul style="list-style-type: none">• 5 Registrations• Company Logo on Promotions• Moderate Breakout Session• 1 Student Scholarship
GOLD	PLATINUM
\$3,000	\$5,000
<ul style="list-style-type: none">• 7 Registrations• Company Logo on Promotions• Moderate Breakout Session• 2 Student Scholarship• Opportunity for Lunch Keynote Closing• Remarks	<ul style="list-style-type: none">• 10 Registrations• Company Logo on Promotions• Moderate Breakout Session• 3 Student Scholarships• Opportunity for Morning Plenary• Opening Remarks• Introduce Lunch Keynote• Host Breakout Session on Data Work



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PROPOSAL EVALUATION

KEYNOTE / PLENARY SPEAKER

- Send Recommendations ASAP



PROPOSAL EVALUATION

- Receive Today (December 4, 2024)
- Complete by Next Wednesday (December 11, 2024)



SPONSORSHIPS

- Continue to mention within our networks

