



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

111 Liberty St., Suite 100
Columbus, Ohio 43215
www.morpc.org

**NOTICE OF A MEETING
DATA DAY WORKING GROUP
MID-OHIO REGIONAL PLANNING COMMISSION**

REMOTE MEETING

March 5, 2025, 10:00 am – 11:00 am

AGENDA

- 1. Welcome & Introductions 10:00-10:05**
- 2. Discuss Working Group Membership 10:05-10:20**
 - Recruitment of New Members
 - Reiterate the need beyond “data-people”
Staff and Members discussed the need to broaden the Working Group membership to include non-data professionals such as event planners and those of more diverse backgrounds to enrich the Group’s effectiveness.
- 3. Debrief from Data Day 2025 10:20-10:45**
 - Review survey
 - Overall rating was exactly the same as last year. 4.3072 (not kidding)
 - How do we give people more “take-aways”? Sharing Slides?
Staff noted the importance of making presentation slides available to attendees before the sessions to enhance learning and engagement. The feedback from attendees indicated a strong preference for being able to review materials in advance to better follow presentations and engage with the content.
 - Do we make a push to advertise on social media again?
Despite the observed trends of the low impact of social media, there was still a consideration to continue using social media to some extent, especially platforms like LinkedIn, which align more closely with professional networking and might be more appropriate for reaching the event’s demographic.
 - How do we get more interaction and engagement in sessions?
Member Stein noted that interactive sessions, where attendees could participate actively, were generally received more positively. There was a proposal to designate specific rooms or sessions as "interactive" to provide a continuous option for those preferring a more engaged experience.
 - How do we build in more networking opportunities? Diverse attendees?
Members and staff discussed enhancing networking opportunities by creating spaces or sessions specifically designed for networking, where attendees could interact with peers and experts in a more structured yet informal setting, potentially increasing collaboration and sharing of ideas post-event. Members and staff discussed engaging with different industries and sectors that might not typically be associated with data-focused events. This could include outreach to educational institutions, non-profits, and other community

William Murdock, AICP
Executive Director

Chris Amorose Grooms
Chair

Michelle Crandall
Vice Chair

Ben Kessler
Secretary

organizations that could benefit from data-driven decision-making but are not currently well-represented.

- What is the correct balance between technical and “big picture” sessions?
- Are there ways to be creative with morning and evening sessions?

4. Prepare for April 1 Regional Data Advisory Committee (RDAC) Discussion

- Theme
- Keynotes

Themes and keynote speakers discussed, with an emphasis on enhancing thematic relevance and engagement.

Jordan Inskeep outlined strategies to solicit more proactive contributions and ideas from RDAC members through structured feedback mechanisms:

- Surveys or forms to be completed by RDAC members to solicit their suggestions and feedback systematically.
- Communicate the topics of discussion well in advance of the meetings.
- A direct request for feedback could be made to engage members actively during RDAC meetings.
- Follow-up emails after meetings would include a summary of the discussions along with a reminder of the open feedback mechanisms.
- Communicating the impact of past contributions from members can also motivate proactive involvement.

5. Review Master Timeline (Optional)

6. Next Steps – Group

- Brainstorm Theme for 2026
- Identify and Recruit New Working Group Members

7. 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.

**The next Data Day Working Group Meeting
Will be April 2, 2025, at 10:00 am
This Meeting will be held remotely; details to follow.**

Mid-Ohio Regional Planning Commission
Hybrid Meeting

Data Day Working Group

March 5, 2025

Members Present

Jonathan Miller, Burgess & Niple
Rick Stein, Urban Decision Group

Staff Present

Dave Dixon
Jordan Inskeep
Lynn Kaufman

Public Present

Christina Goins, City of Columbus