VISUALIZING PROGRESS
Designing a people-centered Implementation Dashboard for Plan 2020
AARON GANCI
Assistant Professor of Visual Communication Design
Herron School of Art and Design, IUPUI
Matt
Engaged citizen
...learn about progress of actions that are relevant to my life in Indy.

Amy
Organization executive
...keep Indy updated on how my company is helping shape a better city

Brooke
Plan 2020 administrator
...update plan2020.com quickly and easily
With the new Plan2020.com, Amy can tell Matt about progress her organization has made on a topic that is important to him. Matt can share that info with is friends and Brooke can keep her sanity during the whole process.
Plan2020.com is...
a list of actions...
Plan2020.com is...
a list of actions...
grouped into themes...
Plan2020.com is...

- a list of actions...
- grouped into themes...
- each with a partner...
Plan2020.com is...
a list of actions...
grouped into themes...
each with a partner...
who reports on their progress.
Design criteria

Clean and easy to read
Bright and optimistic
Shareable
Browsable
Design criteria

Clean and easy to read
Bright and optimistic
Shareable
Browsable
<table>
<thead>
<tr>
<th>Actions</th>
<th>Partners</th>
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Getting ready for Indianapolis’ bicentennial. One action at a time.

Over 300 actions.
Making Indy a better place to live, work, and visit.
Browse actions.

32 local partners.
Implementing the plan, making progress.
Browse partners.

Over 300 actions.
Making Indy a better place to live, work, and visit.
Browse actions.

32 local partners.
The Bicentennial Plan

The Bicentennial Plan for Indianapolis represents the culmination of the Plan 2020 Committee work. The plan will be organized around generational value propositions that identify why someone would choose to live or work in Indy, along with a related goal that will be achieved by the time we celebrate our Bicentennial in 2021. This plan will be action-oriented and represent what the community will do, not should do; every identified action that makes it into the final plan will have a committing partner signed up to complete that action.

Coffee Break - Education

Your child can access quality education opportunities.

Create a marketing/ messaging/ campaign to educate on benefits and increase utilization of
The Bicentennial Plan

Jump to a theme:

Education

Filter actions by progress:

All

Education

Your child can access quality education opportunities.
Education

Your child can access quality education opportunities.

- Create a marketing/messaging/campaign to educate on benefits and increase utilization of early education resources.

- Gather relevant data to be used in conveying the benefits of ECE
  - ABC Foundation
  - View progress

- Articulate in easily digestible language the ways families qualify to participate in available programs for hardcopy and online marketing materials
  - ABC Foundation
  - View progress

- Identify partners who can help reach families and create partnership with them
  - ABC Foundation
  - View progress

- Based on the final report of the CEDS process, identify economic health and vitality indicators which will be tracked over time and reported out to the community as the CEDS recommendations are implemented

- Determine relevant indicators and create the baseline.
  - Indy Chamber
  - View progress
Gather relevant data to be used in conveyance of ECE

Articulate in easily digestible language the criteria to qualify to participate in available programs, marketing materials, and online marketing materials

Based on the final report of the CEDS process, identify economic health and vitality indicators which will be tracked over time and reported out to the community as the CEDS recommendations are implemented

Determine relevant indicators and create the baseline.
Education

Your child can access quality education opportunities.

- Create a marketing/messaging/campaign to educate on benefits and increase utilization of early childhood education services -
  - Benefits
    - ABC Foundation
    - View progress
  - Families
    - ABC Foundation
    - View progress

- Based on the final report of the CEDS process, identify economic health and vitality indicators which will be tracked over time and reported out to the community as the CEDS recommendations are implemented.
  - Determine relevant indicators and create the baseline.
  - Indy Chamber
  - View progress
MISSION STATEMENT
The Indy Chamber is a place where you can belong, be active and be here, along with other businesses and professionals interested in making Indianapolis a leading economic city. With membership of nearly 2,500 businesses representing 235,000 employees in the Indianapolis region, the Indy Chamber is leading the effort to strengthen our business climate, revitalize our neighborhoods and enhance our region's workforce. The Indy Chamber serves as a voice of progress and improvement in the region, uniting business and community to maintain a strong economy and quality of life.

ACTIONS
Indy Chamber is working on the following actions:

**Cultural Destinations**

**Discover Indy**

**Health**

**STRATEGY**
Implement a planning and public policy strategy to identify locations and guide the development of new urban nodes and villages.
STRATEGY
Implement a planning and public policy strategy to identify locations and guide the development.

ACTION
Implement a planning and public policy strategy to identify locations.

START DATE
July 9, 2015

COMPLETION DATE
July 17, 2015

PROGRESS
25%

Status on July 9, 2015
Everything is on track. We are on track to meet the original completion deadline.
Plan 2020 has brought together 75 government departments and private organizations to work together on the strategic plan. Below, you can see the full list and browse through it via the Bicentennial Plan Themes. Click on the partner to see details about their actions.

Art Council of Indianapolis 3 actions
- Discover Indy
- Cultural Destinations

Department of Public Works (DPW) 2 actions
- Resilience
- Open data

Department of Metropolitan Development (DMD) 14 actions
- Design
- Workforce development
- Discover Indy
- Cultural Destinations
- Open data

Indiana Landmarks 2 actions
- Discover Indy
- Cultural Destinations
Plan 2020 has brought together 75 government departments and private organizations to work together on the strategic plan. Below, you can see the full list and browse through it via the Bicentennial Plan Themes. Click on the partner to see details about their actions.
CHOSE

- Education
  Pairing schools with community partners.

- Neighborhoods
  Revitalizing vibrant communities.

- Cultural Destinations
  Creating accessible culture.

CONNECT

- Freight
  Moving goods through the region.

- Greenways
  Building new infrastructure to get around.

- Open Data
  Accessing information about your city.

Plan 2020 has brought partners together to work together on the strategic plan. Below, you can see the full list and browse through it via the Bicentennial Plan Themes. Click on the partner to see details about their actions.
Launching December 2015
plan2020.com
THANK YOU.
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@amganci