



MAPA Elevator Speech

When a metro area reaches a population of 50,000, a regional planning agency is formed to disperse federal funding for regional transportation projects. That agency in the Omaha-Council Bluffs area is Metropolitan Area Planning Agency. (MAPA) MAPA also assists with public engagement, and economic and community development efforts in the communities it serves, especially rural communities.

Heartland 2050* Elevator Speech

Heartland 2050 is a coordinated, eight county, regional planning effort started in 2012. Our population is expected to surpass one million people by 2025 becoming increasingly diverse. Heartland 2050 is a plan to meet emerging needs brought by a growing population and the demands it places on things such as transportation, housing, education, health care and natural resources.

We're working together, to be competitive as a region, for economic development opportunities, and to attract and retain talent. We intend to create a place with opportunity for all.

Close the Gap Elevator Speech

Close the Gap is a signature initiative of Heartland 2050. It aims to coordinate land use and transit to help "close the gap" in educational attainment, access to jobs, health care, and the distance between flourishing neighborhoods/communities. The result is a region that is more walkable, livable, and healthy, as well as more vibrant economically.

*Heartland 2050 encompasses the Metropolitan Statistical Area (MSA) of Omaha and Council Bluffs. (Douglas, Sarpy, Washington, Saunders, Cass in NE and Pottawattamie, Mills and Harrison in IA) The MSA is defined by the US Census.



Quick sound bites:

Heartland 2050 Vision Statement

H2050 is a community driven initiative pulling in stakeholders from across the region to think big picture and work towards a common vision for our eight county region anchored by the Omaha-Council Bluffs metro area.

Our Promise

We are rolling up our sleeves every day, with one eye on the big picture and the other on the little details. Our role in all of this is to bring people together to solve problems and make the vision a reality.