

# HEARTLAND 2050 is



a community driven initiative

**pulling in stakeholders** 

→ **from across the region** ←

**to think BIG &**  
**work towards a common vision**

**for our five 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.*

## GUIDING PRINCIPLES

**for the Heartland  
2050 Vision**

### Equity

All individuals, regardless of ability, and communities within the region will have full and equal access to the opportunities which enable them to attain their full potential.

### Inclusivity

Decision making and the implementation of solutions in the region will be done in a way which ensures all of the region's residents have an opportunity to participate in the process, implementation and evaluation.

### Efficiency

Public infrastructure and services will be provided efficiently and cost-effectively.

### Local Control/Regional Benefit

It is critical that cities and counties within the region maintain local control over their communities, while also working together collectively to ensure that local decisions enhance rather than affect other neighborhoods, communities or the region as a whole adversely.