HEARTLAND 2050 TURNS FIVE!

In 2014, the Heartland 2050 Action Plan was established in Omaha and Council Bluffs to boost economic growth and stewardship of transportation systems. Various projects have come out of this effort, and we reflect back over the last five years and create an action plan for the next five.

HEARTLAND 2050 SPEAKER SERIES EVENTS

Heartland 2050 Speaker Series was established in 2015 to bring in experts from across the country to bring in new ideas and solutions. We reflect back on the topics that were top of mind for the community and how we progressed from there.

HEARTLAND 2050 COMMITTEE WORK

Heartland 2050 committees have aligned closely with MAPA’s Long Range Transportation Plan. The members of this initiative are tasked with building momentum and raising awareness of the region’s goals and aspirations, which are articulated in the Heartland 2050 Vision.

NATURAL RESOURCES

Heartland 2050 is a community driven initiative pulling in stakeholders from across the region to think big and act together. Heartland 2050 and Metro Smart Cities emerged between the Greater Omaha Chamber, Heartland 2050 and Metro Smart Cities to unite our community. Andrew conducted three site consultations across the metro: North 24th Street; Midtown Omaha; and South Omaha along Q Street and the 100 Block in Council Bluffs.

As housing costs have outpaced local incomes, and homeownership rates among the lower income households have dropped, fair housing and equitable development have risen to the top of the agenda for local elected officials, non-profits and community members. As part of National Housing Week of Action, the Heartland 2050 Housing and Development Committee hosted a workshop focused on the critical role of housing for supporting a vibrant economy.

EXPANDING HOUSING CHOICES FORUM

AARP Iowa, AARP Nebraska, the UNO Center for Public Affairs Research (CPAR) and Heartland 2050 hosted the Expanding Housing Choices forum to inform local advocates about “missing middle housing” and how to fill the gap using different, innovative methods of development. The forum was co-hosted by AARP’s National Center to Protect Older Adults from Exploitation. With the growing number of older adults in our community, it is no wonder how critical housing options are needed.

CONNECTING PEOPLE TO LIFE: TRANSIT IN NEW LIGHT

In September, AARP Iowa, AARP Nebraska and Heartland 2050 brought Team Better Block to the Heartland with the “Better Block Workshop” in downtown Omaha. Heartland 2050 co-founder Andrew Howard to the metro. His workshop focused on building awareness of the benefits of redesigning spaces for people, and building connections between organizations in the metro.

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