

Heartland
2050





BACKGROUND

Heartland 2050 was created in 2014 by MAPA, as a long range vision for the Omaha-Council Bluffs metro region. In collaboration with local stakeholders, defined the guiding principles: Equity, Efficiency, Inclusivity, and Local Control/ Regional Benefit. Implementation committees were formed in 2015, focusing on the core areas of impact.

GUIDING PRINCIPLES

The following principles were developed to guide the regional vision and its goals, strategies and actions.

EQUITY

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

EFFICIENCY

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

INCLUSIVITY

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

LOCAL CONTROL/ REGIONAL BENEFIT

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

CLOSE THE GAP

We adopted “**Close the Gap**” as our Big Idea and priority initiative.

We plan to close the gap in:

- Access to jobs and education
- “Brain Drain” by attracting and retaining more local talent
- Racial and ethnic disparities in income and educational attainment

- Neighborhood nodes, town centers and corridors that are isolated and difficult to reach without a vehicle
- Infrastructure needs and available funding
- Transportation, by increasing options for multi-modal transportation, such as walking, biking and public transit

BENEFITS



Aesthetics



Connectedness



Engagement



Equity



Health/Wellness



Mobility



Prosperity



Sustainability



Talent



MISSION

Heartland 2050 is an **overarching vision** for this region, based on purposefully probing the fundamental building blocks to **community vibrancy**. The mission is to define and promote an actionable course that **closes the gap** – in access and opportunity, time and distance, funding and mindshare – and brings people closer together in a thriving, vibrant community.



VIBRANCY

The ultimate goal that permeates everything we do, Vibrancy is energy, innovation, creativity, growth, and progress. It is smart technology and renewable energy. It is a thriving community that brings people closer together. Our core areas of impact are all essential building blocks to Vibrancy – Housing & Development, Infrastructure, and Natural Resources.

CORE AREAS OF IMPACT

Heartland 2050 focuses on three areas where we can have the greatest impact.

INFRASTRUCTURE

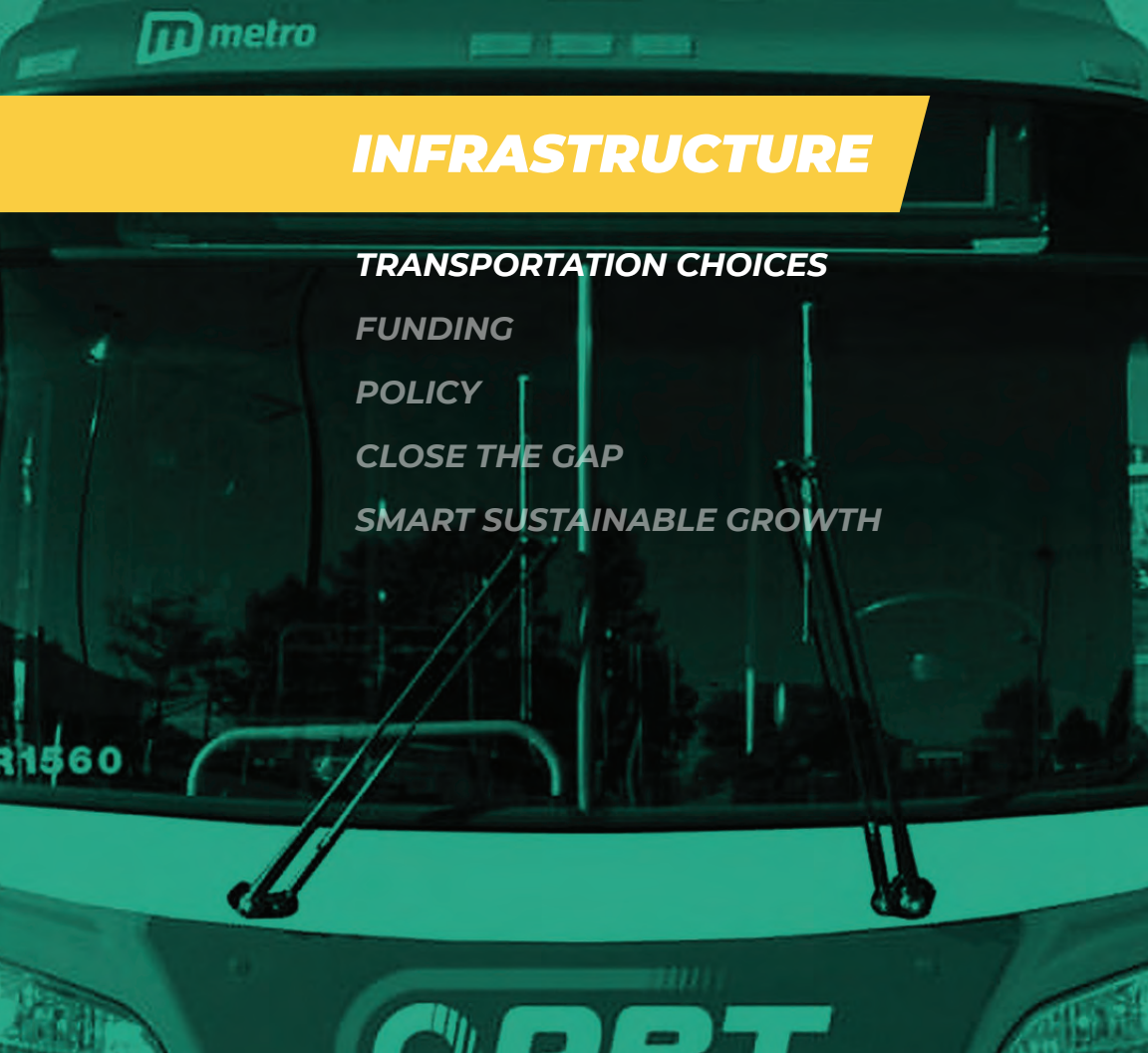
NATURAL RESOURCES

HOUSING & DEVELOPMENT



INFRASTRUCTURE

Goal: **Infrastructure
that supports quality,
connected development
and more transportation
choices.**



INFRASTRUCTURE

TRANSPORTATION CHOICES

FUNDING

POLICY

CLOSE THE GAP

SMART SUSTAINABLE GROWTH

TRANSPORTATION CHOICES

ACTION



Develop Smart City pilot project selection process

Develop unified transportation plan to meet current and future needs, expand transportation choices, supported by private and philanthropic sectors

Create implementation project scoring criteria to monitor progress and ensure alignment between goals and development activity

INFRASTRUCTURE

TRANSPORTATION CHOICES

FUNDING

POLICY

CLOSE THE GAP

SMART SUSTAINABLE GROWTH

ACTION

FUNDING

NEAR RANGE

MID RANGE

LONG RANGE

Changing public conversation about compact development

Develop educational materials with curated stories from developers, business community and public

Update regulatory systems through regional effort by changing codes and policies

INFRASTRUCTURE

TRANSPORTATION CHOICES

FUNDING

POLICY

CLOSE THE GAP

SMART SUSTAINABLE GROWTH

ACTION

NEAR RANGE

Advocate for the creation of a regional transportation authority (NE legislature)

MID RANGE

Facilitate education promoting local adoption of regional transportation authority (NE counties)

LONG RANGE

Update master and comprehensive plans to facilitate compact development by ensuring regulatory flexibility.

POLICY

INFRASTRUCTURE

TRANSPORTATION CHOICES

FUNDING

POLICY

CLOSE THE GAP

SMART SUSTAINABLE GROWTH

NEAR RANGE

ACTION

NEAR RANGE

Create sidewalk and bike lane inventory

MID RANGE

Collect usage data on current sidewalks and bike lanes

LONG RANGE

Coordinate high impact, capital improvement program investments (Complete Streets, AARP Livability Principles)

CLOSE THE GAP

INFRASTRUCTURE

TRANSPORTATION CHOICES

FUNDING

POLICY

CLOSE THE GAP

SMART SUSTAINABLE GROWTH

NEAR RANGE

SMART SUSTAINABLE GROWTH

ACTION

NEAR RANGE

Identify opportunities to upgrade connectivity

Launch compact growth work group

Produce media advisories/shareables on sustainable energy

MID RANGE

Produce and share annual regional development report

LONG RANGE

Adoption of the Long Range Transportation Plan and implementation through ConnectGo



HOUSING & DEVELOPMENT

Goal: **Vibrant, equitable ,
walkable communities with
a range of housing choices
and locations**

HOUSING & DEVELOPMENT

SMART GROWTH DEVELOPMENT

HOUSING AFFORDABILITY

SMART GROWTH DEVELOPMENT

ACTION

NEAR RANGE

Map areas with infill opportunities in urban, suburban, and small communities

Convene planners roundtable to assess regionally significant opportunities for smart growth

MID RANGE

Conduct a code audit of local communities to identify regulatory barriers to infill development

Research model ordinances and code

Coordinate with local planning staff and civic organizations to develop a community engagement and education plan

LONG RANGE

Push for local adoption of zoning and building codes with greater flexibility for infill development (through MAPA Council of Officials)

HOUSING & DEVELOPMENT

SMART GROWTH DEVELOPMENT

HOUSING AFFORDABILITY

ACTION

HOUSING AFFORDABILITY

NEAR RANGE

Identify best practices from peer communities

Educate neighbors, developers, and elected officials on housing affordability – media advisories, social shareables

MID RANGE

Analyze projected affordable housing needs over next 20 years.

Identify corridors with highest potential for additional density and amenities

LONG RANGE

Identify number of affordable housing units needed for regional growth

Increase tools and resources to address funding gap for affordable housing

NATURAL RESOURCES

Goal: **Long-term sustainability, increased access to resources, resiliency from natural disasters**

NATURAL RESOURCES

GREEN SPACES

AIR/WATER

BIKE/PEDESTRIAN

LOCAL FOOD

SOLID WASTE

ACTION

NEAR RANGE

Audit existing green spaces

Produce media advisories, social shareables

MID RANGE

Educate public on policy and funding best practices from peer communities

Develop regional forest plan

Complete regional green space and land use assessment

LONG RANGE

Coordinate the timing of local jurisdictional updates to zoning to implement recommendations from land use assessment

GREEN SPACES

NATURAL RESOURCES

GREEN SPACES

AIR/WATER

BIKE/PEDESTRIAN

LOCAL FOOD

SOLID WASTE

ACTION

NEAR RANGE

Analyze existing water quality, access and infrastructure

Produce media advisories, social shareables

Create Clean Air Action Partnership

MID RANGE

Facilitate dialogue among local entities

Create Clean Air Action Plan

LONG RANGE

Promote smart, sustainable best practices from peer communities

Promote implementation of Travel Demand Management strategies to reduce single occupancy vehicle trips

AIR/
WATER

NATURAL RESOURCES

GREEN SPACES

AIR/WATER

BIKE/PEDESTRIAN

LOCAL FOOD

SOLID WASTE

ACTION

BIKE/ PEDESTRIAN

NEAR RANGE

Audit existing bike lanes, trails and other infrastructure

Build public natural resources inventory

Produce media advisories, social shareables

MID RANGE

Educate public on policy and funding best practices from peer communities

Support Smart Cities pilot projects

LONG RANGE

Create regional park and trail partnership, bringing counties together

Promote biking as recreational and transportation option, raising awareness of trail system and bike routes

NATURAL RESOURCES

GREEN SPACES

AIR/WATER

BIKE/PEDESTRIAN

LOCAL FOOD

SOLID WASTE



ACTION

NEAR RANGE

Develop model ordinances/codes promoting local agriculture

Increase community members food knowledge and skills

MID RANGE

Promote Share Our Table plan

Develop funding strategy

LONG RANGE

Track and share metrics on healthy food access

Expand opportunities to develop high skill, high wage food system jobs

LOCAL FOOD

NATURAL RESOURCES

GREEN SPACES

AIR/WATER

BIKE/PEDESTRIAN

LOCAL FOOD

SOLID WASTE

ACTION

NEAR RANGE

Audit existing solid waste and landfill infrastructure

Produce media advisories, social shareables

Create one message/one voice campaign

MID RANGE

Facilitate dialogue among local entities

Add funding to one message/one voice campaign to create demand for all recycled content

LONG RANGE

Promote smart, sustainable best practices from peer communities

Create a regional carbon trading program

SOLID WASTE

HOW TO GET INVOLVED

Huge decisions affecting the fate of our community often happen with a whisper. It's up to all of us to decide what kind of community we want to live, work, and play in. And there are many things we can do today that will have an impact on how the metro area develops in the future:

- Subscribe to the e-newsletter
- Request a speaker
- Attend one of our public forums or other events
- Volunteer at the committee level