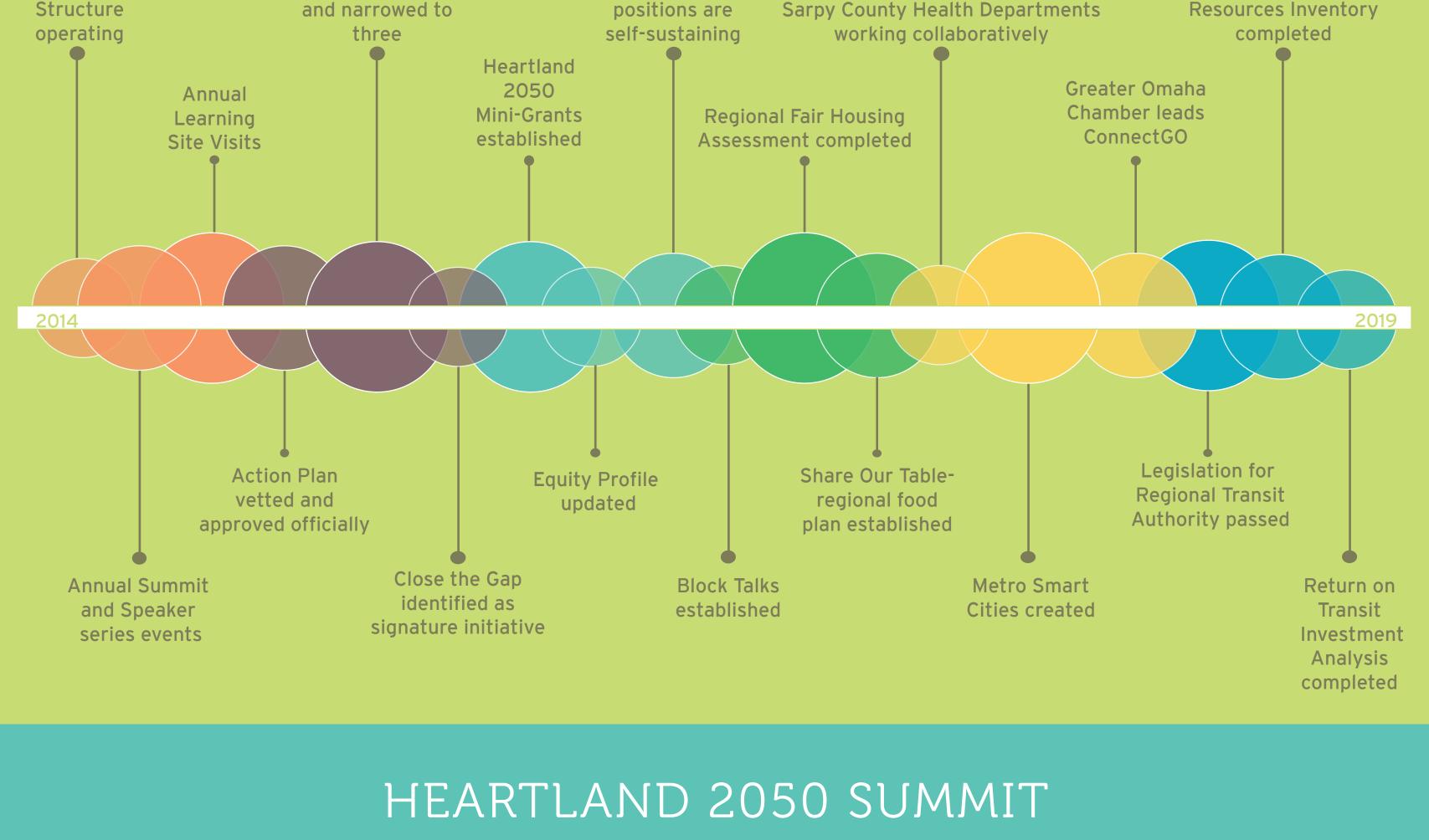


2019 ANNUAL REPORT

After more than two years of public and stakeholder engagement, the Heartland 2050 Vision was rolled out November 13, 2014. Five years later we can celebrate the following milestones.

HEARTLAND 2050 TURNS FIVE!

Cass, Douglas, Pottawattamie & Governance Goal Areas focused Heartland 2050 **Natural** and narrowed to



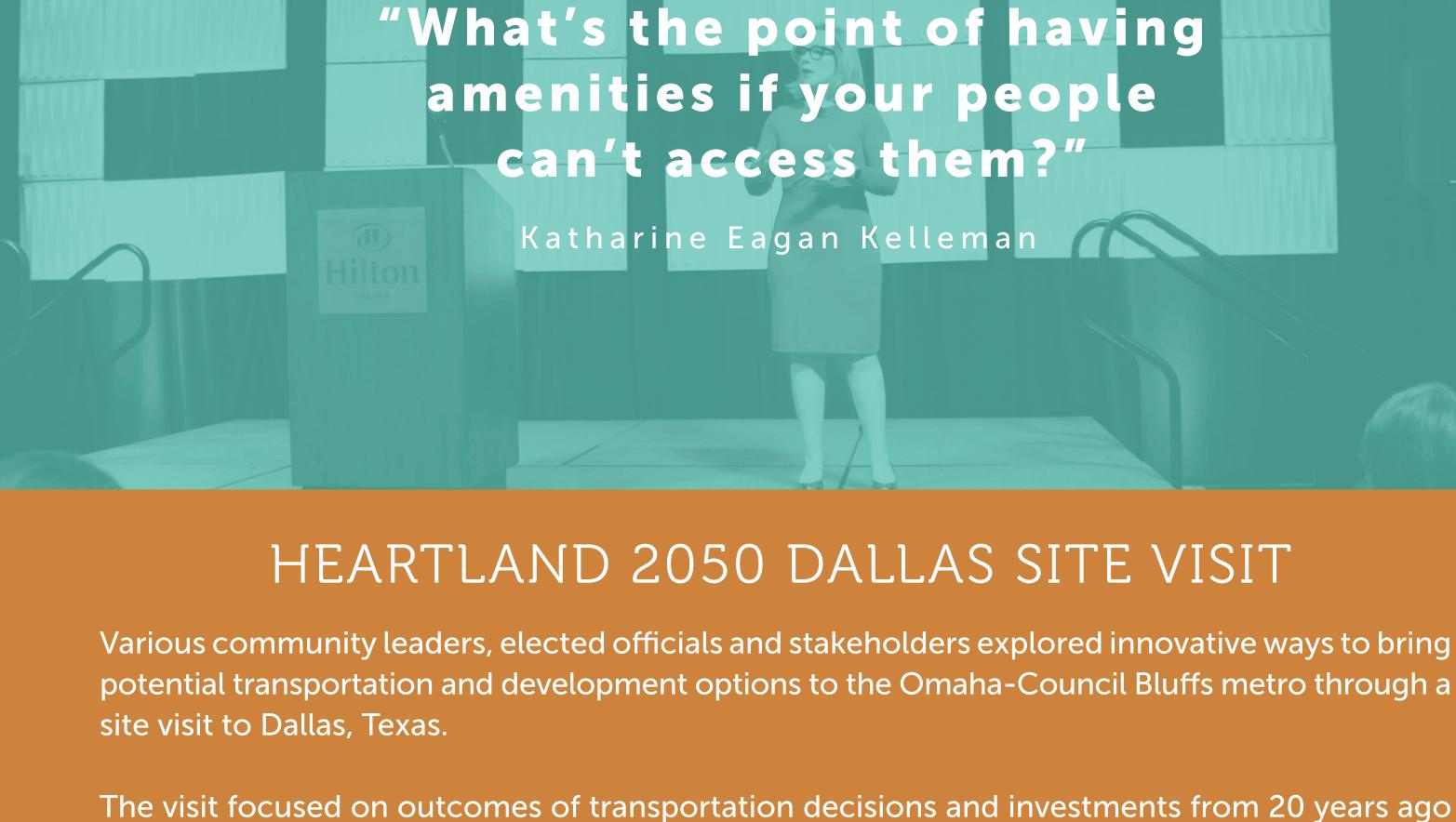
and the importance of providing services to core users. She showcased innovative solutions in Pittsburgh, Tampa and elsewhere and emphasized putting people at the center of decision

Heartland 2050's 2019 Summit featured Katharine Eagan Kelleman, CEO of the Allegheny

County Port Authority in Pittsburgh. Kelleman highlighted how transit services connect people

CONNECTING PEOPLE TO LIFE: TRANSIT IN NEW LIGHT

making and designing transportation systems.



planning coordination.

that have led to Transit-Oriented Development (TOD) and greater land use and transportation

HEARTLAND 2050 SPEAKER SERIES EVENTS

Omaha-Council Bluffs region.

FRAMING HOUSING NARRATIVES

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

local incomes, and situations like the Yale Park Apartments, have highlighted fair housing

"As housing costs have outpaced

struggles, it is clear that

solutions are needed."

Andy Wessel, Community Health Planner, Douglas County Health Department

BETTER BLOCK WORKSHOP In September, AARP Iowa, AARP Nebraska and Heartland 2050 brought Team Better Block 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 our community. Andrew conducted three site consultations across the metro: North 24th Street corridor, South Omaha along Q Street and the 100 Block in Council Bluffs.

> "These methods seek to transition transformation of a city from experts to citizens."

> > Andrew Howard

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"

Eli Spevak, founder of Orange Splot, LLC., was the keynote speaker and focused on Accessory

Dwelling Units (ADUs) as one alternative to address the missing middle housing issue. Local

community leaders and advocates presented their cases and research to connect the content to

housing" and how to fill the gap using different, innovative methods of development.

the metro.

"Missing Middle" Housing Types For Traditional, Walkable Neighborhoods

This is not just seniors living

in small homes, it's people

who just can't afford to live

anywhere else and they're getting a family started." Eli Spevak

HEARTLAND 2050 COMMITTEE WORK

HOUSING & DEVELOPMENT

targeting the following key stakeholder groups:

Elected officials/local government staff

Business and industry

Developing housing affordability outreach materials

Non profit and community based organizations

• Participate as a partner in Share Our Table regional Establishing standard measurement and reporting

- Creating an Equity Scorecard for development Facilitated Forever North 24th Street Study
 - INFRASTRUCTURE

NATURAL RESOURCES

systems for solid waste data

GOHub

food plan

projects

stakeholder engagement

Launched Natural Resources inventory data portal

• Leading Little Steps Big Impact clean air initiative

EQUITY & ENGAGEMENT

Collaboration helps drive participation and purpose within the region. In 2019, collaboration emerged between the Greater Omaha Chamber, Heartland 2050 and Metro Smart Cities to unite the shared goals of our region. We believe these projects help us achieve opportunity, economic

 Contributing actively to ConnectGO committees Promoting compact development intently Convening Council Bluffs Mobility Task Force Awarded Heartland 2050 Mini Grants Omaha – 24th Street Corridor Analysis Council Bluffs - First Avenue Transit Alternatives Analysis

PARTNERSHIPS/COLLABORATION

working with the public to develop a regional transportation strategy, which is expected to be

ConnectGO This effort was launched publicly in August 2019 and is led by the Greater Omaha Chamber and aligned closely with MAPA's Long Range Transportation Plan. The members of this initiative are

team of civic and community leaders dedicated to better connect our region's residents and visitors through innovative, technology-based mobility solutions.

Heartland 2050/MAPA is an active founding partner in Metro Smart Cities, a multidimensional

Heartland 2050 is a community driven initiative pulling in stakeholders from across the region to think big and work towards a common vision for our six county region anchored by the Omaha-Council Bluffs metro area. Guiding principles for the Heartland 2050 Vision

EQUITY • LOCAL CONTROL/REGIONAL BENEFIT • INCLUSIVITY • EFFICIENCY The preparation of this publication is financed through planning grants from the U.S. Dept. of Transportation through lowa DOT and the Nebraska Dept. of Roads as Provided by the Federal Highway Administration, the Federal Transit Administration and the Economic Development Administration and through local funds from member jurisdictions. The views and opinions MAPA expressed herein do not necessarily state or reflect those of the U.S. Department of Transportation or the Economic Development Administration.

completed in 2020.

Metro Smart Cities

growth and stewardship of transportation systems.

Heartlan