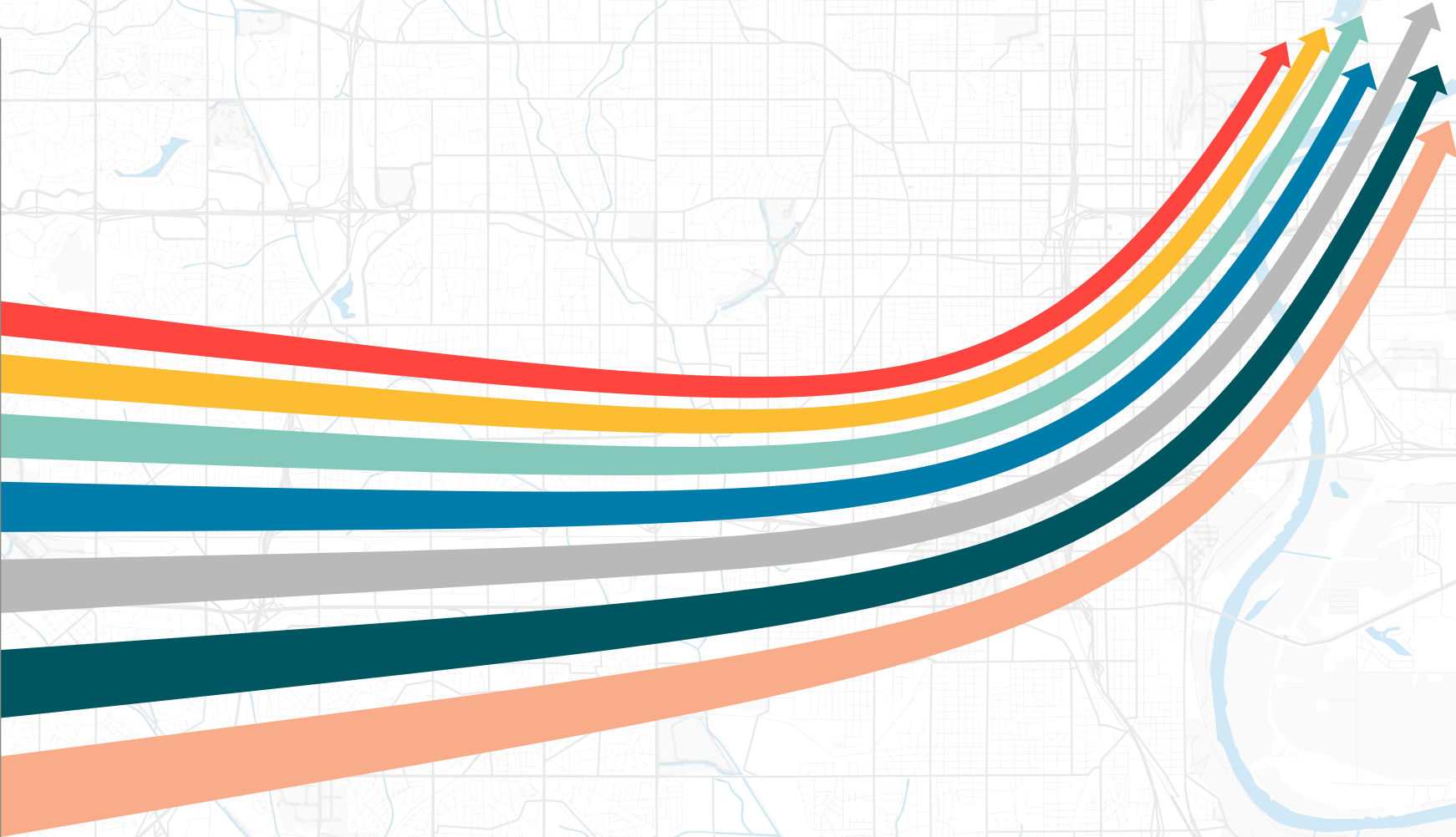


MOVING FORWARD



2020 MAPA **ANNUAL REPORT**

SETTING THE CO



Douglas Kindig

Mayor Doug Kindig
MAPA Board of Directors Chair

What a year we have had! No one could have predicted how much the COVID-19 pandemic would change life in our region and our nation and how long the health, financial and social impacts would last.

When the pandemic hit our region, MAPA relied on the **connections** we've built with our member communities to find ways to help them reduce the impacts of this public health crisis and allow them to regain their **resilience**. MAPA will be an active partner in recovery work for our region, boosted by CARES Act funding.

We've adapted to a new way of doing our work due to the need for social distancing. The phrase "Necessity is the mother of invention" rings true for us. Technology became an even greater asset and our **innovation** helped us discover, and in some cases, create tools to keep meeting and doing the public

outreach and engagement you've come to expect from us.

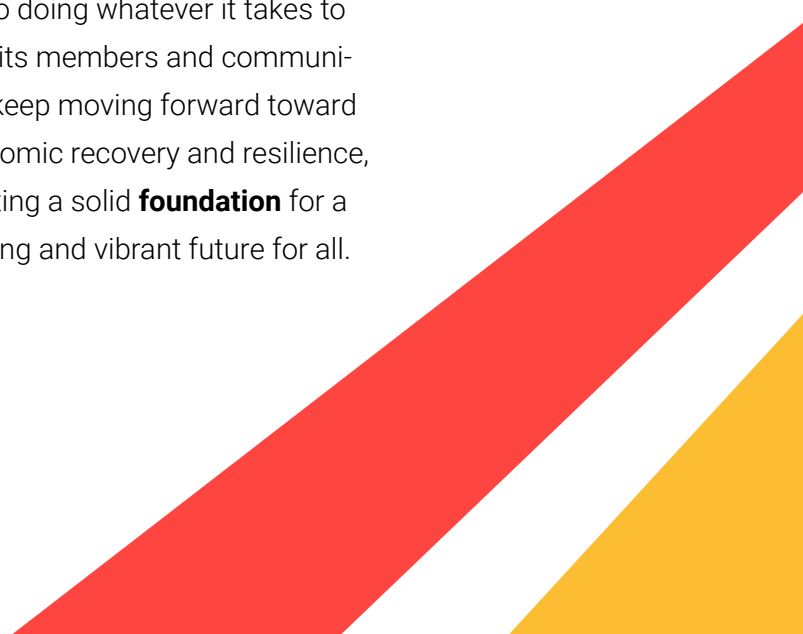
Our commitment to outreach and **collaboration** is even more important as we keep the lens of equity and inclusion in the forefront of our work. Because we take these issues and the persistent social and racial disparities seriously, MAPA's Board of Directors passed an Equity Resolution reaffirming its commitment to **equity** as a regional goal with progress toward this goal measured in MAPA's planning work annually.

The path through the pandemic and social change may be a long one but MAPA remains committed to doing whatever it takes to help its members and communities keep moving forward toward economic recovery and resilience, creating a solid **foundation** for a thriving and vibrant future for all.



Clare Duda

Commissioner Clare Duda
MAPA Council of Officials President



URSE



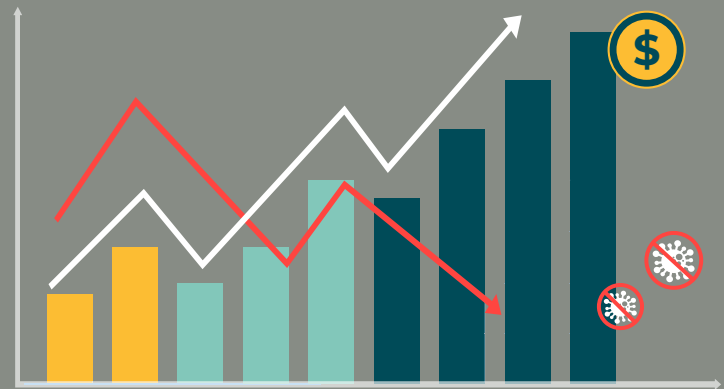
ECONOMIC RESILIENCY

MAPA often acts as an extension of local to support work which boosts community

COVID-19 ECONOMIC RECOVERY ASSISTANCE

\$400,000

U.S. Economic Development Administration (U.S. EDA) grant will help MAPA assist communities in developing economic development strategies to help mitigate the harm caused by the pandemic and enhance economic resiliency.



FLOOD RECOVERY ASSISTANCE AND PREVENTION

**\$8.4
MILLION**

grant awarded to the City of Council Bluffs to improve its levee system which will support long-term recovery efforts from severe storms. Once completed, the project will help boost economic resiliency throughout the region.

**\$1.9
MILLION**

from the Iowa Flood Mitigation Board for an accreditation study to assess levee needs within the M&P Missouri River Levee District and provide a plan of action to build certifiable levees along the river.

**\$1.5
MILLION**

U.S. EDA grant awarded to the Iowa Economic Development Authority will support disaster resiliency planning in Mills County to assist communities impacted by the 2019 flooding.



On-going collaboration with Pacific Junction in the organization and implementation of its buyout program for flood-damaged properties including the hiring of demolition and asbestos removal services for flood-damaged homes acquired by the City and procurement of inspection services for replacement hous-

staff, securing and administering funds
vibrancy, resiliency and quality of life:

COMMUNITY REVITALIZATION & HOUSING DEVELOPMENT

Two innovative programs are bringing resilience to the former Dana College campus in Blair, which closed in 2010. Construction is underway on a second set of speculative homes on Transformation Hill to ease Blair's workforce housing shortage. Proceeds from the sale of homes go back to MAPA's Revolving Loan Fund to fund the construction of additional houses.

A second project, funded by a \$450,000 grant will transform a former dormitory on the abandoned campus. Construction to convert the building into housing for young adults aging out of foster care is almost complete on one wing of the structure. Work on the other wing is expected to be completed in 2021.



INNOVATION

SAFETY DASHBOARD

Through a partnership with both the Iowa and Nebraska Departments of Transportation, MAPA created the first public portal which has comprehensive crash data for the region. MAPA's Safety Dashboard (safety.mapacog.org) provides a count of fatal and serious injuries by geographic region, year and other crash-related criteria, and displays records for non-motorist and motor vehicle occupants. This innovative tool helps the public and stakeholders understand crash trends in different areas and supports target-setting and assessment of regional safety performance measures.

REGIONAL DEVELOPMENT REPORT

In a first of its kind for the agency, MAPA released its interactive Regional Development Report, which uses local government building permit data to explore the Omaha-Council Bluffs metro area's development patterns since 1980 and provides critical insight into the decisions which influenced those patterns. It also reveals the interconnected relationship between land use decisions and transportation investments. (Full report: development.mapacog.org/)

The report illustrates various trends in the region in a dynamic manner through a series of maps, charts and diagrams. It is innovative in both the data collected and in the presentation of that data through visual story maps which the user can interact with and explore.





97TH & MAPLE JANUARY BLOCK TALK

An innovative partnership between MAPA, the Nebraska Department of Transportation (NDOT), the Federal Highway Administration (FHWA), and the City of Omaha Public Works Department is working to find ways to improve pedestrian safety along a stretch of Maple Street from 97th to 102nd Streets in Northwest Omaha. In addition to a pedestrian fatality in late 2019, the corridor has experienced a number of pedestrian-related crashes.

Staff from all four agencies along with residents from the surrounding neighborhoods, connected for a Block Talk, walking that portion of Maple Street to evaluate the area for walkability and safety. Feedback from the Block Talk will be used to determine possible improvements to the roadway.

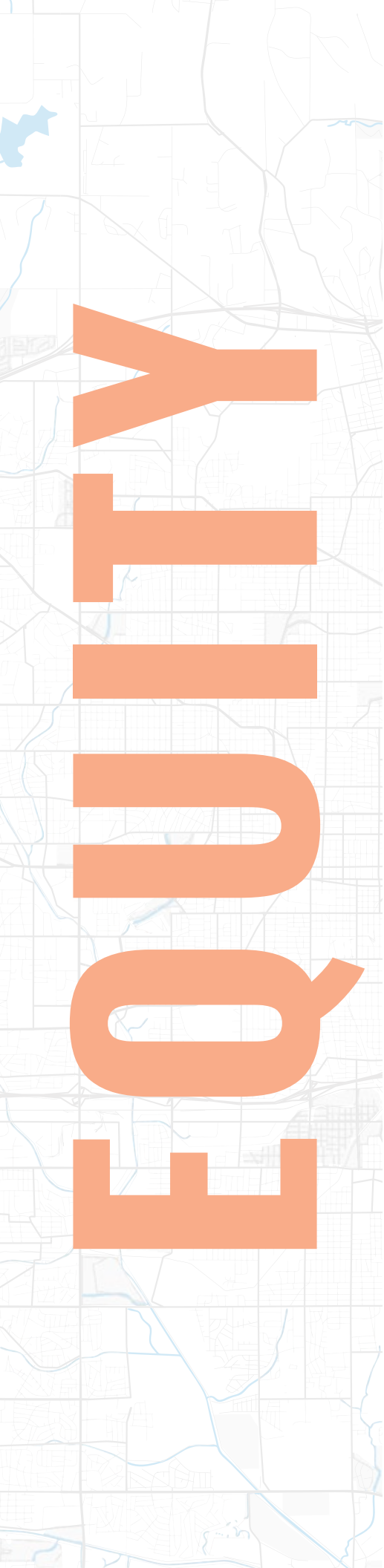
DRONE PHOTOGRAPHY

Since taking flight in 2018, MAPA's unique drone photography services have captured an enhanced bird's eye view of much of the region's landscape and several community development projects. Highlighting this year's portfolio - an aerial view of the progression of Metro's Omaha Rapid Bus Transit (ORBT) project.

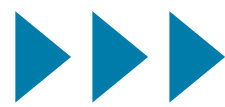
OFFICE OPTIMIZATION

Driven by the need to practice social distancing, MAPA navigated the technological challenges of working remotely and shifted its public committee and board meetings to virtual meetings. In quick order, staff became experts in Zoom and other virtual communication tools, connected with the public by streaming public meetings live on MAPA's Facebook page and re-worked office procedures into effective virtual processes. Results of big projects such as the Transit Return on Investment Study and Regional Development Report were released on the MAPA and Heartland 2050 websites and social media platforms.





EQUITY



MAPA EQUITY RESOLUTION PASSED:

MAPA's Board of Directors approved a formal commitment to Heartland 2050's Guiding Principles of Equity and Inclusion with the accountability of an annual evaluation of MAPA's progress.


OUR COMMITMENT TO EQUITY

1 REAFFIRM EQUITY IS A REGIONAL GOAL 


5 REVIEW POLICIES AND PROGRAMS 

2 LISTEN TO MARGINALIZED GROUPS 

6 ADDRESS THE NEEDS OF HISTORICALLY DISADVANTAGED GROUPS 

3 INCLUDE ROBUST REPRESENTATION 

7 SUPPORT INVESTMENTS IN AREAS OF POVERTY 

4 RECRUIT A DIVERSE STAFF 

8 CONDUCT ANNUAL EQUITY ASSESSMENT 

*Read MAPA's Equity Resolution: <https://mapacog.org/wp-content/uploads/2020/06/MAPAs-Equity-Resolution.pdf>

COLLABORATION



EXPANDING HOUSING CHOICES
forum on "missing middle housing"



GOHUB
released regional
data portal



ANNUAL SITE VISIT
focused on bringing
potential transportation and
development options to the
Omaha-Council Bluffs metro



HEART

TRANSPORTATION
CONVERSATION
with ConnectGO





TEAM BETTER BLOCK WORKSHOP
conducted three site consultations

COMPLETE COUNT
COMMITTEES (CCC)
were established in
support of the U.S. Census



LAND

TRANSIT ROI STUDY
creates a business case
for enhanced transit in the
Omaha-Council Bluffs metro



MOBILITY TASK FORCE
explored options to
improve the Council Bluffs
transit system

Through the lens of Heartland 2050 we collaborated on projects and events which involved the development of new, innovative tools and options for improving the physical environment and infrastructure to improve quality of life in our region.



COLLABORATION

TRANSIT ROI STUDY

MAPA's Transit Return on Investment (ROI) Study assesses the business case for enhanced transit in the Omaha-Council Bluffs metro. It shows every dollar invested in transit yields double the benefits, and when accompanied by supportive land use such as walkable neighborhoods along transit routes, every dollar yields up to nine dollars in benefits. MAPA released the findings May 26. (Full Transit ROI Study report: <https://mapacog.org/wp-content/uploads/2020/05/Transit-ROI-Final-5.21.20.pdf>)

**Every Dollar
Invested In
Transit Turns
Into \$2**

Then gets **multiplied by 4.5**
with supportive land use

2020-2050

TRANSIT
INVESTMENT

\$313M
in Transit

(Build & maintenance costs)

**+ Supportive
Land Use**

(Walkable neighborhoods
along transit)

SOCIETAL
BENEFITS

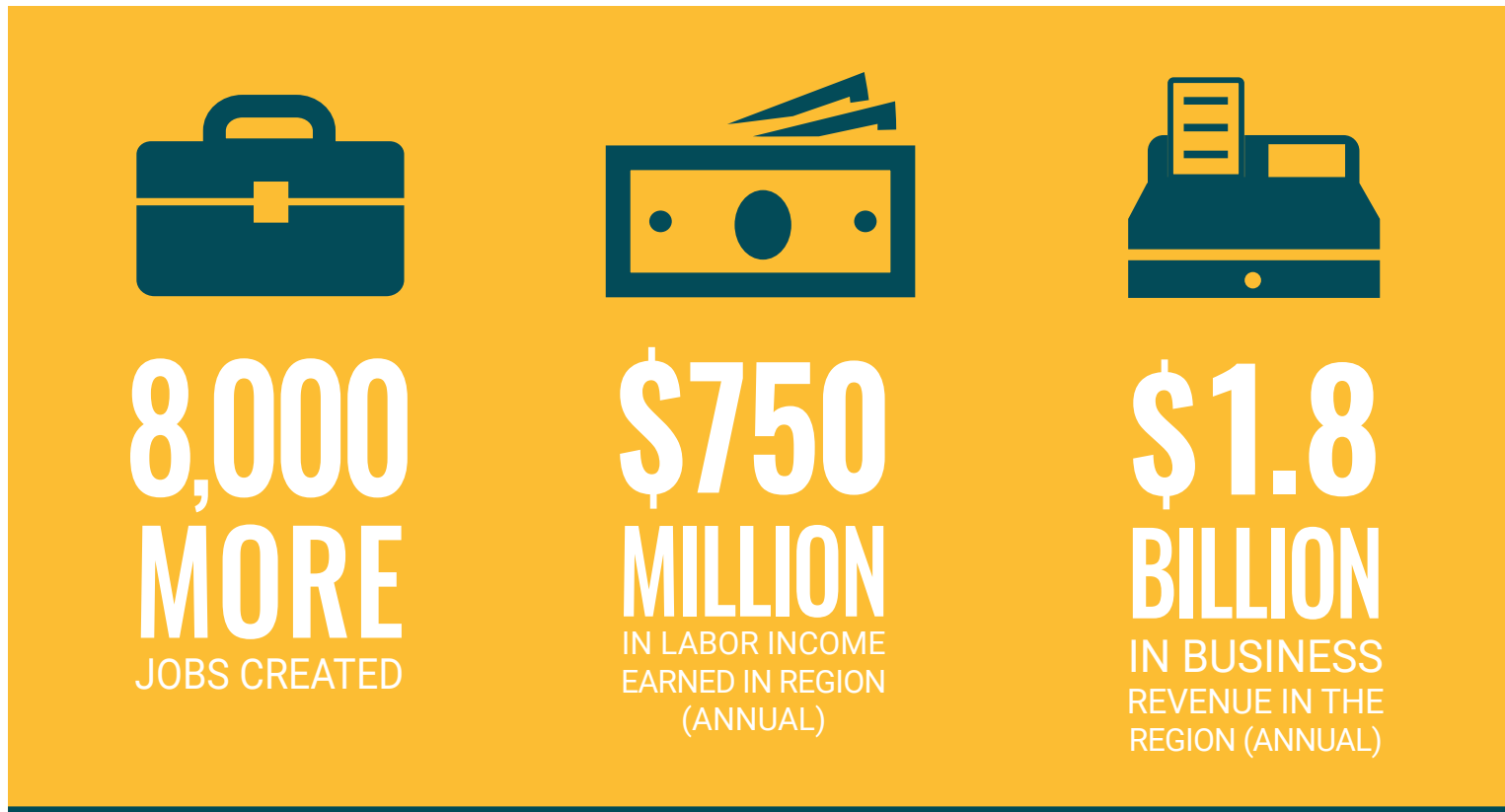
\$715M

(Shorter/reliable commutes,
reduced travel \$,
expanded labor force)

\$2.8B

(Jobs, labor income,
business revenues)

The study, completed in partnership with the Greater Omaha Chamber's ConnectGO initiative, also found the regional economy could add as many as 8,000 jobs and have an economic impact of \$1.8 billion annually in cumulative business revenues by 2050 if the region chooses to invest in an enhanced Bus Rapid Transit (BRT) network and couple that with transit-supportive land use.



The Transit ROI Study included economic modeling of transit investment and qualitative research through interviews. Employers interviewed as well as those employers who participated in the study's focus groups sent a strong message that transit is needed for three main reasons:

- 1**
ACCESS TO
THEIR WORKFORCE
AND CUSTOMERS
- 2**
WORKFORCE
RECRUITMENT
AND RETENTION
- 3**
COST REDUCTION
AND BUSINESS
COMPETITIVENESS

COLLABORATION



GOHUB – REGIONAL DATA PORTAL RELEASED

A collaborative effort to establish uniform data platforms among participating counties making it easier to access and utilize regional data.

<https://gohub.mapacog.org/>

TEAM BETTER BLOCK WORKSHOP - SPEAKER SERIES

A strategic collaboration 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. Co-sponsors were Iowa AARP, Nebraska AARP and Heartland 2050.



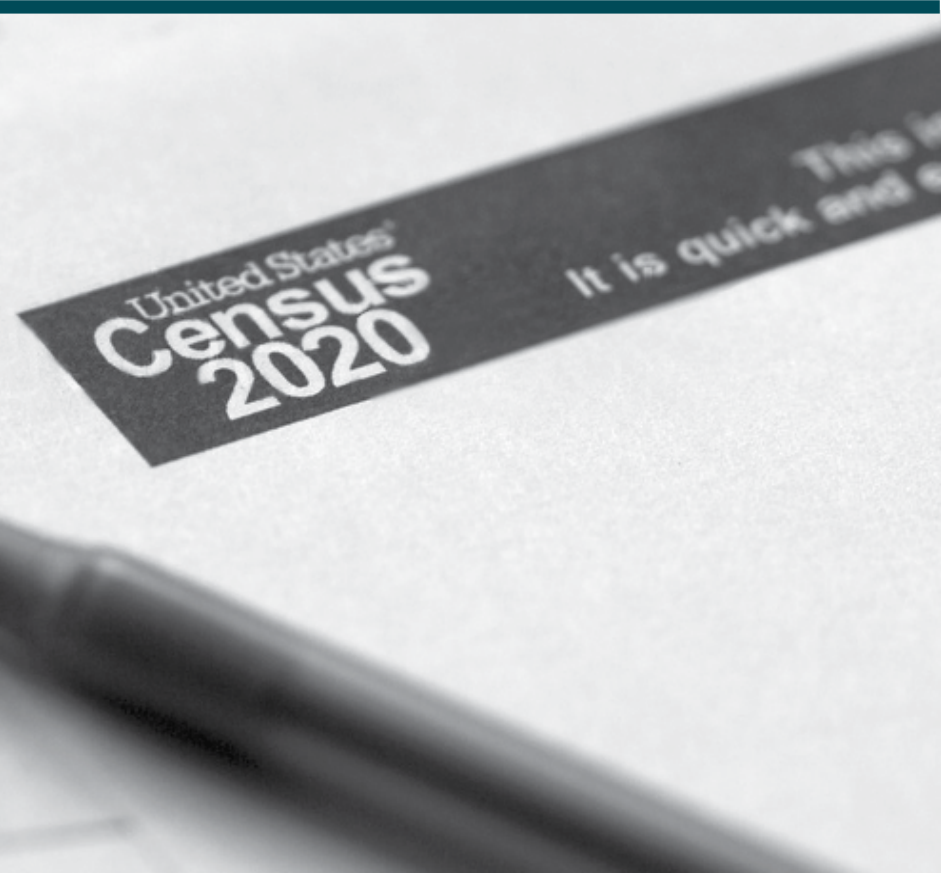
EXPANDING HOUSING CHOICES FORUM - SPEAKER SERIES

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 was a product of a collaboration between IA AARP, NE AARP, the UNO Center for Public Affairs Research (CPAR), and Heartland 2050. Keynote speaker Eli Spevak, founder of Orange Splot LLC., focused on Accessory Dwelling Units (ADUs) as one alternative to address the missing middle housing issue.



In support of the U.S. Census, Complete Count Committees (CCC) were established for both the City of Omaha and Douglas County in partnership with MAPA. Through this collaborative effort resources were provided to develop a working action plan to:

- Identify groups to target for an accurate count
- Encourage and increase understanding of participation in the 2020 Census
- Provide information on the various ways to participate to achieve an accurate count



COLLABORATION



ANNUAL SITE VISIT

Community leaders, elected officials and stakeholders explored innovative ways to bring potential transportation and development options to the Omaha-Council Bluffs metro through a site visit to Dallas, Texas. The visit focused on the outcomes of transportation decisions and investment from 20 years ago that led to Transit-Oriented Development (TOD) and greater land use and transportation planning coordination.



TRANSPORTATION CONVERSATION

Co-hosted with ConnectGO, participants included team members from every site visit since 2016, plus friends of Heartland 2050 and Close the Gap. Presentations included the ConnectGO plan and a sneak peak at the Transit Analysis results. Guests had round table discussions brainstorming transportation priorities for the region.



MOBILITY TASK FORCE

The Mobility Task Force explored options for improvements to the transit system in Council Bluffs. The effort included collaborative discussions on the current transportation inventory, future priorities and potential pilot projects designed to enhance mobility.

CONNECTION



FOREVER NORTH STUDY

Stakeholders along with the City of Omaha and MAPA developed the Forever North strategy. It is focused on housing and multi-modal transportation within the North 24th Street Corridor.

mapacog.org/wp-content/uploads/2019/06/Forever-North-Strategy.pdf

Forever North stakeholder engagement utilized an innovative approach bringing a new generation of emerging leaders to the table alongside the existing players.

FIRST AVENUE TRANSIT CORRIDOR ANALYSIS

A transit alternatives analysis is being conducted for the City of Council Bluffs on the 1st Avenue Transit Corridor under the guidance of an extensive stakeholder committee.





FOUNDATIONAL

REGIONAL PROJECTS



Local Federal-aid Projects

36th Street: N-370 - Sheridan Rd
120th Street BUILD Grant
156th Street - Bennington
168th Street: West Center - Pacific
180th Street: Dodge - Maple
Signal System Master Plan - CMAQ



Parks/Recreation

Glenwood Trail
Neola Street project
Macedonia Recreation
Treynor Recreation
Walmart Grant



GIS

GOHub and Natural Resources Inventory
ORBT Drone Photography
Regional Development Report
Regional Safety Dashboard



Transit

ORBT



Housing Projects

Blair Dana Suites
Blair Workforce Housing
Orange Splot Technical Assistance
Pottawattamie County Housing Trust Fund
Waterloo & Valley Housing Rehab



Community Development

Bunge Avenue Rise
Carson Revitalization
Carter Lake Sanitary Sewer
Iowa West Nishnabotna Watershed
Project Administration
Macedonia Revitalization
Malvern Boehner Pond Park Trail
Murdock Playground
Union Storm Siren Grants
Weeping Water Comprehensive Plan



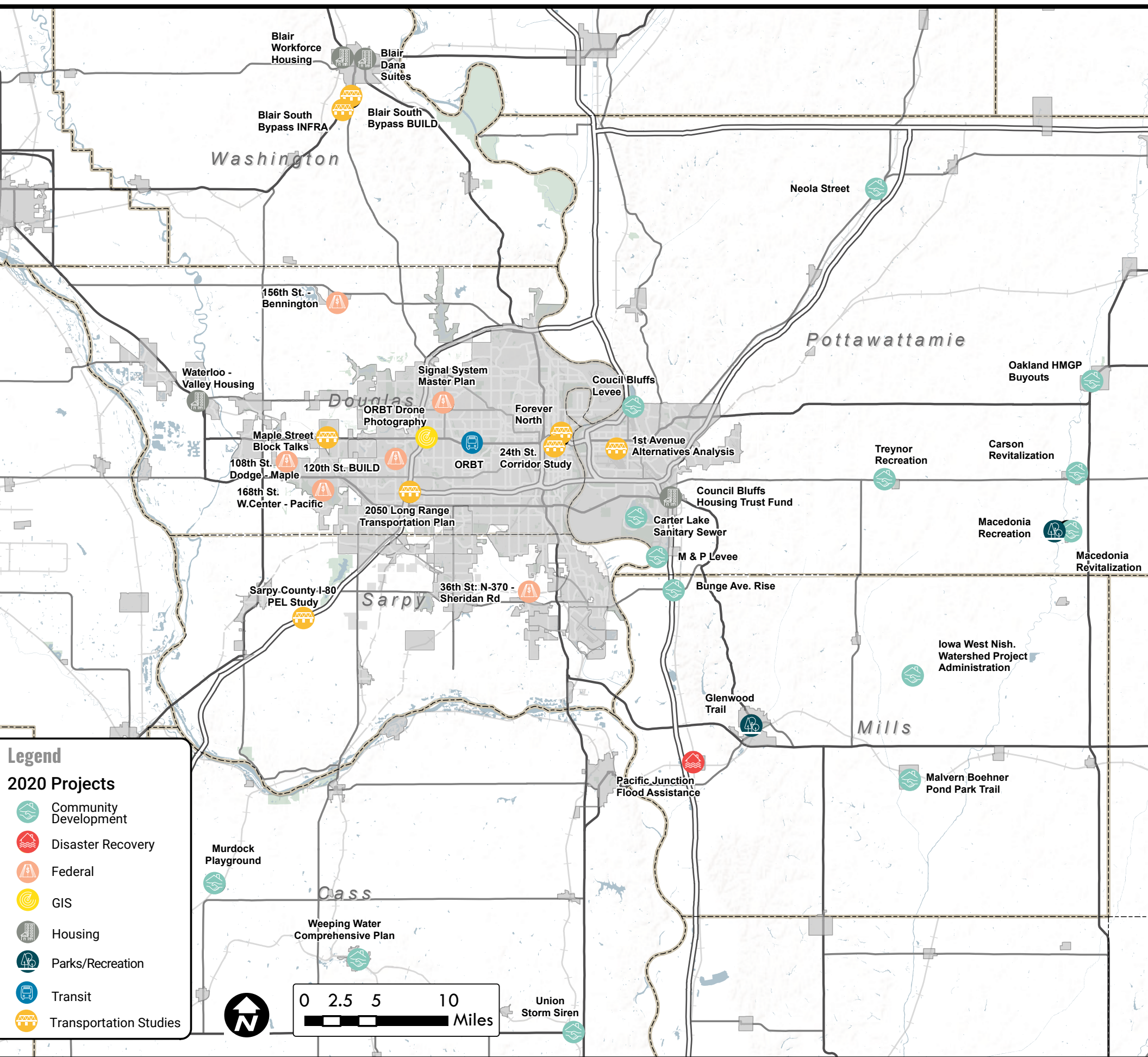
Disaster Recovery

Council Bluffs Levee
M&P Levee
Oakland HMGP Buyouts
Pacific Junction HMGP Buyouts



Transportation Studies

1st Avenue Alternatives Analysis
2050 Long Range Transportation Plan
Blair South Bypass BUILD & INFRA Applications
Central 24th Street Corridor Study
ConnectGO Outreach
Forever North
Maple Street Block Talks
RPA-18 2040 Long Range Transportation Plan
Sarpy County I-80 PEL Study
Transit Return on Investment (ROI) Study
Travel Demand Management Program



Washington

Pottawattamie

Douglas

Sarpy

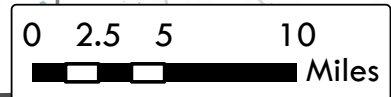
Mills

Cass

Legend

2020 Projects

- Community Development
- Disaster Recovery
- Federal
- GIS
- Housing
- Parks/Recreation
- Transit
- Transportation Studies



Blair Workforce Housing
Blair Dana Suites

Blair South Bypass INFRA
Blair South Bypass BUILD

156th St. - Bennington

Waterloo - Valley Housing

Signal System Master Plan

Council Bluffs Levee

Oakland HMGP Buyouts

Maple Street Block Talks

ORBT Drone Photography

Forever North

1st Avenue Alternatives Analysis

Treynor Recreation

Carson Revitalization

108th St. Dodge - Maple

120th St. BUILD

ORBT

24th St. Corridor Study

Council Bluffs Housing Trust Fund

Macedonia Recreation

Macedonia Revitalization

168th St. W.Center - Pacific

2050 Long Range Transportation Plan

Carter Lake Sanitary Sewer

M & P Levee

Sarpy County I-80 PEL Study

36th St. N-370 - Sheridan Rd

Bunge Ave. Rise

Iowa West Nish. Watershed Project Administration

Glenwood Trail

Pacific Junction Flood Assistance

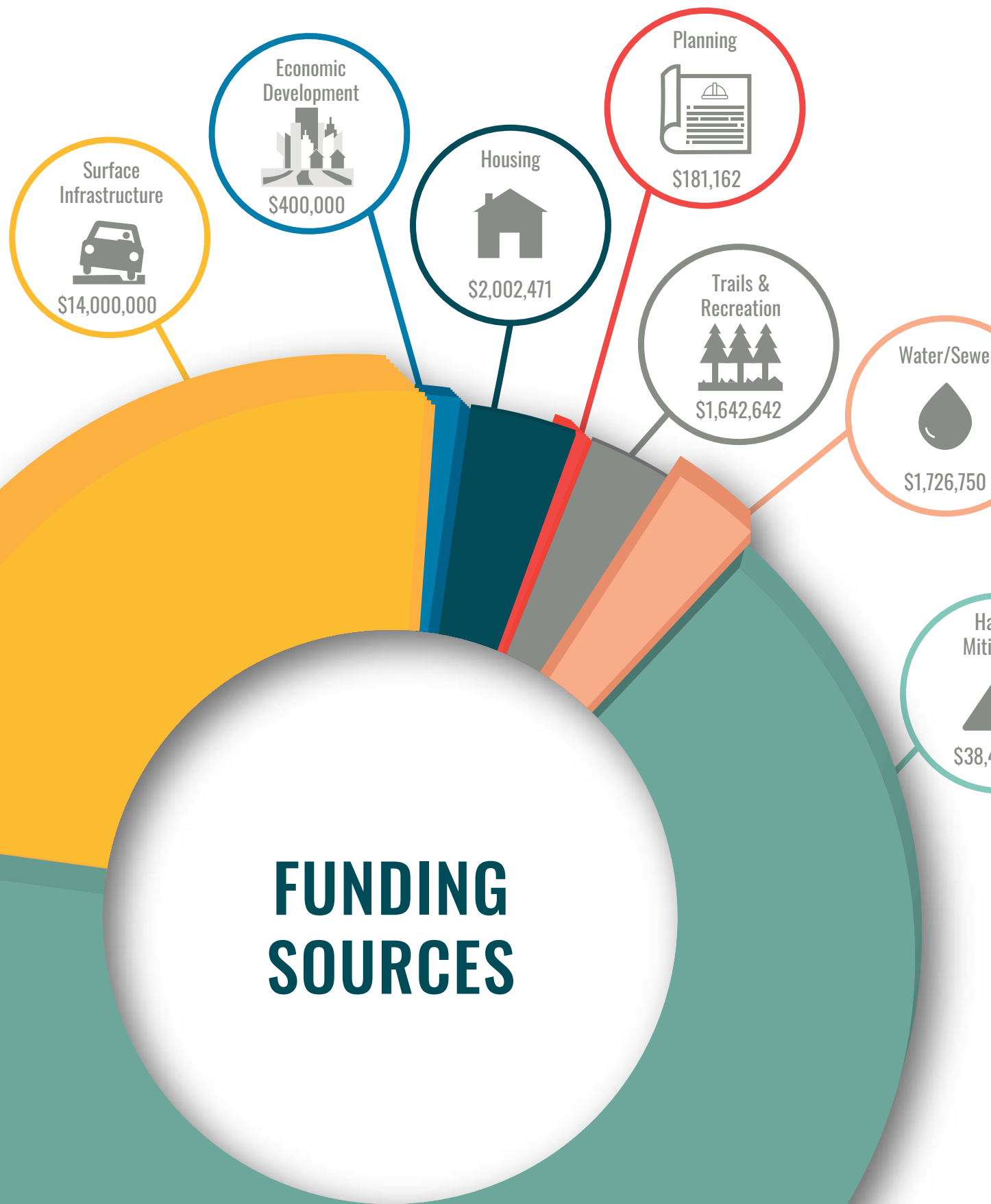
Malvern Bohner Pond Park Trail

Murdock Playground

Weeping Water Comprehensive Plan

Union Storm Siren

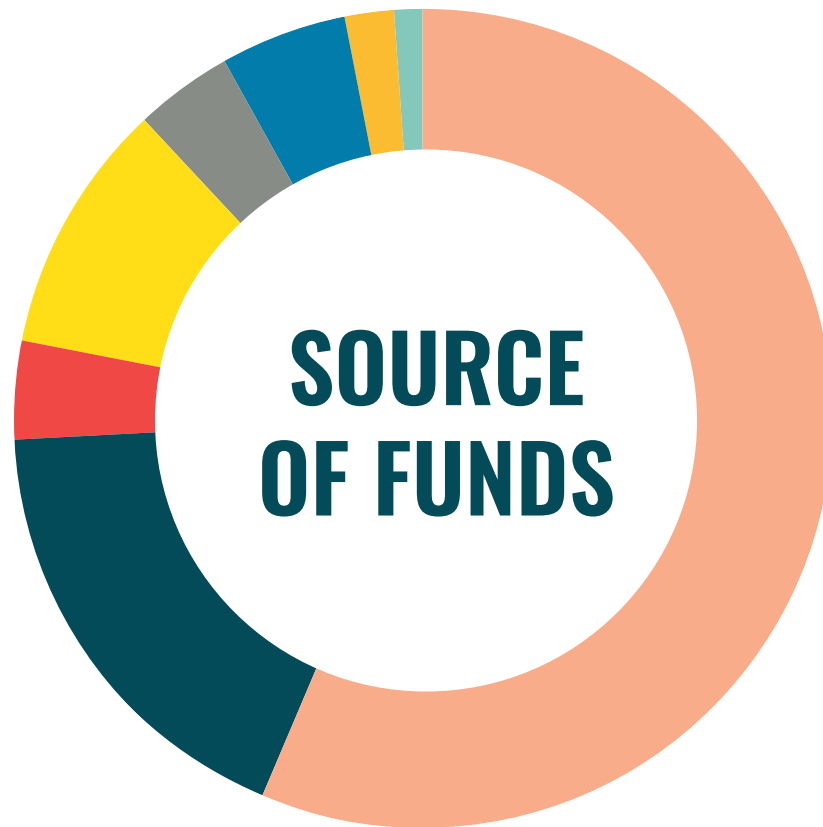
MAPA COMMUNITY DEVELOPMENT PROJECTS FY2020



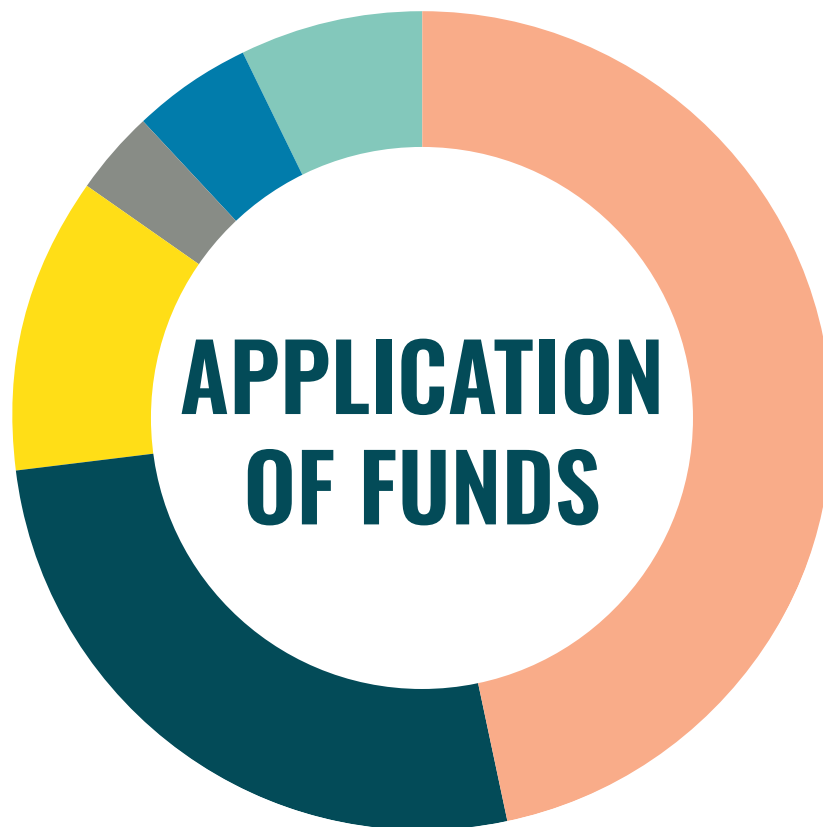
**FUNDING
SOURCES**

FOUNDATION

MAPA FUNDING FY2020



Federal	57%
Special Projects	18%
In-Kind	3%
Member Support	10%
State	4%
Charges for Service	5%
Foundations	2%
Other	1%



Program Expenses	86%
Studies & Local Subcontracts	49%
Transportation	22%
Heartland 2050	6%
Regional Assistance	9%
Administrative	14%

Hazard
igation



464,834

FOUNDATION

FY 2020 MAPA STAFF



GREG YUELL

Executive Director



GRANT ANDERSON

Community & Economic Development Planner



COURT BARBER

Transportation Planner & Local Projects Liaison



MARGIE BELL

Human Resources Manager



NATASHA BARRETT

Bookkeeper



JIM BOERNER

Transportation Planner



CHRISTINA BROWNELL

Executive Administrator



RAFAEL CORRALES

Community & Economic Development Planner



JOSH CORRIGAN

GIS Coordinator



SUE CUTSFORTH

Information Officer



SARAH FIXMER

Intern



DON GROSS

Community & Economic Development Manager



TRAVIS HALM

Transportation Planner



MICHAEL HELGERSON

Transportation Manager



MICHAEL KEAYS

Finance & Administration Director



KARNA LOEWENSTEIN

Communications & Outreach Manager



AMANDA MORALES

Fiscal Officer



RYAN OSSELL

Community and Economic Development Planner



BRENDA RAMIREZ

Administrative Assistant



STEVEN STRANSKY

Community & Economic Development Planner



OWEN STUCKEY

GIS Assistant



MEGAN WALKER

Transportation Planner



JODI WOOLERY

Graphics Specialist

**Employee who contributed to FY2020 programs but is no longer employed by MAPA.*

Melissa Engel*

Finance & Operations Director

Kristina Martin*

Disaster Recovery Coordinator

Annie Pigaga*

Graphics Specialist

Katie Preister*

Human Resources Manager

Tom Ryan*

Intern

Kelly Shoff*

Communications Assistant

Emily Sneller*

Administrative Assistant

Jeff Spiehs*

Community Relations Manager

Ariana Wesley-Powell*

Intern



FY 2020 MAPA COUNCIL OF OFFICIALS

NEBRASKA

CASS COUNTY

Alvo
Cedar Creek
Eagle
Elmwood
Greenwood
Louisville
Manley
Murdock
Murray
Nehawka
Plattsmouth
South Bend
Union
Weeping Water

JANET MCCARTNEY, Commissioner (rep. Board Chair Dan Henry)
ROBIN LAPAGE, Village Board Chair
STEVE SHARP, Village Board Chair
TRAVIS MOORE, Village Board Chair
MIKI BRUNS, Village Board Chair
DON WILKENS, Village Board Chair
ROGER BEHRNS, Mayor
DENISE SWENSON, Village Board Chair
JOHN STROY, Mayor
STAN FLAK, Village Board Chair
SHANE ADAMS, Village Board Chair
R. PAUL LAMBERT, Mayor
PAT CUNNINGHAM, Village Board Chair
CHARLES J. "CJ" SEYLER, II, Village Board Chair
MICHAEL BARRETT, Mayor

DOUGLAS COUNTY

Bennington
Boys Town
Omaha
Omaha City Council
Ralston
Valley
Waterloo

* CLARE DUDA, PRESIDENT
MATT JOHN, Mayor
CHRIS MATHSEN, Village Board Chair
*JEAN STOTHERT, Mayor
*PETE FESTERSEN, City Councilmember (rep. Council President Chris Jerram)
DON GROESSER, Mayor
CARROLL SMITH, Mayor
TRAVIS HARLOW, Village Board Chair

SARPY COUNTY

Bellevue
Gretna
La Vista
Papillion
Springfield

*JIM WARREN, Commissioner (rep. Board Chair Don Kelly)
* RUSTY HIKE, Mayor
JEFF KOOISTRA, (Rep. Mayor Jim Timmerman)
* DOUGLAS KINDIG, Mayor
DAVID BLACK, Mayor
ROBERT ROSELAND, Mayor

WASHINGTON COUNTY

Arlington
Blair
Fort Calhoun
Herman
Kennard
Washington

STEVE DETHLEFS, Board Chair
PAUL KRAUSE, Village Board Chair
RICHARD HANSEN, Mayor
MITCH ROBINSON, Mayor
NELS CHRISTENSEN, Village Board Chair
CLINT PEARSON, Village Board Chair
ERNEST BELIK, Village Board Chair

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MILLS COUNTY

Emerson
 Glenwood
 Hastings
 Henderson
 Malvern
 Pacific Junction
 Silver City

*CAROL VINTON, Supervisor (rep. Board Chair Lonnie Mayberry), VICE PRESIDENT
 STEPHANIE LATTA, Mayor
 RON KOHN, Mayor
 TROY HATCHER, Mayor
 JOEL TOMFORD, Mayor
 FRED MOREAU, Mayor
 ANDY YOUNG, Mayor
 ROSE MARY SCHOENING, Mayor

POTTAWATTAMIE COUNTY

Avoca
 Carson
 Carter Lake
 Council Bluffs
 Crescent
 Hancock
 Macedonia
 McClelland
 Minden
 Neola
 Oakland
 Treynor
 Underwood
 Walnut

*JUSTIN SCHULTZ, Board Chair
 AARON LONG, Mayor
 TIM TODD, Mayor
 RON CUMBERLEDGE, Mayor
 *MATTHEW J. WALSH, Mayor
 BRIAN SHEA, Mayor
 JIM KOCK, Mayor
 GARY L. WAX, Mayor
 MITCH KAY, Mayor
 KEVIN ZIMMERMAN, Mayor
 KARLA POGGE, Mayor
 BRANT MILLER, Mayor
 ALLEN HADFIELD, Mayor
 DENNIS BARDSLEY, Mayor
 GENE LARSEN, Mayor

SPECIAL PURPOSE GOVERNMENTAL ENTITIES

Council Bluffs Airport Authority
 Council Bluffs Planning Commission
 Fremont School District
 Golden Hills RC&D
 Greater Bellevue Area Chamber of Commerce
 Greater Omaha Chamber of Commerce
 Iowa Western Community College
 Metro Transit Authority
 Metropolitan Utilities District
 Metropolitan Community College
 Millard Public Schools
 Omaha Airport Authority
 Omaha Housing Authority
 Omaha Planning Board
 Omaha Public Power District
 Papio Missouri River NRD
 Pony Creek Drainage District
 Sarpy County Chamber of Commerce
 Valley Fire District #5
 The Wellbeing Partners

ANDY BILLER (representing Board President Scott Hartman)
 DAVID STROEBELE, Board Chair
 MARK SHEPARD, Superintendent
 MICHELLE WODTKE-FRANKS, Executive Director (representing Board Chair Barry Deuel)
 KEVIN HENSEL, President
 DAVID BROWN, President
 BRENT SIEGRIST, Board President
 JAY LUND, Board Chair
 MARK DOYLE (representing Board Chair Timothy Cavanaugh)
 RON HUG (representing Board Chair Maureen Monahan)
 LINDA POOLE, Board President
 DAN OWENS (representing Board Chair John Lund)
 DAVID LEVY, Board Vice Chair
 GREG ROSENBAUM, Board Chair
 CRAIG MOODY, Board Chair
 FRED CONLEY, Board Chair
 JAY CHRISTENSEN, Board Chair
 KAREN GIBLER, President
 MIKE WIEKHORST, Fire Chief
 SARAH SJOLIE, Chief Executive Officer

*** Board Members**

Board Chair
 Board Vice-Chair
 Secretary-Treasurer
 Legal Counsel

September 2020

DOUG KINDIG
 CAROL VINTON
 PATRICK BLOOMINGDALE
 PAUL KRATZ (City of Omaha)

MAPA

