



### **HEARTLAND 2050 REGIONAL PLANNING ADVISORY COMMITTEE (H2050 RPAC)**

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.

### **MEETING MINUTES**

Friday, April 4, 2025 | 10:00 a.m. – 12:00 p.m.

#### **MEMBERS:**

**In-Person:** Bruce Fountain, Chris Gibbons, Chris Meeks, Chris Shewchuk, Jeff Beiermann, Jody Holston, Keith Station, Kent Holm, Kitty Amaya, Kristine Stokes, Laura Dietrich, Lindsay Hughes, Lindsey Neemann, Mark Norman, Meghan Engberg, Stephanie Mueller, Tammi Palm, Travis Gibbons, Vicki Quaites-Ferris

**Virtual:** Ashley Rae Turner, Terry Haack

**GUESTS:** Melissa Wright, Alec Gorynski, Evan Schweitz, Jeff Sauser, Sarabrent McCoy, Kevin Pflager

**MAPA STAFF:** Mike Helgerson, Laura Heilman, Sue Cutsforth, Saul Lopez, Grant Anderson, Elle Ward, Latifa Moro

View the meeting livestream on the Regional Planning Advisory Committee playlist on MAPA's YouTube page at [www.youtube.com/@MAPA2222](https://www.youtube.com/@MAPA2222)

#### **A. Welcome and Introductions – Keith Station, Committee Chair**

#### **B. Approval of Past Meeting Minutes - Keith Station, Committee Chair - ACTION**

- a. Meeting minutes needing approved:
  - i. October 4, 2024
  - ii. December 6, 2024
  - iii. February 7, 2025
- b. Motion to approve past meeting minutes by Kent Holm, second by Kristine Stokes; motion approved.

#### **C. Regional Market Value Analysis: Jeff Sauser and Sarabrent McCoy, CommunityScale**

- a. Through a grant from Front Porch Investments, [CommunityScale](#) is developing a regional Market Value Analysis tool to share real estate market and neighborhood data
- b. Market Value Analysis: An interactive baseline database of market conditions across the region.
- c. Purpose: Support data-driven planning, community investment, and policymaking around issues of housing access and affordability, community stability, displacement, and related concerns.
- d. Users: Municipal planners, non-profits, philanthropists, elected officials, and other partners across the region.
- e. Format: An interactive mapping tool that supports analysis at all scales, from neighborhood to region.
- f. Update: MAPA intends to update the MVA model and database in 3 years to refresh the tool and also provide added longitudinal perspective on change over time across the region.

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- g. CommunityScale will be coming back to the region April 30-May 1 to work with stakeholders to refine data and data presentation through personas
- h. Contact MAPA staff if you are interested in connecting to this work

**D. A Greater Omaha: The Chamber's Competitive Economic Development Strategy:** Alec Gorynski, Greater Omaha Chamber of Commerce

- a. Alec Gorynski [agorynski@selectgreateromaha.com](mailto:agorynski@selectgreateromaha.com)
- b. [www.omahachamber.org/greateromaha/](http://www.omahachamber.org/greateromaha/)
- c. A 3-Year Economic Development Strategy that guide GOC's actions, steps, and tools to grow the regional economy and improve economic competitiveness
  - i. Strategy Statement: Shape the future of the Greater Omaha region by creating the conditions and opportunities for businesses to thrive, with a current focus on:
    - 1. Strategic Business Growth
    - 2. Brain Gain
    - 3. Destination: A Greater Omaha Region

**E. Microtransit Pilot Program:** Evan Schweitz, Metro Transit

- a. <https://www.ometro.com/metro-news/metro-invites-public-to-comment-on-microtransit-pilot-program/>
- b. Metro Transit is seeking public comments on the introduction of a new microtransit pilot program
  - i. Three year pilot program funded by local philanthropy
  - ii. To help meet gaps in transit availability
  - iii. Currently will cover trips in three zones: North Omaha, South Omaha and West Omaha
  - iv. Will supplement other transit service
  - v. Is a shared ride experience, so you may be riding with other passengers
  - vi. Anticipated that the fee will be around \$3 per ride
  - vii. Currently finalizing the contract with the service provider for service to launch in 2025

**F. Additional Business**

- 1. **Heartland 2050 Committee Updates** [www.heartland2050.org](http://www.heartland2050.org)
  - a. **Equity & Engagement and Housing & Development:** Ashley Rae Turner
    - i. April meeting will feature OpenSky Policy Institute
    - ii. June meeting will be a North Omaha Legacy Bus Tour
  - b. **Infrastructure:**
    - i. On April 2nd the Infrastructure committee members attended a guided tour of the new Saddle Creek Combined Sewer Overflow (CSO) stormwater treatment system. Participants witnessed firsthand the state-of-the-art technology that is helping to keep Omaha's creeks and waters clean!
  - c. **Natural Resources:** Kent Holm, Douglas County
    - i. The April meeting will include some strategic planning to align committee work with regional Climate Action Plans
    - ii. The Solid Waste Working Group is very active

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1. Working on Nebraska legislation for extended producer responsibility, specifically around lithium batteries and the danger they present (included in Nebraska [LB 36](#))
  - a. Nebraska is leading the national conversation on this topic
  - b. The EPA and DOE are hosting a meeting on extended battery producer responsibility framework on April 7 from 3-5 pm CST
    - i. Register here:  
[https://www.zoomgov.com/webinar/register/WN\\_XocN1yQfS\\_mtJsbn4x5yUg](https://www.zoomgov.com/webinar/register/WN_XocN1yQfS_mtJsbn4x5yUg)
2. Last meeting had 51 virtual attendees for a presentation by Goodwill on textile recycling

## 2. MAPA Updates

- a. MAPA FY 2026 Work Program Priorities and Draft UPWP/CDWP
  - i. Mike presented on what MAPA heard in our annual member survey, and how that is translating into our work plan and budget for the upcoming fiscal year
- b. SS4A Draft Comprehensive Safety Action Plan
  - i. [www.mapacog.org/projects/ss4a/](http://www.mapacog.org/projects/ss4a/)
  - ii. The draft Comprehensive Safety Action Plan (CSAP) comment period is now complete and the document is being finalized
  - iii. Currently working to have all cities and counties formally adopt the plan
  - iv. In the past week a NOFO has been released for implementation funding for this program; MAPA will support some applications in our region that tie to the CSAP
- c. Regional Travel Demand Model Focus Group Meeting
  - i. MAPA maintains a regional Travel Demand Model (TDM) as a traffic-forecasting tool to support long-range transportation planning and community development decisions
    1. Future traffic and transit demand based on anticipated population and employment growth
  - ii. Focus Group Today, 12-1 pm at MAPA (Lunch Provided)
  - iii. Let us know if you have questions or would like to be involved in future efforts!
  - iv. [www.mapacog.org/projects/tdm](http://www.mapacog.org/projects/tdm)
- d. Upcoming Heartland 2050 Summit (Date TBD)
- e. MAPA is hiring for a Communications & Outreach intern

## 3. Community Updates

- a. Look for an announcement today regarding North High and YMCA as well as some new developments near Gretna
- b. La Vista is hosting the Nebraska Economic Developers Conference May 28-30
- c. [Reignite 2 Unite Omaha Development Symposium](#) will be June 4-5

## G. Public Comment

## H. Adjourn

### Future Meetings & Events:

Heartland 2050 Regional Planning Advisory Committee – June 6, 2025

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