

Heartland 2050: Omaha-Council Bluffs Values and Priorities Quantitative Study

Prepared for Fregonese Associates

January 28, 2014

Other H1

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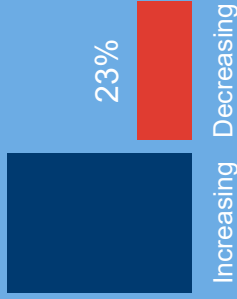
About three in four see their quality of life in the Omaha-Council Bluffs Region as positive and increasing. While slightly less, the majority say the region is on the right track.



Quality of Life in the Future

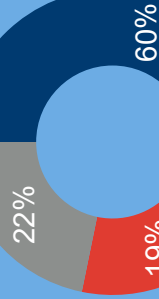
78%

18-34 yr olds most likely to believe quality will increase.



Direction of Their Own Community

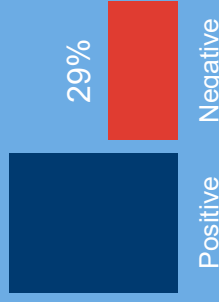
22%



■ Right direction
■ Wrong track
■ Not sure

Quality of Life in the Region: Positives vs. Negatives

71%



BASE: ALL QUALIFIED RESPONDENTS (N=400)

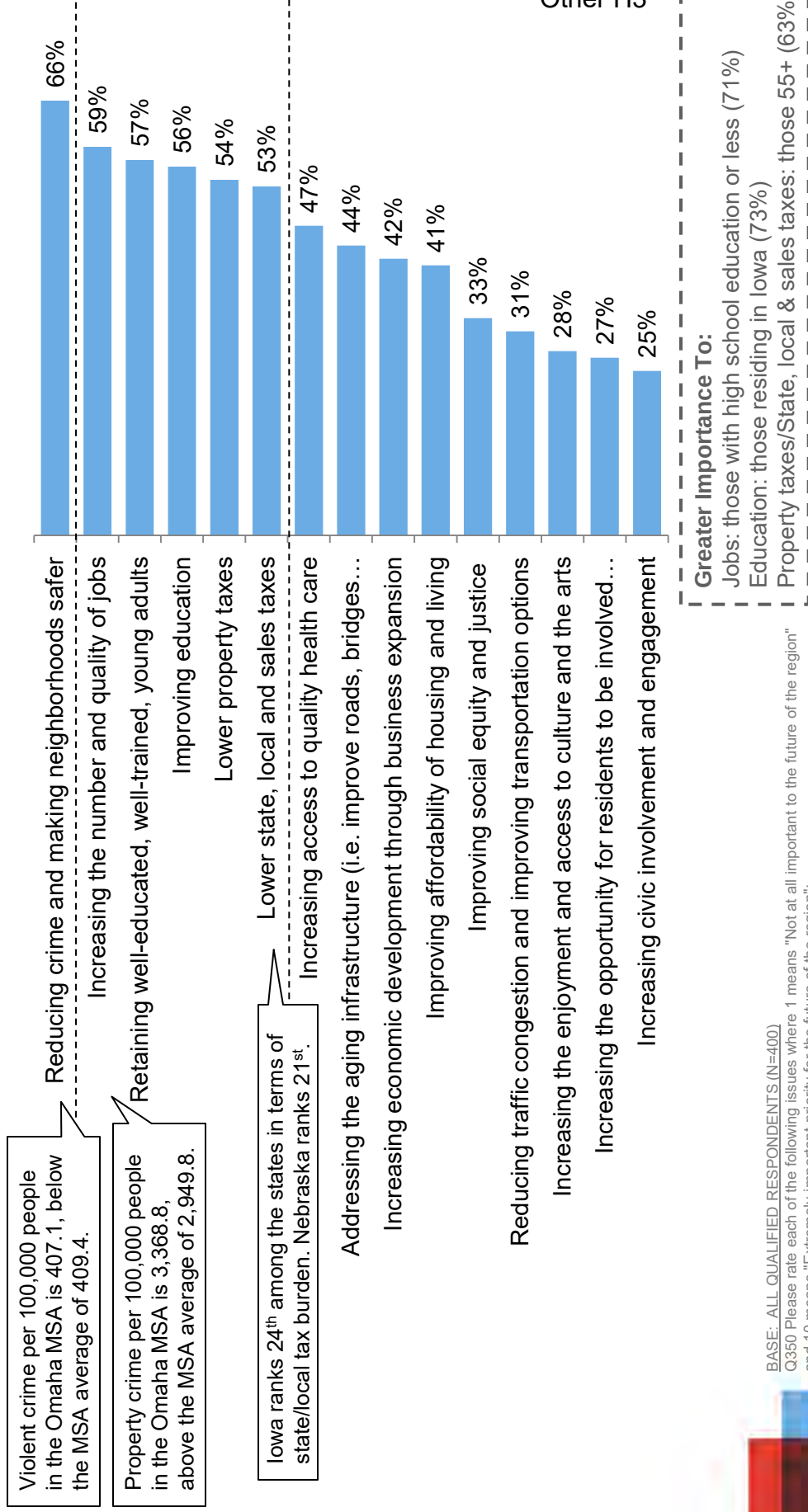
Q320. Thinking about the quality of life that will be here for you or your friends' children and grandchildren, do you see their quality of life in the Omaha-Council Bluffs region increasing or decreasing in the future?

Q330. On another subject, do you feel things in your own community today are going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?
Q335. Thinking of all the positive and negative aspects about the quality of life here in the Omaha-Council Bluffs region, what percentage of things would you classify as positive? What percentage is negative?

Other H2

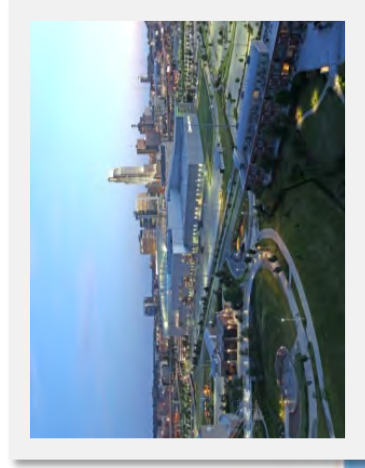
Reducing crime is the most important issue to the region with two thirds giving it high priority. Jobs, young adult retention, education and taxes also rise to the top.

Top 2 Box Importance (Rated 9/10 on 10 pt. scale)



Values-Based Strategic Hinge

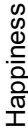
There is a “strategic hinge”
which exists, linking the
attributes and benefits of life in
the Omaha–Council Bluffs
Region to the people



Identifying the rational and
emotional drivers of this hinge is
the purpose of “values” research.

Other H4

Omaha-Council Bluffs Pathways



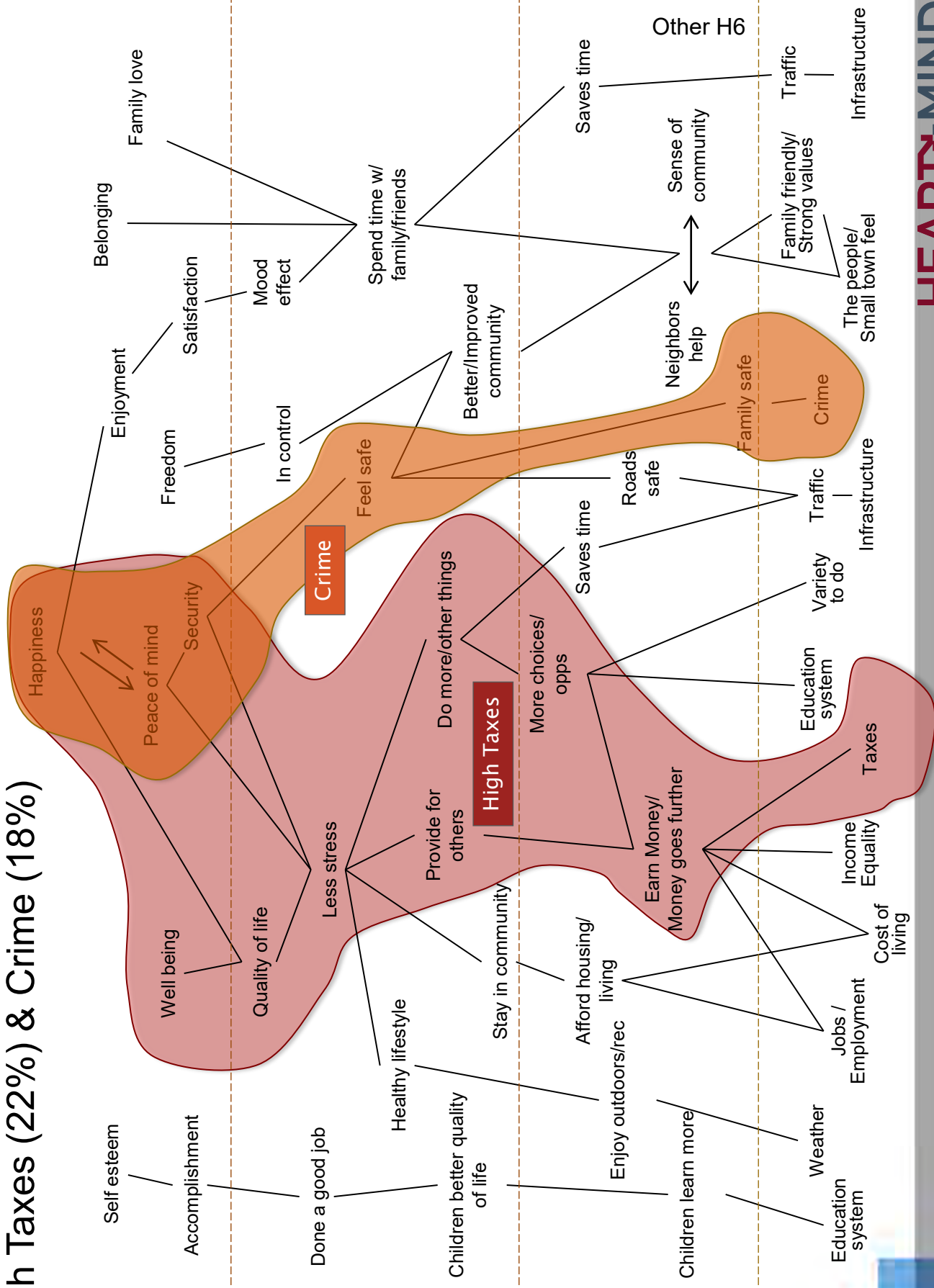
Omaha-Council Bluffs Values: High Taxes (22%) & Crime (18%)

VALUES

EMOTIONS

BENEFITS

ATTRIBUTES



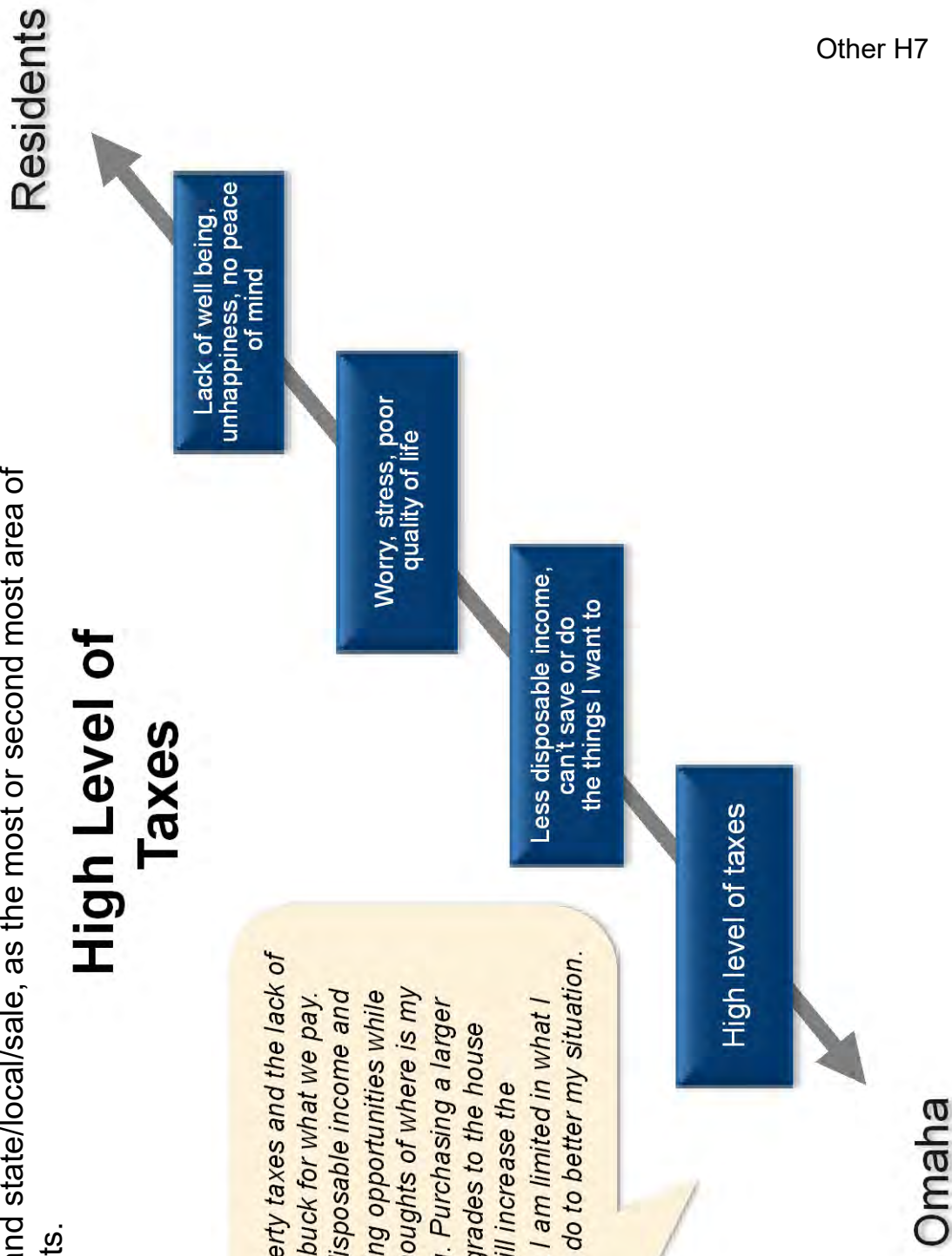
Executive Summary

Omaha-Council Bluffs Resident Values

Nearly a quarter (22%) of respondents identified the high level of taxes, including property and state/local/sale, as the most or second most area of concern for residents.

High Level of Taxes

Taxes: Property taxes and the lack of bang for the buck for what we pay. Decreases disposable income and reduces saving opportunities while increasing thoughts of where is my money going. Purchasing a larger house or upgrades to the house because it will increase the assessment. I am limited in what I would like to do to better my situation.



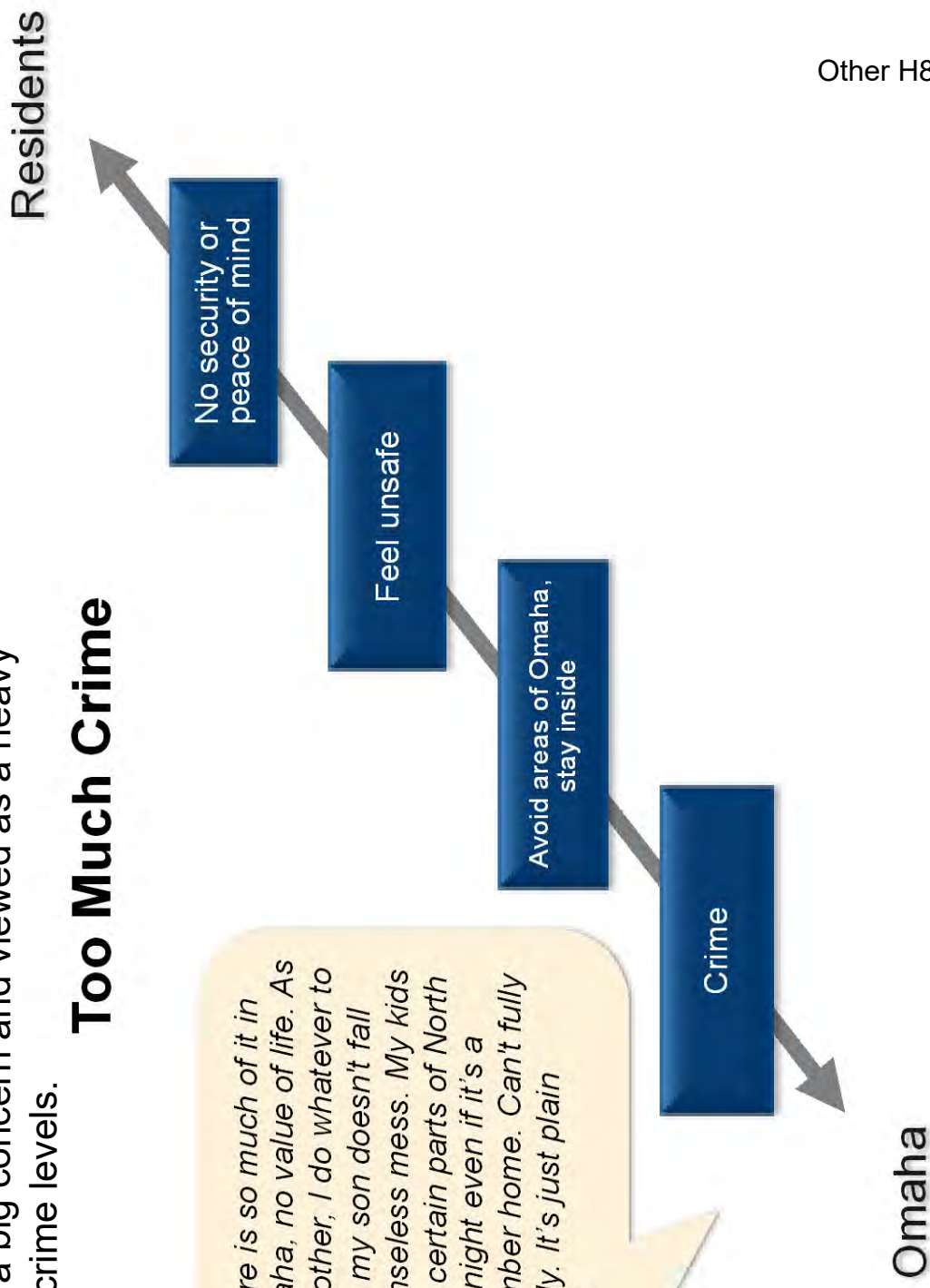
Executive Summary

Omaha-Council Bluffs Resident Values

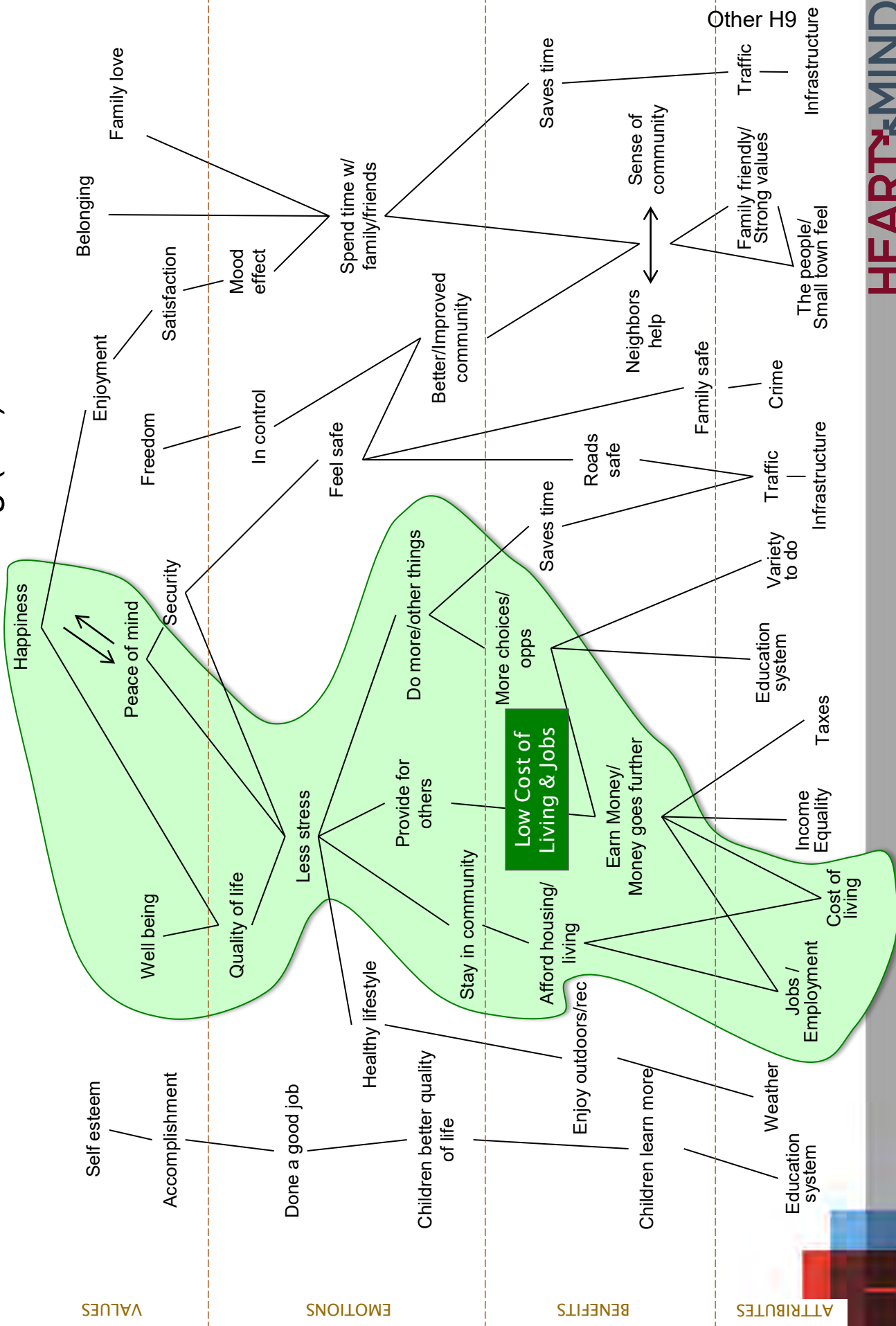
- Nearly one-in-five (18%) identified crime as a major factor impacting quality of life in Omaha-Council Bluffs. Gang activity is also a big concern and viewed as a heavy contributor to crime levels.

Too Much Crime

Crime, there is so much of it in North Omaha, no value of life. As a single mother, I do whatever to make sure my son doesn't fall prey to senseless mess. My kids can't go to certain parts of North Omaha at night even if it's a family member home. Can't fully enjoy family. It's just plain senseless.



Omaha-Council Bluffs Values: Low Cost of Living (9%)



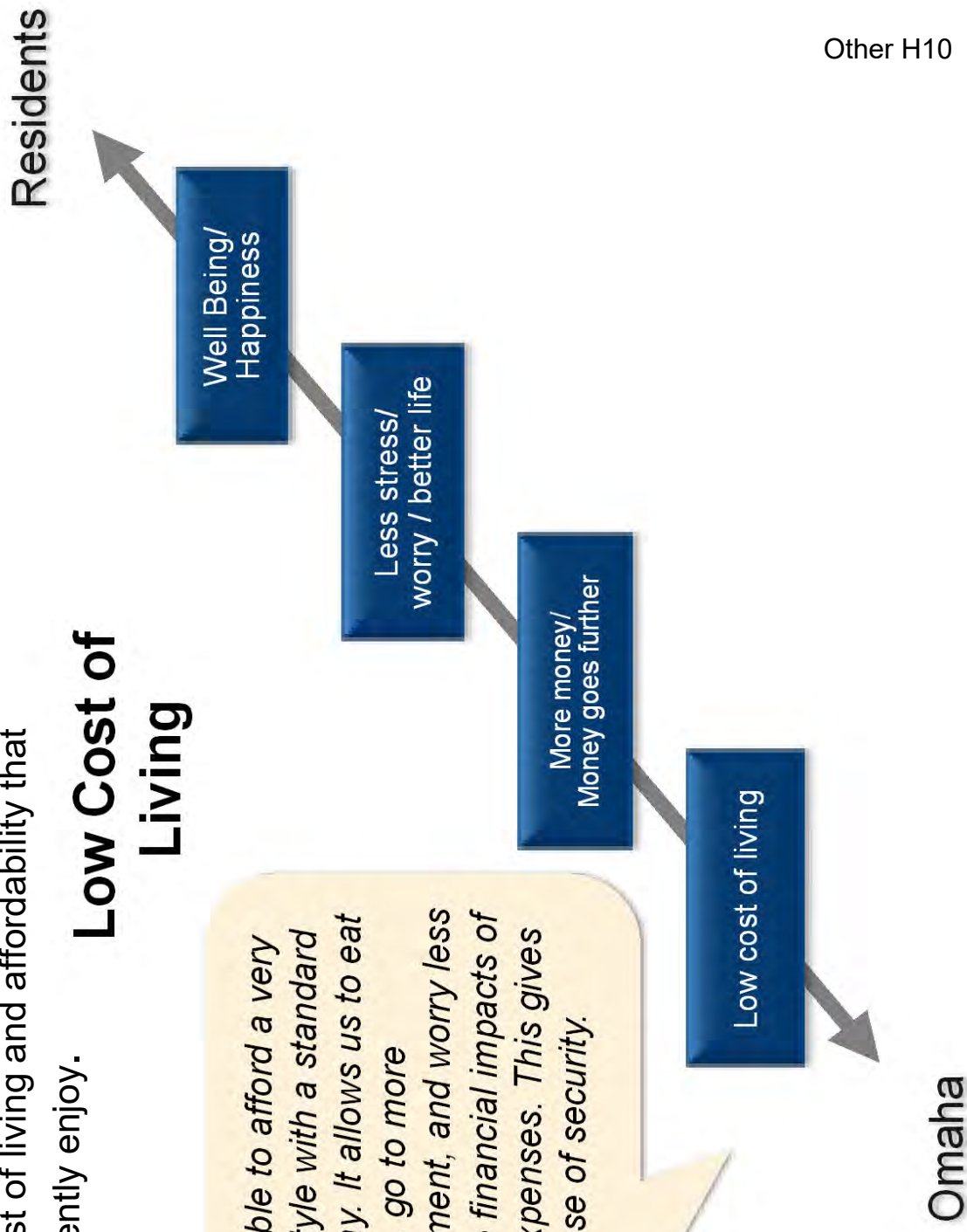
Executive Summary

Omaha-Council Bluffs Resident Values

- Key values to protect and promote are derived from the the low cost of living and affordability that residents currently enjoy.

Low Cost of Living

We are able to afford a very nice lifestyle with a standard rate of pay. It allows us to eat out more, go to more entertainment, and worry less about the financial impacts of leisure expenses. This gives me a sense of security.



Region residents prefer growth strategies focused on centralizing jobs and shopping close to residence, encouraging a range of housing options and infusing existing cities and towns.

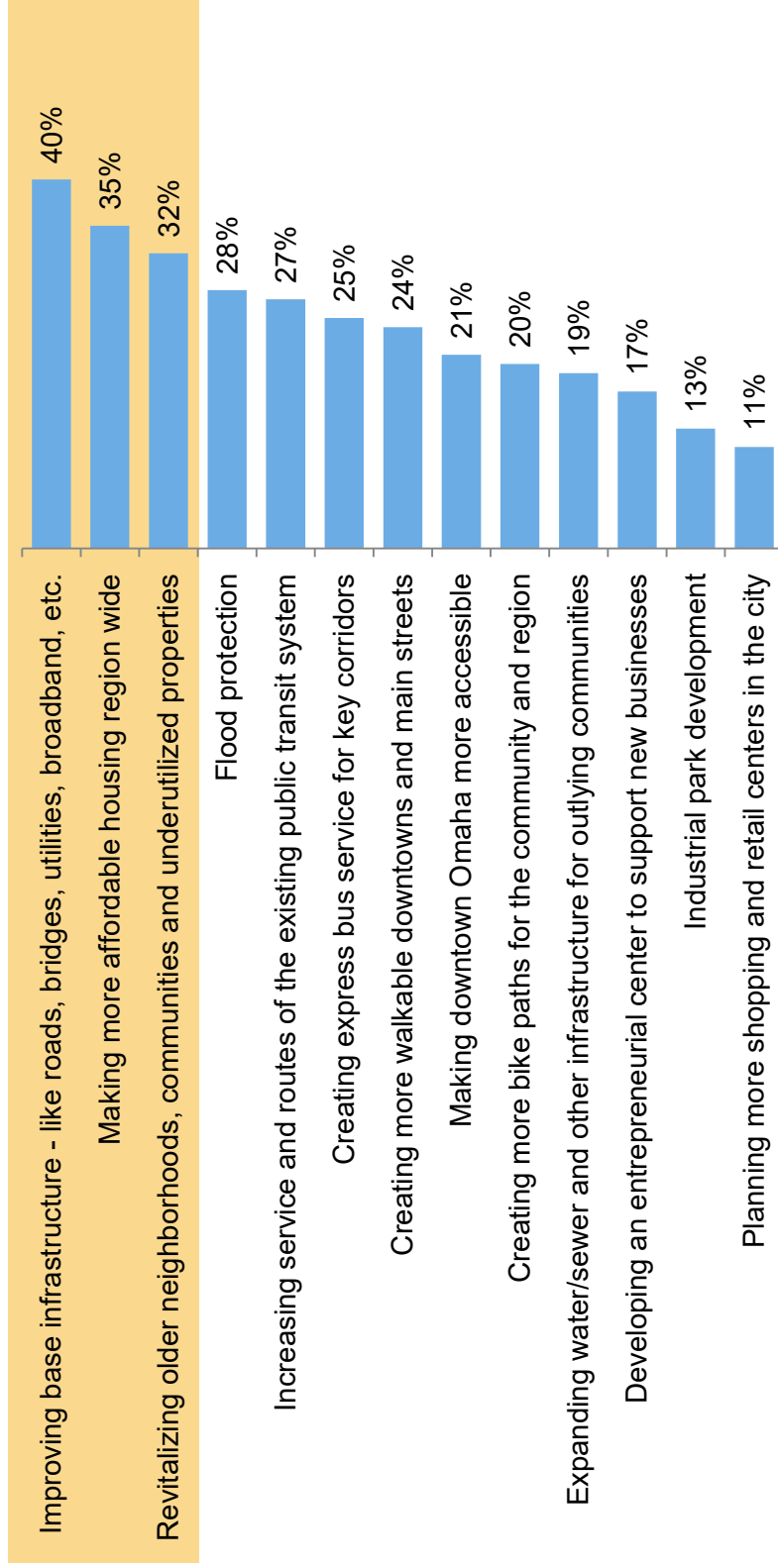
Agreement with Growth Strategies	% Agree
Locating new jobs and shopping close to where people live	81%
Encourage a range of housing options that meet the needs and budgets of residents*	81%
Locating new growth in the existing cities and towns	80%
Invest in new roadways and road improvements	78%
Investing in areas of poverty to reduce crime	75%
Making it convenient to walk or bike to neighborhood stores, businesses, and schools	75%
Reinvesting in the Region's Main Streets and Downtowns	68%
Providing more public transportation options	62%
Locate new growth along major transportation corridors (i.e. I-80/I-29, Dodge Street, etc.)	61%

* Iowa residents more strongly agree with strategy encouraging range of housing options (94%)

BASE: ALL QUALIFIED RESPONDENTS (N=400)
Q760 How much do you agree or disagree with the following growth strategies for the Omaha-Council Bluffs region? Please note that these strategies are not mutually exclusive.

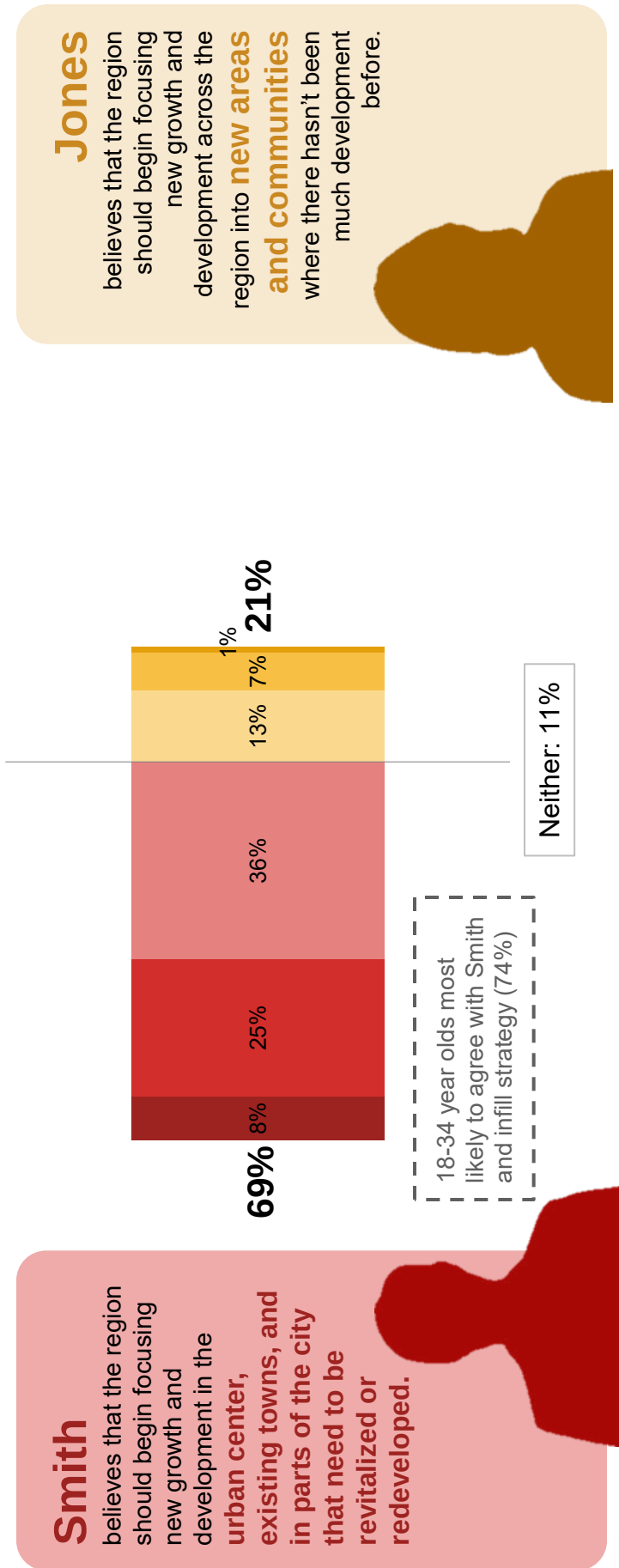
Making improvements to existing elements, such as infrastructure and communities, is important for future growth in the region.

Top 2 Box Importance (Rated 9/10 on 10 pt. scale)



Three times as many residents prefer infill of existing areas over new growth in outlying communities.

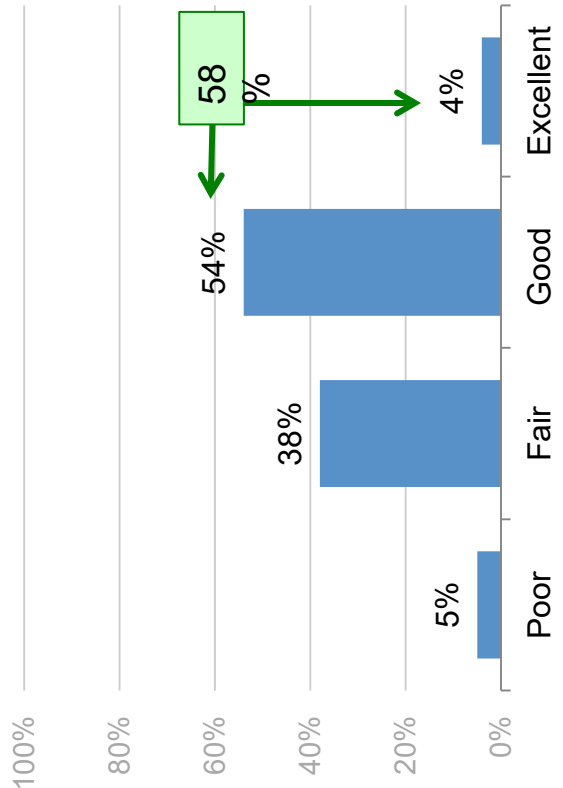
- Exactly like Smith
- Strongly like Smith
- Somewhat like Smith
- Somewhat like Jones
- Strongly like Jones
- Exactly like Jones



Other H13

Nearly all believe having a plan for regional growth in the region is important. More than half feel the Omaha-Council Bluffs region has preformed ‘good’ or ‘excellent’ in this area.

Importance of Having a Vision or a Long Range Plan for Growth in the Region – Top 2 Box (Extremely/Very Important)

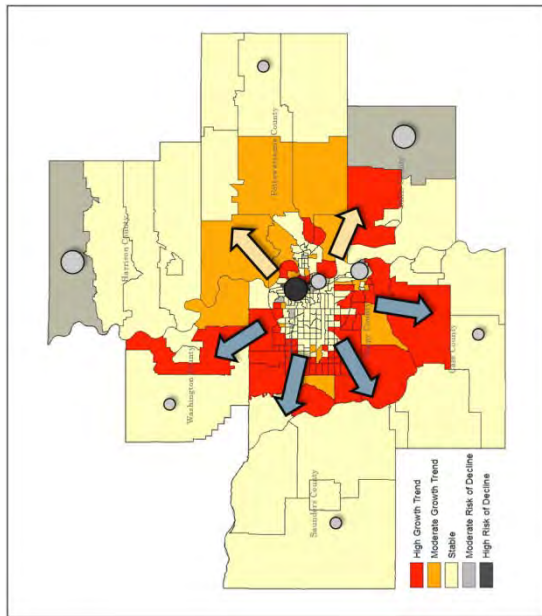


Other H14

BASE: ALL QUALIFIED RESPONDENTS (N=400)
Q800. How important is it that Omaha-Council Bluffs region have a vision or a long range plan for growth in the region?
Q805. How would you rate the performance of Omaha-Council Bluffs region when it comes to planning and preparing for growth in the region?

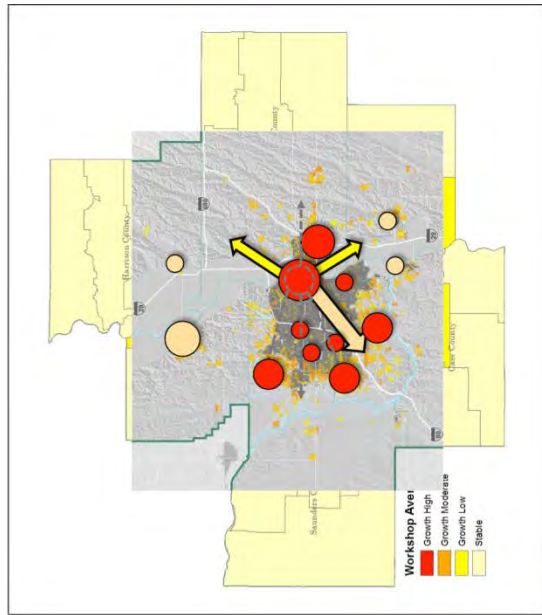
Scenario A

In Scenario A, we will continue to grow and decline much the same as we have in the recent past. **Areas of the urban core will continue to lose population, as westward expansion continues in Douglas and Sarpy counties.**



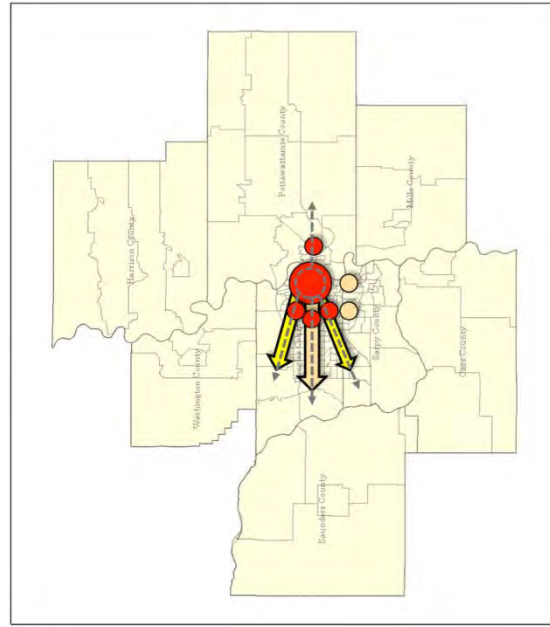
Scenario B

In scenario B, the highest growth occurs in central Omaha and Council Bluffs, and over 40% of new growth takes place in existing urban and suburban areas, making efficient use of road and water infrastructure.



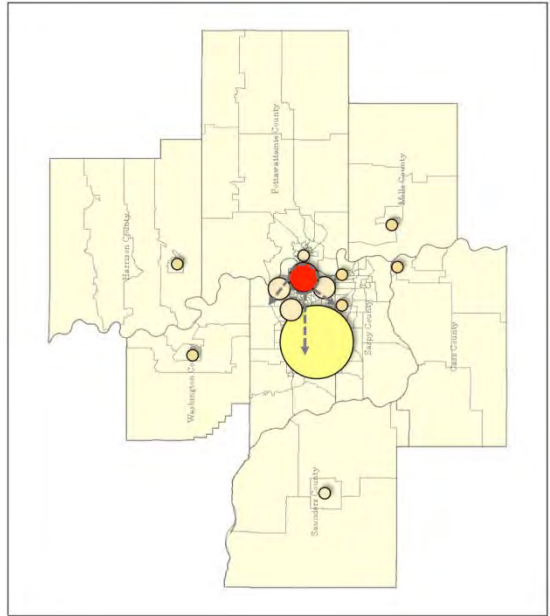
Scenario C

In Scenario C, population and employment growth are focused in the core, revitalizing North, South and Midtown Omaha and Council Bluffs. Sarpy County and western Douglas County see some moderate growth. The region makes significant transit investment to serve the bustling central city.



Scenario D

In Scenario D, new jobs are located near urban, suburban and rural communities to reduce long commutes and revitalize existing neighborhoods and towns. Infill and redevelopment help to build walkable communities and main streets across the region.



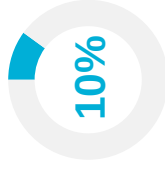
Though scenarios B, C, and D are all rated highly, when forced to choose only one, Scenario D is most preferred for the region.

Degree Scenario
Is the Best Option
(Completely/Somewhat)

Scenario that
Is Best Option
for Region

In Scenario A, we will continue to grow and decline much the same as we have in the recent past. **Areas of the urban core will continue to lose population, as westward expansion continues** in Douglas and Sarpy counties.

39%



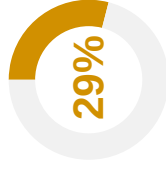
In Scenario B, the **highest growth occurs in central Omaha and Council Bluffs, and over 40% of new growth takes place in existing urban and suburban areas**, making efficient use of road and water infrastructure.

72%



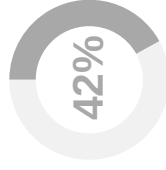
In Scenario C, **population and employment growth are focused in the core, revitalizing North, South and Midtown Omaha and Council Bluffs**. Sarpy County and western Douglas County see some moderate growth. The region makes significant transit investment to serve the bustling central city.

73%



In Scenario D, new jobs are located near urban, suburban and rural communities to reduce long commutes and revitalize existing neighborhoods and towns. Infill and redevelopment help to build walkable communities and main streets across the region.

77%



BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q810. Please read the four scenarios presented below. To what degree do you feel this represents the best option for the Omaha Council-Bluffs region?

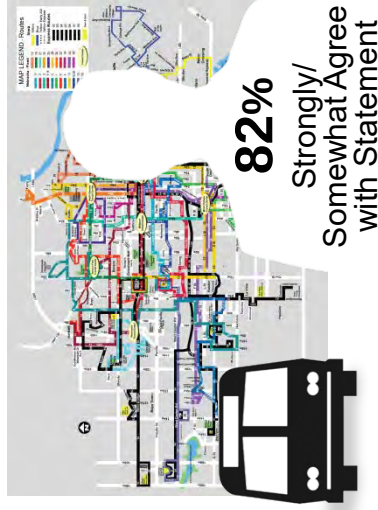
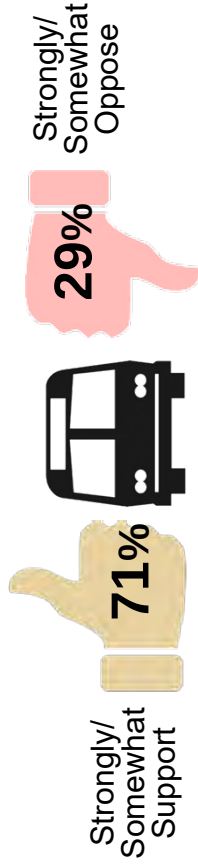
Q815. Of the four options presented, which one do you feel represents the best option for the Omaha Council-Bluffs region?

Other H16

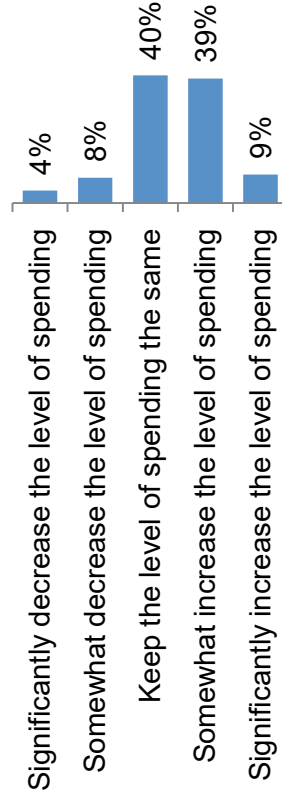
While most agree that investing in regional transportation is important, a majority believe funds allocated for public transportation should be kept the same or increased only somewhat.

“ *Investing in regional transportation is an important priority for our region.* ”

Support or Oppose Allocation of Local Tax Dollars Toward Public Transportation Services



Level of Spending that Should Be Allocated for Public Transportation Services



BASE: ALL QUALIFIED RESPONDENTS (N=400)

Q920. To what extent do you agree with the statement: Investing in regional transportation is an important priority for our region?

Q930. Thinking about just one part of the transportation picture... Do you support or oppose the allocation of your local tax dollars toward the expansion and improvement of public transportation services in your community?

Q935. Thinking about your own local public transportation, what level of spending do you believe should be allocated for the improvement of public transportation services and access for the local system where you live?

Other H17