

NORTH AND SOUTH OMAHA ECONOMIC RECOVERY COORDINATION PLAN

## **APPENDIX A**

# **VISIONING WORKSHOP SUMMARY**

APPENDIX A: VISIONING WORKSHOP SUMMARY

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# INTRODUCTION

## PURPOSE

The Economic Recovery Act, enacted with the passage of Legislative Bill 2014 (LB1024) by the Nebraska State Legislature in 2022, provides \$335 million in funding to assist North Omaha, South Omaha, and other communities that were disproportionately impacted by the COVID-19 pandemic. State and federal funding under the Economic Recovery Act represents a historic investment in disadvantaged communities in Nebraska, which includes \$250 million in federal American Rescue Plan Act (ARPA) funds. These funds are designated to North and South Omaha qualified census tracts as shown in **Figure A.1**, with the intention of creating sweeping economic growth through eligible uses such as investment in employment, job creation, small business assistance, entrepreneurship, and housing.

To understand the needs and desires of North and South Omaha communities, the Project Team conducted an LB1024 Visioning Workshop with community stakeholders from both North and South Omaha. The workshop was designed to solicit meaningful feedback from individuals who are invested in the success of the community, including business owners, faith-based organizations, service providers, real estate professionals, and government officials, among many others.

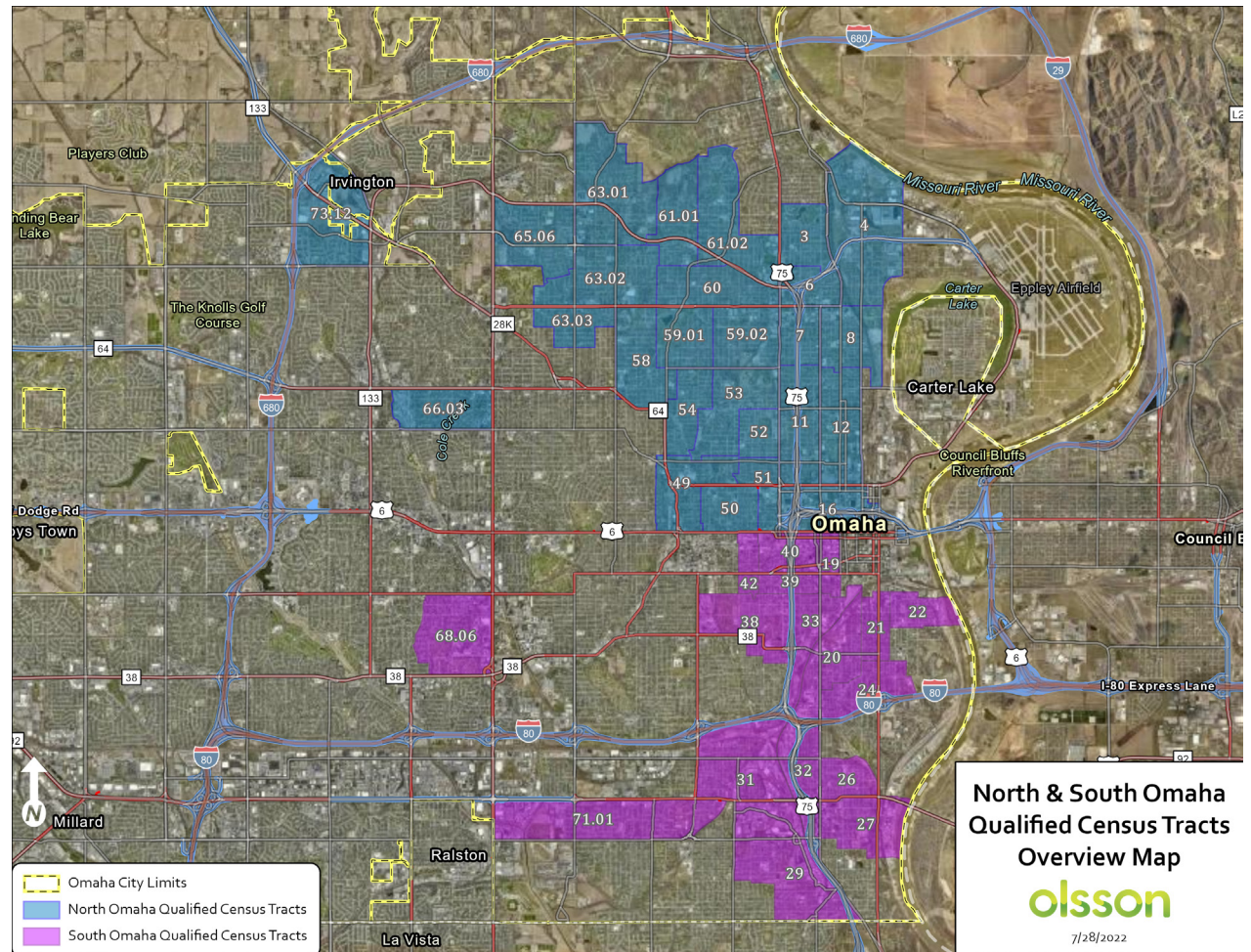


Figure A.1 North and South Omaha Qualified Census Tracts

## STRUCTURE

The Visioning Workshop was held over the course of two days with four sessions, two in North Omaha and two in South Omaha, which focused on North and South Omaha, respectively. Each of the sessions utilized the same structure and exercises facilitated by the Project Team.

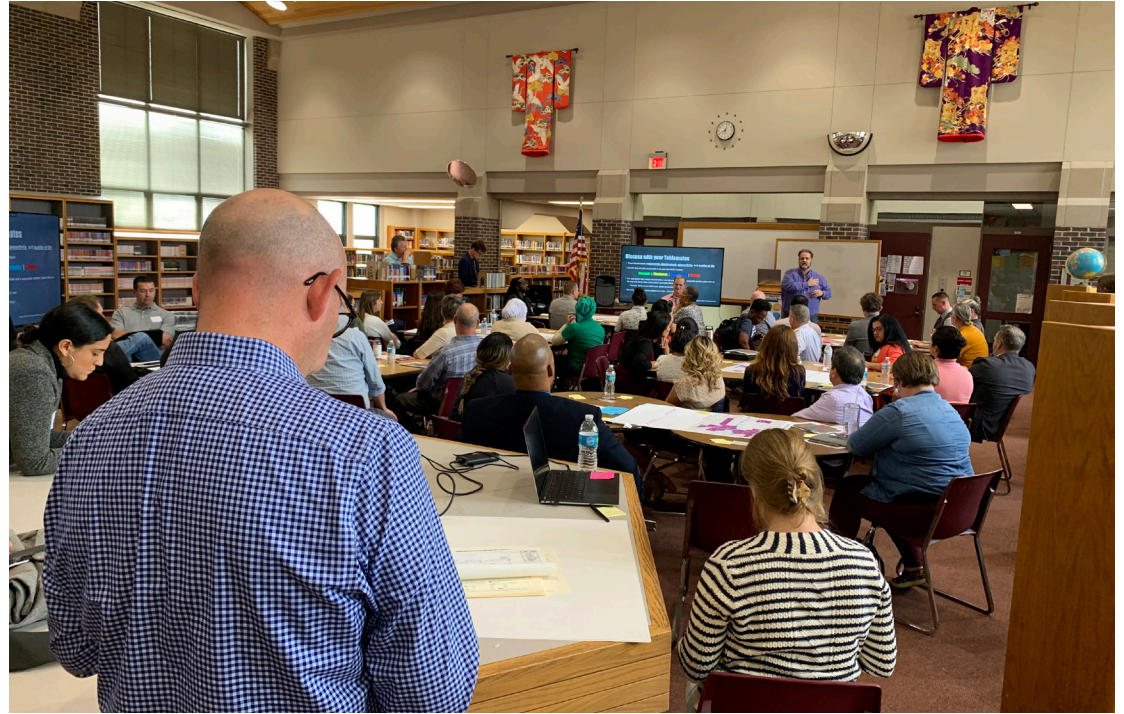
The structure of the workshop was designed to engage stakeholders throughout the process in a stair-step approach by first introducing what the data says about the community, then asking participants to assess the community in its current state, evaluate what the community needs, then begin brainstorming ideas for the future of the community. This approach was reflected in the agenda of the four sessions and reflected in the findings from the workshop. The details of each of these components are provided in this document.

EACH WORKSHOP SESSION INCLUDED THE FOLLOWING COMPONENTS:	
WELCOME FROM THE PROJECT TEAM	At the beginning of each session, the Project Team introduced the project and its goals, intent and purpose of the workshop, and made administrative notes.
MESSAGE FROM THE STATE SENATORS	The Senators in attendance welcomed attendees and provided additional context for the activities and goals of the session.
PRESENTATION OF EXISTING CONDITIONS FINDINGS FROM THE PROJECT TEAM	Both the North Omaha and South Omaha presentations identified the Strengths, Weaknesses, Opportunities, and Threats (SWOT) for each section. Maps and graphics provided additional details to the stakeholders and highlighted a selected aspect of each section.
STAKEHOLDER SWOT EXERCISE AND PRIORITIZATION	Participants were asked to focus the SWOT discussion on economic development, connectivity, and quality of life with their respective communities. Each item was written on a sticky note by the participants and later a priority item was selected for each group/table.
STAKEHOLDER COMMUNITY NEEDS EXERCISE	Needs were defined as those things that <i>must</i> happen to see real transformational change and long-term economic success in the community.
STAKEHOLDER IDEA BRAINSTORMING AND DISCUSSION	The final exercise asked participants to explain their own “big idea” or project ideas. This exercise <b>was not an official application for project grant funding</b> , but rather a reference for the various types and scales of proposals that can be expected to be submitted as official grant applications.
CLOSING AND NEXT STEPS	The Project Team stressed that this was just one important step in the outreach process, that more information would come about public open houses, and the official grant funding application was to come later in the fall.

## Day 1 Overview: North Omaha Sessions

The first day of the Visioning Workshop included two stakeholder meetings, both of which were in North Omaha on August 15, 2022 and focused discussion on North Omaha. Both meetings were located at the Metropolitan Community College Culinary Arts Center (5370 North 30th Street, Omaha, Nebraska 68111). The morning session ran from 8:00 a.m. to 12:00 p.m. and the afternoon session ran from 1:00 p.m. to 5:00 p.m. Both sessions focused on North Omaha's current state, community needs, and ideas for the future of the community.

The North Omaha sessions had a total of 75 stakeholders in attendance (36 in the morning session and 39 in the afternoon session), identified 341 total SWOT comments, produced 162 total Needs comments, and produced 31 total idea submissions, all of which are documented in the supplemental sections of this document.



## Day 2 Overview: South Omaha Sessions

The second day of the Visioning Workshop included two stakeholder meetings, both of which were in South Omaha on August 16, 2022 and focused discussion on South Omaha. Both meetings were located at the Omaha South High School Library (4519 South 24th Street, Omaha, Nebraska 68107). The morning session ran from 8:00 a.m. to 12:00 p.m. and the afternoon session ran from 1:00 p.m. to 5:00 p.m. Both sessions focused on South Omaha's current state, community needs, and ideas for the future of the community.

The South Omaha sessions had a total of 76 stakeholders in attendance (29 in the morning session and 47 in the afternoon session), identified 255 total SWOT comments, produced 134 total Needs comments, and produced 51 total idea submissions, all of which are documented in the supplemental sections of this document.



# STAKEHOLDER ENGAGEMENT

To capture various points of view and perspectives from throughout the community, stakeholders from various types of groups and organizations were invited to attend the workshop. Representatives from local institutions and government were invited, along with local businesses, philanthropists, educators, faith-based organizations, health providers, service providers, planning and architectural design professionals, and real estate communities and professionals. These stakeholders were identified through the Project Team's determination of these categories and subsequent identification of individual stakeholders throughout North and South Omaha who are invested in the community, well-connected, and in touch with the community's lived experience.

A total of 210 stakeholders from these various categories were invited to attend the workshop and 141 of these stakeholders attended at least one of the four sessions. There were about 35 to 40 attendees at each of the four sessions, representing several of the various categories of stakeholders.

Viewing Workshop Invitation - Economic Recovery Plan for North & South Omaha

Stacey Roach  
To

North & South Omaha Qualified Census Tracts.pdf  
3 MB

Mon 8/1/2022 4:50 PM

Reply Reply All Forward

Hello! I'm Stacey Roach, a member of the consultant team working with the Economic Recovery Special Committee of the Legislature created to oversee funds from the American Rescue Plan Act of 2021 (ARPA) for North & South Omaha. These funds have been directed to qualified census tracts (map of these tracts is attached) in North & South Omaha which were disproportionately impacted by the COVID-19 pandemic.

**This is an exciting time to think BIG!** This once-in-a-lifetime opportunity will address social and economic challenges, creating transformational projects that will change the trajectory of the community.

The Legislature has contracted with Olsson to conduct a study for potential uses of these federal funds.

To begin the study, the project team will host visioning workshops targeted towards both North & South Omaha to get input on the existing community landscape from community experts like yourself. We will ask questions like, what are the opportunities that should be leveraged in each community? What challenges exist? What do you want each community to look like in the future? What is missing from each community today, and how can those gaps be filled?

We ask that you **attend one session** focused on the area where you feel you have the most experience, impact or interest. If your interest spans both communities, please attend the session most convenient for you. (\*Note that the agendas for the morning and afternoon sessions at each location will be the same.)

North Omaha Sessions held at Metro Community College, Culinary Arts Building, 5370 N. 30<sup>th</sup> Street

- Monday, August 15, 8:00 a.m. – noon
- Monday, August 15, 1:00 p.m. – 5:00 p.m.

South Omaha Sessions held at South High School Library, 4519 S. 24<sup>th</sup> Street (use parking lot and entrance near 23<sup>rd</sup> & J)

- Tuesday, August 16, 8:00 a.m. – noon
- Tuesday, August 16, 1:00 p.m. – 5:00 p.m.

Based on input received during the visioning workshops, the Special Committee will develop criteria that will be used to select transformative community projects to be funded with ARPA money. While these workshops are *for invitees only*, future community meetings will be held to share those criteria and to introduce the process for submitting ideas for potential uses of funds.

Please register for the session(s) you would like to attend at this link: <https://www.surveymonkey.com/r/FN2NS6G>

With questions or for more information, please contact me - [sroach@olsson.com](mailto:sroach@olsson.com).

**Stacey Roach**  
(She, Her, Hers)  
Senior Coordinator / Public Engagement  
D 402.458.5042  
C 402.430.0109  
601 P Street, Suite 200  
Lincoln, NE 68508  
O 402.474.6311

**olsson**<sup>®</sup>

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## INVITATIONS

Invitations were sent to 210 identified North and South Omaha stakeholders via email on August 1, 2022, by the Project Team. The invitation included contextual information about LB1024 and ARPA funding, the location and timing of the sessions, and a SurveyMonkey registration link to sign up to attend a session.

## ATTENDANCE SHEETS

The Project Team documented stakeholder attendance at each of the four sessions. The signed attendance sheets are recorded and provided in **Supplement E**.

# SESSION SUMMARIES

The workshop exercises were designed to engage stakeholders throughout the process in a stair-step approach. Stakeholders were introduced to data describing the existing conditions of their communities. They were then asked to provide their own input, evaluating the community from a resident's perspective. Before the closing of the session, these stakeholders were tasked with evaluating the needs of the community and brainstorming ideas for the future of their community. Over the course of two days, there were four sessions in total, two in North Omaha and two in South Omaha, which focused on North Omaha and South Omaha, respectively. The findings in this summary reflect the honest and hard work of the stakeholders during this workshop. Descriptions of the workshop exercises are described as follows.

## EXISTING CONDITIONS

Before beginning the SWOT, Needs, and Idea Brainstorming activities, the Project Team provided the North Omaha and South Omaha stakeholder groups with an overview of the existing conditions for each of their locations. The twenty-minute presentation covered the following topics:

- Land Use, Community Resources, and Redevelopment;
- Transportation and Connectivity;
- Utility Infrastructure;
- Natural Environment and Community Health;
- Demographics, Workforce, and Housing; and
- Real Estate Market.

## SWOT

After the general presentation and the existing conditions were presented to the stakeholders, the Project Team separated the stakeholders into five or six individual groups depending on the size and number of attendees per session. Each group was then led through a discussion by an Olsson and subconsultant team member in which they performed their own SWOT analysis as a group. Each group was to focus the discussion on economic development, connectivity, and quality of life within their respective communities (North or South Omaha). Each SWOT item was written on a sticky note with the participants initials and a sequential number. These sticky notes were then added to a divided grid under a large, printed map.

For those SWOT items that could be attributed to a geographic location within the community, a colored dot was placed on the map to coincide with the sticky note. At the end of the 30 minutes, each group was then asked to prioritize their responses to the SWOT exercise. Each group was instructed to select one strength, one weakness, one opportunity, and one threat from their discussion and place it on a similar printed map/grid.

At the end of this exercise, there was a prioritized SWOT map/grid with five or six strengths (depending on the size of the session), weaknesses, opportunities, and threats. The main point for this exercise was to generate discussion amongst participants and narrow down the most important aspects regarding their respective communities.



# WHAT IS A SWOT ANALYSIS?

A **SWOT analysis** is a study of the **internal strengths and weaknesses and external opportunities and threats**. These are defined as:

INTERNAL	<b>STRENGTHS</b> Internal attributes that can bring successful outcomes	<b>WEAKNESSES</b> Internal attributes that pose obstacles in the path of attaining successful outcomes
	<ul style="list-style-type: none"> <li>• What does the area do well?</li> <li>• What unique resources can the area draw on?</li> <li>• What do others see as the area's strengths?</li> </ul>	<ul style="list-style-type: none"> <li>• What could the area improve on?</li> <li>• Where does the area have fewer resources than others?</li> <li>• What are others likely to see as weaknesses?</li> </ul>
EXTERNAL	<b>OPPORTUNITIES</b> External factors and trends that could be exploited and taken advantage of	<b>THREATS</b> External factors that pose challenges and can jeopardize success
	<ul style="list-style-type: none"> <li>• What opportunities are open to the area?</li> <li>• What trends could the area take advantage of?</li> <li>• How can the area turn strengths into opportunities?</li> </ul>	<ul style="list-style-type: none"> <li>• What threats could harm the area?</li> <li>• What are other parts of the city doing?</li> <li>• What threats do the area's weaknesses expose the area to?</li> </ul>





NORTH OMAHA SWOT SUMMARY	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Culture and character are integrated in the neighborhoods</li> <li>• Economic hubs proximate to North Omaha</li> </ul>	<ul style="list-style-type: none"> <li>• Economic investment does not recycle within the community</li> <li>• Broadband and public infrastructure do not meet current needs</li> <li>• Additional finance and business education resources are needed to support Black-owned businesses</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Vacant parcels and availability of land</li> <li>• Leverage current residents and entrepreneurial efforts into additional economic activity</li> </ul>	<ul style="list-style-type: none"> <li>• Aging infrastructure is a barrier for attracting investments and maintaining quality of life</li> <li>• Negative external media/perception</li> <li>• External/remote land ownership</li> </ul>

SOUTH OMAHA SWOT SUMMARY	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Culture cultivates local reinvestment</li> <li>• Strong small business community</li> <li>• The 24th Street commercial district is a successful economic destination</li> </ul>	<ul style="list-style-type: none"> <li>• Older and singular-type housing stock</li> <li>• Broadband, transit, and public infrastructure do not meet current needs</li> <li>• Access to quality food/produce</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Build upon existing vibrancy and demand</li> <li>• Diversity of culture and talent can be leveraged</li> </ul>	<ul style="list-style-type: none"> <li>• Limited land for growth/small parcels</li> <li>• Negative external media/perceptions</li> </ul>

## NORTH OMAHA SWOT SESSIONS TABLE PRIORITIES



### STRENGTHS

- Plethora of vacant buildings, lots to be activated
- Prevalence of entrepreneurs and cottage industries doing great things, strength
- Our people, culture, and cultural centers
- The arts district on 24th and Lake is an absolute strength to our neighborhood
- Location
- 24th and Lake; 30th and Ames corridors have high connectivity and strong cultural significance
- Vacant parcels available for commercial development
- Multigenerational family retention; very socially connected
- Location itself (proximity to downtown) airport; river
- People that care and want to make a difference
- Metro C.C.
- Inexpensive land

### WEAKNESSES

- Lack of community cohesiveness and consensus
- Public transit doesn't meet the needs of current population
- Systemic disinvestment in urban infrastructure
- Private funding rarely takes community ownership and input into account
- Financial literacy and access
- Failing infrastructure
- Lack of connected businesses both spatially and economically
- Lack of investment

- Lack of black owned companies that attract others from outside the community
- Lack of commercial and retail businesses
- Lack of viable space to operate a business
- Lack of responsibility for community conditions and economic resources.
- Lack of thriving black businesses
- Lack of resources
- Lack of jobs
- Lack of healthy restaurant or stores
- Lack of for-profit business
- Lack of quality entry level and next level housing
- Connectivity walkability is not safe. Public transportation only goes so far.

### OPPORTUNITIES

- Leverage money to execute strategic plan
- Nurture and support what already exists with funding and technical assistance; networking related to entrepreneurs and community groups (opportunities)
- Development opportunity
- Infrastructure: broadband and public streets, alleys, sewers, parks, sidewalks, lack of equitable investment
- Infrastructure to support destination making and business
- Lots of vacant land along corridor. Great opportunity for development with minimal physical displacement and trans. potential
- Public-private partnerships creating community investment/ momentum and support

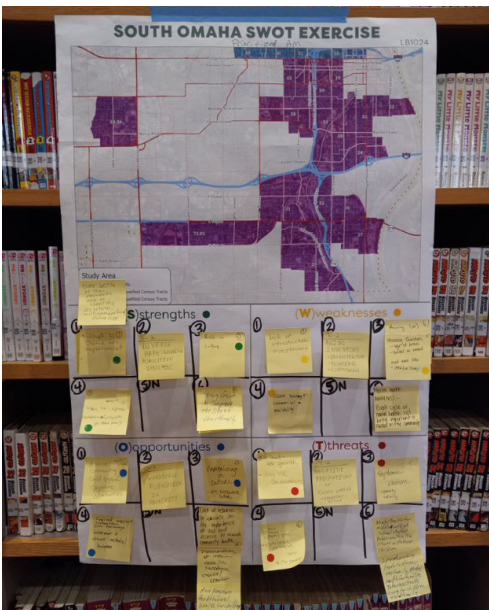
- Opportunity to market the areas uniqueness and diversity and positives!
- Tourism vacant land and building exist that could be converted into viable commercial centers
- Vacant land on main corridors
- Community building/residential and commercial development
- Economic dev, not enough support for established businesses

### THREATS

- Connect North Omaha to downtown, disconnecting North Omaha to downtown is a threat
- Entities outside the community buying single family housing and pricing people; not keeping investment money in community
- Development without displacement
- Media, in particular, highlights and focuses on violence/crime/ negative human interactions in north Omaha. Violence/crime etc. happens everywhere in Omaha.
- Lack of and old infrastructure creates too many hurdles for smaller businesses -> costs prohibitive example broadband
- Lack of alignment within existing resources
- Displacement affirms our culture history (integrity)
- Cost of construction versus rental/sale opportunity
- Lack of racial and political unity inhibits cooperation, laws, and legislation. Misunderstood by public
- Perceived inability to positively impact economic development strategies for sustainability/longevity

Figure A.2 North Omaha SWOT Priorities

## SOUTH OMAHA SWOT SESSIONS TABLE PRIORITIES



### STRENGTHS

- Over 60% of the residents are or identify as Latinx, multi-generational families, adapt to chance for improvement
- Diverse hard-working population dynamic
- Rich in culture
- Strong desire to improve the life of their family
- Great sense of community and volunteerism thanks to history and culture
- Diverse community allows entrepreneurship
- Cultural diversity
- Resiliency
- Strong small business community
- Family-based entrepreneurial spirit (strength)
- Area/neighborhood pride and history/culture (South Omaha Boy)

### WEAKNESSES

- Lack of infrastructure investment
- Aging inventory, infrastructure, housing, commercial
- Housing questions, age of homes, rental vs. owned, need more info, predatory
- Dated housing and commercial availability
- Mental health awareness- break cycle of mental health not being important or needed in the community.
- Doing infrastructure
- Food disparity
- Transportation needs for multiple modes

- Multimodal transportation for increased community connectivity
- Parking needs to be improved (need a parking structure)
- Older infrastructure, lack of multi-generational housing, incompatible zoning uses adjacent to each other

### OPPORTUNITIES

- Diverse community could expand corporate opportunities, multi-lingual
- Workforce population in proximity
- Capitalizing on culture – arts, restaurants, culture
- Improved mobility and transportation can encourage investment and attract residents/businesses
- Lack of resources to educate on the importance of food and exercise to increase community health, dissemination of information – radio/tv. Facebook. English/Spanish, more programs for behavioral health for children, so they graduate for high school.
- Adaptive reuse of land
- Plaza redevelopment de la Raza
- Need meeting space, community space
- Overall improved connectivity – for internal and external growth
- Transportation 24th --> mcc --> ow – southside circulator
- Flexibility to meet community where they are to increase buy-in and trust

### THREATS

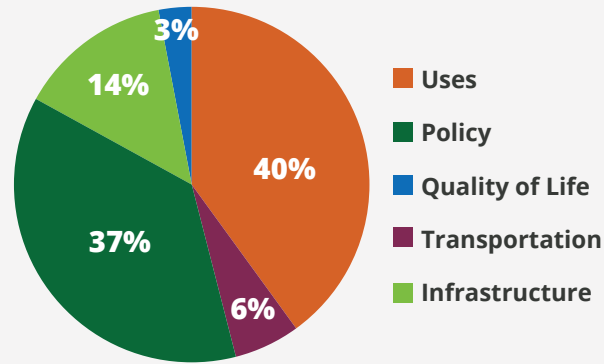
- No land for growth
- Very old construction
- Negative perceptions of south Omaha immigrant and diverse
- Systemic racism, poverty, redlining
- Mental health for middle and high school student. Behavioral health issues with these children, 2 parents workings lead to stress in the family mental health for families. Behavioral health care for children and families.
- Continued health issues: parking air quality/pollution, Send (improved) but still an issue
- Perception barriers
- Old buildings and infrastructure
- Internal segregation
- Lack of cultural and situational awareness about challenges re: quality of life (i.e., low wages, health problems, job opportunities, etc.)
- Greater Omaha still hasn't discovered South Omaha afraid ---of the unknown because of reputation
- Racism/discrimination in local government and a lack of representation, which leads to a negative perception about South Omaha

Figure A.3 South Omaha SWOT Priorities

## NEEDS

In the next exercise, participants were asked to use sticky notes to record their community's needs. Needs were defined as those things that *must* happen to see real transformational change and long-term economic success. The responses included both big and small items, but it was necessary for it to be foundational. In other words, the stakeholder groups took a broad look at what they individually believed were the most important changes to achieve success within their respective communities. The Project Team stressed that these needs had to inspire fundamental change, be transformational, and promote long-lasting economic growth.

### NORTH OMAHA NEEDS



#### Sustainable Community

- Specific uses
- General business uses
- Industry/workforce
- Office uses
- Civic/cultural uses
- Housing

#### Multimodal Transportation

- Mass Transit
- Safety

#### Other Infrastructure

- Walkability
- Broadband
- Business district establishment or space

#### Policy

- Education
- Finance
- Health

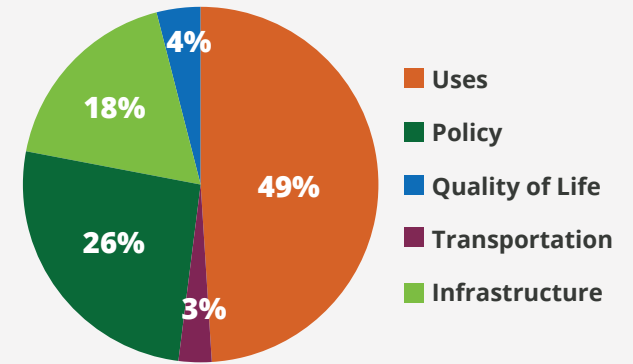
#### Quality of Life

- Safety

#### Supporting Actions

- 58 Supporting Actions

### SOUTH OMAHA NEEDS



#### Sustainable Community

- Housing
- Senior housing
- Food
- Retail/commercial
- Health
- Daycare
- Technology
- Entertainment
- Density
- Recreation
- Parking
- Youth
- Multi-use

#### Multimodal Transportation

- Walkability/connectivity

#### Other Infrastructure

- Roads and/or sewer
- Broadband
- General

#### Policy

- Training
- Education
- People
- Health
- Culture
- Residential zoning

#### Quality of Life

- Garden
- Mixed uses
- Park

#### Supporting Actions

- 37 Supporting Actions

## BIG IDEAS SUMMARY

The final two-part exercise asked for each participant to spend some time considering their own individual “big idea” or ideas to improve their respective communities, based on the findings of the SWOT analysis and Needs exercise. The intent of this exercise was to give the Project Team a starting point of the various types and scales of projects that can be expected to be submitted as grant applications. **It was made clear that this was not a part of the project application process, nor was it a requirement to submit an official grant application in the future.**

Participants were given time to submit a digital project form (paper forms were also provided). After some individual work time (approximately 25 minutes), groups were combined to make a couple larger groups. The facilitators then asked participants to share their ideas if they were comfortable.



The facilitators encouraged participants to think about:

- Any overlap with other project ideas they may have heard,
- Possible needs that would be fulfilled with these projects, and
- Areas of potential partnership and collaboration.

This exercise was an opportunity for participants to engage with other stakeholder groups/participants and to share their ideas, comments, and concerns with one another. It also provided a chance for participants to hear new perspectives, reinforce discussions they had engaged in previously, and cross-pollinate ideas into more robust potential projects that would lead to satisfying the three goals of LB1024: fundamental change, transformational, and long-lasting economic growth. **The Project Team received 31 ideas for South Omaha and 51 ideas for North Omaha through this exercise.**



# FINDINGS

The amount of engagement received from these initial stakeholder workshops was outstanding. This engagement provided a critical perspective from community leaders that helped share the grant funding proposal screening criteria.

The following three themes were emphasized throughout all the feedback received.

**INSUFFICIENT  
INFRASTRUCTURE  
EXISTS**

**NEED DEVELOPMENT  
THAT FITS WITHIN THE  
CULTURAL CONTEXT**

**NEED ACCESS AND  
TOOLS TO LEVERAGE  
COMMUNITY RESOURCES**

*North and South Omaha are diverse, entrepreneurial, and proud communities.*

More detail on findings from the workshop was provided to the Special Committee in the Public Listening Session on August 18, 2022, which can be found in **Supplement D** of this document.

Through stakeholder meetings, public engagement, and research from other regions, four key themes were identified as opportunities to support improved vibrancy and business ecosystems in North and South Omaha.

## Human Capital and Job Creation:

Higher unemployment in North and South Omaha provides an opportunity for economic growth. The development of workforce education and leadership can provide for improved entrepreneurship, job creation, and generational wealth.

## Infrastructure:

The qualified census tracts are in some of the oldest parts of the city. Aging infrastructure and underinvestment have led to the deterioration of existing assets and viable sites for development. Infrastructure improvements will support investments in new businesses, improved housing, and vibrant development.

## Access to Capital, Relationships, and Education:

Creating an improved and vibrant business ecosystem in North and South Omaha will require support and access to capital. These items will allow for increased innovation, entrepreneurship, business expansion, and new business growth.

## Culture:

North and South Omaha have distinct cultural heritages that each community identifies with. This Plan encourages the growth of cultural spaces and seeks to create opportunities for all generations to celebrate this history and leverage as part of the community's development.

# PUBLIC LISTENING SESSION OVERVIEW

The findings from the workshop were presented to at the Public Listening Session to the Special Committee of the Nebraska Legislature on August 18, 2022, at 8:30 a.m. in Mammel Hall (Room 322) on the University of Nebraska's campus (6708 Pine Street, Omaha, Nebraska 68106). This provided the Special Committee with an overview of the stakeholder participation and commitment for the two-day workshop.

In addition, key takeaways from the SWOT and Needs exercises were provided in addition to a summary of the workshop's findings. After the presentation, Mike Piernicky stood for the Special Committee's questions. Senator McDonnell, Senator Wishart, Senator Wayne, and Senator McKinney were present.

All members of the public were invited to the Public Listening Session via the Nebraska State Legislature's public notification portal.

## Stakeholders Engaged

Institutions/Government
Business
Philanthropists
Educators
Faith-Based Organizations
Health Services
Service Providers
Design Professionals
Real Estate Professionals



## Summary

- Insufficient infrastructure
- Development that fits within the cultural context
- Access and tools to leverage community resources



***North & South Omaha are Diverse, Entrepreneurial, and Proud communities.***

SUPPLEMENT A

**VISIONING  
WORKSHOP  
MATERIALS**



# NORTH OMAHA PRESENTATION MATERIALS

1



## Welcome!

Scan this QR code with your smart phone to answer a quick question before we get started.

[www.menti.com/cfvtd1q5je](http://www.menti.com/cfvtd1q5je)

North Omaha Economic Recovery Plan Visioning Workshop



## WORD CLOUD MENTIMETER EXERCISE

3

## Project Team

Olsson

Lamp  
Rynearson

Alley Poyner  
Macchietto  
Architecture

Iconic  
Consulting

B2Lab, Inc.

Canyon  
Research  
Southwest

North Omaha Economic Recovery Plan Visioning Workshop

4

## Welcome from the Economic Recovery Special Committee

North Omaha Economic Recovery Plan Visioning Workshop

5

## Overview of LB 1024 / Today's Workshop

*Fundamental Change • Transformational • Long-Lasting Economic Growth*

North Omaha Economic Recovery Plan Visioning Workshop

6

## Let's Dig In!

North Omaha Economic Recovery Plan Visioning Workshop

7

## What is a **SWOT** Analysis?

**S**TRENGTHS      **W**EAKNESSES

**O**PPORTUNITIES      **T**HREATS

*A study to identify **internal** strengths and weaknesses  
and **external** opportunities and threats*

North Omaha Economic Recovery Plan Visioning Workshop

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## Defined as...

**Strengths:** Internal attributes that can bring successful outcomes

**Weaknesses:** Internal attributes that pose obstacles in the path of attaining successful outcomes

**Opportunities:** External factors and trends that could be exploited and taken advantage of

**Threats:** External factors that pose challenges and can jeopardize success

North Omaha Economic Recovery Plan Visioning Workshop

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## Quick Overview

**Strengths:** Internal attributes which can bring successful outcomes

- What does the area do well?
- What unique resources can the area draw on?
- What do others see as the area's strengths?

**Weaknesses:** Internal attributes which pose obstacles in the path of attaining successful outcomes

- What could the area improve on?
- Where does the area have fewer resources than others?
- What are others likely to see as weaknesses?

North Omaha Economic Recovery Plan Visioning Workshop

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## Quick Overview

**Opportunities:** External factors and trends that could be exploited and taken advantage of

- What opportunities are open to the area?
- What trends could the area take advantage of?
- How can the area turn strengths into opportunities?

**Threats:** External factors that pose challenges and can jeopardize success

- What threats could harm the area?
- What are other parts of the city doing?
- What threats do the area's weaknesses expose the area to?

North Omaha Economic Recovery Plan Visioning Workshop

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## Inventory and Opportunities

North Omaha *Quantitative* and *Existing Documents* Analysis Summary

North Omaha Economic Recovery Plan Visioning Workshop

12

## Land Use, Community Resources, and Redevelopment

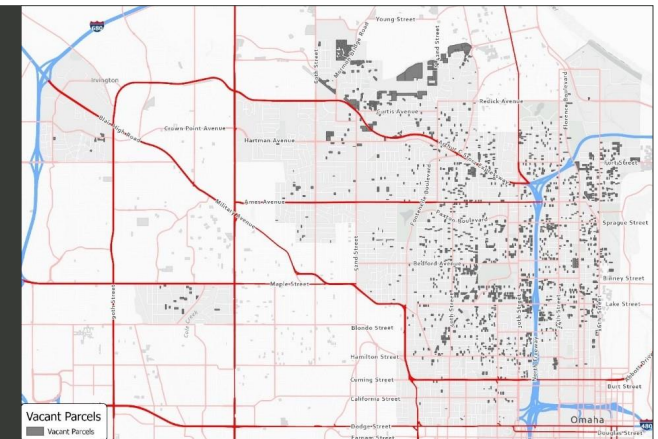


Figure 2.2 North Omaha Vacant Parcels

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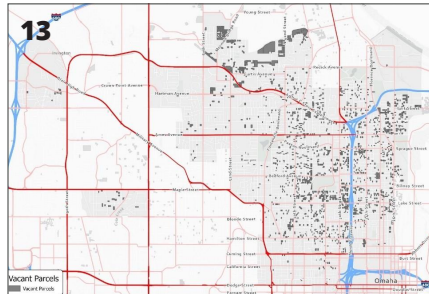


Figure 2.2 North Omaha Vacant Parcels

## Land Use, Community Resources, and Redevelopment

### Strengths

- Diverse land uses
- Extensive public parks system
- Several cultural entertainment destinations

### Weaknesses

- Minimal commercial and office land uses
- Vacant parcels
- Lack of hospitals
- Lack of nearby community resources

### Opportunities

- Mixed use residential development
- Expand access to the parks system
- Strategic development of vacant parcels

### Threats

- Industrial developments may impact community health and quality of life

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## Transportation and Connectivity

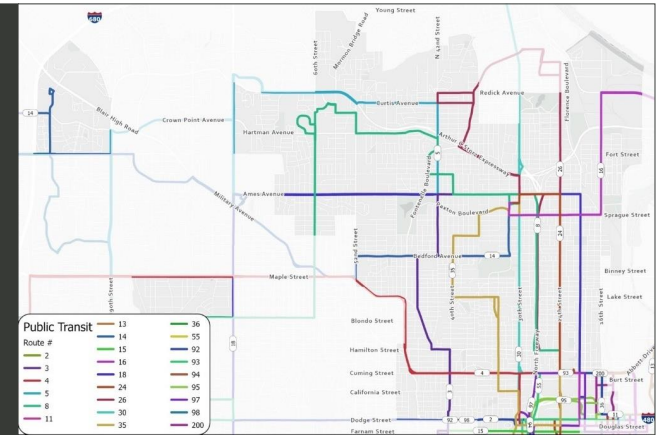


Figure 3.3 North Omaha Public Transit Network

North Omaha Economic Recovery Plan Visioning Workshop

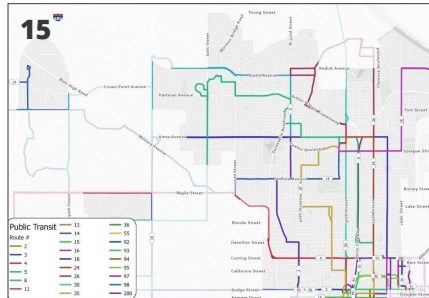


Figure 3.3 North Omaha Public Transit Network

## Transportation and Connectivity

### Strengths

- Strong grid street system
- Land uses allow for walkability
- North-south collectors have bus routes

### Weaknesses

- Highway 75 as a barrier
- East-west travel is constrained by street network
- Poor walkability and walk access north of Arthur Sorensen Parkway

### Opportunities

- Planned trail system
- Potential to repurpose old rail lines
- No-car households overlap with walkability
- Proximity to airport

### Threats

- Older transportation network
- Limited outside funding

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## Utility Infrastructure

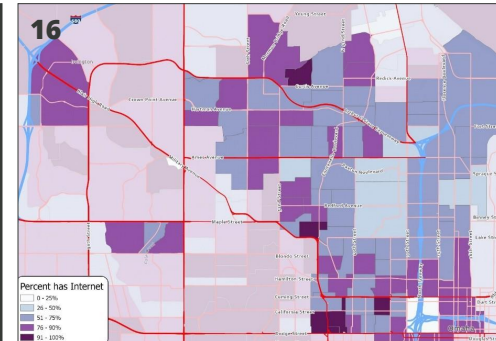


Figure 5.3 North Omaha Internet Availability

### Strengths

- Two strong public utilities (water and electric)
- Good recycling access

### Weaknesses

- Low-medium percentage of internet access
- System overflows may decrease water quality

### Opportunities

- Capital improvements made to the outdated, combined collection system

### Threats

- Poor water quality may be detrimental to the surrounding environment and health and safety of the population

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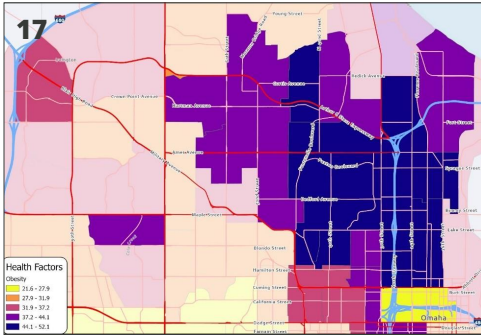


Figure 4.4 North Omaha Health Factors - Obesity

## Natural Environment and Community Health

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### Strengths

- Low risk of flood related disasters overall

### Weaknesses

- Increased risk of diabetes and pre-diabetes
- Increased level of environmental toxins
- Flood-prone areas adjacent to Omaha Eppley Airfield

### Opportunities

- Increase access to mental health resources
- Increase access to healthy food and nutrition education
- Provide recreational activities to increase activity levels

### Threats

- Trips to parks and extra-curricular activities are a lower priority
- Low activity levels
- Low level of air quality
- High diabetic and pre-diabetes populations

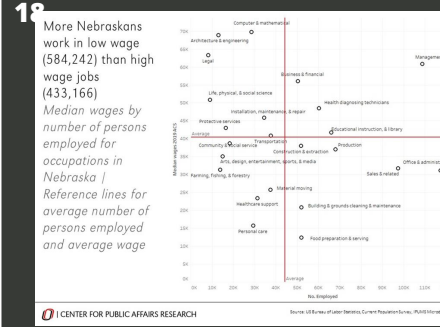


Figure 6.1 State Wages by Industry

## Demographics, Workforce, and Housing

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### Strengths

- Dense, young, and diverse population
- Migration patterns indicate high retention in the area
- High rate of self-employment

### Weaknesses

- Decrease in overall population
- Higher concentration of "working poor"
- Low income and earnings

### Opportunities

- Retention of young population could generate positive social capital
- Career pathway and internship programs to decrease labor shortages

### Threats

- Income disparity and limited social and economic mobility
- Devaluation of homes

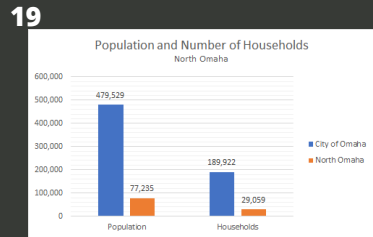


Figure 7.1 Population and Number of Households Comparison

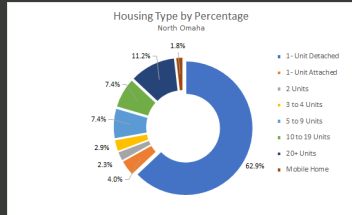


Figure 7.2 Housing Type by Percentage in North Omaha

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## Real Estate Market

### Strengths

- Strong stock of single-family homes
- Decreasing rate of multifamily unit vacancies
- Low vacancy rates among retail properties, despite the pandemic

### Weaknesses

- Lack of multifamily residential development
- A lack of new industrial property

### Opportunities

- Opportunity to include more diverse multifamily residential options

### Threats

- Lack of multifamily housing options

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## In Summary...

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## Strengths

- Good bones exist, between the **rich history and culture** and the **dense street grid**.
- Strong **neighborhood pride** and emotional investment exists.
- Residential land uses are mixed in with other uses, creating **accessibility** with shorter trips and **walkability** in the area.
- Omaha's downtown commercial district is located within North Omaha and provides substantial **economic strengths and resilience** to the area including **employment opportunity** and **entertainment destinations**.
- North Omaha has several **mobility resources** including roadway networks on an **easy-to-navigate grid system**, publicly subsidized transportation, sidewalk infrastructure, and access to the Omaha Eppley Airfield.
- North Omaha has a **significant number of park resources** and cultural destinations to attract residents and visitors.

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## Weaknesses

- Planning and capital improvement process has not regularly taken culture and people into account.
- Local investment not sufficient.
- Large infrastructure bifurcates community (highways, hotels, etc.).
- Internet access and availability in North Omaha is lacking.

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## Opportunities

- **Vacant parcels can be leveraged** for good in the community.
- Opportunity to **increase commercial and office** land uses and expand on planned TOD uses.
- Large sections of area are designated as **Community Reinvestment Areas**.
- North Omaha has **several no-car households**, which are in areas that are adjacent to employment opportunities, schools, and other needs. This area can expand upon these resources and foster less car-dependent neighborhoods.
- North Omaha is incredibly **diverse in its racial and ethnic population**. It is also a **relatively young** demographic with a lively immigrant community. North Omaha **can become a cultural hub** in the Omaha metropolitan area.

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## Threats

- Investments could **exacerbate air quality and negative health impacts**.
- Aging infrastructure could be a barrier/hurdle for attracting large investments and for maintaining quality of life for North Omaha residents and business owners.
- Significant portions of North Omaha are classified as extremely blighted areas.
- Public health in North Omaha is poor, with many households and individuals struggling with **obesity, cancer, and other diseases**.
- **Unemployment rates** in North Omaha are relatively high and **persistent poverty** exists in the area, threatening quality of life among North Omaha residents.
- The percentage of renter-occupied households is higher than the percentage of owner-occupied households, indicating a **less permanent or less economically-secure population**, which is more susceptible to changes due to development pressures.

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## Now it's your turn!

...to conduct a *qualitative* North Omaha SWOT Analysis

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## Discuss with your Tablemates

- Focus this discussion on economic development, connectivity, and quality of life
- Use the map and dots at your table to do your own SWOT analysis

**Strength | Weakness | Opportunity | Threat**

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## Prioritize your Table's SWOT Responses

- Decide together which is your table's top strength, weakness, opportunity and threat
- Place the dots and corresponding sticky notes on the room's SWOT grid

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# BREAK

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# What is a **NEED?** Our **HIGHEST** priorities

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## A need is...

Something that not only **should be done**,  
but **has to be done** for us to be successful in the future

These can be **big** or **small** things but are foundational to reach our goals or remove obstacles that prevent us from future success.

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*Fundamental Change • Transformational • Long-Lasting Economic Growth*

# Project Ideas

Individual Exercise

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## **BIG** Ideas

- Share with us your **BIG** ideas for transformational projects with significant economic development impact!
- Scan the QR code with your smart phone or go to <https://www.surveymonkey.com/r/northObigideas>
  - Submit digital project forms until noon tomorrow
- Submit a scan or photo of your hard copy project forms until noon tomorrow to [sroach@olsson.com](mailto:sroach@olsson.com)

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## Project Ideas Discussion and Collaboration Time

- Combine two sets of tables to make one larger group
- Share your project ideas with your tablemates as you are comfortable
  - *Is there any overlap with other project ideas you heard?*
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  - *Are there any areas of potential partnership and collaboration?*

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## Wrap-Up and Next Steps

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## Wrap-Up and Next Steps

- First, **THANK YOU!**
- This workshop is just the first step...
- Thursday @ 8:30 a.m. - Public briefing with Special Committee, Mammel Hall, Room 322 on UNO's campus
- Week of September 19 - Public information sessions, **rollout of official project submission process**
- Coordination Plan finalized in December 2022

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# SOUTH OMAHA PRESENTATION MATERIALS

1



## Welcome!

Scan this QR code with your smart phone to answer a quick question before we get started.

[www.menti.com/cfvtd1q5je](http://www.menti.com/cfvtd1q5je)

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2

## Project Team

Olsson

Lamp  
Rynearson

Alley Poyner  
Macchietto  
Architecture

Iconic  
Consulting

B2Lab, Inc.

Canyon  
Research  
Southwest

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## Welcome from the Economic Recovery Special Committee

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## Overview of LB 1024 / Today's Workshop

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## Let's Dig In!

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## What is a SWOT Analysis?

**S**TRENGTHS

**W**EAKNESSES

**O**PPORTUNITIES

**T**HREATS

A study to identify *internal* strengths and weaknesses  
and *external* opportunities and threats

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## Defined as...

**Strengths:** Internal attributes that can bring successful outcomes

**Weaknesses:** Internal attributes that pose obstacles in the path of attaining successful outcomes

**Opportunities:** External factors and trends that could be exploited and taken advantage of

**Threats:** External factors that pose challenges and can jeopardize success

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## Quick Overview

**Strengths:** Internal attributes which can bring successful outcomes

- What does the area do well?
- What unique resources can the area draw on?
- What do others see as the area's strengths?

**Weaknesses:** Internal attributes which pose obstacles in the path of attaining successful outcomes

- What could the area improve on?
- Where does the area have fewer resources than others?
- What are others likely to see as weaknesses?

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## Quick Overview

**Opportunities:** External factors and trends that could be exploited and taken advantage of

- What opportunities are open to the area?
- What trends could the area take advantage of?
- How can the area turn strengths into opportunities?

**Threats:** External factors that pose challenges and can jeopardize success

- What threats could harm the area?
- What are other parts of the city doing?
- What threats do the area's weaknesses expose the area to?

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## Inventory and Opportunities

South Omaha *Quantitative* and *Existing Document* Analysis Summary

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## Land Use, Community Resources, and Redevelopment

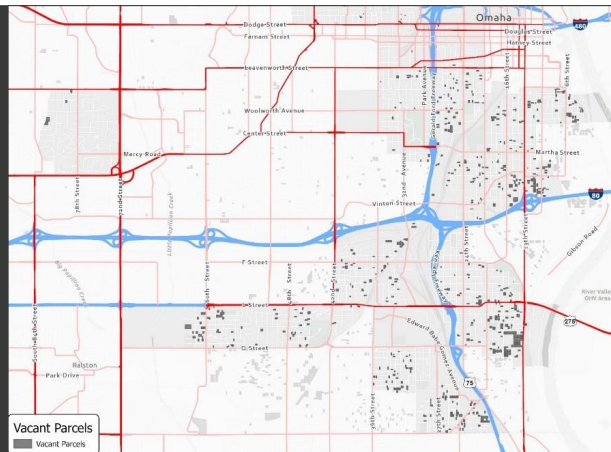


Figure 2.2 South Omaha Vacant Parcels

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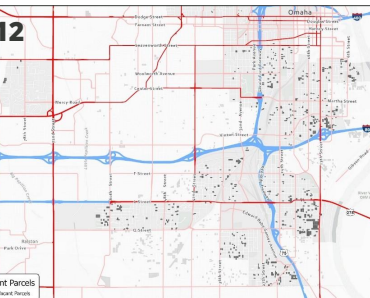


Figure 2.2 South Omaha Vacant Parcels

## Land Use, Community Resources, and Redevelopment

### Strengths

- Mixed use development and various commercial developments
- Multiple community centers and community destinations exist

### Weaknesses

- Railroad and industrial uses bifurcate South Omaha
- Lack of hospitals
- Minimal commercial development

### Opportunities

- Expand the park system in South Omaha
- Strategic development of vacant parcels
- Designated community redevelopment areas

### Threats

- Community health and quality of life could be impacted by industrial use
- Extreme blight exists

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**Transportation and Connectivity**

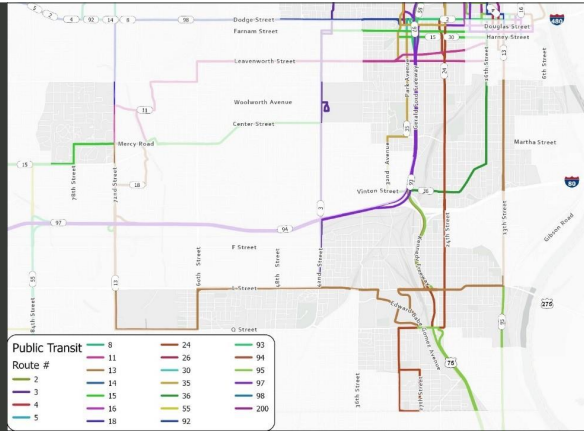


Figure 3.3 South Omaha Public Transit Network

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**Transportation and Connectivity**

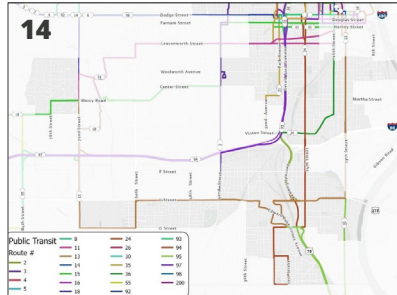


Figure 3.3 South Omaha Public Transit Network

**Strengths**

- Strong grid street system
- High walkability due to street system

**Weaknesses**

- I-80 and Highway 75 impede neighborhood connectivity

**Opportunities**

- Potential of expanded trail system would increase pedestrian and bike network

**Threats**

- Traffic volumes of I-80 and Highway 75 will ensure these roadways continue to have an impact on South Omaha

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**Natural Environment and Community Health**

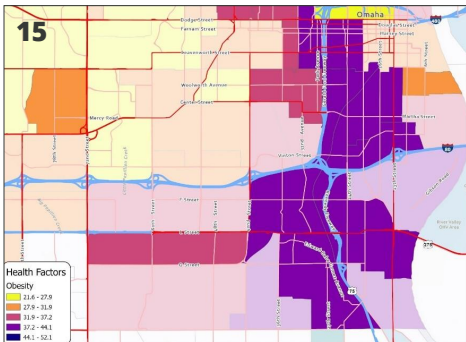


Figure 4.4 South Omaha Health Factors - Obesity

**Strengths**

- Lower prevalence of cancer, heart disease, and stroke
- Low level of air quality issues
- Low chance of flood related disasters

**Weaknesses**

- Increased risks of diabetes and pre-diabetes

**Opportunities**

- Increase mental health and preventative resources
- Increase access to healthy food and nutrition education
- Provide recreational activities to increase activity levels

**Threats**

- Limited access to parks and open spaces
- Low activity levels
- High diabetic and pre-diabetes populations

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**Utility Infrastructure**

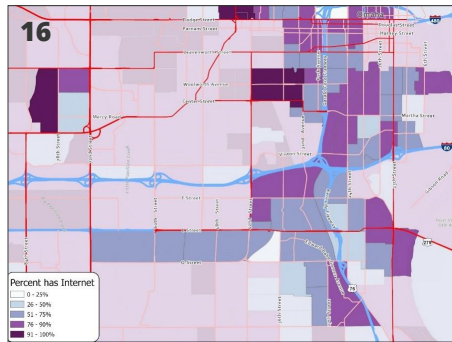


Figure 5.3 South Omaha Internet Availability

**Strengths**

- Two strong public utilities (water and electric)
- Medium to high percentage of internet access
- Good recycling access

**Weaknesses**

- System overflows may decrease water quality

**Opportunities**

- Capital improvements made to the outdated, combined collection system

**Threats**

- Poor water quality may be detrimental to the surrounding environment and health and safety of the population

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## Weaknesses

- **Large infrastructure bifurcates** the South Omaha study area into at least four areas.
- South Omaha's available **parks and open space** are lacking.
- South Omaha's community resources, including **hospitals and schools**, are lacking.
- **Internet access** and availability in South Omaha is lacking.

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## Opportunities

- Large sections of the South Omaha study area are designated as Community Reinvestment Areas.
- **Vacant parcels can be leveraged** for good in the community.
- Opportunity to increase commercial and office land uses and expand on planned TOD uses.
- South Omaha is incredibly **diverse in its racial and ethnic population**. It is also a relatively young demographic with a lively immigrant community. South Omaha can become a cultural hub in the metro.

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## Threats

- **Unemployment rates** in South Omaha are relatively high and persistent poverty exists in the area, threatening quality of life.
- **Aging infrastructure** could be a barrier/hurdle for attracting large investments.
- Public health in South Omaha is poor, with many households and individuals struggling with **obesity, cancer, and other diseases**.
- The railroad tracks and adjacent industrial development bifurcating South Omaha interrupt walkability, accessibility, and character in the community.
- Significant portions of South Omaha are classified as **extremely blighted areas**.
- Parts of South Omaha are located within a floodplain.

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...to conduct a **qualitative** South Omaha SWOT Analysis

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Individual Exercise

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*Fundamental Change • Transformational • Long-Lasting Economic Growth*



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*Fundamental Change • Transformational • Long-Lasting Economic Growth*

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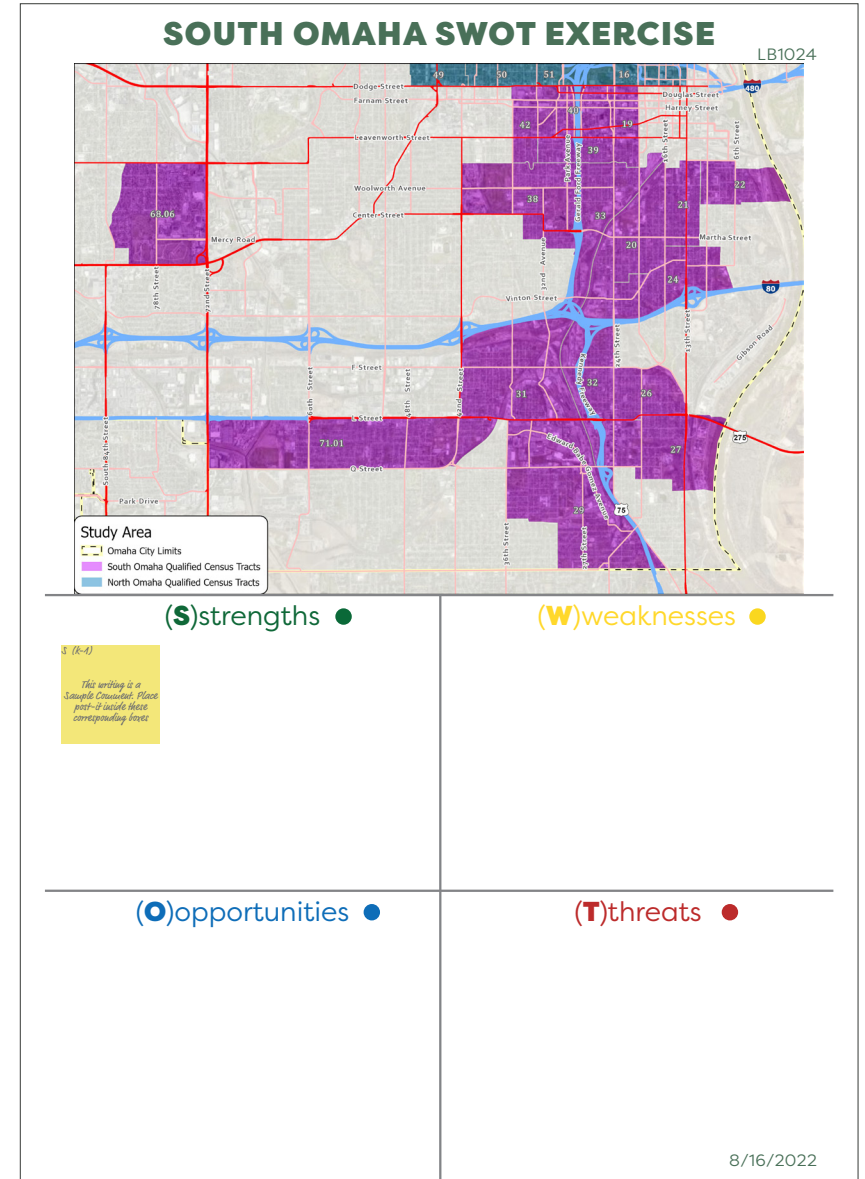
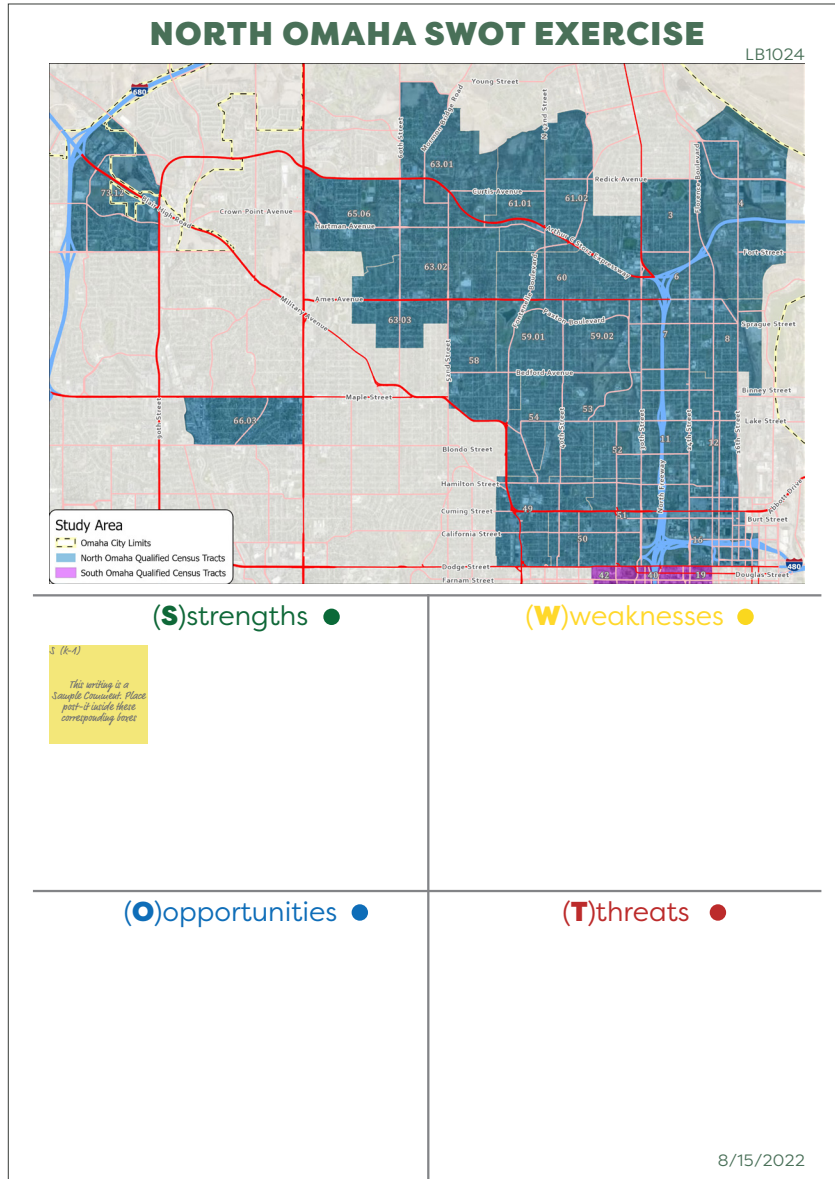
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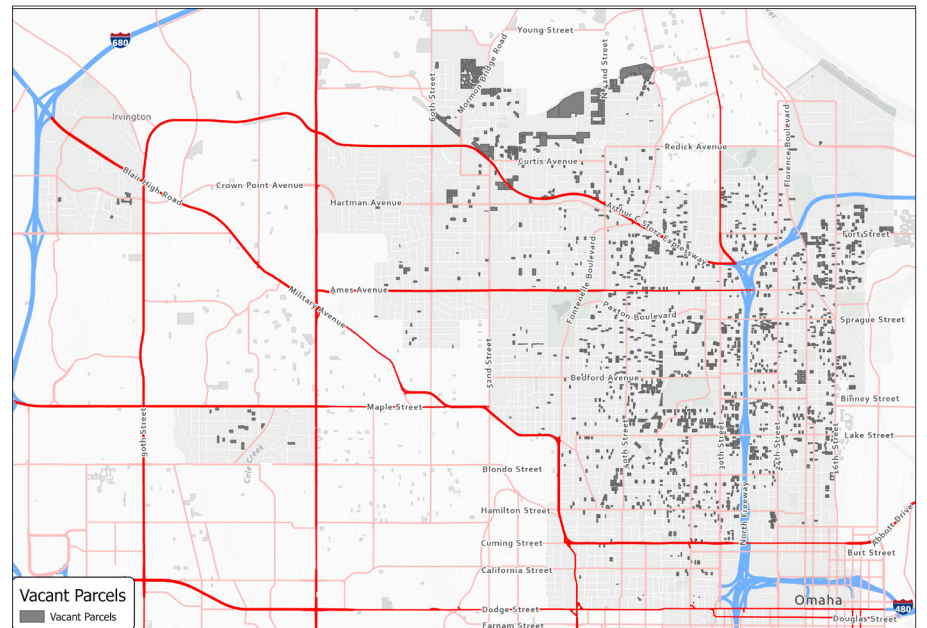
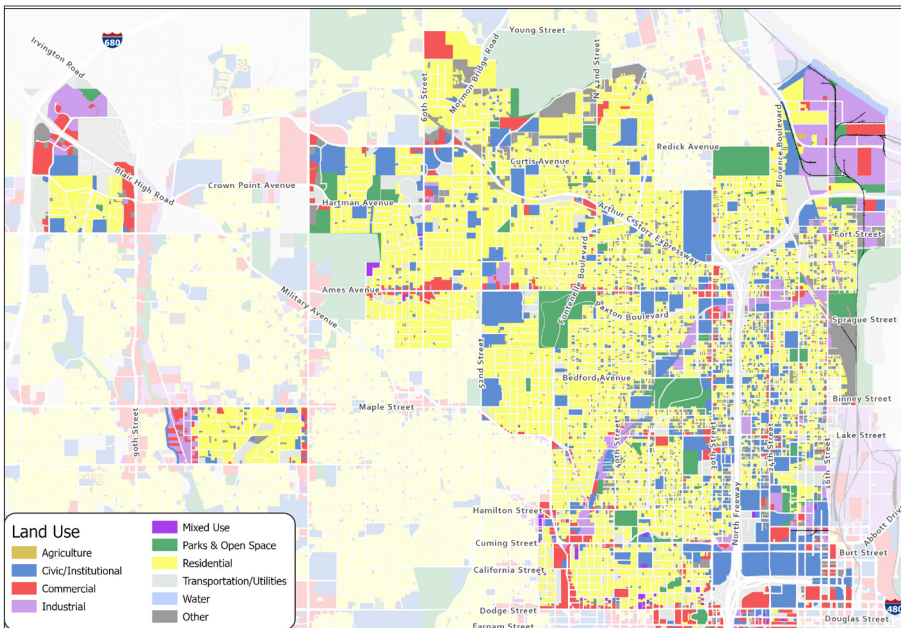
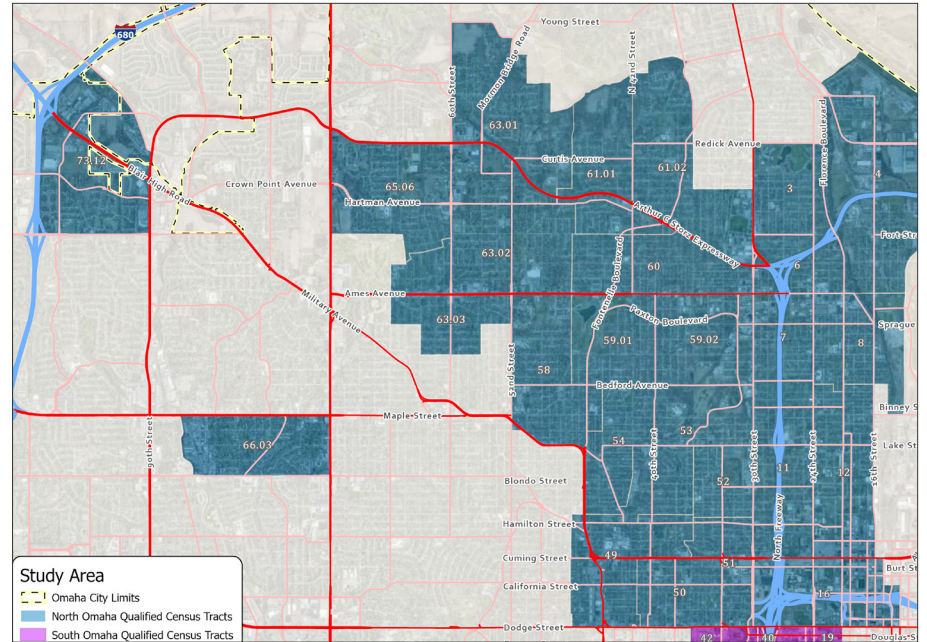
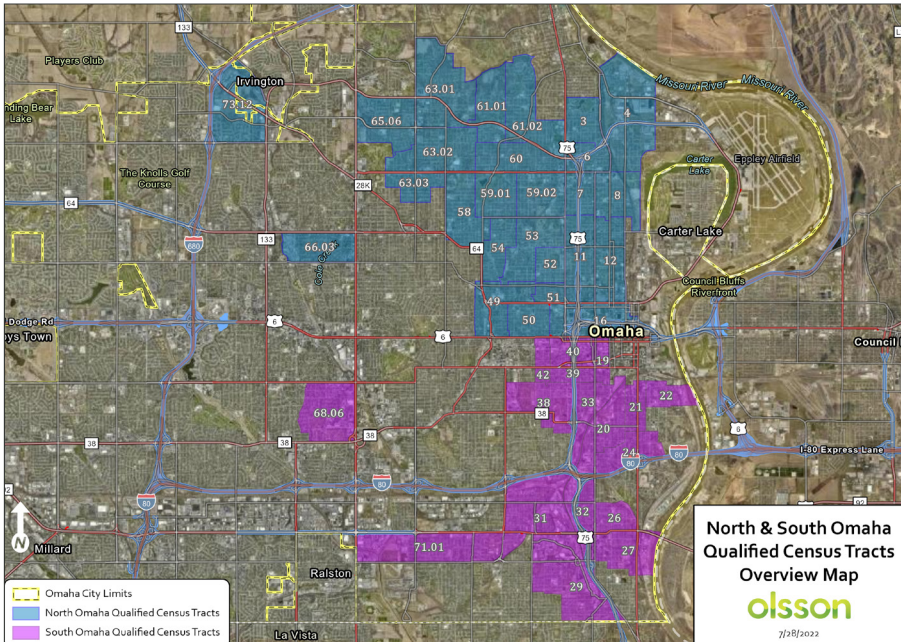
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# NORTH OMAHA BLANK SWOT MAP

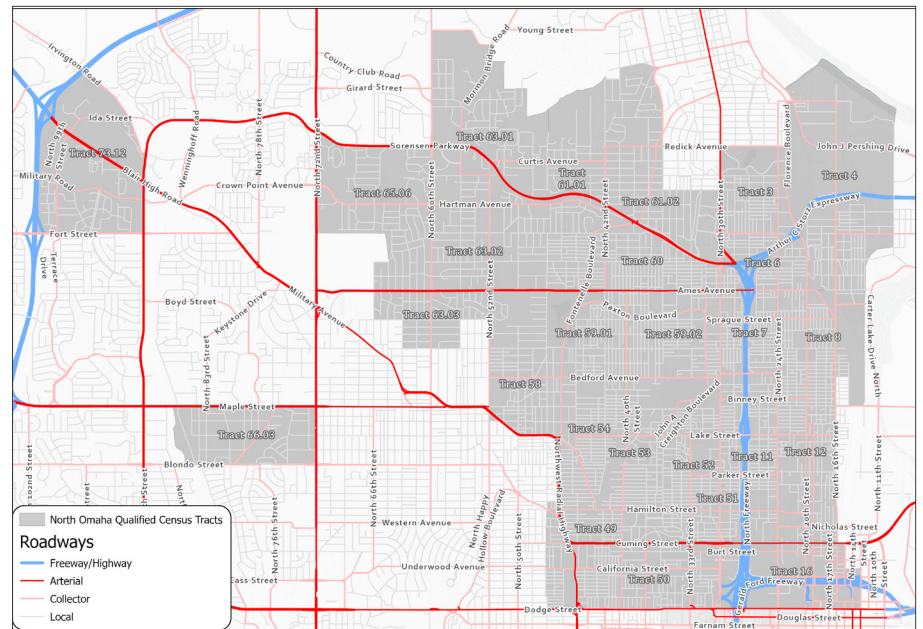
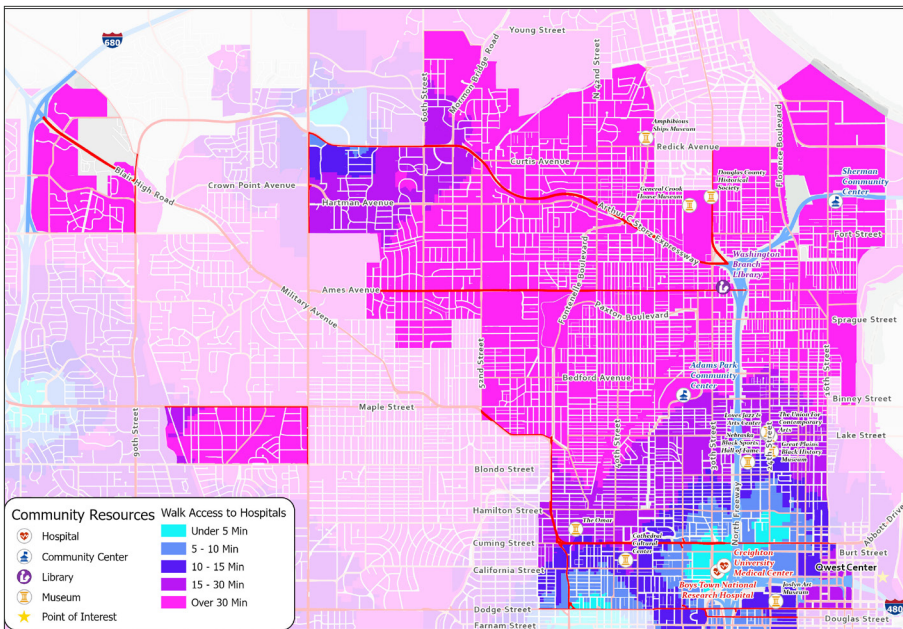
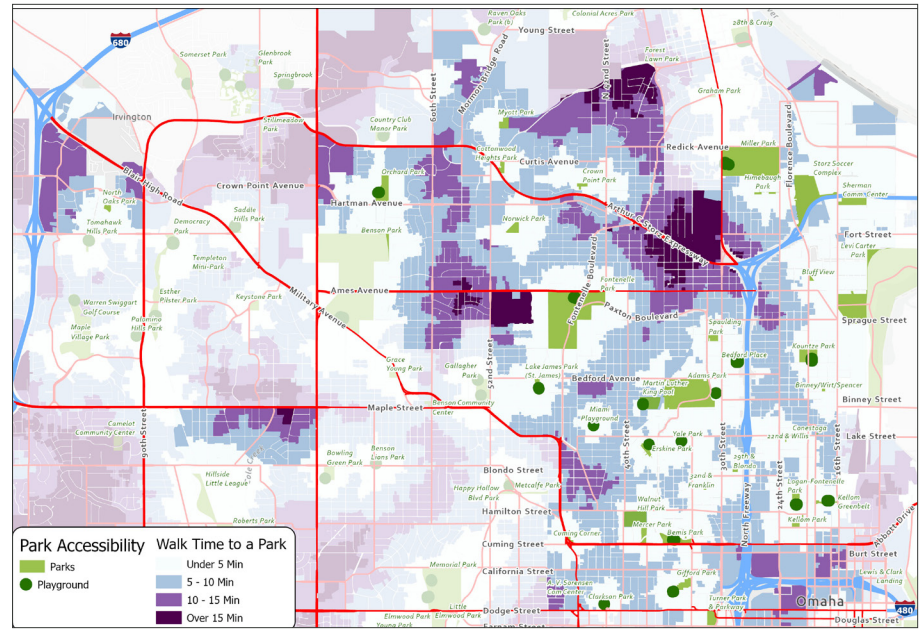
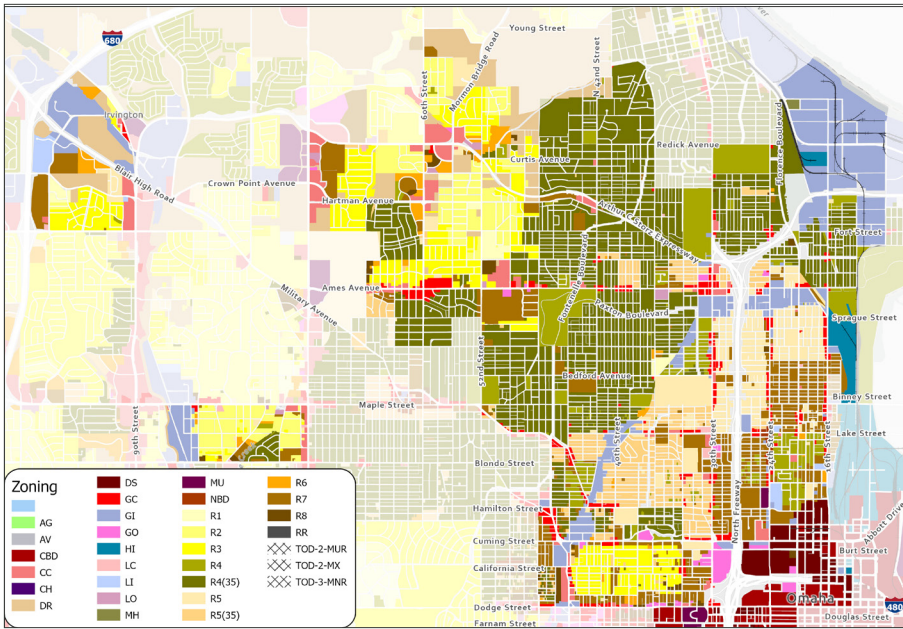
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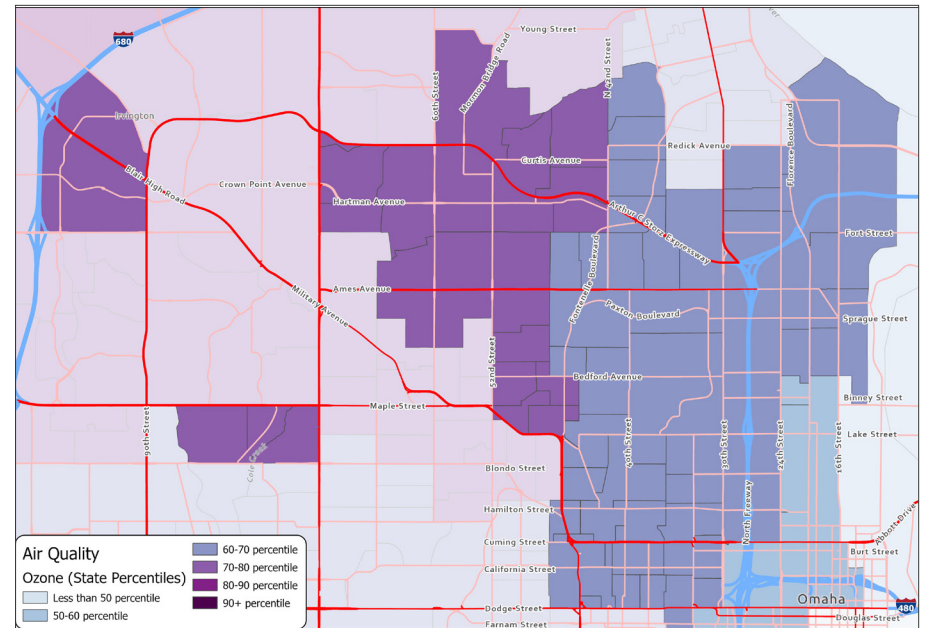
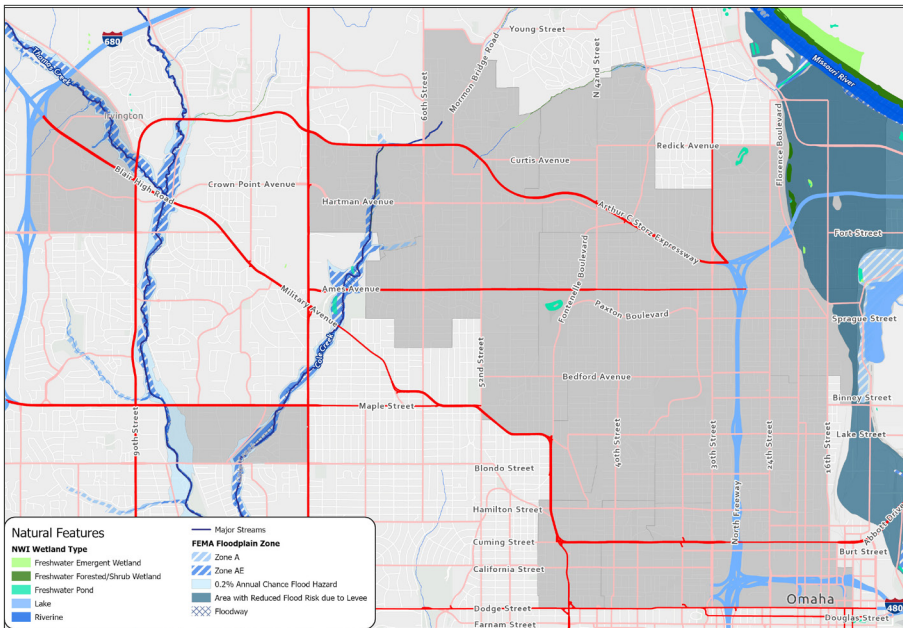
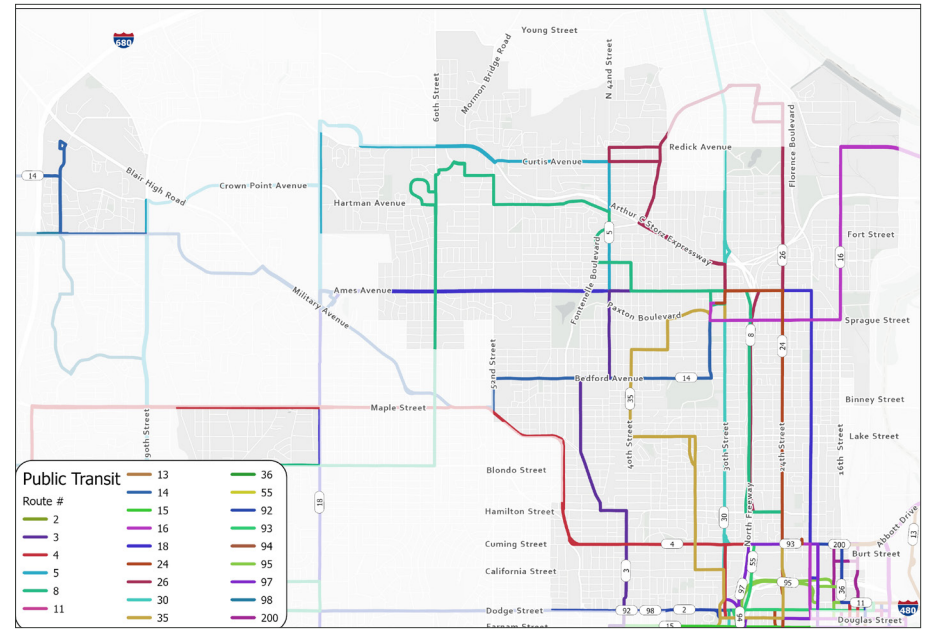
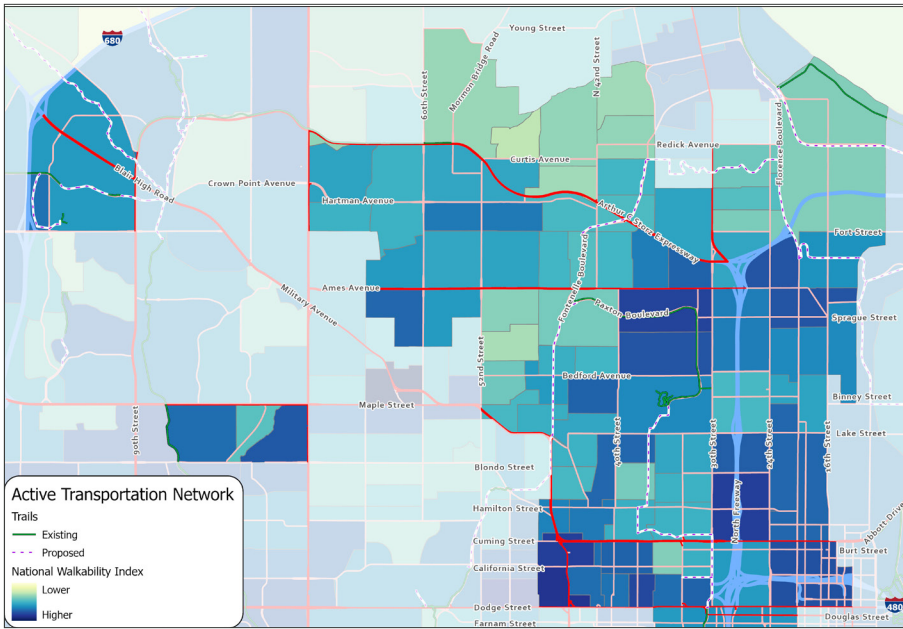
# NORTH OMAHA MAP PACKAGE - EXISTING CONDITIONS



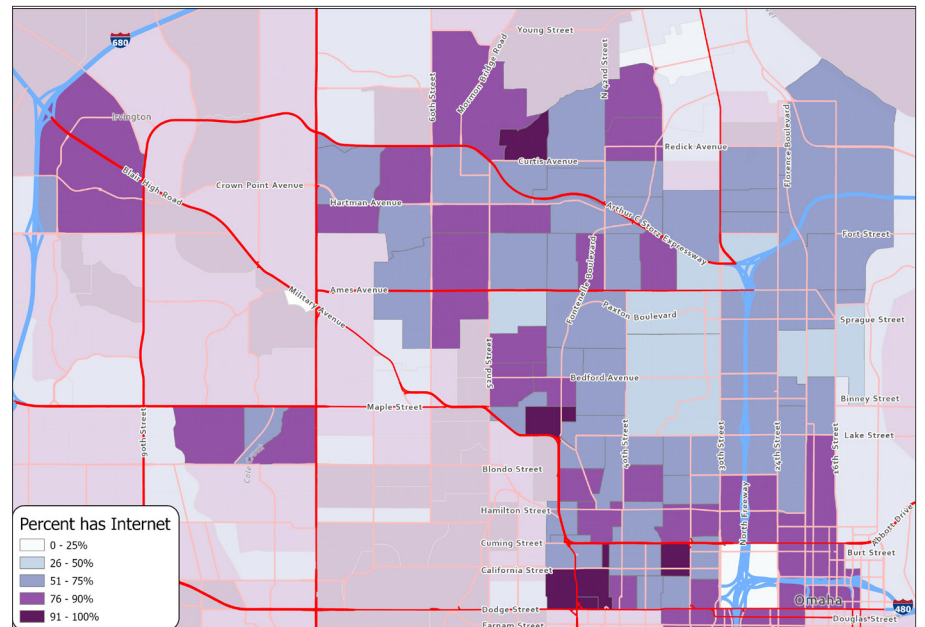
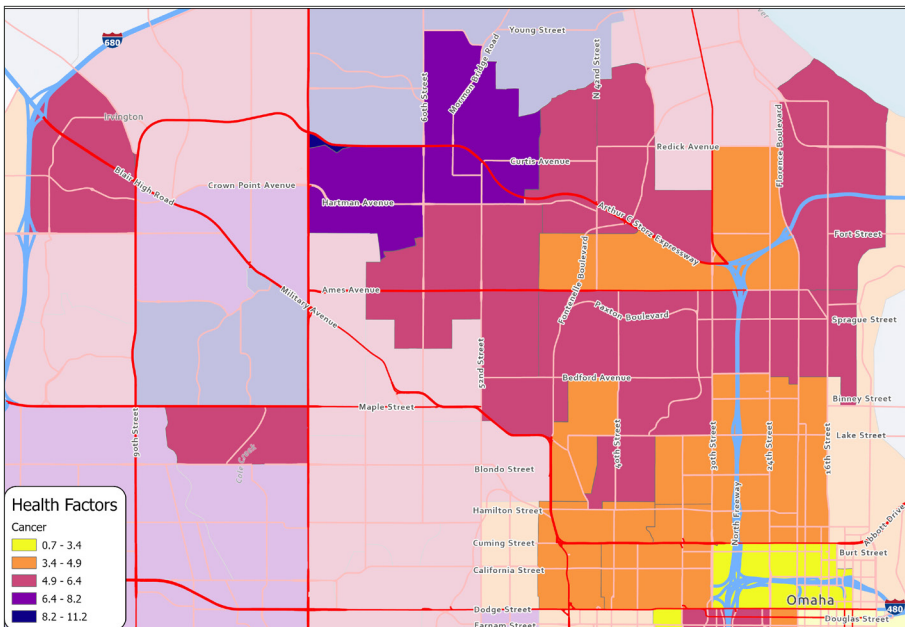
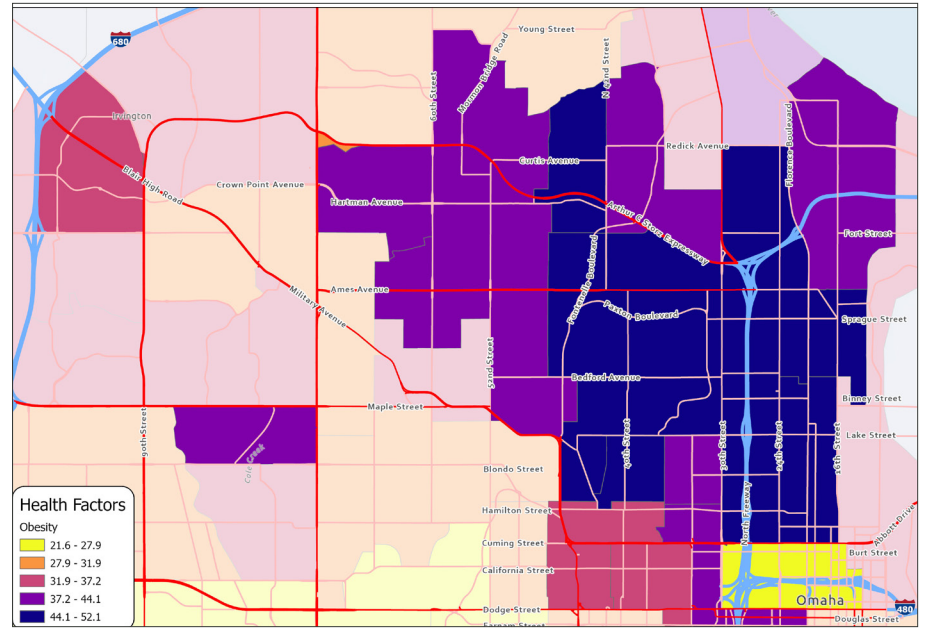
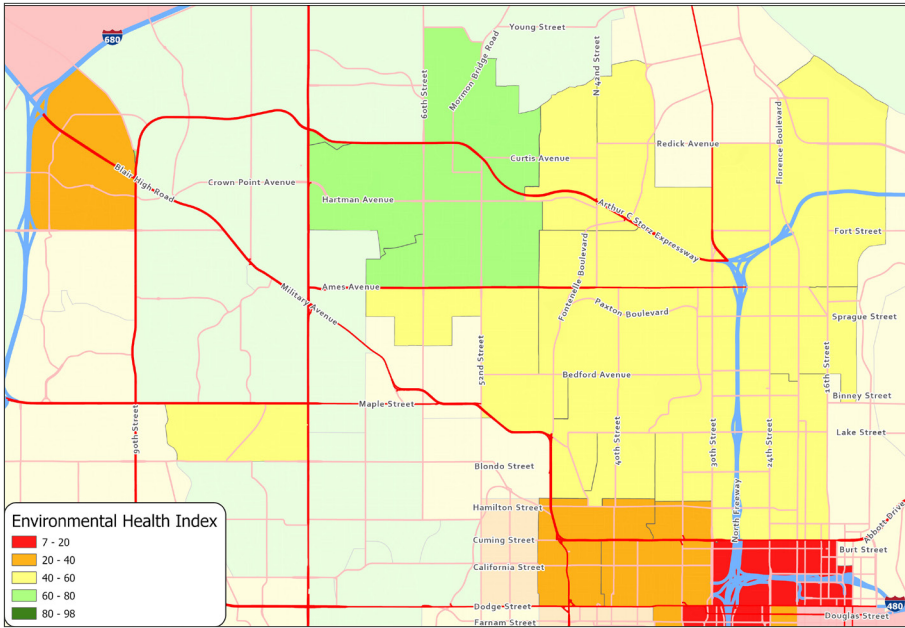
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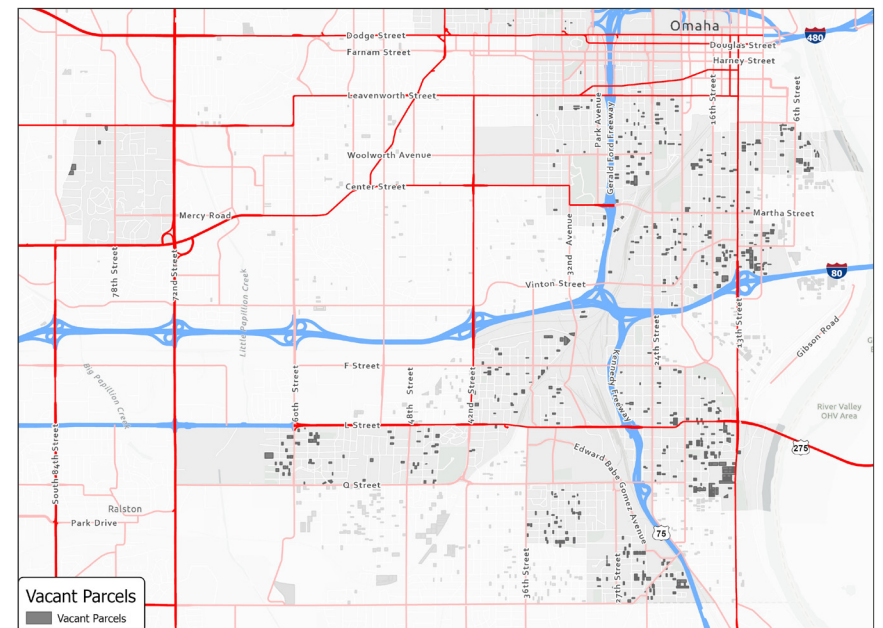
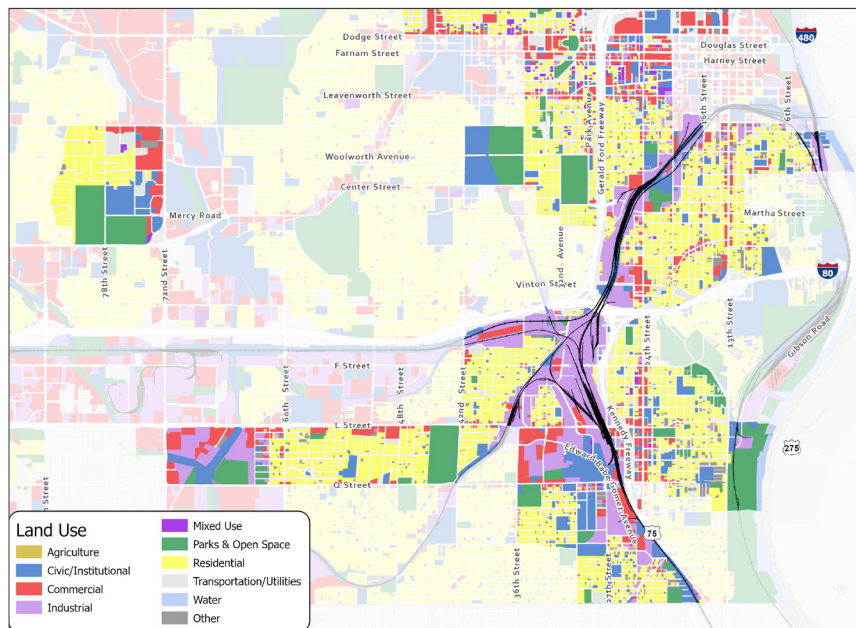
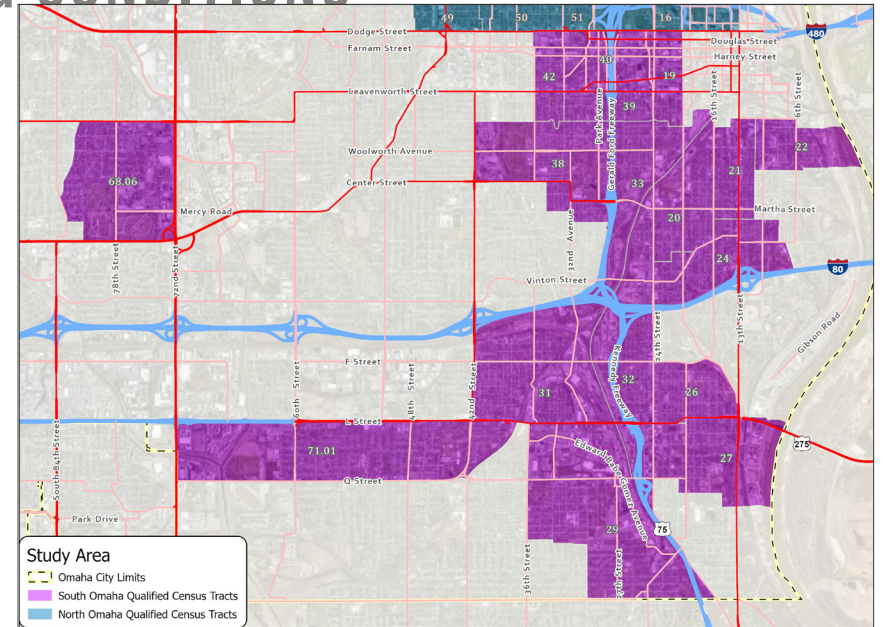
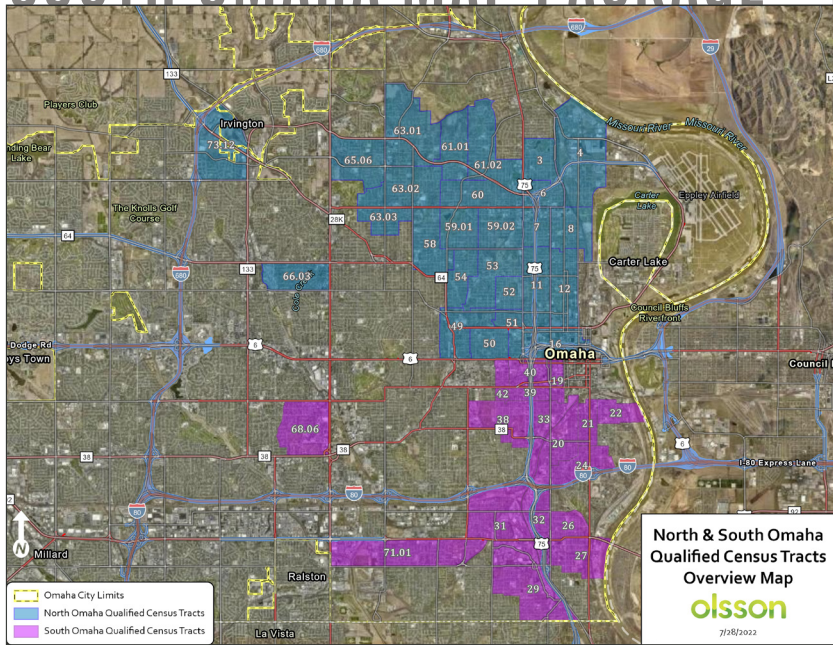
# NORTH OMAHA MAP PACKAGE - EXISTING CONDITIONS



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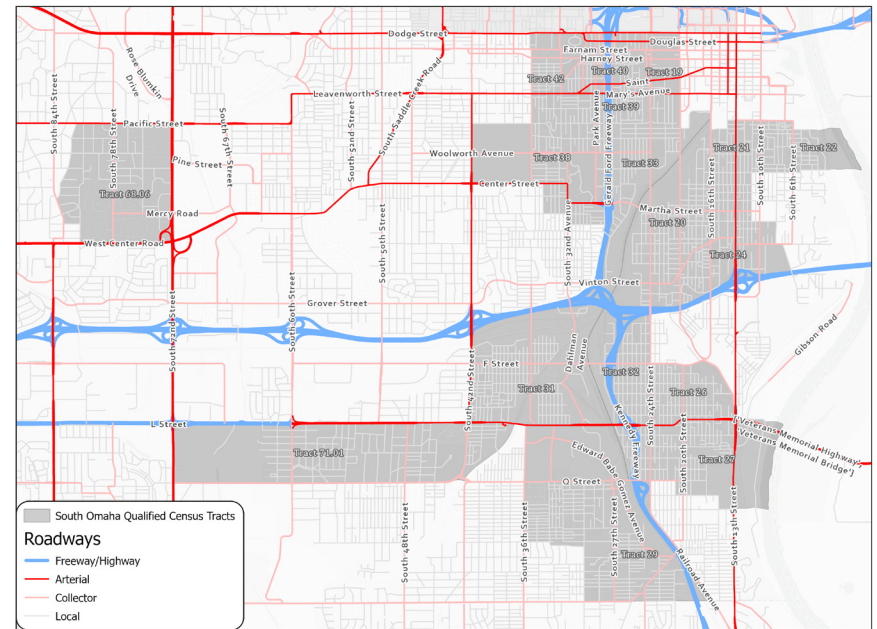
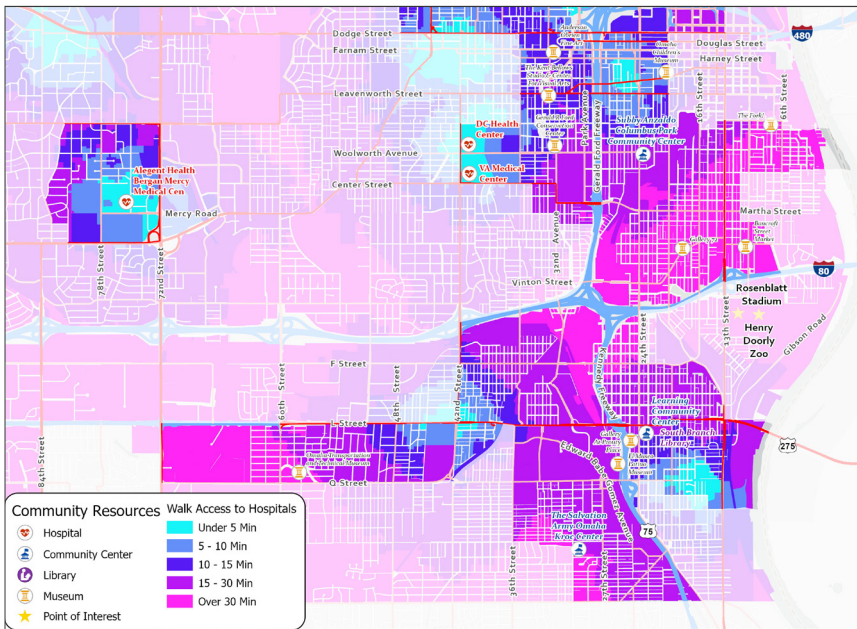
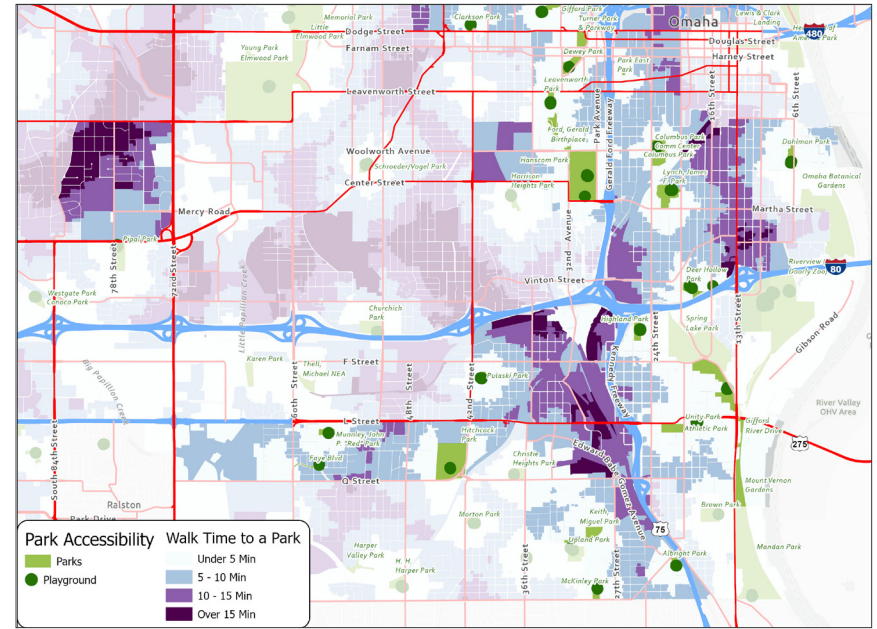
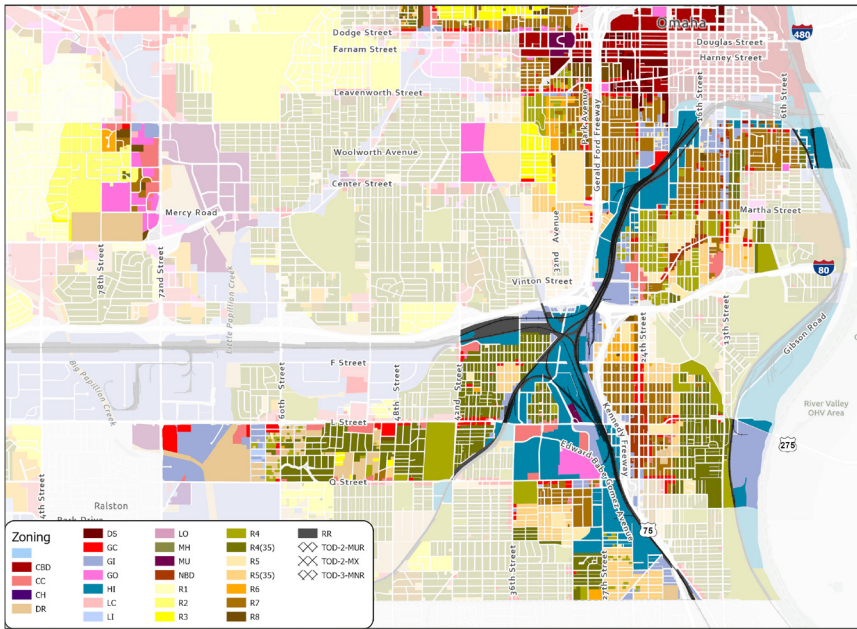


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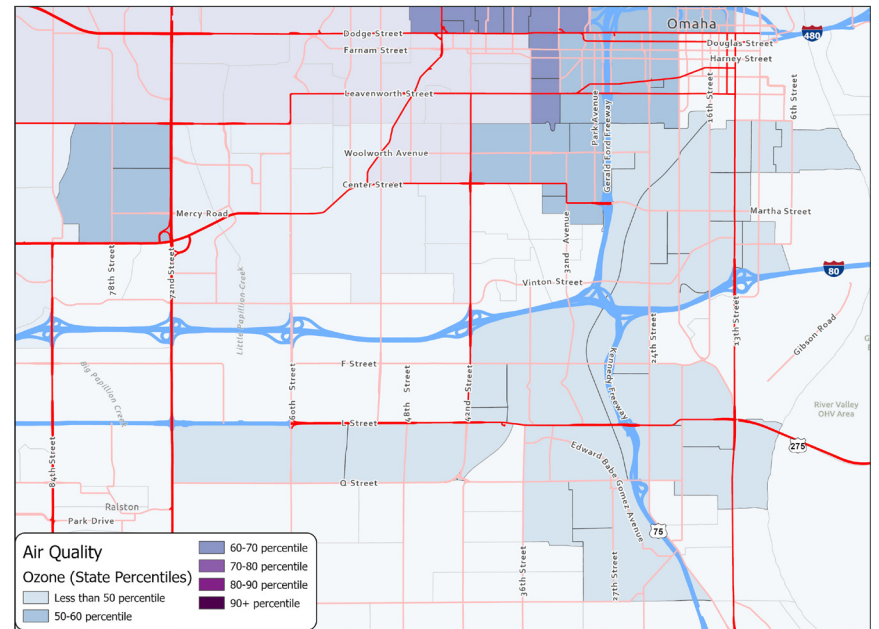
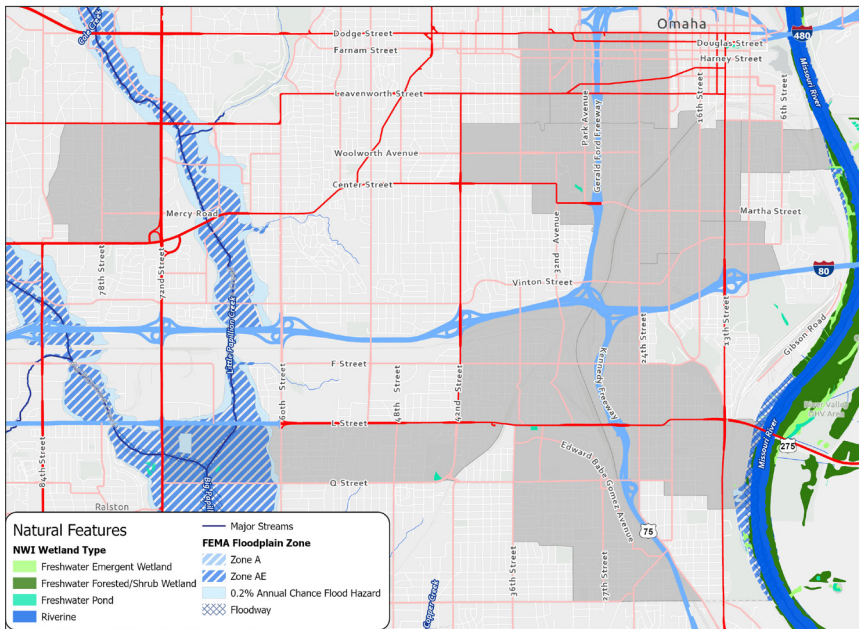
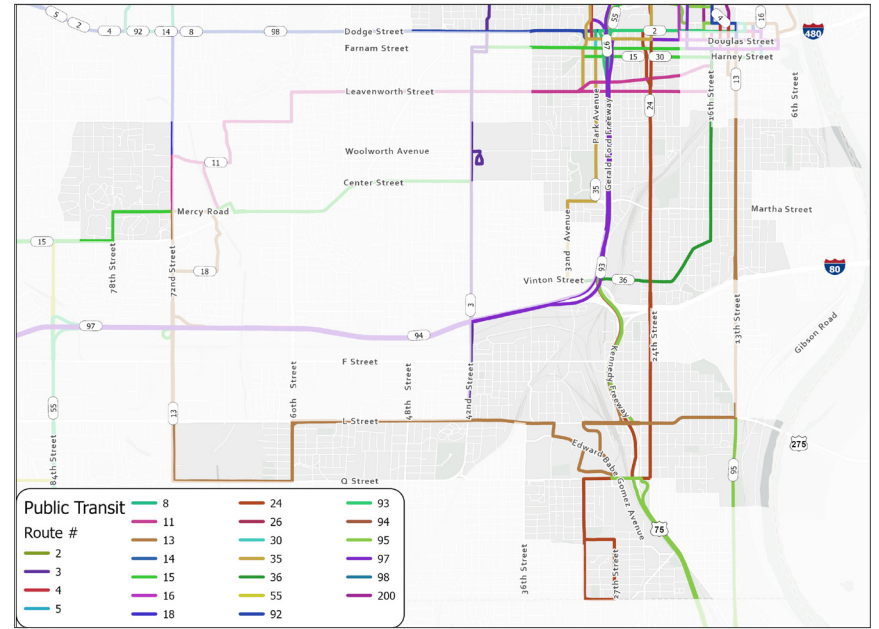
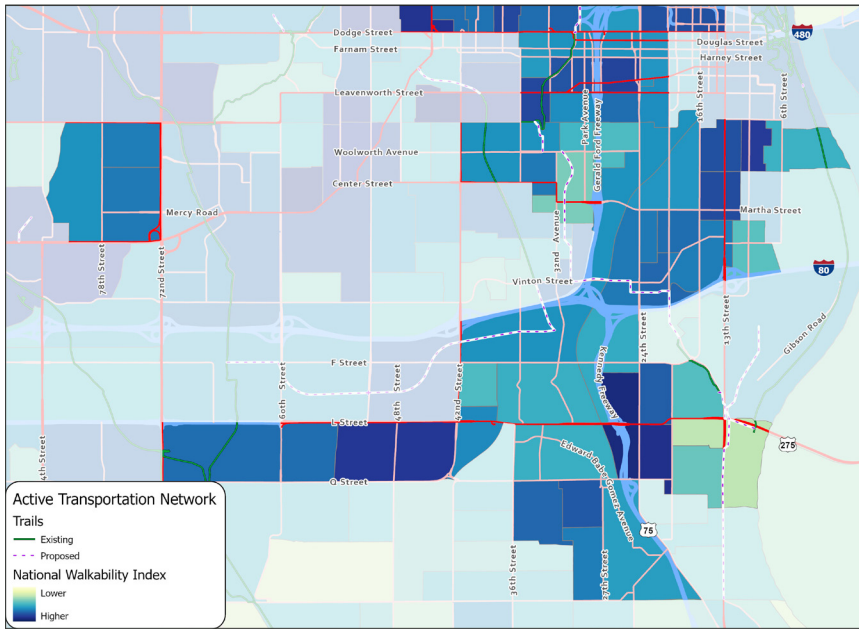




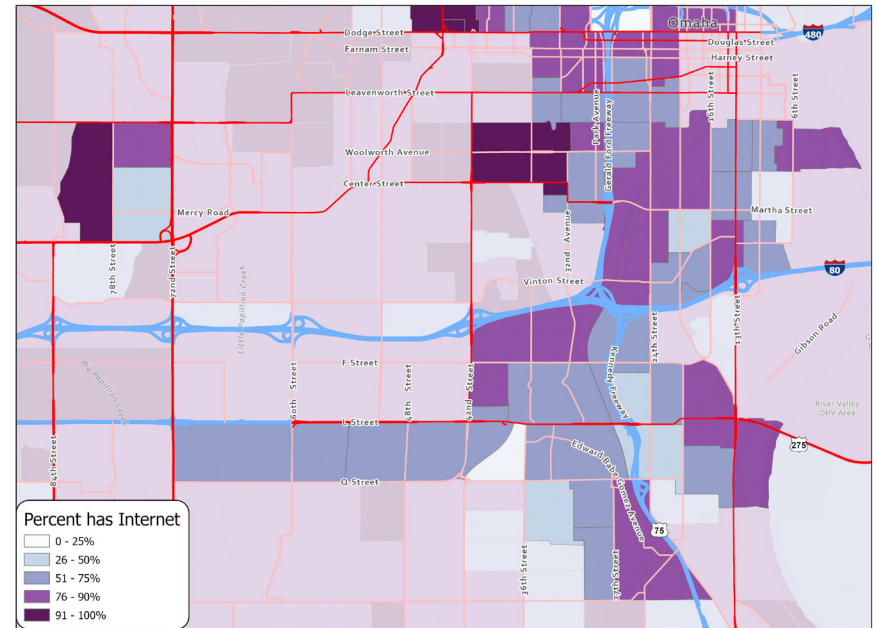
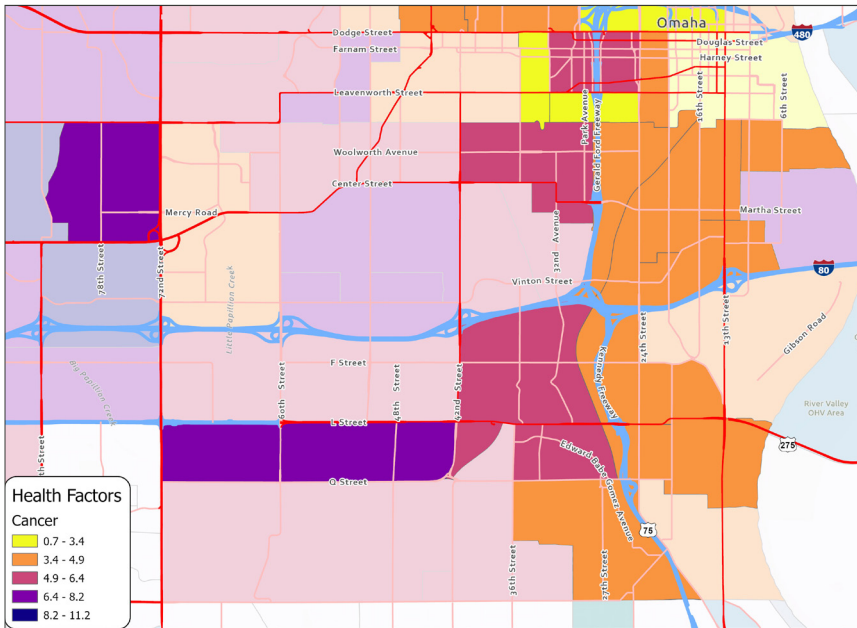
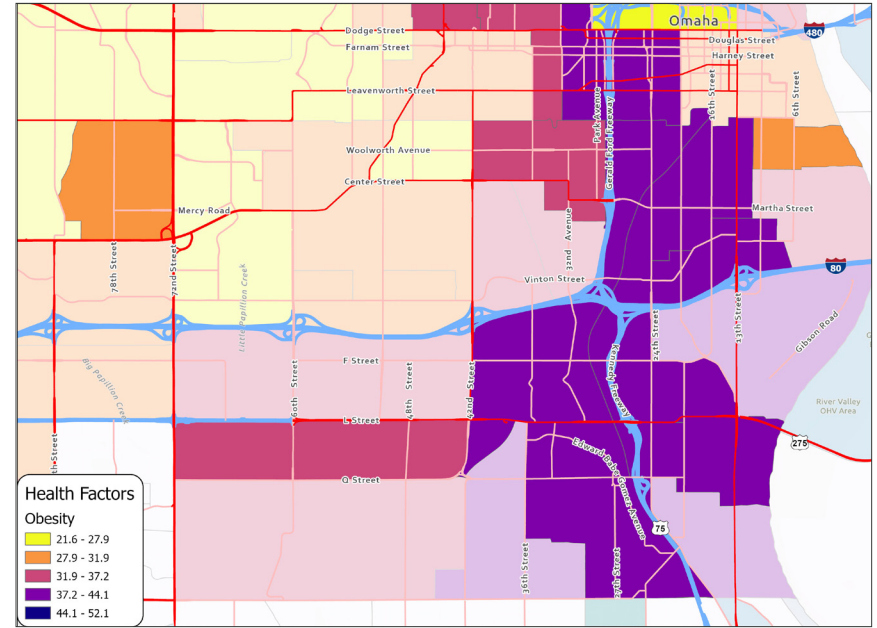
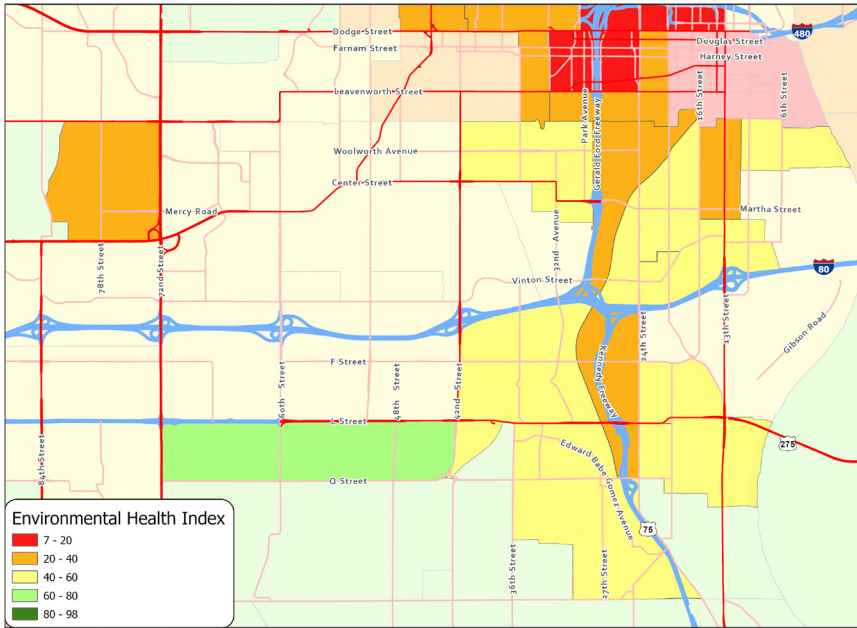
# SOUTH OMAHA MAP PACKAGE - EXISTING CONDITIONS



# SOUTH OMAHA MAP PACKAGE - EXISTING CONDITIONS



# SOUTH OMAHA MAP PACKAGE - EXISTING CONDITIONS



SUPPLEMENT B

COMPLETE  
REPORT OF  
SWOT COMMENTS

# TRANSCRIBED PUBLIC COMMENTS

## NORTH OMAHA

### NORTH OMAHA PRIORITIZED SWOT COMMENTS

#### STRENGTHS

- Plethora of vacant buildings, lots to be activated
- Prevalence of entrepreneurs and cottage industries doing great things, strength
- Our people, culture, and cultural centers
- The arts district on 24th & lake is an absolute strength to our neighborhood
- Location
- 24th & lake; 30th & Ames corridors have high connectivity & strong cultural significance.
- Vacant parcels available for commercial development
- Multigenerational family retention; very socially connected
- Location itself (proximity to downtown) airport; river
- People that care & want to make a difference
- Metro C.C.
- Inexpensive land

#### WEAKNESSES

- Lack of community cohesiveness & consensus
- Public transit doesn't meet the needs of current population
- Systemic disinvestment in urban infrastructure
- Private funding rarely takes community ownership and input into account
- Financial literacy & access
- Failing infrastructure
- Lack of connected businesses both spatially & economically
- Lack of investment
- Lack of black owned companies that attract others from outside the community

- Lack of commercial and retail businesses
- Lack of viable space to operate a business
- Lack of responsibility for community conditions & economic resources.
- Lack of thriving black businesses
- Lack of resources
- Lack of jobs
- Lack of healthy restaurant or stores
- Lack of for profit business
- Lack of quality entry level & next level housing
- Connectivity walkability is not safe. Public transportation only goes so far.

#### OPPORTUNITIES

- Leverage \$ to execute strategic plan
- Nurture and support what already exists with funding and technical assistance; networking related to entrepreneurs & community groups (opportunities)
- Development opportunity
- Infrastructure: broadband & public streets, alleys, sewers, parks, sidewalks, lack of equitable investment.
- Infrastructure to support destination making & business
- Lots of vacant land along corridor. Great opportunity for development with minimal physical displacement & trans. potential.
- Public-private partnerships creating community investment/momentum & support
- Opportunity to market the areas uniqueness & diversity & positives!!
- Tourism vacant land and building exist that could be converted into viable commercial centers

## NORTH OMAHA PRIORITIZED SWOT COMMENTS

- Vacant land on main corridors
- Community building/residential & commercial development
- Economic dev, not enough support for established businesses.

### THREATS

- Connect North Omaha to downtown, disconnecting North Omaha to downtown is a threat
- Entities outside the community buying single family housing & pricing people; not keeping investment \$ in cmty.
- Development without displacement
- Media, in particular, high lights and focuses on violence/crime/negative human interactions in north Omaha. Violence/crime etc. happens everywhere in Omaha.
- Lack of & old infrastructure creates too many hurdles for smaller businesses -> costs prohibitive example broadband
- Lack of alignment within existing resources
- Displacement affirms our culture history (integrity)
- Cost of construction vs rental/sale opportunity
- Lack of racial & political unity inhibits cooperation, laws & legislation. Misunderstood by public.
- Perceived inability to positively impact economic development strategies for sustainability/longevity.

## NORTH OMAHA ALL SWOT COMMENTS - MORNING SESSION 1

### Strengths

- Growing interest in urban living lifestyle
- Entrepreneurship Ecosystem Hub
- Abundance of community resources
- Education and training facilities (including funding)
- Neighborhood associations and community groups
- Many, many entrepreneurs and cottage industries doing great things
- Abundance of community resources
- Kounte Park Rehab
- Large areas designed as reinvestment sections
- Potential for housing development
- Location "Itself" is a strength- is close to airport, downtown, CHI, and after effects of this events.
- Higher speed arterial system allows great access to/from the area- assisting economic development
- Single family homes stock
- Education at Metro community college.
- Close to airport
- North Omaha, African American Culture/Fabric
- Nodes have activity 24th and Lake
- Nodes have activity 30th and Lake
- Village Empowerment center 1 stop at Training Center
- MCC offers great training and workforce opportunities
- High transit ridership
- Strong big-box business
- Cultural hub lots of arts/music
- Well maintained park assets i.e., courts,

parks, baseball fields parks variety and number of parks located in community

- 75 North/ Highlander District Building strong housing/ mixed-income case studies
- Park/trail connections are growing. Building on arts/ culture by incorporating locals in implementation
- Strong Big- box business (Planet Fitness, Walmart, Home Depot)
- North and South connectivity on North 24th Street
- Plethora of vacant buildings lots to be active
- Black Culture
- Our cultural history/fabric
- Creative/Innovative Sector (economic)
- Planning Developmental experience in the community
- Trail network

### Weaknesses

- Low voter participation
- Consistency of public Transportation
- Commercial roads do not invite consumers, lack of walkability. All more traffic quickly (Cumming St, NW Radial, Ames, 30th, etc)
- Relationship with municipal leaders
- Transit routes that are accessible to employment centers and schools
- Infrastructure needs to be maintained for possibility before improvements can be made
- Concentration of social services concentrates poverty and discourages economic development
- Ill maintained infrastructure
- Internet access
- Food access
- "Cultural destination" is not a strength, but a weakness
- Sports complexes

- Limited pipeline of next business ideas- esp STEM
- Transport-walkability
- Perception of North Omaha
- Financial literacy, lending, homeownership
- Media concentrates on the violence in the area
- The arts for youth, drill team safe space to practice/ host events
- Walkability isn't taking snow/ice/sleet into consideration. The city doesn't take care of the roads and or sidewalks
- Land vacancy is a weakness, a threat, and an opportunity. Also, too many underutilized properties
- Lack of coordination at larger scale
- North Omaha supporting North Omaha business
- Walkability to employment
- No place to spend money
- Small business working together vs taking their piece of the pie
- No qualified business plans/ no coordination of plans. Lack of equity
- Dangerous, not walkable near transit
- Quality of sidewalk, bus shelters inhibit transportation
- 30th and Ames, southeast corner open land (No development)
- Too much debt for home ownership
- I-75
- Lack of housing for mixed income (People looking for options)
- Land for larger developments inside nodes
- Barriers to safety across some parks via walkability
- Depressed rents make it hard for new developments
- Zip codes on maps would be priceless
- Lots of purple areas with 10-15 or over 15 min walk to park

### **Opportunities**

- Formal career exploration for high school students
- Further investment in youth development organizations (Boys and Girls Clubs, North Star, Hope Center, etc.)
- Urban farming and community gardens, investment in existing green spaces
- Need a location for walkable healthcare to address community health issues
- Restructure public transportation?
- Using existing physical spaces for entrepreneurship and development
- Support entrepreneurs with access to capital and technical assistance to grow business
- Federal infrastructure
- New leadership at Omaha Chamber
- Refurbish commercial districts 16th/24th/30th
- Connect streetcar from CHI through North Omaha to Airport like all progressive cities
- Create a hub of innovation and entrepreneurship
- SDOH increases with housing and jobs more than health care. Invest in housing and jobs, infrastructure and we'll see positive health outcomes
- Reinvest in M.A.T.
- Not adequate public funding investment
- Making sure "economic
- Generational interactions
- Invite the young to the table
- Fund marketing plan for small businesses
- Dollars and expertise to execute/ implement strategic plans
- Existing diverse talent in Human Capital
- Public collectives voices
- Reinvest in transportation system
- One hardware store, one lumber store
- Meet & collaborate

- Activate vacant lots
- Teardown doubletree
- TOD zoning on transit routes
- Trail network expansion (Burt Street, Union Pacific Railroad, Nicholas Street)
- Hwy 480 Removal and Hwy 75 Removal
- MXC
- Ind. Development south of Clark Street/ Rental development, along Lake freeway to 20th Street
- Historic cultural district opportunity for tourism and economic impact
- Community connections for collective investment. Lots of talk. Still working on implementation
- Proposed 24th Street BRT
- Great corridor for future streetcar extension, can be high density in the future to support TIF Model
- Interest in living in North Omaha
- Neighborhood Centers (Streetcar stops) 24th and Lake, 16th and Locust, 24th and Ames, 30th and Ames, 24th and Miller Park
- Omaha's Downtown comm'l district is located within north Omaha; this gives significance to north Omaha it has never received (including the people); perceived value of north Omaha is missing.
- Great, innovative Urban Design
- Broadband/ free Wi-Fi accessibility
- Change media narrative around neighborhood
- Opportunity to have more youth at the meeting
- Reshaping planning investment process to be participatory
- Small Business Credit Business Initiative

### **Threats**

- Lack of housing for seniors to allow aging residents to stay in their community
- Food deserts and (xxx) policies that allow dollar stores and fast food

- Concern: entities buying 3f housing inventory
- Tax Increment Financing: not accessible or worthwhile for small developers
- Growing #/% of rental housing is unaffordable especially for people living on SSDI
- Absentee/out of state landlords and prospecting
- Divided/segregated, mentality of Omaha
- Multiple stakeholders with limited collaborating coordination
- Not sustaining leadership and passing knowledge and plans down
- Risk of unintended consequences I.e. gentrification/ inequitable investment
- Increased investment may result in increased police presence-which is an absolute threat to residents
- Large percentage of rental properties owned by state landlords and slumlords
- Vacant and underutilized community centers
- M.A.T. is an old system
- Connectivity of North and Downtown Blocking
- Access to healthy food choices
- Transportation system is old
- Downtown is a threat to north Omaha
- Gentrification done poorly
- Slum lords with no regulation
- Vacant/non activated space push
- Traffic speed kills community
- Truck route being proposed
- Low appraisal values for property
- Outside Investors pursuing homes and dramatically increasing prices
- 2021 North 24th Street had 25% of the homicides in Omaha, NE
- Gentrification
- Overall sense of hopelessness
- Common Sense in what works/

- Market rents do not work
- No transit amenities on N. 24th Street
  - HWY 75- Cut through the community
  - Most north omahans want growth, but don't understand the economic implications of growth (higher cost of living, prop. Taxes, etc)
  - Food desert, no full-scale grocery stores
  - Violence and prison to school pipeline
  - Absolutely no displacement policies in place to achieve growth while ensuring longtime residents can partake in that "increased quality of life"

## NORTH OMAHA ALL SWOT COMMENTS - AFTERNOON SESSION 2

### Strengths

- Labor supply
- Supply of Labor
- Miller Park-Quality of life- well-developed park- safer and more access for families
- Economic dev. 24th has a strong economic development opportunity
- Nelson Mandela Elementary School-quality of life- education
- Large federal investment in CSO program \$ for sewer separation
- Access to Carter Lake
- It's not the burbs
- Omaha 360
- Miller Park
- Network of Parks and Boulevards
- EW4 Number of vacant lots
- People that care
- History and Richness of the culture
- Habitat for Humanity of Omaha

- Lots of loyal residents
- Planned development of 24th and Lake
- Proximity to Airport
- Diverse community is our strength
- Established neighborhood
- Rich, artistic history
- Mostly flat terrain, easy to walk, bike
- Charles Drew Health Center
- ED – New Chamber leadership with better cultural understanding
- American Jobs center located in North Omaha
- Connectivity- strong foundation for neighborhood organizing which produces better communication channels

### Weaknesses

- Lack of CST Quality early childhood education
- Poor curb appeal
- Housing affordability
- Bus system is not dependable, not timely. Need N/S orbit
- Lack of internet access
- Lack of team athletics, and extracurricular activities
- No hardware/ home improvement stores
- Streets/freeway 4 lanes for heavier uses
- Housing affordability
- Threat-weakness zoning process rezone
- Lack of a destination/business
- Available land empty lots not developable. Dispersed across wide geographic region
- Affordable housing, low income
- Dissemination of information to general residents
- Transportation connectivity
- Focusing on affordable housing
- No, year- round safe places for kids to play



- To have someone else tell us what we need
- Lack of commercial buildings
- Lack of large contiguous chromonic development sites
- Projects need to be community led
- Lack of tech jobs paying 75k
- Union for more than local laborers
- Lack of professional services (hotels, offices, etc.)
- Need to take advantage of our community assets for tourism
- Everyone wants a non-profit and thinks a grant is the way
- No access to stores with organic fresh foods
- Plethora of concentrated areas of poverty (racially and ethnically) 8 in total
- Proximity to airport
- Need more small business development and support
- Low paying jobs
- Vacant lots create gaps in development and density
- Unemployment rate of non-graduates higher criminal background impacting employment, no large employers
- Not enough for-profit companies
- Road maintenance is significantly less prioritized in North Omaha, (north of Maple St)
- Red lining
- Lack of high quality, fresh produce, grocery stores
- Access to high quality education/ supportive programs
- Access to quality healthcare
- Parks are not maintained in east Omaha (trash, not family friendly)

### **Opportunities**

- CBDG funds for residents, WIOA
- City of Omaha SEB program for area vendors /contractors
- Opportunities for mixed use development buildings being built
- Workforce upskilling
- Career center for facilitating exposure and training for apprenticeship opportunities to largest school district and their career academics
- Existing financial streams reinvested back into communities
- 75 North space for economic development for Greenhouses and healthy food access
- Perception of young people that they will not have future economic opportunity
- 16th and Loust Building Stock
- Companies to offer transportation
- Great need for streetcar
- Could have destination neighborhood/ venues
- 75th North to make access to more things in N.O., MPS to different streets business, pedestrian bridges.
- Underdeveloped space on 16th Street, especially around commercial/Ames Ave
- Enhanced transit opportunities
- Housing affordability multi-family and single family. Housing stock and developer opportunities
- Opportunity to leverage mill works commons either to model other areas or to partner
- Affordable housing with resources available onsite
- Use land to import high paying sustained jobs
- 12% of residents in NO are Latinos
- 19% of residents in NO are non-English speakers
- Mixed income housing
- Due to the high likelihood of residents staying in the area can use and unite

them for effective contributions

- Increase/improve sidewalks
- Ongoing development of NoDo
- Mentorship for youth to help identify career opportunities. Get BIPOC individuals in businesses to work directly with OPS students
- Enhance street lighting, especially in newer developments
- Projects need to be community led
- Outside monies and grants, covid funds, etc.
- Set aside fund for small business/develops
- Leverage money to create unrestricted revenue
- Transportation Bill- opportunity out to reconnect North Omaha
- Free community broadband and Wi-Fi
- Infrastructure improvements and development results in new jobs
- Use more CRT dollars to invest in NO projects
- More creative jobs for growth
- Development of vacant lots
- 24th and Laird, mixed use development, Native Omaha Club Building
- 24th and Wint St, 24th and Lake St, 24th and Hamilton St, 30th and Lake St, 75 North/ Charles Drew, Malcom X Foundation

### **Threats**

- Crime
- Lack of communication
- Gentrification
- Not enough tech/broadband accessibility
- Daycare, affordable housing, access limited by discriminatory lending, appraisal, permits, etc.
- Quality of life not enough green spaces
- Access to health care
- Jobs, opportunities going elsewhere in city

- New, large # of job corporations land in SW Omaha
- Misunderstood by general public
- Residential and business in same block
- Development of vacant lots
- Many single parent families
- Lack of affordable housing
- Access to stable work opps in STEM
- Demographic bias as North O is dangerous-  
Negative viewpoint for gen population
- “Reputation” of North Omaha
- Perception of North Omaha as unsafe
- Transportation disconnects –  
related to job opportunities
- Gentrification- property taxes going up
- Predatory landlords
- Ongoing development in NoDo
- OPS teacher shortage, teachers  
leaving North O Schools
- Inability to purchase home to become  
homeowners due to lack of credit
- Site mitigation and public health
- Cable and cell service development  
upon above ground wiring
- White Supremacy
- Replacing members of community or outside  
buyers purchasing property. Must leave  
community for economic enterprises.
- Some of the older people in the  
community (Like Ms. Snipes said ego)
- Competing egos and individualism
- Weak politics and leadership Electing same  
do nothing political over and over again
- Lack/ no internet and broadband

# TRANSCRIBED PUBLIC COMMENTS

## SOUTH OMAHA

### SOUTH OMAHA PRIORITIZED SWOT COMMENTS

#### STRENGTHS

- Over 60% of the residents are or identify as Latinx, multigenerational families, adapt to chance for improvement.
- Diverse hard-working population dynamic
- Rich in culture
- Strong desire to improve the life of their family
- Great sense of community and volunteerism thanks to history and culture
- Diverse community allows entrepreneurship
- Cultural diverse
- Resiliency
- Strong small business community
- Family-based entrepreneurial spirit (strength)
- Area/neighborhood pride & history/ culture (South Omaha Boy)

#### WEAKNESSES

- Lack of infrastructure investment
- Aging inventory, infrastructure, housing, commercial
- Housing questions, age of homes, rental vs. owned, need more info, predatory
- Dated housing & commercial availability
- Mental health awareness- break cycle of mental health not being important or needed in the community.
- Doing infrastructure
- Food disparity
- Transportation needs for multiple modes
- Multi-modal transportation for increased community connectivity

- Parking needs to be improved (need a parking structure)
- Older infrastructure, lack of multi-generational housing, incompatible zoning uses adjacent to each other

#### OPPORTUNITIES

- Diverse community could expand corporate opportunities, multi-lingual
- Workforce population in proximity
- Capitalizing on culture – arts, restaurants, culture
- Improved mobility & transportation can encourage investment & attract residents/businesses
- Lack of resources to educate on the importance of food and exercise to increase community health, dissemination of information – radio/tv. Facebook. English/Spanish, more programs for behavioral health for children, so they graduate for high school.
- Adaptive reuse of land
- Plaza redevelopment de la raza
- Need meeting space, community space
- Overall improved connectivity – for internal & external growth
- Transportation 24th --> mcc --> ow – southside circulator
- Flexibility to meet community where they are to increase buy-in & trust

#### THREATS

- No land for growth
- Very old construction
- Negative perceptions of south Omaha immigrant & diverse

## SOUTH OMAHA PRIORITIZED SWOT COMMENTS

- Systemic racism, poverty, redlining
- Mental health for middle and high school student. Behavioral health issues with these children, 2 parents workings lead to stress in the family mental health for families. Behavioral health care for children and families.
- Continued health issues: parking air quality/ pollution, Send (improved) but still an issue
- Perception barriers
- Old buildings & infrastructure
- Internal segregation
- Lack of cultural & situational awareness about challenges re: quality of life (i.e. low wages, health problems, job opportunities, etc.)
- Greater Omaha still hasn't discovered South Omaha afraid ---of the unknown because of reputation
- Racism/discrimination in local government and a lack of representation, which leads to a negative perception about South Omaha.

## SOUTH OMAHA ALL SWOT COMMENTS - MORNING SESSION 1

### Strengths

- Entrepreneurs
- Vibrant Commercial Districts
- Self Employed businesses
- Cultural Significance and History
- Older part of Omaha with lots of history
- Community Buy-in (if equipped and empowered to speak up)
- Potential to help provide assistance to maintain and provide "pride" in ownership
- Proximity to employment
- Hard working families and bilingual, multi-generational
- Cinco de Mayo Omaha Festival
- Redevelopment of map overlap in many areas
- Vinton Street, Leavenworth, Q St, 20th St to 48th St, L St 13th to 60th
- Zoo, Arboretum, Fontenelle Forest
- Buena Vista High School
- Metro Comm College Education and Training
- Small businesses that attract foot and car traffic
- Proximity to Bellevue Offutt Base
- Welcome the new casino to the area
- South 24th St is a gem with cultural experiences
- 30th and Q Street corridor
- Resiliency
- Stockyard Plaza
- Proximity to Highway system
- Goodwill center on 36th and L and Mission programming and community space in January 2023
- Dual language program

- Job centers seem strong- (But) - who do they employ? Wages?
- New high school and nice grade school
- Multigenerational families/households
- Multigenerational/ multi-lingual
- Metro Transit Hub
- 24th Street Business District F to Q

### Weaknesses

- Lack of healthcare options/access
- Lack of Education opportunities past high school
- Lack of education-low graduation rates
- Housing stock degrading in maintenance/condition
- Aging housing stock
- Parcels are not big enough for development
- No hotels to support tourism
- Not a single coffee shop or hotel
- Residential Parking
- Small parcels make commercial development challenging
- Lack of lots (conducive to housing needs)
- Food desert
- Populations experiencing homelessness
- Citizen Education (Basic Rights and Responsibilities)
- Sidewalk condition and connectivity
- Neighborhood activism has declined
- Proximity to Bellevue (Relationship with B.P.D.)
- Lack of sports complexes
- FEMA Flood MEA 60th and Q St.
- Absent Landlords
- OPD Budgeted Officers 68107
- Employment Advancement opportunities with career paths to high paying jobs
- Overpopulated- single family residences

- Significant former industrial space with potential issues for redevelopment
- Need more sidewalks
- Need for high paying jobs (STEM)
- Lack of training centers
- Poor road maintenance/public spaces
- Poverty
- Utility infrastructure is crumbling
- Sidewalks and alleyways in poor condition decrease walkability and accessibility
- My neighborhood park needs lots of improvements
- Need retail for home and clothing

### **Opportunities**

- Business Grants
- 24th Street East and West bound Exit
- Umbrella group to support community
- Potential to help aid maintain and provide “pride” in ownership
- Expansion of health care jobs
- Public trials to encourage walkability
- Economic development on larger site
- Increased business districts in historic areas
- (Real Estate) Development from within the community
- Changing the stigma of public transportation
- Demand- commercial/retail use
- Stigma of public transportation use
- Health care jobs/expansion
- Increased business growth/transition to ownership, job training
- Community space-large meeting rooms
- Central business center (68107)
- Affordable housing
- Willing workforce that wants to work and get trained

- Parks, green space, recreation areas
- National Historic Registry (Commercial and multi-family)
- Large refugee communities
- Mixed income housing
- Parks like gene Leahy mall
- Need for social gathering spaces
- Stockyard Plaza
- Economic Support
- Better Housing- rent is too high, leads to homelessness, can lead to violence
- Buena Vista High School
- Murals and welcoming ramps from interstate
- Marketing of South O restaurants and nightlife
- Over 60% of the residents in South Omaha are Latinx or identify as Latinx
- Senior Community- (1 bd, 2. bd, mix)
- Diverse community- bring more business for jobs

### **Threats**

- Brownfields/property acquisition challenges
- Property ownership by actual homeowners
- Business property owned by a few people
- Air Quality
- NIMBY
- People moving out of the community
- Encouraging interaction from the general greater Omaha residents
- Jobs need a place to sleep at night
- Transportation beyond South Omaha core area
- Cost of Capital increased significantly
- Community/Police Relationships
- Perception that South O is not safe
- Perception is that Omaha community is not open to advancement of immigrant community
- Negative perception that not safe

- Fast traffic on L Street
- Lack of senior housing
- Lack of broadband access
- Landlords/Owners who do not take care of their property
- Growing homeless population
- Lack of childcare centers. Daycare
- Violence
- There is either no perception or interest in coming to South Omaha to there is a negative perception
- Homeless population
- Lack of accessible childcare, educational, engaging; without access parents cannot participate in the workforce

## **SOUTH OMAHA ALL SWOT COMMENTS - AFTERNOON SESSION 2**

### **Strengths**

- Close to downtown +/- 7 mins
- Awesome teachers in OPS
- Bilingual people
- Street connectivity/ diverse housing types
- Different destinations such as MCC, Hawkins, Zoo
- Healthcare Access
- Strong sense of diverse community
- Engagement of youths/ retention of young population
- Neighborhood alliance
- Diverse community
- North and South Omaha are blending
- Strong Business Improvement District (BID)
- Learning community center
- Niches of cultural events and business

- Cinco de Mayo, community festivals
- Entry-level housing
- Entrepreneurship and businesses

### **Weaknesses**

- Lack of entertainment areas like midtown and downtown
- Not pedestrian-friendly
- Communication in all forms, language barriers, lack of internet access (cost and quality)
- Aging houses and other properties
- Older infrastructure and regulations
- Parking and parking requirements
- Access to early childhood education
- South O tends to cater towards certain communities
- Traffic on 24th Street
- Transit to employment centers doesn't exist
- Illegals
- Lack of Communication
- Lack of health services
- Broadband
- Access to green space
- Missing data from census undercount
- Lack of E/W public transit routes
- Walkability
- Lack of parks within walking distance
- Public Transportation along "Q" Street
- Lack of mental health facilities
- Refugees housing (Size of units, quantity of units)
- Landfills
- Conflicting land uses
- Vacant land availability
- Sidewalks

### **Opportunities**

- Increase buy-in from community
- City of Omaha SEB Program/ Economic Equity and Inclusion Program
- More resources and funding for teachers
- Fitness parks with engagement for kids
- CBDG, HOME, WIOA and other funds
- Redevelopment areas
- Earn the trust of citizens so non-profit groups can help
- CLT's
- Community Health and Wellness Center off Martha St and Deer Park
- Radio Lobo
- La Plaza de Raza
- Increased access/connectivity to South Omaha
- Latino Cultural Center
- Arts culture and scene
- Cultivate artist talent and fund public art
- Diverse talent pipeline (retention)
- Transit system that works for everyone
- Covered bus stops (shelters)
- Increase diversity
- Improved walking conditions and bike lanes
- Large # of small business owners in S.O. but maybe not able to scale opportunity to help those businesses scale.
- Modern improved mass transit with modern amenities
- Upskilling through education/MCC to provide new job opportunities for unskilled workers, subsidize training to help make funds meet
- Broadband
- Multi-Housing properties for both sale and rent

- Collaboration of OPS, neighborhood associations, Chamber, Canopy South
- New leadership at chamber
- Dual language programs in OPS
- Affordable housing
- Zoning for ADU's
- Connect to S. Omaha Trail and Beltline

### **Threats**

- Not meeting people where they're at
- Not accepting the change of population to a new group
- Development threats
- Community division
- Perception/reality of safety
- Lack of workers
- Low wages
- Obesity, nutrition, and education
- Brain drains
- For profit developers
- Lack of access to careers/educations
- Prejudice/ racism
- Odors
- Nimby
- Industrial pollution (health issues)

SUPPLEMENT C

COMPLETE  
REPORT OF  
NEEDS COMMENTS

# NEEDS COMMENTS NORTH OMAHA

## Uses

### Specific Uses

- Grocery stores
- Hardware store
- Childcare services
- Destination business / events entertainment

### General Business

- Business/retail center or professional district
- Develop & open businesses that offer variety of services while supporting existing businesses
- Invest in physical structures –redevelopment – new development along corridors 16, 24, 30th
- Need more business along 24th Street from coming to lake
- Project incubator space for business bldg.
- Create strong business districts of industry and commerce
- Develop vacant lots and activate empty buildings along 24th street
- Public/private business particularity where ownership is transferred
- Work/live space along with multipurpose buildings
- Small bus development incubator, resident \$ services
- Invest in business attraction
- Business building capacity/business tech. Assistance to develop people & business/commerce industry in North Omaha

### Industry/Workforce

- Industrial companies using a work force Service centers
- Workforce centers within cultural districts
- Funding for supporting the conversation on legacy work then a fellowship

- Large high paying corporations to be intentional about building in and hiring from north Omaha
- Development
- Substantial employers w career path opportunities

### Office

- Headquarter for office uses

### Civic/Cultural

- Libraries & other public facilities
- Arts as awesome driver
- Large community health/wellness center
- Community Pride build a omaha black athlete sports museum

### Housing

- Safe / affordable housing
- Quality housing
- Investment in existing housing stock
- Housing affordable and market rates
- Accessible housing opportunities for all income levels
- Mixed income housing
- Renovate existing homes
- Access to safe housing
- Affordable housing for working people
- Access to affordable housing
- Affordable housing
- Create more affordable and mixed income housing to increase density

### Transportation

#### Mass Transit

- Expansion of ORBT North & South
- Alternative routes of transportation
- To be treated the same



- Streetcar
- Transportation
- Development
- Housing
- Job
- Business
- Safe /affordable Transportation from home to work/school healthcare, etc.
- Better Transportation increase running north / south
- West Omaha/Sarpy county
- Reliable transportation
- Transportation better service, better routes Maybe?

### **Safety**

- Boulevard/Road DCIS on Ames/ 30/ 24th

## **Infrastructure**

### **Walkable**

- We need to develop sustainable communities not just housing amenities, stores, churches, schools
- Need walkable community

### **Broadband**

- Broad Band capacity arcs
- Broad Band Availability & advocacy for it
- Public Investment infrastructure WiFi (broad band) transformation
- Technology Infrast. W/ accountability
- Infrastructure –physical – social – psychological –broadband – investment
- Access to tech
- Broadband Internet access

## **Miscellaneous Infrastructure**

- A plan for re-purpose I-75
- Lights Infrastructure
- Direct & Immediate investment in North Omaha's public infrastructure funding set aside and followed through on Public Infrastructural background streets

## **Bus District or Space**

- High Project Density Sprague > Hamilton Land – Sahler. (4 blocks north)
- Continuous Development along 24th street
- Anchor Business

## **Policy**

- Eminent Domain for out of state property owners who refuse to develop their land
- Enforcement policy to deal with absentee landlords and land owners
- Displacement policies prioritizing long term residents
- Policies and funding protect seniors and current residents
- Partnership w/ city / Creighton / other promote connectivity to access new customer base

## **Education**

- Education more advanced opportunities for students. Better technology, learning courses / trainings resources
- Strong education k –12
- Cradle to career support daycare preschool quality so kids are ready to learn & grow into a career in pre community
- Educational development on the north omaha community youth
- Educational systems not keeping young people in their neighborhood schools.

We shouldn't have to leave for better

- Healthcare – access – quality – types
- Childcare – access – quality – types
- Food – access – quality – types
- Budget to success education

## **Financing**

- Union training facility (Not just laborers) training and work ethic
  - Funding invest housing trust fund bonds, housing
  - Access to financial services with more variety of service (e.g. micro lending)
  - Education & pathways to business creation
  - Community ppl in N Omaha can buy a home
  - Equity property values, while managing tax increases
  - Access to capital to close financial gaps in projects
  - Investment ensures business owners have pathways to successful growth
  - Gap financing tools to make it happening partnership
  - Increased access to healthy / affordable food
  - Access to capital for minorities, particularly the black community, to strengthen their business city & financial capacity
  - Increased access to amenities i.e. food access
  - Financial investment and technology support for entrepreneurs and small businesses
  - Access to healthy foods
- ## **Health**
- Accessible affordable health care (Physical + Mental) + childcare
  - Mental and physical healthcare
  - That is accessible
  - Mental health advocacy, resources, awareness

- Food systems infrastructure investment
- Significant investment in social dimensions
- System for growing/producing food sustainably and the model to create enterprises for distribution, manufacturing, retail to benefit community first then internationally

## Quality of Life

### Safety

- Safety & Security Lower the home rate
- Safe places for young adults to “DO” something
- Safe (walking) sidewalks and pathways

### Supporting Actions

- Jobs above 60K per year
- Create wealth and ownership
- Quality Jobs
- \$\$\$
- Mixed Job Opportunities high paying jobs/secure jobs
- Incomes that match increased prices
- Access to high wage employment
- Jobs accessible to all individuals regardless of situation
- Jobs with good wages
- Community planned, -Led and evaluated initiatives to strengthen economic growth
- Better communication
- Honest, safe communication outlets
- Successful business ownership
- Union organization
- Meet on a regular basis to make sure plans are moving forward
- Support our local business

- Good design
- Invest in future community leaders
- Rebuild communal trust
- City leadership needs to include representation from the area together. Targeted representation with true power to influence
- Development and investment
- Investment in north o at the level of space quadrants of the city
- Jobs
- Quality schools and daycares
- Maintain the culture in the midst of development (people make the culture in part)
- Relevant initiative to meet needs of diverse residents
- Opportunity to spend \$ in north omaha
- Dissemination of info to the general public
- Ongoing community work groups
- Strategic marketing campaign in north omaha
- Have much generational involvement
- Transferring generational wealth through legacy
- We need more black education
- Buy in from the community
- Internship opps for high school youth
- Needs to coordinate services transit transportation
- Radio/podcast for north omaha
- Empowerment of local community entrepreneurs support for them to thrive
- Employers will generate the need for affordable housing, daycare, resources, entertainment community, etc in this area
- Marketing and omaha as 1
- Strong identity and economic viability based on cultural strengths & community assets

- Alignment
- Leverage \$60 M investment to ensure benefits stay in North omaha
- Engage and empower community champions and advocates from the start
- Private investment
- Consider and plan for unintended consequences
- Collective buy in about a shared community vision
- Relationship building and trust development work through the hard
- Appreciate what is existing...cultural legacy & history
- Marketing campaign to promote assets of north omaha and support businesses
- Cultivating and persevering our heritage public service persons from n omaha
- Attract diverse create socio economic climate
- Neighborhood with H3 focus
- Proper education of the history of how our communities developed redlining racism, etc must be discussed openly. The we will know why we are where we are and can take the right path forward.
- High paying professional job opportunities

# NEEDS COMMENTS

## SOUTH OMAHA

### Uses

#### Housing

- Build senior housing next to community center
- Affordable housing options
- Need mixed income housing
- New housing, new housing
- Mixed income housing
- Workforce housing
- High quality mixed income rental housing  
single family homes mixed use development
- High quality housing/different typology
- Major mental health center

#### Senior Housing

- Housing families senior housing
- Senior living

#### Food

- Central market food & business
- Space for outdoor market /  
(farmers market) mercado
- Food service within community
- Need more grocery stores
- Grocery food dessert
- Need famers market like
- Fair practices within grocery stores  
access to fruits and veggies
- Diverse food cuisine choices
- Accessible & affordable grocery stores

#### Retail/Commercial

- Infrastructure for more business opportunities
- Professional office space
- General business growth retail offices
- Retail drain stores

### Health

- Mental Health facilities or programs

### Daycare

- Quality daycare
- On-site & affordable daycare for  
teachers and also community
- Childcare
- Access to high quality, accessible childcare to  
enable parents to participate in the workforce

### Tech/Community

- Tech centers
- Comm hub breadboarding
- Cultural business + community center
- Bring community spaces west of US 75
- Community center – incubator space –  
resource center – central hub
- Immigration
- Hub for small contractors to learn  
how to complete for bid jobs
- Business hub for entrepreneurs + non-profits

### Entertainment

- Entertainment venues more established  
place making community
- Performance auditorium

### Density

- Densed vertical development
- density

### Recreation

- World class indoor athletic facility to provide  
positive lifestyle opportunities (year-round)
- Recreational investment

### Parking

- Parking garage on or near 24th street

## **Youth**

- Facilities for young people middle/ school high school 13 -18

## **Multi-use**

- Multi use facility
- Places like the Papillion landing

## **Transportation**

### **Walkability/Connectivity**

- Walkability residential neigh. District RWRN zoning
- Connectivity & accessibility to public amenities for all

### **Transit**

- Increased public transit, routes and amenities/stops

## **Infrastructure**

### **Roads and/or Sewer**

- Street / utility infrastructure
- Infrastructure improvements to roads/highways, broadband
- Expand/widen streets
- Treat underlying issues (sewer) pave streets
- Improved infrastructure to accommodate necessary development –sewers – roads –water – electricity – communications (Broadband)
- Infrastructure redesign to accommodate foot and vehicle streetcar sewer

- Sewer separation

### **Broadband**

- Broadband
- Broadband (access)
- Access to broadband - (voice and internet) free and community wide
- Internet / fiber connectivity

- Infrastructure investment – utility - internet

## **General**

- Prioritize Infrastructure Investments
- Need to improve physical infrastructure
- To invest in infrastructure and development
- Rehab existing stack
- Right string and maintaining the infrastructure so that it shows respect to the community
- Lack of infrastructure investment

## **Policy**

### **Training**

- Job Training ESL
- Programs to train high school graduates in jobs that don't require postsecondary degrees
- Soft / hard skill development
- Entrepreneurial training and development
- Incentive mentorship and coaching
- Culturally competent financial education

### **Education**

- Education early childhood + K –12
- High quality education
- Information dissemination & education
- Proven educational pathway in schools

### **People**

- Support existing residents without displacement  
\*people – first allow for choice
- Sanctuary city for undoc folks
- Welcoming new out of state investments

### **Health**

- Better (Healthier) food choices Public campaigns to inform / educate
- Multi-faceted multi-generational approach

behavioral to mental health

- Health services
- Counseling for behavioral health for high school students and adults

## **Culture**

- Culturally responsive & respectful mental health services
- Culturally appropriate programs
- Diversity supported by action & data that is not only accepted but embraced
- Building unity among all groups / cultures in south omaha

## **Residential/Zoning**

- Home rehab program for existing homes
- Update land use policy & zoning
- Street vendor policies allow access

## **Quality of Life**

### **Garden**

- Community gardens networked raised beds

### **Mixed Use**

- Plaza redevelopment green space community center art cultural space parking
- Areas like aksarben village community spaces, jobs, parks, retail, housing

### **Park**

- Playgrounds parks places to just be green spaces

## **Supporting Actions**

- Higher paying jobs
- High paid professional opportunities
- Need corporate jobs / high paying jobs
- Meet people where they are at - disseminate info
- Trust buys in

- Support services for businesses to support employees
- AI action supported by measurable data
- Helping navigate the system
- Support for existing businesses Entrepreneur support svcs
- Civic engagement for systemic change
- Funding that is sustainable
- Creation of shovel ready sites
- Career Development career pathway to legacy wealth
- Jobs livable wage
- Representative role models in every aspect
- Community engagement to participate in activities
- Community directly benefits
- Locally owned / lead
- \$\$\$
- Ownership of development results in local people / business/ and landowners
- Economic support for local businesses to thrive
- Grow job opportunities within south Omaha that pay median (& above) wages & are filled by south Omaha residents
- Know what languages are spoken by the community
- Programs for maintaining existing buildings / properties pride of ownership
- More bilingual & biliterate services
- Hold info sessions during non-traditional times
- Embrace bilingual leaders to engage the community
- POC representation
- Investment at all levels
- Promote south o as a destination make it destination great restaurants like Benson Mid town
- Promote south Omaha's destinations
- Focused business investment in south o
- High quality education early childhood K - 12
- Agree on early childhood, our most cost-effective ROI!
- Internship pipeline into professional job sections
- Unification of programs

SUPPLEMENT D

**PUBLIC LISTENING  
SESSION PRESENTATION**

1

# Legislative Listening Session

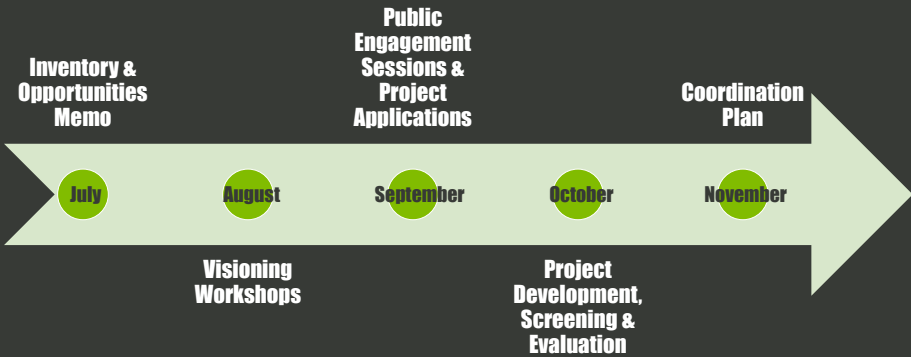
August 18, 2022

*Fundamental Change • Transformational • Long-Lasting Economic Growth*

LB1024 Visioning Workshop Summary

2

## The Process



3

## Stakeholders Engaged

- Institutions/Government
- Business
- Philanthropists
- Educators
- Faith-Based Organizations
- Health Services
- Service Providers
- Design Professionals
- Real Estate Professionals



4

## Exercises

- Existing Conditions
- SWOT Exercise
- Needs Exercise
- Idea Brainstorming

**S**TRENGTHS      **W**EAKNESSES

**O**PPORTUNITIES      **T**HREATS

*An exercise to identify internal strengths and weaknesses and external opportunities and threats*



5

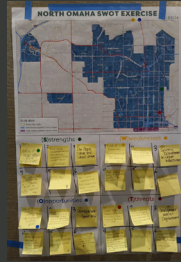
## North Omaha Key Take-Aways

### Strengths

- Physical grid facilitates access and walkability
- Culture and character are integrated in the neighborhoods
- Economic Hubs proximate to North Omaha

### Weaknesses

- Physical infrastructure divides the community
- Economic investment does not recycle within the community
- Broadband and public infrastructure do not meet current needs
- Additional finance and business education resources are needed to support Black-owned businesses



6

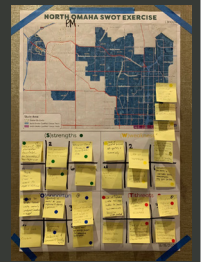
## North Omaha Key Take-Aways

### Opportunities

- Large areas are identified as Community Reinvestment Areas
- Vacant parcels and availability of land
- Leverage current residents and entrepreneurial efforts into additional economic activity

### Threats

- Gentrification causing low-income households to be displaced.
- Public health concerns (obesity and cancer)
- Aging infrastructure is a barrier for attracting investments and maintaining quality of life
- Negative external media/perception
- External/remote land ownership



7

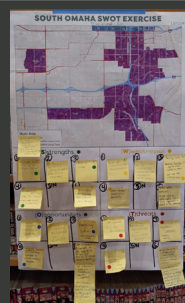
## South Omaha Key Take-Aways

### Strengths

- Culture cultivates local reinvestment
- Strong small-business community
- The 24th Street commercial district is a successful economic destination

### Weaknesses

- Community Resources are lacking (parks, schools, event spaces)
- Older and singular-type housing stock
- Broadband, transit, and public infrastructure do not meet current needs
- Access to quality food/produce



8

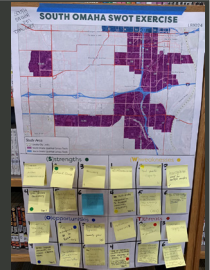
## South Omaha Key Take-Aways

### Opportunities

- Opportunity to leverage Community Reinvestment Areas
- Build upon existing vibrancy and demand
- Diversity of culture and talent can be leveraged

### Threats

- Aging and underinvested infrastructure
- Limited land for growth/small parcels
- Negative external media/perceptions





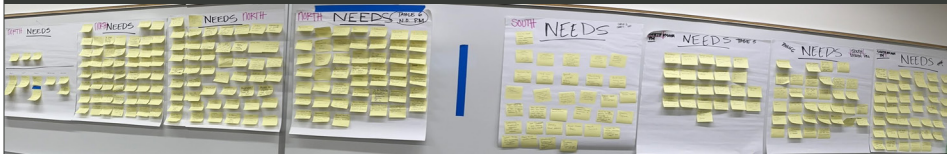
9

## Needs Discussion

- Uses
- Transportation
- Policy
- Infrastructure
- Quality of Life

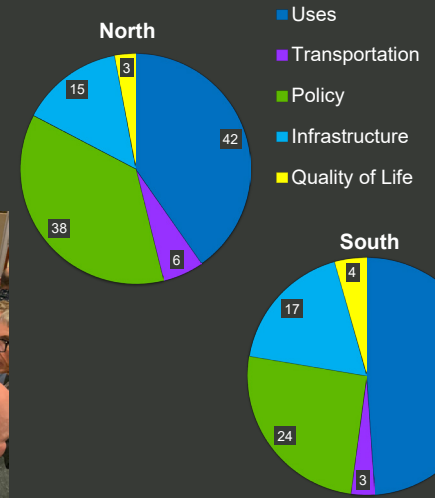
### "Supporting Actions"

- Create High Paying Jobs
- Support Local Businesses
- Change Marketing/External Perception
- Create Community Vision & Buy-in
- Build Destinations



10

## Needs Exercise



11

## Summary

- Insufficient infrastructure
- Development that fits within the cultural context
- Access and tools to leverage community resources



*North & South Omaha are Diverse, Entrepreneurial, and Proud communities.*

12

## Questions & Discussion

APPENDIX A: VISIONING WORKSHOP SUMMARY

SUPPLEMENT E

# VISIONING WORKSHOP ATTENDANCE SHEETS

# VISIONING WORKSHOP ATTENDANCE SHEETS - NORTH OMAHA MORNING SESSION

Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
	Angel Starks	SPARK	angel@sparkcdi.org	402.553.5744
AM	Anne Meysenburg	omahafoundaton.org	anne@omahafoundation.org	4023423458
AK	Ashley Kuhn	Blair Freeman	ashley@blairfreeman.com	4028807918
BREM	Barbara R Hewins-Maroney	University of Nebraska Omaha	bhewinsm@unomaha.edu	14022101922
BH	Bridget Hadley	City of Omaha Planning Dept - Economic Development	bridget.hadley@cityofomaha.org	4024445150
CD	Charita Dailey	Boys & Girls Clubs of the Midlands	cjdailey@bgcomaha.org	402-699-0932
CR	Chris Rodgers	Creighton University	chrisrodgers@creighton.edu	402-415-1787
DS	Dan Seder	City of Omaha Parks and Recreation	daniel.seder@cityofomaha.org	402-444-5900
DM	Dana Murray	North Omaha Music and Arts	dmurray@northomahamusic.org	14025982693
DM	Derek Miller	City of Omaha	derek.miller@cityofomaha.org	4024445150
	Donna Kush	Omaha Community Foundation	donna@omahafoundation.org	402-342-9193
	Dr. Susan Toohey	Nelson Mandela Elementary	stoohy@nelsonmandelaelementary.org	4026608088
	Ernest J White		Ernestojuanblanco@gmail.com	4026707735
	Frank Allen	Greater Omaha Chamber of Commerce	fallen@omahachamber.org	4025153403
GLC	gayla lee-chambers	Together We Achieve Miracles, Inc - Ernie Chambers History-Arts-Humanities Museum	office@teaminc.omhcoxmail.com	4024515549 or 4026589522

VISIONING WORKSHOP ATTENDANCE SHEETS - NORTH OMAHA MORNING SESSION

Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
	Jacquelyn Morrison	City of Omaha	jacquelyn.morrison@cityofomaha.org	8172474563
JL	Jake Lindner	City of Omaha	ejlindner@cityofomaha.org	4026908406
	Jannette Taylor	Women's Center for Advancement	jannettet@wcaomaha.org	402-345-6555 x306
JR	Jewel Rodgers	Noddle Companies / North O Resident	jewel@noddlecompanies.com	402-926-6948
ER	Jim Reiff	Nebraska Enterprise Fund	jimr@nebbiz.org	4025758208
JE	JoAnna Ejike	Malcolm X Foundation	joanna@malcolmxfoundation.org	4027084811
	Joel Dougherty	OneWorld Community Health Centers, Inc	jdougherty@oneworldomaha.org	14022169903
SO	John Jeanetta	Heartland Family Service	jjeanetta@heartlandfamilyservice.org	4025050548
	Julian Young	Julian Young Business Advisors	julian@julianyoungbusinessadvisors.com	4026710456
	LaResha Swney	LaReUp LLC	laresha.swiney@gmail.com	5313898715
LY	LaVonya Goodwin	North 24th Street BID	lavonya@north24thstreetbid.com	4025758164
me	Manuel Cook	Spark, Fabric Lab, North Omaha Trail	manne@sparkcdi.org	4026863147
	Maria A. Valetnin	No More Empty Pots	mvalentin@nmepomaha.org	402-502-1642
MCS	Michael C Jefferson	J&J Real Estate Investment and Property Management Group LLC	mjefferson59@centurylink.net	4026121258
	Michael Young	Q3 Technology Consulting Solutions	myiunf@technologyomaha.com	5316009370

VISIONING WORKSHOP ATTENDANCE SHEETS - NORTH OMAHA MORNING SESSION

Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
NB	Nathan Barry	Metropolitan Community College	nbarry2@mccneb.edu	31-622-4035
NJD	Nicka Johson	Budget to Success	Nicka_fairchild@yahoo.com	4027084464
	Nicky Sullivan	Spark CDI	nicky@sparkcdi.org	4028105927
	Osuman Issaka	The Simple Foundation	osuman.issaka@thesimplefoundation.org	4026892814
SD	Spencer Danner	First National Bank of Omaha	sdanner@fnni.com	402-658-6101
SH	Stan Horrell	Metropolitan Community College	shorrell@mccneb.edu	402-660-4863
	Stephen Osberg	Greater Omaha Chamber	sosberg@omahachamber.org	3084408378
TH	Tena Hahn Rodriguez	Black and Pink	tena@blackandpink.org	4029066518
	Terence Haynes	Blaque Coffee	thaynesblacoffee@gmail.com	5154029167
TS	Terri D Sanders	Omaha Star Newspaper	publisher@omahastarinc.com	14022163852
TW	Tim Weander	NDOT	tim.weander@nebraska.gov	4029355410
WB	Willie Barney	Empowerment Network	wbarney@empoweromaha.com	402-290-5627
WH	Willie Hamilton	Black Men United	will@blackmenunited.org	4027073115

VISIONING WORKSHOP ATTENDANCE SHEETS - NORTH OMAHA MORNING SESSION

Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
	Mark McNamara	Saint Cecilia Cathedral	mMcNamara@stceciliacathedral.org	402-689-5772
	Katrina Adams Ma.	PAR COLLECTIVE	katrina@parcollective.com	402-321-8428
	JERRY HEINRICH	JHEINRICH INVESTORS	JHEINRICH@INVESTORSREALTY.COM	402-687-9686
	Maya Lu-Chambler	Together We Achieve Miracles, INC		(402) 451-5549
	Matthew Cavanaugh	Holy Name Homes Corp	MCAVANAUGH@HolyNameHomes.org	415-3-6100
	Biko Kwanzaa	(Kwanzaa biko 1957@gmail.com)		(531) 205-1411
	Aban Lau	alau@nifaomaha.org		402-315-8189

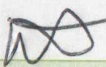
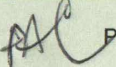



# VISIONING WORKSHOP ATTENDANCE SHEETS - NORTH OMAHA AFTERNOON SESSION

Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
BC	Brenda J. Council	North Omaha Community Care Council	bcouncil1225@gmail.com	4025782037
	Brigitte McQueen	The Union for Contemporary Art	brigitte@u-ca.org	(402) 267-4258
CR	Chris Rodgers	Creighton University	chrisrodgers@creighton.edu	402-415-1787
DS	David Stevens	Purposeful Wealth	dstevens@mypurposefulwealth.com	
	Dr. Maria Vazquez	Metropolitan Community College	mvazquez@mccneb.edu	5316222430
	Dr. Ralph Lassiter	Mt Moriah Baptist Church	pastorlassiter@gmail.com	4023504800
FA	Frank L. Hayes	Hayes & Associates, LLC	fhayes@hayers-cpa.com	402-390-2480
IL	itzel lopez	AIM Institute	ilopez@aiminstitute.org	4025911042
	Ja Keen Fox	Charles Drew Health Center	jakeenfox@gmail.com	4028713302
JA	Jared Anderson	City of Omaha	jared.anderson@cityofomaha.org	4024445053
	Jessica Johnson	Legacy Stafging Soluty	jjohnson@legacystaffingcompany.com	8556478233
JT	Jim Theiler	City of Omaha Public Works	james.theiler@cityofomaha.org	402-444-5225
	Jimmi L. Watts	Seventy Five North Revitalization Corp.	jimmi@seventyfivenorth.org	4025022770
KS	Ken Smith	City of Omaha - Parking & Mobility Division	ken.smith@cityofomaha.org	4024441780
KS	Kimara Snipes	South Omaha Neighborhood Alliance	kimara.snipe@gmail.com	4022126627



# VISIONING WORKSHOP ATTENDANCE SHEETS - NORTH OMAHA AFTERNOON SESSION

Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
KR	Krystal Rider	Seventy Five North	krystal@seventyfivenorth.org	4023055701
	LaVonya Goodwin	North 24th Street Business Improvement District	lavonya@north24thstreetbid.com	4025758164
	Lee Myers	PMP Omaha	Lee@pmpomaha.com	402-598-4131
	Manuel Cook	Spark, Fabric Lab, North Omaha Trail	manne@sparkcdi.org	4026863147
	Mark Norman	Greater Omaha Chamber	mnorman@selectgreateromaha.com	402-233-7143
	Marta Sonia Londono Mejia	Midwest Businesses and Projects LLC	mlondono@midwestbusinessesprojects.com	4028500968
	Martin Williams	Martin Williams INTL MWI	info@martinwilliams.org.	5313299985
	Michael C Jefferson	J&J Real Estate Investment and Property Management Grc	mjefferson59@centurylink.net	402-612-1258
MM	Michael Maroney	Omaha Economic Development Corporation	mmaroney@oedc.info	14023462300
	Pastor Portia Cavitt	Clair Memorial UMC	cavittp@gmail.com	4023500783
	Precious McKesson	North Omaha Neighborhood Alliance	nonaomaha@gmail.com	402-378-2034
	Samuel D Cooper	I.E. Clean llc	SCOOPER@IEPRESSUREWASH.COM	4022132101
	Scott Hazelrigg	NorthStar Foundation	scott@northstar360.org	4023063100
TM	Tahnee Markussen	The Lozier Foundation	tahnee.markussen@lozierfoundation.org	4028301537
	Terence Haynes	Blaque Coffee	thaynesblacoffee@gmail.com	5154029167

# VISIONING WORKSHOP ATTENDANCE SHEETS - NORTH OMAHA AFTERNOON SESSION

Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
TM	Tobi Mathouser	Goodwill Industries	tmathouser@goodwillomaha.org	402-210-7249
✓	Veta Jeffery	Greater Omaha Chamber of Commerce	vjeffery@omahachamber.org	4029787936
	Vickie Young		vickieyoung@outlook.com	4022531875

VISIONING WORKSHOP ATTENDANCE SHEETS - NORTH OMAHA AFTERNOON SESSION

Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
	Christian Christensen	Bluestone Development	Christian@bluestonedev.com	402-518-5864
SB:	Sarah Berkebile	AIM Institute	sberkebile@aiminstitute.org	402-677-2424
SW	Sydney Weller	Investors Realty Inc	sweller@investorsomaha.com	402-778-543
	Tim Pendrell	Sen. McDonnell's office	tpendrell@leg.ne.gov	402-707-4568
R	Dale Christenson	Pres Big Sports Academy	dale.christenson@yahoo.com	402-490-0515
	Vicki Quaites-Farris	Empowerment Network	vquaites@empowertomaha.com	402-502-5153
	Stacey Shummitt	Build you on the	shummitt@ajpm.com	402-612-3143
	William Worden	Worden Truck	!!	531-384-2658
	Ernest White	American National Bank		402-670-7735
	Kyle Kerth	NOC	Kkerthr@gmail.com	402-320-7272
	Winsley Durand	Chamber	wdurand@omahachamber.org	402-598-6663
	Jed Dougherty	OneWorld CMC	jdougherty@oneworldomaha.org	402-502-8881
	Marco Floreani	Chamber	mfloreani@gmail.com	402-968-2607
	Yesenia Valenzuela	City	yesenia.valenzuela@cityofomaha.org	402-215-6307
	Callie Williams	MWI	calliewilliams@martinwilliams.org	
	Susan Tooney	LOZIER	Susan.tooney@lozierfoundation.org	



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Initial Here	Name	Business / Organization / Agency	Email Address	Phone Number
AS	Angel Starks	SPARK	angel@sparkcdi.org	402.553.5744
BM	Blanca Mejia	Generation Diamond	generationdiamondcorp@gnail.com	4028137153
BH	Bridget Hadley	City of Omaha Planning Dept - Economic Development	bridget.hadley@cityofomaha.org	4024445150
CT	Carmen Tapio	North End Teleservices LLC	ctapio@northendteleservices.com	4024523899
CP	Carolina Padilla	Intercultural Senior Center	carolinap@interculturalseniorcenter.org	14024446529
	Chris Rodgers	Creighton University	chrisrodgers@creighton.edu	402-415-1787
	Dana Murray	North Omaha Music and Arts	dmurray@northomahamusic.org	14025982693
DP	Daniel Padilla	Lending Link	dpadilla@lendinglinkomaha.org	4025575965
	Dr. Maria Vazquez	Metropolitan Community College	mvazquez@mccneb.edu	5316222430
	Eric Englund	City of Omaha	eric.englund@cityofomaha.org	402-444-5150 ext: 2058
	gayla lee-chambers	Together We Achieve Miracles, Inc - Ernie Chambers History-Arts-Humanities Museum	office@teaminc.omhcoxmail.com	4024515549 or 4026589522
IL	itzel lopez	AIM Institute	ilopez@aiminstitute.org	4025911042
JH	Jake Hoppe	Hoppe Development	jake@hoppeddevelopment.com	402-730-9639
JB	Jamie Berglund	Spark	jamie@sparkcdi.org	4025151909

# VISIONING WORKSHOP ATTENDANCE SHEETS - SOUTH OMAHA MORNING SESSION

Initial Here	Name	Business / Organization / Agency	Email Address	Phone Number
	Jeff Riesselman	City of Omaha	jeffrey.riesselman@cityofomaha.org	4024445924
	Jim Champion	Metro Community College	jchampion@mccneb.edu	4026774007
<i>JE</i>	Joel A Cota	Community Health Development Partners	joel.cota@communityhdp.com	4027093024
	Joel Dougherty	OneWorld Community Health Centers, Inc	jdougherty@oneworldomaha.org	14022169903
	Jordan Gibbs	Family Housing Advisory Services	jordang@fhasinc.org	4029346750
	Jose Trujillo	Soundarte.net	sener@soundarte.net	4026096454
<i>KW</i>	Krista Wassenaar	City of Omaha Public Works	krista.wassenaar@cityofomaha.org	402-444-4911
<i>MJ</i>	Margo Juarez	SONA	huskermargo@gmail.com	402-250-2125
<i>MA</i>	Michael Arends	City of Omaha Public Works	mike.arends@cityofomaha.org	402-444-3910
<i>PR</i>	Patrick S Regan	Investors Realty	pregan@investorsomaha.com	4023191500
<i>RC</i>	RICARDO CASTRO	CASTRO REALTY	RICARDOCRGHOUSES@GMAIL.COM	4029991707
<i>RW</i>	Rob Woodling	Foundations Development, LLC	woodling@foundationsdevelopment.com	4025781505
	Spencer Danner	First National Bank of Omaha	sdanner@fnni.com	402-658-6101
<i>SH</i>	Stan Horrell	Metropolitan Community College	shorrell@mccneb.edu	402-660-4863

VISIONING WORKSHOP ATTENDANCE SHEETS - SOUTH OMAHA MORNING SESSION

Initial Here	Name	Business / Organization / Agency	Email Address	Phone Number
	Terence Haynes	Blaque Coffee	thaynesblacoffee@gmail.com	5154029167
ym	Tobi Mathouser	Goodwill Industries	tmathouser@goodwillomaha.org	402-210-7249
vj	Veta Jeffery	Greater Omaha Chamber of Commerce	<a href="mailto:vjeffery@omahachamber.org">vjeffery@omahachamber.org</a>	4029787936
wll	William Lukash	City of Omaha Planning Department	william.lukash@cityofomaha.org	14024445150

VISIONING WORKSHOP ATTENDANCE SHEETS - SOUTH OMAHA MORNING SESSION

Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
	Chris Abboud	Completely Kids	chris@abboudlawfirm.com	402-968-4798
	Burke Harr	Completely Kids	BHarr@HogletowDCRFee.com	402-551-2528
	Marcus Mora	CDMO		402-215-5106
	Antonio Espejo	Police Athletics	Tony@Paceomaha.org	402-960-5048
	Carla Rizzo	Completely Kids	crizzo@completelykids.org	402 397 5809
	Juan Padilla	Canopy South	juan@canopysouth.org	(402) 916-9293
	Ed Leahy	Family Housing EIC	EDL@fhousing.org	402-250-9789
EF	Erica Fernandez	AIM Institute	efernandez@aiminstitute.org	
	Jacquelyn Morrison	City of Omaha	Jacquelyn.morrison@cityofomaha.org	



# VISIONING WORKSHOP ATTENDANCE SHEETS - SOUTH OMAHA AFTERNOON SESSION

Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
	Adela Yanez	Hope Daycare LLC	adela_yanez@yahoo.com	4025985692
ayf	Andrea Macias	Impel Strategy/Greater Omaha Chamber	amacias@impelstrategy.com	6502356489
	<del>Andrea Macias</del>	<del>Impel Strategy/Greater Omaha Chamber</del>	<del>amacias@impelstrategy.com</del>	<del>6502356489</del>
	Ashley Kuhn	Blair Freeman	ashley@blairfreeman.com	4028807918
	Carla Rizzo	Completely KIDS	crizzo@completelykids.org	4023975809
CG	Cesar Garcia	Cesar A. Garcia	cesar@canopysouth.org	4029169293
ck	Chad Kruse	UNMC   Nebraska Medicine	chkruse@unmc.edu	4029607758
cr	Chris Rodgers	Creighton University	chrisrodgers@creighton.edu	402-415-1787
dm	Derek Miller	City of Omaha	derek.miller@cityofomaha.org	4024445150
alp	Dr. Donna L. Polk	NE Urban Indian Health Coalition, Inc.	dpolk@nuihc.com	4023061122
ds	Dulce Sherman (for Albert Varas)	Latino Center of the Midlands	dulce@shermanexecutiveconsulting.com	4023052236
	Erin Porterfield	Heartland Workforce Solutions	eporterfield@hws-ne.org	402218-1163
GS	Greg Staskiewicz	Robert W. Engel & Assoc Architects	greg@rwearchitects.com	4023308287
ll	itzel lopez	AIM Institute	ilopez@aiminstitute.org	4025911042
	Jannette Taylor	Women's Center for Advancement	jannettet@wcaomaha.org	402-345-6555 x306
JA	Jared Anderson	City of Omaha	jared.anderson@cityofomaha.org	4024445053

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Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
<i>JZ</i>	Joe Zadina	Lamp Rynearson	joe.zadina@lamprynearson.com	4024962498
<i>JD</i>	Joel Dougherty	OneWorld Community Health Centers, Inc	jdougherty@oneworldomaha.org	14022169903
<i>JM</i>	Juan Montoya	Midlands Latino Community Development Corporation	jmontoya@midlandslatinocdc.org	4024501412
<i>KJD</i>	Kellie Johnston Dorsey	City of Omaha, Planning Department	kljohnstondorsey@cityofomaha.org	402-312-2563
<i>KS</i>	Ken Smith	City of Omaha - Parking & Mobility Division	ken.smith@cityofomaha.org	4024441780
<i>KS</i>	Kimara Snipes	South Omaha Neighborhood Alliance	kimara.snipe@gmail.com	4022126627
<i>LC</i>	Laura Contreras	Omaha Community Foundation	laura@omahafoundation.org	4028840791
<i>LM</i>	Lee Myers	PMP Omaha	Lee@pmpomaha.com	402-598-4131
	Liz Codina	Peter Kiewit Foundation	liz@pkfdn.org	4025412274
<i>MG</i>	Magdalena Garcia	El Museo Latino	mgarcia@elmuseolatino.org	402-731-1137
	Marta Sonia Londono Mejia	Midwest Businesses and Projects LLC	mlondono@midwestbusinessesprojects.com	4028500968
<i>OI</i>	Osuman Issaka	The Simple Foundation	osuman.issaka@thesimplefoundation.org	4026892814
	Richard Harrison	South Omaha Mural Project	midsummer@cox.net	4024907026
<i>RP</i>	Robert Patterson	Kids Can Community Center	rpatterson@kidscan.org	402-731-6988
	Ryan Zabrowski	Investors Realty	ryanzabrowski@investorsomaha.com	4027787557
	Sahfiya Mahamane	The Simple foundation	sahfiya.mahamane@thesimplefoundation.org	4027077859

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Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
SM	Sonia Macias	Luna Construx	sonia@lunaconstux.com	4023217046
SO	Stephen Osberg	Greater Omaha Chamber	sosberg@omahachamber.org	3084408378
JM	Tish Mendick	Police Athletics for Community Engagement	tish@paceomaha.org	4028509596
TS	Todd Scholz	Henry Doorly Zoo	todd.scholz@omahazoo.com	4022500193

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Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
	Sara Hough	Omaha Zoo	sara.hough@omahazoo.com	402-738-2017
	Sarah Berkebile	AIM Institute	sberkebile@aiminstitute.org	402-677-1424
	Natividad Hernandez	STBF	<del>nbern</del> natyhdezze@aol.com	(402) 913-9373
	ANAYELI MARTINEZ REAL,	KIEWIT	anayelimartinezreal@kiewit.com	303.550.2557
	Javier Saldana	DED	Javy5190@gmail.com	402.276.7323
	Mark Norman	Omaha Chamber	mnorman@selectgracesomaha.com	402-233-7143
	Diana Rogel	Live On Nebraska	diana.rogel@liveonnebraska.org	402-513-7226
	Laura Contreras	Omaha Community		
	Makay welko	The Simple Foundation	makay.welko@thesimplefoundation.org	
	Gabriela Pedrosa	Simple foundation		
	Alexandra Jimenez	Omaha Chamber	ajimenez@omahachamber.org	
	Rich Gonzalez	PACE	rich@paceomaha.org	
	David Manzanaves	David Sculpture LLC	sculpturemanzanaves@gmail.com	
	Sara			

South PM

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Initial here	Name	Business / Organization / Agency	Email Address	Phone Number
AZ	Alex Zepeda	City of Omaha	Alex.Zepeda@cityofomaha	(402) 344-2275
M	Matt Miller	Hawkins Const.	mmiller@hawkins1.com	(402) 639-7379
DL	David Longenberg	Hawkins Const.	Dlongenberg@hawkins1.com	402-221-7602
	Dr. Asaad mahdi	MLCDC	amahdi@midlandslabwork.org	402-973-8017
SN	Sahfiya Mahamane	The Simple Foundation	admin@thesimplefoundation.org	
JE	Joel Enriquez	The Simple Foundation	joel.castillo@thesimplefoundation.org	
O	Crystal Sierra	Canopy South	crystal@canopysouth.org	
V	Kevin Mahler	Contributed Line LLC	Kevin@contributedline.com	402-216-8765

South PM