



Using Data to Drive Growth in Planning and Economic Development: *Planning and Development Panel*

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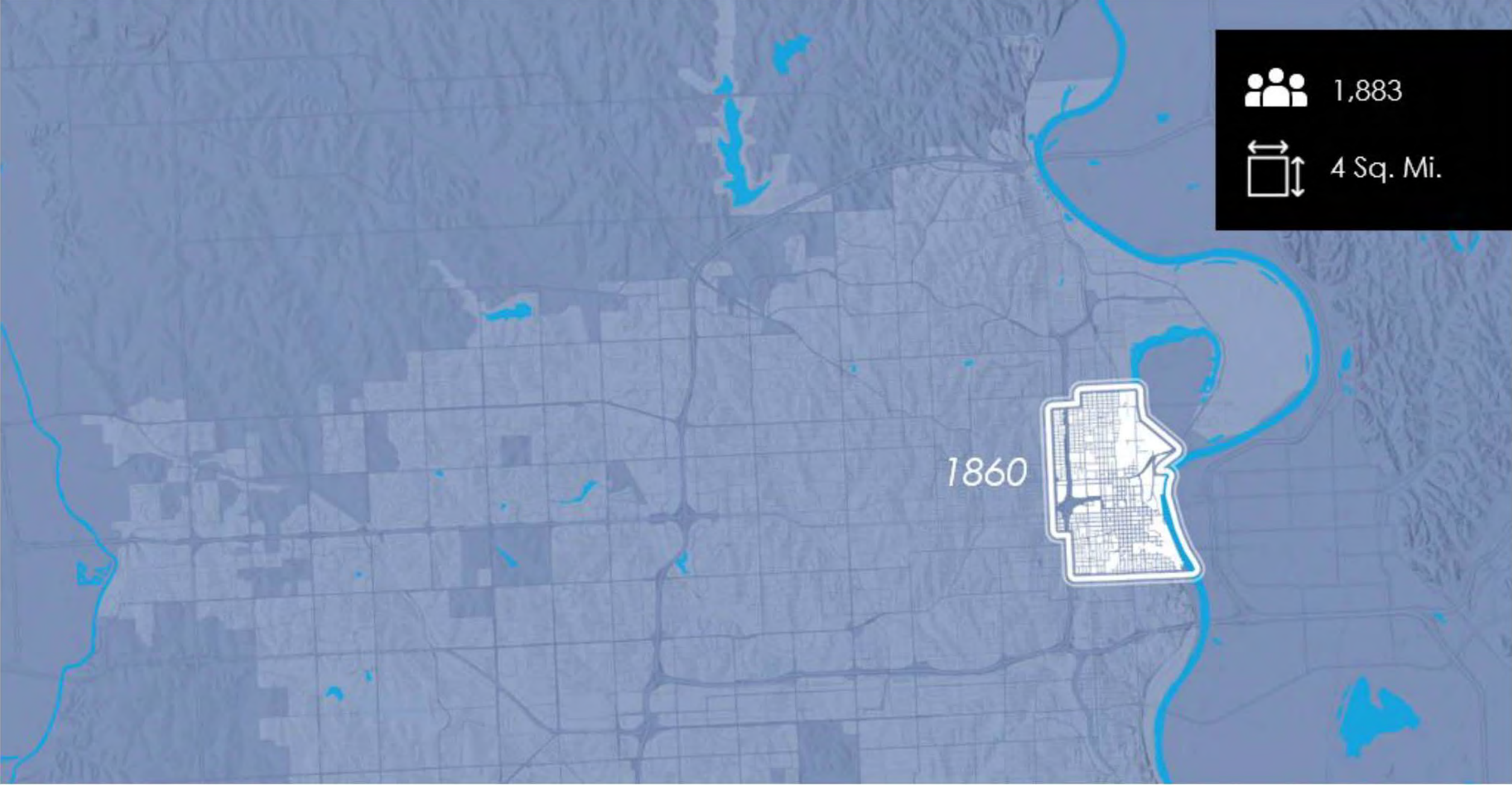
City Planner

City of Omaha Long Range Planning



We Make Omaha

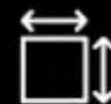
OMAHA'S **NEW**
COMPREHENSIVE PLAN



In four decades,
Omaha had
transformed from a
frontier town to a
**city of over 100,000
inhabitants.**



102,555
(+5346%)



23 Sq. Mi.
(+475%)

1900

1860

By 1920, Omaha had annexed the towns of **Florence, Benson, and South Omaha.**

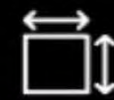
The city's population **almost doubled in just two decades.**

1920

1900



191,061
(+86%)



36 Sq. Mi.
(+57%)

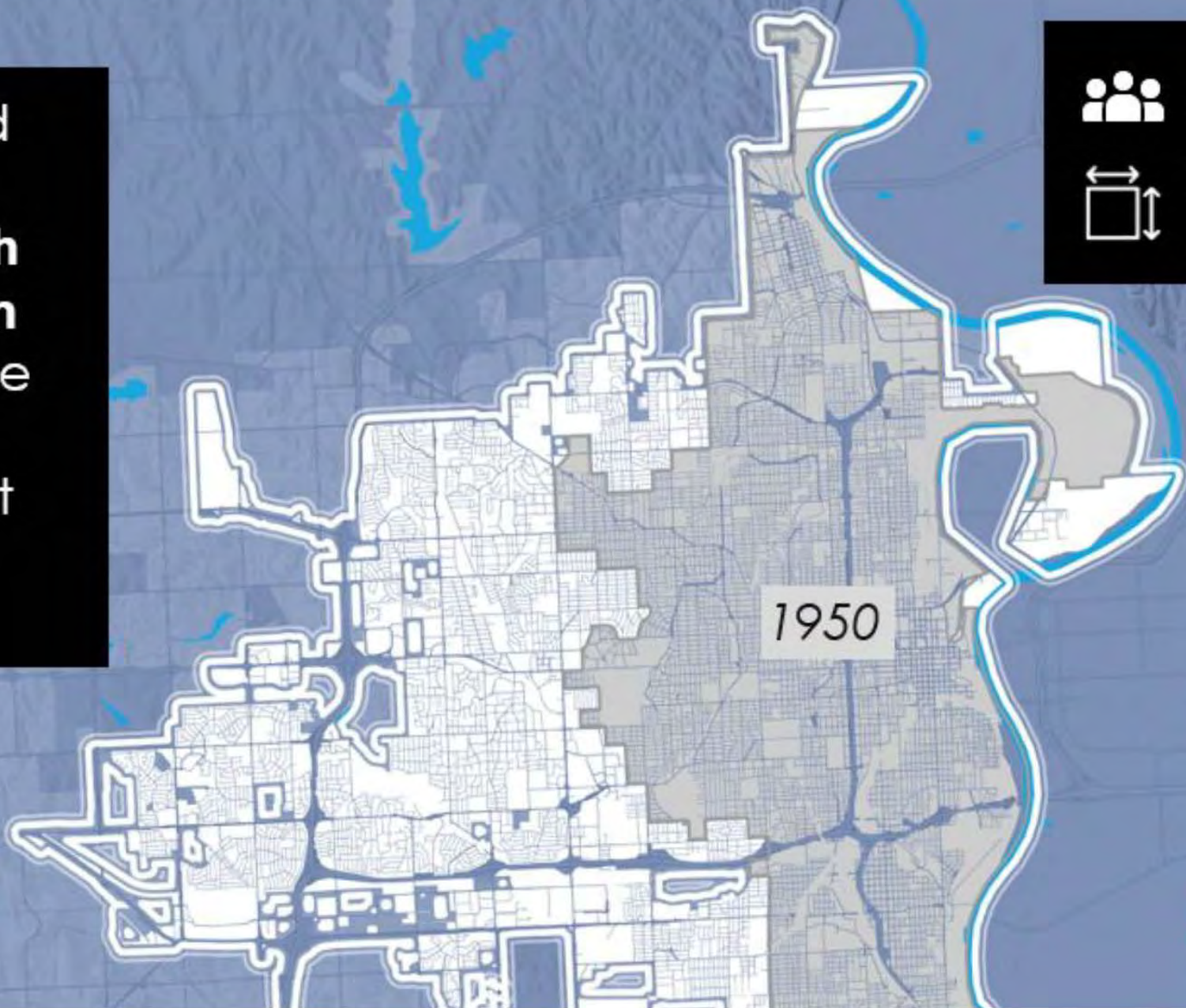
By 1970, Omaha had almost **doubled in geographic size (with much less population growth)**, driven by the new pattern of car-centric development and aggressive annexation.



346,929
(38%)



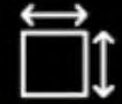
78 Sq. Mi.
(90%)



The pace of suburban growth – and population growth – slowed in the decades after 1970.



335,795
(-3%)



104 Sq. Mi.
(33%)

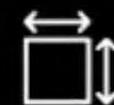
1970

1990

Omaha's **outward growth has continued** since the 1990s.



486,051
(45%)

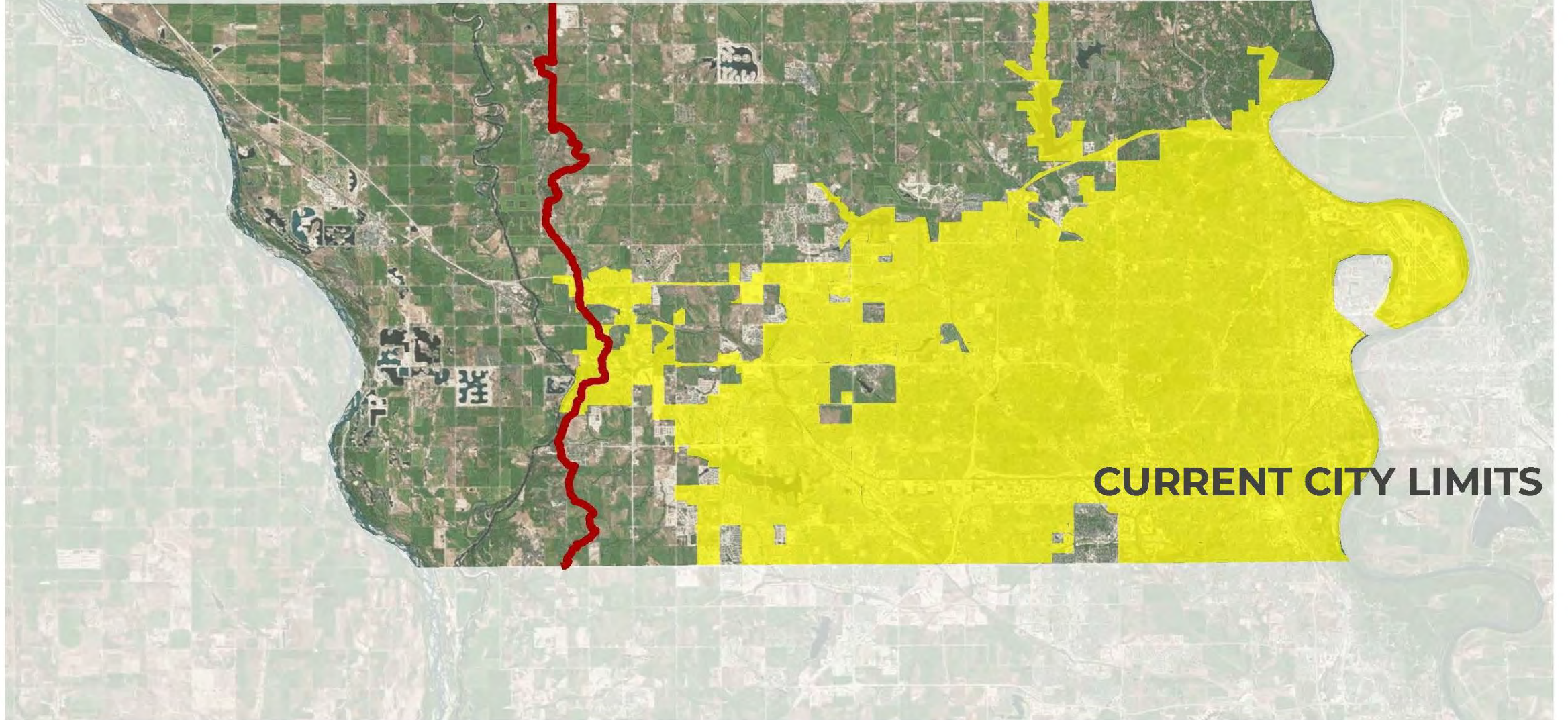


146 Sq. Mi.
(40%)

2020

1990

ULTIMATE GROWTH LIMITS



Introduction

In the recently conducted survey, we explored various facets of living in Omaha, seeking insights from residents about their choices, experiences, and visions for the city.

The survey aimed to uncover what aspects of Omaha resonate with its inhabitants, identifying both the highlights and areas in need of improvement. We delved into the challenges Omaha faces, as well as the aspirations its residents hold for its future.

The core question we sought to answer was: What kind of city can we envision Omaha becoming over the next two decades?

Methods

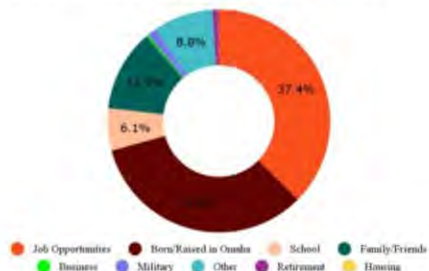
Data cleaning: Remove NaN values, redundancies, and empty columns.

Sentiment Analysis: For analyzing open-ended questions, we assigned sentiment scores ranging from -1.0 to 1.0, indicating negative to positive responses.

Thematic Analysis: Conducted thematic analysis to identify common themes.

Map: The maps in this presentation show the distribution of respondents by zip code, highlighting areas with infrastructure and crime/safety concerns.

Reasons Behind People Moving to Omaha



Summary of Engagement

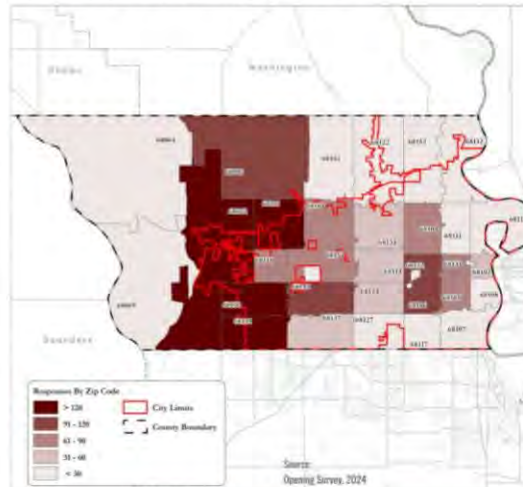
Total Responses: **2,431**

Total Participating ZIP Codes: **77**

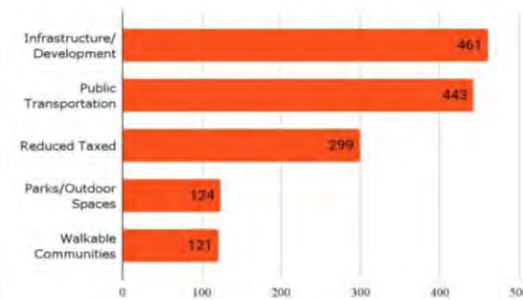
Responses from Omaha: **2,277**

Responses from Outside Omaha: **154** responses from cities like Papillion, Lincoln, Fort Calhoun, Council Bluffs, Glenwood, and Cedar Creek, amongst others.

Number of Responses by Zip Code



Changes People Would Like to See in Omaha



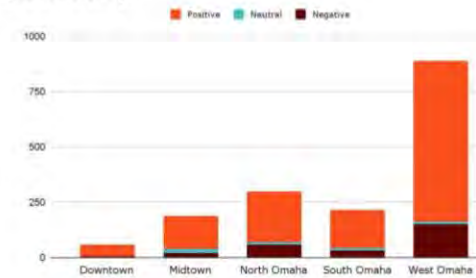
Concerns About Omaha's Future (Top Themes)

1. High taxes (578)
2. Infrastructure & development (252)
3. Crime and safety (217)
4. Climate and environmental sustainability (260)
5. Affordability and cost of living (184)
6. Job opportunities and economic growth (174)
7. Housing availability, affordability and homelessness (112)
8. Public transportation (100)
9. Loss of traditional values and sense of community (95)
10. Insufficient entertainment options & cultural amenities (90)
11. Neglect of some neighborhoods (17)

When you talk to people about Omaha, what do you tell them? (Top Themes)

1. Presence of Entertainment/Activities or Things to do (466)
2. High Cost of Living (416)
3. Growing City (381)
4. Presence of Strong Community/People (375)
5. Family Friendly (145)
6. High Taxes (109)
7. Availability of Jobs (80)
8. Increased Crime (55)
9. Declined Infrastructure (39)
10. Bad Roads, Drivers, and Traffic (20)
11. Good Education (17)

Sentiment (When you talk to people about Omaha, what do you tell them?)



Overall Sentiment

Positive sentiment: **80.7%**, Negative sentiment: **16.0%**, Neutral sentiment: **3.3%**

Keys Trends Highlighted by Older Respondents

1. Concerns about infrastructure, safety, and accessibility
2. Community spirit
3. Aging population needs
4. Cautious optimism

Key Trends Highlighted by Younger Respondents

1. Optimism about growth and opportunities
2. Young people want to stay, and they want the city to offer them the things they need in order to do so, like jobs and leisure/lifestyle amenities.
3. Focus on public transportation and walkability
4. Environmental and green spaces
5. Economic concerns
6. Desire for inclusivity and progressiveness (both socially and economically)

Excitement for the Future Among Respondents (Top Themes)

1. New/Future development (598)
2. Omaha's people and community (209)
3. Arts and creativity (118)
4. Business development (109)
5. Family friendliness and welcome (74)
6. Omaha's potential (70)
7. Streetcar (65)
8. Cultural growth (63)
9. Job opportunities (60)
10. Reduction in Taxes (57)
11. More investment in facilities and amenities (54)

Note

This is a convenience sample and cannot be generalized to the entire population. We are treating these responses as a case study to initiate conversations. As such, the findings are not representative of the entire Omaha community.

COMPREHENSIVE PLAN

Economic Development



Natural Systems

Mobility



Parks

Public Health



Land Use & Built Form

Arts, Culture, Creativity & Preservation



Housing