



MODESHIFTOMAHA.ORG

Transit Tourism: Crossroads to Old Market

When: October 7, 10:30a.m.- 2:30p.m. (if weather delayed, the event will be moved to October 21st)

Where: Route 2 from Crossroads to the Old Market

Cost: \$5 (fare only)

Introduction

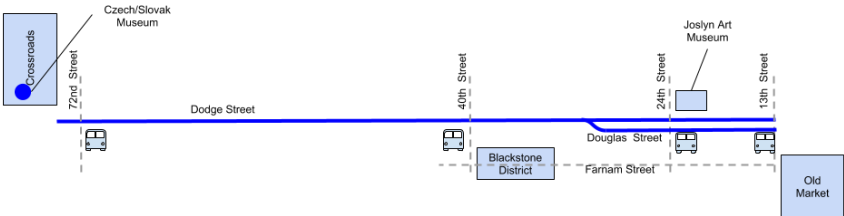
Two of the biggest obstacles to riding the bus in Omaha – especially for people who have other transportation options – are figuring out where the bus goes and making the effort to take that first ride. This event is a pilot of a series of events to demonstrate the Metro system to new users of public transit in Omaha. Each event will highlight a different, fun area of town served by transit. Participants can join us at any point along the route; each location description has our estimated arrival and departure times.

Crossroads, 72nd and Dodge - 10:30 a.m.

We will begin at the Crossroads Mall situated at the “crossroads” of Omaha’s two primary North/South (72nd) and East/West (Dodge Street) arterials. In recent years, there has been much discussion about how to best redevelop the area, since the Crossroads Mall has fallen out of favor and into disrepair.

We will meet up at the [Czech/Slovak Museum](#) for a koláče and a browse around the exhibits. Our **first bus departs at 11:16 a.m.** on the Southeast corner of 72nd and Dodge.

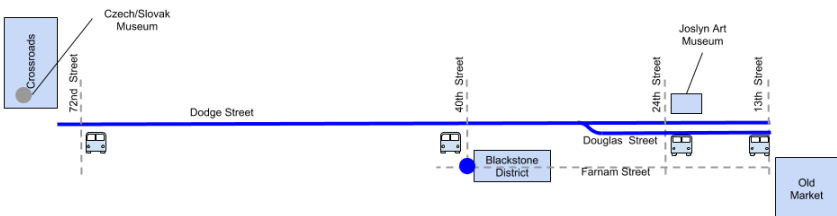
What do you notice? Be mindful of your experience using transit. Note how the commercial structure of the mall interacts with pedestrian and transit infrastructure in the area. Think about what changes you would make to improve the experience. Imagine what strategies and tricks you would use if you had to rely on transit as your primary mode of transportation.



Blackstone, 40th and Dodge - 11:30 a.m.

[The Blackstone District](#) is a neighborhood receiving a good amount of investment, development and preservation in Midtown. The district stretches from the historic Blackstone Hotel at 36th to UNMC at 42nd along Farnam. The area has become a magnet for interesting shops, delicious food and drink, and residents looking for a walkable neighborhood. The main commercial drag is two blocks south of Dodge Street. Feel free to tour the area, grab a beverage, and shop. We board our **second bus at 12:24 p.m.** on the Southwest corner of 40th and Dodge.

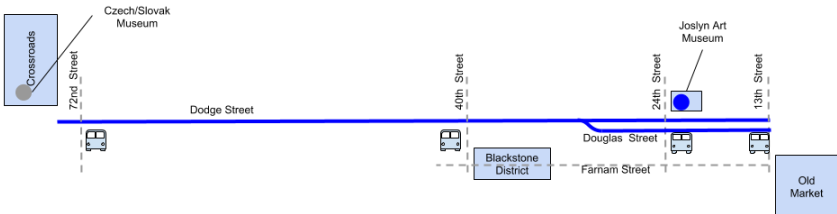
What do you notice? 40th and Dodge is the most dangerous intersection in Omaha for pedestrians. Examine the environment of the intersection and consider what factors contribute to that distinction. While walking the Blackstone, note what you think is working and what elements of the built environment could be improved. Keep alert for any unintended uses or consequences resulting from how the street is built. Think about whether you'd make and changes and what those changes would look like.



Joslyn Museum, 24th & Douglas - 12:30 p.m.

The pink granite edifice of the Joslyn Museum is an icon of Omaha's cultural landscape. Thanks to the support of local philanthropists, entry to the museum is free of charge. Two special exhibitions open October 7th: [Marks of Genius: 100 Extraordinary Drawings from the Minneapolis Institute of Art](#), and an exhibit of the paintings of Svenja Deininger. *Marks of Genius* does have an additional entry fee for non-members of \$10 (\$5 for students). We will board our **third bus at 1:30 p.m.** on the Southeast corner of 24th and Douglas.

What do you notice? Once we're east of 30th street, all the East/West roads into downtown, from Leavenworth to Dodge, are high-volume, one-way thoroughfares. Think about the effect that choice has made on other forms of transportation.

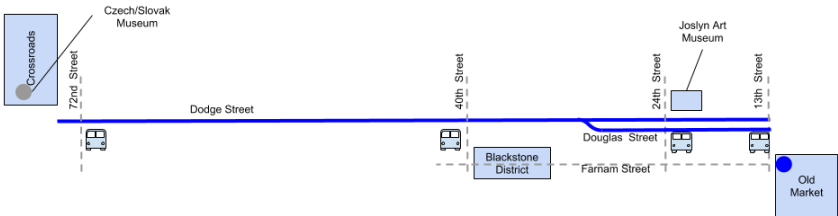


Old Market, 13th and Douglas - 1:35 p.m.

Omaha's [Old Market](#) is one of America's most vibrant historic neighborhoods and, since it's revitalization, has been the hub of Omaha's cultural and social life. We can explore the market, grab a bite to eat, an ice cream, shop one of the many stores along Howard Street, or enjoy a beverage. To make it back to Crossroads by 2:30, you'll need to **catch the 2:15 p.m.**

westbound #2 at 11th and Dodge. Feel free to stay longer if you'd like, there's plenty to do in the Old Market, and return at your leisure. Last Route 2 heading West rolls out at 11:15 p.m.

What do you notice? Take a minute to think about how you feel as you walk through the environment. Make note of the elements that make you uneasy and the things that make you feel safe and welcome. Think about how the new and the old interact with one another in the Old Market, with brand-new hotels butted up against century-old warehouses; Teslas and horse-drawn carriages sharing the same cobble stone streets.



Being Prepared

Any transit system that operates in traffic is going to be affected by the same conditions as other vehicles including construction, congestion and delays with passenger loading. This means that times on the bus schedule are approximate -- we recommend allowing for a 10 minute window around the scheduled time for the bus to arrive (5 minutes before, five minutes after).

Check the weather before the event. Make sure you dress appropriately and have everything you'll need for the day. Using transit requires planning ahead for any eventuality. Don't be caught without a jacket if it's going to be cool or a bottle of water if you need to stay hydrated.

Metro buses accept cash or a pre-purchased pass. You can [purchase a 10 ride pass at locations throughout Omaha](#). If you are a student at a participating institution, your student ID is your pass. If you over-pay, you will be issued a Value Card for the amount of the cash over-payment that can be used for future fares.

If you would like to prepare for riding the bus, [Metro has guide, including video, of How to Ride](#).

All arrival and departure times are approximate. Route 2 runs on a 20 minute frequency on Saturday until 5:15 p.m. when the frequency is 30 minutes between buses.