



City of Amarillo – San Jacinto Neighborhood Plan Public Engagement Plan

Introduction

As the City of Amarillo prepares to publicly launch the San Jacinto Neighborhood Plan, we thank you for your interest in this Public Engagement Plan. The San Jacinto neighborhood includes a unique variety of residents, businesses, institutions and non-profit organizations. The City of Amarillo welcomes the input of this diverse community and other interested advocates as it embarks on this important planning process.

The neighborhood plan will involve a great deal of technical analysis, but will only be successful with the participation of the people who will be impacted by this effort. Cities and built environments, after all, are created by humans. Therefore, people’s observations and experiences will provide much-needed details to help analyze San Jacinto’s existing conditions (and the data that supports it), create a vision for the neighborhood and determine key projects to see that vision into fruition.

City building is a shared responsibility. The purpose of this plan is to lay out a strategy for authentic public engagement that will help the City of Amarillo to not only develop a neighborhood plan but to build the social capacity and a framework to implement it.

Core Values

The San Jacinto Public Engagement Plan is rooted in several core values. As the City of Amarillo engages the community for input on this project, the City intends to:

- Provide multiple ways in which people can participate
- Be transparent in its process by providing reasonable public access to plan documents
- Honor diverse backgrounds, experience and knowledge
- Be responsive to community needs and concerns
- Promote the formation of lasting and sustainable partnerships
- Combine data and wishful thinking into a tangible and realistic implementation plan

Methodology

While one of the uses of this Public Engagement Plan is to collect input from the community to guide the San Jacinto Neighborhood Plan, it is intended to have a longer-lasting impact. It is designed to provide a framework for how the citizenry can participate in this particular process, but also to guide future conversations and civic practices among the community and its leadership. Everyone – residents, business owners, educators, social service providers, policy makers, elected officials and

others – has a shared responsibility to address community problems. No one person or group can build a great place; rather, a multi-faceted, diverse collaborative is required in order for effective transformation to occur. The Public Engagement Plan is intended to bring people together to problem-solve, deliberate and cooperatively decide how to proceed with complex problems.

Opportunities to Get Involved

The City of Amarillo, along with Urban Milestones, will be coordinating several of ways for the public to get information about and provide input into the San Jacinto Neighborhood Plan. The public is encouraged to participate in any way possible, but with an understanding that it is everyone's collective hard work will be required to catalyze San Jacinto evolution. The public input portion of the San Jacinto Neighborhood Plan is expected to be completed in one year's time. Placemaking efforts will not end when the San Jacinto Neighborhood Plan is completed and adopted, nor will they be accomplished quickly. In order to realize the vision for San Jacinto and make it into the great place the community imagines, the community must make a much longer, intentional commitment and dedicated effort that will withstand changes in political leadership, economic cycles, demographic changes and other evolutions.

Over the next twelve months, the City of Amarillo will utilize the following public participation tools for the San Jacinto Neighborhood Plan.

SAN JACINTO WEBSITE – amarillo.gov/sanjacintoplan

The City will incorporate a landing page on the amarillo.gov website for the San Jacinto Neighborhood Plan. The site will be established to provide information about the planning process, meeting and event times and contact information. The site will also include recaps of the public meetings, including presentation materials. Work products, such as the Public Engagement Plan, Vision Statement and Guiding Principles, Case Studies and other documents will be available on the site. For those without internet access, the City will make materials available at the Planning & Development Services Office, 808 S. Buchanan located on the second floor of the Simms Municipal Building.

PUBLIC MEETINGS

Throughout 2018 and into early 2019, the City of Amarillo will host five (5) public meetings to share information and collect the community's input on the San Jacinto Neighborhood Plan. These meetings will include interactive exercises to hear the public's perspective of the neighborhood, its strengths, weaknesses, opportunities and threats. They will be venues for people to come together and share ideas on how the neighborhood could improve and how they (as individuals or as groups) can play a role in those improvements. The public meetings will provide outlets for the City and its consultant team to share case studies and best practices from other communities to spark ideas for San Jacinto. Finally, the public meetings will create an opportunity for capacity building – a place where residents, business owners, property owners and other stakeholders can come together, get to know each other and figure out ways to collectively work together to build a strong neighborhood and community. The City will provide food and beverages to encourage participation in these public meetings.

OPEN HOUSES

The City of Amarillo will host informal open houses for the San Jacinto Neighborhood Plan, during which project team members and the public can interact on an individual basis and in a casual manner.

The open houses will not be standalone events. Rather, they will appear at other already-established community gatherings. The purpose of these open houses is to provide project information, solicit public comment and engage in conversations with interested citizens.

ADVISORY COMMITTEE

The City of Amarillo will solicit applications for and organize an advisory committee that will serve as the community's stewards for the San Jacinto Neighborhood Plan. The committee will be limited to sixteen (16) members and will include stakeholders who will represent a balanced mix of roles within the neighborhood and broader community. The City seeks to include committee members who represent the following categories: property owners, business owners, neighborhood residents, non-profit leaders, religious leaders, school representatives, historic preservation advocates/historians, transportation representatives and others.

FOCUS GROUPS/INTERVIEWS

Recognizing that not all stakeholders will have the capacity to attend public meetings or serve on the advisory committee, the City of Amarillo will schedule targeted focus group meetings and/or interviews to gather input from specific groups and individuals who have an interest in the San Jacinto neighborhood. These focus groups and interviews will be scheduled throughout the planning process to get feedback on particular topics, proposed projects and the like.

COMMENT FORMS AND SURVEYS

Comment forms will be available in various locations throughout the community to solicit public comment on specific issues being presented at the San Jacinto Neighborhood Plan public meetings. Comment forms will also be included on the San Jacinto Neighborhood Plan page of the amarillo.gov website so that interested stakeholders may email sanjacintoplan@amarillo.gov to provide input. Comments will be received and monitored by City of Amarillo staff, and will be incorporated into the San Jacinto Neighborhood Plan. In addition to collecting input via comment forms, the City of Amarillo will use surveys as another tool to get feedback on specific questions, topics and ideas. Surveys will be available online and in hard copy format.

PRESS RELEASES

The City of Amarillo will encourage and support the dissemination of information about the San Jacinto Neighborhood Plan through a variety of media. The City will seek opportunities to inform and engage the public through articles, TV and radio segments, interviews, stories and web postings.

POSTERS AND FLYERS

Posters and flyers will be developed to announce meetings and events and will be distributed to public places such as City Hall, libraries and community centers. Additionally, they will be made available to businesses to post in their storefronts or on their bulletin boards. The announcements will relay the purpose of the meetings, as well as their dates, times and locations. Posters and flyers will also be utilized to share the link to the City of Amarillo landing site for the San Jacinto Neighborhood Plan.

SOCIAL MEDIA

The City of Amarillo will make meeting announcements and share links to pertinent information (e.g. surveys) via the City's social media accounts, such as Facebook.

DRAFT Public Meeting Schedule

Public Meeting #1: Project Kickoff

6 pm on Tuesday, March 12th or Thursday, March 14th, 2019

Heal the City (609 S. Carolina Street – Enter Door 3)

Public Meeting #2: Vision and Guiding Principles

6 pm on Tuesday, May 14th, 2019

San Jacinto Christian Academy

Public Meeting #3: Focus Topics and Areas + Initial Case Studies & Best Practices

6 pm on Tuesday, July 30th

Public Meeting #4: Options and Alternatives

6 pm on Thursday, November 7th

Public Meeting #5: Open House to Review Draft Plan

6 pm on Tuesday, January 14, 2020

DRAFT Advisory Committee Meeting Schedule

To serve on the advisory committee, members must commit to attending the majority of the eight (8) scheduled committee meetings and five (5) public meetings throughout 2019 to inform the planning process, build momentum within the community, serve as agents to the general public and forge relationships that will help oversee the plan's implementation. Applications will be available on the City's website and in hard copy at the Amarillo Public Library (413 SE 4th Avenue), the Sims Municipal Building (808 Buchanan Street), The 806 Coffee + Lounge (2812 SE 6th Avenue) beginning Friday, March 8th. You may also request an application by emailing sanjacintoplan@amarillo.gov. Interested members will submit applications by Friday, March 22nd, 2019. Meetings will begin Thursday, April 4th, 2019.

Advisory Committee Meeting #1: 6 pm on Thursday, April 4, 2019

Advisory Committee Meeting #2: 6 pm on Thursday, May 9th, 2019

Advisory Committee Meeting #3: 6 pm on Thursday, June 6th, 2019

Advisory Committee Meeting #4: 6 pm on Thursday, July 11th, 2019

Advisory Committee Meeting #5: 6 pm on Thursday, August 29th, 2019

Advisory Committee Meeting #6: 6 pm on Thursday, September 26th, 2019

Advisory Committee Meeting #7: 6 pm on Thursday, October 24th, 2019

Advisory Committee Meeting #8: 6 pm on Thursday, December 5th, 2019