

Eastridge Neighborhood Survey Update

Language	# Distributed	# Received	# Analyzed	
English (online)		2	2	
English (paper)	50	9	9	
Lao	50	0	0	
Lao (Bethesda)	50	22	12	
Spanish	50	2	2	
Karen	50	20	0	
Swahili	50	21	8	
Somali	50	18	6	
Burmese	50	9	9	
Vietnamese	<u>50</u>	<u>31</u>	<u>17</u>	
Totals	10	450	134	65

Swahili Survey Summary

- We sent out 50 surveys and received 21 back. Of the 21 surveys returned, 16 required paid translation services.
- Many didn't have much to say about what they enjoyed about Eastridge, however the responses we did receive were they appreciated the community of people in Eastridge that they have found. They enjoy it being small and quiet.
- Out of the 21 surveys returned, the whole group circled 'improvement of housing conditions' and wrote that the housing conditions in Eastridge is the biggest issue.
- Majority do not feel safe in the neighborhood and would like to see an increase of safety measures within the community.
- Many feel as if the schools are not high quality.
- The community would also like to see an improvement in the parks and public gathering spaces.

Lao Survey Summary

Bethesda Outreach

- We distributed 50 surveys to Bethesda and received 22 surveys back. Of those 22 surveys, 10 required paid translation services.
- The Lao community was where we received the most positive feedback. Some mentioned that nothing needed to change.
- They enjoy having their families close together and having a tight-knit community to always rely on.
- They have access to the goods and services they need and appreciate the markets in their neighborhood that specifically sell the foods they cook with.
- Several responded to the housing conditions in Eastridge and would like to see improvement there like most of the communities do. They also would like to see the area become more developed over time.
- Many mentioned people speeding and lack of police patrolling the area. They would like to see an increase in police in the neighborhood for extra safety to reduce speeding and crime.

Somali Survey Summary

- We distributed 50 surveys and 18 surveys were returned. Of the 18 returned, 11 required paid translation services.
- Received some great and informative information from the Somali Community.
- The main reason why they enjoy Eastridge is because it is close to their jobs at Tyson and JBS while also being close to their Masjid (Mosque).
- Several mentioned they like being near the market where they can access the goods and services they need.
- The community feels that the City does not prioritize them when it comes to their rights. The roads after snowstorms are always a major issue and some say they tend to feel ignored.
- The Housing Conditions are a major negative factor to them. They think the neighborhood is dirty and want to see it become a beautiful, clean neighborhood.
- One of the biggest issues is a traffic safety concern at the NE 24th and Fritch HWY intersection. They feel it is dangerous since people speed and it's never patrolled. The intersection is near their Mosque and want people to feel safe as they come and go to pray.
- Several also mentioned an issue with the railroad near 24th as well and want to see a bridge or any kind of safety measure taken because they feel it is dangerous to the community.

English Survey Summary (Bethesda)

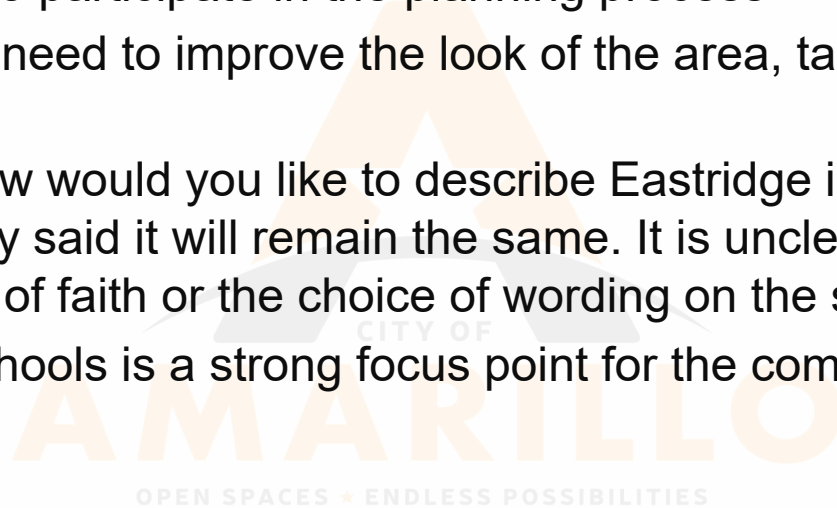
- We received back 9 surveys in English that were not associated with any language group.
- All the surveys mentioned that they would like to see a reduction in crime and that was the biggest concern they had for the neighborhood. They enjoy living in Eastridge, but they don't necessarily feel safe in it either.
- It was an equal mix of homeowners and renters but collectively they believe improving the housing conditions in the neighborhood will help establish community pride and be the right direction in beautifying the neighborhoods.
- Illegal dumping is a main roadblock in the beautification process.
- There was also a few surveys that mentioned they would enjoy seeing better lighting at the park to reduce crime and create a safer environment for kids to play in.
- All respondents said they would assist their neighbor with projects on their property as well as being a participant in a collective neighborhood clean-up day.

Burmese Survey Summary

- 50 surveys were distributed with the help of Amarillo Bible Church, 9 were completed.
- This community voiced a very high desire to contribute to the planning process with additional input and ongoing support either financially or through participation.
- They appreciate the diversity of the area and the businesses that have grown from that diversity, but hope to see more job opportunities in the future
- The railroad overpass at 24th Street is listed as a major concern both for long traffic delays and pedestrian safety, especially for students trying to make it to school on time.
- Crime was another frequent concern, and the community hopes to be able to lower that together in the future.

Vietnamese Survey Summary

- Tyler volunteered to translate and distribute these for the board. We have received 17 responses.
- This community had one voice on many points of concern, but expressed less willingness to participate in the planning process
- They shared the need to improve the look of the area, taking care of the alleys and litter.
- When asked “How would you like to describe Eastridge in 20 years?”, the community widely said it will remain the same. It is unclear if that response comes from lack of faith or the choice of wording on the survey question.
- Improving the schools is a strong focus point for the community, as well as crime rates.



Spanish Survey Summary

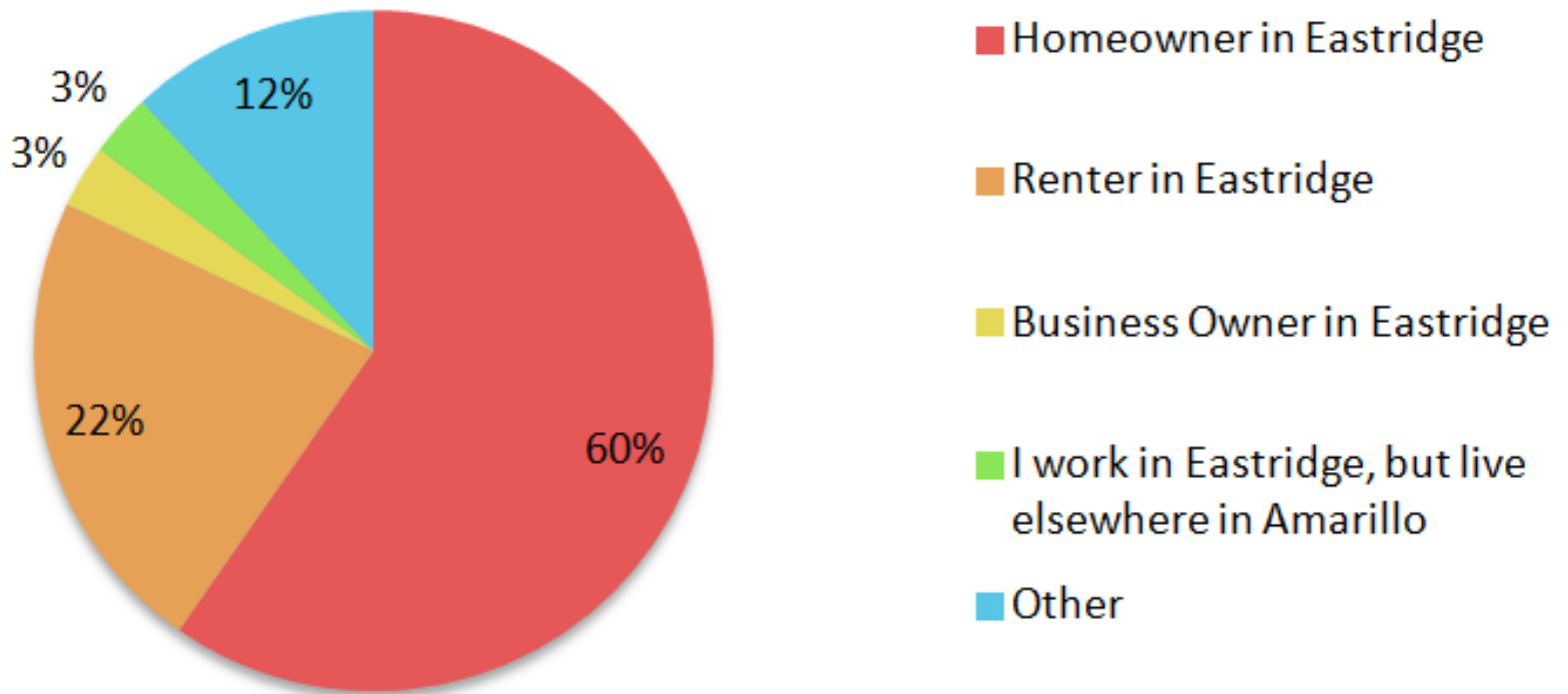
- These were distributed via Bethesda
- We have only received 2 completed surveys at this time, but they have very thoughtful responses.
- They voiced concerns over 24th Street flooding, crime rates and gangs, and cleanliness
- They suggested better parks, community centers, and places for kids to stay out of trouble.
- Of the two that were received, they did not volunteer to participate further.



Combined Survey Results in Social PinPoint (65)

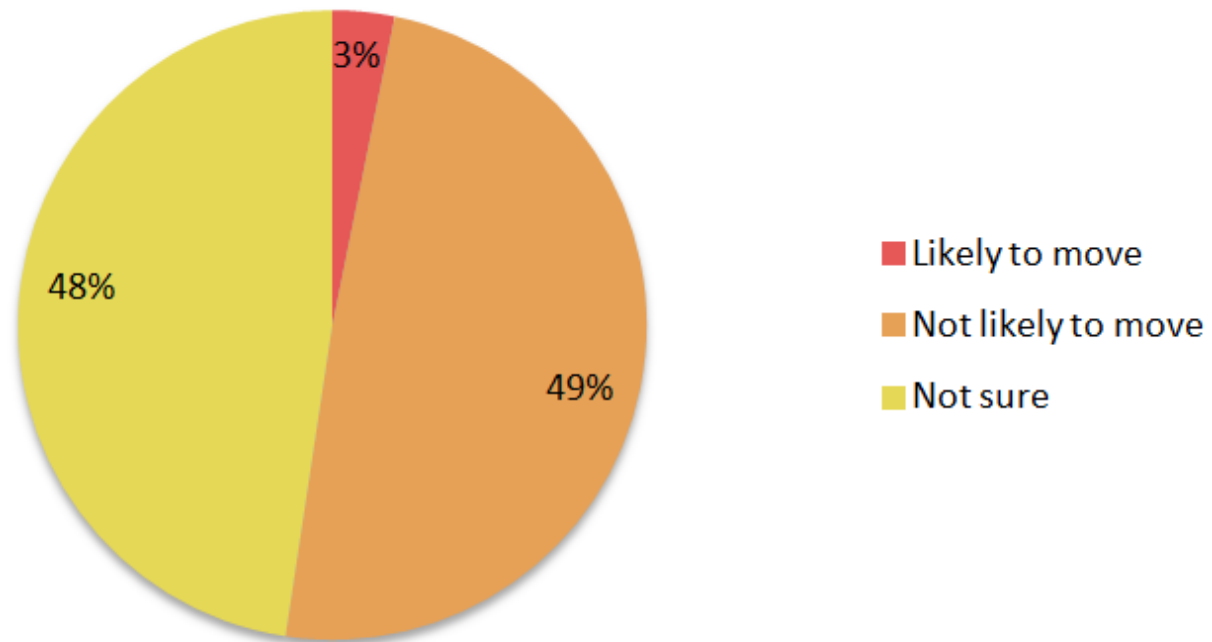
Resident Status

Are you a...



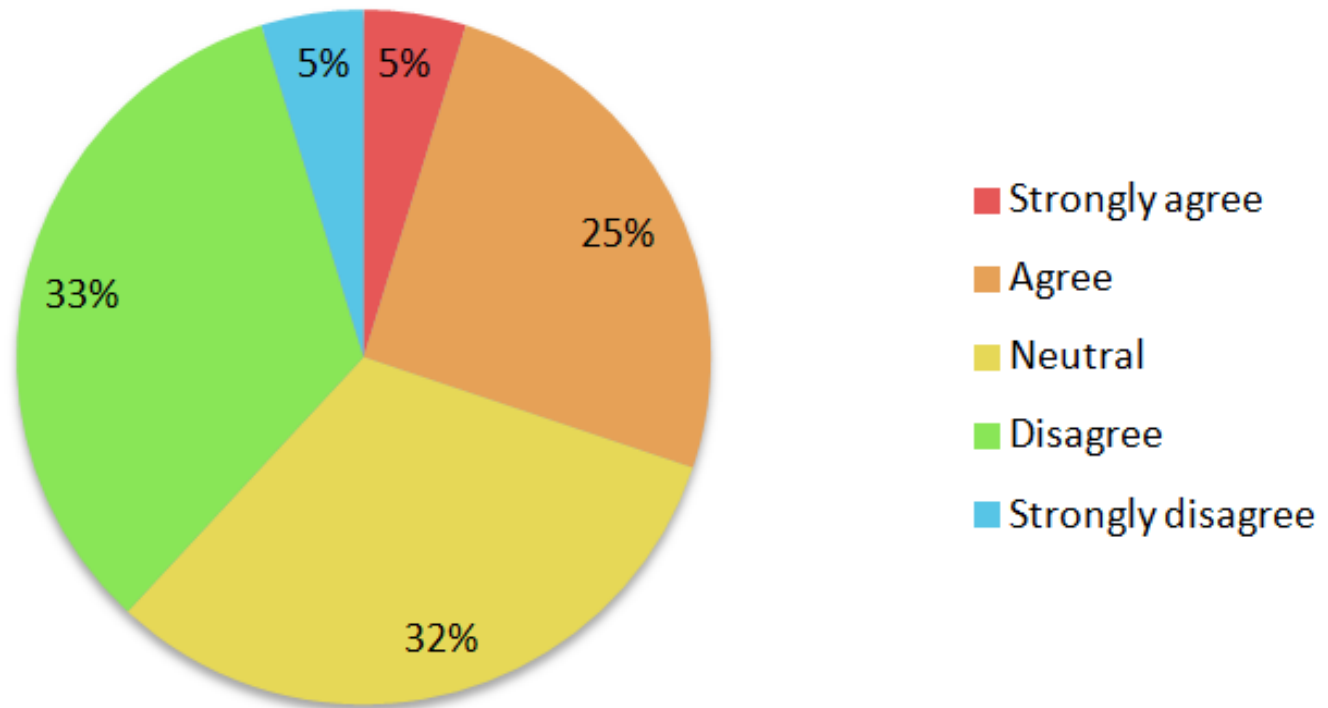
Combined Survey Results - Migration

How likely are you to move in the next five years?



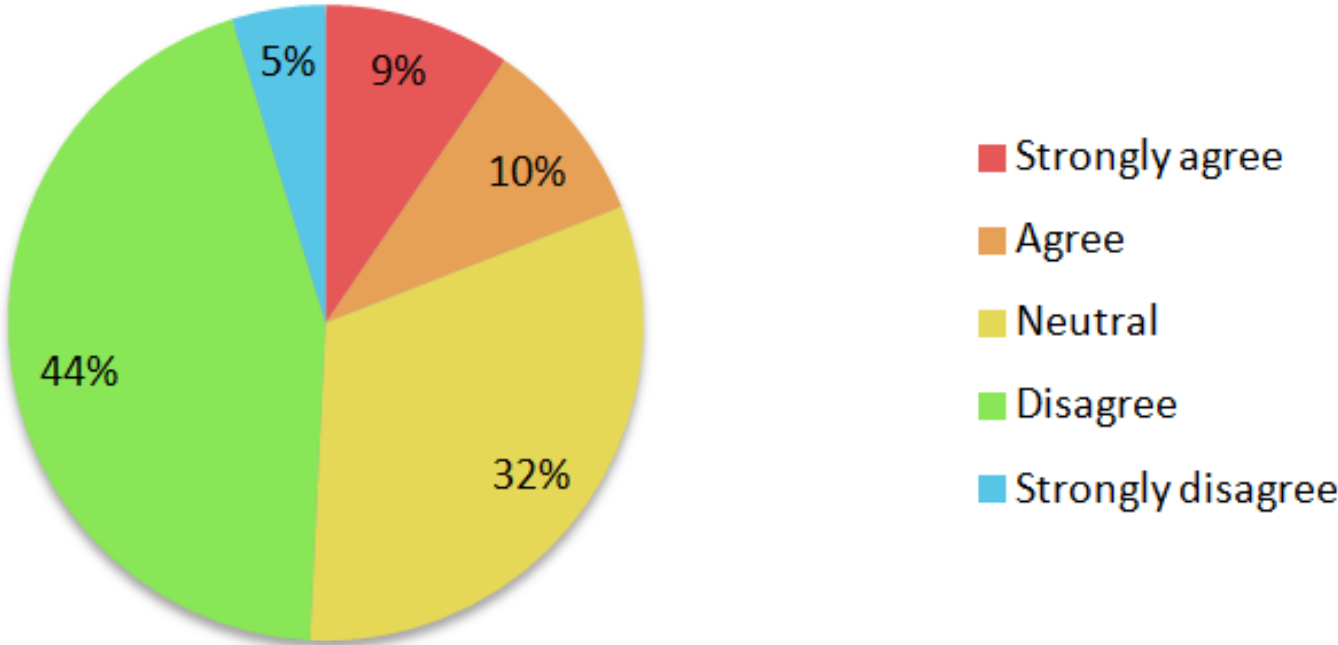
Combined Survey Results - Safety

"I feel safe in my neighborhood."



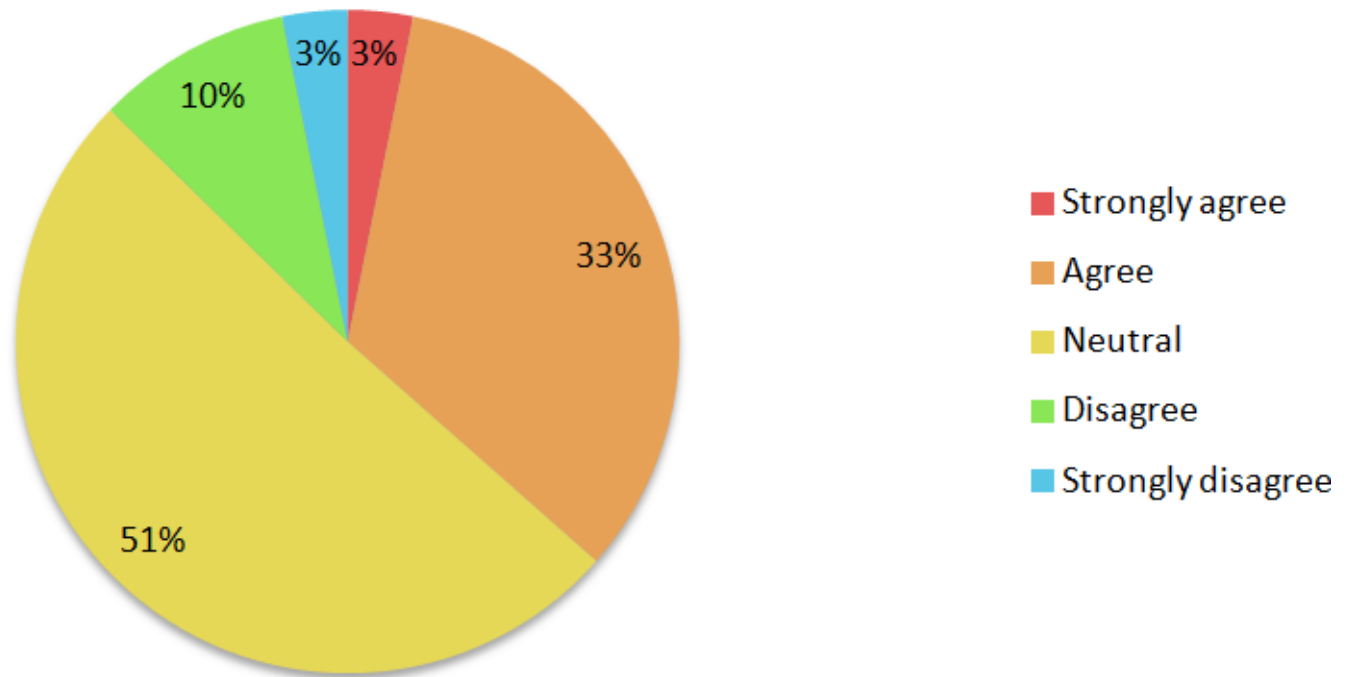
Combined Survey Results - Attractiveness

"My neighborhood is attractive."



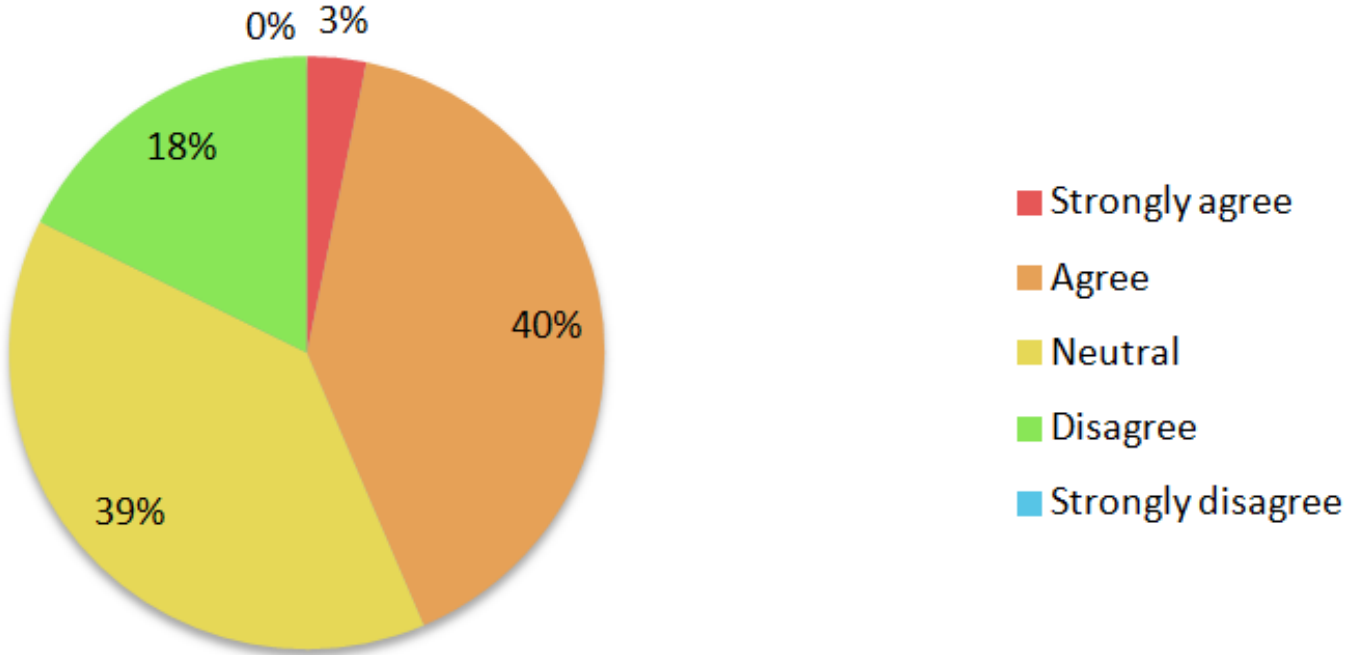
Combined Survey Results - Schools

"The schools are high quality."



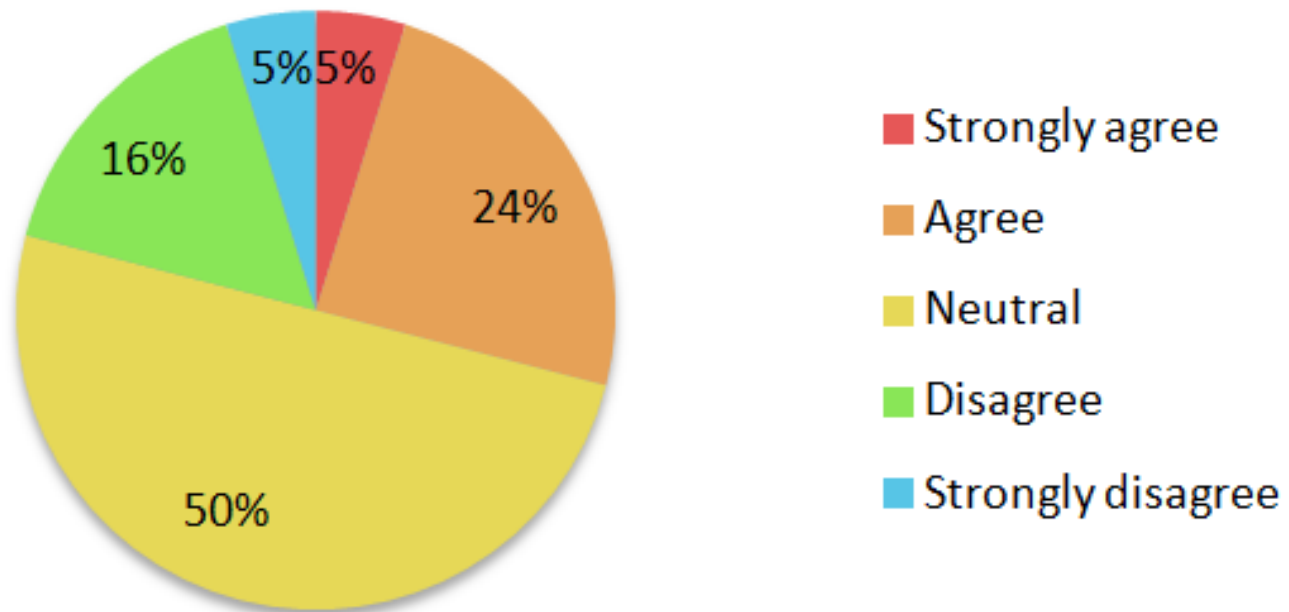
Combined Survey Results – Available Services

"I have access to the goods and services that I need."



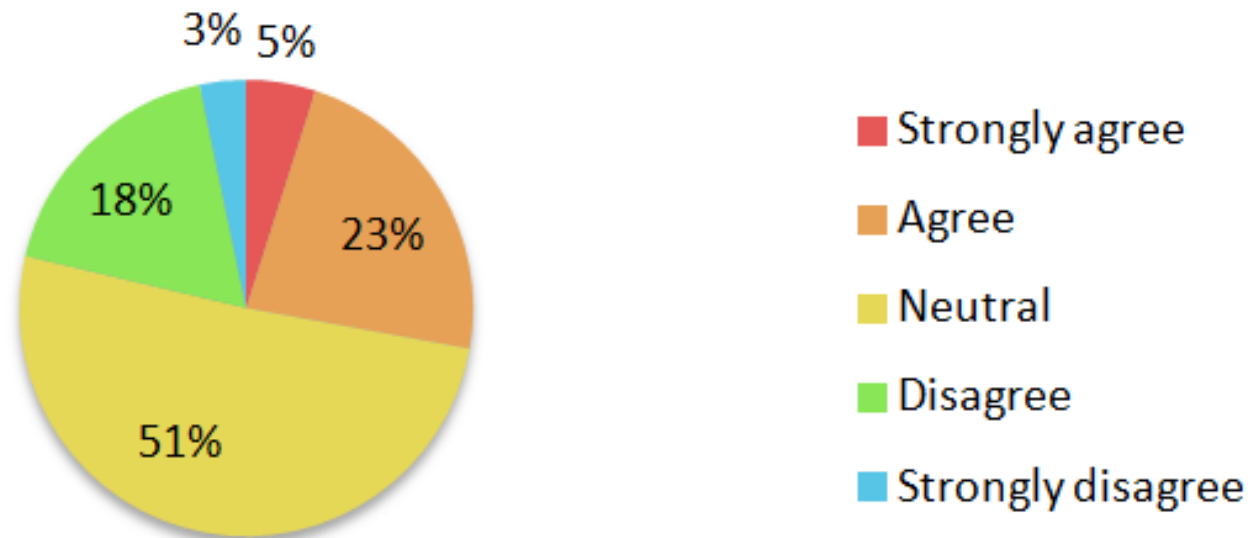
Combined Survey Results – Families

"It is a good place to raise children."



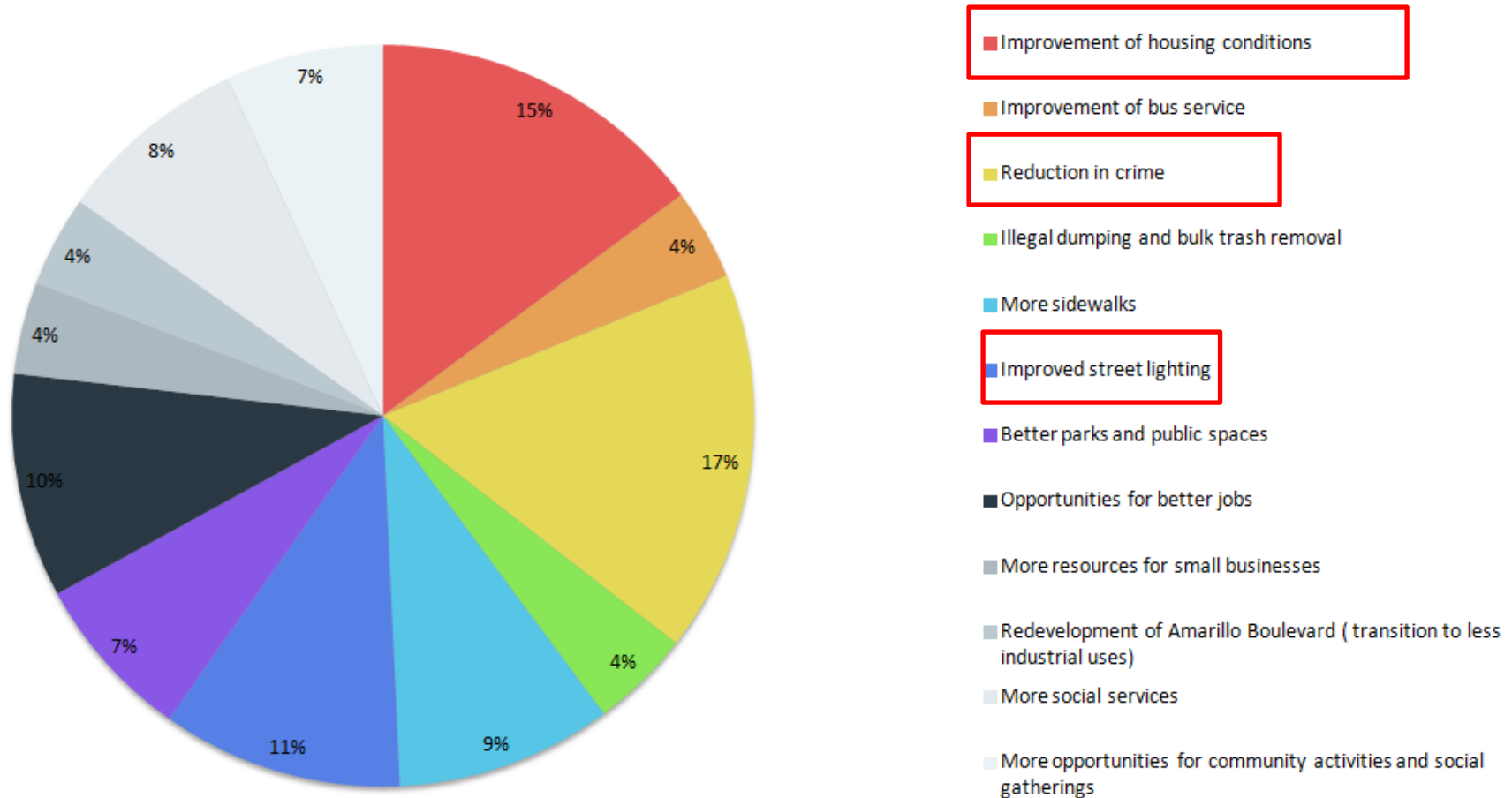
Combined Survey Results – Transportation

"Transportation options meet my needs."



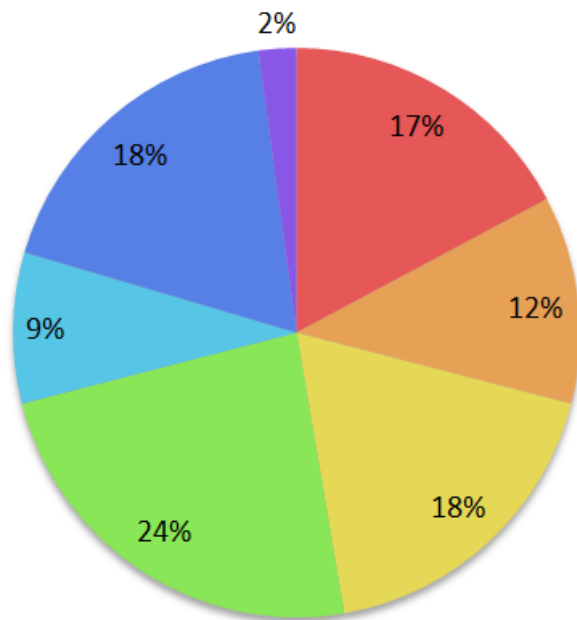
Combined Survey Results – Prioritizing Concerns

Which neighborhood issues should take priority? (Please select three.)



Combined Survey Results – Participation

In what ways are you most likely to become involved in changing your neighborhood? (Please select all that may apply)



- As a member of a neighborhood association
- As a member of a neighborhood watch group
- By helping with neighborhood clean up days
- By improving my own property
- By helping neighbors with home improvement projects
- I prefer not to be involved
- My neighborhood does not need changed

Questions for the Committee

1. A majority of the surveys we received mentioned high crime.
 - *Can you provide some insight on what you think this is? Visible gang activity, etc.?*
 - *After driving through the neighborhood, we noticed most houses having chain linked fences surrounding their properties. Is this an effort to reduce crime?*
2. We are having mixed thoughts about the school quality. Some communities think it's good while others mention it is not good enough. Why do you think there is mixed feedback regarding the schools?
3. We noticed many surveys that brought up concerns over the train tracks and NE 24th street speed limit. Is that a concern you notice also when you are in the Eastridge neighborhood?
4. Is there currently a Neighborhood Watch Program established in Eastridge?
5. Several surveys supported the idea of redevelopment of the Amarillo Boulevard. There are numerous vintage signs that are falling apart along the boulevard (including Eastridge Lanes) that could be brought back to life. Would that be a potential project that interests you?
6. Question for Tyler - can you tell us about your distribution process? How easy was it to work with people and get responses? We noticed that many of the answers are very similar, did the community come together to work on this?

Strengths (current conditions)

- Eastridge elementary is central to the neighborhood
- Diverse community, culturally rich
- Smaller houses, starter home neighborhood
- Locally-owned businesses
- Multiple local markets for shopping
- Vacant land for development
- In the surveys we received back, they mentioned they enjoyed having a quiet neighborhood.

Weaknesses (current conditions)

- Crime-theft and drugs
- Highly industrialized with vacant lots and dilapidated buildings along Amarillo Blvd.
- Lack of street lighting
- Poor sidewalk conditions
- No organized neighborhood association
- Most residents work grueling jobs at the meatpacking plants – negative impact on family life and well-being
- Older children not integrating as well
- Bulk trash
- Slumlords and the deteriorating effect on the rest of the neighborhood
- Water and sewer undersized for new development
- Lack of pride (“Not anyone’s goal who lives in Eastridge to stay in Eastridge.”)



Weaknesses (current conditions) Ctd...

- Issues with unsafe drivers speeding throughout the neighborhoods.
- Lack of Police patrol within the area.
- NE 24th and the train tracks are unsafe to the community.
- Improvement of public parks and lack of community areas to gather.
- Lack of timeliness for City services (after snowstorms, etc.)



Opportunities

What events/actions can change the course of the neighborhood for the better?

- Building soccer fields as a unifying factor of the neighborhood
- Ethnic food restaurants/market- potential for economic catalyst
- East gateway Route 66
- Better jobs that offer upward mobility
- Access to farmland
- Increased community support – language programs, childcare, etc.
- Community center
- Cultural expressions – handicrafts and events for communal celebration
- Support to open small businesses
- Ways to make a living through agriculture
- Vision for vacant land around the neighborhood
- Many want to beautify the neighborhood and support the idea of a Neighborhood Clean-Up Day.

Threats

What challenges, if not addressed, will continue the current trends and not allow the neighborhood to move forward?

- Difficulty cooperating between groups
- Low levels of English proficiency
- Few opportunities for upward mobility
- Barriers to small business development
- General negative perception of the neighborhood
- Lack of access to city government/civic participation
- Youth leave for better opportunities, leave aging parents without support system
- The crime will increase if people do not take care of their homes or properties.
- Lack of pride for the neighborhood will disrupt its ability to grow.

Eastridge Emerging Themes (Focus Areas)

- Better jobs and increased economic opportunity
- Changing the perception
- Creating a voice
- Community-building projects
- Quality of life improvements – sidewalks, curbs, lighting, code enforcement, bulk trash education
- Shaping surrounding future development to benefit the neighborhood
- Clean and safe/crime reduction

San Jacinto Neighborhood Goals

Clean and Safe

- GOAL 1: We will take action to reduce crime and to improve overall safety.
- GOAL 2: We will strive to increase access to services that support our community's physical health, mental health, and wellness needs.
- GOAL 3: We will create projects and programs to maintain a clean and beautiful neighborhood.

Economic Development

- GOAL 1: We will build upon the success of the 6th Street businesses and encourage new entrepreneurs to establish their businesses within San Jacinto.
- GOAL 2: We will use placemaking as a tool for economic development.
- GOAL 3: We will expand employment and training opportunities for local residents within the neighborhood.

History and Culture

- GOAL 1: We will honor the legacy of Historic San Jacinto and its unique cultural heritage that make the neighborhood one-of-a-kind.
- GOAL 2: We will highlight the artistic and creative spirit of the neighborhood by promoting the visual and performing arts.

Housing

- GOAL 1: We will enhance the neighborhood's existing housing stock while introducing new housing options to improve access to quality places to live at a wide variety of prices.
- GOAL 2: We will encourage and support homeownership in the neighborhood to create a healthy balance of renters and homeowners.

Infrastructure

- GOAL 1: We will enhance the neighborhood's connectivity.
- GOAL 2: We will improve our utilities and other infrastructure to encourage private investment in the neighborhood.

Nature and Environment

- GOAL 1: We will employ green infrastructure when/where possible throughout the neighborhood.
- GOAL 2: San Jacinto businesses will be the most environmentally responsible businesses in all of Amarillo.

Community Building

- GOAL 1: We will create more opportunities for all residents of San Jacinto to gather and celebrate.
- GOAL 2: We will connect our residents, businesses, and other stakeholders with resources to improve the neighborhood.

Vision Elements (Eastridge in 20 years)

	Weighted Score
Family-Friendly: Eastridge will be proud that it is a family-friendly neighborhood. Residents choose to live there to raise their families, not because they have to live there. The homes are well-cared for, the streets and sidewalks are safe for people of all ages, and pride of ownership is evident.	18
Quality Housing Convenient to Good Jobs: Eastridge is a neighborhood near good job opportunities. It provides new housing options for people to relocate from other areas of Amarillo and good public transportation options for residents to get to and from work major industries and companies relocating to this part of Amarillo.	16
Hub of Amarillo's Refugee Community: Eastridge will be known as the city's hub for its refugee community, one of, if not the most culturally rich neighborhood in Amarillo. It will have a community center with centralized programs and resources, it will offer events and cultural celebrations that all of Amarillo can participate in. Eastridge will be a desirable place to live because residents feel like they receive the resources and support they need to integrate and thrive.	14
Small Business District: Eastridge will be known for its small business district. It is desirable to own a business in this area. Businesses serve residents, but they also attract people from all over Amarillo to shop handicrafts, experience ethnic food and attend events.	14
Agricultural Opportunities: Eastridge will be known as a neighborhood offering innovative urban agricultural practices. Residents utilize previous farming skills to grow products and generate income.	13
Route 66 Gateway: Eastridge will be known as an exciting Route 66 gateway into Amarillo. Enhanced landscaping, signage, lighting welcome Route 66 travelers as they first enter the city and business opportunities result from this tourist traffic.	9

Question for the Committee

Vision statements can be written multiple ways.

Would you prefer a longer bulleted statement with the vision elements as presented, or would you prefer a more concise statement like San Jacinto's plan?



San Jacinto is a welcoming and diverse community where people of different cultures, incomes, and generations celebrate the neighborhood's historic significance and its eclectic mix of people and businesses. It is a clean, safe, walkable neighborhood that is healthy, sustainable, and unique.

Small Business Outreach

Two groups

1. Existing business owners
2. Not current business owners, but possess entrepreneurial skills and would like to in the future. They face barriers that could be overcome by:
 - More guidance and services upon arrival
 - Ability to learn English
 - Access to pursue agricultural businesses
 - A well-established Community Center that will allow them to have markets, teach classes, celebrate events, and provide better guidance toward establishing a life here in Amarillo

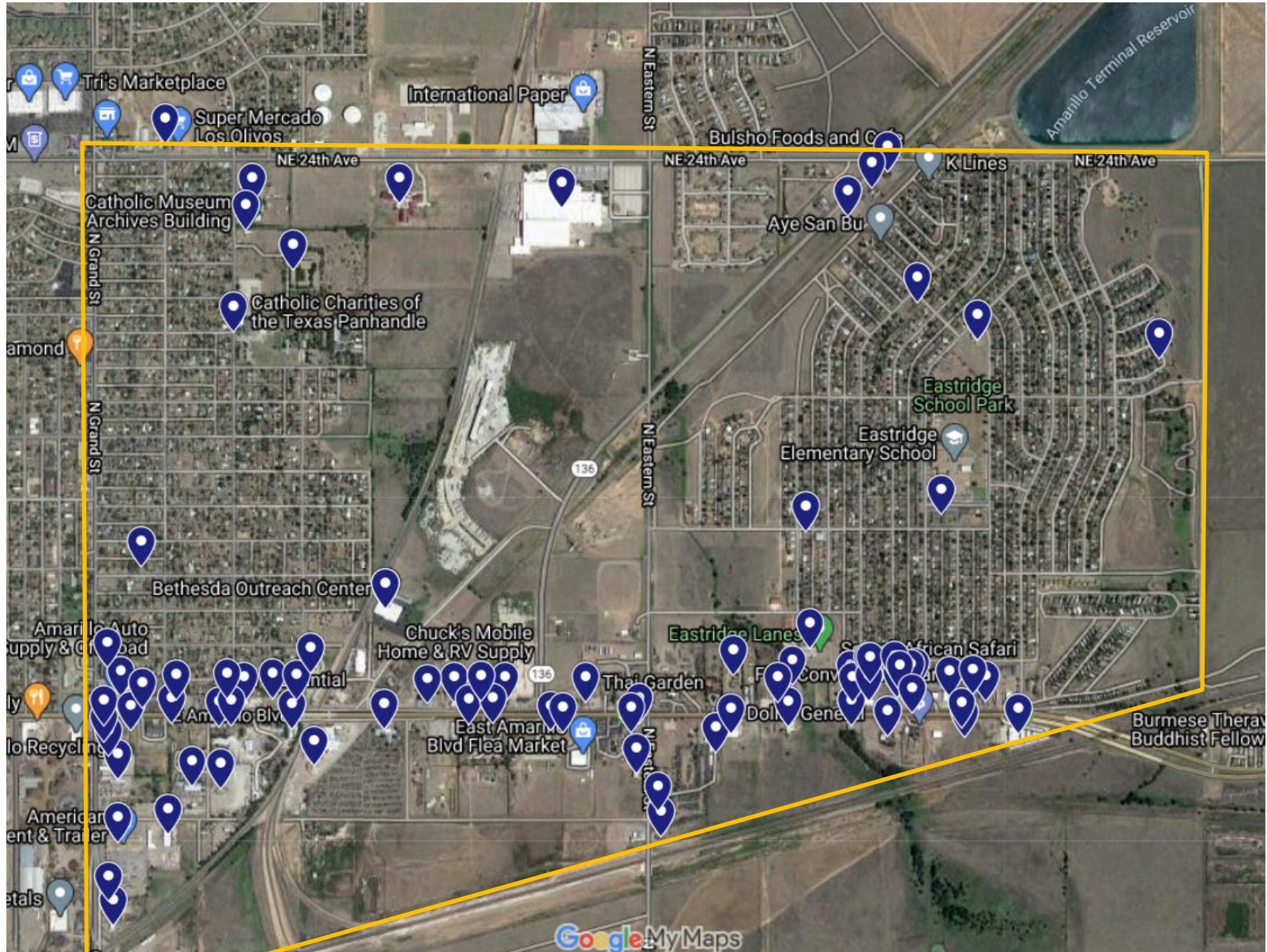
OPEN SPACES • ENDLESS POSSIBILITIES

Questions for the Committee

Other high priority solutions not listed above?

Do you agree that this information is representative for group 2? ie would we learn anything new if we tried to talk to more?

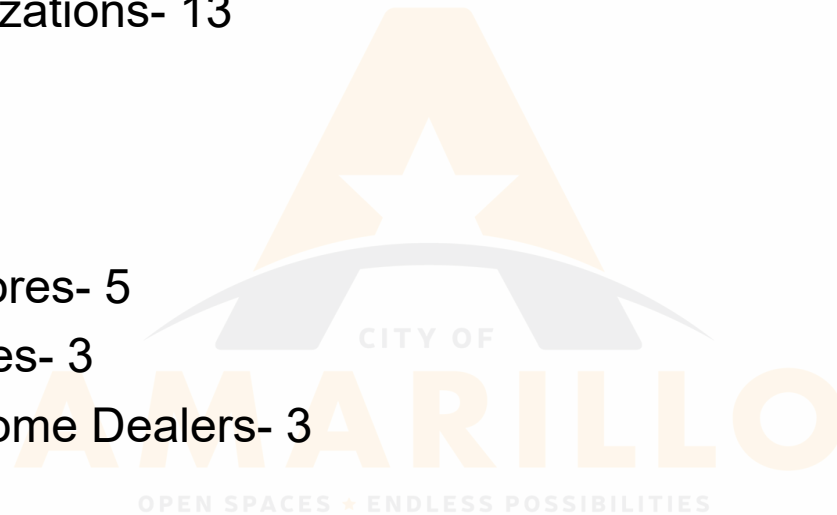
Eastridge Business Map



Business Overview

Total Businesses in Eastridge Plan Area- 86

- Restaurants- 15
- Auto Resources- 16
- Religious Organizations- 13
- Markets- 7
- Bars- 6
- Hotels- 5
- Convenience Stores- 5
- Industrial Facilities- 3
- Manufactured Home Dealers- 3
- Others- 18
- Other Businesses include: Banks, Storage Facilities, Laundry Center, Towing Service, Trucking Company, Insurance Office, Bowling Alley
- Most businesses are located on the E. Amarillo Boulevard.



Sample Questionnaire

Eastridge Existing Small Business Owners

- What type of business do you own and how long have you owned it?
- What was your experience opening a business?
- What are your current challenges in owning a business in Eastridge (lack of access to financing; lack of understanding of regulations; limited English skills; other)? What are the benefits?
- How does your business positively impact the neighborhood? How does it benefit the neighborhood's economy?
- What businesses are needed in Eastridge that are not currently here?
- Do you require a loan to grow your existing business?
- If so, what size loan and would it be used for?
- Have you ever previously applied for a small business loan? What was the outcome?