



PUBLIC PARTICIPATION PLAN

PROJECT TITLE: City of Amarillo City Plan – Vision 2045

GOALS:

- Engage a diverse and representative group of stakeholders and community members throughout the planning process
- Develop champions and advocates for City Plan’s vision, goals and recommendations
- Clearly explain project goals, scope, process, and purpose, including opportunities to engage with and influence Plan content
- Educate the community about technical analysis, best practices, and trade-offs in user-friendly and easy to understand ways
- Use community knowledge to vet and confirm existing conditions data
- Develop, communicate, and confirm the vision, values, and goals for City Plan
- Develop, communicate, and confirm scenarios, recommendations, and strategies that achieve the community’s vision and address each of the planning elements
- Collect demographics of participants at meetings and via online surveys whenever possible to help track, and continually correct for, the goal of representative participation. Some of these include:
 - Geography
 - Race
 - Socioeconomic Status
 - Age
 - Gender Identity
 - Other: Veterans, persons with disabilities, home/business owners, etc.

TARGET AUDIENCES: Local governments/elected officials; landowners; small business owners; Amarillo residents and community members of all ages; major employers; faith-based organizations; community-based organizations; Amarillo Metropolitan Planning Organization; Texas Department of Transportation; Potter County; educational institutions; K-12 students; school teachers and administrators; pedestrians; cyclists; marginalized groups such as racial and ethnic minorities, persons with disabilities, and seniors; homeowners’ or Neighborhood Associations; and others identified during the plan development process.

DEFINING SUCCESS: The engagement process for City Plan will be successful if we offer a variety of ways to provide input, interact with a representative group of community members throughout the planning process, engage traditionally underrepresented groups and residents representing all areas of Amarillo, and receive meaningful and actionable feedback from all engagement activities. Additionally, the engagement process will be successful if participants can clearly see how their involvement and input shaped the preferred growth scenario, policies, and strategies recommended in City Plan.

OVERALL STRUCTURE + APPROACH:

The City Plan will engage a diverse range of stakeholders early and often, creating continuous opportunities for the public to be involved. Engagement will ensure that traditionally underserved or difficult-to-reach groups, such as seniors, minorities, low-income households, people with disabilities and people with limited (or no) English proficiency have opportunities to contribute their ideas to the planning process.

Opportunities for engagement will be announced to the community in a timely and informative manner. These opportunities include online polling and surveys, in-person and virtual City Plan Stakeholder Committee (CPSC) meetings, in-person City Council and Planning and Zoning Commission briefings, and virtual and in-person community workshops. The meeting days and times and locations, online or in-person, will attempt to accommodate schedules that are convenient and accessible.

Community workshops and surveys will educate participants about the project and process and collect practicable feedback through a variety of engaging activities. Meeting materials, supplemental information and notices will also be available online. Following all community engagement, the inputs will be analyzed, summarized, and used to inform decision making and future engagement.

ENGAGEMENT STRATEGY:

The proposed engagement strategy for City Plan will consist of a series of meetings with a variety of groups corresponding to each general phase of the Plan. A broad range of coordinated approaches and techniques will be used to engage people during each phase – including community-wide public events, small-group and stakeholder techniques, online and mobile engagement, and broadcast notification. Each phase will include the priority messaging and objectives for that portion of the planning process. These phases will generally follow the topics and timing below:

- **Phase 1: Vision and Goals Framework** – Develop a shared community vision, values, and goals for how we grow as a city over the next 20 years. (November 2022 to March 2023)
- **Phase 2: Core City Plan Elements** – Draft plan recommendations that integrate various department and agency plans, policies, goals to create a unified plan with supporting policy and implementation strategies and measures to achieve community vision. (April to August 2023)
- **Phase 3: Final Plan and Adoption** – Draft and revise plan report incorporating community input and then conduct review and adoption process for Final City Plan Vision 2045. (October 2023 to January 2024)

In general, MIG Team members and City Staff (collectively referred to as “Team”) will lead the design and development of activities, events, and media for public engagement. The Team will conduct all meetings, workshops, and similar that fall inside the project scope, and City staff will conduct additional and dispersed pop-up engagement activities, as desired. MIG and the City will share responsibilities to document engagement activities and events hosted; and the MIG Team will analyze and summarize inputs collected.

Each phase will include the following engagement opportunities:

- Community-Wide Engagement
 - One (1) In-Person/Virtual Community Workshop including a presentation, visual materials, and an input activity (Note: If resources allow, the Team may decide to conduct two (2) Community Workshops in a particular phase using the same format, but at different days and times in order

- to accommodate as many schedules and constraints as possible. Additionally, in-person community workshop materials will be featured on the project website for input for one-month following the event to encourage maximum participation.)
- Pop-up Outreach Events
 - Small Group/Stakeholder Engagement
 - Two (2) – Three (3) Comprehensive Plan Steering Committee (CPSC) Meetings
 - One (1) – Two (2) Listening Session(s)
 - One (1) City Council Briefing
 - One (1) Planning & Zoning Commission Briefing
 - Broadcast Notification
 - Social media, e-mail, Open Spaces Newsletter, and NextDoor announcements for meetings and online engagement tools
 - Social media, e-mail, Open Spaces Newsletter, and NextDoor informational or educational posts
 - Information in other publications as needed or available

ENGAGEMENT ACTION ITEMS CHECKLIST:

In order to ensure an equitable engagement process that is meaningful to participants, several steps should be taken leading up to, during, and after each community engagement opportunity. These steps will help boost engagement numbers and keep the community involved throughout the process.

Before:

- Send invitations, flyers, handouts, and email updates across the community. Use a wide range of advertising for all engagement opportunities.
 - Increase engagement by using empowering language in the “you” or “we” that suggests collaboration and communication.
 - Provide a clear date and time. Give participants all the information they will need in an easy to find location.
 - Follow up with additional reminders leading up to engagement opportunity.
 - Alert media of the engagement opportunity, objective, and potential turn out

During:

- All engagement should accommodate other language and ADA needs. In-person events (if able to be conducted later in the process) should consider childcare, refreshments, and take-home information.
- Collect anonymous demographics data during all outreach. This could include online surveys or short-form handouts at events.
 - Analyze the demographics data and compare it to the overall City makeup.
 - Identify underrepresented groups and take steps to further engage them.
- Include information about next steps, how the input will be used, and ways to stay involved at the end of every in-person or online interaction.

After:

- Follow up with a thank-you to all those involved and additional ways to engage with the project.



OUTREACH GROUPS:

CITY PLAN STEERING COMMITTEE:

This committee will serve as overarching stakeholder group throughout this process. They will shape plan content, review draft materials, guide community engagement, and inform decision making from commencement to final draft.

Purpose: The City Plan Steering Committee (CPSC) will be a diverse collective of community members that represent different districts and varying demographics within the City. CPSC will include representatives from Planning & Zoning Commission, the development community, the real estate community, property owners, business owners, residents, and Amarillo ISD. They will provide input and feedback on each element of the planning process, including preliminary plan vision and goals, guiding principles, base concept development and strategies, element policies and priority actions, implementation strategies, subarea concepts and recommendations.

Organization: The planning process will include eight (8) CPSC meetings.

Role/Objectives: The objective of this group is to serve as a foundational set of stakeholders throughout the process. Members will be expected to advocate for the constituency or subject matter expertise that they represent. Based on this knowledge, they will provide feedback on the feasibility and implementation of recommendations. Critically, these members will be asked to serve as champions for the adoption of City Plan at the end of the planning process, so their candid feedback throughout the process to promote consensus in the plan will be paramount.

CITY COUNCIL AND PLANNING & ZONING COMMISSION:

The Amarillo City Council is comprised of one (1) at-large Mayor and four (4) at-large Council Members and Planning & Zoning Commission with seven (7) commissioners. They are tasked with ensuring City Plan meets the needs and vision of the community and provides guidance on future growth of the City.

Purpose: Briefings with the Amarillo City Council and Planning & Zoning Commission, will occur at key intervals during the process to keep the members and commissioners up to date on the Plan process and bought-in on the continued progress and decisions. This will ensure that City Plan will be representative of the community the Council and Planning & Zoning Commission represent and will help create a smooth adoption and implementation process.

Organization: The Project Team will present a project update, including past and on-going community engagement, engagement demographics, recent deliverables, technical analyses, and other outputs from the Plan process, during three key touchpoints with the City Council and Planning & Zoning Commission. Their primary role will be in reviewing the information presented and providing comments to ensure the Plan is in-line with their constituents needs and interests. They will also aid the planning process by using their detailed knowledge and insight into the community to set a unified overarching objective for City Plan. The main focus of the three briefings will be:

- Briefing 1: Planning Process and Timeline
- Briefing 2: Present Goals, Initial Plan Concepts, and Strategies for City Plan

- Briefing 3: Focus on Presenting and Discussing the Final Draft Plan and Recommendations

Role/Objectives: The key objective is for the City Council to fully buy into, and even advocate for, City Plan. This will reflect support both from their constituents as well as from important decision makers in the region. Achieving this will require consistent and informative updates to these groups, as well as an ongoing effort to act upon any feedback received from them.

LISTENING SESSION PARTICIPANTS:

Listening Session participants are key stakeholders in Amarillo that represent residents and community members; major employers; community-based organizations; the development community; and other key members of the community. The group of listening session participants will be a living list and the City will continue to add stakeholders to the list to ensure strong representation and participation from across the City. The feedback from these individuals will inform priorities of goals of the community. Engagement with these participants will begin in the first months of the planning process and subsequent meetings will occur throughout the planning process at key milestones.

Purpose and Role: The listening session participants selected will include owners or representatives from Amarillo businesses, organizations, neighborhoods, or institutions. The group's representation will aim to strike a balance between community leaders, advocates for underrepresented groups, and local knowledge. The purpose of these groups is to provide specific input and guidance on each phase of the Planning process prior to kicking them off.

Organization: Approximately six (6) total listening sessions meetings are planned to take place at three (3) intervals throughout the Planning process. These groups will be kept informed about City Plan throughout the process to create more buy-in and advocacy for the process. During their specific Listening Sessions, participants will be informed in more detail about the topic of the meeting and asked a variety of questions, either open-ended to brainstorm about the topic, or respond to already generated content.

Role/Objectives: The group will aim to provide valuable feedback that is unique to their knowledge base and ultimately informs a variety of decisions throughout the plan. Additional goals include identifying potential issues or hang-ups with the Plan or community and resolving them to receive full buy-in from these crucial community members.

GENERAL PUBLIC:

The residents of Amarillo will provide input on the planning process during the in-person and virtual community workshops.

Purpose and Role: Receiving ongoing input from the community is fundamental to creating a City Plan that serves them and meets their vision for Amarillo's future. Continued buy-in from the public will help City Plan through its completion and implementation. Community meetings and well thought out broadcast notifications will also help people understand why City Plan is being created and how it will impact them.



Organization: Community members will be invited and encouraged to attend three (3) in-person/virtual Community Meetings with supplemental online materials for those who cannot attend the specific meeting time. These meetings will occur at key intervals throughout the process to allow the general public to weigh in on key milestones. As the process goes on, additional feedback may be needed to supplement missing demographic groups and stakeholders or underrepresented communities. The focus of the three (3) rounds of Community Workshops will be:

- Community Workshop 1: Vision, Values, and Goals for City Plan
- Community Workshop 2: Present Initial plan concepts and Strategies to the Community and Receive Input on Growth Scenarios and Policy Considerations for the Policy Framework and a Preliminary Future Land Use Map
- Community Workshop 3: Open House Format to Present the Final Plan and Recommendations

Role/Objectives: The primary objective of the community workshops is for the general public to be continually informed about City Plan, including how it can benefit them, and to feel that their input is a meaningful part of the process. Honest communication with community members will help ensure a Plan that meets the community's goals, which is the Plan's priority, and an implementation process that is predictable and well-supported.

DETAILED PUBLIC ENGAGEMENT PLAN:

For each generalized phase of City Plan the detailed objectives, engagement techniques, sub-tasks, expected time commitment, and responsibilities are further described below. This working Public Engagement Plan is intended to be revised and updated periodically throughout the planning process.

PHASE 1: Vision and Goals Framework

Timeframe: November 2022 – March 2023

Key Planning Objectives:

- To establish a vision and goal framework for the Plan

Key Engagement Objectives:

- To educate the community on City Plan
- To foster excitement for City Plan
- To establish a community-based vision for the future of Amarillo
- To energize and inform the community about the next steps

Meetings During this Task:

- *Listening Sessions #1 & #2* – Conduct the first set of Listening Sessions with a variety of community representatives. The group will be educated about the Plan and participate in an exercise to help vision for the Plan and identify potential issues or sticking points within the community. This would be a good group utilize for insight on upcoming or planned community events and meetings.
- *City Plan Steering Committee Meeting #1* – The first City Plan Steering Committee will be used to introduce the group and establish a strong group dynamic. This meeting will introduce the members to City Plan, their key role in the process, and participate in a visioning goal for the Plan process and the future of Amarillo.
- *City Plan Steering Committee Meeting #2* – The second in-person City Plan Steering Committee will be used to discuss the findings from the Existing Conditions Report and growth trends within the City. The introduction and overview of these items will transition to a discussion on the desired preliminary vision and goals.
- *Listening Sessions #3 & #4* – Conduct the second set of Listening Sessions with a variety of community representatives that participated in Listening Sessions #1 and #2 and additional stakeholders that were not included or available during Listening Sessions #1 and #2. These sessions will focus on providing an overview of the existing conditions report, discussion on growth trends within the City and the visioning goal for City Plan.
- *City Council Briefing #1* – The first City Council Briefing will provide an introduction of City Plan, present a general timeline for check-ins and community engagement, inform them about the Existing Conditions Report findings and growth trends within the City.
- *Planning & Zoning Commission Briefing #1* – The first Planning & Zoning Commission Briefing will provide an introduction of City Plan, present a general timeline for check-ins and community engagement, inform them about the Existing Conditions Report findings and growth trends within the City.
- *Community Workshop #1* – Kickoff the community engagement process with an in-person workshop that includes a presentation about the general City Plan process, intent, and schedule.

The rest of the workshop will be used for an activity helping to establish the community’s vision and goals for the future of Amarillo. The workshop will be conducted in an in-person open house format and will be supplemented with online engagement materials on the project website, including a community-wide survey, to help accommodate those with difficult work or childcare schedules during this uncertain time. The workshop will be structured to include a brief 15 – 20-minute presentation that will introduce City Plan. The presentation will be followed by a Q&A session to provide clarification on project items. The open house will include up to eight (8) board stations focused on the Existing Conditions Report and include the following station areas:

- *What is City Plan?*
 - *Brief History of Amarillo*
 - *Growth Management and Capacity*
 - *Land Use and Community Character*
 - *Housing and Neighborhoods*
 - *Parks and Cultural Resources*
 - *Community Mobility and Infrastructure*
- *Community Survey #1*- A virtual Community Vision Survey will launch on the project website. The bilingual (English and Spanish) survey will focus on collecting input on values, needs, priorities, and issues for City Plan. Print copies of the survey in English and Spanish will also be available to distribute throughout the community and bridge the digital divide gap. The survey will be advertised at the Community Workshop #1, Listening Sessions, pop-up events, and existing community meetings. Upon request of community organizations or groups, print copies of the questionnaire may be translated in additional languages and distributed to those organizations. Translation assistance from the community organization or groups for additional languages will be requested.

Communications During this Task:

- *Community-Wide Mailing* – A double-sided postcard will be mailed to every residential address to introduce City Plan, the project schedule, project website, and provide information on how to participate in the City Plan process.
- *Social Media Blast #1 & #2* – An initial series of Social Media blasts will be used to announce the public kick-off of the Plan, share initial branding graphics, direct traffic to the website, and provide information about the upcoming Community Workshop and Open House. These should be conducted 3-4 weeks prior to the meeting with brief updates leading up to the events.
- *Engagement Materials* – Materials prepared for ongoing City Plan efforts will be distributed to key community spaces, including libraries, schools, and churches.

Meeting	Target Audience	Lead	Timeframe
City Plan Steering Committee Meeting #1	Diverse community representatives	MIG, City	Mid-November
City Council Briefing #1	Council members	MIG, City	Mid-November
Planning & Zoning Commission Briefing #1	Planning & Zoning Commissioners	MIG, City	Mid-November



Community Workshop #1	General public (in-person)	MIG	Early-March
City Plan Steering Committee Meeting #2	Diverse community representatives	MIG	Early-March
Community Vision Survey	Meeting participants/general public	MIG	Early-March

PHASE 2: Core City Plan Elements

Timeframe: April 2023 – August 2023

Key Planning Objectives:

- To receive input on Growth Scenarios
- To educate the community on plan elements to be incorporated into City Plan
- To develop sound policy content upon which implementation strategies can be developed

Key Engagement Objectives:

- To engage the community and solicit input on plan elements, growth scenarios, and overall City Plan recommendations
- To energize and inform the community about the next steps

Meetings During This Task:

- *Comprehensive Plan Steering Committee Meeting #3 - #5* – These CPSC meetings introduce each plan element in detail and will assess the committee’s priorities and preferences for future growth of the City based on the existing conditions. Throughout these meetings the committee members will create recommendations for each plan element that will shape the implementation phase of the project.
- *Community Workshop #2* – The second community workshop will include a presentation introducing various plan elements of City Plan. The workshop will also focus on economic and land use opportunities, including growth scenarios, in the City. Overall, the Community will weigh in on the Land Use and Community Character; Growth Management and Capacity; Community Mobility and Infrastructure; Parks and Cultural Resources; and Housing and Neighborhoods. This will be an in-person workshop that may incorporate a short presentation and Mentimeter polling.
- *City Council Briefing #2* – The second City Council Briefing will provide an update on City Plan, present a general timeline on ongoing community engagement, inform them about Community Workshop #2, solicit feedback on Core Plan Elements.
- *Planning & Zoning Commission #2* – The second Planning & Zoning Commission Briefing will provide an update on City Plan, present a general timeline on ongoing community engagement, inform them about Community Workshop #2, solicit feedback on Core Plan Elements.
- *Listening Sessions #5 & #6* – Listening Sessions will be conducted with a variety of community representatives that participated in Listening Sessions #1 - #4 and additional stakeholders that were not included or available during these previous sessions. The group will be educated about the elements of the Plan, including but not limited to Land Use and Community Character; Growth Management and Capacity; Community Mobility and Infrastructure; Parks and Cultural Resources; and Housing and Neighborhoods. Attendees will participate in an exercise to create goals and priorities for each plan element based on existing conditions.

Communications During this Task:

- *Social Media Blasts #3 – #5* – A series of Social Media blasts will be used to update the community on the creation of Plan Element recommendations. These should be conducted 3-4 weeks prior to the meeting with brief updates leading up to the events and to provide updates in between community engagement events.
- *Engagement Materials* – Update to date engagement materials presented during each engagement touchpoint will be distributed to key community spaces, including libraries, schools, and churches.

Sub-Task	Target Audience	Lead	Timeframe
City Plan Steering Committee Meeting #3	Diverse community representatives	MIG, City	May
Community Workshop #2	General public (in-person)	MIG	May
City Council Briefing #2	Council members	MIG, City	July
Planning & Zoning Commission Briefing #2	Planning & Zoning Commissioners	MIG, City	July
Listening Sessions #5 & #6	Diverse community representatives	MIG, City	May
City Plan Steering Committee Meeting #4	Diverse community representatives	MIG, City	July
City Plan Steering Committee Meeting #5	Diverse community representatives	MIG, City	August

PHASE 3: Final Plan and Adoption Timeframe:

September 2023 – January 2024

Key Planning Objectives:

- To transform the input from the community into a draft and final City Plan
- To educate the community on draft plan content

Key Engagement Objectives:

- To receive buy-in on the final City Plan product
- To energize the community on the plan and future of the City

Meetings During This Task:

- *Comprehensive Plan Steering Committee Meeting #6 - #8* – These City Plan Steering Committee meetings will provide input on the administrative draft of the City Plan in the sixth and seventh meetings and will review the final City Plan draft in the final meeting. This review will include discussion of the technical supplement.



- *Community Workshop #3* – This third online community workshop includes a presentation about the current status of City Plan, discussion on implementation strategies and priorities, and public review of the draft City Plan.
- *City Council Briefing #3* – The third City Council Briefing will provide an update on City Plan, implementation strategy, draft City Plan review, and discuss community engagement. The City Council will provide feedback on the process and draft.
- *Planning & Zoning Commission Briefing #3* – The third Planning & Zoning Commission Briefing will provide an update on City Plan, implementation strategy, draft City Plan review, and discuss community engagement. The Planning & Zoning Commission will provide feedback on the process and draft.

Communications During this Task:

- *Social Media Blasts #8* – Social Media blasts will be used to update the community on the progress of the final draft of City Plan and adoption progress. This should provide an overview on community engagement events conducted to date.

Sub-Task	Target Audience	Lead	Timeframe
City Plan Steering Committee Meeting #6	Diverse community representatives	MIG, City	September
Community Workshop #3	General public (in-person or virtual)	MIG	September
City Plan Steering Committee Meeting #7	Diverse community representatives	MIG, City	November
City Plan Steering Committee Meeting #8	Diverse community representatives	MIG, City	December
City Council Briefing #3	Council members	MIG, City	December
Planning & Zoning Commission #3	Planning & Zoning Commissioners	MIG, City	December