

# City Plan — Vision 2045

Engagement Summary:  
Phase 1 and Phase 2

DRAFT: JUNE 16, 2023

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# 1 INTRODUCTION

City Plan — Vision 2045 (City Plan) is a long-range plan that will create a strategic framework to balance equitable growth, quality of life improvements, and public and private investments in our city over the next two decades. City Plan will address topics that impact how people experience and interact with the City such as where businesses, homes, sidewalks, bike lanes, parks, and much more are maintained, enhanced, and added. It will also look at how our built city can better reflect and advance our community values around topics like quality of life, economic development, housing and neighborhoods, transportation, health and safety, and growth management. The process to create the Plan will tackle difficult questions about the City's current development patterns and provide an overarching tool for communicating community-driven goals and policies. Overall, this Plan will help shape the future of the places we visit, play, and live by preserving what's important to our community and guiding investments that help make Amarillo a vibrant and attractive city.

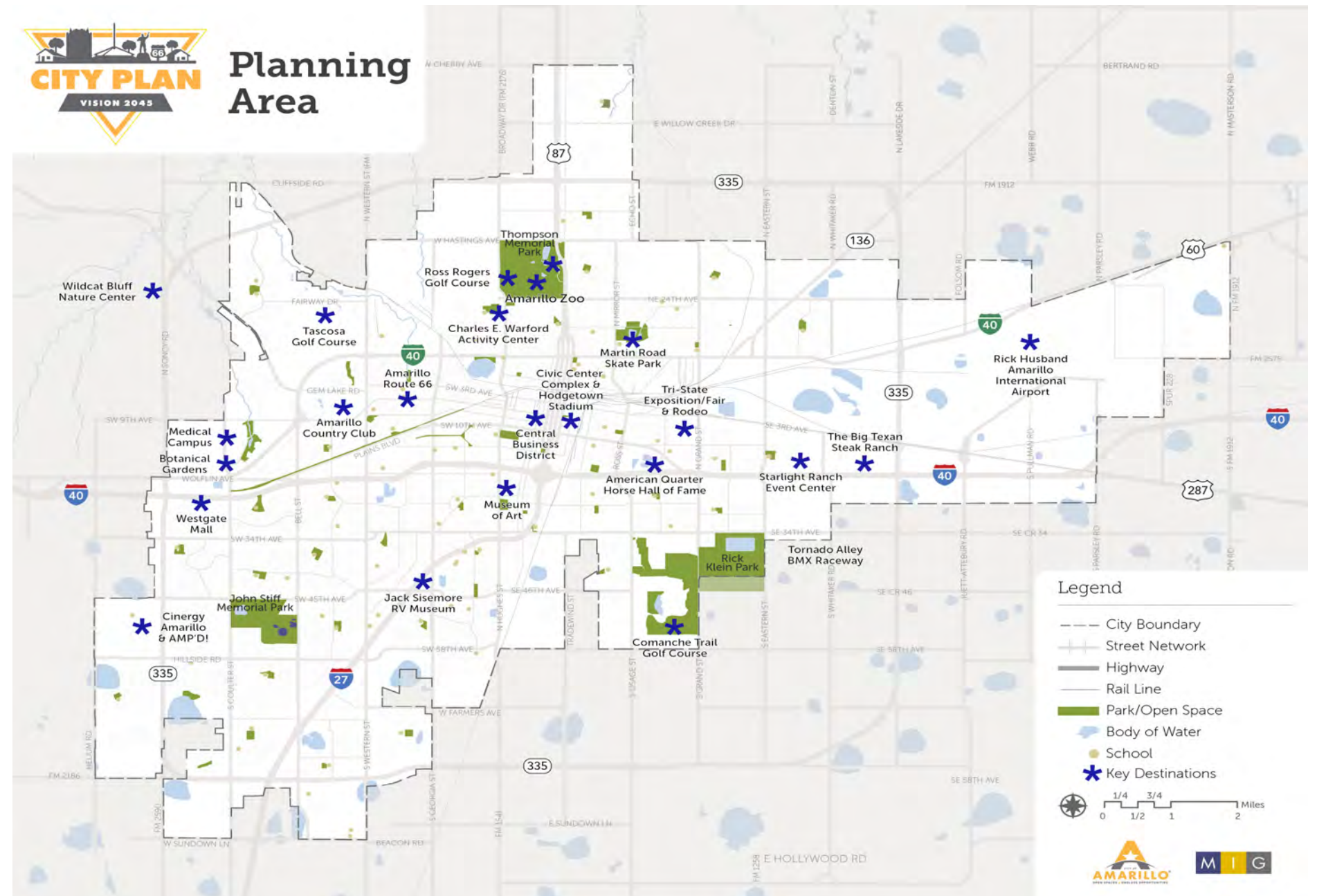
The existing Amarillo Comprehensive Plan was adopted 13 years ago. The new long-range plan, City Plan, will update the City's adopted vision and growth policy framework to reflect the current needs and desires of the community. For the long-term success of our City, it is important to embark on creating City Plan. As the City of Amarillo continues to develop and grow it is crucial to establish a vision that will direct and manage the future investments, growth and development. The planning process will provide guidance on how the City will evolve to take care of the development we have as well as plan for new development to come.

In collaboration with many partners, the City of Amarillo is leading efforts to create City Plan – Vision 2045. The engagement project team includes City staff and MIG, Inc. – a planning and community engagement firm with extensive experience throughout Texas. The MIG Team is augmented by Economic & Planning Systems (EPS); Walter P Moore; and Clarion Associates.



Part of successfully creating City Plan is to design and implement a robust engagement process to truly capture and understand the community's Vision for 2045. The engagement process for City Plan offers 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 is only successful if participants can clearly see how their involvement and input shaped the preferred growth scenario, policies, and strategies recommended in City Plan.

In general, MIG Team members and City Staff lead the design and development of activities, events, and media for public engagement. This report summarizes the approach, activities, and key findings from Phase 1 and Phase 2 Engagement for City Plan – Vision 2045.



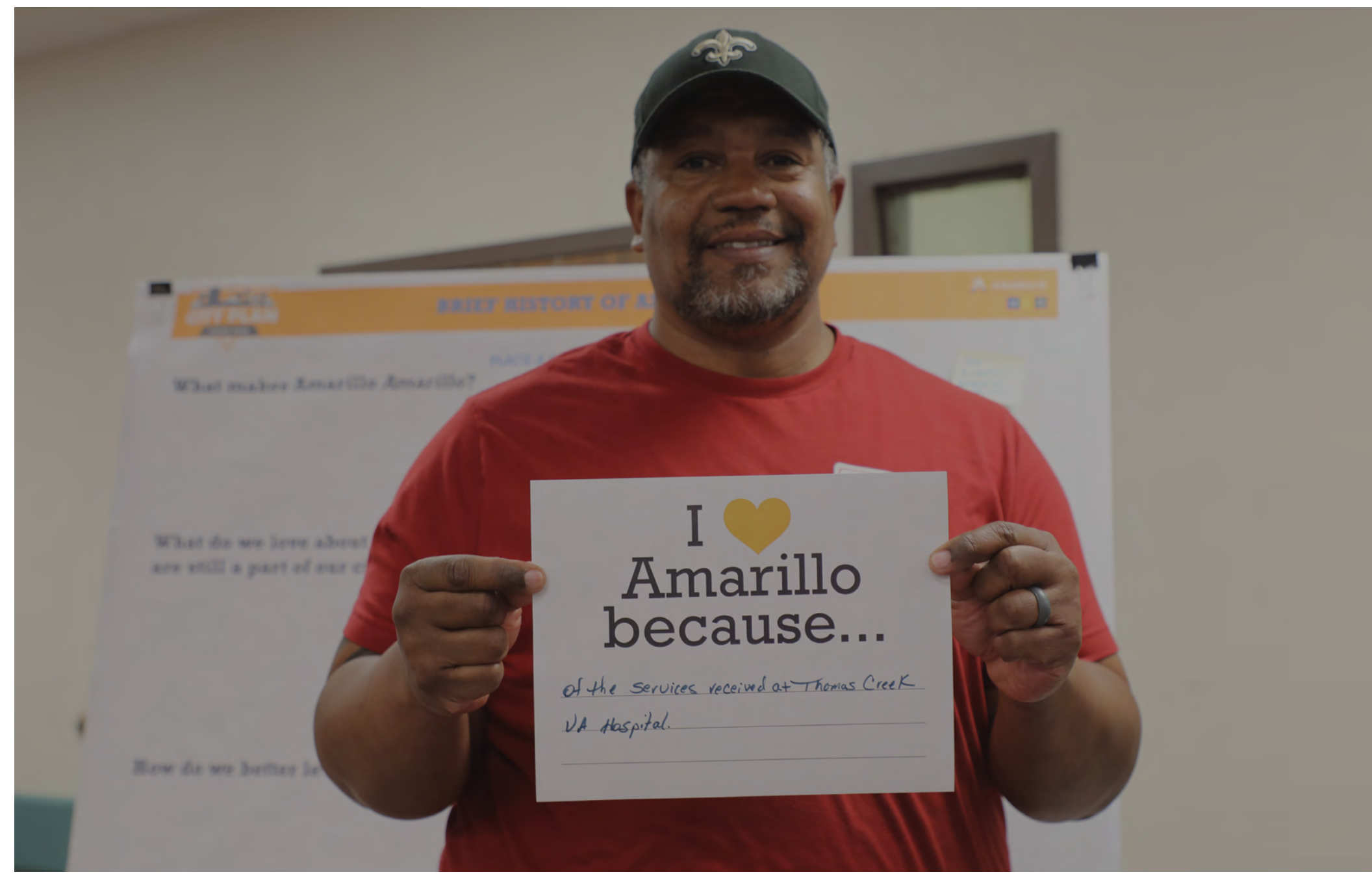
# 2

## ENGAGEMENT APPROACH

The engagement strategy for City Plan includes 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 have been used to engage people during each phase – including community-wide public events, small-group and stakeholder meetings, online and mobile engagement, and social media and email communications. Each phase will include the priority messaging and objectives for that portion of the planning process. These phases have followed and 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 May 2023)*
- **Phase 2: Core City Plan Elements** – Draft plan recommendations that integrate various department and agency plans, policies, and goals to create a unified plan with supporting policy and implementation strategies and measures to achieve community vision. *(May to September 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. *(April 2023 to January 2024)*

### KEY AUDIENCES



# 3 COMMUNITY ENGAGEMENT METHODS & ACTIVITIES

The Project Team developed a Public Participation Plan that outlined numerous opportunities for residents, property owners, youth, the development community, business owners, and representatives to shape and provide feedback on City Plan. The Public Participation Plan highlights ways specific outreach activities will seek out various viewpoints from the community, with a focus on providing as many opportunities as possible for various demographics can participate and have a voice in the City Plan process. The following key planning objectives and key engagement objectives guided the project development and engagement process for Phases 1 and 2 of engagement.

### Key Planning Objectives:

- To establish a vision and goal framework for the Plan
- 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 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
- 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

**Phase 1 and 2 included the following engagement opportunities:**

- **Community-Wide Engagement**
  - Two (2) In-Person Community Workshops including a presentation, visual materials, and an input activity (Note: In-person community workshop materials are featured on the project website.)
- **Pop-up Outreach Events**
- **Small Group/Stakeholder Engagement**
  - Three (3) Comprehensive Plan Steering Committee (CPSC) Meetings
  - Two (2) Listening Session(s)
  - One (1) City Council Briefing
  - One (1) Planning & Zoning Commission Briefing
- **Broadcast Notifications**
  - Social media, e-mail, Open Spaces Newsletter, and NextDoor announcements for meetings and online engagement tools



## ENGAGEMENT EVENTS TO DATE



### CPSC #1 (In-Person)

- Topic: City Plan Introduction and Overview



### City Plan Website Launched

- <https://www.amarillo.gov/our-city/cityplan>



### Citywide Mailer: Mailed



### Vision 2045 Survey Launched

- Website: <https://www.surveymonkey.com/r/CityPlan2045>



### Community Meetings CPSC #2 (In-Person)

- Topic: Existing Conditions



### City Plan Community Workshop #1:

- March 7th, 2023 at 11:30 AM – 1:30 PM (Downtown Library)
- March 7th, 2023 at 6:00 – 8:00 PM (Northwest Library)



### Virtual Open House Launched



### CPSC #3 (In-Person)

- Topic: Plan Element Intro (Land Use/Community Character/Future Land Use Palette), Growth Scenarios Input



### City Plan Community Workshop #2:

- May 2nd, 2023 at 11:30 AM – 1:30 PM (Downtown Library)
- May 2nd, 2023 at 6:00 – 8:00 PM (East Library)



### Republican Women Luncheon



### First Thursdays on 6th



### Route 66 Celebration



## City Plan Steering Committee

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

The City Plan Steering Committee (CPSC) is a diverse collection of community members that represent different districts and varying demographics within the City. CPSC includes representatives from Planning & Zoning Commission, the development community, the real estate community, property owners, business owners, residents, and Amarillo ISD. They 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, and recommendations.

The objective for this group is to serve as a foundational set of stakeholders throughout the process. Members are expected to advocate for the constituency or subject matter expertise that they represent. Based on this knowledge, they provide feedback on the feasibility and implementation of recommendations. Critically, these members are 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 is paramount. Overall, the CPSC will meet eight (8) times, three of which have occurred during Phase 1 and Phase 2 of engagement.

### CPSC Meeting Schedule:

- ✓ CPSC #1 (In-Person): Nov. 7th, 2022  
*Topic: City Plan Introduction and Overview*
- ✓ CPSC #2 (In-Person): March 6th, 2023  
*Topic: Existing Conditions*
- ✓ CPSC #3 (In-Person): May 1st, 2023  
*Topic: Plan Element Intro (Land Use/Community Character/Future Land Use Palette), Growth Scenarios Input*
- CPSC #4 (Virtual): July 17, 2023  
*Topic: Plan Element: Alternative Growth Scenarios, Housing & Neighborhoods (Allocation Exercise)*
- CPSC #5 (Virtual): August 14, 2023  
*Topic: Mobility & Parks and Alternative Growth Scenarios*
- CPSC #6 (In-Person): Sept 18th, 2023  
*Topic: Preferred Growth Scenarios Draft*
- CPSC #7 (Virtual): November 6th, 2023  
*Topic: City Plan Implementation & Prioritization*
- CPSC #8 (Virtual): December 11th, 2023 or January 8th, 2024  
*Topic: Public Review Draft*



## Community Workshops

The City Plan hosted two sets of Community Workshops:

City Plan Community Workshop #1:

- March 7th at 11:30 AM – 1:30 PM (Downtown Library)
- March 7th at 6:00 – 8:00 PM (Northwest Library)

City Plan Community Workshop #2:

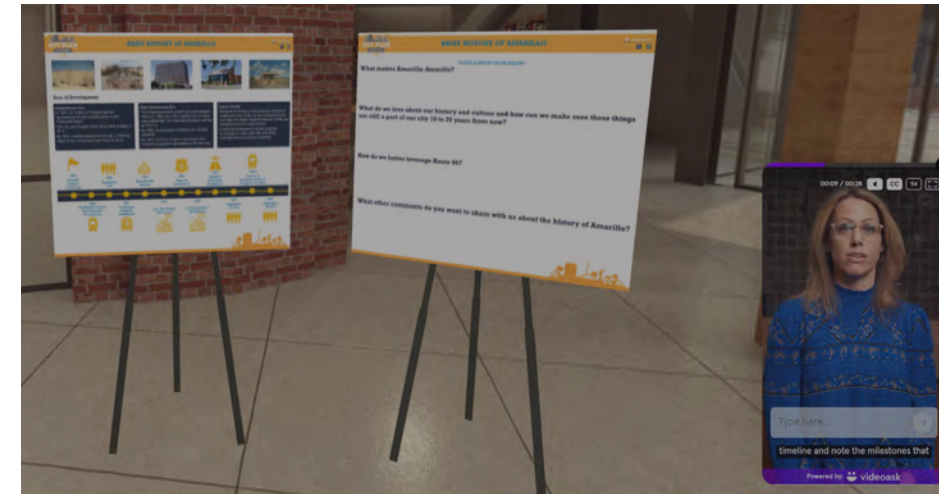
- May 2nd at 11:30 AM – 1:30 PM (Downtown Library)
- May 2nd at 6:00 – 8:00 PM (East Library)

Collectively, there were over 150 participants in these workshops. The purpose of Community Workshop #1 was to provide an overview of the types of engagement that will be included in City Plan; discuss the Role of City Plan; and have an open discussion at stations around the room about the Existing Conditions Report and its analysis on the following plan elements: History of Amarillo, Growth Management & Capacity, Land Use & Community Character, Housing & Neighborhoods, Parks & Cultural Resources, and Community Mobility & Infrastructure.

The workshop began with a presentation from the MIG team and was followed by an open house format meeting where attendees used a passport activity to guide them through stations for each plan element. Each station included one board that provided an overview of the plan element and the existing conditions analysis and a second board where attendees could provide feedback on the various questions below. There was at least one project team member at each station to assist attendees by addressing any questions and collecting their feedback.

The purpose of Community Workshop #2 was to provide an overview of the types of engagement conducted to date; discuss the Role of City Plan; introduce Place Types; introduce the current growth scenario for the City; and have an open discussion at stations around the room about the Case Studies applicable to Place Types; prioritization preferences of Place Type categories; and areas of opportunity and concern on the current growth scenario.

The workshop began with a presentation from the MIG team and was followed by an open house format meeting where attendees used a passport activity to guide them through stations for each plan element.



## Virtual Community Workshop

The City Plan team prepared a virtual community workshop that provided an immersive workshop room with all Community Workshop #1 materials, presentations, and activities provided at a physical community open house. Users entered the virtual open house at a sign-in desk and after registration were able to look through background materials and explore exhibits on easels to learn about the project, walk to a screen to watch a video or presentation on the meeting topic, and provide feedback on draft materials and recommendations.

## Listening Sessions

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 is a living list and the City will continue to add stakeholders to the list to ensure strong representation and participation from across the City. These groups provide valuable feedback that is unique to their knowledge base and ultimately informs priorities of goals of the community. They also proactively identify potential issues or hang-ups with City Plan and assist with resolving them to ensure full community buy-in.



## Pop-Up Outreach

City staff led pop-up outreach and participated in planned city events, neighborhood association meetings, community-based organization luncheons, and other engagement opportunities to solicit feedback from the community. Pop-up outreach events all the City Plan team to expand our audience and participation and divert from traditional outreach activities. The City Plan team was involved in the following events:

- Republican Women Luncheon: May 18th
- Business Connections Trade Show: May 18th
- First Thursdays on 6th: June 1st
- Route 66 Celebration: June 10th

## City-wide Mailer

A double-sided postcard was mailed out to every residential and business address to introduce City Plan, the project schedule, project website, and provide information on how to participate in the City Plan process.



As Amarillo continues to change and grow, the city is looking to **YOU** to partner with us as we prepare a new plan. The City Plan is a required document that guides future decision making for land use, economic development, infrastructure, housing, quality of life amenities, and more.



**Everyone in the community is invited** to share ideas on how to make Amarillo a city of opportunity for all. Help us tackle these challenges and assist in creating a new exciting vision for Amarillo of which we can all be proud. There are many ways to participate in the process.



- Take a short online survey and share your thoughts
- Join us for community meetings in person or virtually
- Follow along at [amarillo.gov/cityplan](http://amarillo.gov/cityplan)
- Email us at [cityplanning@amarillo.gov](mailto:cityplanning@amarillo.gov)

**Don't miss your chance to be a part of the future of Amarillo!**

**We need to hear from YOU!**  
Help shape the city's future by participating.

PRSR STD  
ECRWSS  
U.S. POSTAGE  
EDDM

FEB	MAY	SEPT	NOV
<b>Set Goals</b>	<b>Plan</b>	<b>Strategize</b>	<b>Adopt</b>
<b>Join Us</b> <b>March 7</b> Vision, Values, & Goals Community Workshop 11:30am - 1:30pm Downtown Library or 6:00 - 8:00pm Northwest Library	<b>Save the Date</b> <b>May 2</b> Growth Scenarios & Plan Elements Community Workshop Pop-Up Events Throughout the month	<b>Give Feedback</b> <b>September 19</b> Review Strategies & Priorities Community Workshop Pop-Up Events Throughout the month	<b>Final Review</b> The Amarillo community will review and provide comments on the plan draft prior to presenting to City Council for adoption.

Participate online!  
Take a short survey  
beginning March 1.

Follow along at [amarillo.gov/cityplan](http://amarillo.gov/cityplan)

Postal Customer  
Amarillo, TX 79101

## Community Visioning Survey

The survey was open from Wednesday, March 1st to Tuesday, May 2nd. During that time, there were over 2,225 participants. The digital survey was available via <https://www.surveymonkey.com/r/CityPlan2045> and was distributed on the City's Open Spaces newsletter, City of Amarillo social media platforms, City Plan – Vision 2045 website and it was shared to the City Plan – Vision 2045 distribution list, over 29 neighborhoods via their Facebook Groups, and the City Plan Steering Committee distribution list. In addition, a student survey was created and shared with local schools. This survey was uniquely crafted for students and included only the overarching vision questions featured in the full survey. The digital survey was complemented with a paper survey that was available at five libraries and six senior centers throughout the community. The survey feedback helped our team guide and understand the community vision for directing future investment and growth in Amarillo. The survey took 5-10 minutes to complete and all participants were entered into a raffle to win a \$20 gift card to a local business.

## Additional Engagement

### Student Outreach:

- Student survey available
- Interview Highlight video
- Website landing page created and shared to four public schools and seven private schools

### Social Media Interactions:

- 12 posts on Facebook, Instagram, and Twitter
- 61,865 impressions / 8,105 reached

### Email Distribution:

- 2 City-wide Emails: 21,738 total subscribers
- 2 Employee Emails: 1,500 total subscribers
- City Center Email: 3,900 total subscribers
- Amarillo Association of Realtors
- Builders Association



**2,225 PARTICIPANTS**



**63% PARTICIPANTS  
HAVE LIVED IN  
AMARILLO OVER 20  
YEARS!**

**CITY PLAN:  
VISION 2045**

The City Plan Survey closes May 2nd. Don't miss your chance to share ideas on how to make Amarillo a city of opportunity for all. Help us tackle these challenges and assist in creating a new and exciting vision for Amarillo of which we can all be proud.

Attend Community Meetings  
Virtual Open House  
Take our Survey  
Email your ideas

We need to hear from YOU! Help shape the city's future by participating.

**MAY** Plan  
**SEPT** Strategize

**Save the Date**  
**May 2**  
Growth Scenarios & Plan Elements  
Community Workshop  
Pop-Up Events  
Throughout the month

**Give Feedback**  
**September 19**  
Review Strategies & Priorities  
Community Workshop  
Pop-Up Events  
Throughout the month

Follow along at [amarillo.gov/cityplan](http://amarillo.gov/cityplan)

**AMARILLO**  
OPEN SPACES • ENDLESS OPPORTUNITIES  
Thank you for helping create a bright future for our city.

**CITY PLAN  
VISION 2045**

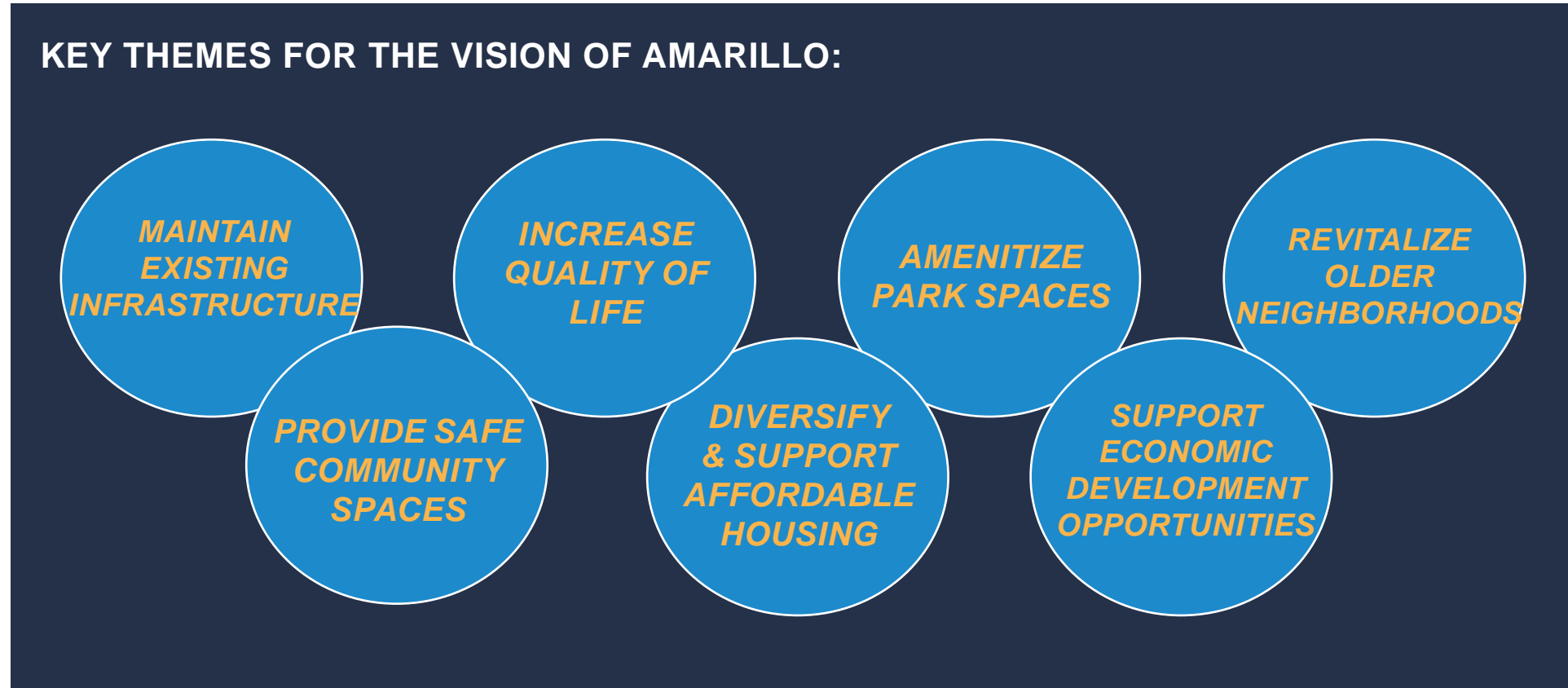
Take this survey!  
Help build the future of Amarillo.

AMY THE ARMADILLO



# 4 KEY FINDINGS

The City Plan team had a diverse range of community members participate and provide input on how the future of Amarillo should look in the next 20 years. The team analyzed all the community input received and identified key findings and themes from various engagement activities, including listening sessions, focus groups, CPSC meetings, Community Workshops, the Vision 2045 Survey, pop-up events, and additional engagement efforts. These key findings resulted in the Vision and Guiding Principles summarized and presented below. Detailed results by activity are available in the Appendix.



## DRAFT COMMUNITY VISION

In 2045, Amarillo is a **diverse, vibrant and family-friendly community** surrounded by wide-open spaces that has reinvested in its original infrastructure, neighborhoods and districts and guided growth on its edges that have **created amenities and opportunities for all Amarilloans**. Amarillo is a regional economic and service hub and national destination that **celebrates its small-town charm, historic and cultural roots and strategic location** with a unique **mix of shopping, employment, housing, entertainment, parks, and open space**.

## DRAFT GUIDING PRINCIPLES

- Create a variety of walkable destinations throughout the city while ensuring convenient local and cross-town connectivity for cars, bikes and transit.
- Provide a range of housing opportunities with nearby employment and services to support all income levels and age groups.
- Prioritize reinvestment in existing infrastructure, neighborhoods, districts, and recreational amenities.
- Encourage a diversity of low- to medium-scale places throughout the city.
- Increase overall quality of life for all residents by promoting safe, clean, and protected neighborhoods with well-amenitized park spaces, goods, and services nearby.
- Celebrate cultural and historic assets along key corridors and in specific neighborhoods and districts.

# WHAT WE'VE HEARD...

“EVERY ACTION MAKES AN IMPACT OF PRESERVING THE HISTORY AND CULTURE OF AMARILLO.”

“GROWTH NEEDS TO BE MANAGED, OF COURSE, BUT BIG VISION GOALS NEED TO BE INVITED ALSO. AMARILLO CAN INVITE BIG VISIONS AND WITH LEADERSHIP IMPLEMENT THESE GOALS.”

“BIG TOWN AMENITIES WITH SMALL TOWN FRIENDLINESS.”

“ADDRESS THE NEEDS OF EXISTING PARKS BEFORE INVESTING IN NEW PARKS.”

“NEED MORE BALANCED DEVELOPMENT BETWEEN OUTSKIRTS AND WITHIN CITY.”

“WORK WITH WHAT WE HAVE TO REVITALIZE AMARILLO.”

“IF THE CITY SUPPORTS REVITALIZATION BEYOND DOWNTOWN REVITALIZATION, WE MAY SEE GROWTH IN OLDER NEIGHBORHOODS RATHER THAN EXPANDING NEW NEIGHBORHOODS.”

“CREATE WALKING TRAILS CONNECTING NEIGHBORHOODS.”

“ENCOURAGE MULTI-USE DEVELOPMENT WITH NEIGHBORHOODS SO FOLKS CAN WALK AND BIKE TO ACCESS NECESSITY BUSINESS.”

“NEED AFFORDABLE HOUSING AND GROCERY STORE AVAILABLE FOR ALL NEIGHBORHOODS.”



# 5

## NEXT STEPS

The City Plan team will continue to collect input regarding the Plan Elements that will shape City Plan: Growth Management and Capacity, Land Use and Community Character, Housing and Neighborhoods, Parks and Cultural Resources, and Community Mobility and Infrastructure. Each Plan Element will be researched and the data, policy, and findings for each will tell a story about recent growth trends and patterns within the City. The outreach with the community will continue through the Phase 3 Engagement and planned activities include:

- **City Plan Steering Committee Meetings #4 - #8**
  - CPSC #4 (Virtual): July 17, 2023  
Topic: Plan Element: Alternative Growth Scenarios, Housing & Neighborhoods (Allocation Exercise)
  - CPSC #5 (Virtual): August 14, 2023  
Topic: Mobility & Parks and Alternative Growth Scenarios
  - CPSC #6 (In-Person): Sept 18th, 2023  
Topic: Preferred Growth Scenarios (Draft Presented)
  - CPSC #7 (Virtual): November 6th, 2023  
Topic: City Plan Implementation & Prioritization
  - CPSC #8 (Virtual): December 11th, 2023 or January 8th, 2024  
Topic: Public Review Draft
- **City Council & Zoning Commission Briefings**
- **Listening Sessions**
- **Pop-Up Outreach Events**
- **Community Workshop #3**
  - Tuesday, September 19th, 2023

Building on Phase 1 and 2 of engagement, the project team will begin to create alternative growth scenarios that demonstrate growth potentials for the future of Amarillo. The community will provide feedback to determine the preferred growth scenario out of these alternatives. The preferred growth scenario sets the stage for City Plan's ultimate implementation recommendations and priorities.



# City Plan — Vision 2045

Engagement Summary:  
Phase 1 and Phase 2

JUNE 9, 2023