



VISION 2045 - SURVEY ANALYSIS

City Plan – Vision 2045

Survey Analysis

June 1, 2023



CITY OF
AMARILLO[®]
OPEN SPACES • ENDLESS OPPORTUNITIES



OVERALL SURVEY RESPONSE:

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.

OVERALL SURVEY ANALYSIS:

The following pages contain the survey results collected from this two-month period. A further analysis of the responses for each multiple-choice question was conducted to understand how variation in age cohort, residents of established neighborhood vs. newer neighborhoods, and tenure of residency impacted or shaped each participant's response. Overall, our analysis found that the overall results did not shift drastically based on one's age or location in the City. However, there were slight variations in responses based on these factors that highlight a variety of priorities. For the established neighborhood vs. new neighborhood analysis, we distributed respondents zip codes based on the growth patterns of the City over the last 50 years. Below are the zip codes categorized accordingly:

Established Neighborhoods: 79101, 79102, 79103, 79104, 79107, 79110, 79111, 79114, 79120

New Neighborhoods: 79121, 79109, 79118, 79106, 79108, 79124, 79119

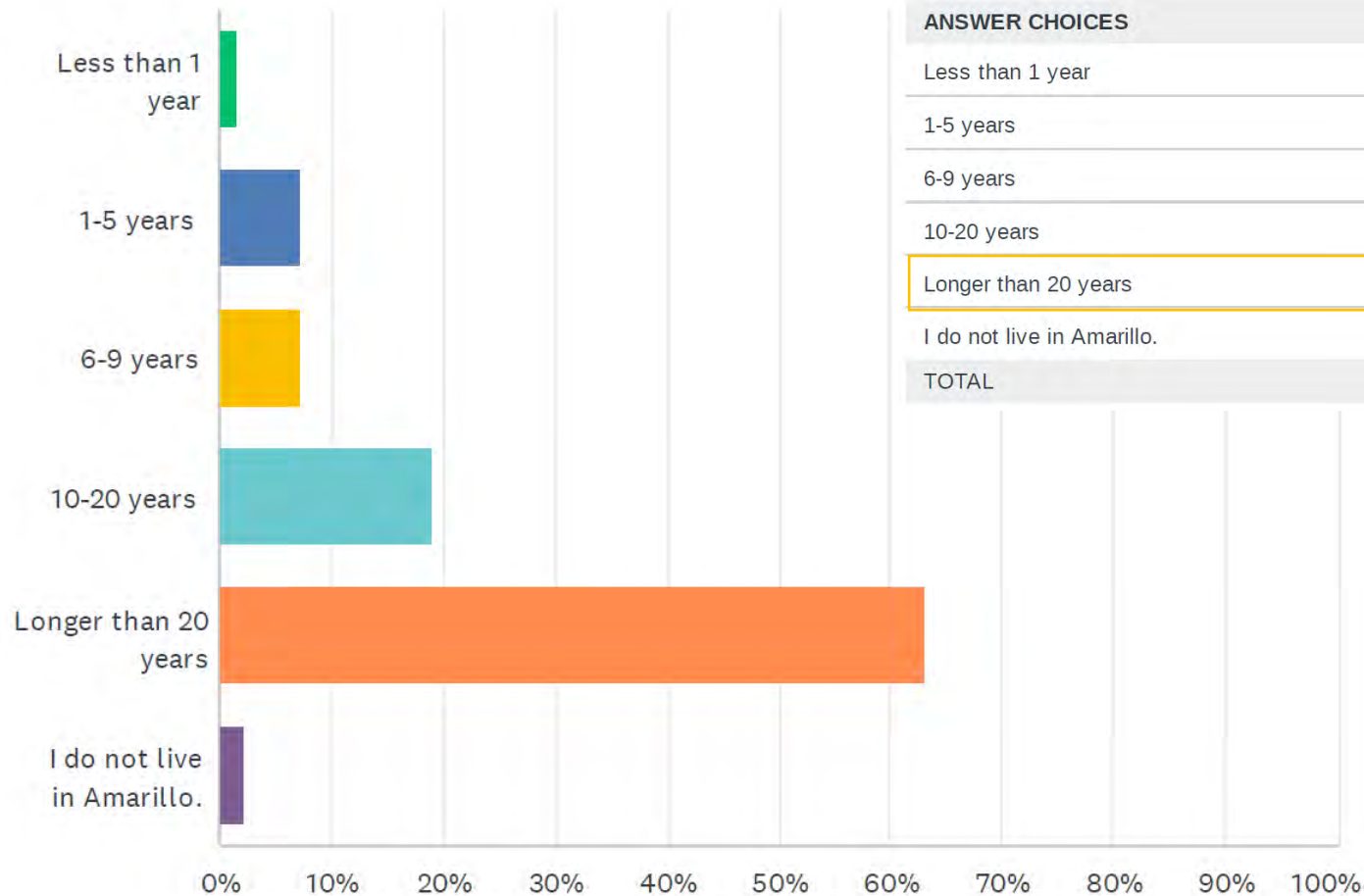
Other (Outside the City's Jurisdiction): 79012, 79015, 7901948240, 73118, 74432, 75243, 75409, 75701, 78106, 78118, 79007, 79014, 79016, 79022, 79029, 79036, 79045, 79065, 79068, 79100, 79105, 79129, 79197, 79206, 79209, 79414, 79416, 79601, 79881, 81632, 81657, 83714, 89119, 90703

It is important to note that the only zip codes analyzed are those the respondents live in. If there are zip codes within the City that are not included in this list, this confirms that no respondents to the survey live within that zip code.

Survey Responses

Understanding the Respondents

How long have you lived in Amarillo?



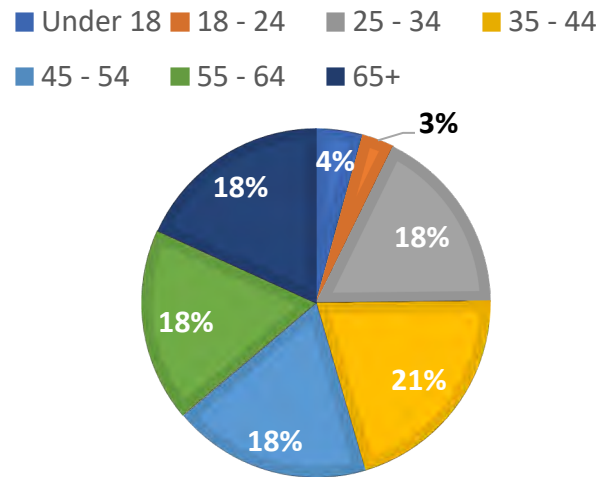
ANSWER CHOICES	RESPONSES
Less than 1 year	1.44% 32
1-5 years	7.23% 161
6-9 years	7.27% 162
10-20 years	18.90% 421
Longer than 20 years	63.09% 1,405
I do not live in Amarillo.	2.07% 46
TOTAL	2,227

- The majority (63%) of participants have lived in Amarillo over 20 years!
- Only about 16% of respondents have lived in Amarillo less than 10 years.

Demographics of Respondents:

Age:

The largest cohort of respondents are 35 – 44 at 21%, but the 25 – 34, 45 – 54, 55 – 64, and 65+ cohorts have very similar participation with each representing 18% of respondents. Respondents 24 and under accounted for only 7% of the total.



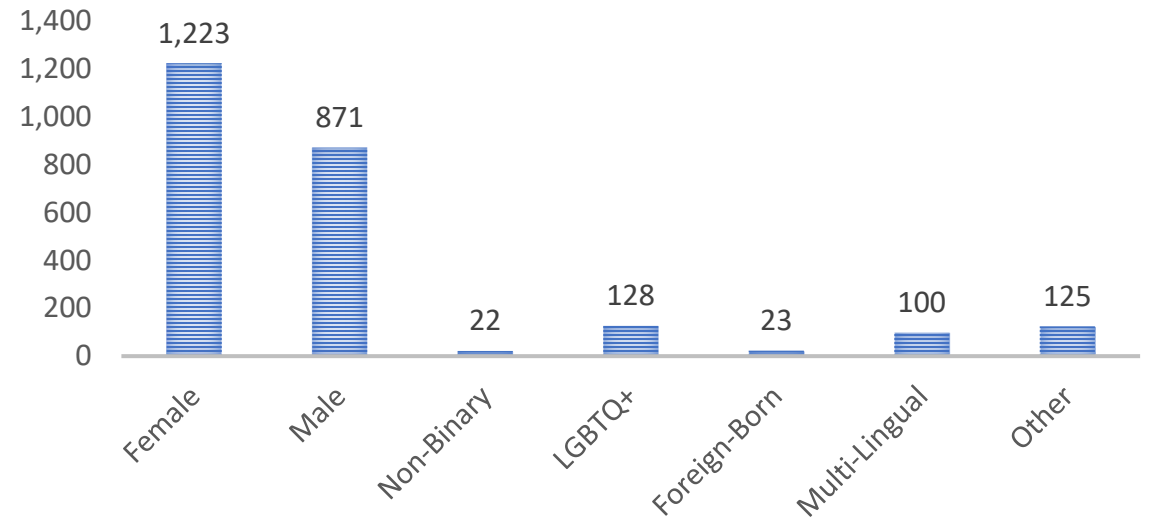
Race:

77% (1,651) of respondents identify as Caucasian/White and 13% (271) of respondents identify as Hispanic/Latino. The remaining 10% identify as African American/Black; Asian, Asian Indian or Pacific Islander; Multi-racial; Native American; other; or preferred not to answer.

Over 100 respondents were multi-lingual, but all took the survey in English.

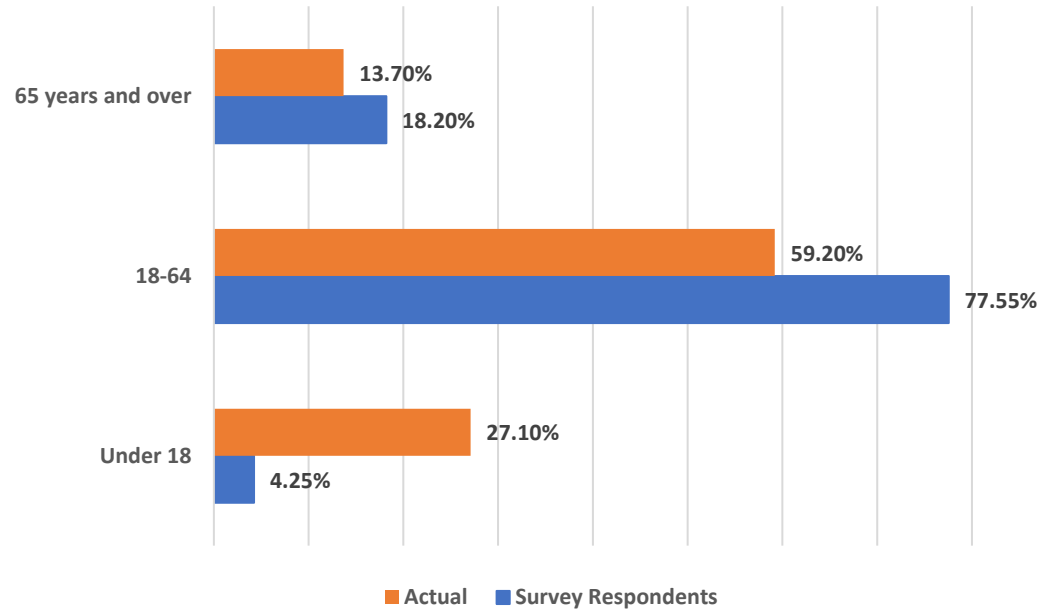
Identity:

Over 1,200 respondents (56%) identified as female while only 870 respondents (40%) identified as male. Participants were asked to select as many applicable categories as possible that they identify with.

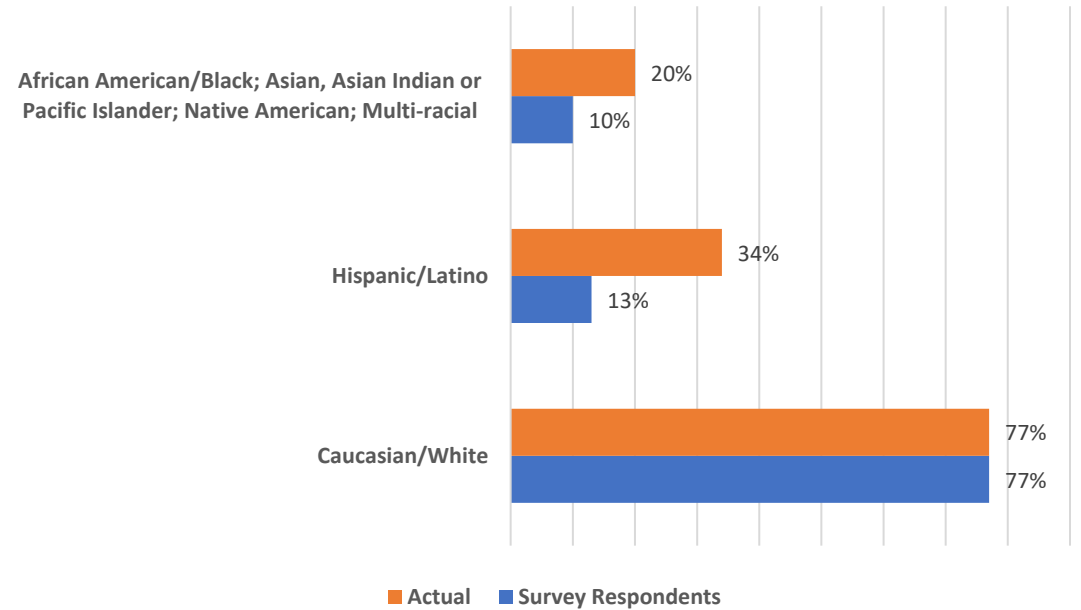


Demographics of Respondents vs. Actual:

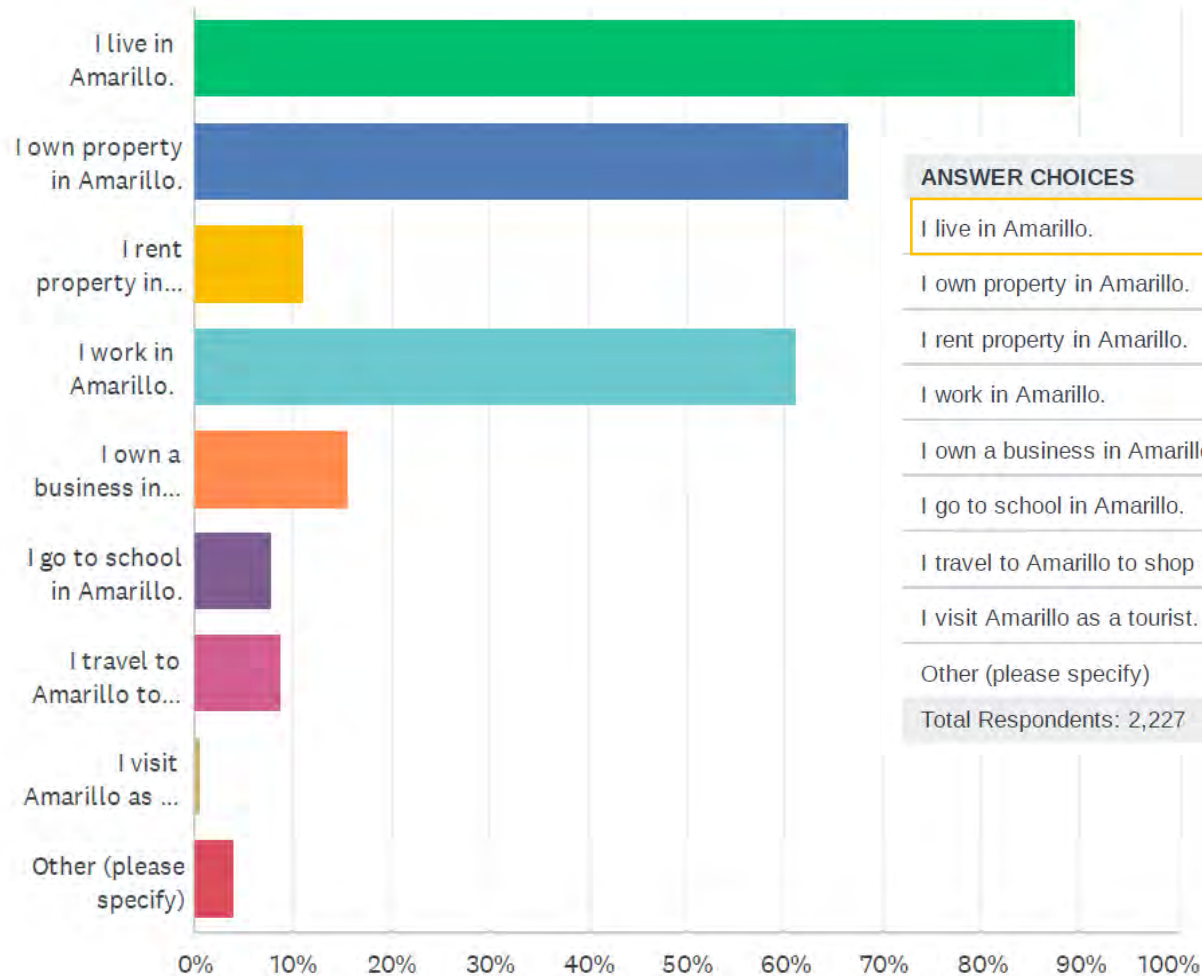
Age:



Race:



What is your relationship to Amarillo?



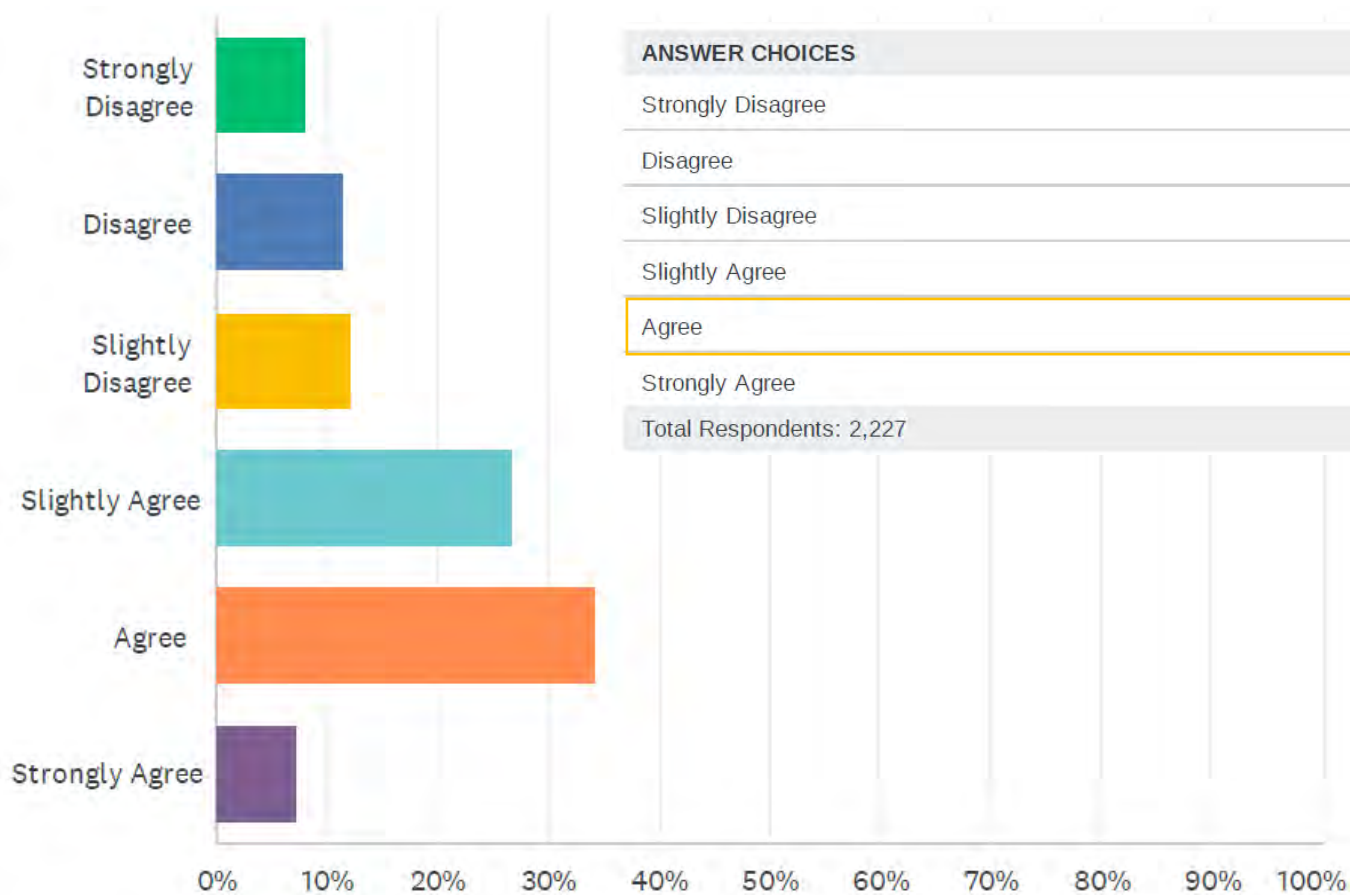
ANSWER CHOICES	RESPONSES
I live in Amarillo.	89.63% 1,996
I own property in Amarillo.	66.59% 1,483
I rent property in Amarillo.	11.14% 248
I work in Amarillo.	61.11% 1,361
I own a business in Amarillo.	15.54% 346
I go to school in Amarillo.	7.90% 176
I travel to Amarillo to shop and/or dine out.	8.76% 195
I visit Amarillo as a tourist.	0.72% 16
Other (please specify)	3.95% 88
Total Respondents: 2,227	

What is your relationship to Amarillo?

Most respondents live, own property, or work in Amarillo. Participants were asked to select all applicable relationship characteristics. Only 231 respondents do not live in the City, many of those respondents visit Amarillo as a tourist or travel to the City to shop and/or dine out.

Survey Responses

I am satisfied with how Amarillo has grown in the last 5-10 years.

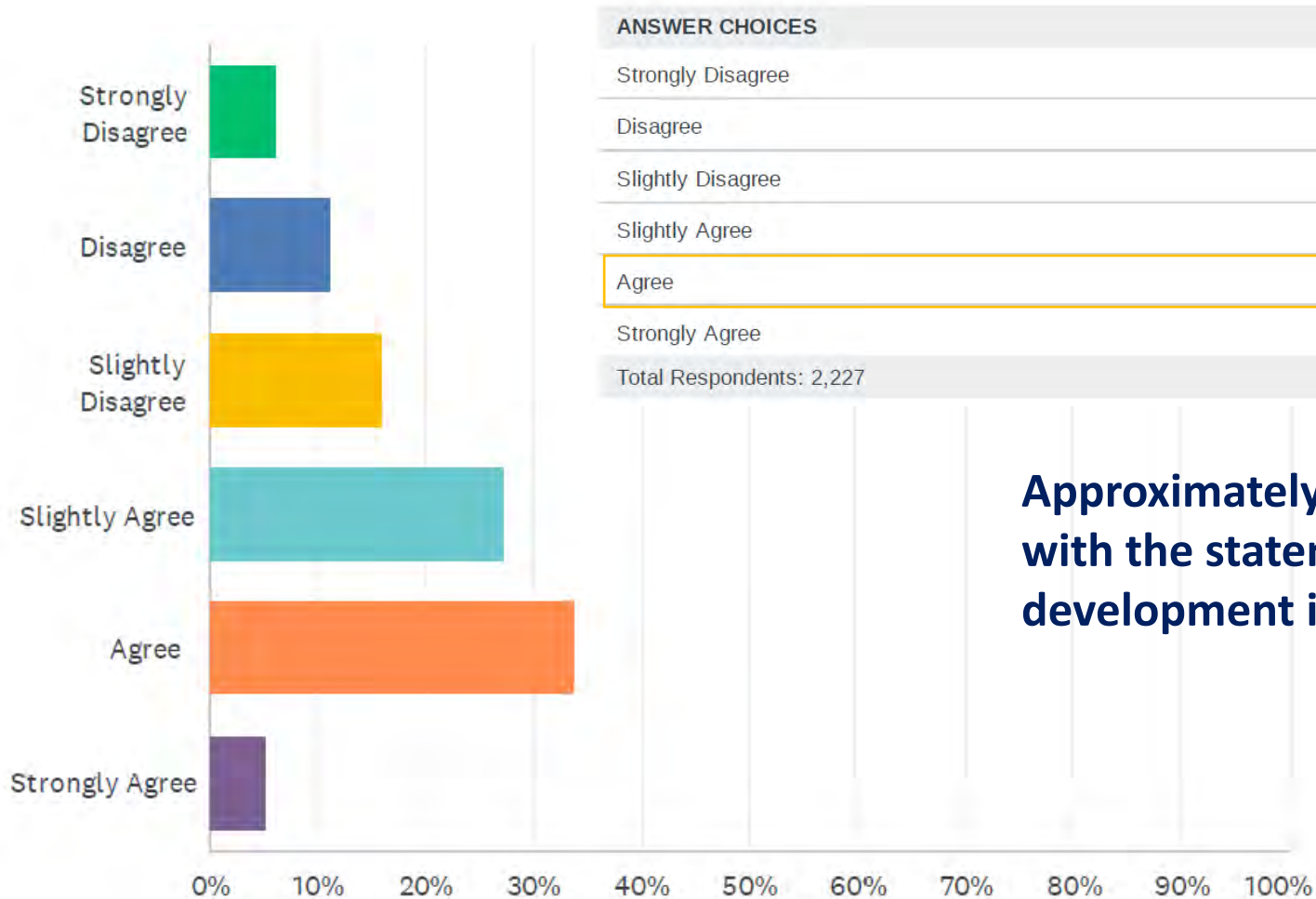


I am satisfied with how Amarillo has grown in the last 5-10 years.

Over a third of respondents (34%) agree that they are satisfied with how Amarillo has grown in the last 5-10 years and another 27% slightly agree with this statement. It is clear that the majority of participants 24 and under slightly agree with the current growth patterns and those in established neighborhoods are split between agreeing and slightly agreeing that they are satisfied with current growth (29% for each response). 35% respondents in new neighborhoods and areas of the city agree they are satisfied with the current growth of the city. Results also demonstrate that respondents tend to not agree or disagree strongly the statement about being satisfied with the growth of the city.

When reviewing the age of respondents, where each lives, and how long each has lived in the city, the responses are not drastically different when comparing the results of the overall survey response. It is notable that 40% of respondents that have lived in the city less than 1 year or between 6 – 9 years are satisfied with growth in the city. The response of those that have lived in the city for over 20 years are more aligned with the overall results (shown on the bar chart).

I am satisfied with new housing development in Amarillo in the last 5-10 years.



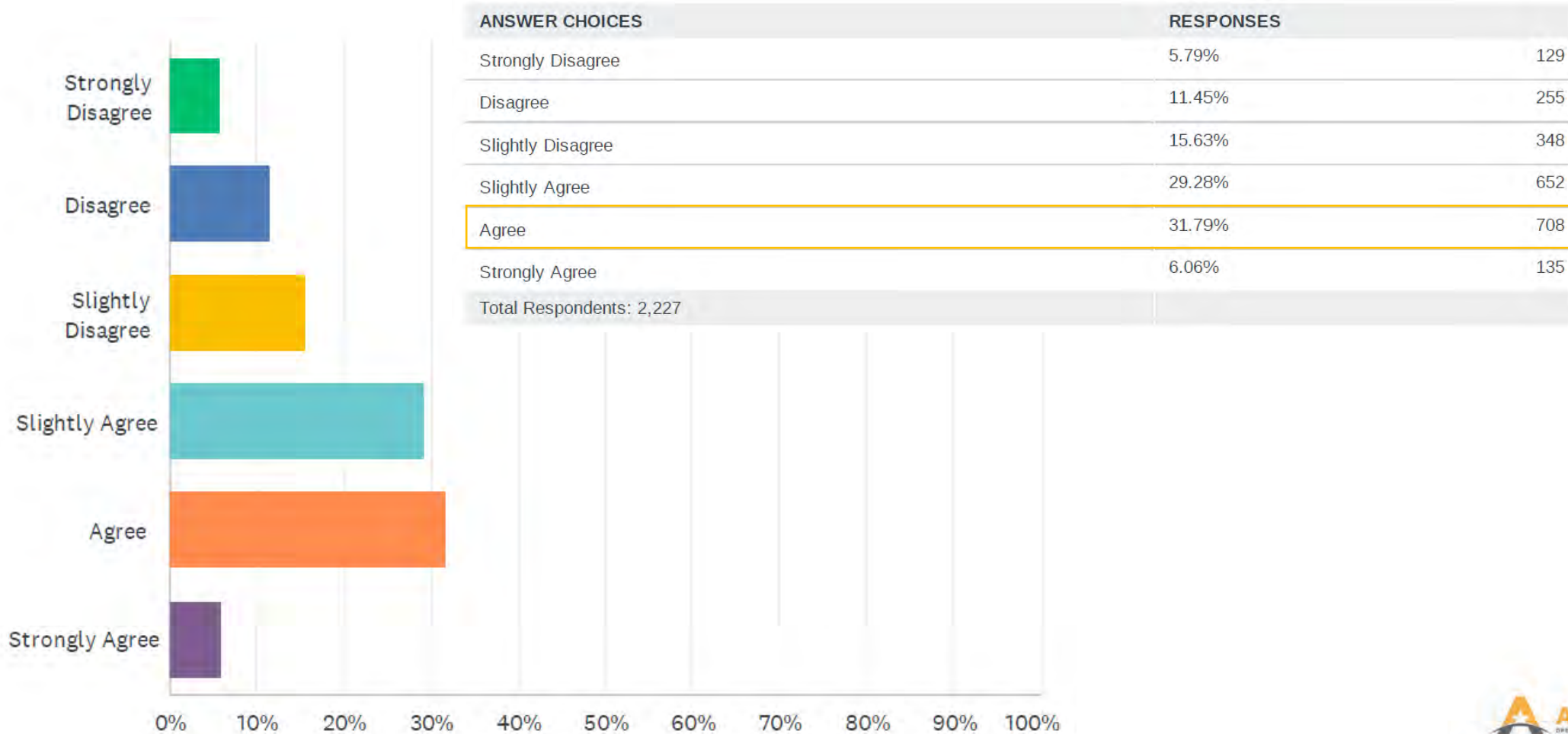
Approximately 67% of respondents agree to some degree with the statement that they are satisfied with new housing development in Amarillo in the last 5-10 years.

I am satisfied with new housing development in Amarillo in the last 5- 10 years.

Respondents generally agree with the statement that they are satisfied with new housing development in the last 5 – 10 years as they are with the general growth of the city in the last 5 – 10 years. Only approximately 600 respondents (27%) slightly disagree or disagree with this statement while over 1,300 respondents (61%) slightly agree or agree. Again, most respondents did not have strong feelings either in agreement or disagreement about the statement regarding their satisfaction.

Across most age cohorts, with the exception of those 35 – 44, the majority respondents agree the statement. These majorities range from 28% to 43%. Those under 18 and over 55 had the largest number of respondents agree with the statement regarding their satisfaction with new housing development. Additionally, those that have lived in the city less than 1 year also felt that largest response to agreeing with the statement. The amount of respondents that have lived in the city 1 – 5 years and longer than 20 years aligned in agreement with the statement aligns with the percentage of respondents that agreed in the overall response (34%).

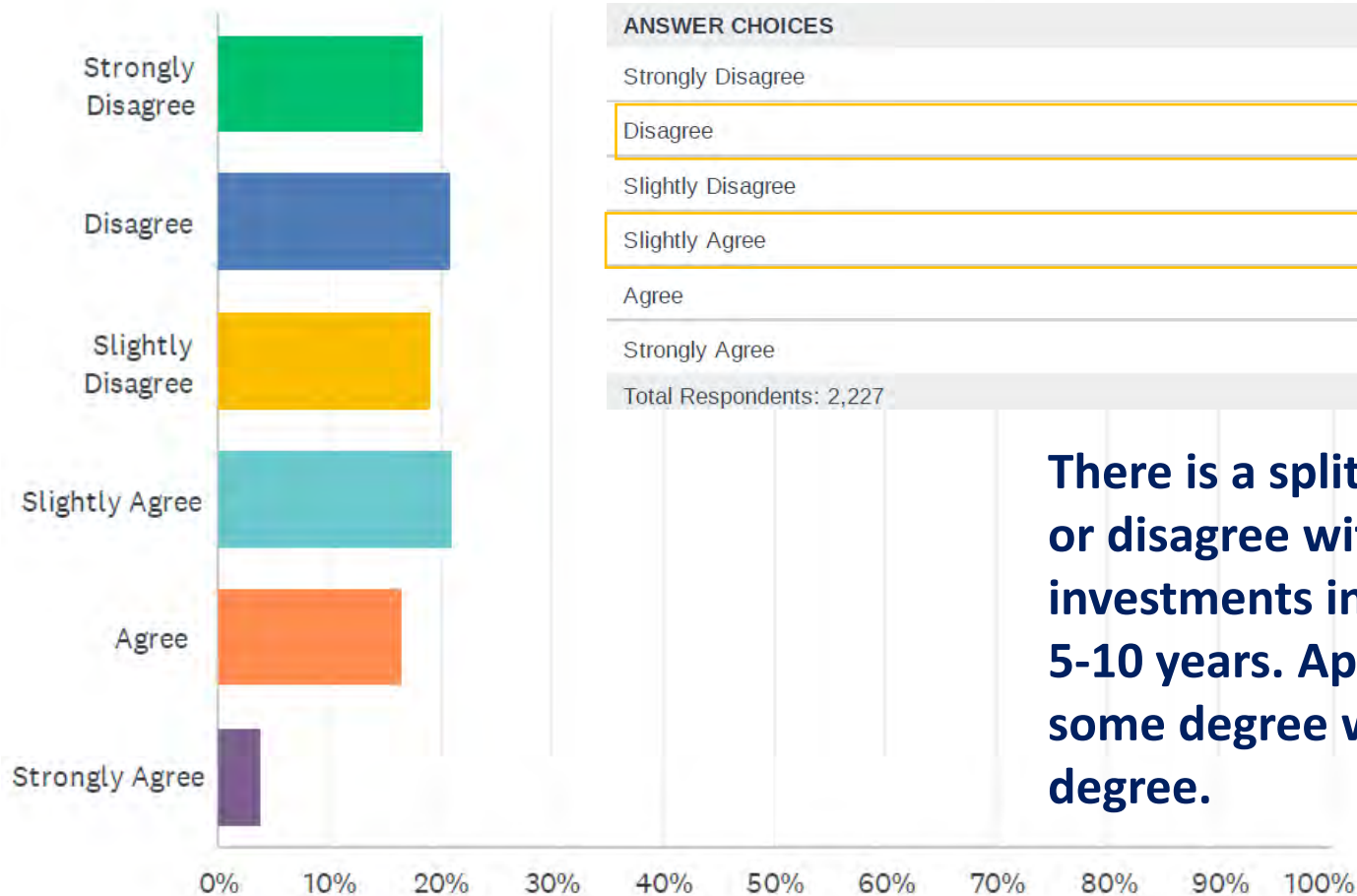
I am satisfied with new commercial development in Amarillo in the last 5- 10 years.



I am satisfied with new commercial development in Amarillo in the last 5- 10 years.

Similar to those satisfied with new housing development in the last 5 – 10 years, approximately 61% of overall respondents agree or slightly agree with the statement that they are satisfied with new commercial development in the last 5 – 10 years. That is almost evenly divided amongst 32% of respondents agreeing and 29% slightly agreeing. This division is similar amongst all age cohorts, new and established neighborhoods, and tenure of residency. The most notable items of this analysis is that between 38 – 39% of participants under 24 slightly agreed with the statement and 40% of those over 65 years old agreed.

I am satisfied with investments in older neighborhoods and districts in Amarillo in the last 5-10 years.



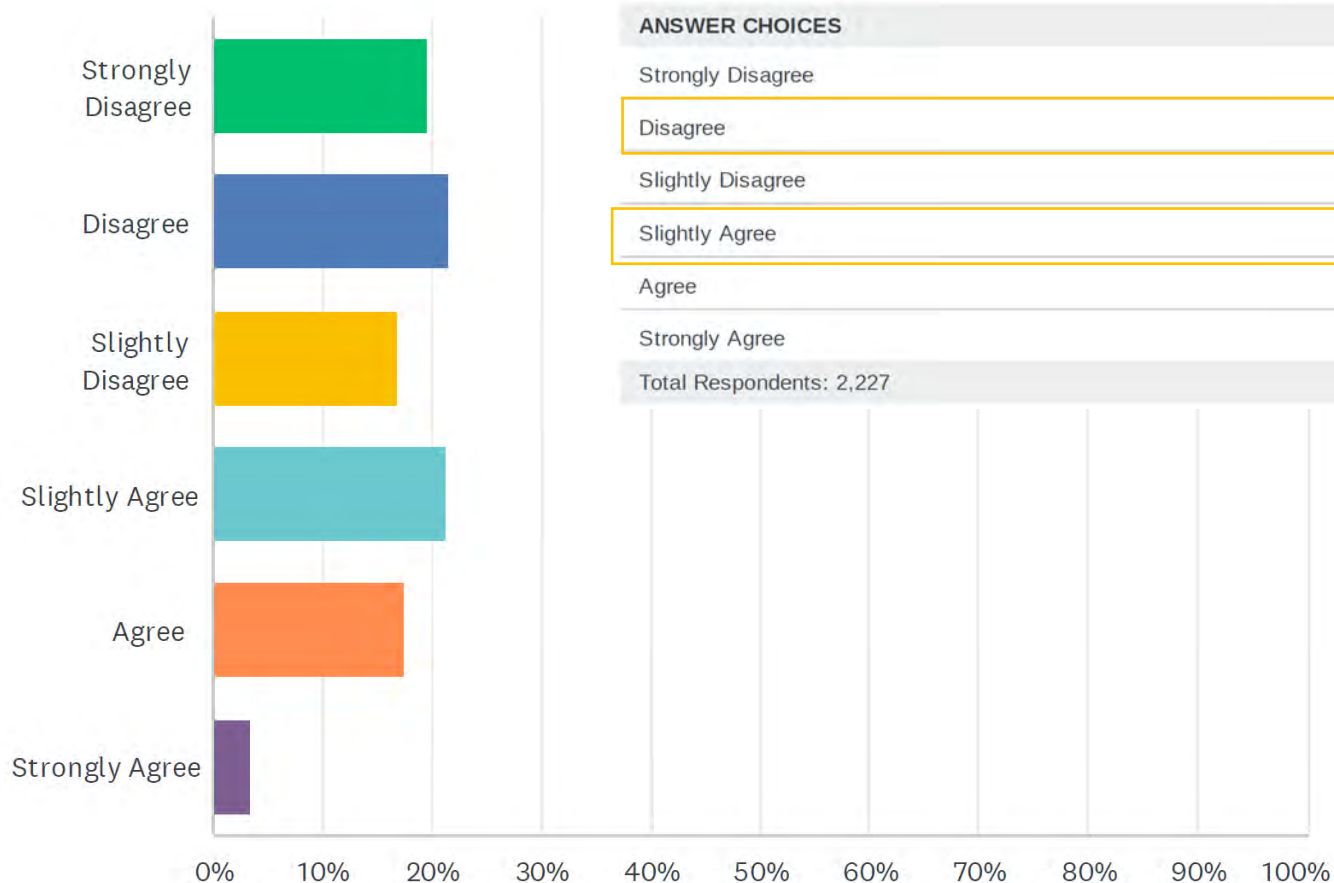
There is a split among respondents on whether they agree or disagree with the statement that they are satisfied with investments in older neighborhoods and districts in the last 5-10 years. Approximately 58% of respondents disagree to some degree with this statement and 41% agree to some degree.

I am satisfied with investments in older neighborhoods and districts in Amarillo in the last 5- 10 years.

While the participants tended to agree or slightly agree that they are satisfied with the growth, new housing development, and new commercial development, the majority of respondents (59%) either slightly disagree, disagree, or strongly disagree with the investment in older neighborhoods and districts in Amarillo in the last 5 – 10 years. The responses for strongly disagree, disagree, slightly disagree, and slightly agree each received between 19% - 21% support from respondents.

Additionally, 68% of respondents in established neighborhood slightly disagree (18%), disagree (25%), or strongly disagree (25%) with being satisfied in investments in their neighborhoods and districts. In comparison the majority of respondents in new neighborhoods (58%) also lean toward disagreement on the spectrum. The only outlier in these results were the responses from those in the community that have lived in the city for less than 1 year. 44% of respondents that have lived in Amarillo for less than 1 year slightly agree with being satisfied in the investments in older neighborhoods and districts.

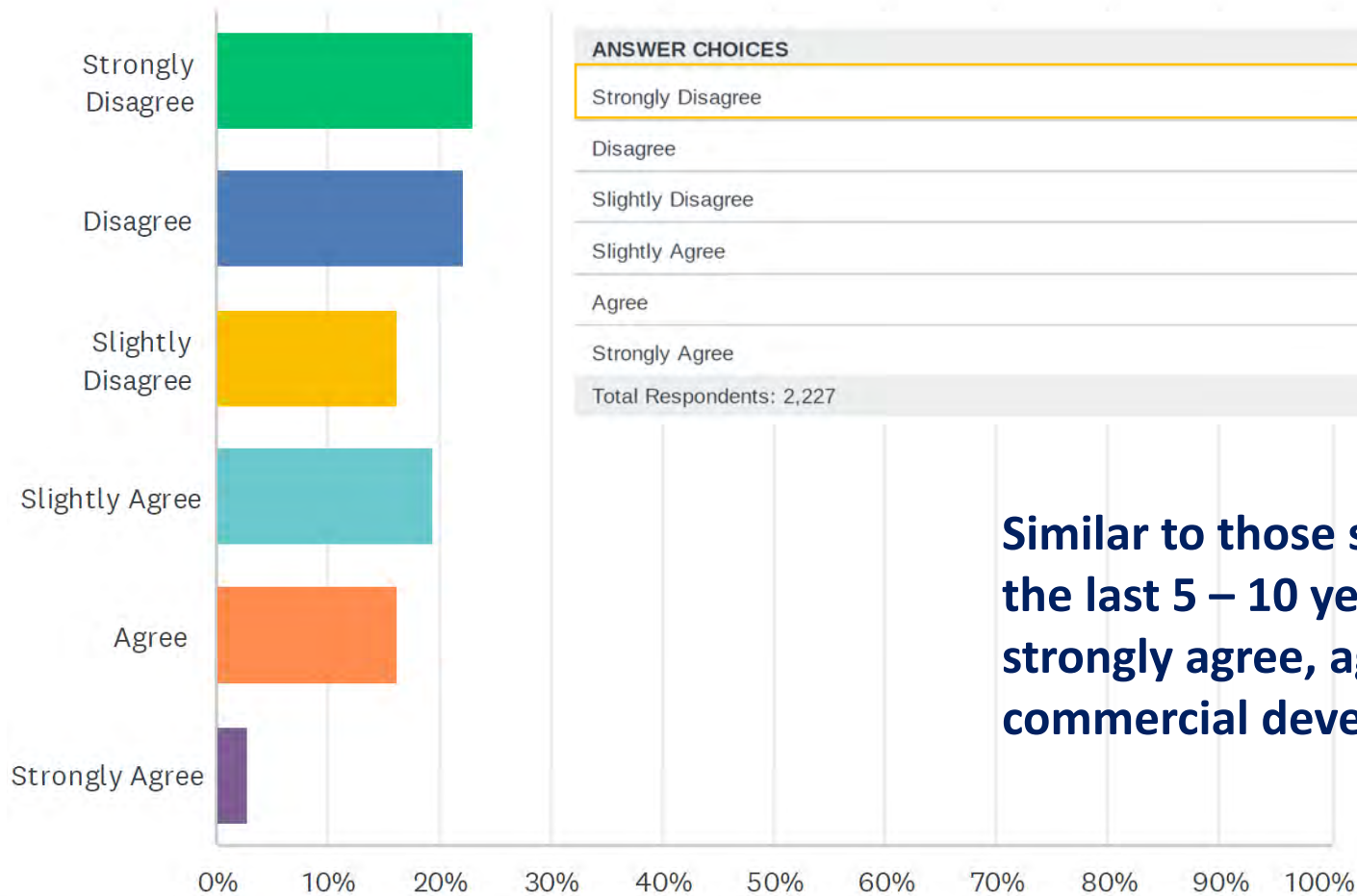
I am satisfied with parks and recreation investments in Amarillo in the last 5- 10 years.



I am satisfied with parks and recreation investments in Amarillo in the last 5- 10 years.

The majority of respondents (58%) slightly disagree, disagree, or strongly disagree that they are satisfied with parks and recreation investments. However, approximately 21% of respondents slightly agree with being satisfied in investment. The respondents that slightly agreed that they are satisfied tend to be between the ages of 18 – 34 or over 65 years old. Between 46 – 52% of the respondents between the ages of 35 – 64 lean heavily toward strongly disagree and disagree with being satisfied with parks and recreation investments. There is also a variation of disagreement and agreement amongst various spectrums of residential tenure: the majority of residents of longer than 20 years and of 1 – 9 years aren't satisfied (slightly disagree, disagree, and strongly disagree), which is a total of 1,052 respondents. Additionally, between 58 – 60% of respondents in established neighborhoods and new neighborhoods also strongly disagree or disagree with investment patterns over the last 5 – 10 years.

I am satisfied with investments in street infrastructure in Amarillo in the last 5- 10 years.

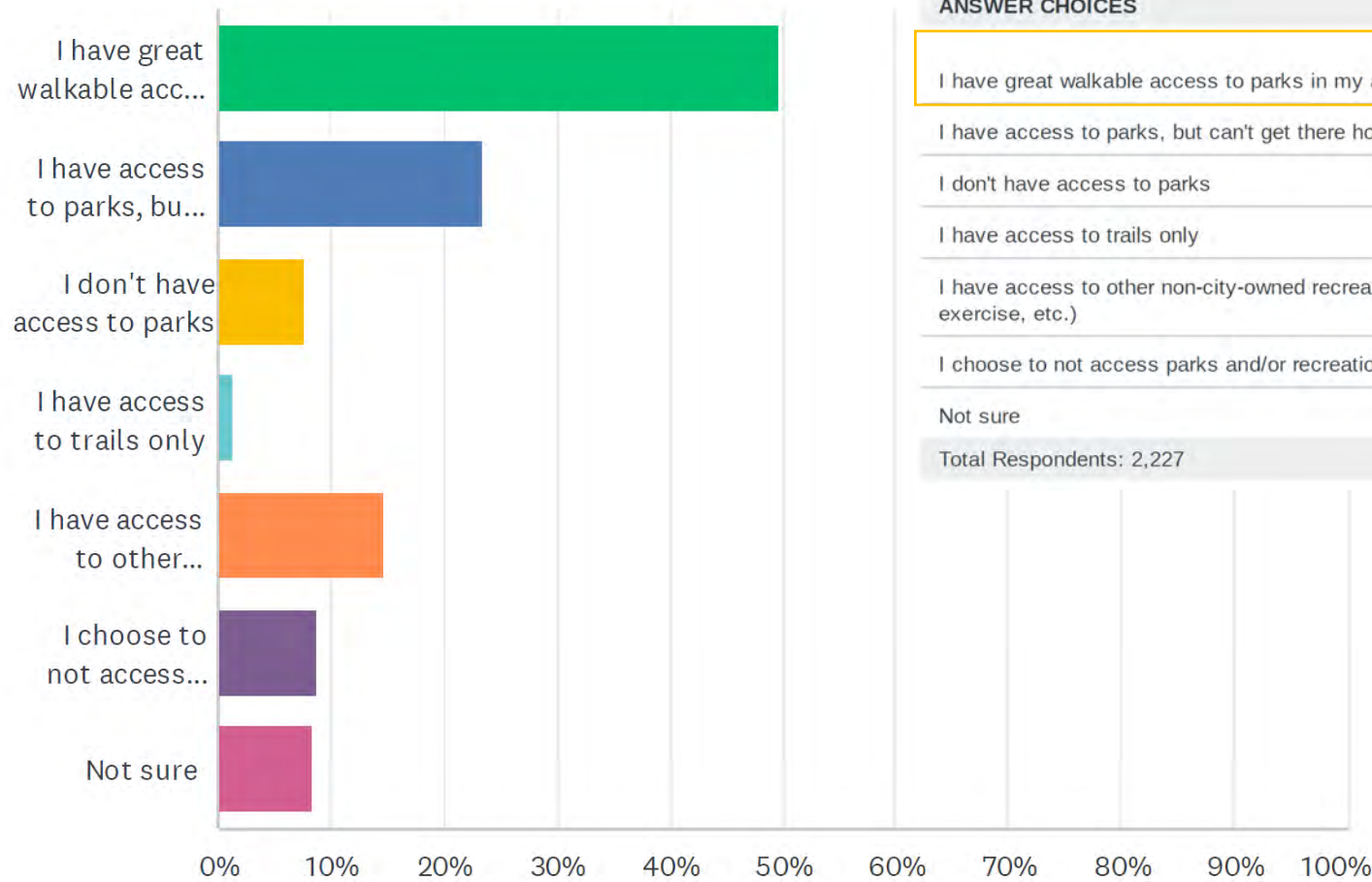


Similar to those satisfied with new housing development in the last 5 – 10 years, approximately 67% of respondents strongly agree, agree, or slightly agree with new commercial development in the last 5 – 10 years.

I am satisfied with investments in street infrastructure in Amarillo in the last 5- 10 years.

The majority of respondents (approximately 62%) are not satisfied with the investments in street infrastructure in the city in the last 5 – 10 years. This majority is across the board among overall respondents, all age cohorts, established neighborhoods, new neighborhoods, and most residency tenures. The one exception is among respondents that have lived in the city less than 1 years.

How do you feel about your current access to parks and recreation in Amarillo?

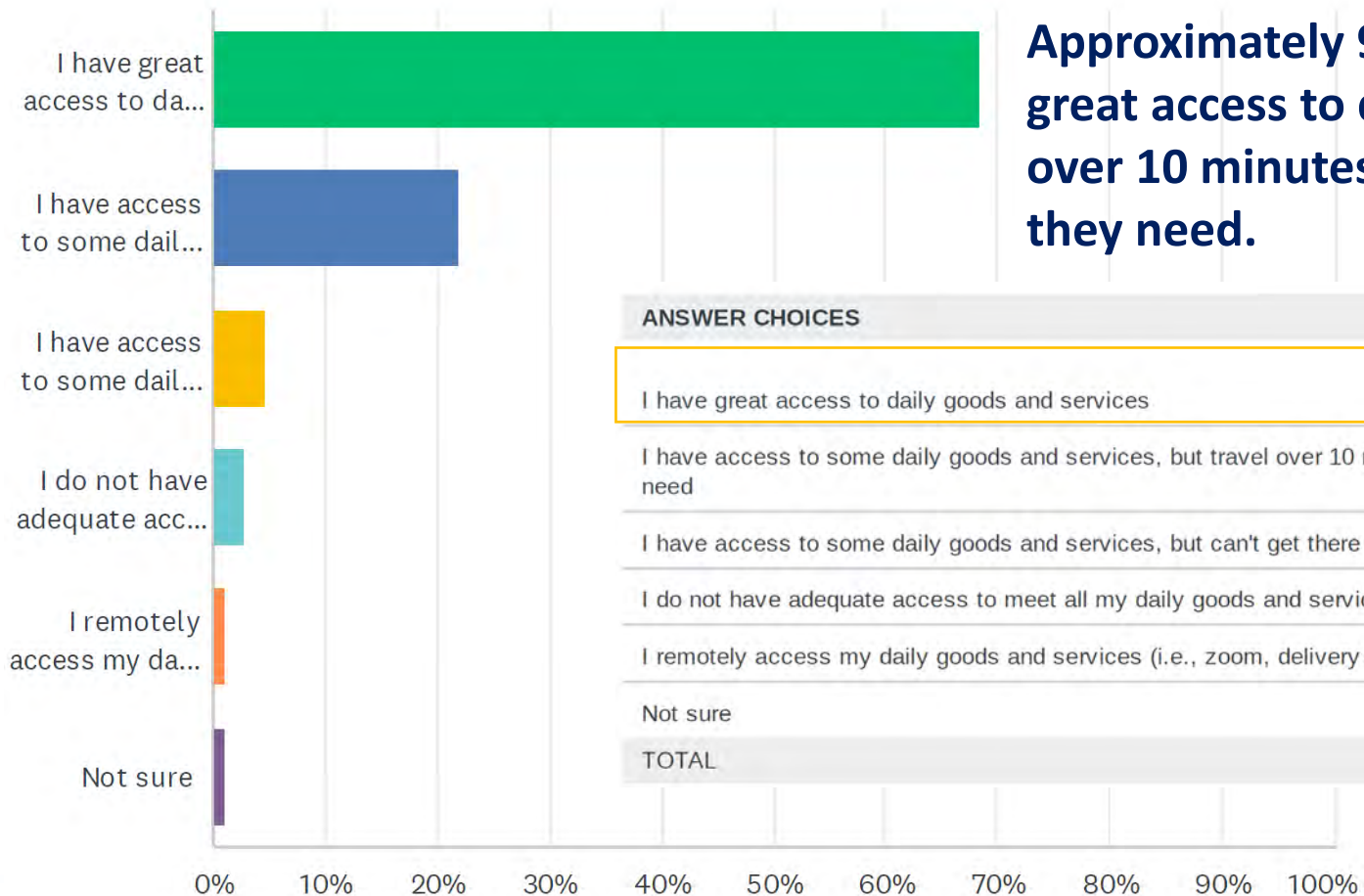


ANSWER CHOICES	RESPONSES
I have great walkable access to parks in my area	49.62% 1,105
I have access to parks, but can't get there how I'd like to	23.53% 524
I don't have access to parks	7.68% 171
I have access to trails only	1.26% 28
I have access to other non-city-owned recreational amenities (walking, hiking, biking, playing, relaxing, swimming, exercise, etc.)	14.77% 329
I choose to not access parks and/or recreation amenities or services	8.76% 195
Not sure	8.31% 185
Total Respondents: 2,227	

How do you feel about your current access to parks and recreation in Amarillo?

Approximately 50% of overall respondents believe they have great walkable access to parks in the area they live in. Almost a quarter of respondents have access to parks but cannot get there how they would like to. This trend is across the board amongst all age cohorts, established neighborhoods, new neighborhoods, and residential tenure. In general, parks in Amarillo are well distributed but accessing them can be challenging in certain areas.

How do you feel about your current access to daily goods and services (grocery stores, banks, pharmacy, etc.) in Amarillo?

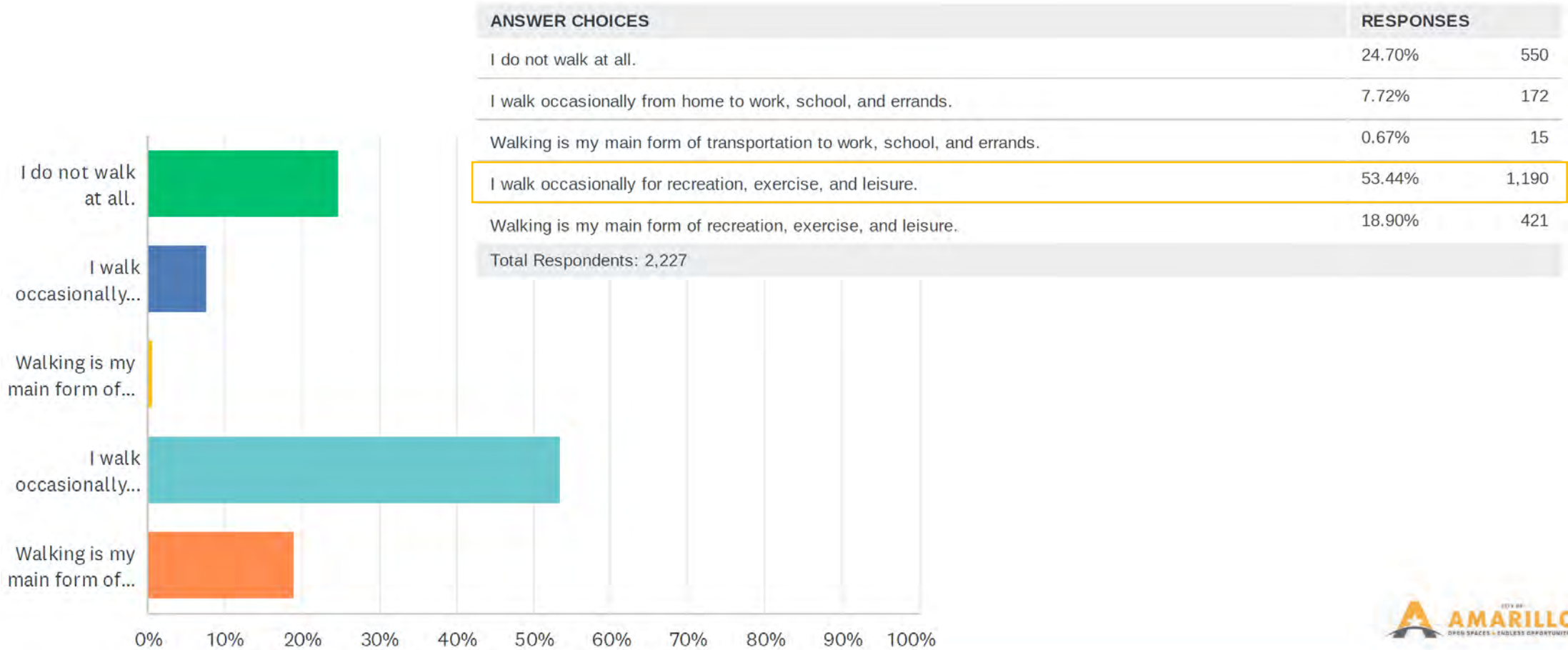


Approximately 90% of respondents feel that they have great access to daily goods and services or have to travel over 10 minutes to reach the daily goods and services that they need.

How do you feel about your current access to daily goods and services (grocery stores, banks, pharmacy, etc.) in Amarillo?

Over 68% of respondents agree they have great access to daily goods and services and approximately 22% have access to some daily goods and services but travel over 10 minutes to reach the daily goods and services they need. This sentiment is true across all age cohorts, established neighborhoods, new neighborhoods, and residential tenure.

In a typical week, how often do you walk in Amarillo?

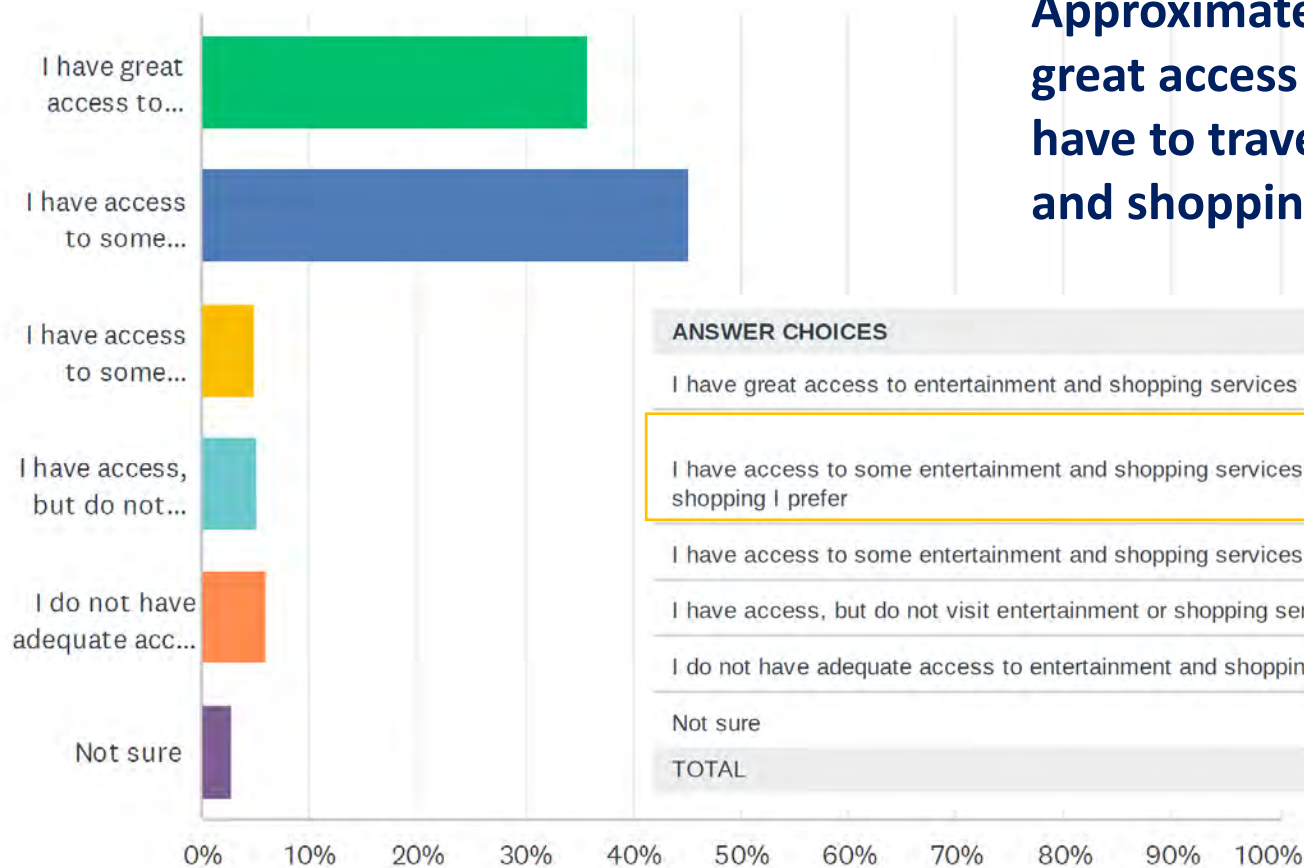


In a typical week, how often do you walk in Amarillo?

The majority of respondents regardless of age or residential tenure walk in the city only occasionally for recreation, exercise, and leisure. In general, most Amarillo residents drive as their main mode of transportation. A low percentage of residents walk as part of their daily errands.

How do you feel about your current access to entertainment and shopping in Amarillo?

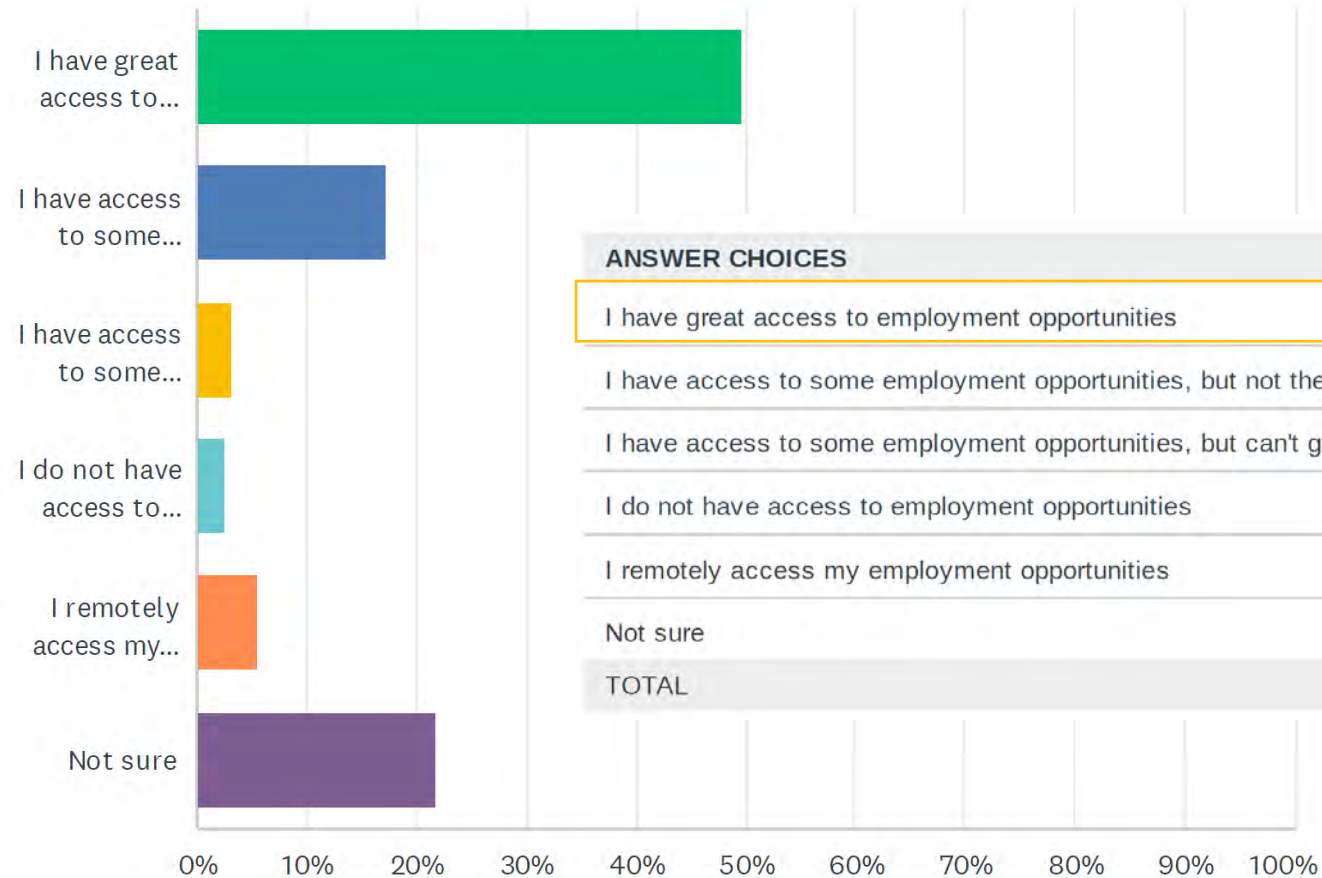
Approximately 81% of respondents feel that they have great access to entertainment and shopping services or have to travel over 10 minutes to reach the entertainment and shopping services that they prefer.



How do you feel about your current access to entertainment and shopping in Amarillo?

Although 45%, over 1,000 respondents, have access to some entertainment and shopping services, they have to travel over 10 minutes to reach the entertainment and shopping they prefer to access. This sentiment is shared amongst all established neighborhoods, new neighborhoods, residential tenure, and all age cohorts with the exception of respondents over 65 years old. 43% of respondents (173 respondents) over 65 years old agree that they have great access to entertainment and shopping services.

How do you feel about your current access to employment in Amarillo?

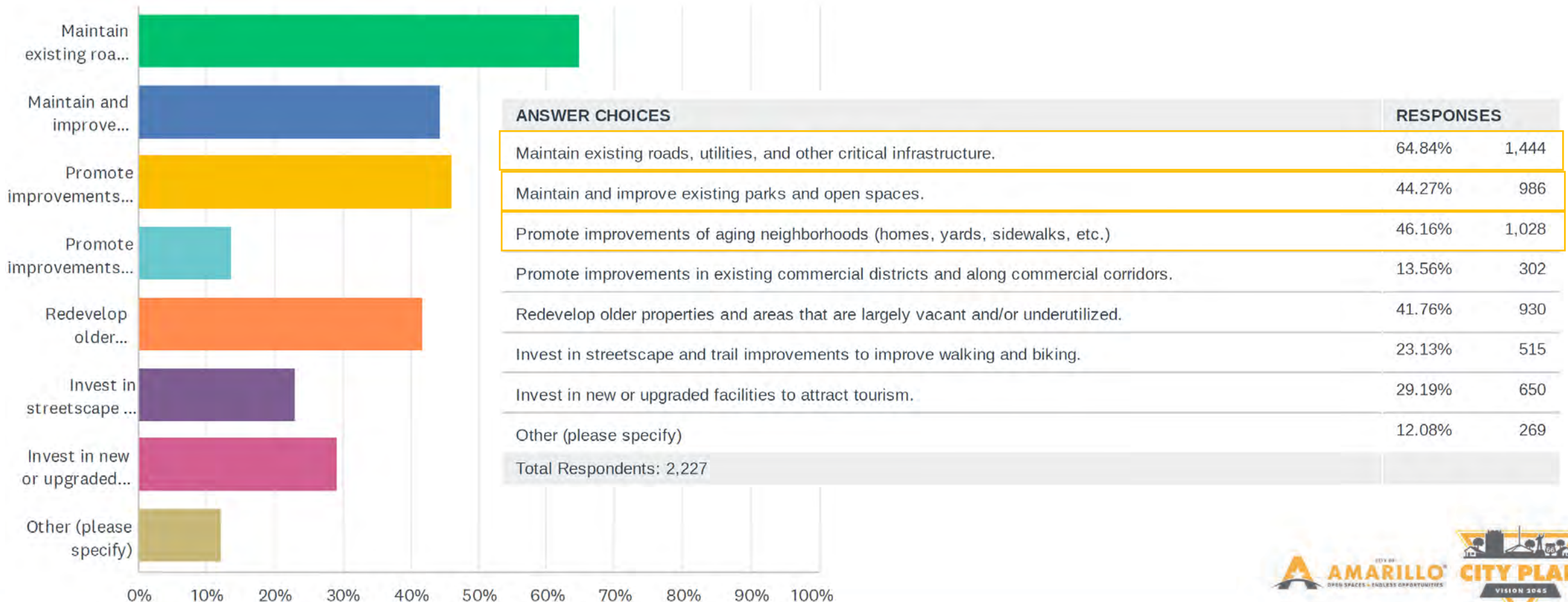


ANSWER CHOICES	RESPONSES
I have great access to employment opportunities	49.71% 1,107
I have access to some employment opportunities, but not the employment I'm interested in	17.29% 385
I have access to some employment opportunities, but can't get there how I'd like to	3.14% 70
I do not have access to employment opportunities	2.60% 58
I remotely access my employment opportunities	5.52% 123
Not sure	21.73% 484
TOTAL	2,227

How do you feel about your current access to employment in Amarillo?

Amongst respondents overall, 49% or over 1,100 respondents have great access to employment opportunities. This sentiment was expressed by the majority of respondents across residents of established neighborhoods, new neighborhoods, all residential tenure, and most age cohorts. The exceptions are those respondents ages 65 and older and 18 and under. 51% of respondents over 65 years or older and 40% of respondents 18 and under are not sure about their current access to employment in the city. This shift in knowledge of access to employment may be dependent on the limited number of respondents under 18 or over 65 that are currently in the work force or eligible to be in the work force. Over 50% of respondents don't have access to employment opportunities, don't have access to employment that that they're interested in, remotely access their employment opportunities, or are not sure.

How do you want to see Amarillo invest in existing parts of the community over the next 20 years?



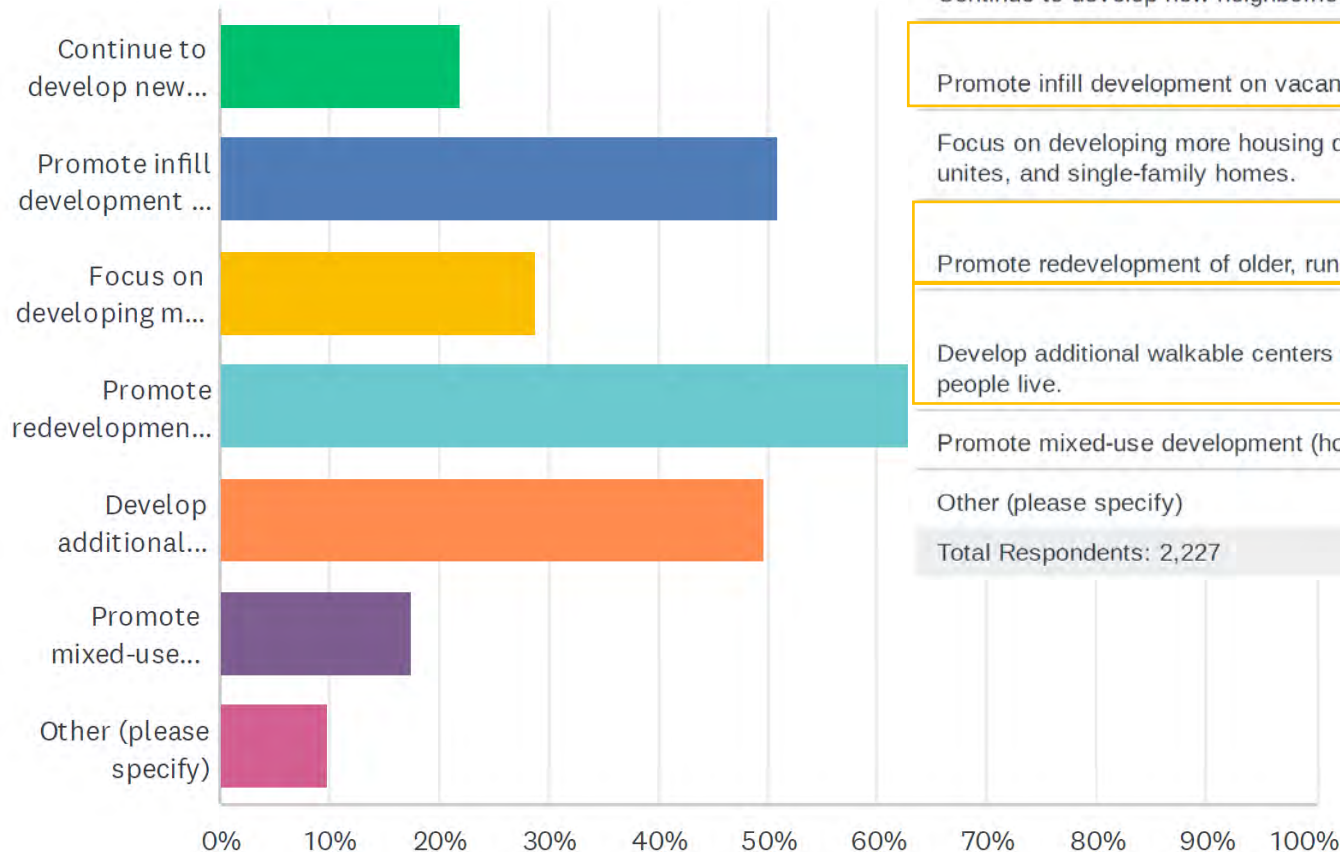
How do you want to see Amarillo invest in existing parts of the community over the next 20 years?

The top 3 leading investments respondents want in existing parts of the city over the next 20 years are the following (listed in order preference):

1. Maintain existing roads, utilities, and other critical infrastructure.
2. Promote improvements of aging neighborhoods (homes, yards, sidewalks, etc.)
3. Maintain and improve existing parks and open space.

This ranking is consistent amongst respondents in new neighborhoods, but the third priority for existing neighborhoods on the other hand is to redevelop older properties and areas that are largely vacant and/or underutilized. This ranking shift expressed by respondent in established neighborhoods was also shared by respondents 18 – 24 and 35 – 54 years old and residents that have lived in the city for 1 -5 years and 10 – 20 years. Overall, there is broad support from all respondents to invest in existing aspects of the city such as infrastructure, parks and open space, and preserving aging neighborhoods.

How do you want to see Amarillo grow in the next 20 years?



ANSWER CHOICES

RESPONSES

Continue to develop new neighborhoods on the edges of the community.

21.87% 487

Promote infill development on vacant sites with new housing and commercial uses as appropriate.

50.92%
1,134

Focus on developing more housing diversity, including townhomes, condominiums, apartments, accessory dwelling units, and single-family homes.

28.87% 643

Promote redevelopment of older, rundown areas to develop mixed-income neighborhoods close to existing amenities.

63.04%
1,404

Develop additional walkable centers and other places that provide shopping, dining, and employment close to where people live.

49.62%
1,105

Promote mixed-use development (housing and/or office above retail) along major corridors.

17.56% 391

Other (please specify)

9.88% 220

Total Respondents: 2,227

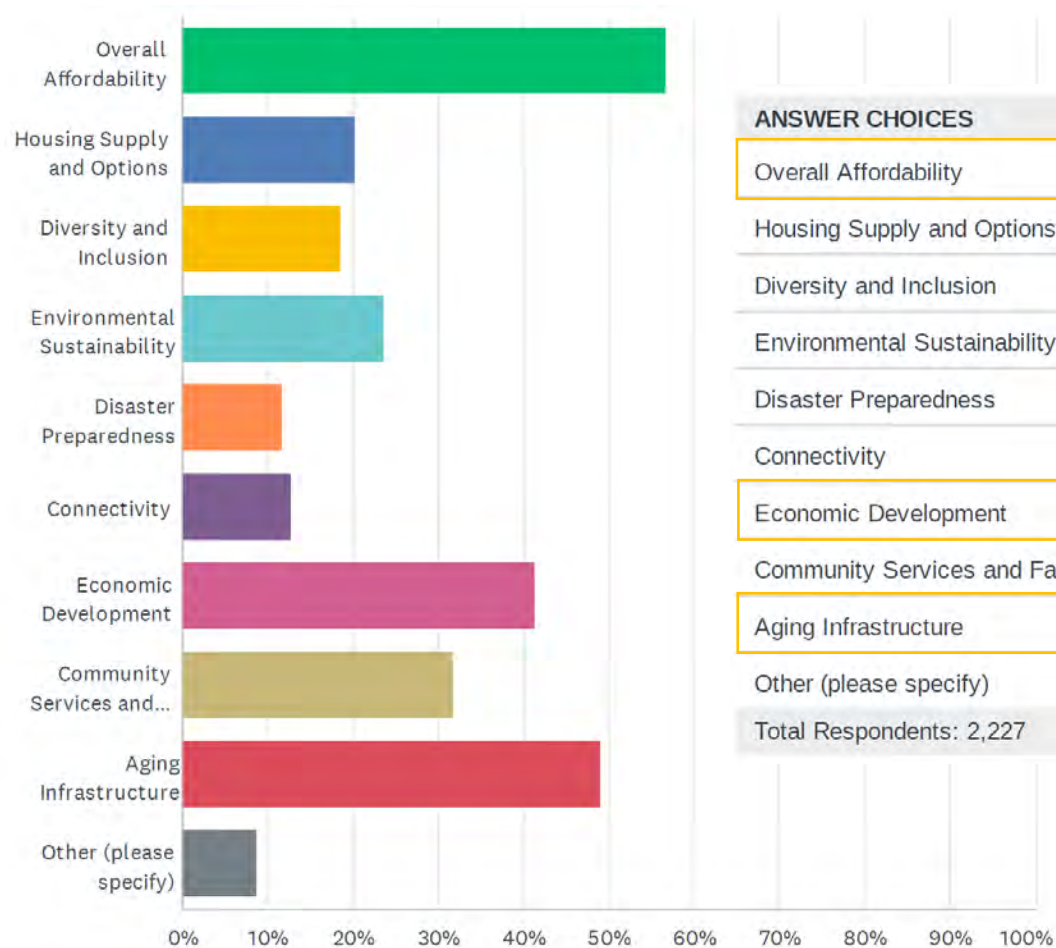
How do you want to see Amarillo grow in the next 20 years?

The top 3 leading ways respondents want to see Amarillo grow in the next 20 years are listed in order preference below:

1. Promote redevelopment of older, rundown areas to develop mixed-income neighborhoods close to existing amenities.
2. Promote infill development on vacant sites with new housing and commercial uses as appropriate.
3. Develop additional walkable center and other places that provide shopping, dining, and employment close to where people live.

These 3 items are priorities for respondents throughout the city, regardless if they live in established or new neighborhoods, of their residential tenure, and of their age cohort. The only exception is that respondents under 18 instead ranked focusing on developing more housing diversity, including townhomes, condominiums, apartments, accessory dwelling units, and single-family homes.

What are your top priorities for the community that must be addressed to ensure the next 20 years are successful for Amarillo?



ANSWER CHOICES	RESPONSES	
Overall Affordability	56.67%	1,262
Housing Supply and Options	20.21%	450
Diversity and Inclusion	18.59%	414
Environmental Sustainability	23.75%	529
Disaster Preparedness	11.67%	260
Connectivity	12.89%	287
Economic Development	41.27%	919
Community Services and Facilities	31.79%	708
Aging Infrastructure	48.99%	1,091
Other (please specify)	8.85%	197
Total Respondents: 2,227		

What are your top priorities for the community that must be addressed to ensure the next 20 years are successful for Amarillo?

The top 3 priorities that must be addressed to ensure the next 20 years are successful for the city are listed in order of preference:

1. Overall Affordability
2. Aging Infrastructure
3. Economic Development

These priorities are shared amongst respondents throughout the city, regardless if they live in established or new neighborhoods, of their residential tenure, and of their age cohort. The only exception is that respondents 24 years old and under. These respondents ranked Environmental Sustainability as their third priority. Environmental Sustainability often ranked fourth or fifth for all other age cohorts.

Your Vision for Amarillo in 2045

In the survey, over 1,100 respondents expressed their vision of how they want to see the future of Amarillo in 2045. The predominantly themes and feedback received are shown in the word cloud below.



Your Vision for Amarillo in 2045

These key vision themes we heard shaped the following draft Community Vision and Guiding Principles:

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.

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.

City Plan – Vision 2045

Survey Analysis

June 1, 2023



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