

COMMUNITY CONNECTORS

In pursuit of a more inclusive engagement strategy, city staff introduced the Community Connectors plan to foster participatory problem-solving. Amarillo's vast and diverse landscape was segmented into 67 areas, reflecting the city's dynamic character spread across 90-plus square miles. Noting eight of those areas included are undeveloped/underdeveloped, but were included due to the completion of development plans in upcoming years. The aim was to establish a Community Connector(s) in each area, serving as a vital link between residents and the city. Through this smaller, actively engaged group, the initiative gained influential and powerful advocates, effectively amplifying the impact of community-driven dialogue. Through community events and four engaging Lunch and Learn sessions, staff recruited enthusiastic individuals to act as Community Connectors. Their role was pivotal in disseminating information about City Plan within their areas and collecting valuable feedback.

This initiative not only achieved our goal of reaching all corners of Amarillo, but also ensured that the City Plan reflects the diverse voices and perspectives embedded in our community. The Community Connector plan will continue to have a positive impact on community engagement even past the City Plan process.

The city received feedback from 54 out of the 67 neighborhood areas in Amarillo identified.



Community Connector Meetings — August