

City Plan

Engagement Summary



CITY OF
AMARILLO[®]
OPEN SPACES • ENDLESS OPPORTUNITIES



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ABOUT CITY PLAN

City Plan — Vision 2045 (Comprehensive Plan) is a groundbreaking, community-driven initiative, a long-term strategic framework sculpted to foster equitable growth, elevate the quality of life, and guide investments in Amarillo over the next two decades. It comprehensively addresses key facets of city life — businesses, homes, sidewalks, and parks — aligning closely with community values spanning quality of life, economic development, housing, neighborhoods, transportation, health and safety, and growth management.

The engagement process was a multifaceted process, delving into complex questions about development patterns, identifying incompatible uses, and cultivating community-driven goals.

The previous Amarillo Comprehensive Plan, adopted over 13 years ago, lacked a robust community engagement component. This resulted in a limited understanding and support from the community, and its implementation was not widespread across city departments.

Updating the plan became crucial to mirror the recent growth and development in Amarillo, ensuring ongoing relevance and adaptability to future unknowns. This comprehensive approach to engagement, signifies a purposeful shift toward a more community-centric process.



The engagement project team, a collaboration between city staff, MIG, Inc., EPS, Walter P Moore, and Clarion Associates, demonstrates a commitment to inclusive planning. The transparent and open process provided numerous opportunities for community members, even from traditionally underrepresented groups, to contribute, interact, and engage, ensuring inclusivity and comprehensiveness.

Community involvement was integral in shaping the plan — from vision to growth scenarios, policies, and strategies. This approach not only ensured acceptance but also created advocates for the plan. The report emphasizes the community-driven nature of the plan, resonating with the diverse perspectives and priorities of Amarillo's residents.

Led by city staff and the MIG Team, the design and development of engagement activities, events, and media represent a thoughtful and creative endeavor. This report provides a summary of the approach, activities, key findings, and results, encapsulating the essence of a truly community-driven City Plan.



Planning Area

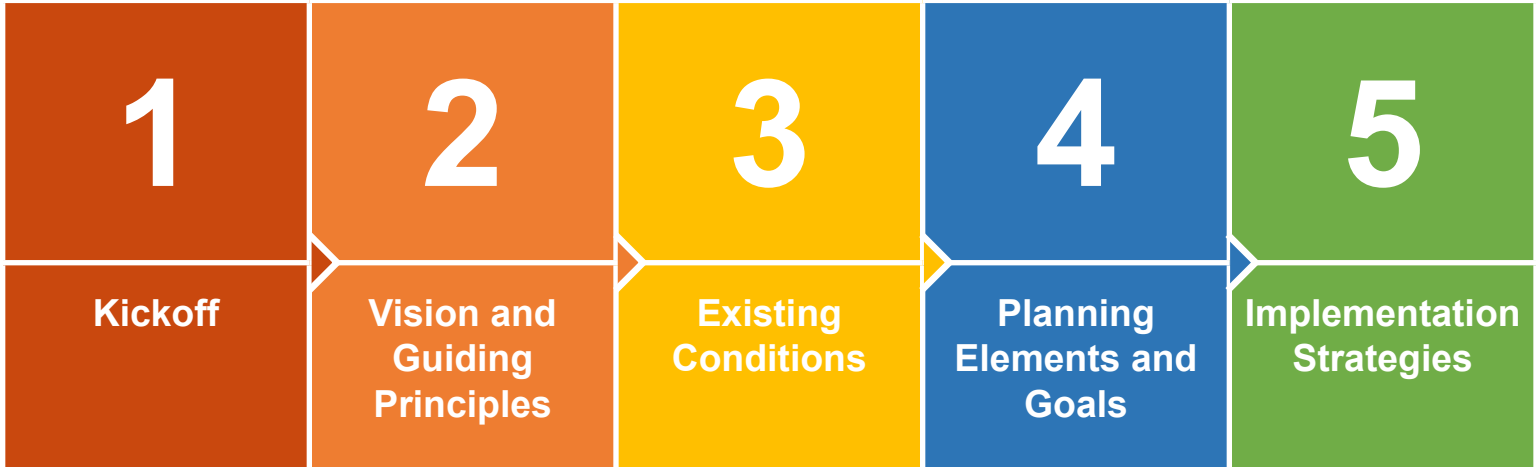


The Plan plays a pivotal role in shaping Amarillo's future by preserving community values and guiding strategic investments, fostering the city's vibrancy and enhancing its overall attractiveness.

ENGAGEMENT APPROACH

The engagement strategy for City Plan entailed crafting a strategic communications plan to foster engagement, facilitate tangible interaction to gather specific ideas and priorities, and ultimately secure advocacy from the community for the approval and implementation of the plan.

CITY PLAN PHASES



ENGAGEMENT OBJECTIVES

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. This plan highlights specific outreach activities designed to seek various viewpoints from the community, with a focus on providing as many opportunities as possible for different demographics to participate and have a voice in the City Plan process.

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
- Gain participation
- Listen
- Garner feedback
- Create advocates

COMMUNICATIONS & ENGAGEMENT



OVER 4,000

ACTIVE COMMUNITY PARTICIPANTS
OVER 31,000 ENGAGEMENTS

DEVELOPERS

STUDENTS

COMMUNITY
CONNECTORS

REALTORS

NEIGHBORHOOD
ASSOCIATIONS

FAMILIES

TEENS

STAKEHOLDERS

COMMUNITY
ORGANIZATIONS

WORKFORCE

LANDOWNERS

SENIORS

HISTORIC
NEIGHBORHOODS

SCHOOL
ADMINISTRATORS

BUSINESS LEADERS



CITY PLAN: VISION 2045

YOUR CITY. OUR FUTURE.

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.



Spanish version of postcard

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
- Email us at cityplanning@amarillo.gov

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



CITY PLAN: VISION 2045

TÚ CIUDAD. NUESTRO FUTURO.

A medida que Amarillo continúa cambiando y creciendo, la ciudad está buscando que **TU** te asocias con nosotros mientras preparamos un nuevo plan. El Plan de la Ciudad es un documento requerido que guía la toma de decisiones futuras para el uso de la tierra, el desarrollo económico, la infraestructura, la vivienda, los servicios de calidad de vida y más.



Todos en la comunidad están invitados a compartir ideas sobre cómo hacer de Amarillo una ciudad de oportunidades para todos. Ayúdanos a abordar estos desafíos y a crear una nueva y emocionante visión para Amarillo, de la cual todos podemos estar orgullosos. Hay muchas formas de participar en el proceso.



- Completa una breve encuesta en línea y comparte tus ideas.
- Únete a nosotros en las reuniones comunitarias en persona o virtualmente.
- Sigue el proceso en amarillo.gov/cityplan
- Envía un correo electrónico a cityplanning@amarillo.gov

¡No te pierdas la oportunidad de ser parte del futuro de Amarillo!

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

POSTNET
E-CRWS
U.S. POSTAGE
E00M

FEB	MAY	SEPT	NOV
Set Goals	Plan	Strategize	Adopt
Join Us March 7 Vision, Values, & Goals Community Workshop 11:30am - 1:30pm Downtown Library or 6:00 - 8:00pm Northwest Library	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	Final Review 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			

City-Wide Mailer

To introduce City Plan to the community, a bright gold, two-sided postcard was mailed out to every residential address in Amarillo. The card included an overview, timeline, website link, and a call to action on the ways to participate in the City Plan process.

103,380 POSTCARDS MAILED

CITY PLAN WEBPAGE

The City Plan webpage, designed to be an informative and engaging platform, played a crucial role in connecting with the community, offering key details about surveys, meetings, and activities. Serving as a dynamic hub for collaboration, it evolved over the process to accommodate changing needs and to ensure residents remained connected and informed. As the community actively participated in shaping Amarillo's future, the webpage became a vital resource, accumulating thousands of page views, reflecting the community's keen interest in the city's development.

6,841 UNIQUE PAGE VIEWS



amarillo.gov homepage ad linking to City Plan page



amarillo.gov/cityplan (page updated over time)



Help Shape Amarillo's Future

Participate in the City Plan - Vision 2045 process



City Plan: Review Strategies & Priorities Community Workshop

SEPT 19 **11:30-1:30 AM-PM** • **Downtown Library**
413 SE 4th Ave

SEPT 19 **6-8 PM** • **Northwest Library**
6100 SW 9th Ave

City Plan: Growth Scenarios & Plan Elements Community Workshop?

[Click to watch the May 2nd meeting.](#)



[Check out the City Plan Virtual Open House launched March 2023.](#)

More About City Plan - Vision 2045

What is a City Plan?

City Plan - Vision 2045 is an update to Amarillo's comprehensive plan. A comprehensive plan is a long-range plan for a city, which captures the vision of where the community wants to be at some point in the future. The term comprehensive suggests it is an all-inclusive approach to analyzing and evaluating the future growth of a community. At minimum, most comprehensive plans provide guidance for the physical development of a community, with an emphasis on future land use. They also typically include guidance on elements such as roads and transportation, public facilities, parks, housing and community character.

The plan document typically addresses four topics:

1. Existing conditions
2. Community vision, goals and objectives
3. Preferred growth scenario and future land-use map
4. Implementation strategies

The last comprehensive plan for the City of Amarillo was released in 2010. [Click here to view.](#)

Why create a new plan?

The City's current long-range plan, the Amarillo Comprehensive Plan, was adopted over 12 years ago and this new long-range plan, City Plan - Vision 2045, will update the City's adopted vision and growth policy framework to reflect the current needs and future hopes of the community. The new plan will be a tool to guide decision making for City Council and staff for the next 20 years.

Texas state law enables communities to ensure the health, safety and welfare of their citizens through the regulation of land use and development including zoning, annexation and comprehensive planning. However, such regulations must be based on a plan. Authority of a city to create a comprehensive plan is enabled through Chapters 211 and 213 of the Texas Local Government Code.

2023 Plan Milestones

- Phase 1 — March: Kick-off, Vision and Goals
- Phase 2 — May: Existing Conditions and Guiding Principles
- Phase 3 — July: Growth Scenarios, Planning Elements and Policy Recommendations
- Phase 4 — September: Implementation Strategies
- Phase 5 — November/December: Plan Drafting and Finalization

City Plan Documents

- [City Council Progress Presentation - July 25](#)
- [Phase 1 and 2 Engagement Summary Drafts - June 16](#)
- [Engagement Summary Appendix: Survey Analysis - June 16](#)
- [Community Workshop #2 Meeting Summary - May 2](#)
- [Community Workshop #2 Presentation - May 2](#)
- [Community Workshop #1 Meeting Summary - March 7](#)
- [Community Workshop #1 Presentation - March 7](#)
- [Existing Conditions Report - March 16, 2023](#)
- [City Plan Introduction - November 8, 2022 City Council Meeting](#)
- [Public Participation Plan](#)
- [Partnership for Development Progress \(PDF\) Website and Documents](#)

City Plan Steering Committee

The next CPSC meeting is Monday, September 18th at 5:30 PM. The meeting will be at the Globe News Center Education Room. It is open to the public.

- [City Plan Steering Committee Boiler - Updated August 17th](#)
- [CPSC Meeting #5 Presentation - August 14](#)
- [CPSC Meeting #6 Presentation - July 17](#)
- [CPSC Meeting #2 Summary - May 1](#)
- [CPSC Meeting #3 Presentation - May 1](#)
- [CPSC Meeting #2 Summary - March 6](#)
- [CPSC Meeting #2 Presentation - March 6, 2022](#)
- [CPSC Meeting #1 Summary - November 7, 2022](#)

Stay connected! [Click here to subscribe to the City of Amarillo's emails.](#)



STEERING COMMITTEE

The City Plan Steering Committee (CPSC) played a pivotal role in guiding the planning process. Comprised of invited individuals from various sectors including the development and real estate communities, property owners, business owners, residents, and Amarillo ISD, CPSC met eight times throughout the plan process.

This committee served as a consistent stakeholder group, contributing to shaping plan content, reviewing draft materials, guiding community engagement, and informing decision-making from the commencement to the final draft of City Plan – Vision 2045. Members, representing different districts and demographics, provided essential insights into the feasibility and implementation of recommendations. Their candid feedback was crucial. Notably, these committee members were designated as advocates for the adoption of City Plan, underscoring their pivotal role in endorsing the plan’s recommendations at the conclusion of the planning process.



Steering Committee Meetings

November 7, 2022 — In-Person

City Plan Introduction and Overview

March 6, 2023 — In-Person

Existing Conditions

May 1, 2023 — In-Person

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

July 17, 2023 — Virtual

*Plan Element: Alternative Growth Scenarios, Housing
& Neighborhoods (Allocation Exercise)*

August 14, 2023 — Virtual

Mobility & Parks and Alternative Growth Scenarios

September 18, 2023 — In-Person

Preferred Growth Scenarios Draft

November 6, 2023 — Virtual

City Plan Implementation & Prioritization

Scheduled: January, 2024 — Virtual

Public Review Draft

COMMUNITY SURVEYS

Our Community Surveys were designed with a primary focus on engaging and representing all areas of Amarillo, ensuring that the majority of the city’s communities had a voice in shaping the comprehensive plan.

Survey #1 – March 1 to May 2

The initial survey aimed to understand the community’s views on the city’s growth, investment in areas and infrastructure, and gather insights on the future vision and top investment priorities. This digital survey was promoted through QR codes, city-wide postcards, website ads, links on the website, social media posts, e-newsletters, emails, direct sharing in neighborhood Facebook Groups, and through distributed flyers and posters.

The digital survey was also available in Spanish and was complemented with a paper survey that was available at five libraries and six senior centers throughout the community.

2,240 RESPONSES

Survey #2 – June 26 to September 18

The second survey’s goal was getting feedback on what the vision and guiding principles for the City Plan should be. The digital survey was available through posted QR codes, website ad, website links, social posts, e-newsletters, emails, shared directly with neighborhoods via Facebook Groups, and on distributed flyers and posters.

474 RESPONSES

24 OF 27 AMARILLO ZIP CODES REPRESENTED

Survey #3 – October 16 to November 27

The third survey’s goal was getting preferences on what types of housing people are open to in their neighborhoods. The digital survey was available through website ad, website links, social posts, e-newsletters, and emails.

655 RESPONSES

54 OF 67 AMARILLO AREAS REPRESENTED

Survey 1 Topics – Sampling

- Amarillo Growth
- New Housing Development
- Investment in Older Neighborhoods
- Vision for Growth
- Future Top Priorities

Survey 2 Topics

- Does Vision Statement Align With Your Vision
- Are the Guiding Principles Aligned with Your Vision

Survey 3 Topic

- Review Housing Types and Your Neighborhood Preferences

COMMUNITY WORKSHOPS

The City Plan organized collaborative workshops to share information and gather insights. These sessions were crucial, not just for understanding community goals, but also for integrating them into the comprehensive plan. The collective input played a key role in shaping the plan to genuinely reflect the community's vision.

Community Workshop #1: Vision, Values, and Goals

March 7, 2023 at 11:30 am–1:30 pm (Downtown Library)
March 7 at 6–8 pm (Northwest Library)

This workshop initiated the City Plan engagement with an introductory overview. Discussions on the fundamental Role of City Plan unfolded, fostering open conversations at various stations. Participants engaged in an exploratory dialogue on the Existing Conditions Report, delving into critical plan elements, such as the History of Amarillo, Growth Management & Capacity, Land Use & Community Character, Housing & Neighborhoods, Parks & Cultural Resources, and Community Mobility & Infrastructure.

Community Workshop #2: Growth Scenarios & Plan Elements

May 2 at 11:30 am–1:30 pm (Downtown Library)
May 2 at 6–8 pm (East Library)

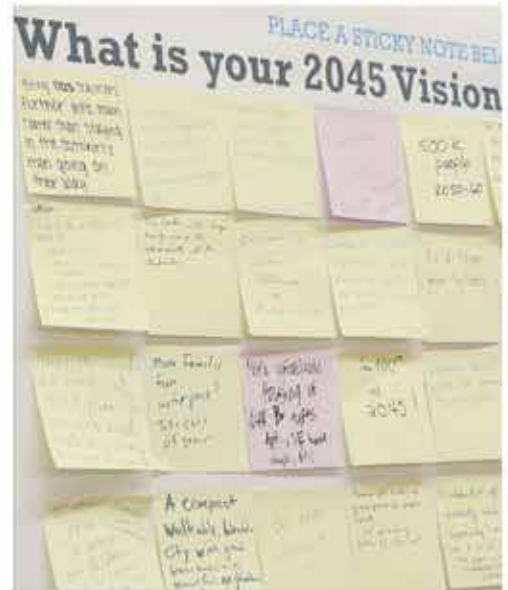
The second workshop provided an overview of past engagements, highlighting the pivotal role of City Plan. The session introduced Place Types and the current city growth scenario. Participants engaged in discussions around Case Studies relevant to Place Types, prioritization preferences for these categories, and identified areas of opportunity and concern within the existing growth scenario.

Community Workshop #3: Review Strategies & Priorities

September 19 at 11:30 am–1:30 pm (Downtown Library)
September 19 at 6–8 pm (Northwest Library)

Workshop attendees shared insights, expressed agreement on key proposals, and focused on specific areas to pinpoint strategies and priorities. The dialogue revealed a strong split in housing preferences, with north Amarillo preferring diverse housing options, including Tiny Homes, ADUs, and Multi-family residences, while south Amarillo expressed a preference for Single Family Homes.

**OVER 200
PARTICIPANTS**





CITY PLAN: VISION 2045

*Growth Scenarios & Plan Elements
Community Workshop*

MAY	2	11:30-1:30 AM-PM	Downtown Library 413 SE 4th Ave
MAY	2	6-8 PM	East Library 2232 E 27th Ave




CITY PLAN: VISION 2045

*Review Strategies & Priorities
Community Workshop*

SEPT	19	11:30-1:30 AM-PM	Downtown Library 413 SE 4th Ave
SEPT	19	6-8 PM	Northwest Library 6100 SW 9th Ave



COMMUNITY CONNECTORS

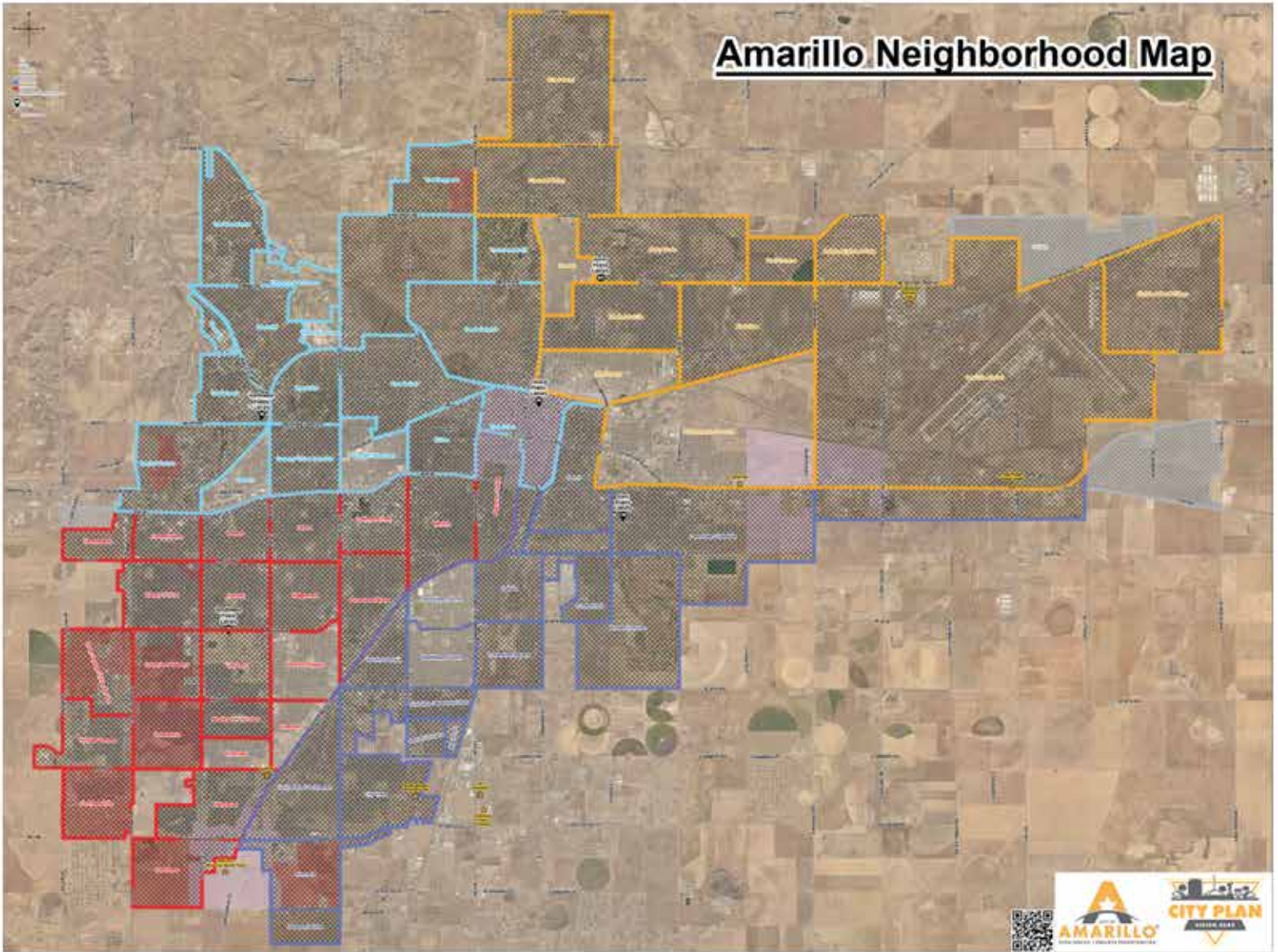
In pursuit of a more inclusive engagement strategy, city staff introduced the Community Connectors plan to foster participatory problem-solving. Amarillo's vast and diverse landscape was segmented into 67 areas, reflecting the city's dynamic character spread across 90-plus square miles. Noting eight 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



Map showcasing areas in Amarillo where feedback was collected and connections forged through engagement and community outreach efforts.

**“Together, let’s build a brighter future for Amarillo,
where every voice is heard, and every perspective counts.”**

STUDENT ENGAGEMENT

Alongside community outreach, a dedicated student/youth engagement platform was initiated to involve the next generation in shaping the future of Amarillo. Acknowledging the significance of their voice in a 20-year city plan, a student survey, a novel approach for the City of Amarillo, was introduced.

Despite limited engagement due to student state testing schedules, this effort established valuable connections with school districts. Moving forward, the city's planning department commits to utilizing these channels continuously, fostering awareness about comprehensive planning and the department's role. The uniquely crafted student survey, focusing on overarching vision questions, provided crucial insights that informed our understanding of the community's vision for future investment and growth in Amarillo. This initiative lays the groundwork for ongoing student engagement in the planning process.

**STUDENT WEBSITE
256 VIEWS**



Video: https://youtu.be/RDk--X_32K8?si=D4HvVDdS7BG-_b-6

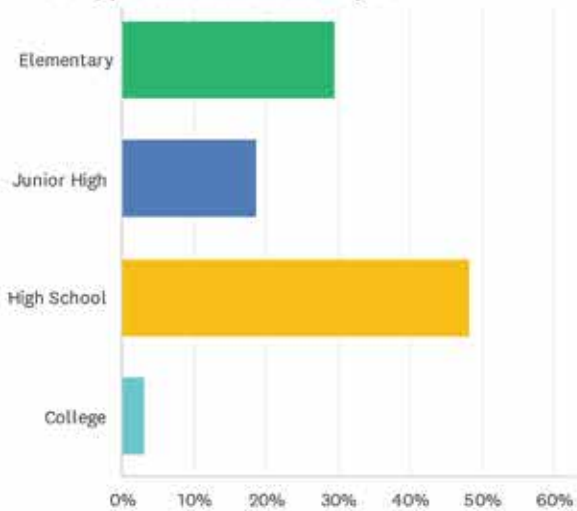
**SOCIAL MEDIA VIDEO
7,200 VIEWS**

The screenshot shows the 'CITY PLAN: VISION 2045' website for students. It features a navigation bar with 'SERVICES', 'OUR CITY', 'DEPARTMENTS', 'CITY HALL', and 'HOW DO I...'. The main content area is titled 'STUDENTS' and includes a call to action: 'Help me build the future of Amarillo! CLICK ME TO TAKE A SURVEY!' with an illustration of an armadillo wearing a crown. Below this is a video player showing a young girl speaking. The 'PARENTS' section is titled 'Parents - You Can Help Too!' and lists ways to participate: 'Attend Community Meetings', 'Virtual Open House', and 'Email your Ideas'. It also includes a '¡ATENCIÓN!' section with a link to 'Participa en español!'. The footer contains the Amarillo logo and the text 'Thank you for helping create a bright future for our city.' along with city contact information.

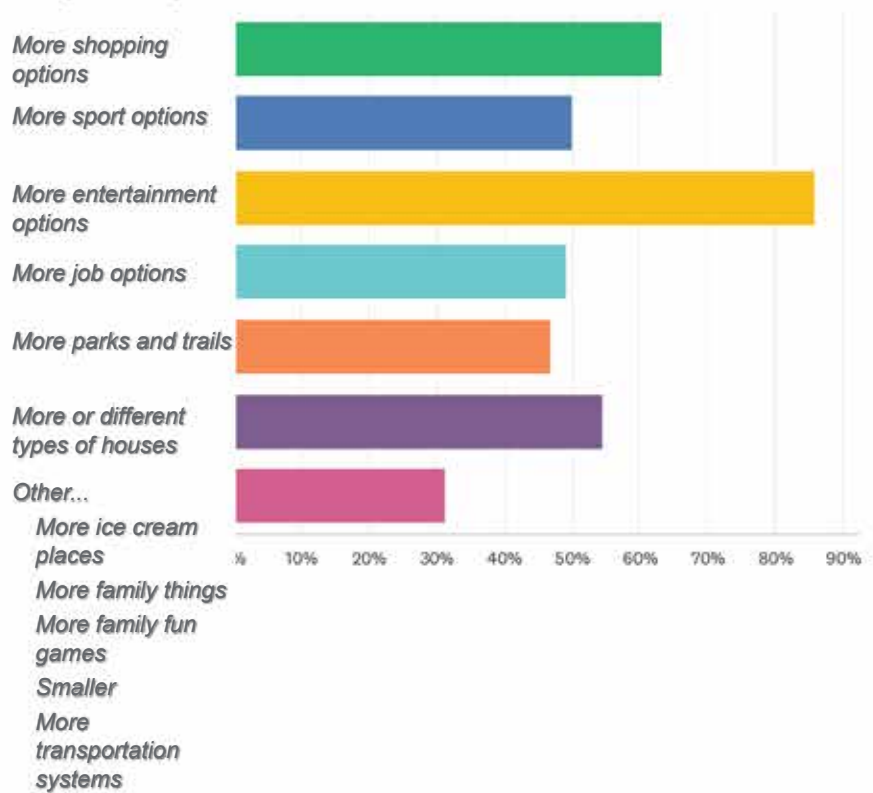


Student Survey Highlights

What type of student are you?



What are we missing in Amarillo that you think would make it a great city in the future?



STUDENT SURVEY
128 PARTICIPANTS

SOCIAL MEDIA ENGAGEMENT

Facebook, X/Twitter, Instagram, and LinkedIn



City of Amarillo, Texas
Sat 8/25/2023 2:32 am CDT

Stop by and say hello and engage with the City, Amarillo Parks and Recreation, Amarillo Zoo at Rock in...

Total Engagements	2,263
Reactions	98
Comments	12
Shares	7
Post Link Clicks	—
Other Post Clicks	2,146

City of Amarillo, Texas
Tue 9/24/2023 11:03 am CDT

Help influence Amarillo's future! What housing types do you like for your area of Amarillo? Your feedback will...

Total Engagements	1,937
Reactions	48
Comments	112
Shares	18
Post Link Clicks	99
Other Post Clicks	1,659

City of Amarillo, Texas
Wed 8/19/2023 1:35 am CDT

We want to hear your thoughts! Let us know in the comments... This question is part of our City Plan...

Total Engagements	1,650
Reactions	71
Comments	106
Shares	9
Post Link Clicks	48
Other Post Clicks	1,416

City of Amarillo, Texas
Mon 8/28/2023 9:19 am CDT

What type of development do you want to see in Amarillo? Let us know in the comments! Your...

Total Engagements	1,525
Reactions	67
Comments	130
Shares	13
Post Link Clicks	24
Other Post Clicks	1,291

City of Amarillo, Texas
Fri 8/25/2023 1:02 pm CDT

What are your top priorities? Is it affordability, housing, infrastructure... It could be anything! Let us know in...

Total Engagements	834
Reactions	15
Comments	75
Shares	6
Post Link Clicks	32
Other Post Clicks	706

City of Amarillo, Texas
Sat 8/22/2023 8:28 am CDT

Question of the day? We want to hear your thoughts! Fire away in the comments below... This question is...

Total Engagements	688
Reactions	12
Comments	50
Shares	3
Post Link Clicks	9
Other Post Clicks	614

City of Amarillo, Texas
Fri 11/3/2023 9:29 am CDT

We want to hear from you! As we prepare to finalize City Plan: Vision 2045, your housing preferences...

Total Engagements	428
Reactions	26
Comments	16
Shares	6
Post Link Clicks	57
Other Post Clicks	323

City of Amarillo, Texas
Thu 9/28/2023 2:42 pm CDT

We heard from the community that mixed-use districts are something that people want to see in Amarillo!

Total Engagements	403
Reactions	24
Comments	23
Shares	2
Post Link Clicks	12
Other Post Clicks	342

City of Amarillo, Texas
Thu 9/14/2023 11:08 am CDT

Is Your Voice Matters! Is You're invited to the City Plan's Review Strategies & Priorities Community...

Total Engagements	394
Reactions	36
Comments	8
Shares	14
Post Link Clicks	26
Other Post Clicks	311

City of Amarillo, Texas
Thu 9/21/2023 8:31 am CDT

ICYMI: Here are the highlights from this week's Special City Council. Director of Planning, Emily Koller,...

Total Engagements	220
Reactions	13
Comments	4
Shares	0
Post Link Clicks	10
Other Post Clicks	193

City of Amarillo, Texas
Tue 8/15/2023 6:30 am CDT

A big THANK YOU to community members who've contributed to the City Plan process. Through community inp...

Total Engagements	173
Reactions	37
Comments	9
Shares	8
Post Link Clicks	44
Other Post Clicks	75

City of Amarillo, Texas
Sun 8/14/2023 10:46 am CDT

Will you be attending any public meetings this week? View the upcoming City of Amarillo meetings...

Total Engagements	118
Reactions	8
Comments	0
Shares	2
Post Link Clicks	68
Other Post Clicks	40

City of Amarillo, Texas
Tue 8/29/2023 1:41 am CDT

PARENTS Have your kids take our Student City Plan Survey! The younger generations make up a...

Total Engagements	113
Reactions	12
Comments	1
Shares	6
Post Link Clicks	22
Other Post Clicks	72

City of Amarillo, Texas
Tue 3/7/2023 4:02 pm CDT

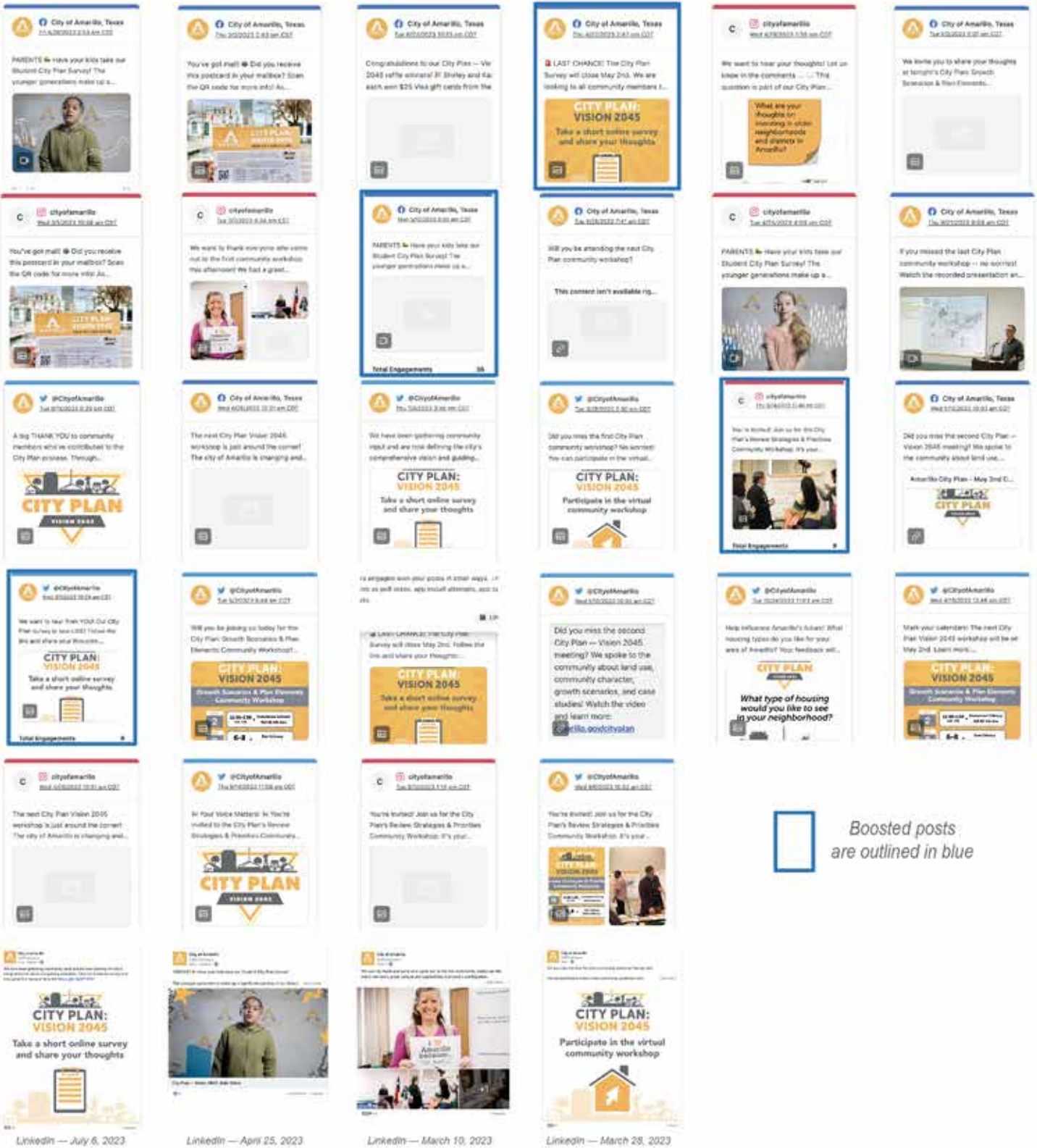
We want to thank everyone who came out to the first community workshop this afternoon! We had a great...

Total Engagements	96
Reactions	24
Comments	1
Shares	5
Post Link Clicks	—
Other Post Clicks	66

City of Amarillo, Texas
Tue 8/1/2023 6:43 am CDT

Will you be joining us today for the City Plan: Growth Scenarios & Plan Elements Community Workshop...

Total Engagements	91
Reactions	21
Comments	2
Shares	3
Post Link Clicks	11
Other Post Clicks	54



Social Media Engagement Summary — 48 Posts

176,262
IMPRESSIONS

617
COMMENTS

9,831
CLICKS

226
SHARES

COMMUNITY OUTREACH

Community outreach efforts aimed to go beyond traditional methods, bringing the planning process directly to the people.

The intent was to connect with diverse audiences, engaging with hundreds of individuals and gathering direct feedback from representative groups. This approach ensures that the City Plan is shaped by a collective voice. Those 2023 events and resulting direct engagement/feedback included:

Business Connections – May 18

Attendees: 4,400

Direct feedback: **161 comments**

Republican Women Luncheon – presentation – May 18

Attendees: **30 people**

First Thursday on 6th Street – June 1

Attendees: 120

Direct feedback: **26 people**

Route 66 Celebration – June 10

Attendees: 15,000

Direct feedback: **134 people**

Rock in the Park – music festival – June 24

Attendees: 400

Direct feedback: **44 people**

AMA-CON – pop culture convention – August 5 and 6

Attendees: 3,500

Direct feedback: **57 people**

Community Market – August 26

Attendees: 780

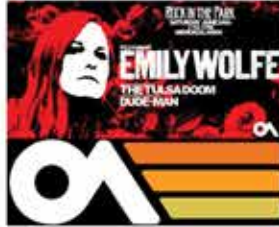
Direct feedback: **31 people**

School Superintendents Meetings – November

- Amarillo Independent School District
- Canyon Independent School District
- Highland Park Independent School District
- River Road Independent School District

North Heights Community Meeting – November 30

Attendees: **30 people**





AMA-CON
 Reached unique demographic to share the importance of a long-range plan for Amarillo.
 Activity: Interactive planning game



BUSINESS CONNECTIONS
 Reached Amarillo businesses, community members to educate and gather feedback.
 Activity: Interactive boards



ROCK IN THE PARK
 Event for park and rec supporters.
 Activity: Vision and guiding principles feedback

COMMUNITY MARKET
 Outreach to community at popular outdoor market to educate and gather feedback.
 Activity: Review neighborhood area maps

DEVELOPER OUTREACH



Developer Presentation Slides

The City Plan team forged a new approach for community engagement on the comprehensive plan by recognizing the pivotal role of local developers and landowners have in shaping Amarillo’s landscape. To address past concerns about limited consultation, the team reached out to developers, personally inviting them to participate and share their perspectives.

A breakfast was organized and 17 out of 20 invited developers participated.

Follow-up one-on-one meetings delved deeper into discussions about future plans, the draft map, and specific concerns of each developer. Actively seeking feedback on design, parkland, and map updates fostered stronger relationships with developers.

Feedback led to adjustments, illustrating a genuine commitment by the city to incorporating the perspectives of the development community. The stakeholders, appreciating this open and responsive approach, collectively acknowledged the importance of instituting an annual review process with Planning staff. This plan to incorporate ongoing collaboration ensures that the City Plan not only aligns with the community’s vision but also remains adaptive to changing market demands, underlining the significance of these strengthened relationships.

Developers Breakfast – September 19
17 attendees

Developer One-On-One Meetings – October
7 one-on-one meetings



Developer Meetings

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.



CITY COUNCIL PRESENTATIONS

To maintain transparency and community awareness, the City Plan team delivered comprehensive presentations at three City Council meetings. These sessions were pivotal in keeping the Mayor, City Council members, and the community informed about the progress and developments within the City Plan.



Council Presentation Slide



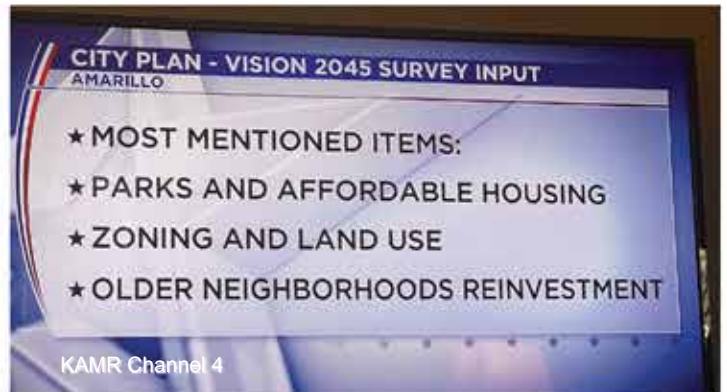
Council Presentation – April 2023

MEDIA COVERAGE

The City of Amarillo utilized diverse channels to disseminate information about City Plan. Local media outlets played an important role in communicating the goals, progress, and opportunities of City Plan to a wide audience. This strategic media outreach ensured that the city’s vision reached a broad and diverse spectrum of Amarillo’s residents, contributing significantly to the success of the engagement process. Press releases were sent throughout the process to media outlets and the city held monthly Media Lunch & Learn events where City Plan engagement was a topic.

Outlets featuring City Plan included:

- AMA Globe-News
- KFDA Channel 10
- KVII Channel 7
- KAMR Channel 4
- KGNC Radio
- Telemundo Amarillo



Media Lunch and Learn

Monthly meeting with local media to share important city news.

March 1 – *City Plan Introduction*

April 6 – *City Plan Update and Stats on Responses to Survey*

September 6 – *City Plan Upcoming Community Workshops*

November 1 – *City Plan Housing Preference Survey*

Press Coverage Sampling

City of Amarillo Invited Public to Help Prepare New City Plan

<https://www.newschannel10.com/2023/02/28/city-amarillo-invited-public-help-prepare-new-city-plan/>

City of Amarillo Starts Long-Range Plan: Vision 2045

<https://www.youtube.com/watch?v=PWvt4VVKBIE>

Ciudad de Amarillo se prepara para un nuevo plan de visión, valores y metas para el año 2045

<https://www.telemundoamarillo.com/video/2023/03/08/ciudad-de-amarillo-se-prepara-para-un-nuevo-plan-de-visin-valores-y-metas-para-el-ao-2045/>

Amarillo's Vision 2045? City Wants Your Help Building City Plan.

<https://mix941kmxj.com/amarillos-vision-2045-city-wants-your-help-building-city-plan/>

City of Amarillo Starts Long-Range Plan: Vision 2045

<https://www.myhighplains.com/news/local-news/city-of-amarillo-starts-long-range-plan-vision-2045/>

City of Amarillo Kicks Off City Plan 'Vision 2045'

<https://www.myhighplains.com/news/local-news/city-of-amarillo-kicks-off-city-plan-vision-2045/>

La ciudad de Amarillo pide a los residentes que realicen una encuesta en línea para su "Visión 2045"

<https://www.telemundoamarillo.com/video/2023/04/10/la-ciudad-de-amarillo-pide-los-residentes-que-realicen-una-encuesta-en-linea-para-su-visin-2045/>

City of Amarillo Invites Public for City Plan Vision Meeting for 2045

<https://www.newschannel10.com/2023/03/06/city-amarillo-invites-public-city-plan-vision-meeting-2045/>

Amarillo Asking for Feedback from Residents to Create a Long Range Plan for Future

<https://abc7amarillo.com/news/local/city-of-amarillo-asking-for-citizens-feedback-to-create-a-long-range-plan-for-future-survey-vision-2045-emily-koller-planning-mildred-darton-advocate#>

This Weekend Is Your Last Chance To Take Amarillo City Plan Survey

<https://mix941kmxj.com/this-weekend-is-your-last-chance-to-take-amarillo-city-plan-survey/>

La ciudad de Amarillo invita al público a una reunión de visión del plan de la ciudad para 2045

<https://www.telemundoamarillo.com/2023/03/07/la-ciudad-de-amarillo-invita-al-pblico-una-reunin-de-visin-del-plan-de-la-ciudad-para-2045/>

City of Amarillo Gathers Community Input for City Plan

<https://www.newschannel10.com/2023/05/03/city-amarillo-gathers-community-input-city-plan-vision-2045/>

'City Plan: Vision 2045' Public Meetings Set for Tuesday

<https://www.myhighplains.com/news/local-news/city-plan-vision-2045-public-meetings-set-for-tuesday/>

City of Amarillo Releases Housing Survey

<https://www.myhighplains.com/news/local-news/city-of-amarillo-releases-housing-survey-part-of-vision-2045-plan/>

DIGITAL & PRINT COMMUNICATIONS

Email Distribution

- 4 City Plan emails: 21,738 subscribers — **2,568 clicks**
- 2 employee emails: 1,500 subscribers
- Center City email: 3,900 subscribers
- Amarillo Association of Realtors — targeted email
- Builders Association — targeted email
- City Plan featured in every City of Amarillo e-newsletter

The City of Amarillo's Planning Department is leading a process to bring the community of Amarillo together to build a new Comprehensive Plan. The last Comprehensive Plan was created in 2010.

Introducing



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.

The City of Amarillo will be reaching out to the community asking for their participation and engagement throughout the year. A postcard will be mailed the end of this week to all Amarillo residents to begin the engagement process.



There will be several ways to participate:

- Short online survey (opening 3/1/23)
- Community Workshops and Pop-Up Events
- Email at cityplan@amarillo.gov
- And through our website at amarillo.gov/cityplan

We appreciate the city staff's support as we start this process. Thank you for participating and encouraging your neighbors and friends to participate.

Your City. Our Future.
Follow along at amarillo.gov/cityplan

Internal staff email — Introducing City Plan



City Plan: Vision 2045

Vision and Guiding Principles

We need your input! Your thoughts are essential in shaping the future of Amarillo. We are in the process of creating a vision and guiding principles for our city.

A vision is a collective aspiration that paints a picture of our desired future. Guiding principles are fundamental beliefs that will guide our decisions and actions as we work towards that vision.

Before finalizing these statements, we want to ensure they truly represent the hopes and values of Amarilloans.

TAKING THE SURVEY



Take a short online survey and share your thoughts.



STAY UP TO DATE

Follow the City of Amarillo on social media for the most recent updates, news, announcements, and more!

City of Amarillo e-newsletter featured content



City Plan — Vision 2045
Community Workshop
Review Strategies & Priorities

Tuesday, September 19
11:30am–1:30pm Downtown Library
6pm–8pm Northwest Library

Join us to help shape Amarillo's future growth and development:

- Discover the City Plan: Vision 2045 strategies and maps, carefully crafted with the input of our vibrant community.
- Share your insights and express your level of agreement on key proposals and plan recommendations.
- Focus on your specific neighborhood to pinpoint specific strategies and weigh in on priorities.
- Help us ensure every neighborhood is well-represented.
- Our Planning department and consultants from MGJ will be on-hand for one-on-one conversations. Bring your questions!



Follow along at amarillo.gov/cityplan

You are receiving this email because you signed up to receive City Plan emails in the City Plan Workshops or surveys.



City-wide email
City Plan — Community Workshop



Custom logo



Introductory flyer



Meeting poster



Meeting table covering 2-sided



Targeted to neighborhoods meeting poster



10' event banner



Website banner image



QR code meeting sign



AMA-CON engagement 2' x 3' sign



Mascot — Amy the Armadillo to engage with youth



Sticker giveaway



School engagement poster



Meeting signs



QR code T-shirts

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.

While this document is a summary of engagement, a full and detailed report with comprehensive data and feedback from all meetings and engagement, along with surveys will be available at the conclusion of the City Plan process.

KEY THEMES FOR THE VISION OF AMARILLO

**MAINTAIN
EXISTING
INFRASTRUCTURE**

**INCREASE
QUALITY OF LIFE**

**AMENITIZE
PARK SPACES**

**REVITALIZE
OLDER
NEIGHBORHOODS**

**PROVIDE SAFE
COMMUNITY SPACES**

**SUPPORT ECONOMIC
DEVELOPMENT
OPPORTUNITIES**

**DIVERSIFY & SUPPORT
AFFORDABLE HOUSING**



COMMUNITY VISION

In 2045, Amarillo is a

DIVERSE, VIBRANT, AND FAMILY-FRIENDLY COMMUNITY

surrounded by wide-open spaces.

The city has reinvested in its infrastructure, neighborhoods, and districts while carefully guiding growth on its edges.

This approach has

CREATED AMENITIES AND OPPORTUNITIES FOR ALL AMARILLOANS.

Amarillo serves as a regional economic hub and national destination that

CELEBRATES ITS SMALL-TOWN CHARM, RICH HISTORICAL AND CULTURAL ROOTS, AND STRATEGIC LOCATION.

The city offers 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.
- Celebrate cultural and historic assets along key corridors and in specific neighborhoods and districts.
- 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.
- Prioritize reinvestment in existing infrastructure, neighborhoods, districts, and recreational amenities.

WHAT WE'VE HEARD...

**"BIG TOWN AMENITIES
WITH SMALL TOWN
FRIENDLINESS."**

**"EVERY ACTION
MAKES AN IMPACT
OF PRESERVING THE
HISTORY AND CULTURE
OF AMARILLO."**

**"NEED MORE BALANCED
DEVELOPMENT BETWEEN
OUTSKIRTS AND WITHIN CITY."**

**"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."**

**"ADDRESS THE NEEDS OF
EXISTING PARKS BEFORE
INVESTING IN NEW PARKS."**

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

“WORK WITH WHAT WE HAVE TO REVITALIZE AMARILLO.”

“CREATE WALKING TRAILS CONNECTING NEIGHBORHOODS.”

“WE NEED MORE SAFE CONNECTIONS TO THE COMMERCIAL AREAS FROM OUR NEIGHBORHOOD. WE WOULD LIKE TO BE ABLE TO WALK TO MORE SHOPS AND RESTAURANTS.”

