

**TAMIO** TEXAS ASSOCIATION  
OF MUNICIPAL  
INFORMATION OFFICERS

## 2024 TAMI Award

Communications Planning  
Diversity, Equity & Inclusion  
Outreach/Campaign

# City Plan

## Engagement Summary



CITY OF  
**AMARILLO**<sup>®</sup>  
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.

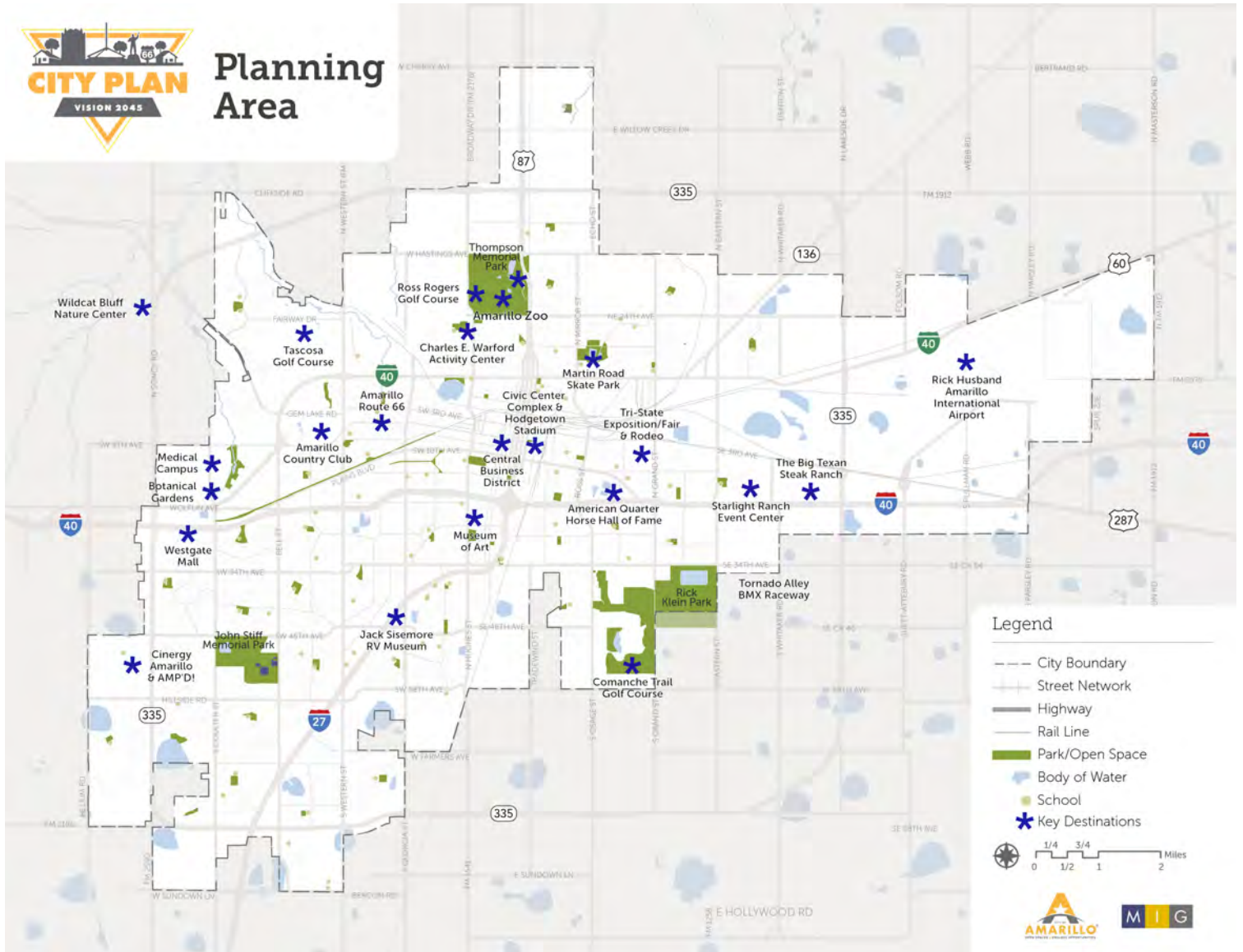
Community involvement was integral in shaping the plan — from vision to growth scenarios, policies, and strategies. This approach not only ensured acceptance but also created advocates for the plan. The report emphasizes the community-driven nature of the plan, resonating with the diverse perspectives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



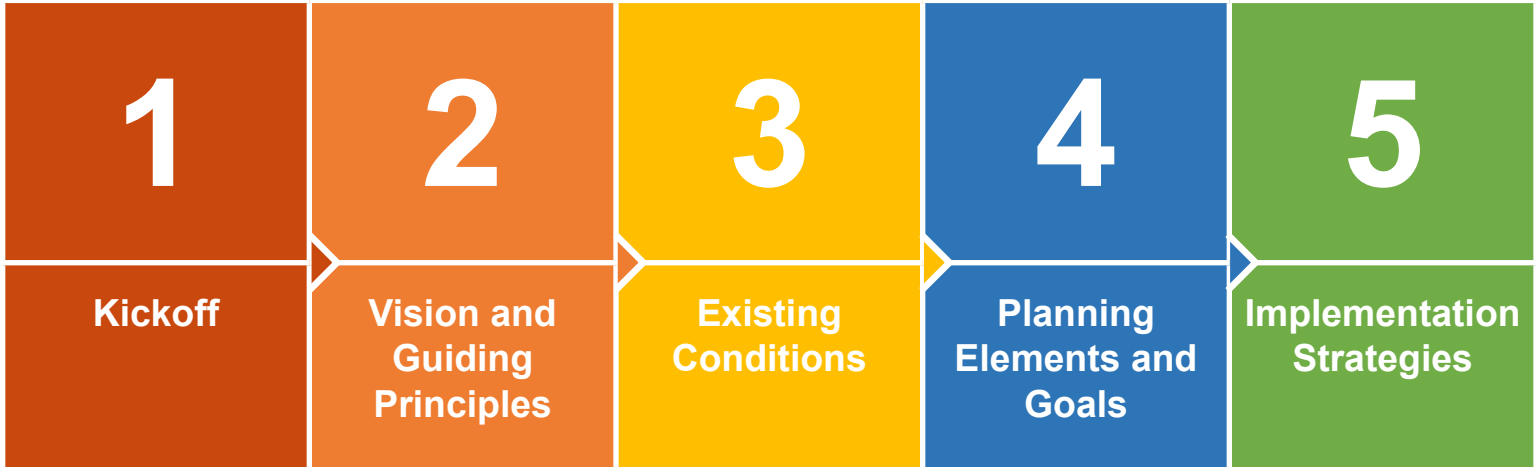
The Plan plays a pivotal role in shaping Amarillo’s future by preserving community values and guiding strategic investments, fostering the city’s vibrancy and enhancing its overall attractiveness.



# 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.

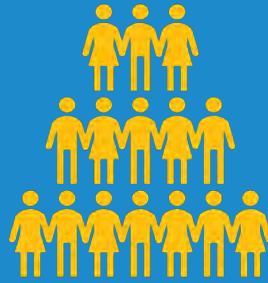
## Key Planning Objectives

- 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.



**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!**

Spanish version of postcard



# CITY PLAN: VISION 2045

TÚ CIUDAD. NUESTRO FUTURO.

A medida que Amarillo continúa cambiando y creciendo, la ciudad está buscando que **TU** te asocies 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 podamos estar orgullosos. Hay muchas formas de participar en el proceso.



- Completa una breve encuesta en línea y comparte tus ideas.
- Une a nosotros en las reuniones comunitarias en persona o virtualmente.
- Sigue el proceso en [amarillo.gov/cityplan](http://amarillo.gov/cityplan)
- Envía un correo electrónico a [cityplanning@amarillo.gov](mailto:cityplanning@amarillo.gov)

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

PRSRT STD  
 ECRWSS  
 U.S. POSTAGE  
 EDDM

 <b>FEB</b>	 <b>MAY</b>	 <b>SEPT</b>	 <b>NOV</b>
Set Goals	Plan	Strategize	Adopt
<p><b>Join Us</b></p> <p><b>March 7</b>  <i>Vision, Values, &amp; Goals</i>            Community Workshop</p> <p>11:30am - 1:30pm            Downtown Library            or            6:00 - 8:00pm            Northwest Library</p>	<p><b>Save the Date</b></p> <p><b>May 2</b>  <i>Growth Scenarios &amp; Plan Elements</i>            Community Workshop</p> <p>Pop-Up Events            Throughout the month</p>	<p><b>Give Feedback</b></p> <p><b>September 19</b>  <i>Review Strategies &amp; Priorities</i>            Community Workshop</p> <p>Pop-Up Events            Throughout the month</p>	<p><b>Final Review</b></p> <p>The Amarillo community will review and provide comments on the plan draft prior to presenting to City Council for adoption.</p>
		<p>Participate online!            Take a short survey beginning March 1.</p>	
<p>Postal Customer            Amarillo, TX, 79103</p> <p><b>Follow along at <a href="http://amarillo.gov/cityplan">amarillo.gov/cityplan</a></b></p>			

## 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**

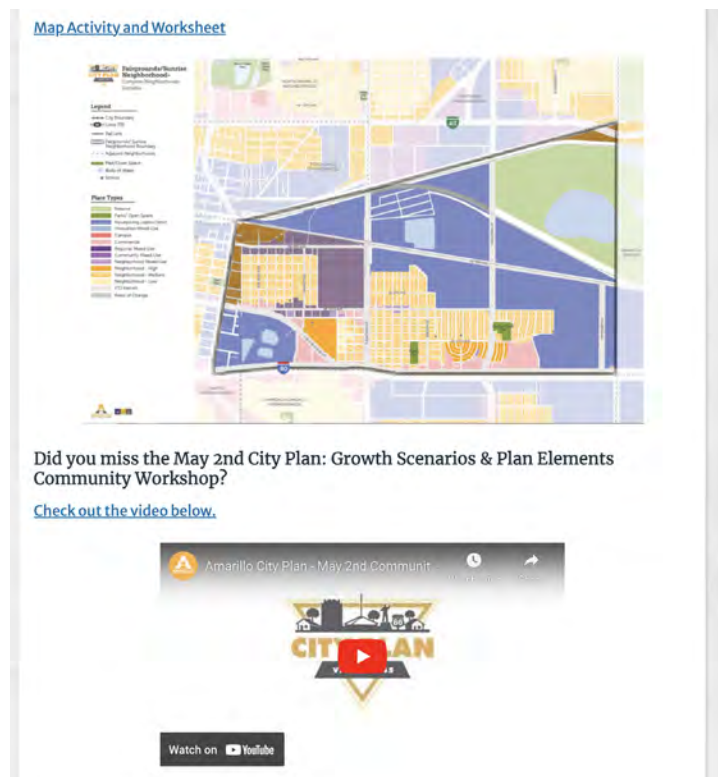
# CITY PLAN WEBPAGE

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

Attend  
Community  
Meetings



Take our  
Survey



Email your  
Ideas



### City Plan: Review Strategies & Priorities Community Workshop

SEPT

19

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

SEPT

19

**6-8** • **Northwest Library**  
**PM** • **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 Draft](#) - 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 \(PDP\) 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 Roster](#) - Updated August 17th
- [CPSC Meeting #5 Presentation](#) - August 14
- [CPSC Meeting #4 Presentation](#) - July 17
- [CPSC Meeting #3 Summary](#) - May 1
- [CPSC Meeting #3 Presentation](#) - May 1
- [CPSC Meeting #2 Summary](#) - March 6
- [CPSC Meeting #2 Presentation](#) - March 6, 2023
- [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)

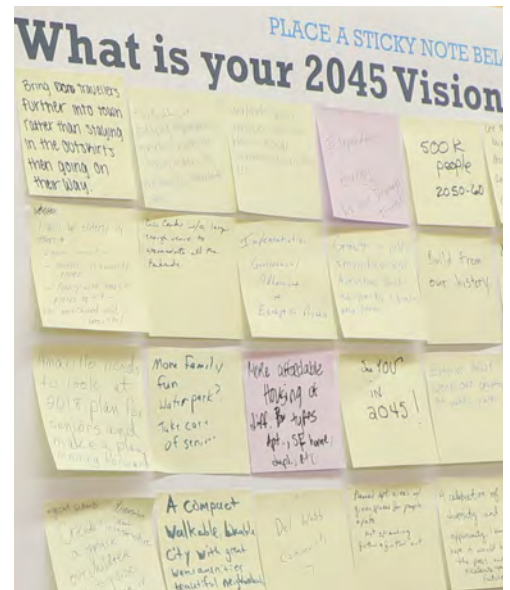
The second workshop provided an overview of past engagements, highlighting the pivotal role of City Plan. The session introduced Place Types and the current city growth scenario. Participants engaged in discussions around Case Studies relevant to Place Types, prioritization preferences for these categories,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

YOUR CITY. OUR FUTURE.

As Amarillo continues to change and grow, the city is looking to YOU to partner with us to help shape our future. The City Plan is a required document that guides future development for Amarillo, including economic development, infrastructure, housing, quality of life, and more.

Everyone in the community is invited to share ideas on how to make Amarillo a city of opportunity for all here on both sides of the river and across its growing urban footprint. The benefits of what we get all go around. There are many ways to participate in the process.

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

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



# 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.

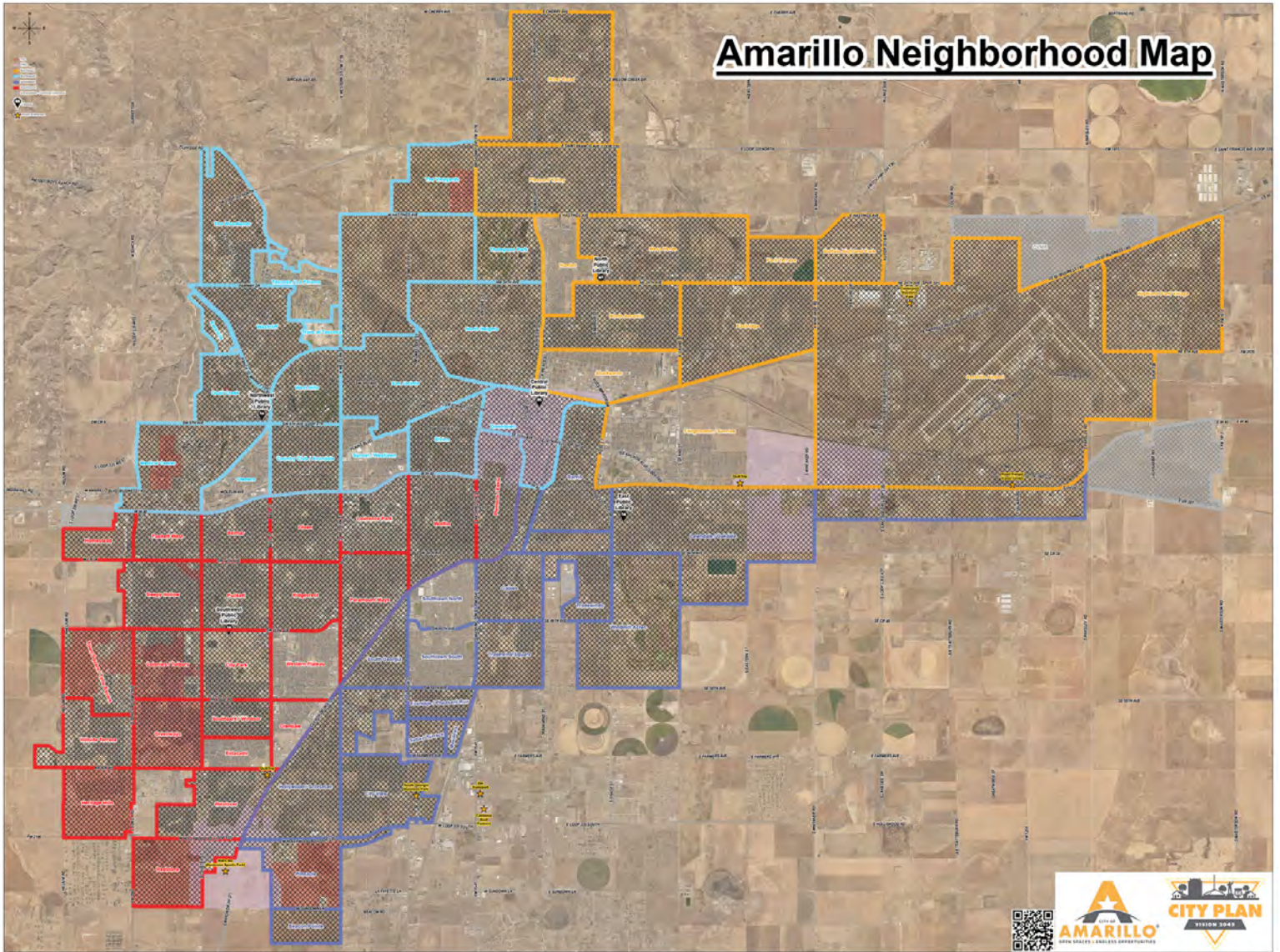
This initiative not only achieved our goal of reaching all corners of Amarillo, but also ensured that the City Plan reflects the diverse voices and perspectives embedded in our community. The Community Connector plan will continue to have a positive impact on community engagement even past the City Plan 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](https://youtu.be/RDk--X_32K8?si=D4HvVDdS7BG-_b-6)

**SOCIAL MEDIA VIDEO  
7,200 VIEWS**

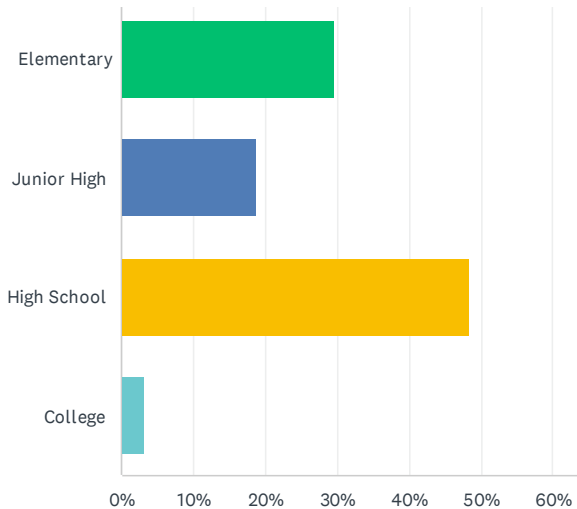
A screenshot of the Amarillo City Plan: Vision 2045 Student website. The page features a navigation bar with 'SERVICES', 'OUR CITY', 'DEPARTMENTS', 'CITY HALL', and 'HOW DO...'. The main content area is titled 'CITY PLAN: VISION 2045' and 'STUDENTS'. It includes a call to action: 'Help me build the future 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 page also has a 'PARENTS' section with the heading 'Parents - You Can Help Too!' and 'Participate in the City Plan - Vision 2045 process'. It lists three ways to participate: 'Attend Community Meetings', 'Virtual Open House', and 'Email your Ideas'. A footer section includes the Amarillo logo and the text 'Thank you for helping create a bright future for our city.' The footer also contains contact information for City Hall and social media icons.



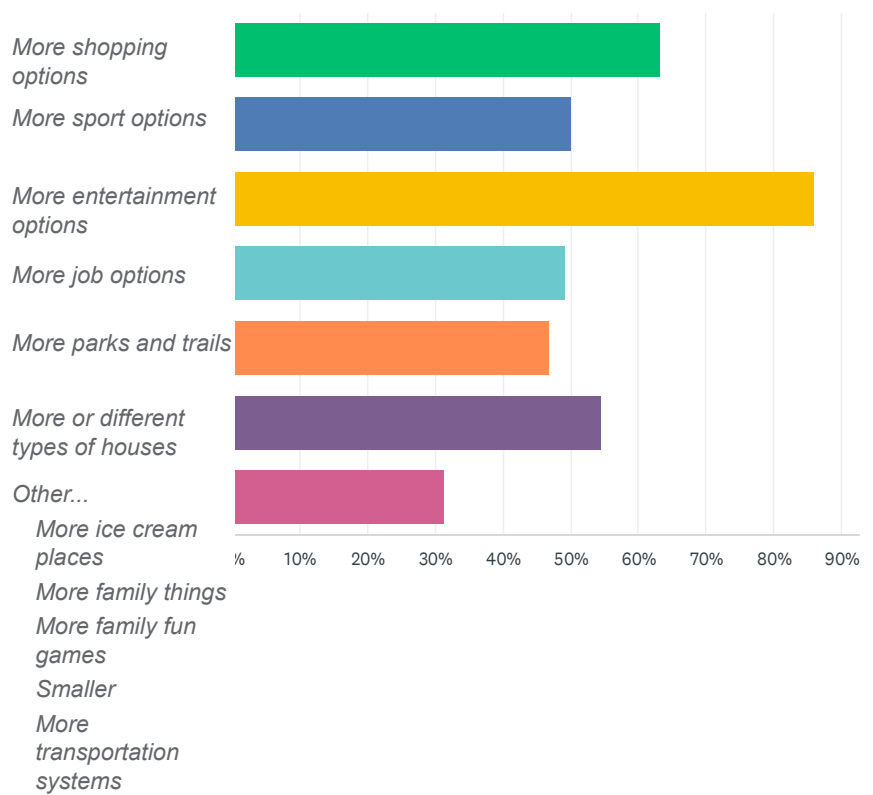


Student Survey Highlights

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 6/24/2023 2:22 pm 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 10/24/2023 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	19
Post Link Clicks	99
Other Post Clicks	1,659

**City of Amarillo, Texas**  
Wed 4/19/2023 1:35 pm 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 6/26/2023 9:10 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 4/28/2023 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 4/22/2023 4:25 pm 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 5:29 pm 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 5/25/2023 2:47 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

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

Total Engagements	394
Reactions	35
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 6:20 pm 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 6/4/2023 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 5/30/2023 1:41 pm 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 CST

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

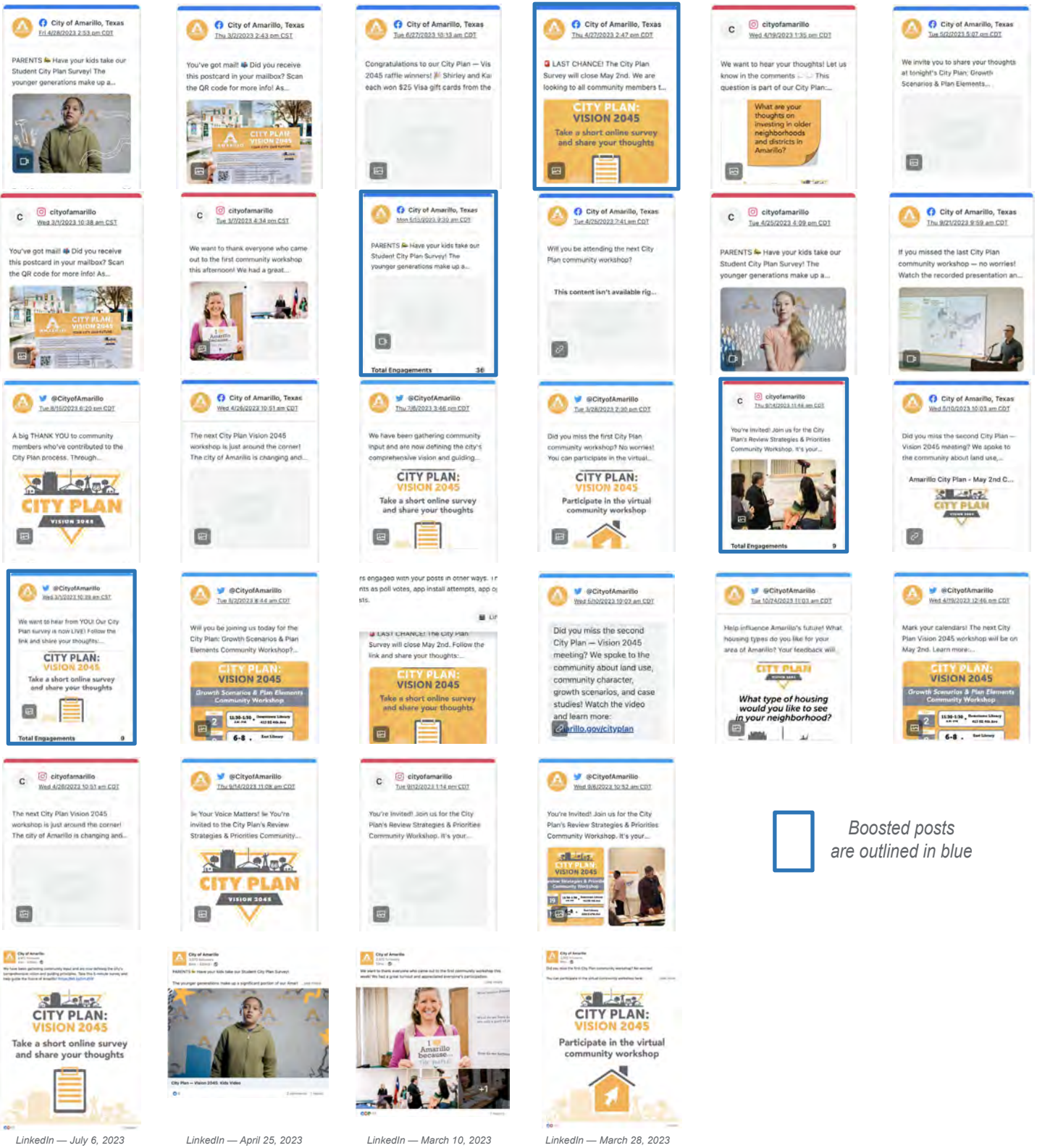
Total Engagements	96
Reactions	24
Comments	1
Shares	5
Post Link Clicks	—
Other Post Clicks	66

**City of Amarillo, Texas**  
Tue 5/2/2023 8:43 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





Boosted posts  
are outlined in blue

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

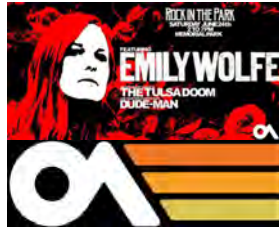
Direct feedback: **31 people**

## 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**



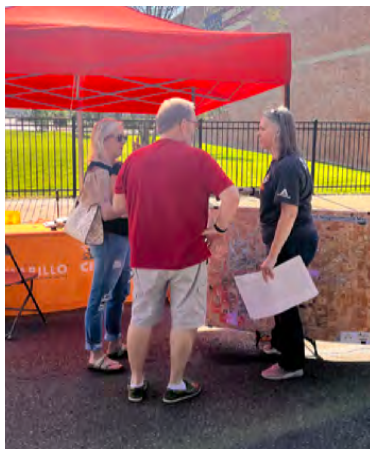




**AMA-CON**  
 Reached unique demographic to share the importance of a long-range plan for Amarillo.  
 Activity: Interactive planning game



**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.

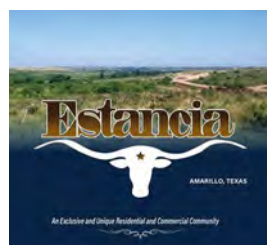
**A breakfast was organized and 17 out of 20 invited developers participated.**

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

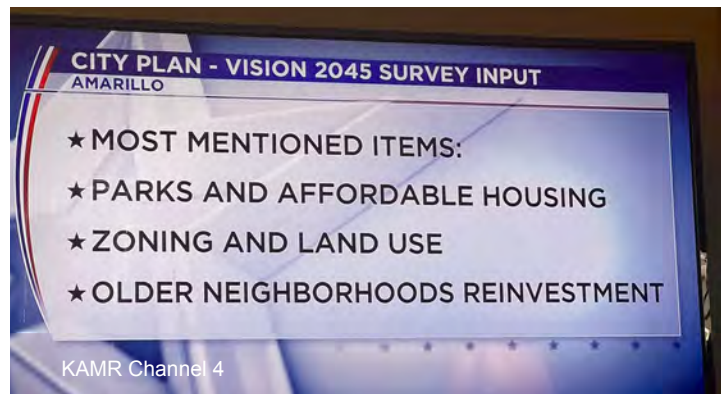
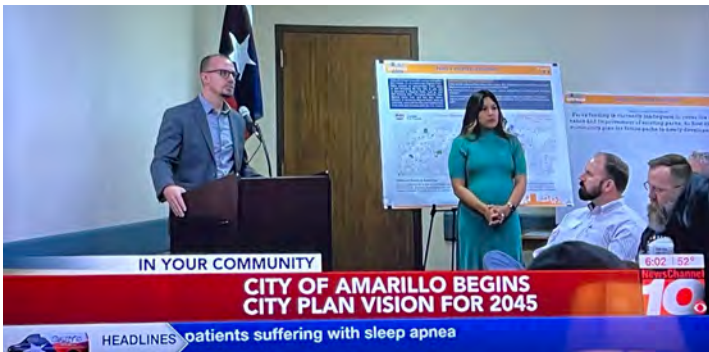


# MEDIA COVERAGE

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/>

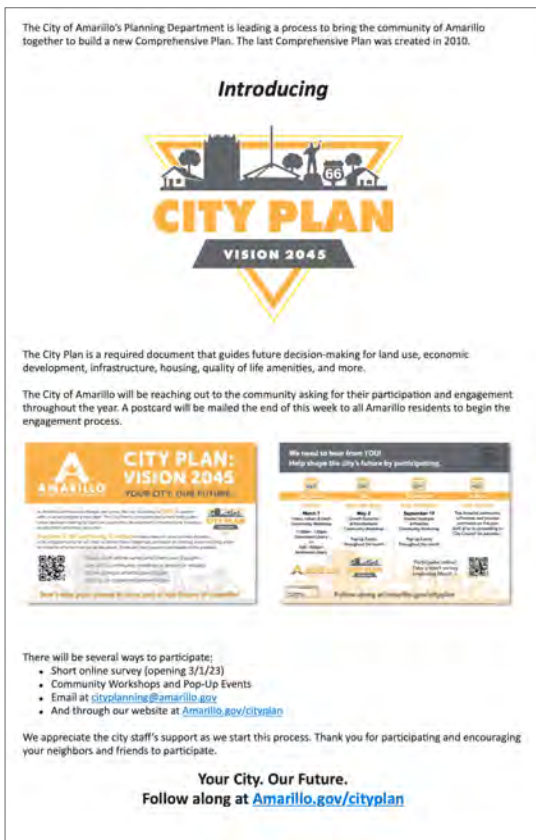
*City of Amarillo Releases Housing Survey*

<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



Internal staff email — Introducing City Plan



City of Amarillo e-newsletter featured content

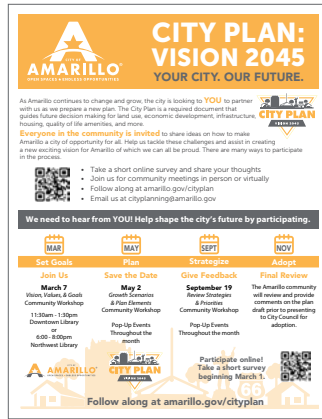


City-wide email City Plan — Community Workshop

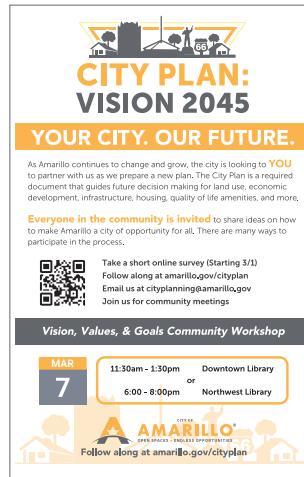




Custom logo



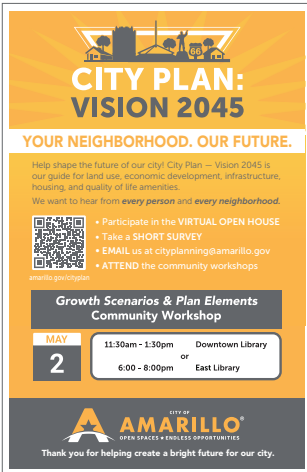
Introductory flyer



Meeting poster



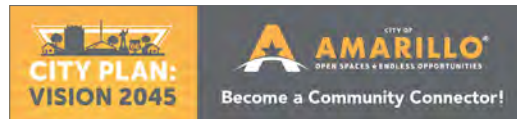
Meeting table covering 2-sided



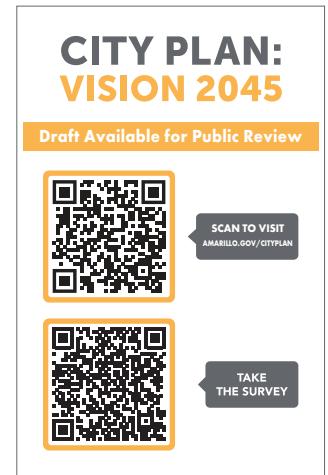
Targeted to neighborhoods meeting poster



10' event banner



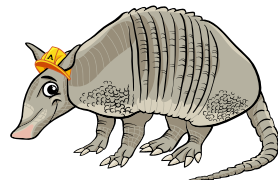
Website banner image



QR code meeting sign



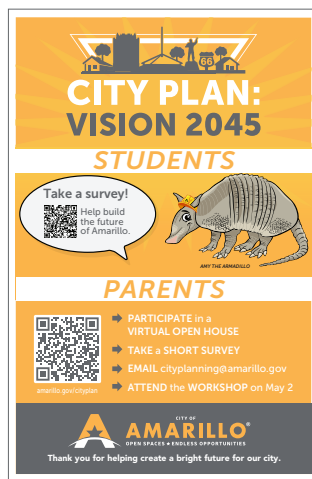
AMA-CON engagement 2' x 3' sign



Mascot — Amy the Armadillo to engage with youth



Sticker giveaway



School engagement poster



Meeting signs



QR code T-shirts

# PUBLIC REVIEW ENGAGEMENT

With a goal of providing a final opportunity for community input before City Council review, outreach efforts for the City Plan Draft included utilizing local media channels, targeted emails, social media platforms along with in-person meetings and open houses at City of Amarillo Public Libraries.

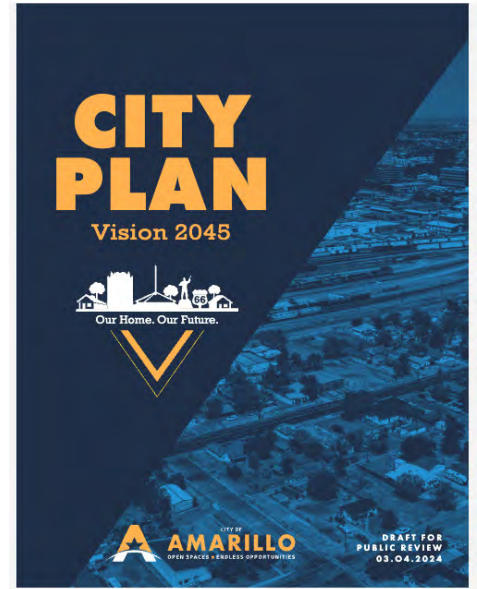
**Online Public Comment Platform – March 5 to April 3**  
**Result – 1,565 views and 72 Comments**

**Planning and Zoning Meeting**  
 Draft Presentation – March 11  
 Commission Review and Vote – April 15

**Developers Meeting – March 12**

**Library Open Houses – Direct feedback: 107**  
 North Branch – March 13  
 Northwest Branch – March 19  
 Southwest Branch – March 20  
 East Branch – March 21

**City Council Meeting – May 14 – Presentation Scheduled**



City of Amarillo, Texas Fri 3/8/2024 3:36 pm CST	City of Amarillo, Texas Tue 3/12/2024 3:37 pm CDT	City of Amarillo, Texas Tue 3/19/2024 11:17 am CDT	City of Amarillo, Texas Thu 3/28/2024 4:27 pm CDT
<b>CITY PLAN</b> Vision 2045 <b>City Plan Draft Available for Public Review</b> Plan Shaped by Community Input 4,000 active participants 176,262 social media impressions Postcard mailed to every residential address 6,841 unique web page views 3,369 survey responses 54 out of 67 neighborhood areas connected	<b>City Plan Draft Available for Public Review</b> What Does the Plan Include? 4 Key Elements Making Places Mobility Community Character Parks & Culture	<b>City Plan Draft Available for Public Review</b> Let's Talk City Plan Attend One Our Library Open Houses Tuesday March 19 Northwest Branch 5pm-7pm Wednesday March 20 Southwest Branch 3pm-5pm Thursday March 21 East Branch 9am-11am	<b>City Plan Draft Available for Review Until April 3rd</b> What Does the Plan Include? 4 Key Elements Making Places Mobility Community Character Parks & Culture
<b>Total Engagements</b> 725 Reactions 99 Comments 46 Shares 45 Post Link Clicks 131 Other Post Clicks 404	<b>Total Engagements</b> 538 Reactions 62 Comments 45 Shares 18 Post Link Clicks 16 Other Post Clicks 397	<b>Total Engagements</b> 103 Reactions 25 Comments 2 Shares 8 Post Link Clicks 2 Other Post Clicks 66	<b>Total Engagements</b> 62 Reactions 13 Comments 4 Shares 5 Post Link Clicks 4 Other Post Clicks 36

## Social Media Public Draft Engagement Summary — 4 Posts

**21,878 IMPRESSIONS**      **97 COMMENTS**      **153 CLICKS**      **76 SHARES**



## Media Outreach

### Media Lunch and Learn – March 6

Monthly meeting with local media to share important city news.

### Press Release – March 8

## Press Coverage Sampling

### Open houses scheduled to discuss draft of City Plan - Vision 2045

<https://www.newschannel10.com/2024/03/11/open-houses-scheduled-discuss-draft-city-plan-vision-2045/>

## amarillo.com | AMARILLO GLOBE-NEWS

### Planning and Zoning Commission

3 p.m.: Third Floor of City Hall - City Council Chambers, 601 S. Buchanan, St.

Work session: presentation and discussion on the Public Review Draft for City Plan - Vision 2045, an update to the 2010 Amarillo Comprehensive Plan.

<https://www.amarillo.com/story/news/2024/03/09/amarillo-area-public-meetings-for-the-week-of-march-11-2024/72896501007/>

#### NEWS

## This week's meetings include Planning and Zoning, City of Canyon, AC special meeting

Amarillo Globe-News

Published 10:01 a.m. CT April 1, 2024 | Updated 10:01 a.m. CT April 1, 2024



### Monday

#### Planning and Zoning Commission

3 p.m.: Third Floor of City Hall - City Council Chambers, 601 S. Buchanan, St.

Discussion on City Plan – Vision 2045 public review draft comments;

<https://www.amarillo.com/story/news/2024/04/01/amarillo-area-public-meetings-for-the-week-of-april-1-2024/73166585007/>



NEWS RELEASE  
2024

For Immediate Release  
March 8, 2024

### Amarillo's Future Coming Into Focus Draft of City Plan – Vision 2045 Available, Open Houses Scheduled

**AMARILLO** – The future of Amarillo is taking shape. For more than a year, Amarillo residents have been providing valuable feedback as to their goals and objectives for the future of the city through a comprehensive and unique plan.

City Plan – Vision 2045 is a template for the future of Amarillo spanning multiple community priorities from transportation to housing to economic development.

“City Plan – Vision 2045 is Amarillo’s plan – created by residents representing communities throughout Amarillo,” said City of Amarillo (COA) Director of Planning Emily Koller. “The feedback provided by residents is the driving force behind this plan. Amarillo’s future is being determined by Amarillo.”

City Plan – Vision 2045 was introduced in November 2022. The plan includes a wide array of community input from multiple public outreach initiatives, including digital surveys, community workshops, social media interaction and more.

All the information about City Plan – Vision 2045 is available at: [amarillo.gov/cityplan](http://amarillo.gov/cityplan)

The website features a draft plan provided by the community. In addition, review and public comment functions are available. The website includes detailed information on what City Plan – Vision 2045 is, including guiding principles, plan elements and how the plan can impact homeowners, business owners, developers and builders and the overall community.

Five open houses for City Plan – Vision 2045 are scheduled in March. Residents are encouraged to attend and to continue to provide feedback. The format for each open house will be the same.

- Wednesday, March 13 - Amarillo Downtown Library, 10 a.m. to noon.
- Thursday, March 14 - Amarillo North Branch Library, 1 a.m. to 1 p.m.
- Tuesday, March 19 - Amarillo Northwest Branch Library, 5 p.m. to 7 p.m.
- Wednesday, March 20 - Amarillo Southwest Branch Library, 3 p.m. to 5 p.m.
- Thursday, March 21 - Amarillo East Branch Library, 9 a.m. to 11 a.m.

For more information contact City of Amarillo Media Relations Manager Dave Henry at (806) 378-5219 or by email at [David.Henry@amarillo.gov](mailto:David.Henry@amarillo.gov).

###

601 S Buchanan St, Amarillo, Texas 79101

# 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.”**

