WEBINAR

The City of Amarillo + The Goodman Corporation + Social Pinpoint

CITY OF AMARILLO®

THE GOODMAN CORPORATION

socialpinpoint

ncdd

APA

APA AICP

Meet Your Co-Hosts

Chris and Melissa

Chris Gravel

Strategic Account Manager

Social Pinpoint

Melissa Hepburn

Senior Manager, Implementation & Adoption

Social Pinpoint

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Housekeeping

- **Event Timing:** The webinar is scheduled for 60 minutes.
- **Technical Support:** If you encounter any issues during the live event, please reach out to us at **events@socialpinpoint.com**.
- **Recording & Slides:** You'll receive an email with the on-demand recording and slides in the next few days.
- **Questions:** Please leave any questions in the Q&A box.

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Agenda

- Welcome & Introductions
- Project Overview: SS4A
- Building the Team & Designing the Engagement Strategy
- Outreach & Engagement Efforts: What Worked?
- From Data to Action: Analyzing Results
- Outcomes, Funding, & Next Steps
- Q&A Session & Closing

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Meet Your Guests Speakers

Joy, Shari, Jon, and Eagle

Joy Stuart

Senior Communications Officer

City of Amarillo

Shari Kendall

Community Engagement Manager

City of Amarillo

Jon Barnes

Grants and Special Projects Manager

City of Amarillo

Yige Eagle Tang

Senior Associate

The Goodman Corporation

Amarillo, Texas

🤠 Over 200,000 residents and growing — 14th largest city in Texas

🌆 The main city for the Texas Panhandle

🚂 A diverse community and landscape: historic districts, modern developments, long-established cultural communities, expanding housing, industrial areas, and active railroads

🛣️ Home to the famous Route 66 and Cadillac Ranch

🌅 Just 20 minutes from the 2nd largest canyon in the U.S.

🚚 Major transportation corridors, including I-40 and I-27

🚗 🚶 🚲 🚌 A community with a high reliance on driving, with walking, biking, and public transit playing important roles

Working Together

+

The Power of Communication Teams

Municipal programs and initiatives need clear, strategic communication.

- Clear, concise copy
- Creative, engaging designs
- Strong branding
- Well-defined audience
- Effective engagement toolbox
- Consistency and repetition
- Flexibility to adapt as needed

Focus on the Goals

Safe Streets and Roads for All (SS4A) Grant Program

Opportunity

$5 billion in available funding (2022–2026)

Mission

Create safer streets for all residents through data-driven strategies and policies

Vision

Reduce severe and fatal crashes by 35% by 2035

Building on Success

The Safe Street and Roads for All Plan was built on the foundation of the successfully adopted City Plan – Vision 2045.

Engagement

180,000+ people reached online

100,000+ households mailed

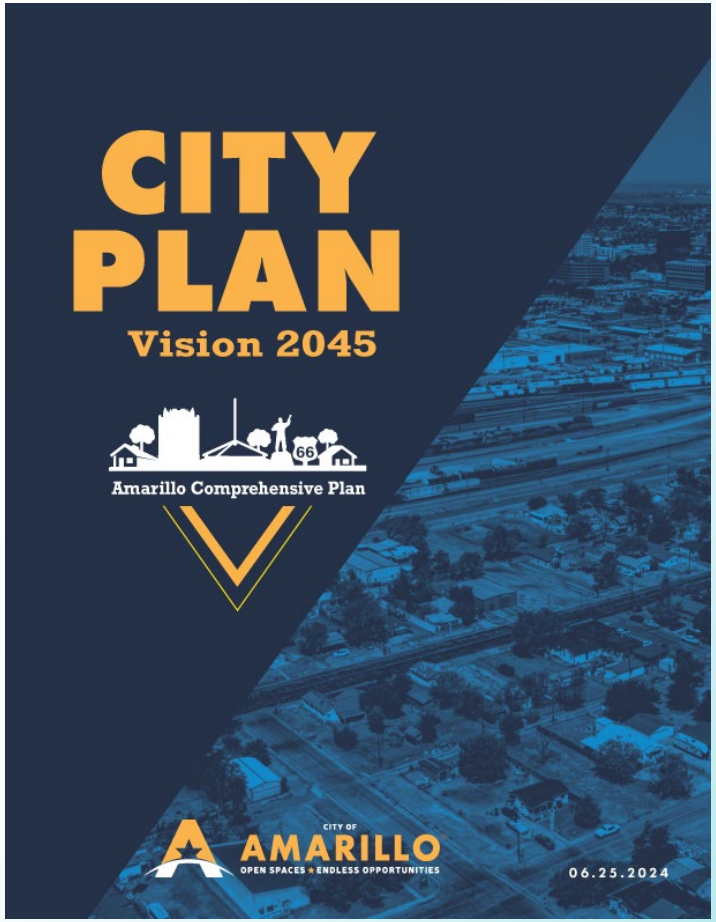
4,000 + active participants

Awards

Community Engagement Plan — **3CMA** (City-County Communications & Marketing Association)

Comprehensive Planning Award — **American Planning Association – Texas**

Outreach/Campaign — **TAMIO** (Texas Association of Municipal Information Officers)



Stronger Together

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Pinning Down the Engagement Tool

🤔 **Initial Idea:** Need for input using a survey

🧭 **Development:** Survey with a map - Interactive map

🔨 **Building the Interface:** Started with a community map

🎯 **Simplification:** Focused on what data we really needed

📍 **Final Design:**

- Fun drag-and-drop activity
- Colorful icons
- Basic fields
- Clear instructions

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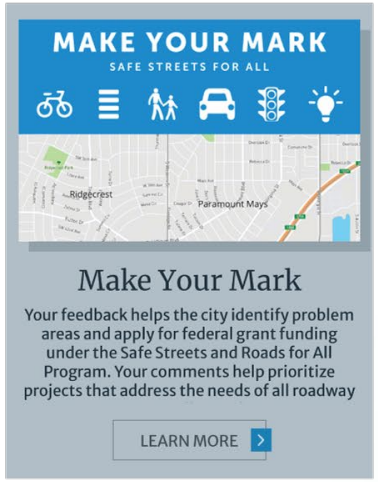
The Engagement Tool Comes to Life

Communications Drive Participation



Use every communication tool to drive survey participation!

Communications Toolbox

Use every communications tool to drive survey participation.

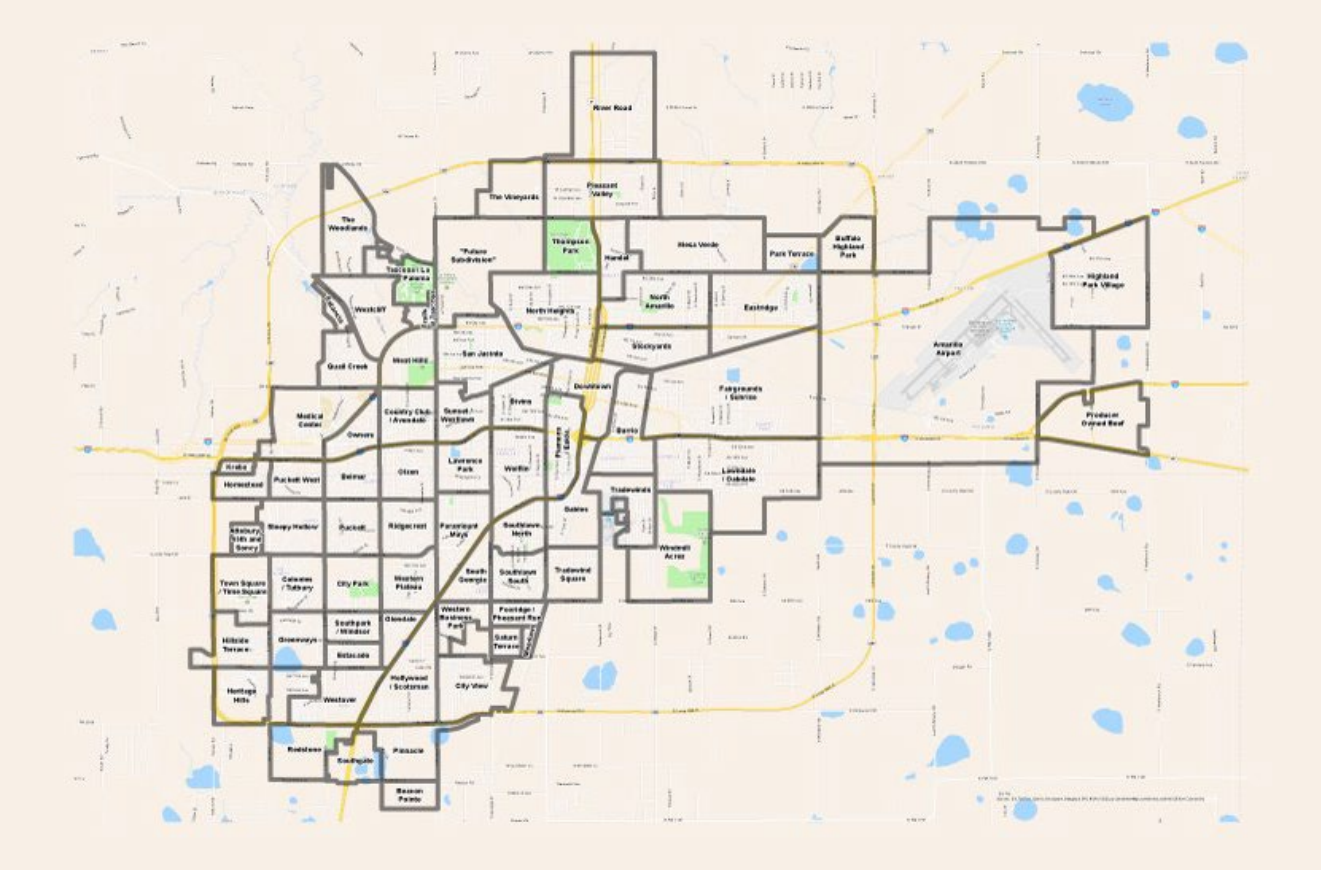
- City Email Newsletter
- City Programs/Events
- Community Connectors
- Community Events
- Council Meetings
- Facebook
- Follow-up Survey
- Handout Cards
- Instagram
- Interactive Map Survey
- Library Sessions
- Mascot: Amy the Armadillo
- Media Outreach
- Next Door Ads
- Pop-up Booths
- Posters
- QR Codes
- Targeted Email
- Website

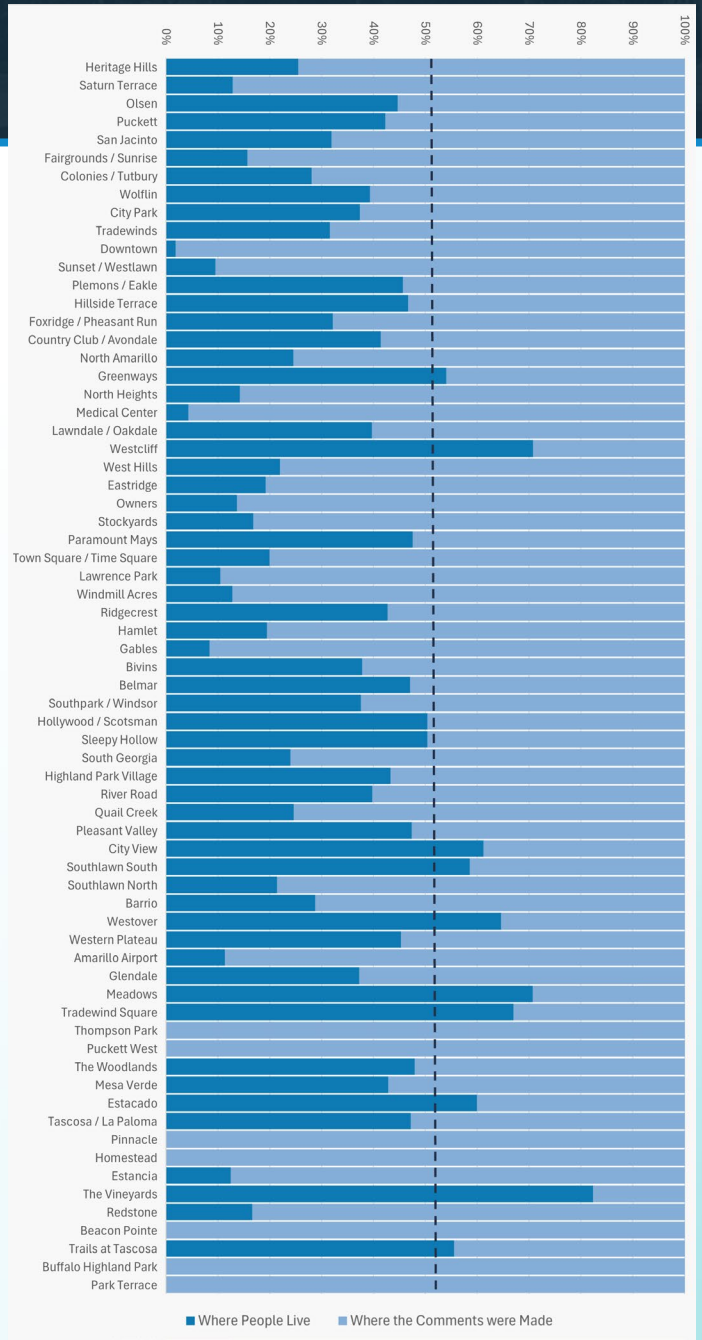
In-Person Engagement

Go-to them approach!

Track and Pivot

Tracking the source of engagement to ensure we're reaching all areas of Amarillo.





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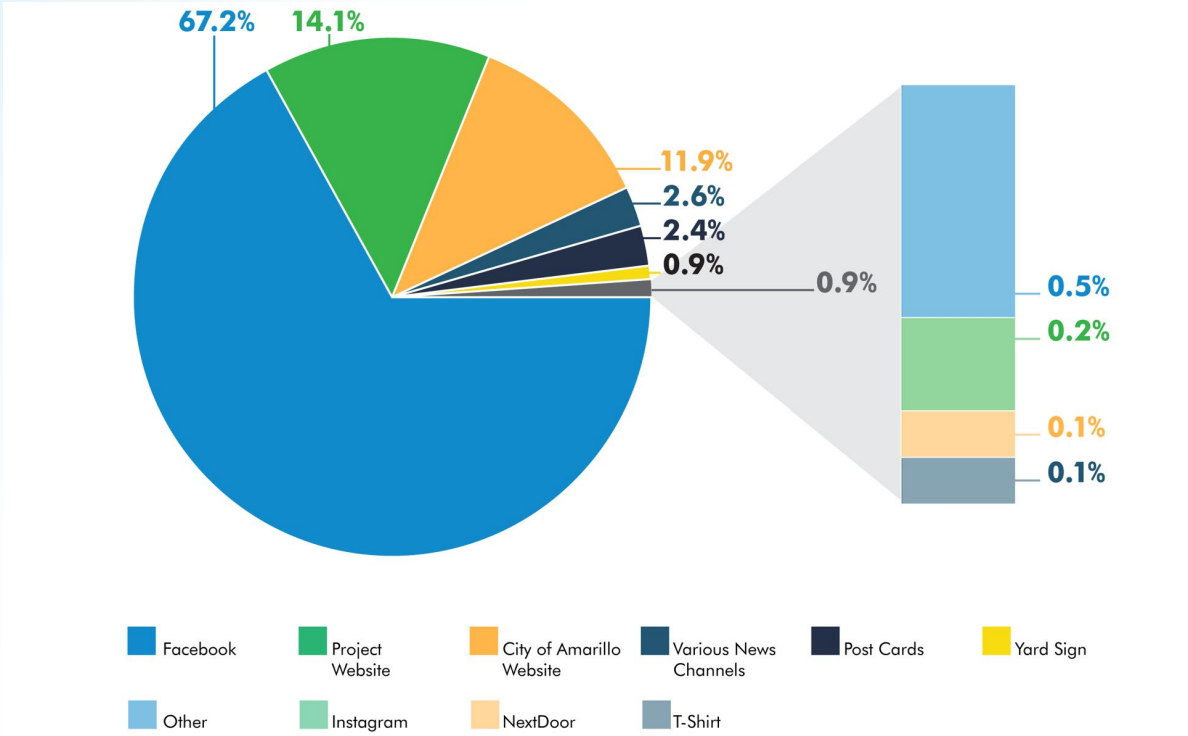
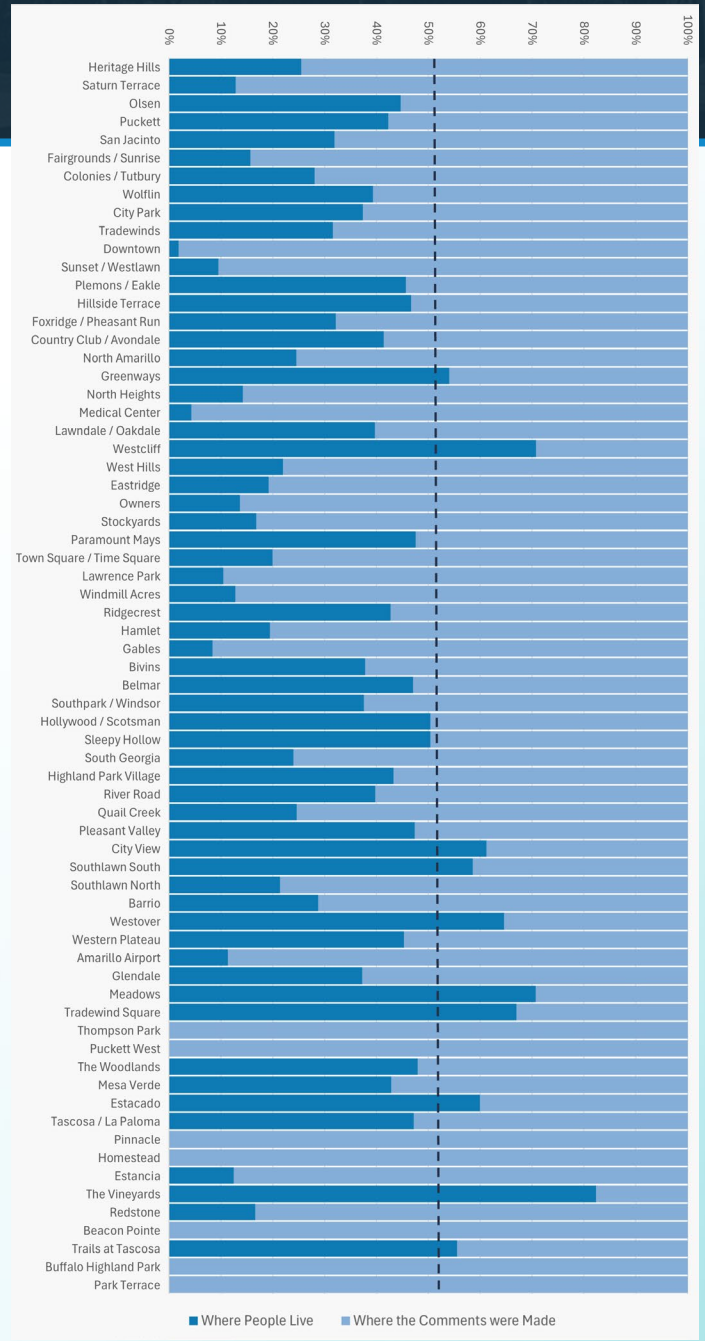
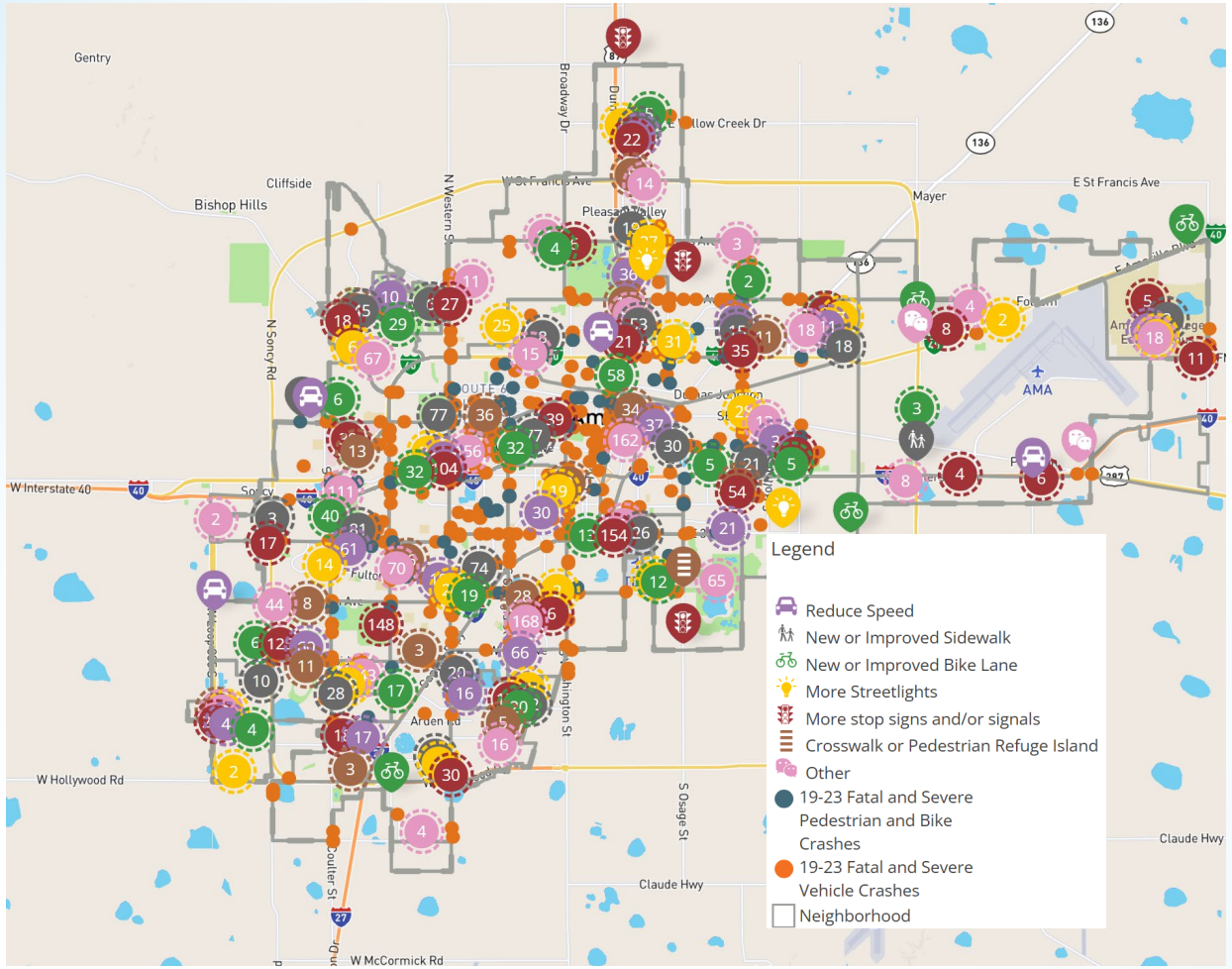




Unprecedented Engagement

6,880 Unique Users **4,771** Comments



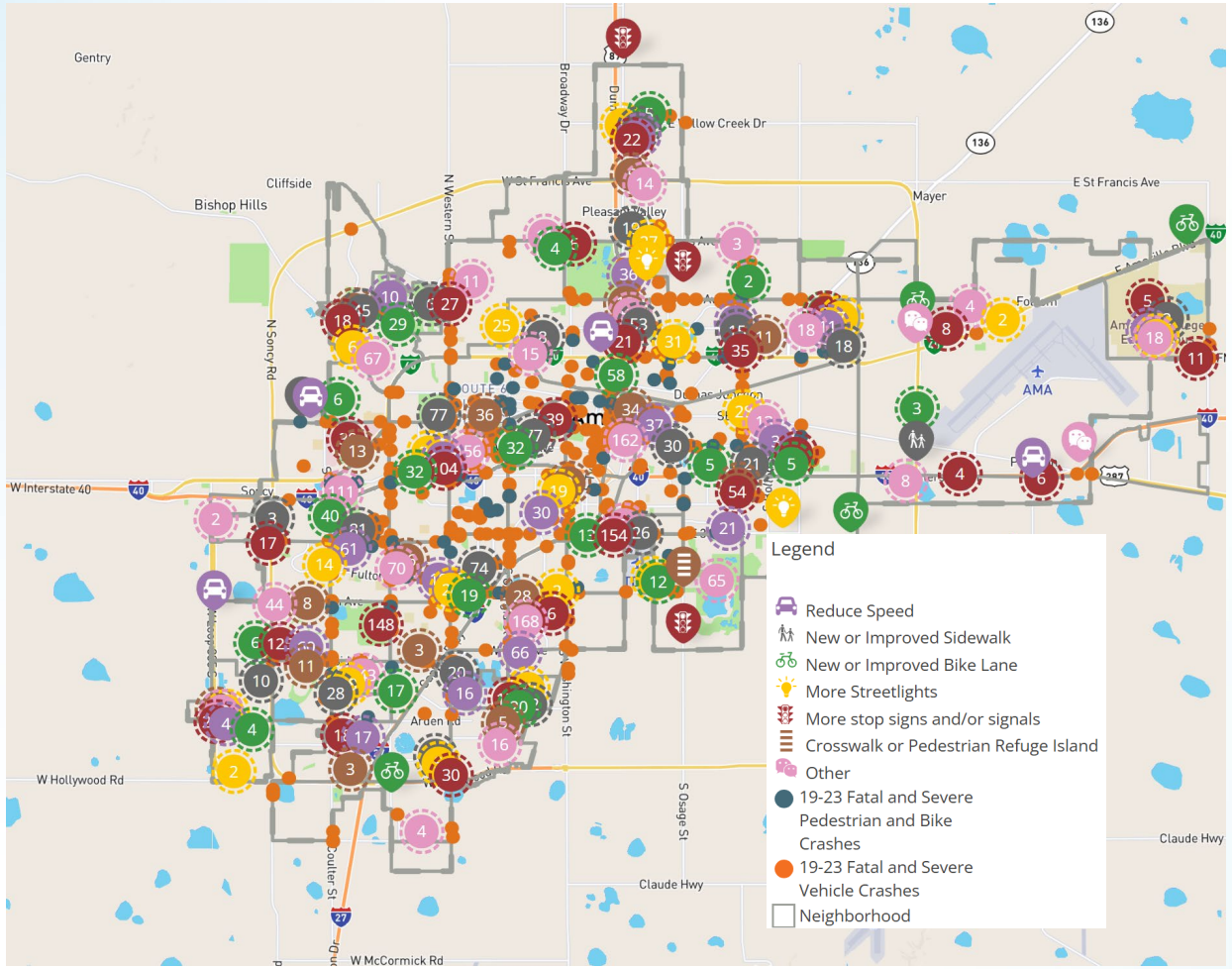
AMA Survey| Collected 618 responses less than 24 hrs

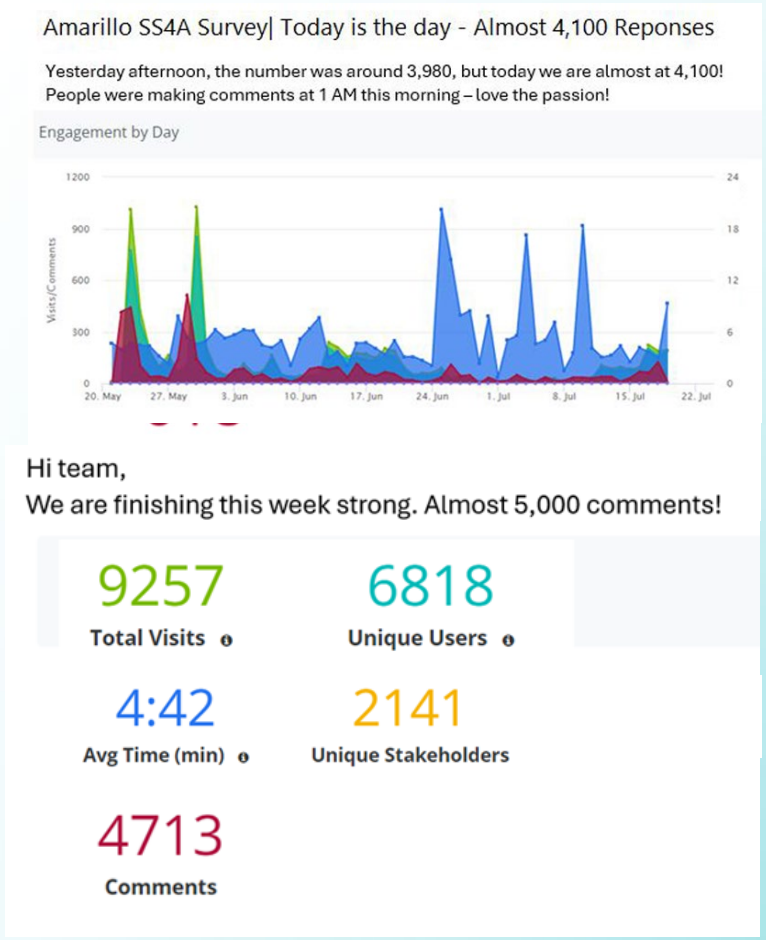
544	477
Total Visits	Unique Users
9:29	348
Avg Time (min)	Unique Stakeholders
618	
Comments	

FYI, 3,137 comments collected!!

Unprecedented Engagement

6,880 Unique Users **4,771** Comments





Unprecedented Engagement

6,919 Responses Collected

🔥 Interactive Map	**4,775**
🎉 Online Survey	**1,404**
👏 Open House	**253**
🎯 Project Ranking Online	**445**
✅ Plan Draft	**42**

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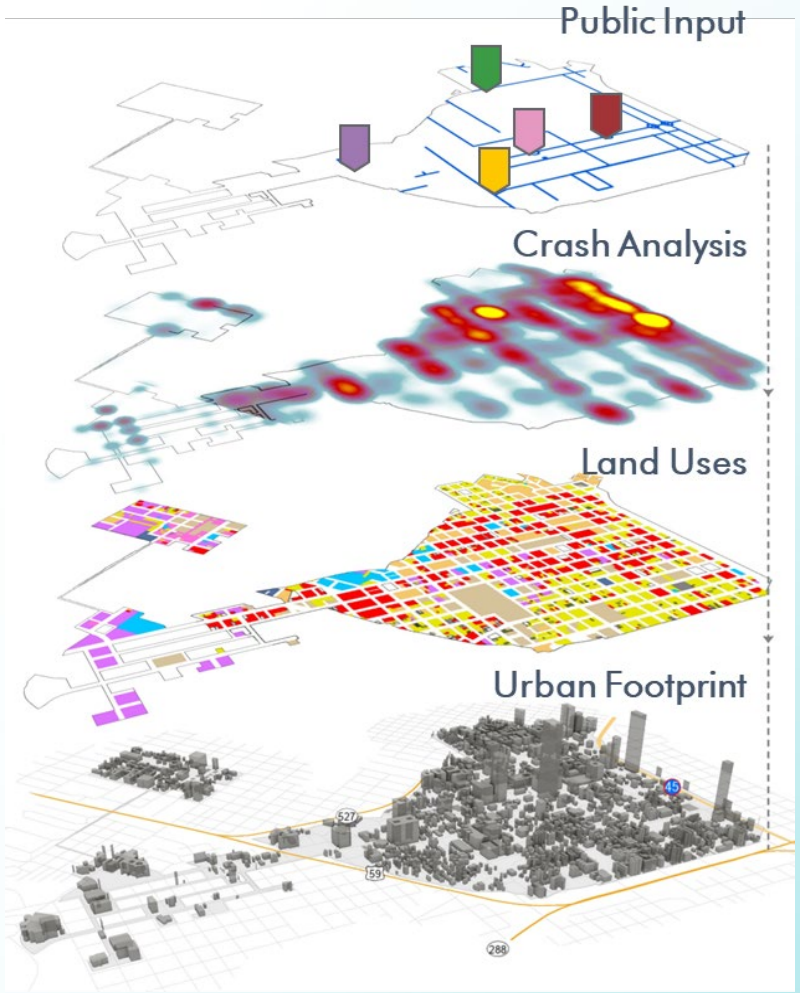
Shaping the Plan

- **High Injury Network (HIN)**
- **Interactive Map**
- **Community Engagement**
- **Engineering Analysis**



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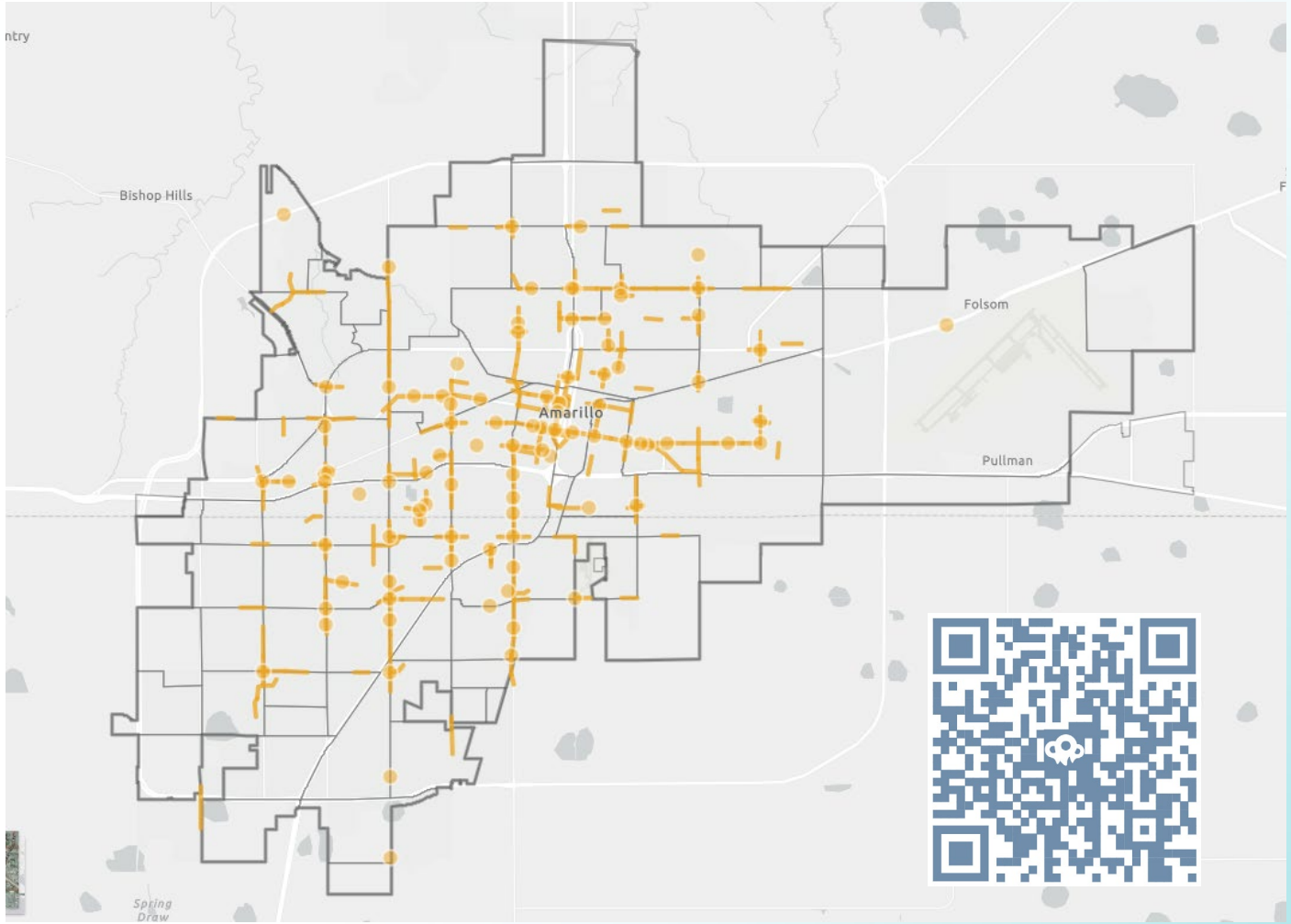
High Injury Network

The High Injury Network (HIN) is a critical tool used in roadway safety analyses to help **identify** and **prioritize** roadways and intersections with the highest concentrations of **severe and fatal crashes**. It focuses both on **vulnerable users** (pedestrians and cyclists) and all roadway users.



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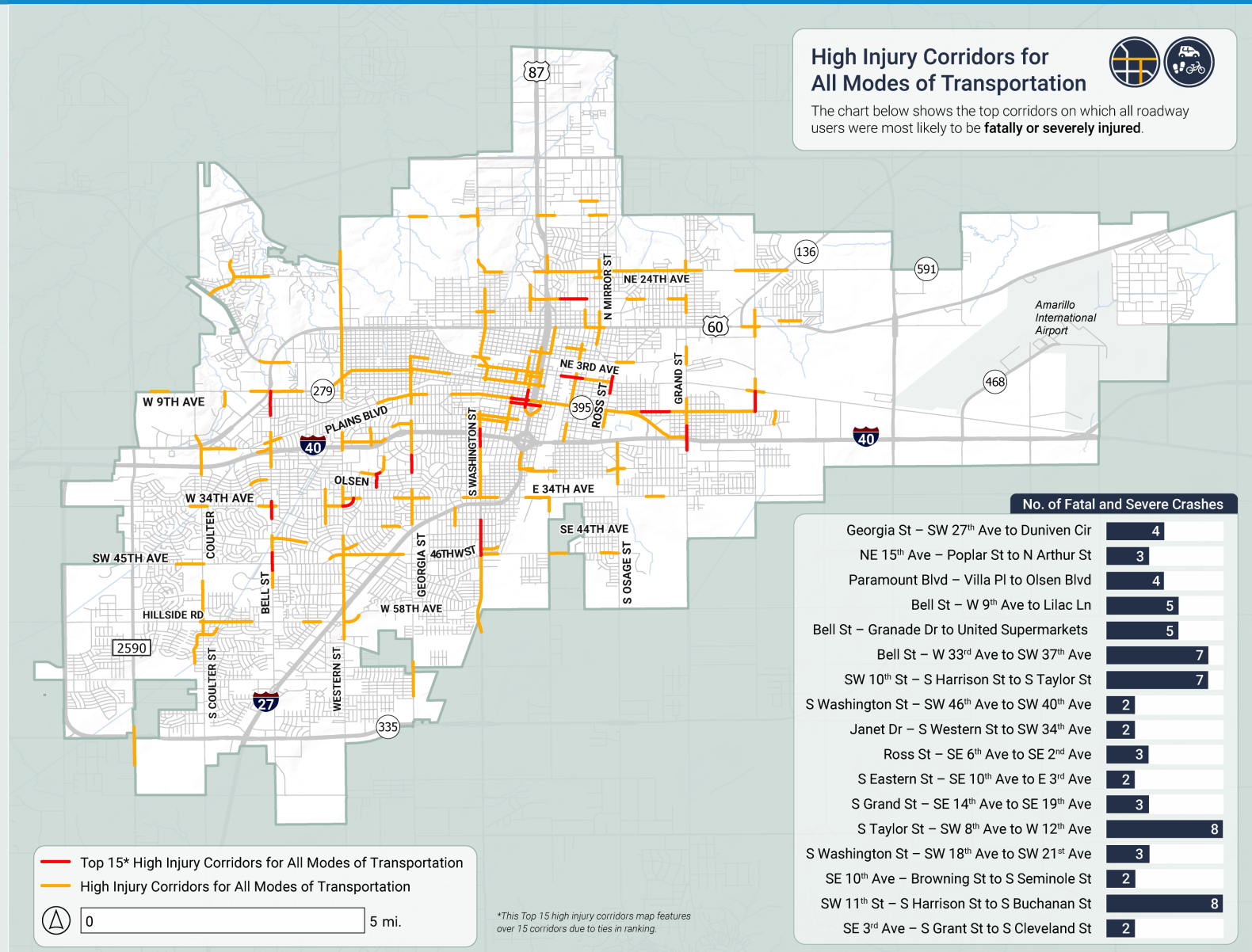
HIN Corridors – All Modes

60.4% of fatal and severe crashes occurred on just **8.7%** of Amarillo's roadways.



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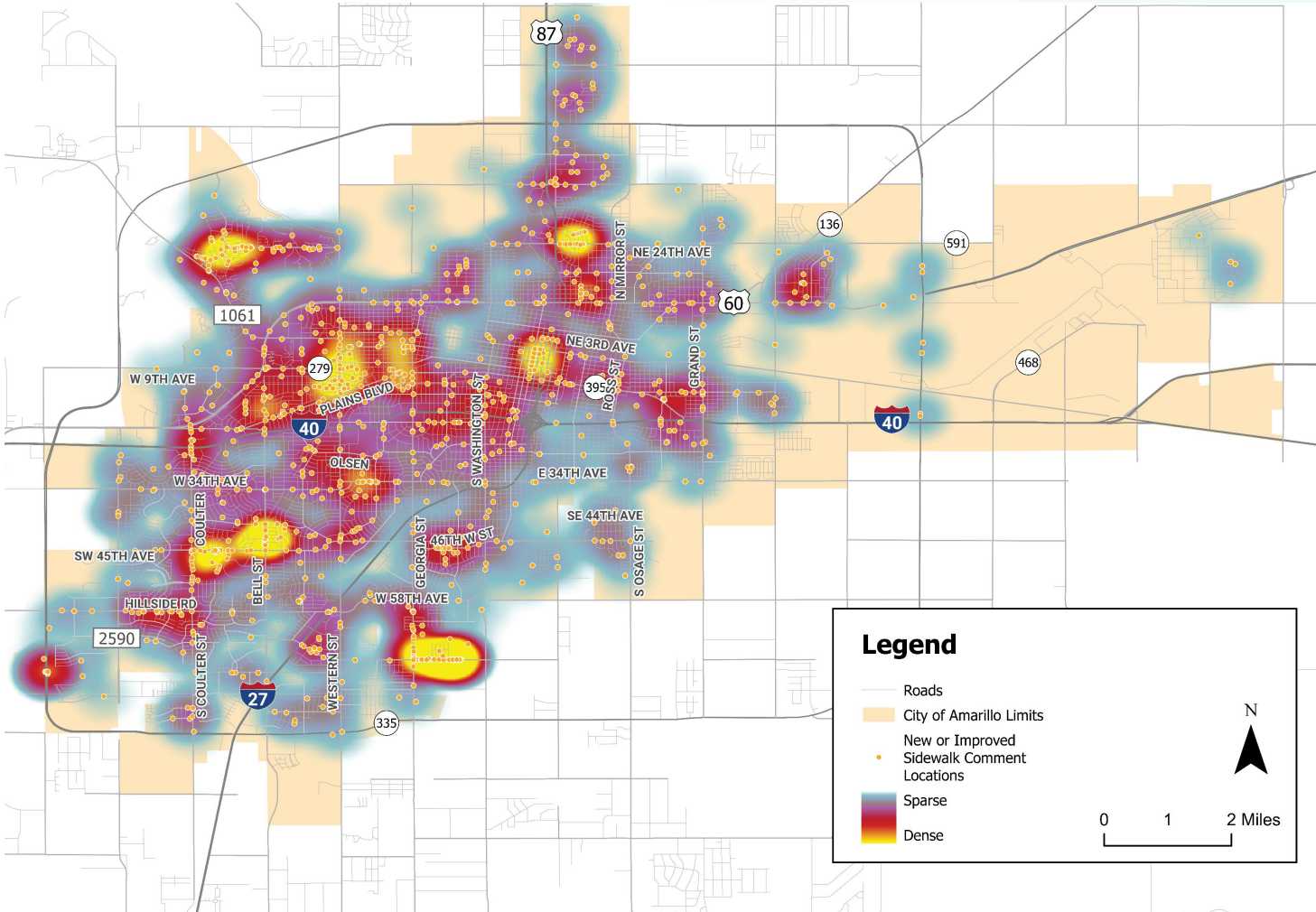
Shaping the Plan

New or Improved Sidewalk

Heat Map

1,098 Total Comments

Focused on school and student safety



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Shaping the Plan

Reduce Speed

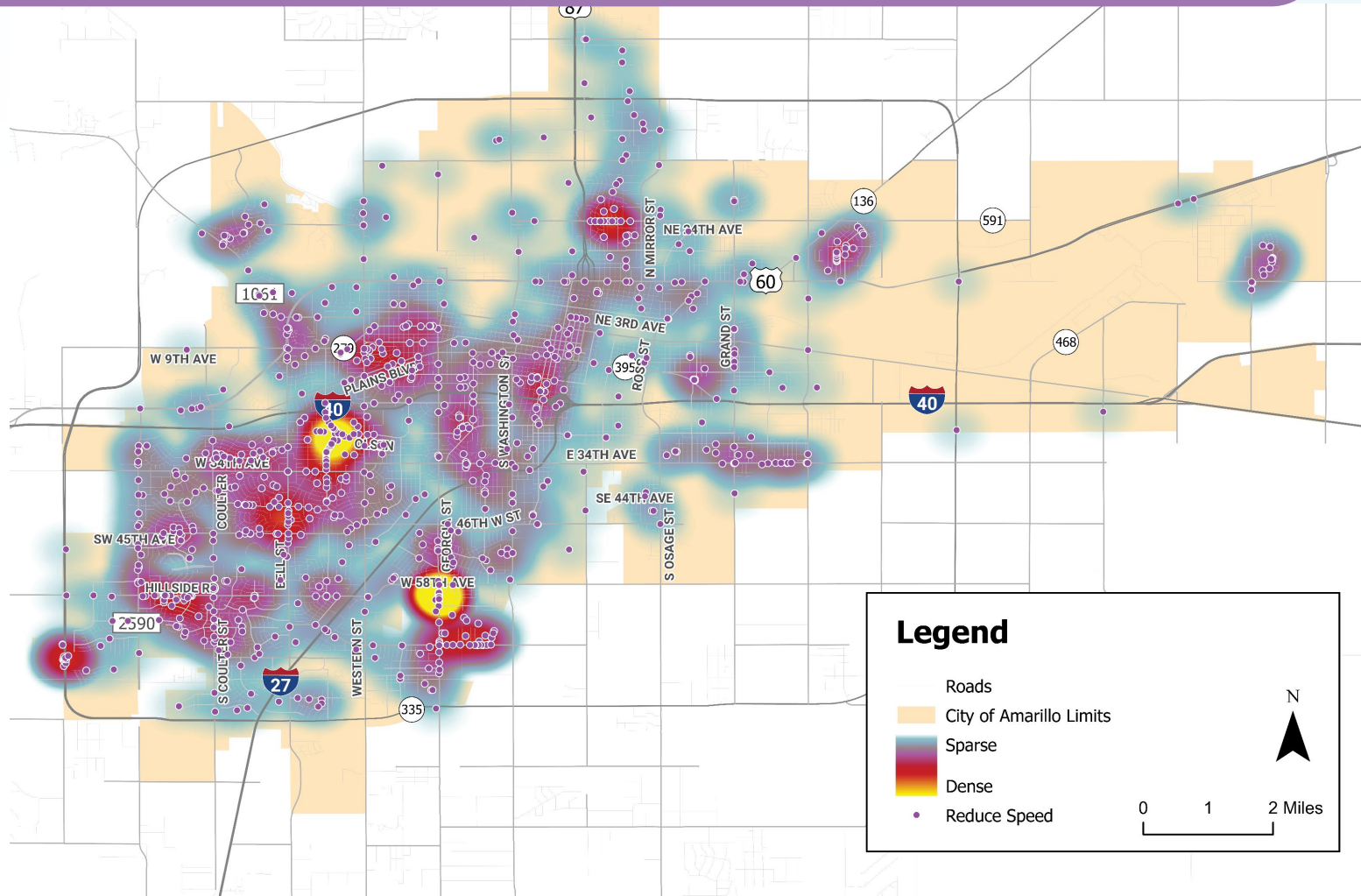
Heat Map

907 Total Comments

Slow down traffic near major destination areas

Slow down traffic near schools

Speed reductions on major arterials



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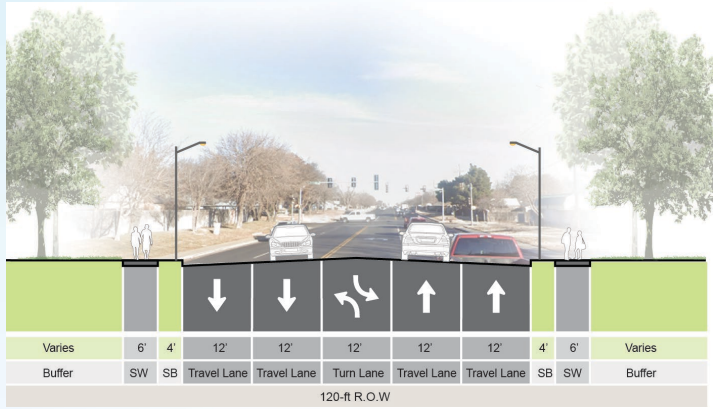
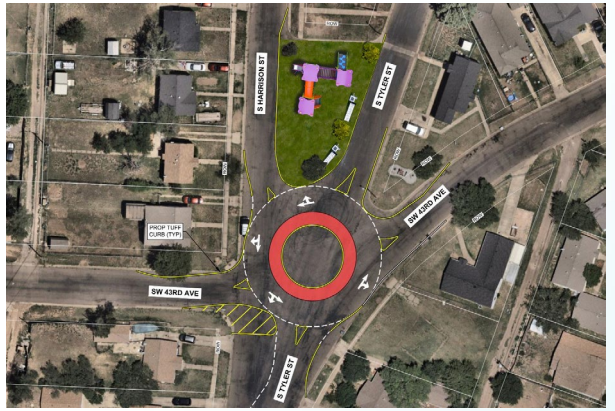
Actionable Projects

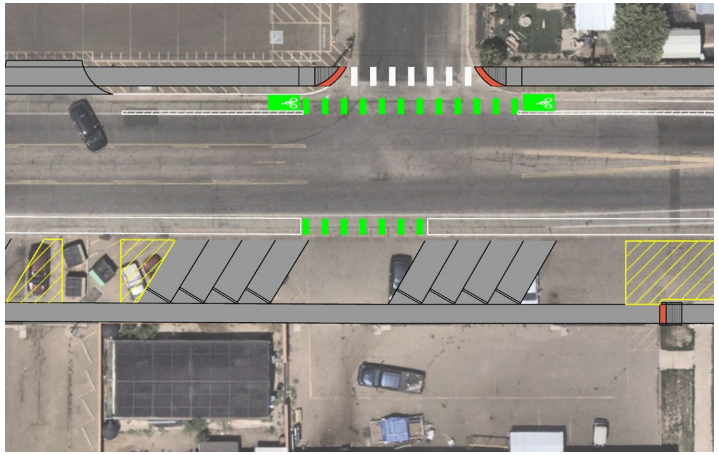
Design data-driven actionable projects tied to funding matrix.



Cross Section with Separated Share Use Path



Tuff Curb Roundabout & Pocket Park



Reverse Angle Parking with Sidewalk

Cross Section with Sidewalk and On-Street Bike Lane

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Project Background

Data Analysis

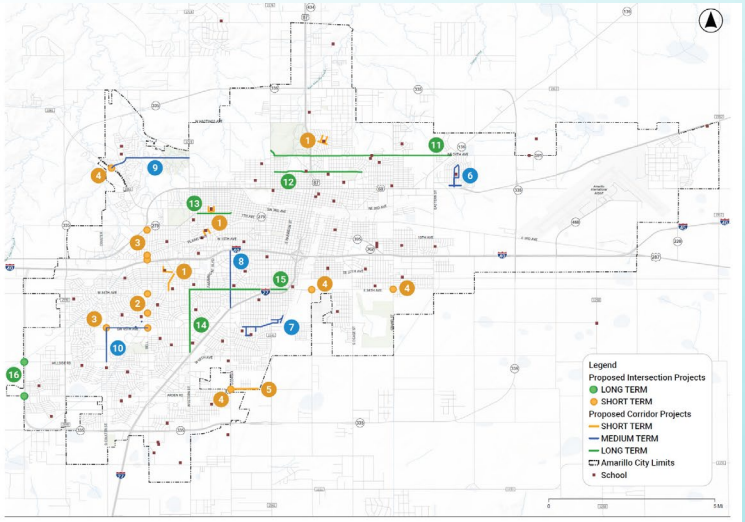
Community Engagement

What did we propose?

Short Term
1. Safer Speed for Schools
2. Phase I Intersection Improvements
3. Phase II Intersection Improvements
4. Non-TxDOT Signal Improvements
5. Farmers Ave Shared Use Path

Medium Term
6. Eastridge Safe Routes to School
7. Fannin and South Lawn Safe Routes to Schools (SRTS)
8. Georgia Street Access Management
9. Woodlands Elementary School SRTS
10. Amarillo High School SRTS

Long Term
11. NE 24th Pavement and Sidewalk Improvement
12. Palo Duro High School SRTS
13. SW 6th Gateway Project
14. Western Street SUP and Access Management
15. SW 34th Street Total Reconstruction
16. TxDOT Facility Intersection Study



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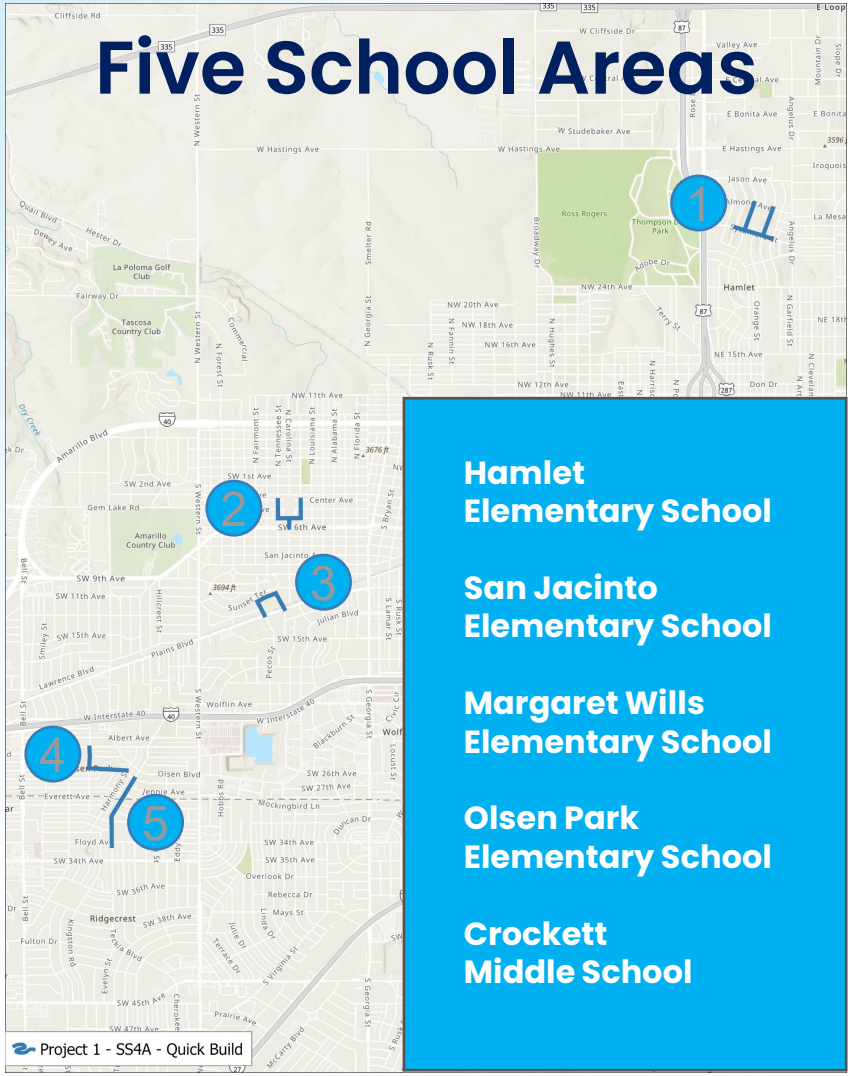
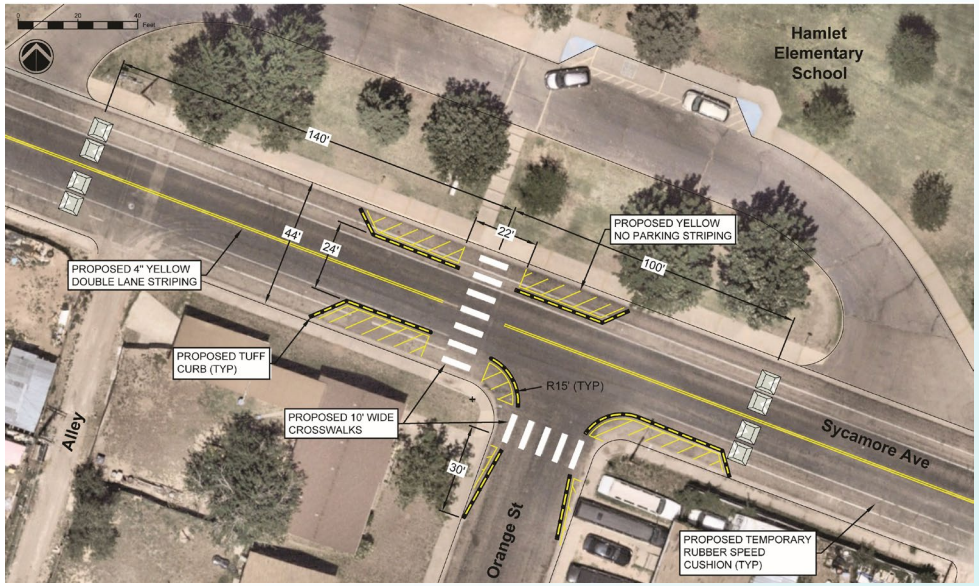
Safer Speed for Schools





SS4A Demonstration Grant (Quick Build)

- Quick, pilot project: paint, post, and rubber – nothing permanent
- Project size needs to be smaller in size ~ $500k

Lead Applicant	Project Title	Application Type	Urban/ Rural	Funding Award
City of Amarillo	City of Amarillo Safer Speeds for Schools	Conduct Demonstration or Other Supplemental Planning Activities (only)	Urban	$523,440

Project Development

Short Term

1. Safer Speed for Schools
2. Phase I Intersection Improvements
3. Phase II Intersection Improvements
4. Non-TxDOT Signal Improvements
5. Farmers Ave Shared Use Path

Medium Term

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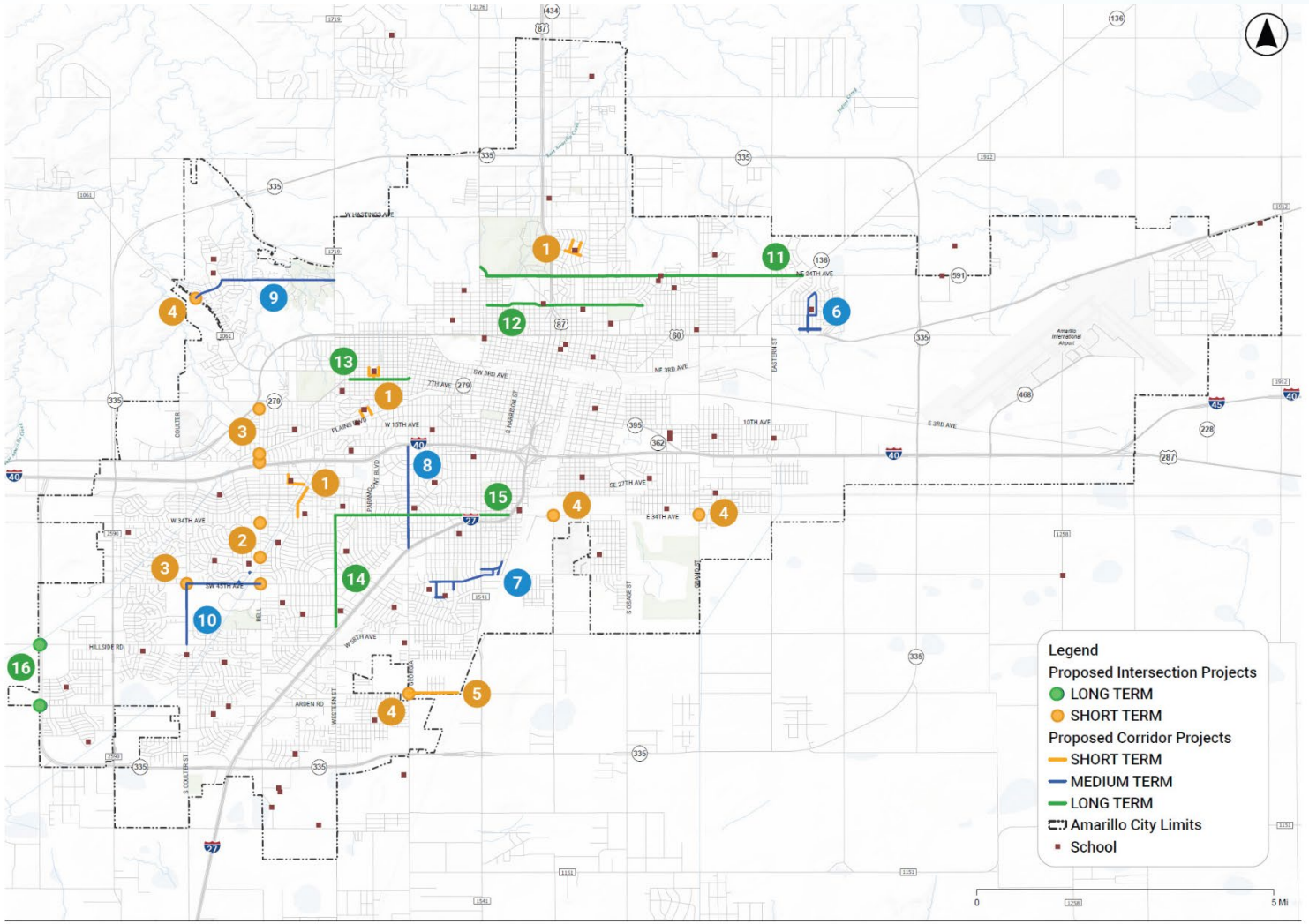

Awarded Pursuing Funding

Grand Slam

socialpinpoint + consultationmanager

Your complete **community engagement** and **contact management toolkit**.

Poll

Questions?

Upcoming Webinar

Streamlining Engagement & Stakeholder Management:
Social Pinpoint & Consultation Manager Integration

Wednesday, April 16

11am PST | 2pm EST (30-minute Duration)

Key takeaways:

- ✓ Core features of Social Pinpoint and Consultation Manager
- ✓ Strategies for collecting and managing community feedback more effectively
- ✓ Tips for automating data transfer and creating comprehensive participant records with ease
- ✓ Best practices for using both platforms to enhance communication, engagement, and reporting

SAVE YOUR SEAT

Thank You

AICP CM: planning.org/events/course/9308307