

Are you interested in representing your community and providing input on the future of Richardson?

Become an Envision Richardson Ambassador!

The City of Richardson is seeking individuals who would like to raise awareness, promote understanding, and lead meetings as neutral facilitators while gathering input for the City's Envision Richardson Comprehensive Plan Update. As an Envision Richardson Ambassador, you will receive training that will enable you to become an informed leader and advocate for the unique interests of your community.

What is a Comprehensive Plan?

A Comprehensive Plan is a document that describes a community's desired vision for the future. It is used to guide a city's land use and property development and provides a basis for future zoning decisions. It also helps inform decisions on public investments in transportation and other infrastructure improvements required to support future residents and businesses. The plan includes an implementation strategy for use by City staff and elected officials to help achieve the plan's goals.

What is an Ambassador?

Richardson's rich diversity is one of the city's greatest strengths. As part of this update, we want to ensure that all voices have an opportunity to weigh in on the vision for Richardson's future. Ambassadors for the plan, representing a variety of the interests and backgrounds found in the community, will be trained to facilitate the gathering of input from discussions within their own organizations. They will act as neutral facilitators, gathering, synthesizing, and sharing feedback and input which will become an integral part of the Comprehensive Plan Update. The Ambassador role is a step above that of a traditional stakeholder, because rather than simply being asked for their individual opinions, Ambassadors will share the viewpoints from the larger organizations to which they are connected.

What is the time commitment?

The Envision Richardson Comprehensive Plan Update will include three public engagement phases, called "Community Summits," each including various activities and lasting approximately four to five weeks. The first one will occur in June of 2023, the second in October of 2023, and the third tentatively in June of 2024. Ambassadors will be asked to attend meetings during the Community Summits and will be tasked with facilitating meetings with their organizations and other interested groups utilizing materials prepared by the project team. Additionally, these leaders will be encouraged to promote the plan to friends, family, and colleagues.

What will Ambassadors do?

An Ambassador for the Envision Richardson Comprehensive Plan Update will:

- **Attend Training.** Ambassadors will be asked to attend an hour-long training session during each Community Summit engagement phase (three meetings total). During these training sessions, Ambassadors will learn how to spread the word about the planning process and will be provided materials to take back to their own neighborhoods and organizations for gathering feedback.
- **Promote the Plan.** Ambassadors will be asked to share information and opportunities for engagement with their contacts by promoting the plan through social media, word of mouth, and by distributing physical advertisements to friends, families, and colleagues.
- **Attend Events.** Ambassadors will be encouraged to attend events and open houses related to the Comprehensive Plan Update.
- **Host Meetings.** Ambassadors will be asked to facilitate meetings of their own by using meeting material developed by the project team. They will be equipped with all of the information and tools needed to gather additional insight from their own contacts. Ambassadors who are available could also facilitate additional meetings for groups and organizations that do not have their own Ambassador, if requested.

How can I get involved?

Interested in applying to be an Envision Richardson Ambassador? Navigate to the website link below or scan the QR code to fill out a quick application. We appreciate your interest in spreading the word about this important planning process!



<https://www.surveymonkey.com/r/EnvisionAmbassadors>