



SELMA NOW
OUR PRESENT. OUR FUTURE.

Appendix B

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Overview

This appendix provides a summary of the engagement process; a focused effort designed to have a low barrier to participation. Rather than broad visioning exercises, the engagement strategies built on engagement from previous efforts to reach residents through existing networks and leverage the strength of community. The Team designed and facilitated three rounds of community engagement; one at the outset of the planning process, one while the draft plan was being developed, and one towards the end of the process to help prioritize the actions.



Round 1 Engagement Summary

The first round of engagement provided an opportunity for input on the direction of Selma. Activities were designed to test what the team learned from initial analysis. Participants mapped their experiences to better understand the desired outcomes of the plan.

Description

The first round of engagement offered an opportunity for people to engage in familiar settings and be invited into the process by people they know and trust. “Meeting-in-a-box” is a technique where groups gather input during existing meetings or through small scale, in-home meetups. To kick off this round of engagement, a training was hosted for community leaders in early September 2024. Participants in this event were given the tools to conduct a meeting of their own and asked to convene people in their communities over the following weeks. In addition to these community meetings, online activities were available on the Selma Now website through the end of October. Project business cards were widely distributed by City staff to direct people to the website for general updates and an opportunity to provide input.

Activity 1: Vision, Values, Goals

Participants reviewed draft vision, value, and goal statements that build upon the themes of previous planning work and rated how well the statements align with their big ideas for Selma. The planning team will use their feedback to refine the statements and set direction for the programs, policies, and actions included in the plan.

Activity 2: Mapping Great Places

Participants identified places to protect, grow, or change within the city. The composite maps help to identify trends and inform both the future land use priorities and the specific programs, policies, and actions included in the plan.

Participation At-a-Glance

145

Total Survey Participants

Each participant provided ratings and comments for the draft statements.

112

Locations Marked on the Map

Includes designations of protect, grow, and change.

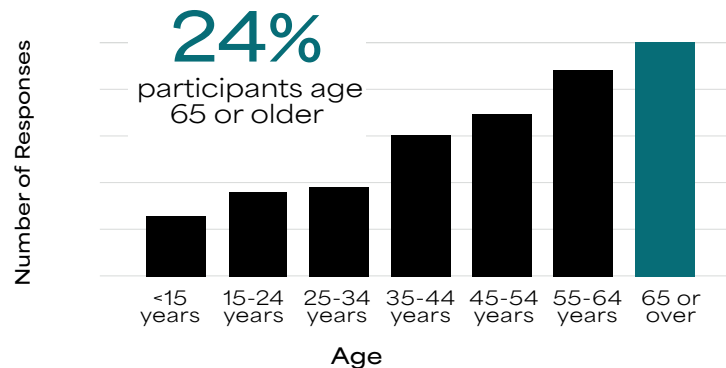
1,567

Total Pieces of Input

Considers all responses, including ratings, map markers, and survey comments, separately.

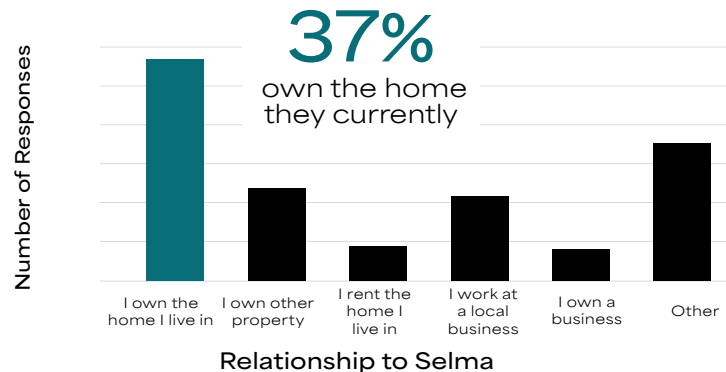
WHAT IS YOUR AGE?

Older adults were well represented in the process. The largest group of participants was 65 and older, followed by people in their late 50s and early 60s. There were fewer younger participants, with the smallest group being kids under 15. The responses likely reflect the needs and aspirations of older adults, however all age groups were represented.



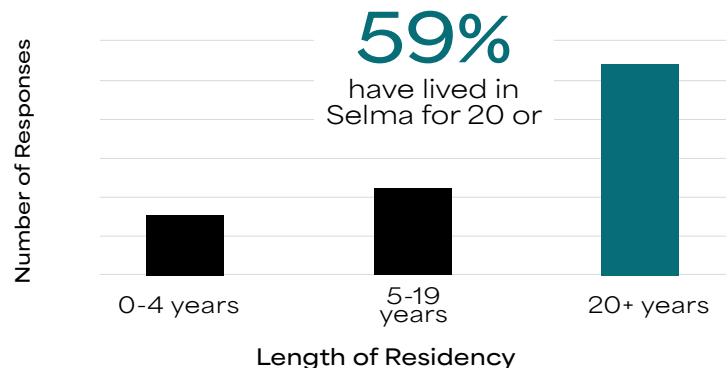
WHAT ARE YOUR CONNECTIONS TO SELMA?

The responses largely reflect the perspectives of homeowners and property owners. Many respondents were homeowners, with 84 of the 145 participants owning the home they live in. Others own other property (35) or work at a local business (33). Few participants rent their home (13) or own a business in Selma (12).



HOW LONG HAVE YOU LIVED IN SELMA?

Feedback came mainly from long-term residents. Most of the people who participated in the planning process have a long tenure in Selma. The largest group, 81 people, has lived there for over 20 years, while smaller groups include those who have lived there 5-19 years (33) and those who are newer residents with 0-4 years (24).



Activity 1:

Vision, Values, Goals Survey

Vision

The vision is an expression of the community's future.

VISION

Selma has a strong sense of place, celebrates its history and culture, provides vibrant, accessible, well-designed spaces, and develops for the future in an equitable and intentional way.

AVERAGE RATING

3.39

Values

The values comprise a filter for decision making on projects, policies, and programs.

SAFE

Create the social and spatial conditions that support freedom from danger, exclusion, and harm.

AVERAGE RATING

3.95

RESILIENT

Enhance the ability to absorb, adapt, and grow from current and future trends, stresses, and shocks.

AVERAGE RATING

3.88

EMPOWERED

Build autonomy and cultivate determination in communities to act for themselves and others.

AVERAGE RATING

3.85

PROSPEROUS

Support the conditions for people to thrive in terms of social, economic, civic, cultural, and health indicators.

AVERAGE RATING

3.95

Goals

Goals are desired outcomes expressed in simple terms.

LAND USE

Create, protect, and reclaim spaces for people through transparent, community-driven planning processes and policies.

AVERAGE RATING

4.08

HOUSING

Create affordable and just neighborhoods that provide functional and sustaining spaces and build reparative generational wealth.

AVERAGE RATING

4.30

INFRASTRUCTURE

Build infrastructure that improves connectivity and the availability of necessary services for all communities.

AVERAGE RATING

4.31

ECONOMIC DEVELOPMENT

Build a strong and resilient economy that provides diverse opportunities and produces value that is equitably accessible.

AVERAGE RATING

4.31

IMPLEMENTATION

Commit to a culture of action and collaboration among government entities, institutions, and the business community.

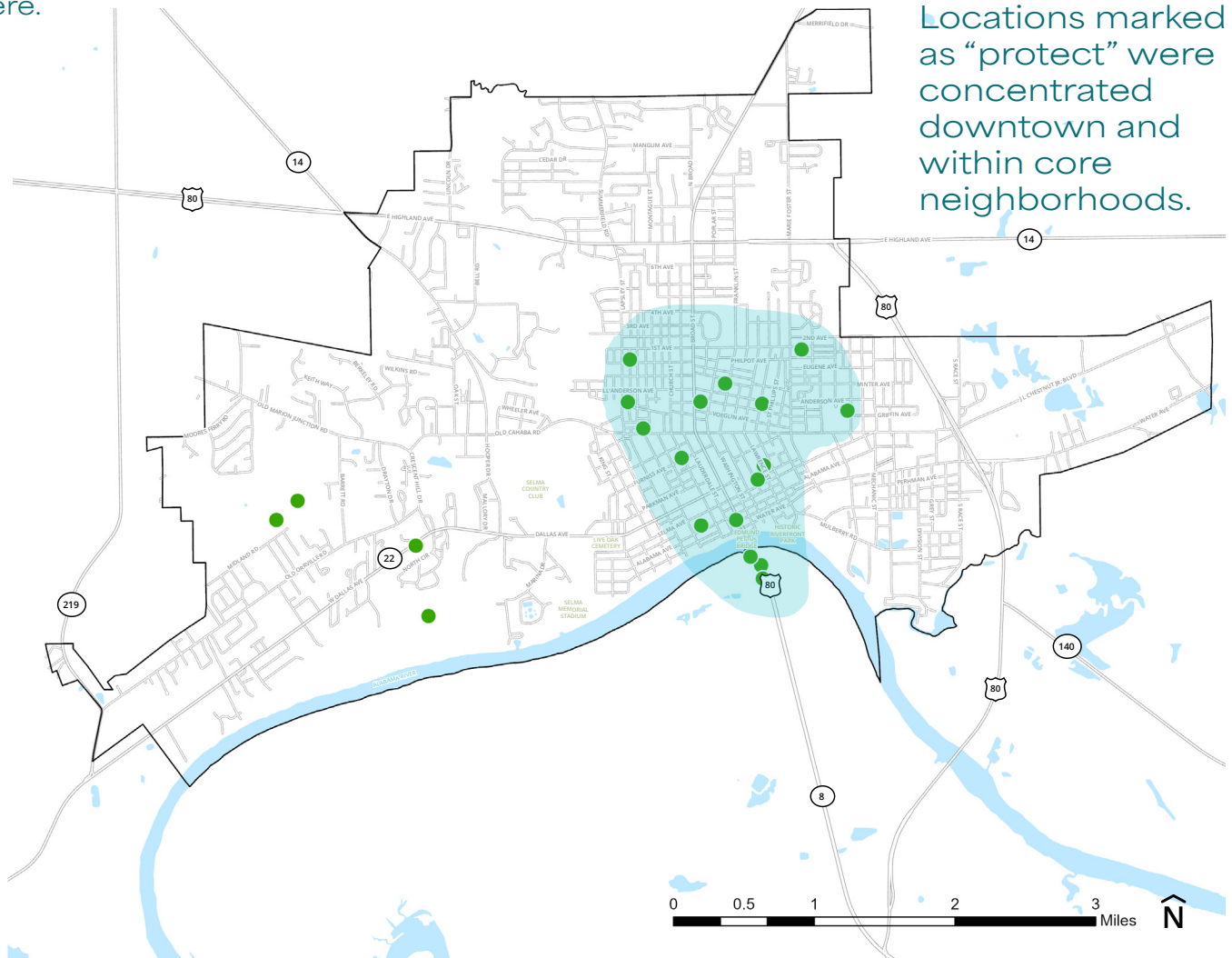
AVERAGE RATING

4.24

Activity 2: Mapping Great Places

Protect

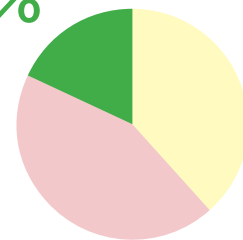
Don't change what's there.



Public comments noted...

- Preserve historic districts, including the largest contiguous district in the state.
- Protect iconic structures, such as the Edmund Pettus Bridge.
- Maintain the architectural beauty of Selma.

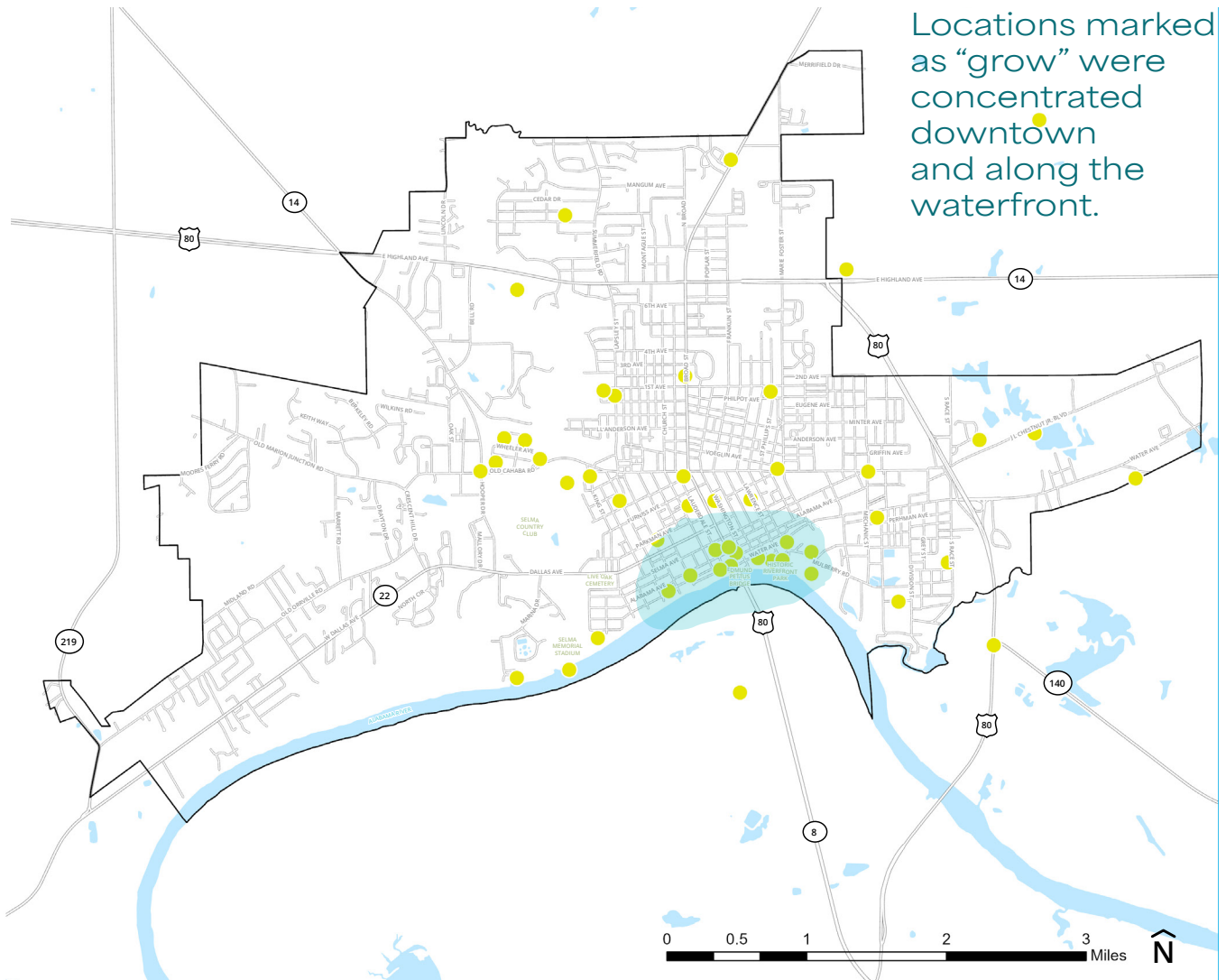
18%



“Protect” locations marked on the map

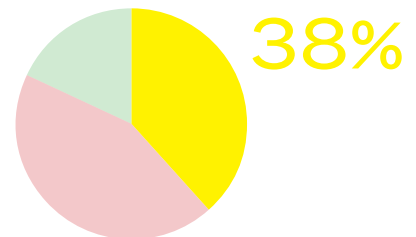
Grow

Enhance and strengthen what's there.



Public comments noted...

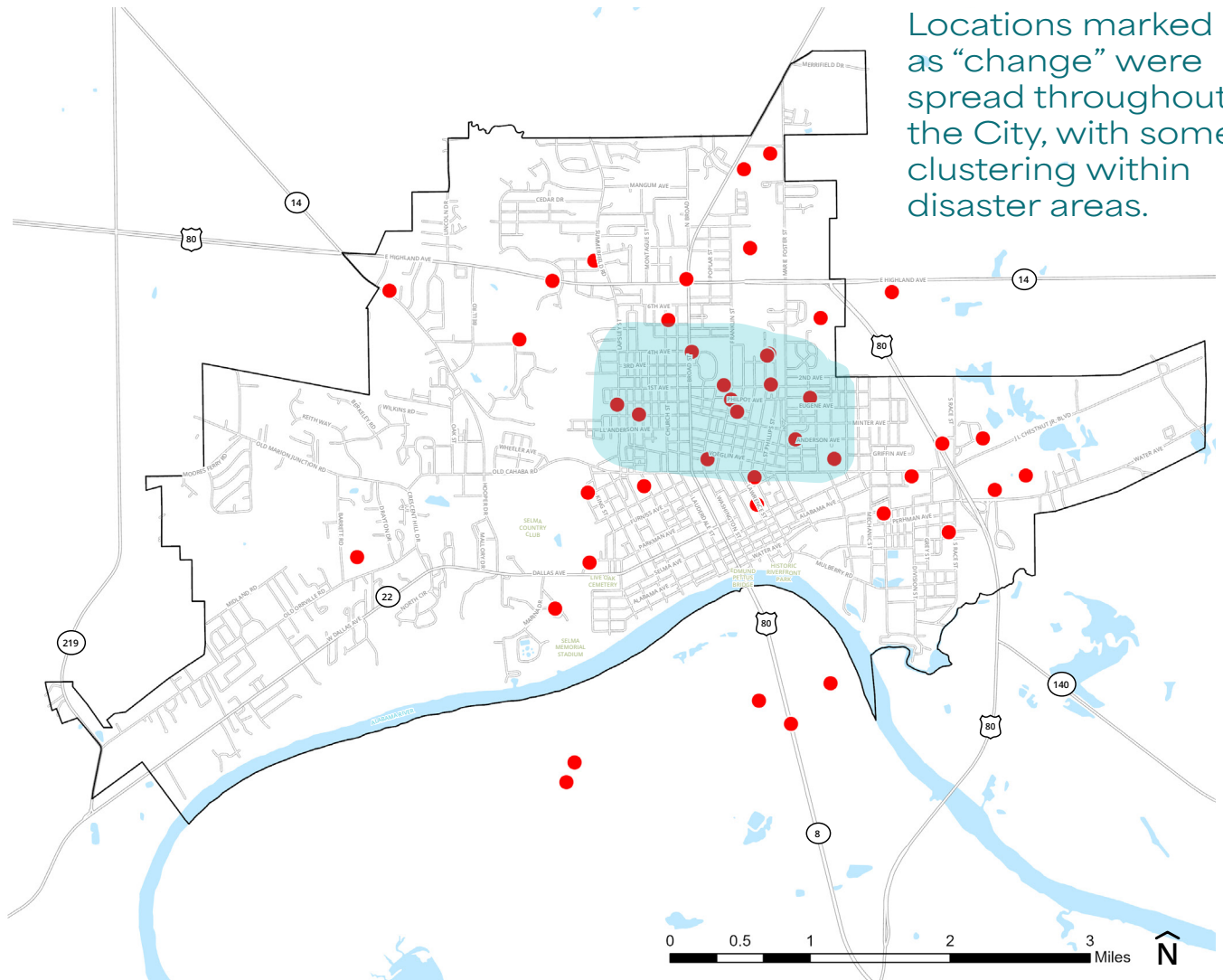
- Attract new businesses, including restaurants and other commercial opportunities, especially downtown.
- Leverage natural resources for tourism, improve access to the river, and develop green spaces with trails.
- Promote residential and commercial mixed-use development.
- Create vibrant neighborhoods near schools.



“Grow” locations marked on the map

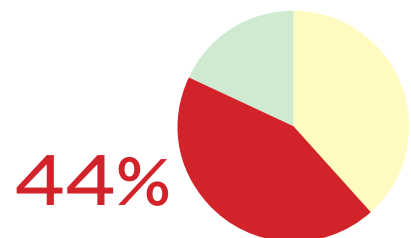
Change

Replace what's there with something new.



Public comments noted...

- Revitalize areas with residential and commercial development, focusing on sustainable practices.
- Improve infrastructure, specifically through road repairs and updated housing codes.
- Create safe recreational spaces with playgrounds, bike paths, and gathering areas.



“Change” locations marked on the map



Round 2 Engagement Summary

The second round of engagement for Selma's Long-Term Recovery Plan aimed to gather community feedback on proposed strategies to rebuild and strengthen the city. This phase focused on understanding residents' priorities, gathering input on place-based and city-wide strategies, and ensuring that the plan aligns with the community's vision for the future.

Description

Participants were asked to review a series of citywide and place-based strategies, rate their level of agreement, and identify specific locations where place-based strategies should be prioritized. In addition, they were encouraged to provide open-ended feedback on what should be prioritized or included in each strategy, allowing for more detailed community input. This engagement helped planners gather insights on public priorities and refine the recovery plan to better align with community needs.

Objectives

- **Assess Community Support** – Residents rated their agreement with key strategies.
- **Identify Priority Areas** – Participants highlighted specific locations where place-based strategies should be implemented.
- **Gather Additional Recommendations** – Open-ended responses provided insights into improvements and concerns.

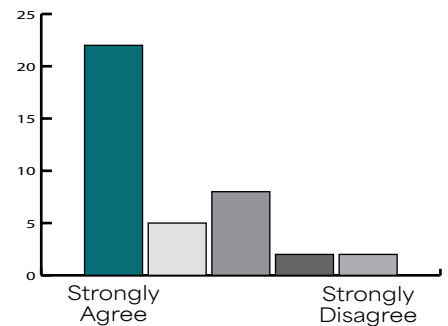
Citywide Strategies

To aid in long-term recovery and build comprehensive resilience in Selma, strategic actions must address challenges at multiple scales, encompassing its unique neighborhoods, varied patterns, and the broader regional context. Participants were asked to read the draft strategies, rate how strongly they agree with this direction for Selma, and provide any comments in the space below the strategy.

Strategy 1. Position downtown as an economic driver.

Comments included:

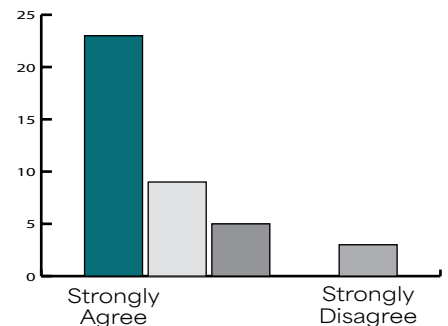
- **Downtown Revitalization and Development** - Focus on cleaning up Broad Street, Water Avenue, Dallas Avenue, and the downtown historic district. This includes restoring or demolishing dilapidated buildings, improving landscaping, and encouraging businesses like restaurants, shops, and breweries to attract tourists and residents.
- **Infrastructure and Safety** - Improve infrastructure with a focus on landscaping, parking solutions (e.g., parking garage), and enhancing public safety.
- **Tourism and Economic Growth** - Leverage Selma's existing tourism potential by enhancing the riverfront, developing tourism-related attractions, and preserving key structures. Also, encourage stronger business connections, particularly targeting young business minds and offering support for new ventures.



Strategy 2. Rebuild the neighborhoods.

Comments included:

- **Demolition and Property Renovation** - Prioritize the demolition of abandoned, dilapidated properties that are beyond renovation, and provide incentives (such as tax breaks and grants) to support the restoration and maintenance of historic homes. Focus on revitalizing neighborhoods with strategic demolitions and the rehabilitation of existing structures.
- **Support for Homeowners and Community Development** - Offer support for homeowners, including education on home maintenance and assistance with issues like heirs' property. Encourage the development of family-friendly neighborhoods with parks, green spaces, and walking/biking areas. Promote pride in homeownership and discourage the placement of manufactured housing in city areas.
- **Code Enforcement and Safety** - Enforce building codes and regulations to improve safety and neighborhood conditions. Ensure the proper upkeep of homes and public spaces, and focus on making areas like Old Town safe and attractive for residents. Address crime by offering more recreational options for young people, such as sports and community centers.

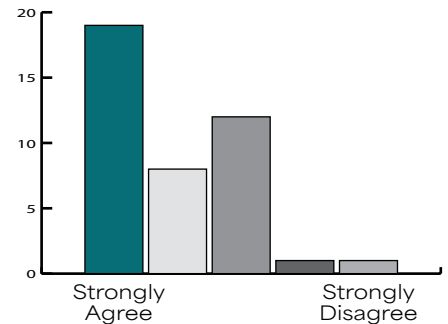


Citywide Strategies

Strategy 3. Proactively build for the future.

Comments included:

- **City Management and Governance** - Focus on improving city governance, including considering a full-time city manager, enhancing transparency in city finances, and ensuring better coordination among local officials. Strengthen communication between community groups and enforce existing regulatory requirements more effectively.
- **Infrastructure and Downtown Revitalization** - Prioritize improvements to infrastructure, such as resurfacing roads, fixing potholes, and enhancing the downtown area (e.g., restoring buildings, improving sidewalks, and landscaping). Consider updating zoning and building codes to support redevelopment and attract new businesses and residents.
- **Support for Homeowners and Historic Preservation** - Provide better support for homeowners, especially those with historic properties, including easier access to qualified contractors for renovations. Focus on preserving and restoring existing buildings rather than building new ones, and ensure that regulations support and incentivize property improvements.



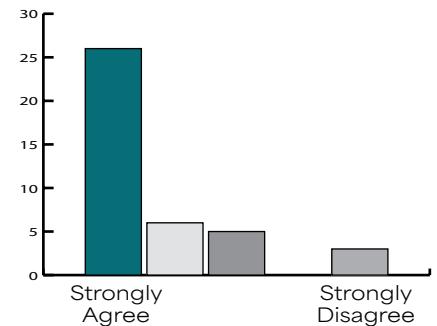
Place-Based Strategies

Managing the physical environment, both built and natural, is a critical aspect of Selma Now. This chapter provides guidance for Selma’s physical development, infrastructure improvement, and natural resources. Participants were asked to read the draft strategies, rate how strongly they agree with this direction for Selma, and provide any comments in the space below the strategy.

A. Create a more vibrant downtown and riverfront

Comments included:

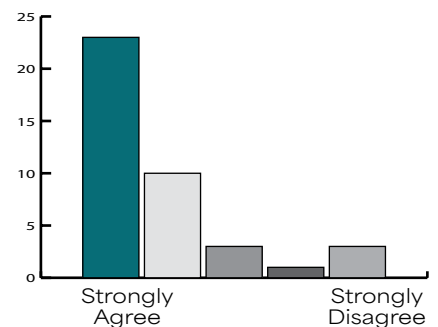
- **Downtown Revitalization** - Focus on improving Broad Street, Water Avenue, the riverfront, and the historic areas.
- **Business and Economic Growth** - Encouraging new businesses, improving infrastructure, and supporting local development.
- **Safety and Cleanliness** - Ensuring safe, clean spaces by enforcing codes and addressing infrastructure needs.



B. Revitalize existing neighborhoods

Comments included:

- **Revitalization of Historic and Damaged Areas** - Focus on neighborhoods like Old Town, Riverview, Icehouse, and areas with storm damage or abandoned properties, including addressing dilapidated homes and vacant lots.
- **Neighborhood and City-Wide Improvements** - Prioritizing all neighborhoods, including those near Broad Street, Selmont, and the area around Selma High, to address issues like abandoned homes, litter, and poor infrastructure.
- **Preservation and Attracting New Residents** - Emphasis on maintaining and improving diverse, historic neighborhoods (like Old Town) to attract new residents and ensure the preservation of Selma’s historic charm.

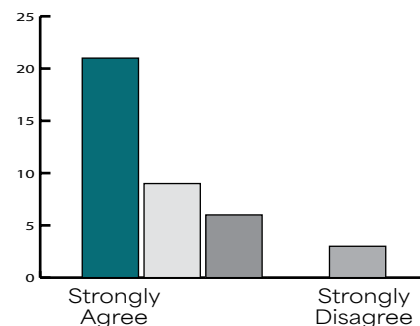


Place-Based Strategies

C. Enhance major corridors and gateways

Comments included:

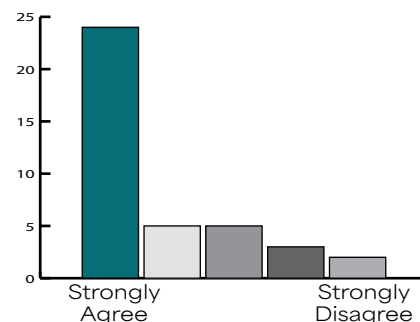
- **Key Entry Points and Major Roads** - Focus on improving Highway 80, the entrances to Selma (especially from Montgomery), and areas around the Edmund Pettus Bridge and Broad Street.
- **Downtown and Riverfront Revitalization** - Emphasis on enhancing the vibrancy of downtown Selma, including Broad Street, the riverfront, and surrounding areas like Water Avenue and Bloch Park.
- **Infrastructure Improvements** - Addressing potholes, sinkholes, signage, and general cleanup of roads and public spaces, particularly around the Edmund Pettus Bridge, Highway 80, and Selmont.



D. Support employment centers

Comments included:

- **Downtown and Key Commercial Areas** - Prioritize revitalization efforts in downtown Selma, the Selma Mall, and areas around Highland Avenue, including Walmart and the shopping areas.
- **Education and Workforce Development** - Focus on improving schools and creating job training programs, particularly in hospitality, and developing career centers to attract and retain professionals.
- **Industrial and Economic Growth Areas** - Focus on industrial parks, including Craig Field and Bell Road, and areas like Citizens Parkway to boost economic growth and employment opportunities.





Round 3 Engagement Summary

The third round of engagement for Selma's Long-Term Recovery Plan aimed to prioritize the proposed strategies and improve implementation recommendations.

Description

Round 3: Prioritizing the Effort was the final phase of public engagement for the Selma and Dallas County plan. This round focused on gathering community feedback on the draft plan through a series of eight public meetings held at accessible venues across the city. Sessions were scheduled throughout the day to encourage broad participation. Each meeting included a presentation of key data and strategies, followed by interactive opportunities for attendees to review proposed actions and provide input through multiple feedback channels.

Objectives

- Review Draft Plan – Attendees engaged with the draft plan through presentations and displays outlining key strategies and data.
- Assess Community Priorities – Participants provided feedback on citywide and place-based strategies using written, verbal, and digital methods. Gather Implementation Input – Community members identified actionable steps and shared additional recommendations to refine the final plan.

Draft Plan Survey Feedback

HOW WOULD YOU RATE THE STRATEGIES & ACTIONS?

25 total responses

AVERAGE RATING

3.92

HOW WOULD YOU RATE THE IMPLEMENTATION ACTIONS?

24 total responses

AVERAGE RATING

4.13

HOW WOULD YOU RATE THE SUMMARY OF ACTIONS?

23 total responses

AVERAGE RATING

4.00

WHAT IS YOUR OVERALL RATING FOR DRAFT SELMA NOW PLAN?

24 total responses

AVERAGE RATING

4.13