

Form Jackson

Steering Committee #1

City of Jackson Master Plan

April 22, 2026



FORM JACKSON
PLANNING OUR CITY'S FUTURE TOGETHER

Agenda

1. Welcome and Introductions
2. Process Overview
3. Kick off Questions
4. Preparing for Engagement
5. Next Steps and Adjourn

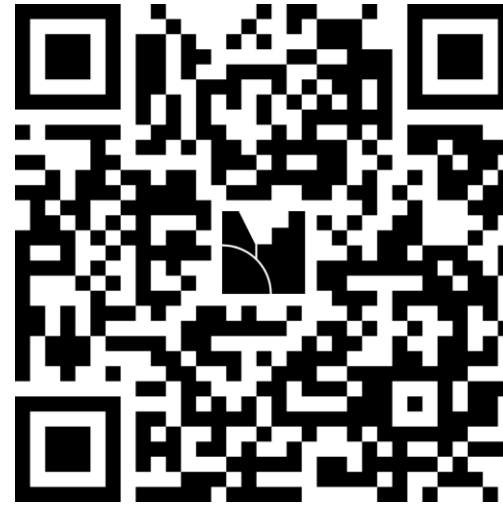
Welcome and Introductions

Welcome and Introductions

Introduce Yourself!

1. Name
2. Affiliation or title
3. Tenure in the city

Scan Here



Code: 8833 6115

Roles and Responsibilities

1. **Act as champions** to get people excited and involved in the planning process
2. **Volunteer** at engagement events and opportunities
3. **Review** and help interpret input received throughout the engagement process.
4. **Act as a sounding board** to test ideas and topics throughout the plan development



Time Commitment



Committee Meetings

6 meetings, 2 hours each



Network and Event Promotion

1-3 hours per round of engagement



Volunteering at events

2-4 hours per round of engagement

Who else is involved?

Steering Committee

Process guidance

Public

Input and feedback

Stakeholders

Specific feedback and knowledge around topics

City Staff

Local knowledge and City organization input

Elected Officials

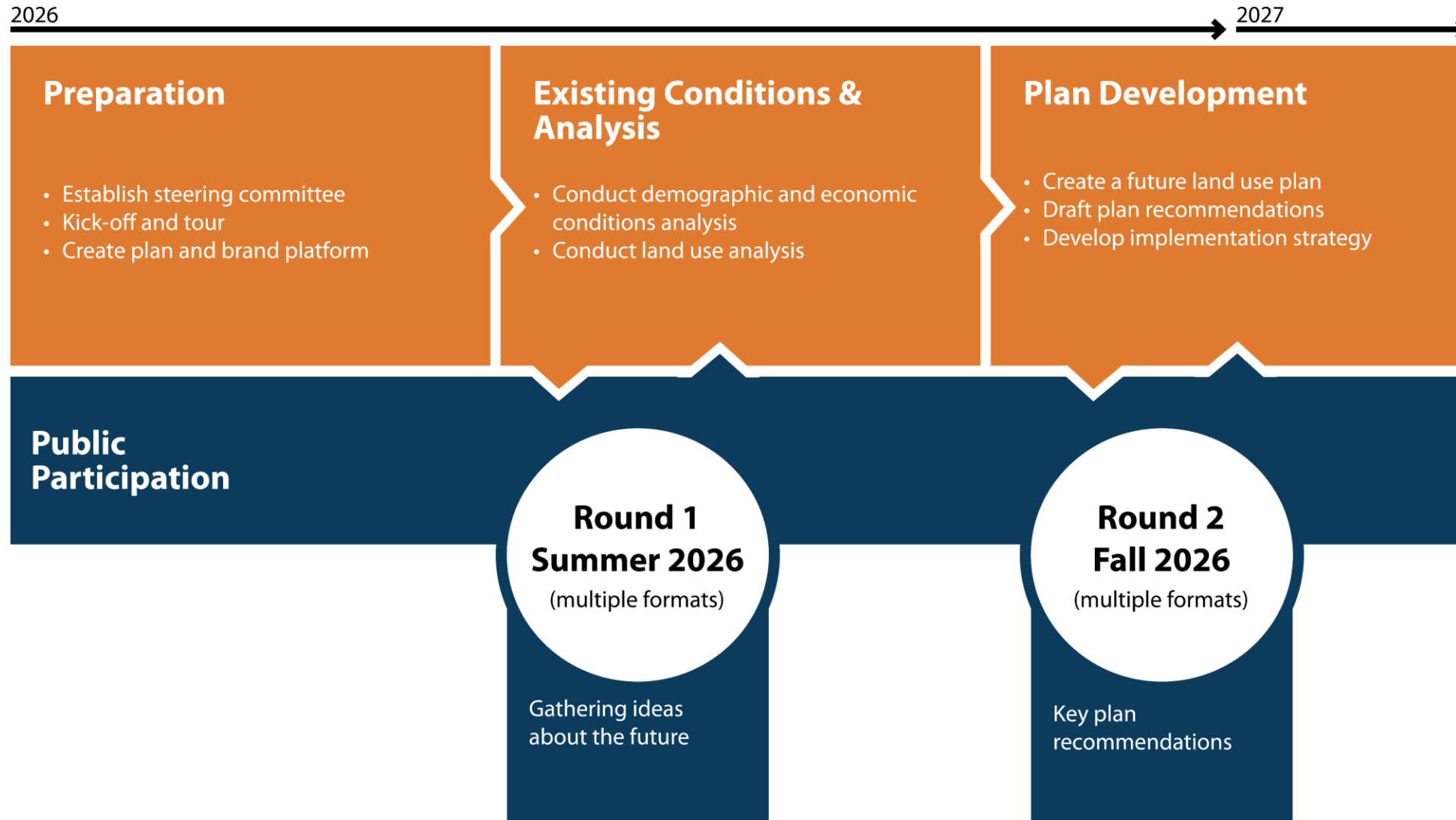
Review, monitor and adopt

Consultants

Process leadership and expertise

Process Overview

Process Overview



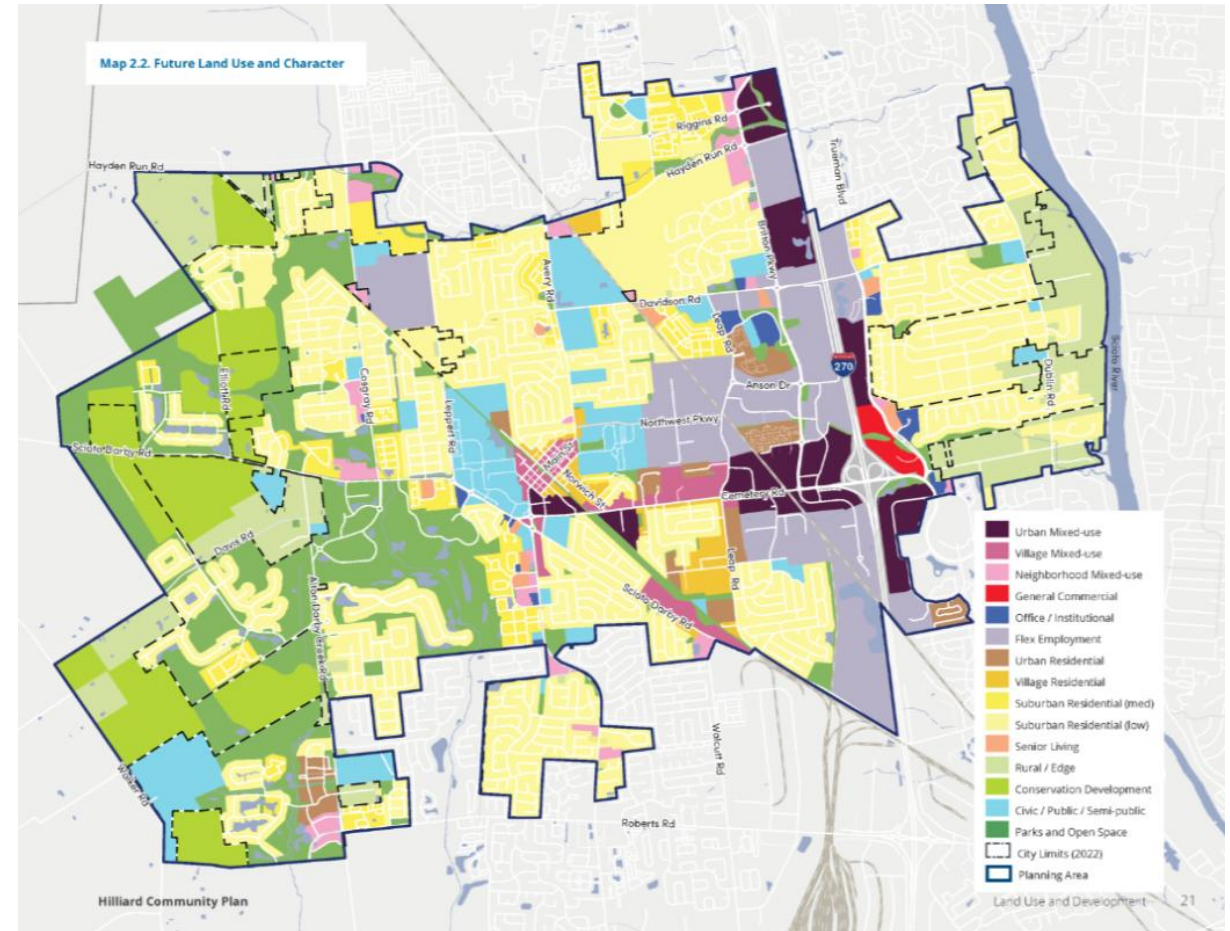
What is a Master Plan?

- **A blueprint** that defines how Jackson grows and evolves over the next 15 years — grounded in technical analysis and shaped by the community.
- **A policy foundation** that establishes the legal basis for zoning, guides development decisions, and coordinates investment across land use, housing, transportation, and public facilities.
- **A shared vision** that builds community pride, attracts private investment, and positions Jackson to compete for the funding needed to bring that vision to life.

Without a plan, someone else sets the direction for Jackson.

What's in a Master Plan?

- A **future land use map** that establishes where growth should go and what form it should take.
- A set of **goals and policies** that give staff a consistent basis for making and defending decisions.
- An **action agenda** tied to realistic funding pathways.



Why a new Master Plan?

Time

The current plan is more than a decade old. A new plan ensures the City has the right tools to continue serving the community.

Change

Demographic shifts, economic transitions, and new development have reshaped the City's needs and opportunities.

Momentum

The City has made meaningful investments in recent years. A new plan ensures those efforts build toward a unified vision.

Why is it important?

- A current Master Plan is the legal foundation for zoning, subdivision decisions, and the Capital Improvement Plan — without it, the City's regulatory tools lose their grounding.
- Plan-backed projects carry significantly more weight in competitive state and federal grant applications.
- A strong plan keeps what makes Jackson unique while creating a predictable environment for private investment.
- State Enabling Legislation (Master Plan and Zoning)

Michigan's Legal Framework

- 1. Michigan Planning Enabling Act (MPEA)** Authorizes cities to create a Master Plan and establishes what it must include and how it is adopted. Requires the plan to be reviewed every five years and reported to the governing body annually.
- 2. Michigan Zoning Enabling Act (MZEA)** Authorizes zoning ordinances and requires them to be grounded in an adopted plan. Zoning without a current Master Plan lacks its legal foundation.

The Master Plan is the basis for nearly every land use decision the City makes.

Michigan's Legal Framework

Master Plan

Long Range

Aspirational

Guidance

Planning Commission

Zoning Ordinance

Short Range

Regulatory

Enforcement

City Council

Kick off Discussion

Kick Off Question

When people come to visit you in Jackson, where do you take them, and why?

Kick Off Question

What does the City of Jackson need to focus on to be the best City it can be?

Preparing for Engagement

Engagement Overview

- Two rounds of equitable, inclusive, productive and fun engagement
- Moves from generative (brainstorming) to responsive (providing feedback and direction)
- Focused on topics within the Master Plan purview.



Communications Strategy

Utilizing a variety of channels...

1. Print collateral (flyers, post cards, business cards)
2. Print advertising (newspapers, newsletters)
3. Email blasts / City opt-in
4. Online, social media and project website
5. Others specific to Jackson
 - a. JTV - The Bart Hawley Show
 - b. Radio



Communications brainstorm

- What are the **key messages to motivate participation?**
- Who will be the **hardest to reach** and why? **How can we reach them?**

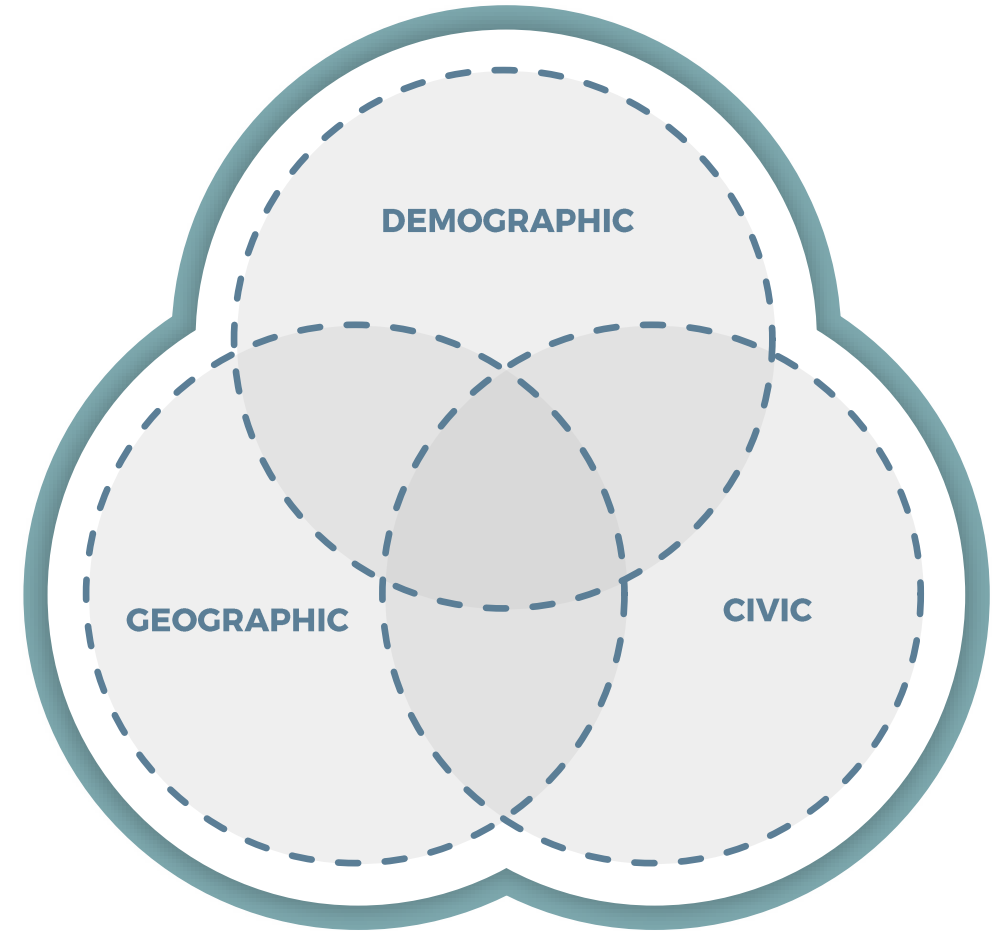
Think about...

- Minority groups
- Traditionally under-represented
- Those who speak another language
- Homebound
- Unhoused
- Young professionals
- Youth

Outreach Strategy

Word-of-mouth...

1. Focus approach to specific geographies
2. Think about civic infrastructure
3. Identify potentially underrepresented demographic groups



YOUR Network Brainstorm

- Please brainstorm and fill out the worksheet individually.
- Once everyone fills out the worksheet, share your responses with the table.
- Note any overlaps or gaps

Think about...

- Volunteer Organizations
- HOAs, PTOs
- Civic Groups
- Youth Sports
- Religious Groups
- Book Clubs
- Co-workers
- Neighbors
- Friends and Family

Round 1 Engagement Overview

1. Conducted over the summer (June-July)
2. Various tactics will be used
3. Includes an online component

You will be taking this process out into the community!

Round 1 Engagement Goal

- Engage ?? people and;
- Reflect the city's overall demographics (age, race, geography, etc.)



Low ~ 100 people



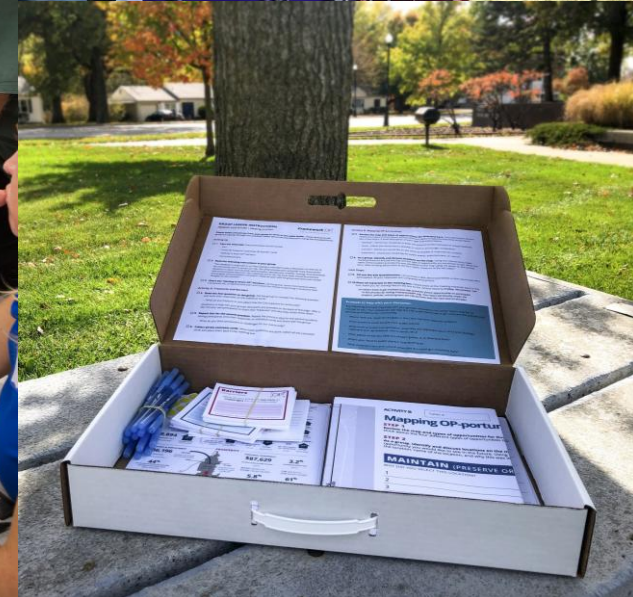
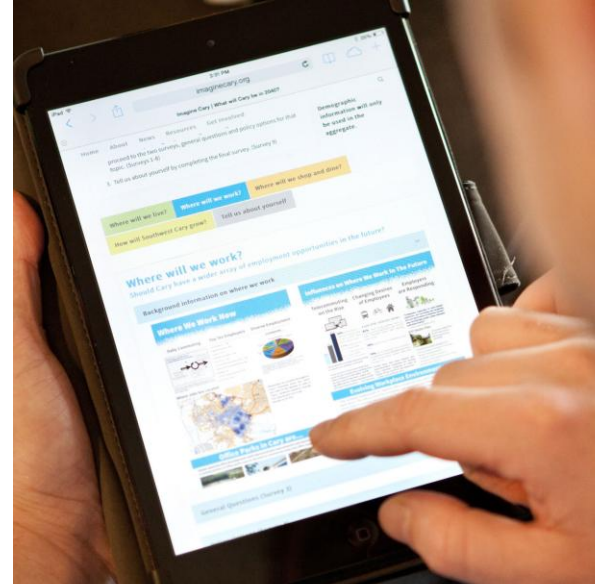
Standard ~ 400 people



High ~ 1000 people

Engagement Tactics

1. Workshops
2. Open House
3. Tabling at existing Community Events
4. Pop-ups at community gathering spots
5. Meeting-in-a-box
6. Online Activities



Workshop

An open call meeting with a short presentation, followed by participants working in small groups on activities. Typically, a 1.5-2-hour event.



Open House

An open call meeting where residents can drop in and engage with key questions and activities at their own pace.



Tabling

Hosting a table at existing community events (e.g. a festival, farmer's market) to engage people or promote an engagement event.



Pop-Ups

Informal activities at a prominent community location (e.g. coffee shop, popular lunch spot) to intercept people where they are.



Online Activities

Custom online activities on the project website that mimic in-person activities. Clear instructions make participating easy and convenient.

Picture the Future Bloom Township!

9% Complete

2 of 11

You can skip any section and move on to the next.

Part 1: Key Questions

Please answer the following key questions:

What are the greatest opportunities for Bloom Township?

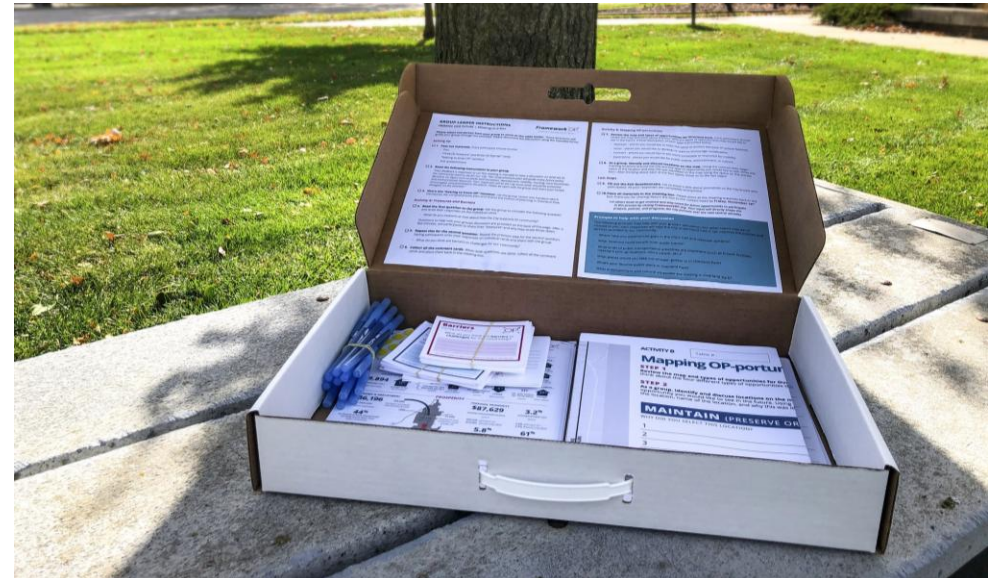
What are your greatest concerns for the future of Bloom Township?

Previous

Next

Meeting-in-a-box

A kit with meeting materials and a facilitation guide, given to trained volunteers to facilitate small-group activities anywhere. This can be beneficial to hear from harder-to-reach populations.



Engagement Tactics brainstorm

- Provide feedback on the tactics presented, what will work well in Jackson?
- Provide feedback on accessibility of events (time, day, etc.) and other motivators
- Anything that you think will work well that is missing?

Think about...

- Are there times of day or days of the week that already have standing community events or meetings
- What incentives will entice people to participate (food, giveaways, freebies, etc.)

Next Steps and Adjourn

Next Steps

1. Next Meeting

- May 20, 3-5pm, location TBD
- August 26, 3-5pm, location TBD
- September 30, 3-5pm, location TBD

2. Homework

- Spread the Word (hand out business cards)
- Closing the gap on the Steering Committee

Gaps in the Steering Committee

To ensure a representative committee, we are looking for a few more members to fill gaps in perspectives:

- Ages -15-19 (need 1) and 20-24 (need 1)
- African American or Black residents (need 1)
- Residents with a high school degree or equivalent (1-2)
- Renters

Bonus points if somebody fills more than one demographic!

Thank You!

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