

Form Jackson

Steering Committee #2

City of Jackson Master Plan

May 20, 2026



FORM JACKSON
PLANNING OUR CITY'S FUTURE TOGETHER

Agenda

1. Round One Engagement Overview
2. Engagement Training
3. Snapshot Report, part 1
4. Next Steps and Adjourn

Round One Engagement Overview

Purpose

- Introduce *Form Jackson* to the community.
- Engage people where they are through a variety of formats.
- Gather insight to understand community values and ideas for the future.



Goal

At least 300 participants that are representative of the City

Hard to reach

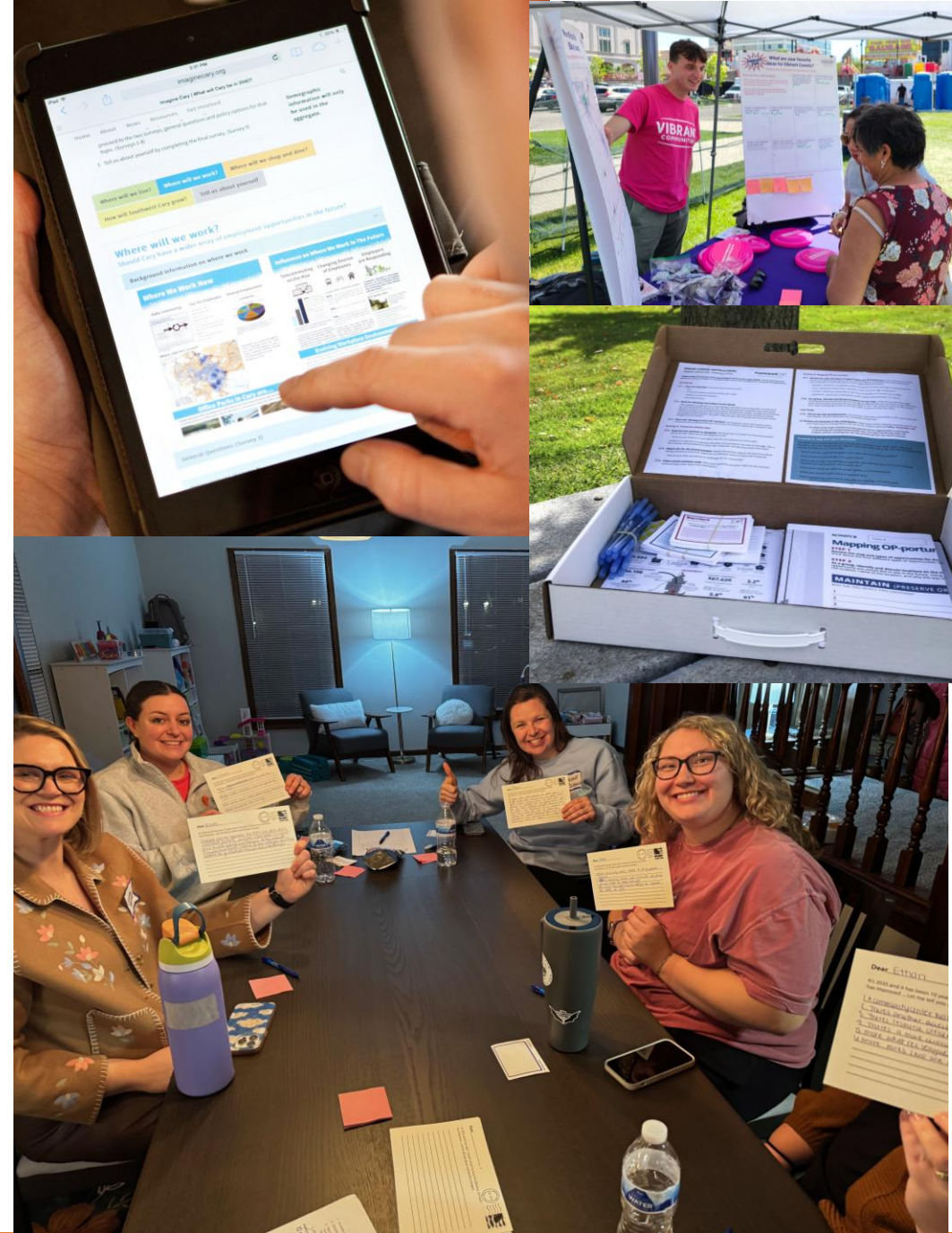
- Unhoused
- ALICE households
- Spanish speaking
- Post high school youth
- Older adults (homebound, retirement communities)
- Recent immigrants
- youth

Measures of Success

- Geographic Coverage
- Demographic diversity
- Interest areas
- Quantity

Formats

- “Community Conversations”
- Pop ups
- Tabling at existing events
- Online



Timing

- June and July

Your “Summer” Job

1. Conduct at least 1 “Community Conversation” with people you know
2. Volunteer to table at least 1 community event or pop-up event.
3. No Steering Committee meetings in June or July



Two types of outreach needed

1. Invite people you know to have a Community Conversation with you
2. Invite people in your networks and broadly to participate in the other planned opportunities (pop ups, community events, online)

Invitation to Community Conversations

1. Email Language

2. Flyer Template

Engagement Training

Community Conversations Overview

1. Four activities
2. Up to 10 people
3. Each conversation should last about 1 hour max
4. An ideal setup is around a table, so there is a writing surface



Tips for facilitators

1. **Set the Tone.** This interaction should be a positive and informative experience.
2. **Stay on track.** Get familiar with instructions provided in the box.
3. **All ideas are valid.** Record group work faithfully and avoid debating the merit of ideas.
4. **Engage everyone.** Don't let one person dominate the conversation.



Four Activities

- 1. Form our City: Pick your Places** (10 min)
- 2. Life in Jackson: What's working, What's not?** (15 min)
- 3. Dream it, Draw it: Vision for the future** (10 min)
- 4. Tell us about yourself** (5 min)

Activity 1: Form our City

This activity is useful in understanding the kinds of places that people value

1. Participants will review all the images and select the ones that they would like to see more of by placing a post-it note flag next to the image
2. Optional: People can write on the flag why they think the city needs more of these types of places
3. Share out: People can share more about what places they chose and why with the group

Activity 1: Form our City

Housing



Apartment Building



Duplex



Accessory Dwelling Unit

Activity 1

Transportation and Mobility



Walkable Streets



Protected Bike Lanes



Shared Use Path

Activity 1



Public Art



Small Mixed Use Buildings



Neighborhood Commercial



Neighborhood Gathering

Activity 1: Form our City

Form our City: Pick your places

What kinds of places do you want to have more of in Jackson? Below are places that make a vibrant community. Place a post-it flag under which places you would like to see more of and explain why.



Housing

1



Apartment Building

--

2



Duplex

--

3



Accessory Dwelling Unit

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An Accessory Dwelling Unit (ADU) is a small, independent residential unit on the same lot as a single-family home, sometimes called a garage apartment or in-law suite.

Transportation and Mobility

4



Walkable Streets

--

5



Protected Bike Lanes

--

6



Shared Use Paths

--

Public Spaces

7



Neighborhood Parks

--

8



Community Gardens

--

9



Public Art

--

Amenities

10



Small Mixed Use Buildings

--

11



Neighborhood Commercial

--

12



Neighborhood Gathering

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Activity 2: Life in Jackson

This activity will be used to determine how this plan can improve people's lives.

1. Ask participants to share what works well in their day-to-day life here in Jackson and what is harder than it should be (could also share second-hand experiences from friends or family, etc.)
2. Use the recording form to capture all the input shared

Activity 2: Life in Jackson

Activity 3: Dream it, Draw it

This activity is useful for understanding the vision for the future.

1. Individually, participants will think about what they want the City to look like, feel like in 15 years and write or draw their dream for Jackson
2. Optional: People can share their dream cards with the group

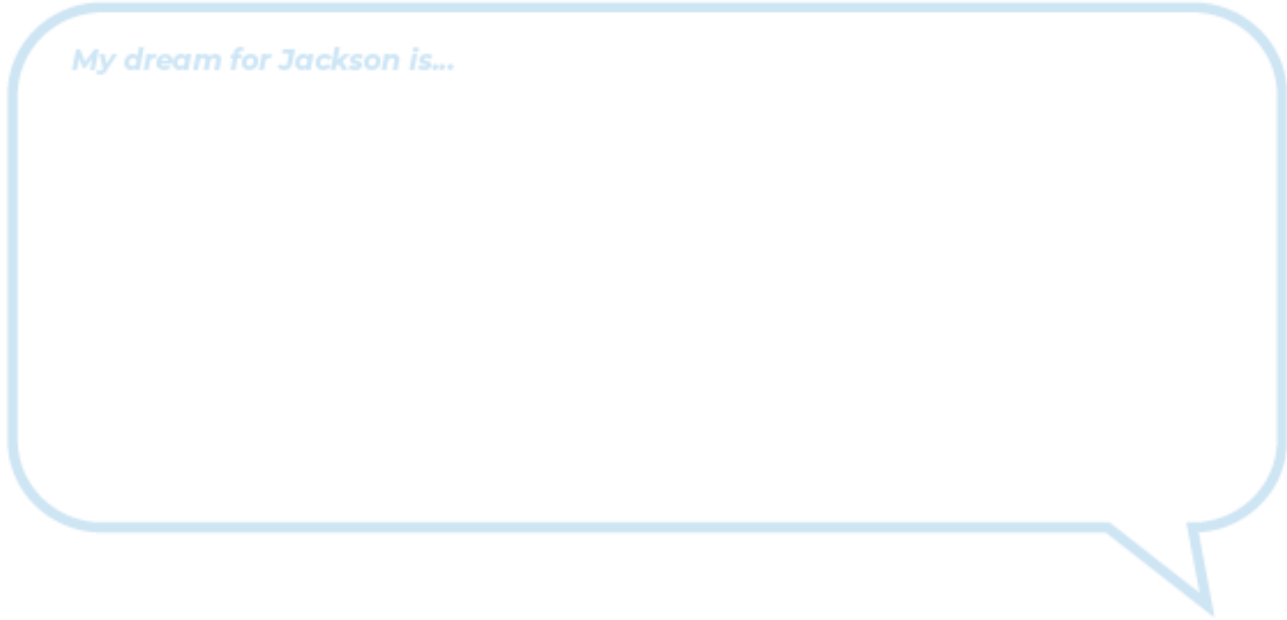
Activity 3: Dream it , Draw it

Dream it, Draw it: Vision for the future

Write or draw your hope for the future.

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Planning our City's Future Together

My dream for Jackson is...



Activity 4: Tell us about yourself

1. Participants will complete an exit survey to document who attended the meeting
2. This is anonymous and helps ensure that the engagement is representative of the community
3. 5 questions total
 - Age
 - Race
 - Ward they live in
 - How did they hear about this event
 - Did they enjoy the event

Provide email address to stay updated on the process



Encourage people to fill this out on their smartphone, but each kit has a few paper copies if needed

Sign up to Volunteer!

1. Sign up to volunteer at at least 1 community event in June or July

Snapshot Report, part 1

Next Steps and Adjourn

Open Call Engagement

facilitated by planning NEXT

July 22 and 23

- a. Main library
- b. Ella Sharp Golf Course
- c. Jackson Coffee Co and Soar Café
- d. Nixon Community pool, MLK Recreation Center (afternoon)
- e. Jackson Community College
- f. YMCA camp counselors
- g. City and County Employees
- h. Major Employers / JAMA

Publicity Toolkit Overview – Coming Soon!

1. Rack Card (print and PDF)
2. 8.5x11 Flyer (Print and PDF)
3. 11x17 Poster (Print and PDF)
4. Bulletin (PDF)
5. Email Language
6. Social Media posts and images
7. QR Code to Online Engagement
8. Logo and brand guidelines

Next Steps

1. Your Job

- Conduct your Community Conversation
 - Publicity toolkit will be sent out to you tomorrow
- Table at a community event (at least one)

2. Upcoming Meetings

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

3. Spread the word about open call opportunities

Thank You!

Steering Committee #1
City of Jackson Master Plan

April 22, 2026



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