

Form Jackson

Steering Committee #3
City of Jackson Master Plan

August 26, 2026



Agenda

1. Share Round One Results
2. Review the Community Input
3. Review Draft Vision and Plan Framework
4. Looking Ahead

Share Round One Results

Who we heard from and what we heard

We exceeded our goal!

Round 1 Results

1. We engaged with **505** people and collected **1,380** pieces of input
2. Received **284** demographic surveys for a **56%** completion rate*
3. **97%** of participants were satisfied or somewhat satisfied with the engagement process

**this is due to the pop-up nature of the engagement format*

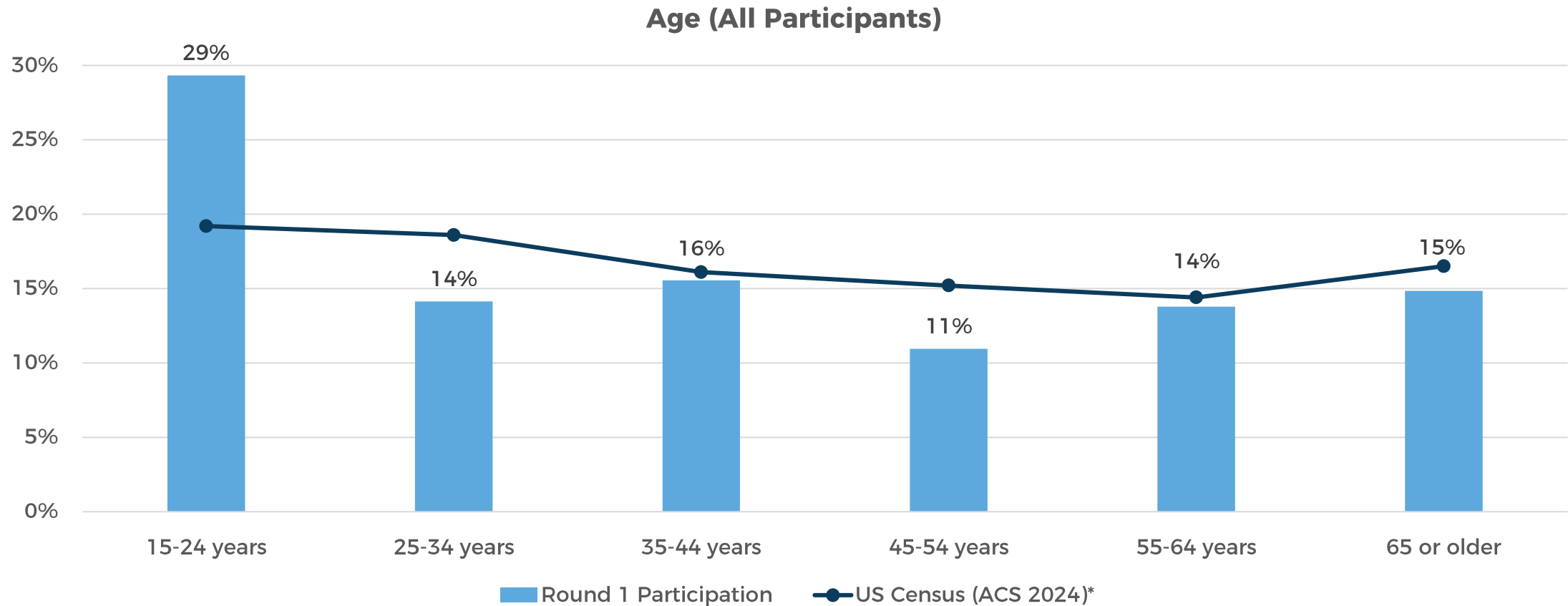


Thank you!



Age

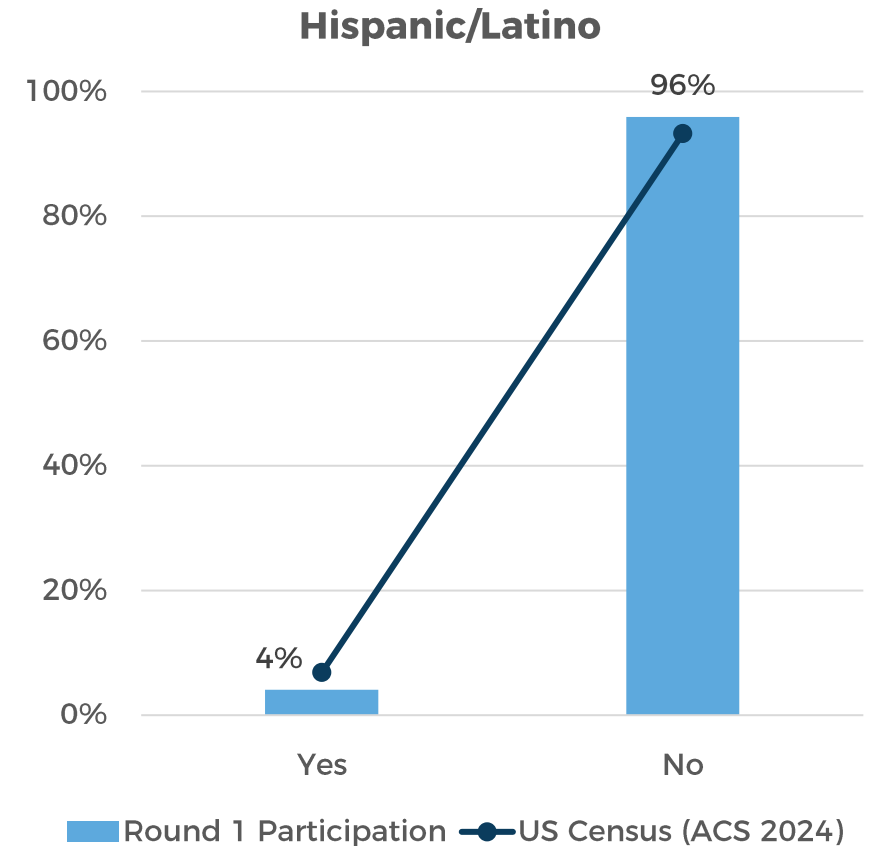
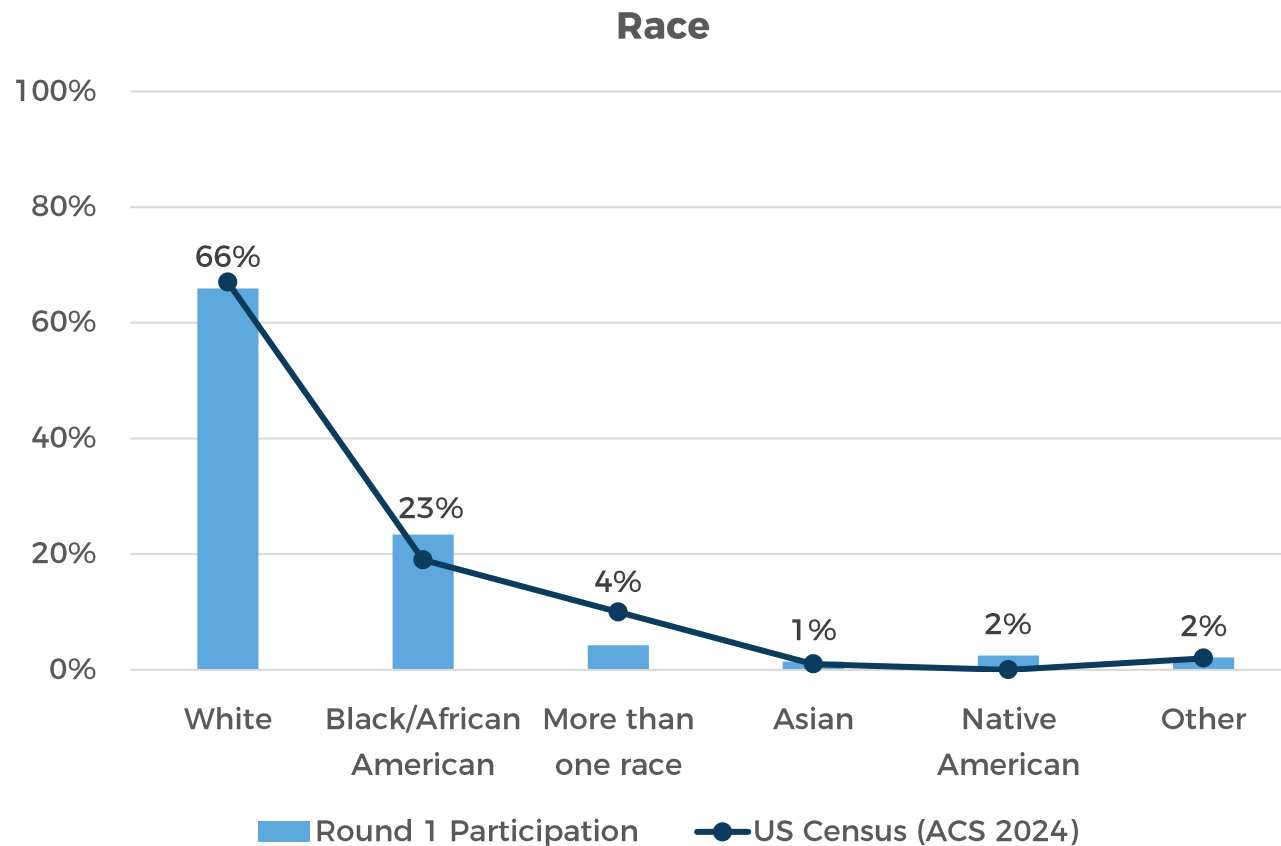
Achieved strong participation across all age groups.



*Population under 15 removed to reflect expectations for the age cohorts of participants.

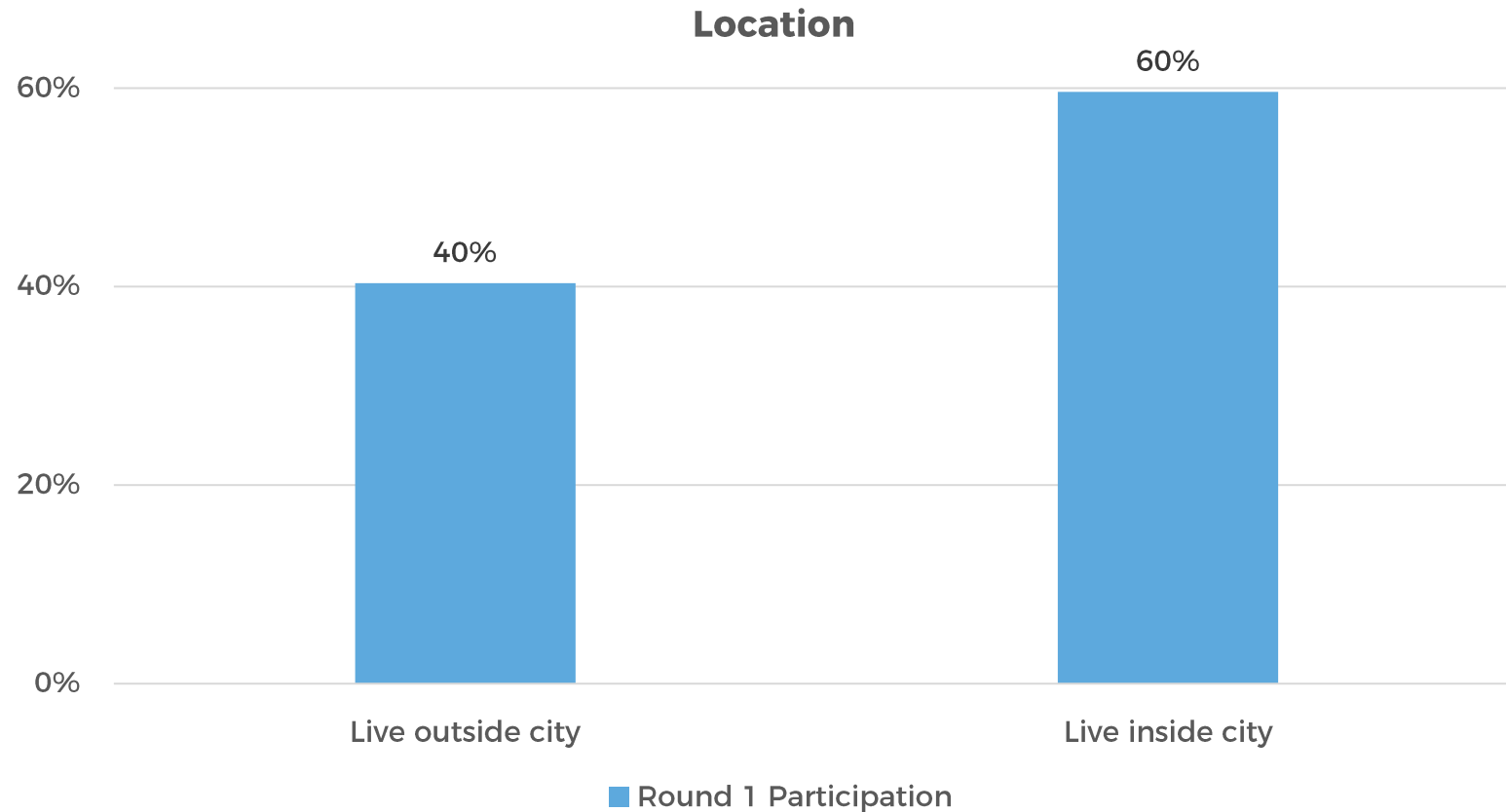
Race and Ethnicity

Strong representation. Low on multiracial, likely a reporting difference.



Location

Heard from all wards and from people outside the city.



Four Activities

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

Activity 1: Form our City

Housing



Apartment Building



Duplex



Accessory Dwelling Unit

Transportation and Mobility



Walkable Streets



Protected Bike Lanes



Shared Use Path



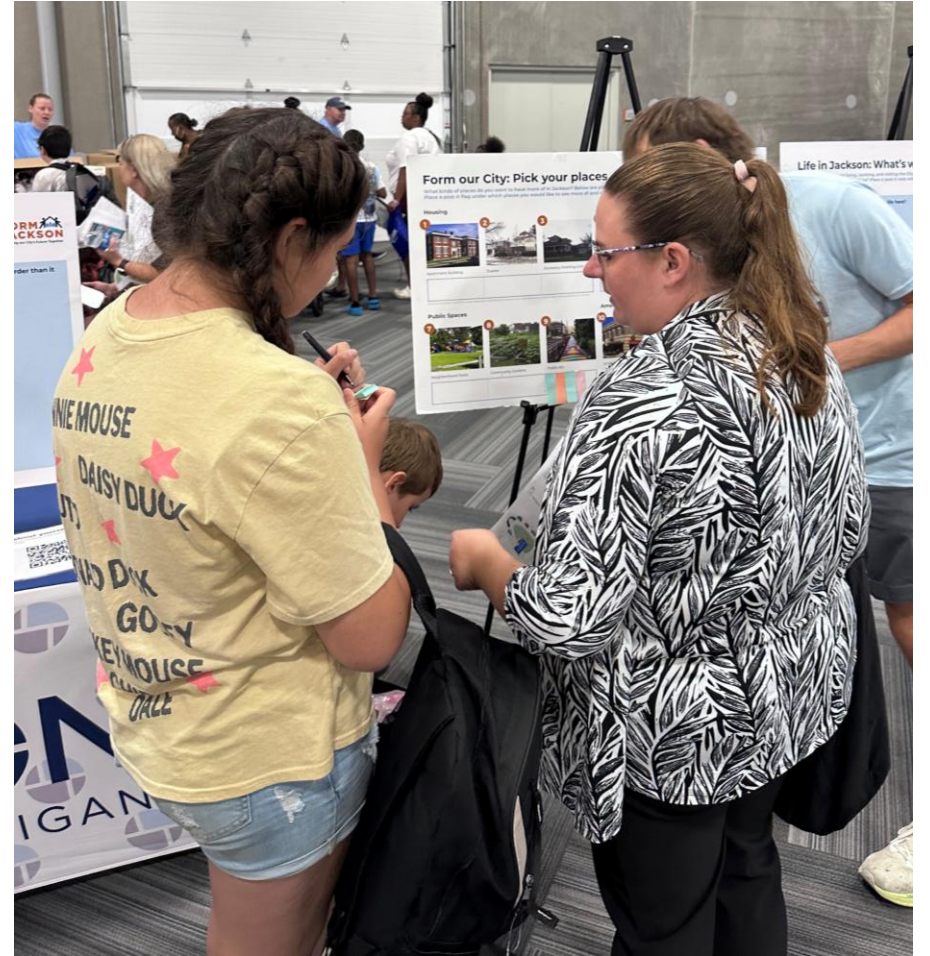
Small Mixed Use Buildings



Neighborhood Commercial

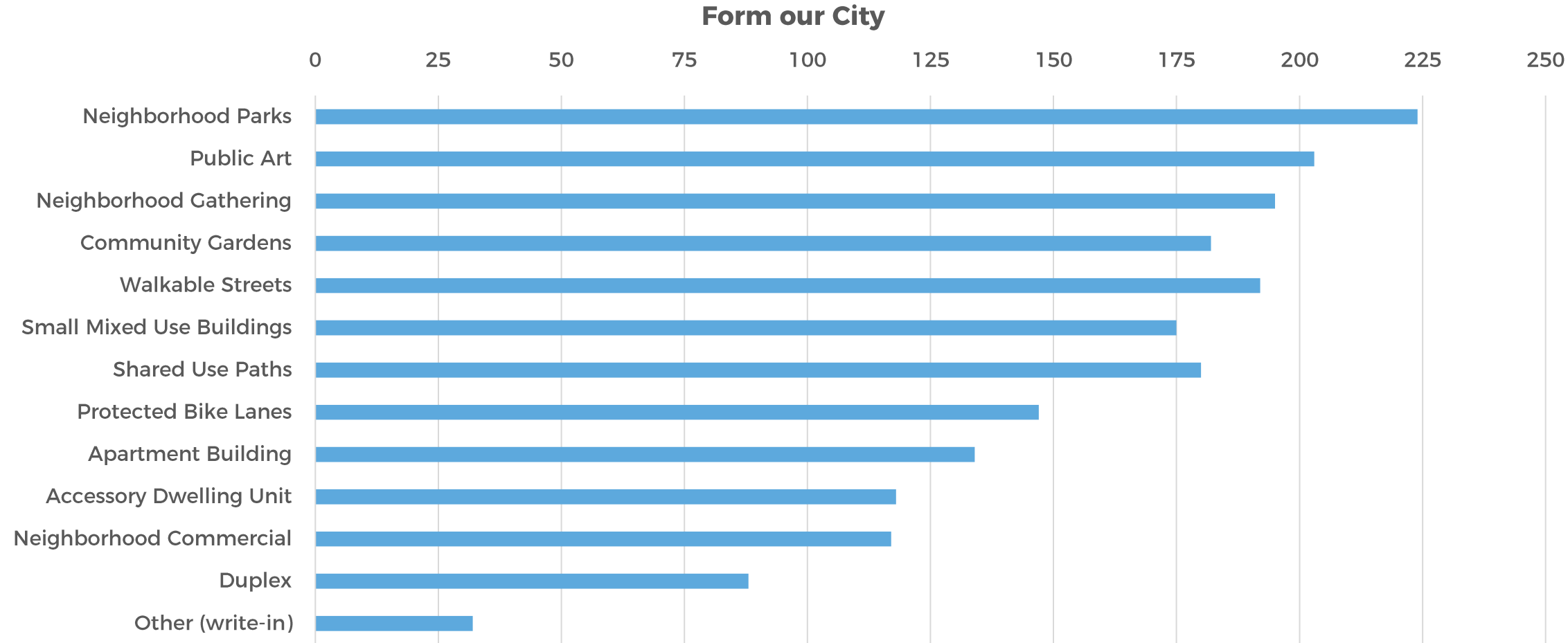


Neighborhood Gathering



Which places did people choose?

Form our City



Summary

Form Our City

1. Participants wanted to see more neighborhood parks, public art, and neighborhood gatherings
2. Duplexes, neighborhood commercial, and accessory dwelling units were the least supported place types
3. This may reflect larger themes that support maintaining the places Jackson has and strengthening community ties

What people wrote on their notes...

Form Our City

Housing: Redevelop existing housing; expand options

Transportation and Mobility: Safer bikeways, sidewalks, multiuse paths; improved public transit that runs at better times

Public Spaces: Leveraging parks, gardens, and are to increase community togetherness and vitality

Amenities: Improve “third spaces” for community gathering

Activity 2: Life in Jackson



What did people mention the most?

Life in Jackson

Top mentions across responses:

1. Parks, trails & green space (134 mentions; mixed)
2. Roads and potholes (102 mentions; negative)
3. Downtown (95 mentions; mixed)
4. Homelessness (69 mentions; negative)
5. Downtown parking (55 mentions; negative)

What's working...

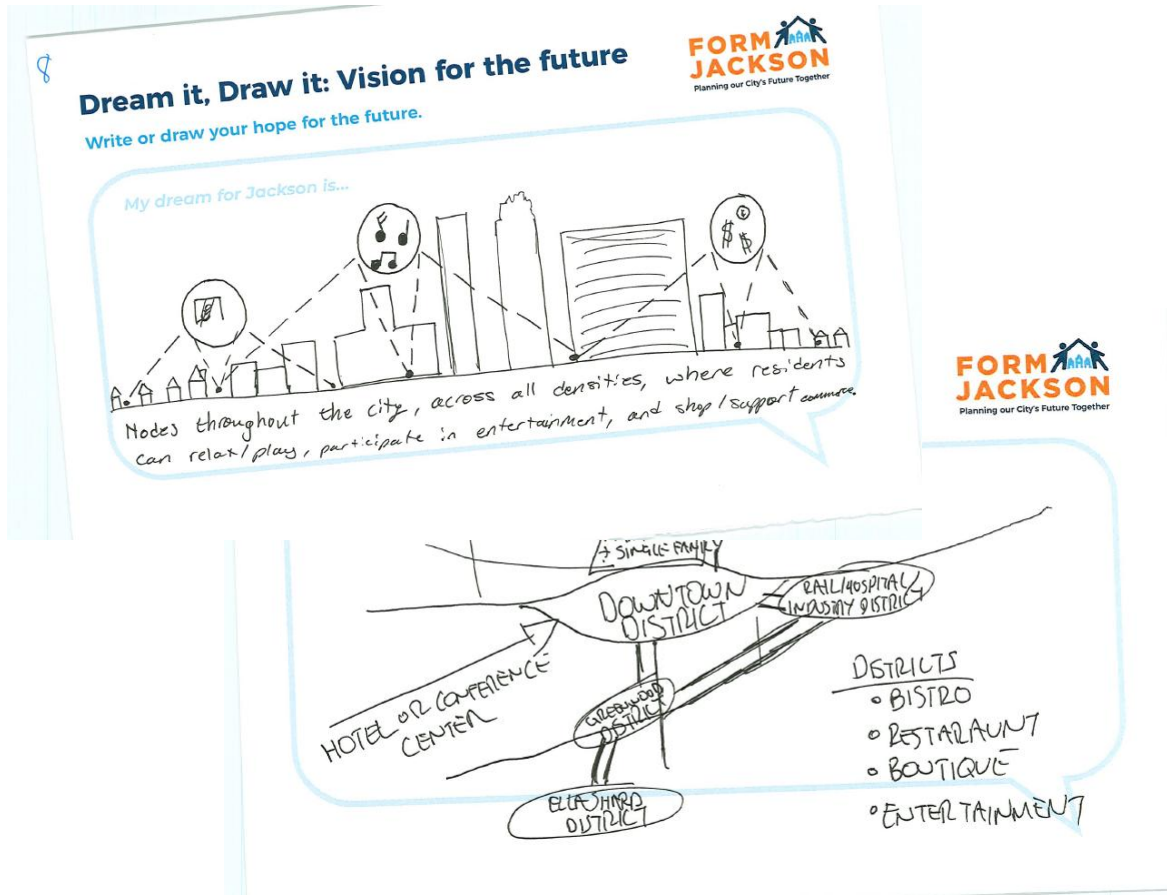
- **It's easy to get around in Jackson.** Whether it's getting to work, a park, or a restaurant, most people said the city is accessible*
- **Downtown** and **community events** are attractions that bring people to the city and showcase Jackson's economic potential
- **Parks** and **public** art are among the city's best assets

**if you have access to a car*

What's not...

- **Road conditions and potholes** are a top concern
- **Vacant land** and **deteriorating buildings** need addressed, and existing buildings need maintained
- **Housing** and **homelessness** are complex issues, and residents need the right housing and at an affordable cost
- **Safety** is big barrier for a variety of the city's assets (biking and walking, community events, housing)

Activity 3: Dream it , Draw it



What were people's dreams for Jackson?

1. Jackson is a place people are **proud to call home**
2. Jackson is **welcoming, safe, and inclusive**
3. Jackson has **vibrant places to gather**, especially downtown
4. Jackson offers **housing, jobs, and opportunities for all**
5. Jackson is **clean, cared for, connected, and beautiful**
6. Jackson is known for its **assets and identity**, not its challenges

Review the Community Input

Share key takeaways from public input.

Instructions

1. Individually review a sample of community input from Round 1
2. Choose one member from your group to take notes on the blue recording sheet
3. Share key takeaways from your input with your group

Review Draft Vision and Plan Framework

An expression of the community's future developed through input from Round 1.

Plan Framework

Vision

An expression of the community's future developed through input from Round 1.

Goal 1

Goal 2

Goal 3

Goal 4

Desired outcomes expressed in simple terms. Each goal area is a chapter of the plan.

1.1

1.2

2.1

2.2

3.1

3.2

4.1

4.2

Includes projects, policies, and programs to achieve desired outcomes. Typically organized by objectives.

Review the Draft Vision

An expression of the community's future developed through input from Round 1.

Draft Vision

“ The City of Jackson is a community people choose to call home, where quality places and growing opportunities make it a destination to live, work, and play. ”

Draft Vision

- Reflects desire for a city they are proud of
- A stronger identity beyond past perceptions
- Welcoming community, vibrant neighborhoods
- Safe and family-friendly
- Envisions places for people to gather

Review the Draft Goals

Desired outcomes expressed in simple terms.
Each goal area is a chapter of the plan.

Draft Goal Areas

1. Land Use and Neighborhoods
2. Economic Development and Vitality
3. Connectivity and Mobility
4. Community Assets and Infrastructure



Land Use and Neighborhoods

Connected, resilient neighborhoods where people can thrive.

This chapter of the plan would address...

- Reinvesting in established neighborhoods
- Reusing vacant and underused properties
- Expanding housing choices
- Supporting infill and redevelopment

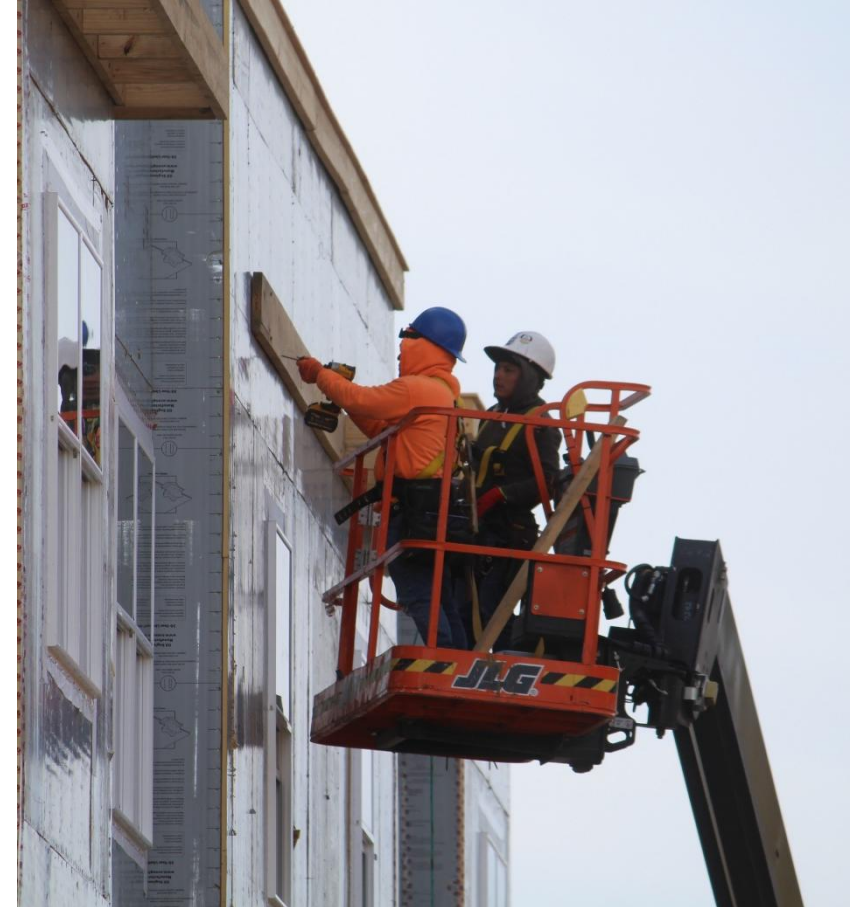


Economic Development and Vitality

Vibrant commercial districts that support local businesses, investment, and opportunity.

This chapter of the plan would address...

- Strengthening Downtown and neighborhood business districts
- Focusing investment in priority areas
- Reusing underused commercial and industrial properties
- Supporting business and employment growth



Connectivity and Mobility

A safe and connected transportation network for everyone.

This chapter of the plan would address...

- Connecting neighborhoods to jobs, services, and destinations
- Coordinating land use and transportation investments
- Strengthening walking, biking, and transit connections
- Improving access to key community destinations

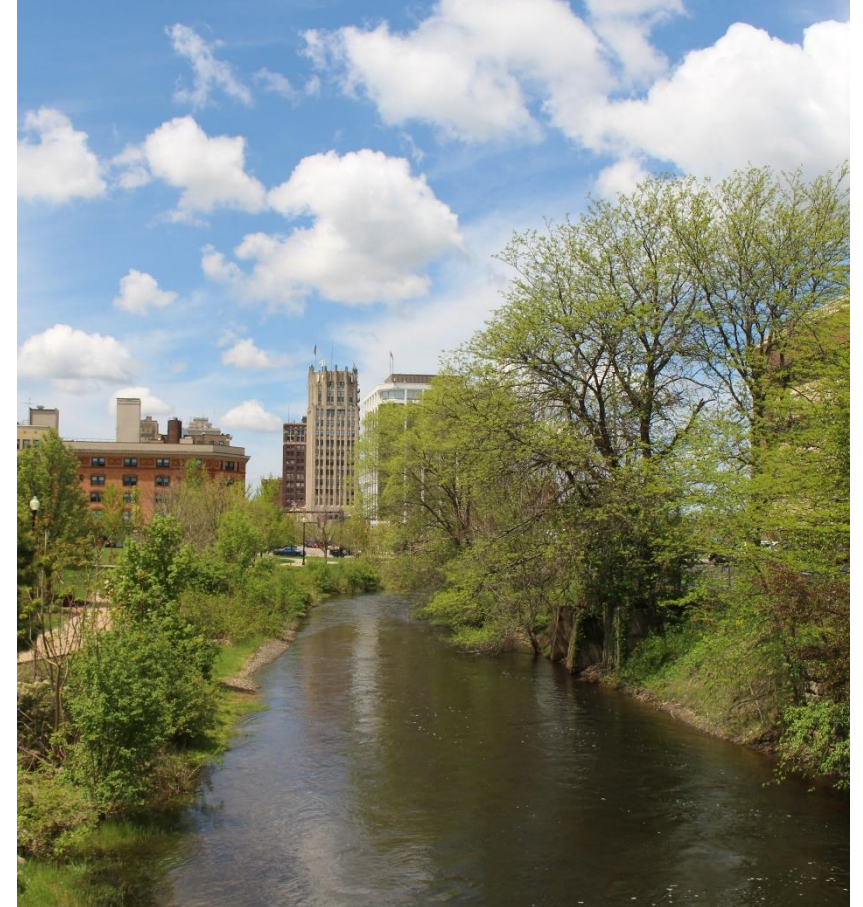


Community Assets and Infrastructure

Well-maintained public spaces and infrastructure that support a healthy community.

This chapter of the plan would address...

- Aligning development with infrastructure capacity
- Prioritizing investment in maintenance
- Strengthening civic and community gathering places
- Coordinating land use and public facilities



Looking Ahead

what's next...

Next Steps

1. Next Steering Committee on September 16
2. Round 2 Engagement
 - a. Open House
 - b. Road Show
3. Plan Development





Thank You!

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