

Form Jackson

Round 2 Open House

City of Jackson Master Plan

October 15, 2026

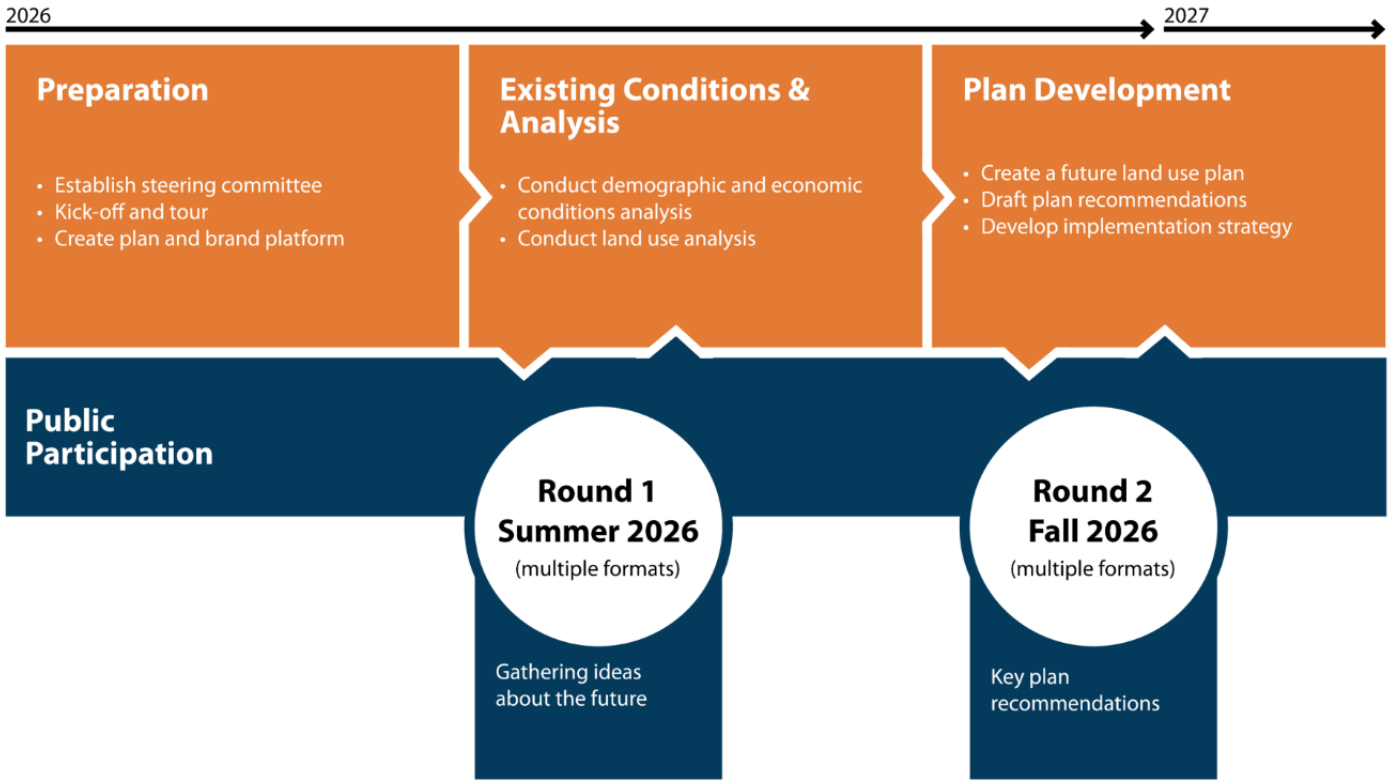
FORM JACKSON

Planning our City's Future Together

Agenda

1. Where We Are in the Process
2. What We Heard in Round 1
3. Draft Vision and Goals
4. Tonight's Activity

Where We Are in the Process



COMPLETE

Round 1 Engagement

500+ people told us what's working, what's not, and their dreams for Jackson

Draft Vision & Goals

Your Round 1 input shaped a draft vision and four goal areas

WE ARE HERE

Round 2 Engagement

You rate the big ideas at tonight's Open House, the Roadshow, and online through October 31

NEXT

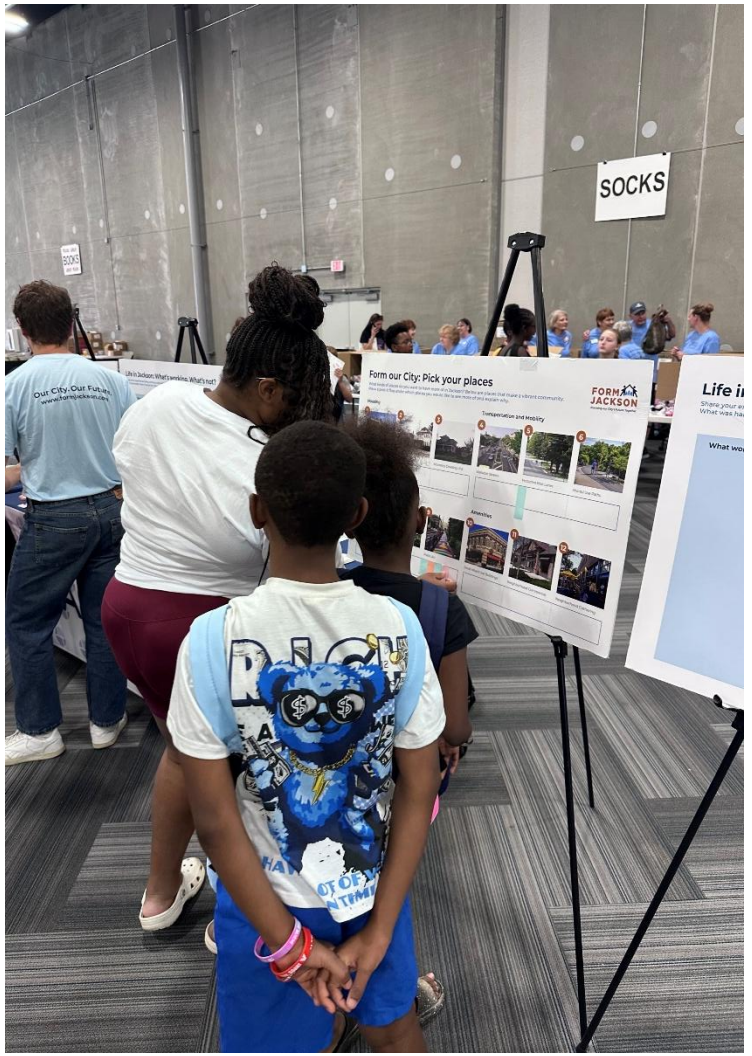
Draft the Plan

Your ratings and comments guide the plan's recommendations

What We Heard in Round 1

Round 1 Results

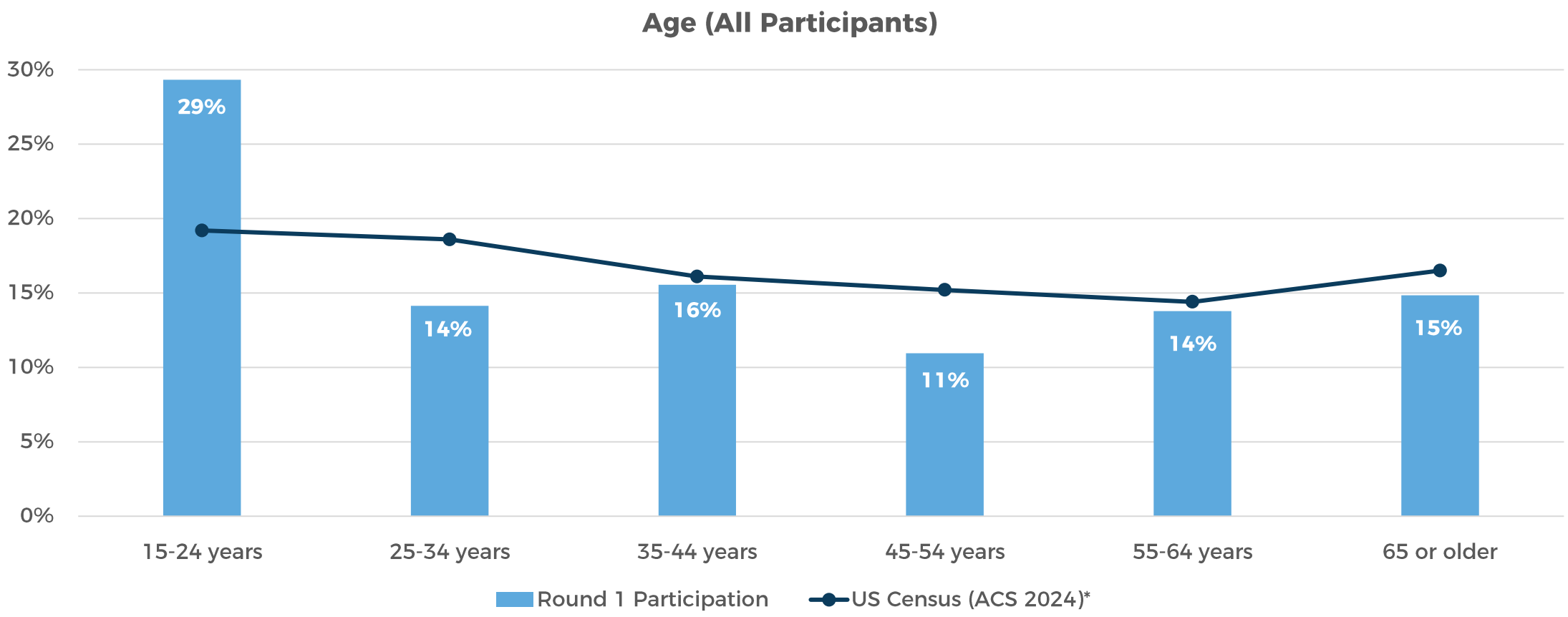
1. We engaged with 505 people and collected 1,380 pieces of input
2. Received 284 demographic surveys for a 56% completion rate*
3. 97% of participants were satisfied or somewhat satisfied with the engagement process



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

Age

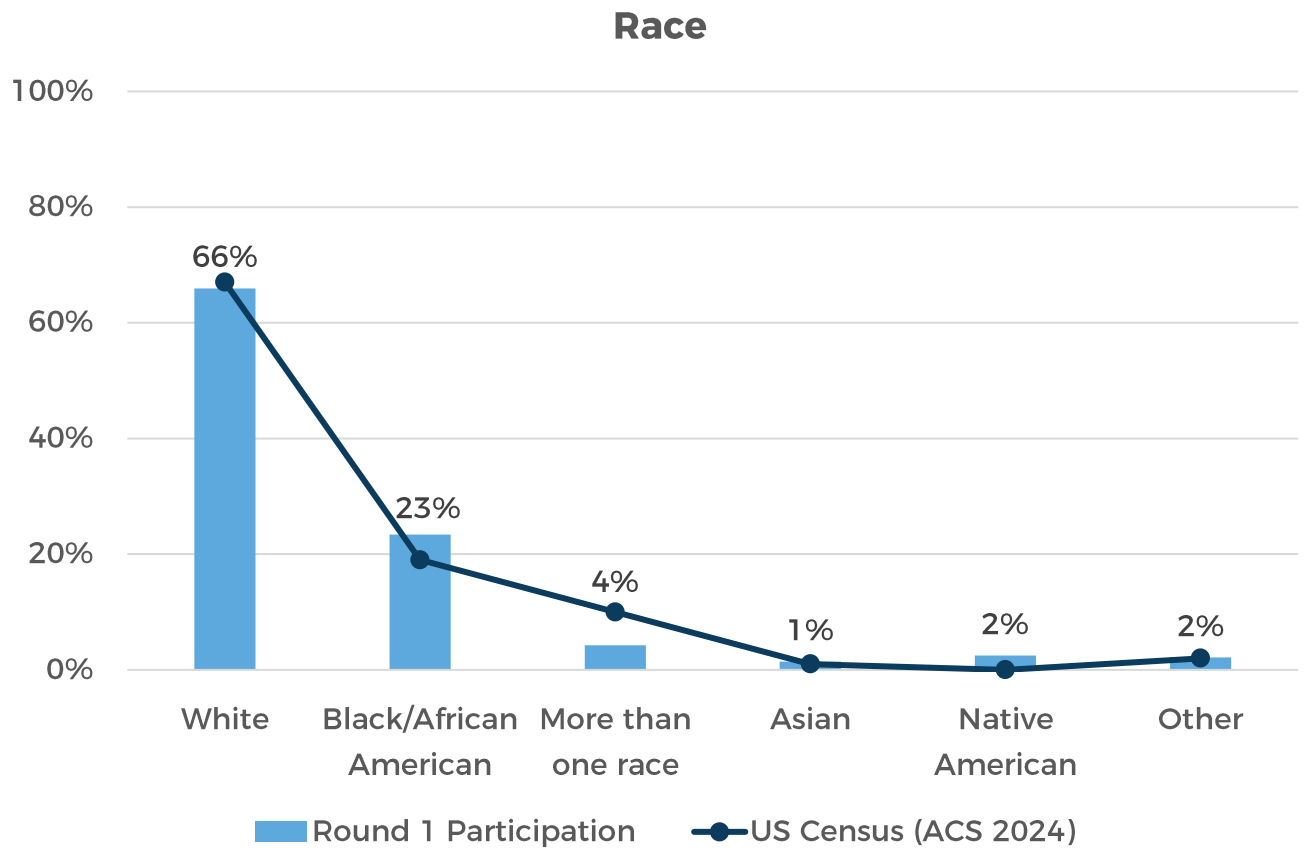
Achieved strong participation across all age groups.

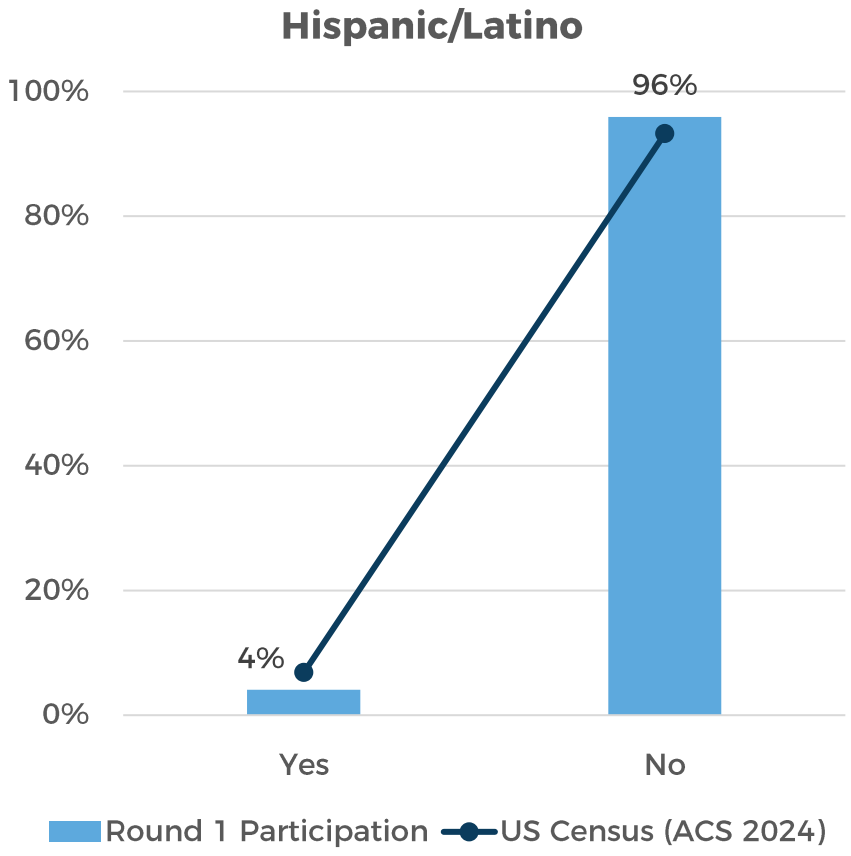


*Population under 15 removed to reflect expectations for the age cohorts of participants.

Race and Ethnicity

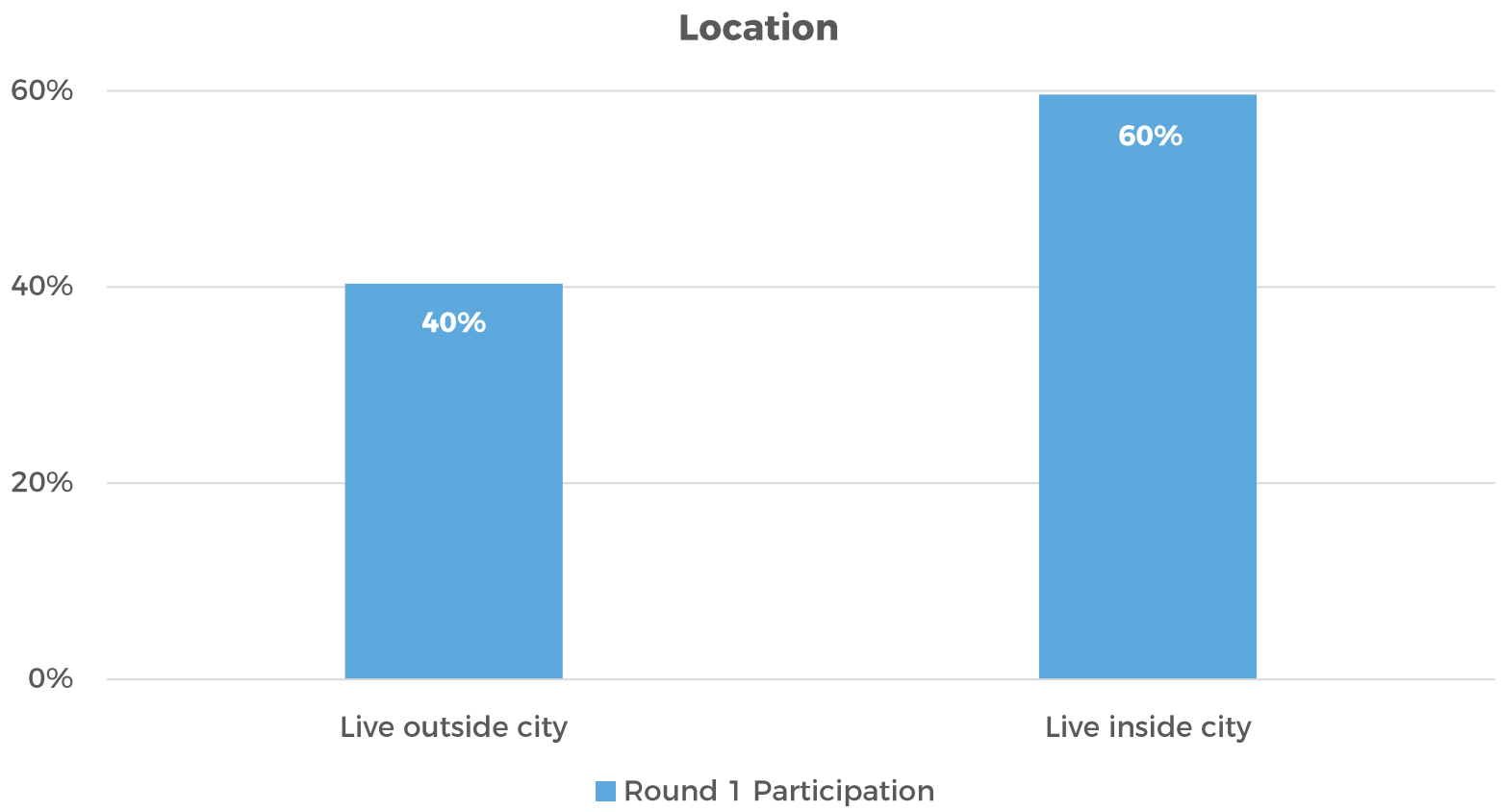
Strong representation. Low on multiracial, likely a reporting difference.





Location

Heard from all wards and from people outside the city.

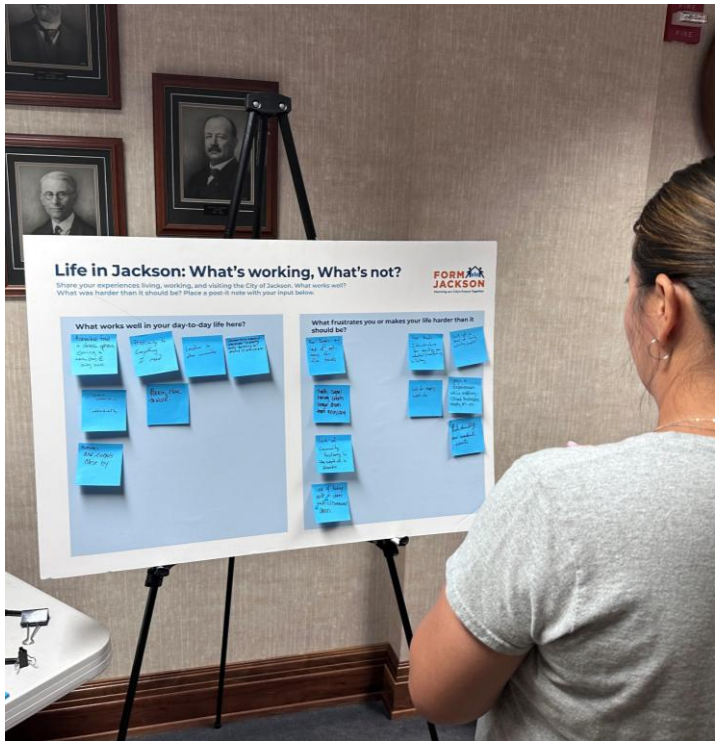


Three Activities

Activity 1
Form our City
Pick your places



Activity 2
Life in Jackson
What's working, what's not

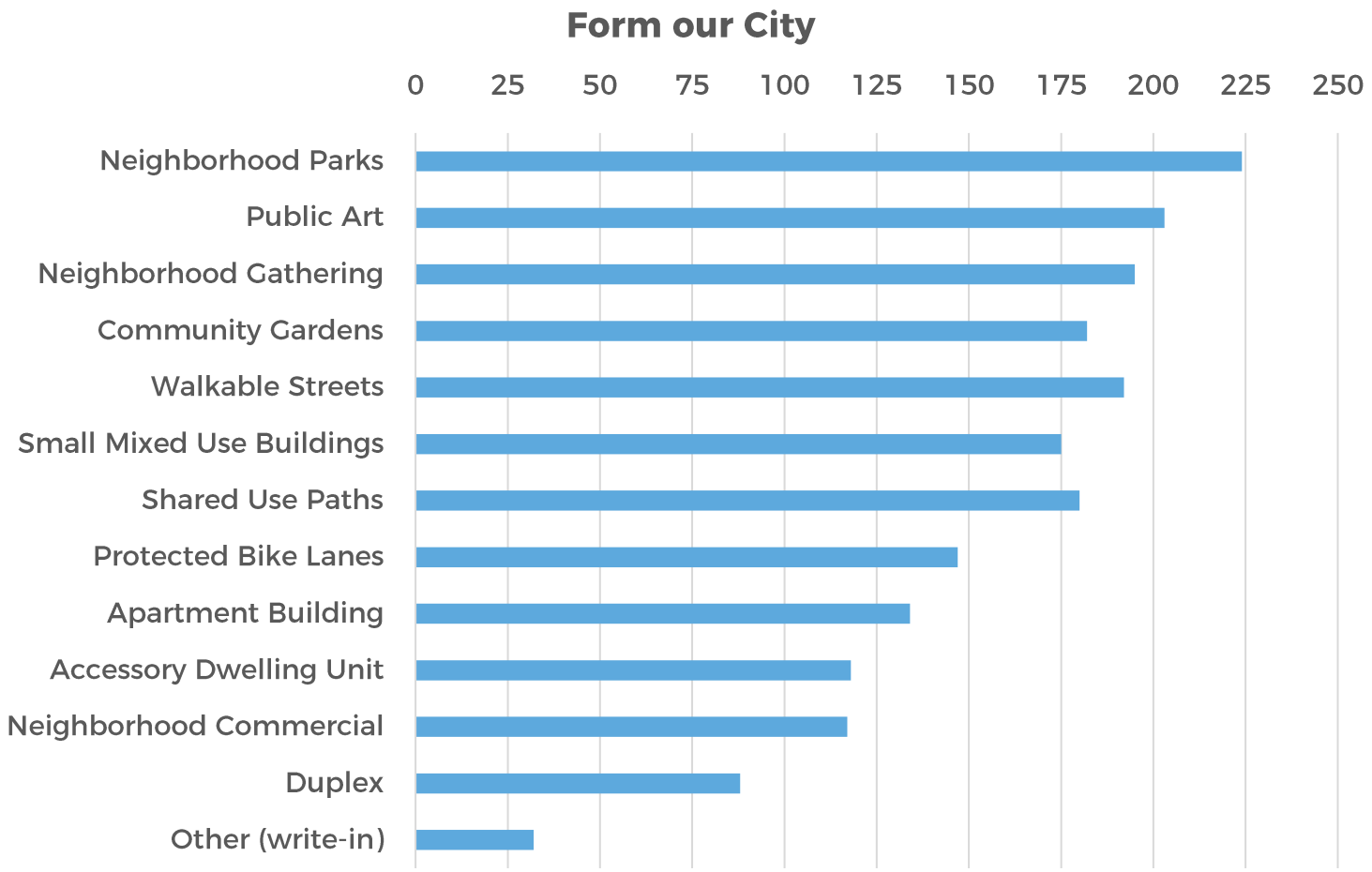


Activity 3
Dream it, Draw it
Vision for the future



Activity 1: Form our City

Participants picked the places they want to see more of in Jackson



- **Most votes:** neighborhood parks, public art, and neighborhood gathering spots
- **Fewest votes:** duplexes, neighborhood commercial, and accessory dwelling units
- **Comments asked for** better housing options, safer walking and biking, better transit, and more gathering spaces

Activity 2: Life in Jackson

Participants told us what works in Jackson today and what doesn't

Most mentioned: parks, trails & green space (134), roads and potholes (102), downtown (95), homelessness (69), downtown parking (55)

What's working

- **Easy to get around**, if you have a car
- **Downtown and community events** draw people in
- **Parks and public art** are top assets

What's not

- **Roads and potholes** are the top concern
- **Vacant land and aging buildings** need care
- **Housing costs and homelessness** need answers
- **Safety** limits biking, walking, and events

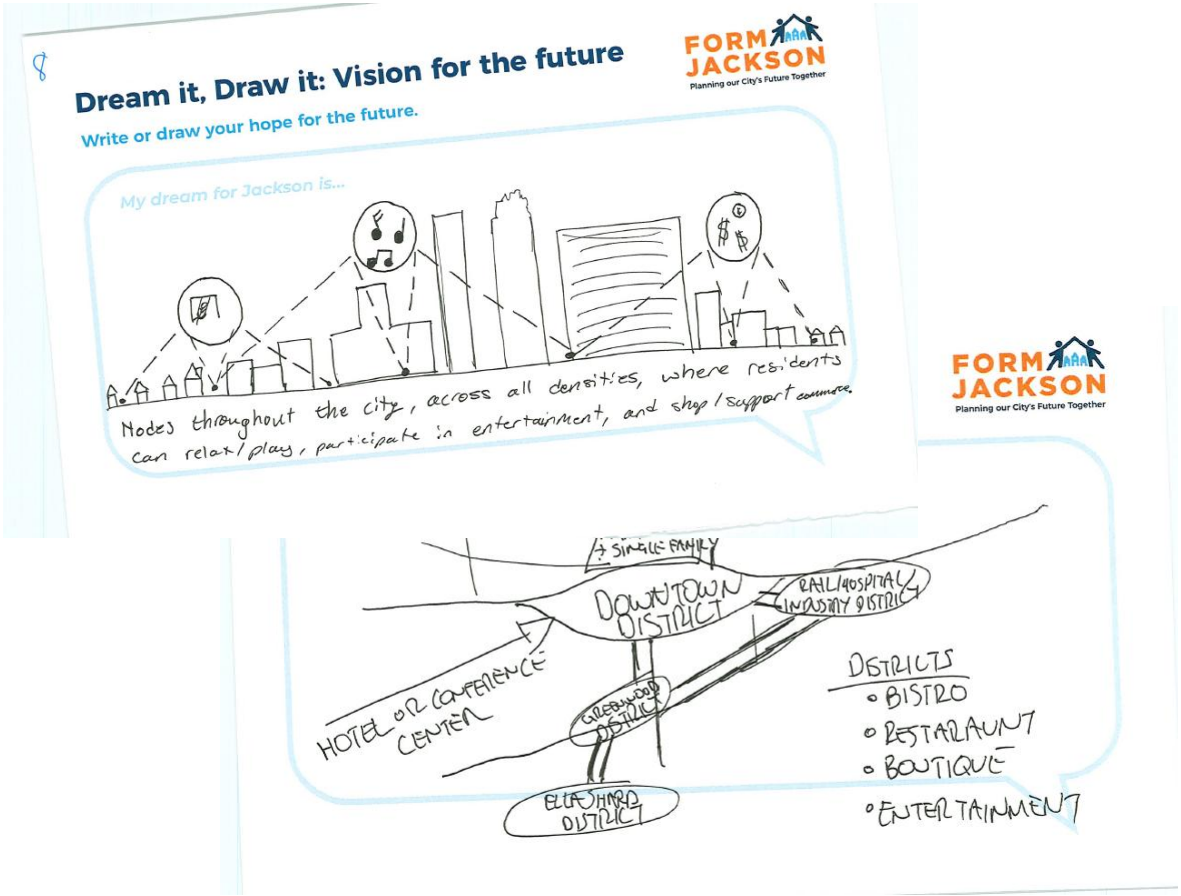




Activity 3: Dream it, Draw it

Participants wrote or drew their hopes for Jackson's future

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



Draft Vision & Goals

Draft Vision

> “Jackson aspires to be a city built on resilience and driven by opportunity, where residents are connected to each other and proud of their community.”

Draft Goal Areas

1. **Land Use and Neighborhoods**
   Connected, resilient neighborhoods where people can thrive.

2. **Economic Development and Vitality**
   Vibrant commercial districts that support local businesses, investment, and opportunity.

3. **Connectivity and Mobility**
   A safe and connected transportation network for everyone.

4. **Community Assets and Infrastructure**
   Well-maintained public spaces and infrastructure that support a healthy community.

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



Tonight's Activity

From What We Heard to Big Ideas

	WHAT YOU TOLD US IN ROUND 1	TONIGHT'S BIG IDEAS
Board 2 **Land Use & Neighborhoods**	Vacant land and deteriorating buildings need attention, and housing must be affordable	• Allow more types of homes in existing neighborhoods • Make it easier to reinvest in existing buildings
Board 3 **Economic Development & Vitality**	Downtown and community events draw people in and show Jackson's economic potential	• Plan for new uses where retail is struggling • Make Jackson's entrances more welcoming
Board 4 **Connectivity & Mobility**	Getting around is easy by car, but people want safer bikeways, sidewalks, and better transit	• Focus growth along streets that connect neighborhoods to jobs and services • Connect people to the river
Board 5 **Community Assets & Infrastructure**	Parks, trails, and green space were the top topic (134 mentions), and vacant land needs a new purpose	• Convert challenging industrial land into energy assets • Create urban forests in key locations

Testing Big Ideas

Board 1 Vision and Plan Framework: rate the draft vision statement

Board 2 Land Use & Neighborhoods	Board 3 Economic Development & Vitality	Board 4 Connectivity & Mobility	Board 5 Community Assets & Infrastructure
Big Idea #1 Allow more types of homes in existing neighborhoods	**Big Idea #1** Plan for new uses where retail is struggling	**Big Idea #1** Focus growth along streets that connect neighborhoods to jobs and services	**Big Idea #1** Convert challenging industrial land into energy assets
Big Idea #2 Make it easier to reinvest in existing buildings	**Big Idea #2** Make Jackson's entrances more welcoming	**Big Idea #2** Connect people to the river	**Big Idea #2** Create urban forests in key locations

Your Big Ideas Score Card

Pick up a score card and take it with you to each board.

1 Tell us about you

Your age, race, ethnicity, and the ward where you live. This tells us who we are hearing from.

2 Rate the big ideas

Score the vision and each big idea from 1 to 5, then add comments to tell us why.

1 = Do not support
5 = Strongly support

3 Rate your visit

Tell us how well this open house worked for you, then return your card before you leave.

More Ways to Weigh In

Roadshow

In the coming weeks, these boards will travel to two locations in the community for residents to interact with them during standard operating hours

Jackson YMCA, Lobby, October 16-23

River & Rail Food Hub, October 24-31

Online survey, October 16–31

The same boards and questions are online at formjackson.com

Spread the word

Invite neighbors, family, and coworkers who couldn't make it tonight.



Thank You!

Round 2 Open House

City of Jackson Master Plan

Now, visit the boards!

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