80+ ATTENDANCE

AT

6 COMMUNITY MEETINGS

LEADING TO

77 SURVEY ENTRIES

WHO TOOK THE SURVEY?

77 RESPONSES

9% 55-64 years
16% 45-54 years
18% 17-24 years

30% 25-34 years
27% 35-44 years

AND WHERE?

7.5% DOWNTOWN JACKSON
25% FONDREN
10% UMMC
10% JSU
13.75% MILLSAPS CAMPUS
13.75% BELHAVEN CAMPUS
20% SOCIAL MEDIA
ONE THING THAT I ENJOY MOST ABOUT LIVING IN JACKSON...
MY FAVORITE CITY WOULD BE ONE THAT HAS ACCESSIBILITY AND ACCEPTS ALL PEOPLE. GREEN SPACES, PARKS, SIDEWALKS, AND ACTIVITIES ABOUND. WHERE SHOPPING, EATING, AND RECREATIONAL AREAS ARE WITHIN WALKING DISTANCES.

- ONLINE SURVEY RESPONDENT
ONE THING THAT I COULD IMPROVE ABOUT JACKSON...
* I WOULD LIKE TO SEE MORE OF ____________ IN JACKSON!

42.9%  
BUS RAPID TRANSIT

37.7%  
MUSIC FESTIVALS

33.8%  
PARKS

33.8%  
MOVIE THEATERS

32.5%  
BIKE LANES

26%  
FARMER’S MARKETS

**WE NEED A BUILT ENVIRONMENT THAT ALLOWS PEOPLE TO BE HEALTHIER; MORE ATTRACTIONS/CONCERTS, BETTER HOUSING, ACCESS TO HEALTHY FOOD & BIKE LANES.**

- ONELINE SURVEY RESPONDENT
MY MOST FREQUENT MODE OF TRANSPORTATION IN THE CITY...

- 91% Car
- 4% Bus
- 1.25% Walk
- 1.25% Wheelchair
- 1.25% Bike
- 1.25% Uber/Lyft/Taxi

WHEN I THINK ABOUT THE WAY I MOVE AROUND THE CITY...

- 57% It is alright
- 34% I hate it
- 8% Difficult due to lack of transit & sidewalks
- 1% It is wonderful

“MOVING AROUND IN JACKSON IS DATED & A RESPONSE TO 50+ YEARS OF BAD DESIGN. THE LACK OF QUALITY TRANSIT, BIKE LINES AND SIDEWALKS MAKES IT VERY DIFFICULT TO COMMUTE EVERYDAY.”

- Online Survey Respondent
AMENITIES IN A BRT SYSTEM

CLEANLINESS
IMPROVED TRAVEL TIME
ACCESSIBLE SIDEWALKS/CROSSWALKS
QUALITY OF TRANSIT SHELTERS
HEATING/COOLING
PROTECTED BIKE LANES
FLEXIBILITY OF PAYMENT OPTIONS
WI-FI EQUIPPED BUSES
BIKE SHARE PROGRAM
CAR SHARE PROGRAM

AMENITIES IN A TRANSIT SHELTER

REAL-TIME INFORMATION
TRASH RECEPTACLE
AESTHETICS
PARK & RIDE
COMFORTABLE SEATING
PUBLIC ART
EXPERIENCES (FOOD TRUCK ETC.)
WI-FI ACCESS
BIKE STORAGE
CHARGING OUTLETS

THE SYSTEM SHOULD IMPROVE USER PERCEPTION OF PUBLIC TRANSPORTATION IN JACKSON INCLUDING EASE OF PURCHASING PASSES, TRANSFERS AT UNION STATION, CLEANLINESS, AND SAFETY AT THE TRANSIT SHELTERS.

- ONLINE SURVEY RESPONDENT
INTEREST IN USING ONLINE...

1. Not at all interested
5. Very interested

4
"I am a travel agent and a tour guide. I have been waiting on something like this for a while now. There is a whole tourism aspect (not just for locals) that ONELINE will tremendously benefit."

"Once operational, a period of free rides and then reduced costs to introduce and allow reluctant patrons to experience the system might generate more users."

"I think it would be handy to have the bus route go up to Meadowbrook because there’s lots of residential area from the interstate to State Street that has a lot of people that work downtown and at UMC that would benefit from ONELINE."

"Thank you for addressing mobility in Jackson. I’ve long thought of this as an unaddressed keystone issue for the city."

"The recent work completed to Fondren is a step in the right direction, but there should be bike lanes/sidewalks connecting Lefleur East, Fondren, Belhaven, & Downtown. These are the most heavily traveled areas and they are also the most frequented by tourists. I am not aware of anywhere to even tie a bike up in the city currently. I have also read studies that bike lanes increase traffic safety. I think ONELINE is a fantastic idea. I work in the commercial real estate industry and I think that ONELINE will have an economic impact on the areas along State Street and Capital."

"Is there a ONELINE app we could download for live updates, bus arrival times, bike sharing locations, etc.? I think my generation would utilize that."

"This is great! Jackson needs good planning. We can make Jackson a great city, one small step at a time."

"Consider making it go all the way to Northside Dr, turn right, include stops at Highland Village, Maywood Mart, Whole Foods, and then return to Old Canton Rd. With a stops at Cedars/St. Andrews and Duling Ave."

THOUGHTS & IDEAS YOU SHARED...