

**80+ ATTENDANCE**

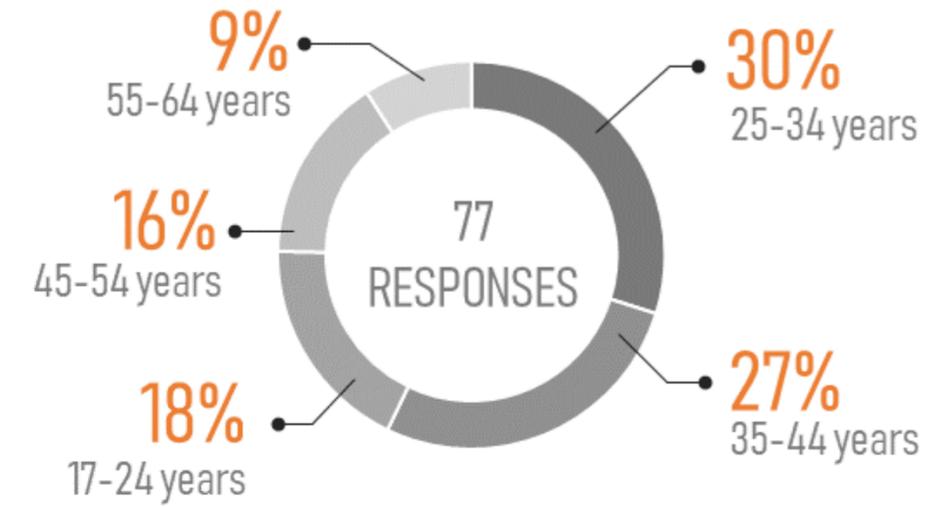
AT

**6 COMMUNITY MEETINGS**

LEADING TO

**77 SURVEY ENTRIES**

## WHO TOOK THE SURVEY?



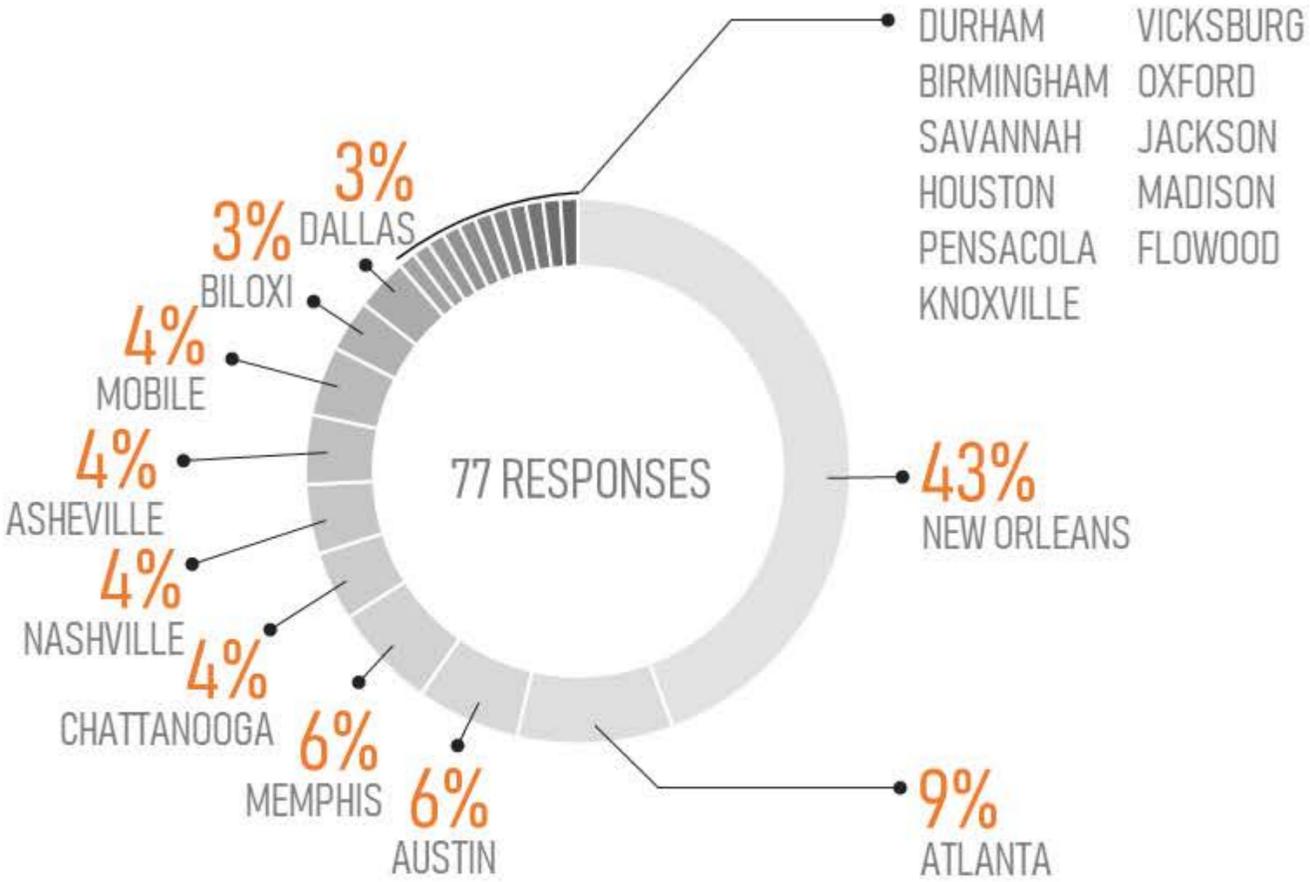
## AND WHERE?



# ONE THING THAT I ENJOY MOST ABOUT LIVING IN JACKSON...



# MOST FAVORITE SOUTHERN CITY TO VISIT...



“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.”

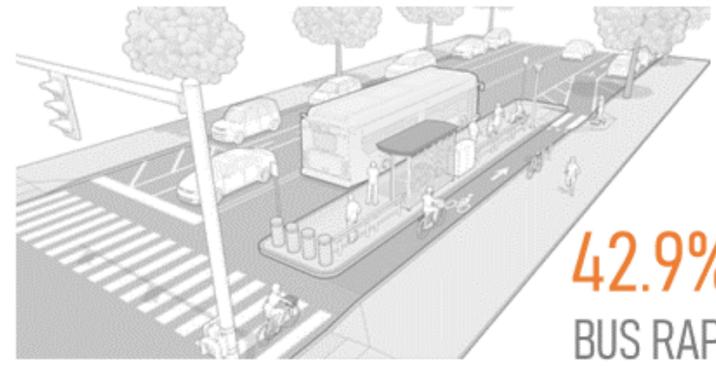
- ONLINE SURVEY RESPONDENT

# ONE THING THAT I COULD IMPROVE ABOUT JACKSON ...



\* SURVEY TAKERS WERE ALLOWED TO SELECT MULTIPLE CHOICES, DISPLAYED ARE THE HIGHEST RANKING CHOICES.

**\* I WOULD LIKE TO SEE MORE OF \_\_\_\_\_ IN JACKSON!**



**42.9%**  
BUS RAPID TRANSIT



**37.7%**  
MUSIC FESTIVALS



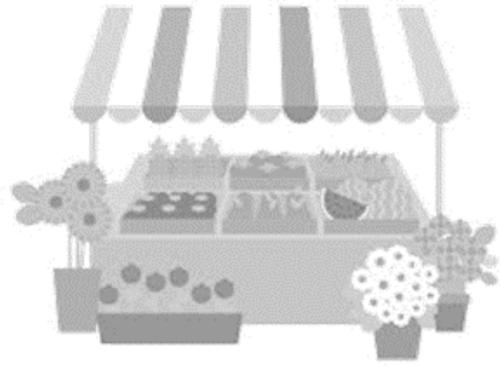
**33.8%**  
PARKS



**33.8%**  
MOVIE THEATERS



**32.5%**  
BIKE LANES



**26%**  
FARMER'S MARKETS

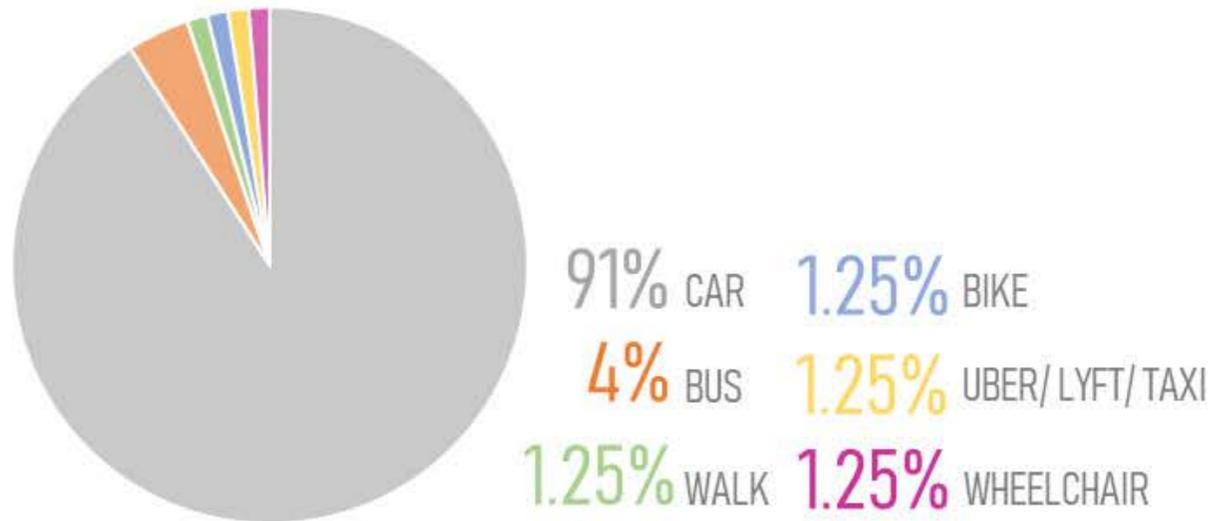
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**WE NEED A BUILT ENVIRONMENT THAT ALLOWS PEOPLE TO BE HEALTHIER; MORE ATTRACTIONS/CONCERTS, BETTER HOUSING, ACCESS TO HEALTHY FOOD & BIKE LANES.**

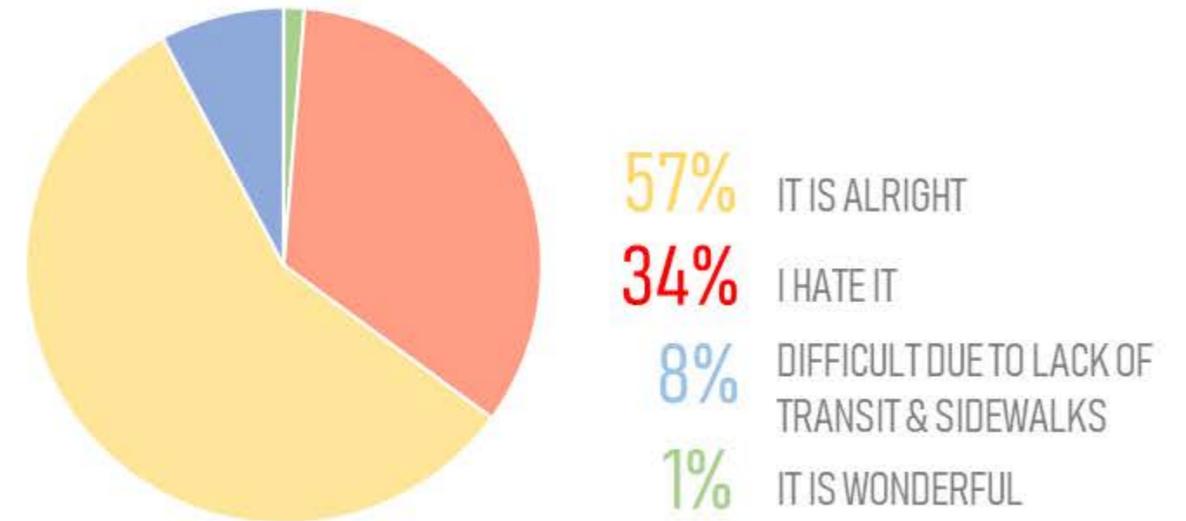
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- ONLINE SURVEY RESPONDENT

## MY MOST FREQUENT MODE OF TRANSPORTATION IN THE CITY...



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



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

- ONELINE 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

RANKED BY SURVEYTAKERS ...

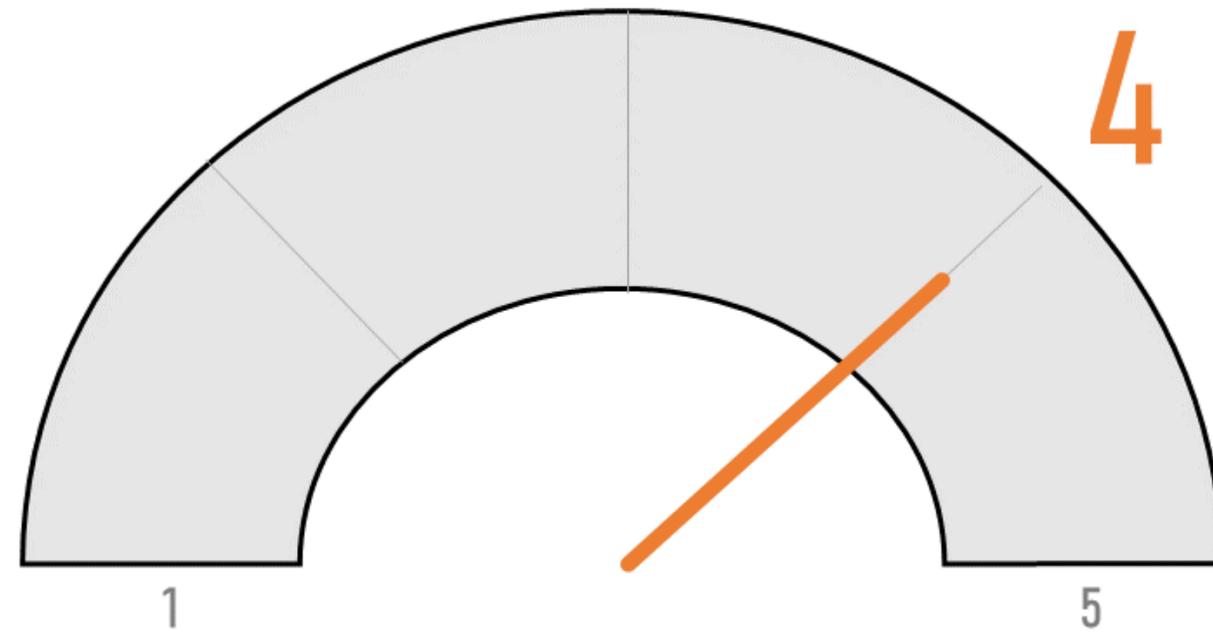
## AMENITIES IN A TRANSIT SHELTER

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 ONELINE...



- 1 Not at all interested
- 5 Very interested



ENGAGEMENT AT ONELINE COMMUNITY MEETINGS

"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 ...**