

## Jacksonville, Washington

Jacksonville is on the verge of major change. There's been significant growth and development in the region over the last decade – especially in the neighboring cities, but it's clear there's more to come and Jacksonville is next. Everyone is talking about what Jacksonville wants to be when it grows up.

Citizens are worried about what's ahead. They've seen growth that completely change one neighboring city, Fargo, that now has terrible congestion and industrial development that has taken away from the character of the city. Another neighboring city, Columbus, seems to have balanced residential development, designated a high-tech business corridor and planned ahead for transportation. Columbus has a thriving pedestrian Main Street full of shops and restaurants with a new community center, parks and playfields nearby.

The newly elected Mayor and Council of Jacksonville know change is coming, but they don't necessarily share the same opinions about what's best for the future. But there's general agreement they need to get ahead of it, while there's still a chance. There's been a lot of nervous hand-wringing, but there really hasn't been a conversation with the community. What do citizens want to keep that's special about Jacksonville and what do they hope the city will be like in the future? The Mayor and Council are ready to begin that dialogue, build community consensus, and draft a strategic plan for Jacksonville.

Jacksonville, Washington  
**Facts** – Getting everyone on the same page

What sorts of facts – data, trends, finances, comparative data, background, history etc. -- would be helpful to present to citizens so everyone feels like they're on the same page? What would citizens like to know in order to have an informed conversation about the difficult choices ahead?

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## Jacksonville, Washington Listen & Learn

What overall questions need to be asked? What do elected officials need to know from citizens in putting together a strategic plan for the future of Jacksonville. What do citizens care most about? What do and don't they want? What do they want to change? Etc.

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