

PART 1

COMMUNITY PLAN



**HAYNESVILLE
STRATEGIC PLAN**
ROOTED IN COMMUNITY,
GROWING TOGETHER.

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ACKNOWLEDGEMENTS

Mayor Roderick Hampton and the Town of Haynesville would like to recognize and thank the individuals who provided their time, input, and expertise for the development of this Strategic Plan. In particular, the following people were integral in the drafting of this document:

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THE TOWN OF HAYNESVILLE COMMUNITY

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INTRODUCTION

HOW THE PLAN IS LAID OUT

The Rooted in Haynesville Strategic Plan consists of three parts formatted to present the most actionable information up front, while data, background information, and supporting research follow for reference as needed.



PART 1

The **Community Plan** is a practical guide that highlights priorities and related recommendations to restore a stable foundation for Haynesville.



PART 2

The **Community Profile** is an overview of existing conditions in Haynesville and provides background information and data, to inform the recommendations in the Plan.



PART 3

The **Community Engagement Summary** presents community input gathered throughout the planning process.

USING THE PLAN

This Plan was developed to support Town Leaders in decision-making, investment prioritization, and the pursuit of funding opportunities.

Community organizations, businesses, and schools can use the Plan to align their efforts with community priorities, identify partnership or development opportunities, and support funding requests.

Residents can use the Plan to better understand the community’s goals, track progress, and find ways to get involved.



PLAN BACKGROUND & PURPOSE

COMMUNITY VISION

A STRONG AND CONNECTED HAYNESVILLE WHERE RESIDENTS TAKE PRIDE IN THEIR COMMUNITY, SUPPORT ONE ANOTHER, AND HAVE THE OPPORTUNITY TO BUILD A BETTER FUTURE FOR THEMSELVES AND FUTURE GENERATIONS.

THE VISIONING PROCESS

This community vision reflects a collaborative process in which the people of Haynesville were invited to share what they envision for their community's future. Through community conversations, survey responses, and facilitated discussions, we learned what people love about Haynesville and hope will stay the same, the challenges and issues they want to address, and the new things they'd like to see become part of daily life in the community. The common themes that emerged from this period informed a shared community vision that is both grounded and forward-thinking.

Haynesville is encouraged to revisit this vision statement as the outcomes and impacts of this planning effort take root because this vision reflects the future residents hope to create today, but as progress is made and new opportunities emerge, the community's aspirations may evolve as well.

ROOTED IN HAYNESVILLE

Having a community plan is important, but one that people feel connected to and inspired by is even better. A name and tagline can transform a planning document into something residents can recognize, remember, and rally around.

Early in the planning process, Steering Committee members participated in a facilitated discussion about what makes Haynesville special, why the planning effort matters, and their hopes for the future. Themes of community pride, strong relationships, deep traditions, hope, opportunity, and growth emerged throughout the conversation.

The result was Rooted in Haynesville, with the tagline Rooted in Community, Growing Together.

PROJECT BACKGROUND & PURPOSE

The Town of Haynesville received funding from the Delta Regional Authority to develop its first community-wide strategic plan. The purpose of the project was to identify actionable strategies to address existing challenges and position the community for future success, with a focus on infrastructure, workforce and business development, and housing.

WHAT IS A STRATEGIC PLAN?

A strategic plan is a shorter-term (3-5 year) action tool that helps communities identify and act on immediate opportunities. Strategic plans often build on existing planning efforts, but in communities without prior plans or established frameworks, they can also serve as a foundation-building tool for future decision-making. This was the case for Haynesville.

Rooted in Haynesville is based on extensive research, data analysis, and, most importantly, community input. The Plan reflects the community's long-term vision for itself along with near-term goals, strategies, and actions to aid Haynesville in moving forward.

THE PLANNING PROCESS



STEP 1: BUILDING A TEAM

To guide the planning process, Haynesville established a **Steering Committee** of residents and stakeholders representing a variety of backgrounds, experiences, and areas of expertise. Committee members were invited to provide local perspectives, challenge assumptions, and ensure the planning process remained committed to community priorities.



STEP 2: EXISTING CONDITIONS & COMMUNITY ENGAGEMENT

The second step in developing a data-driven, community-informed plan was to learn about Haynesville as it is today through a blend of research and community input. A multi-faceted approach to community engagement was used to engage residents and learn more about their priorities and concerns for the future. Robust research was also completed to provide quantitative data about current conditions.

Existing conditions can be found in Part 2: Community Profile.

A full summary of the community engagement process, including the feedback received, can be found in Part 3: Community Engagement Summary.



STEP 3: CONTINUED RESEARCH & PLAN DEVELOPMENT

The third phase of the project was drafting the Plan, which was a collaborative approach between the Steering Committee and Atlas Community Studios. The Steering Committee reviewed reports and drafts and provided input and guidance during regularly scheduled work sessions from July 2025 through May 2026.



STEP 5: REFINEMENT & ADOPTION

An initial draft of the Plan will be reviewed by the Steering Committee in June 2026. Atlas will make revisions as directed and a final designed plan will be presented to the Steering Committee for review and, if appropriate, to Town Council for adoption, in July 2026.



STEP 4: PLAN REVIEW

Rooted in Haynesville is a product of the community's input, as interpreted through the lens of the Steering Committee and Atlas Community Studios. To ensure the Plan accurately represents the community voices, priorities and strategies identified through the engagement process were presented for discussion and feedback at a public open house on February 24 and 25, 2026.

HOW THE PROCESS BECAME A PLAN



ENVISIONED THE PLAN

Working with the Steering Committee and community members, we:

- Talked about what makes Haynesville special.
- Understood what residents value the most.
- What they hope the town will look like in the future.

Those conversations shaped a shared vision for where Haynesville wants to go.



UNDERSTOOD CONDITIONS

We learned about local strengths and community assets, and about the underlying conditions, patterns, and root causes behind the challenges residents experience.

We learned about developments happening in neighboring areas to identify possibilities that might shape next steps for Haynesville.

Understanding these conditions helped us determine what opportunities are best suited to Haynesville and where the community is most likely to see lasting growth.



IDENTIFIED OPPORTUNITIES

We looked for ideas and opportunities that aligned local strengths and assets with the community’s vision for the future, and imagined how those strengths could be used to address the issues holding Haynesville back.

This helped us identify the opportunities and strategies most likely to take root over time.



MAPPED THE PLAN

We brought together the community vision, local strengths, existing conditions, and strategic priorities to identify the foundational work needed to support long-term success for Haynesville.

The result is a plan for readiness that prepares Haynesville for future activation and long-term growth.

A FRAMEWORK FOR GROWTH

Revitalization is a process, not a single project. While residents identified a wide range of priorities during the planning process, not every challenge can be addressed at once.

Some issues require immediate action to stabilize conditions and improve quality of life, while others depend on stronger infrastructure, better data, new partnerships, or additional funding before meaningful progress can occur.

For that reason, the Rooted in Haynesville Strategic Plan is organized around a three-phase approach. Each phase is designed to build on the progress of the previous one, creating a practical path forward that reflects both the community’s priorities and the realities of implementation.



PHASE 1: READINESS

The first phase focuses on preparing Haynesville for future investment by addressing urgent needs, strengthening local capacity, and removing barriers that limit opportunity. This includes visible improvements residents can see and experience in their daily lives, while also advancing foundational projects that position the community for long-term success.

Examples include:

- Addressing critical infrastructure concerns
- Expanding access to workforce training, childcare, and transportation
- Supporting housing repair and weatherization efforts
- Strengthening communication and community engagement
- Building the partnerships and information needed to pursue larger opportunities



PHASE 2: ACTIVATION

The second phase focuses on activating the systems, partnerships, and resources established during Phase 1. As community capacity grows and foundational projects are completed, Haynesville will be better positioned to expand proven programs, develop new ones, pursue (and compete for) additional investments, and address more complex challenges.

Examples include:

- Expanded workforce and training programs
- Housing rehabilitation and blight reduction initiatives
- Business development and entrepreneurship support
- Infrastructure improvements informed by community priorities and supported by data
- Stronger regional partnerships and collaborative projects



PHASE 3: GROWTH

The final phase focuses on leveraging earlier efforts to pursue larger economic, housing, and community development opportunities. By this stage, Haynesville will have established the foundation, partnerships, and understanding necessary to identify future growth opportunities.

Examples include:

- New business and employment opportunities
- Strategic housing development
- Long-term infrastructure investments
- Opportunities associated with emerging industries and regional growth trends

The specific projects pursued in Phases 2 and 3 may evolve as conditions change and new opportunities emerge. For this reason, the Plan’s strategies and action items focus on Phase 1 efforts. However, the purpose of the roadmap remains the same: to ensure that each step builds on the one before it and that Haynesville’s revitalization efforts are realistic, achievable, and flexible enough to support long-term success.

FOCUS AREAS



INFRASTRUCTURE

Addressing the systems that support daily life and future growth - roads, drainage, water, sewer, broadband, and community facilities



WORKFORCE DEVELOPMENT

Expanding access to education, training, childcare, transportation, and career pathways that connect residents to opportunity.



BUSINESS DEVELOPMENT

Supporting local businesses, entrepreneurship, employer attraction, industrial site readiness, and emerging economic opportunities.



HOUSING

Preserving and improving housing through home repairs, blight reduction, clear property ownership, and strategic housing investment.



PARTNERSHIPS & CAPACITY

Strengthening communication, leadership, civic engagement, youth involvement, and regional partnerships to move community priorities forward.



STRATEGIC GOALS

The five Focus Areas identified through this planning process have been translated into a series of Strategic Goals that describe the future Haynesville is working toward. Each goal is supported by one or more Objectives and Outcomes, which define specific areas where progress is needed to achieve that vision and the anticipated results of that progress.

To move each objective forward, the Plan identifies a set of Priorities. These priorities are not detailed work plans. Instead, they represent “readiness” efforts, such as conducting studies, developing partnerships, and building capacity, needed to prepare Haynesville for future implementation and increased funding potential. Each priority identifies the partners best positioned to lead or support the work and serves as a starting point for the more detailed planning and coordination that will follow.

INFRASTRUCTURE

ASSETS TO LEVERAGE

Haynesville has important infrastructure assets already in place.

Recent investments in water system improvements, recreation facilities, public safety infrastructure, and other capital projects demonstrate the Town's ongoing commitment to maintaining and improving public assets.



TOWN-OWNED WATER & SEWER SYSTEM

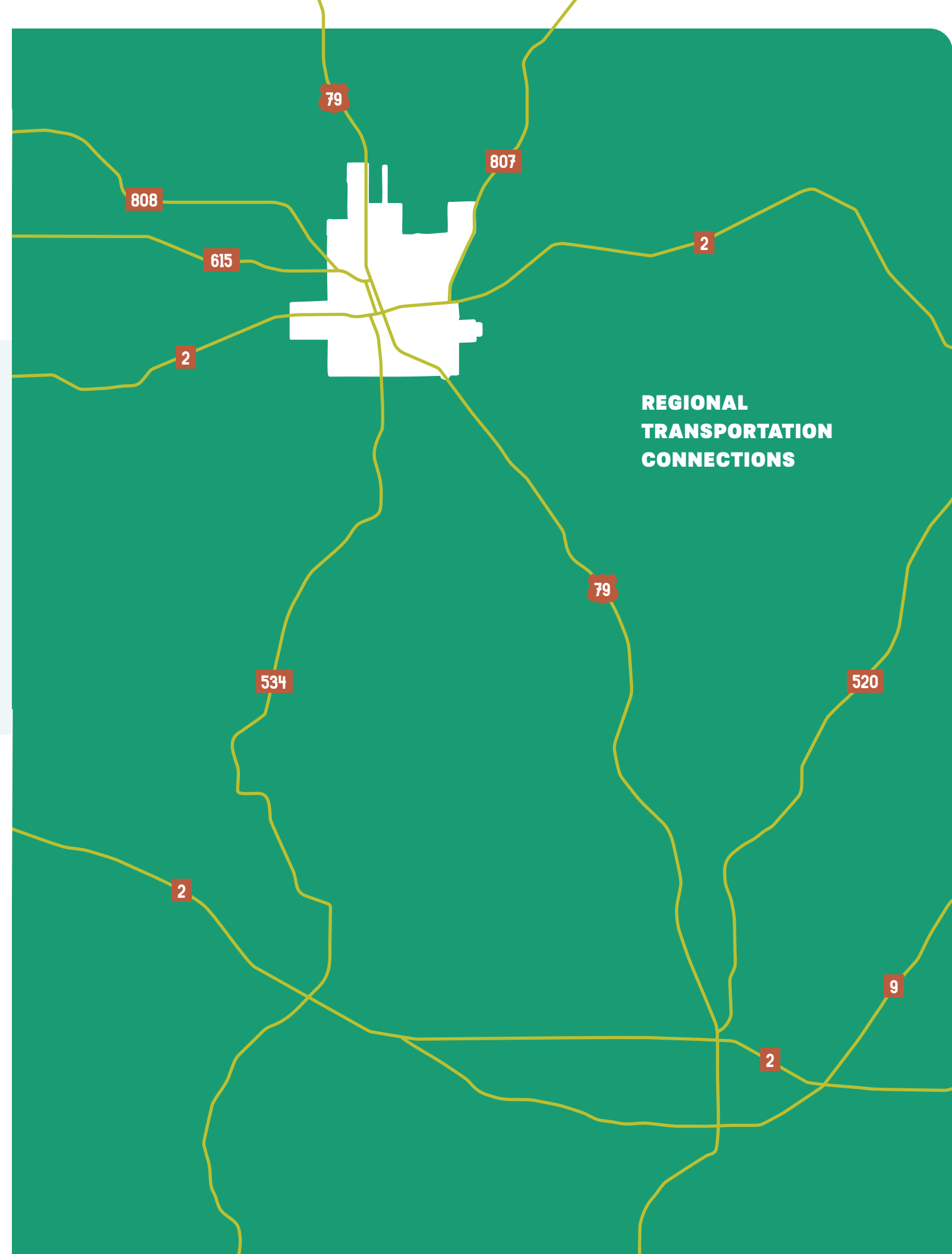
serving approximately 1,230 customers



PARKS, RECREATION FACILITIES, & PUBLIC GATHERING SPACES

that contribute to quality of life and community identity.

REGIONAL TRANSPORTATION CONNECTIONS



CHALLENGES TO ADDRESS

Infrastructure challenges are among the most visible and frequently discussed concerns in Haynesville.

These issues affect daily quality of life and influence the community’s ability to attract investment, support businesses, retain residents, and encourage development.

COMMUNITY FEEDBACK REVEALED WIDESPREAD CONCERNS ABOUT...

-  ROADWAY CONDITIONS
-  FLOODING & STANDING WATER AFTER RAIN
-  WATER QUALITY
-  SEWER SYSTEM RELIABILITY
-  INCONSISTENT INTERNET SERVICE

MANY OF THESE CHALLENGES ARE INTERCONNECTED.

For example, **drainage issues contribute to roadway deterioration**, while limited infrastructure capacity can affect housing, business development, and **overall community morale**.

SECURING FUNDING

Like many small communities, Haynesville faces the challenge of securing funding for large-scale infrastructure projects.

Competitive grant programs often require local matching funds that can be difficult for small communities to obtain, making it difficult or impossible to access the dollars needed to make critical improvements.

OPPORTUNITIES TO PURSUE

Haynesville’s infrastructure priorities should focus on the systems that most directly affect daily life and future investment: roads, drainage, water, sewer, and broadband.

Continued implementation of funded water and sewer improvements will help address some of the community’s most pressing infrastructure concerns while demonstrating visible progress to residents. Many infrastructure projects take years to move from planning and engineering to construction, making visible progress hard to come by.

MAINTAIN & UPDATE AN INFRASTRUCTURE PROGRESS TRACKER.

This can help residents see which projects are planned, which are underway, where they are in the process, how funding is being used, and which milestones have been achieved.





**COORDINATE
INFRASTRUCTURE
INVESTMENTS MORE
STRATEGICALLY.**

Because drainage, roads, water, sewer, and broadband systems are often interconnected, planning these improvements together can reduce duplication of efforts. For example, resurfacing a roadway before broadband, water, or sewer improvements are completed may require that same road to be dug up again in the future. **Improving roads without first addressing the drainage problems can lead to standing water that shortens the lifespan of the repair.**

Coordinating these projects can ensure that limited dollars go further and improvements last longer.



**DOCUMENT AND MAP
FLOODING, ROADWAY, AND
BROADBAND CONCERNS**

This will help identify the areas of greatest need, inform future work plans, and strengthen the Town’s ability to compete for funding.

**HOWEVER, SOME ISSUES MAY
REQUIRE MORE IMMEDIATE
ATTENTION.**

Hazardous potholes, drainage blockages, and standing water can pose safety risks and negatively affect residents’ daily lives. While it’s important to protect these permanent solutions that require significant funding and long-term planning, temporary fixes for the most critical potholes and flooding issues may reduce day-to-day impacts on residents while larger projects move forward.



LOOKING AHEAD

Throughout the development of the Plan, some focus areas had the Steering Committee clearly thinking beyond “readiness.” While Progress Indicators are helpful signs of moving forward, later phase Measures of Success tell us if what we’re doing is actually working.



MEASURES OF SUCCESS ARE FLAGGED BY A GRAPH ICON (PICTURED LEFT) AS SOMETHING TO KEEP IN MIND AS PHASE 1 EFFORTS EVOLVE FROM READINESS INTO ACTIVATION.

GOAL 1:

IMPROVE PUBLIC INFRASTRUCTURE

OBJECTIVE 1: RESOLVE CRITICAL INFRASTRUCTURE ISSUES

Resolve Haynesville's most critical infrastructure issues and build the local funding capacity needed to support current and future improvements.

OUTCOME

Haynesville’s most urgent water, sewer, and road conditions are stabilized, reducing the day-to-day burden on residents and demonstrating to the community that funded projects are moving forward. A dedicated “local matching fund” is in place so that future grant opportunities aren’t lost.

PHASE 1 PRIORITIES		TIMEFRAME	WHO	INDICATORS OF PROGRESS
PI-1.1	Identify and map flooding areas, highlighting all critical issues that require immediate attention	Short-Term (0-6mo)	Mayor’s Office, Public Works, Town Engineer	Inventory and map of flooding areas created
PI-1.2	Identify and map problematic road and sidewalk conditions, highlighting all critical issues that require immediate attention	Short-Term (0-6mo)	Mayor’s Office, Public Works, Town Engineer	Inventory of road and sidewalk conditions created
PI-1.3	Explore options for establishing a local “matching funds” reserve to increase funding readiness	Short-Term (0-6mo)	Mayor’s Office, Town Council, The Coordinating & Development Corporation	Matching funds reserve strategy identified that minimizes impacts on low-income residents
PI-1.4	Establish a timeline and process for maintaining and updating the Infrastructure Progress Tracker	Short-Term (0-6mo)	Mayor’s Office	Progress Tracker is being actively maintained, updated, and shared with the community
PI-1.5	Complete funded water and sewer projects to resolve critical backups and quality issues	Mid-Term (7-24mo)	Mayor’s Office, Public Works, Town Engineer	Water Distribution System Improvements are under construction Water Meter Replacement Project is under construction Sewer Lift Station Rehabilitation project is under construction
PI-1.6	Develop an “immediate needs” work plan to address critical, time-sensitive flooding issues identified through the mapping process	Mid-Term (7-24mo)	Mayor’s Office, Public Works, Town Engineer	Work plan to address the most hazardous flooding areas created
PI-1.7	Develop an “immediate needs” work plan to address critical, time-sensitive road and sidewalk issues identified through the inventory and mapping process	Mid-Term (7-24mo)	Mayor’s Office, Public Works, Town Engineer	Work plan to address the most hazardous road and sidewalk conditions created

GOAL 1:

IMPROVE PUBLIC INFRASTRUCTURE

OBJECTIVE 2: COORDINATE INFRASTRUCTURE INVESTMENTS STRATEGICALLY SO THAT ROAD, WATER, SEWER, AND BROADBAND IMPROVEMENTS REINFORCE ONE ANOTHER.

OUTCOME

Infrastructure projects are sequenced and coordinated so that completed work isn’t undone by subsequent projects and dollars go further.

PHASE 1 PRIORITIES		TIMEFRAME	WHO	INDICATORS OF PROGRESS
PI-2.1	Align major road repair grants and construction timelines with the completion of underground water/sewer work, so new roads aren’t dug up twice	Mid-Term (7-24mo)	Mayor’s Office, Town Engineer	Road repair priorities and timelines are coordinated with planned water and sewer improvements
PI-2.2	Map broadband access gaps and coordinate with Louisiana’s Broadband Czar initiative to ensure gaps in service are addressed, and fiber access is expanded	Short-Term (0-6mo)	Mayor’s Office, Louisiana Office of Broadband Development	Haynesville is registered or actively engaged with Louisiana’s Broadband Czar initiative A map of broadband service gaps has been completed

WORKFORCE DEVELOPMENT

THE COMMUNITY BENEFITS FROM:



STRONG LOCAL SCHOOLS



CAREER & TECHNICAL EDUCATION
OPPORTUNITIES



REGIONAL WORKFORCE PARTNERS



ACCESS TO A DIVERSE REGIONAL
JOB MARKET



THE COMMUNITY DEMONSTRATES ABOVE-AVERAGE CONCENTRATIONS OF WORKERS IN SKILLED TRADES INDUSTRIES

including agriculture and forestry, construction, transportation, maintenance, indicating that many residents possess experience and transferable skills relevant to current and emerging industries.

ASSETS TO LEVERAGE

Haynesville has a strong workforce foundation to build from.

Workforce data suggests that many working-age residents remain actively engaged in the labor force, providing a foundation for future workforce development.

THE YOUNG PEOPLE OF HAYNESVILLE ARE A VALUABLE ASSET.

During the planning process, students expressed pride in their community, a desire for more employment opportunities, and an interest in helping shape the future of the community.

Community members also noted that many young people are interested in learning new skills, creating an opportunity to connect that interest with education, training, and employment opportunities.



CHALLENGES TO ADDRESS

While employment opportunities exist throughout the region, many residents face barriers that make it difficult to access them.

 **30-45 MIN.** Residents reported regularly traveling 30 to 45 minutes for work.

COMMUNITY
INPUT REVEALED
CONCERNS.


JOB & TRAINING
OPPORTUNITIES


TRANSPORTATION
CHALLENGES


CHILDCARE


EARNING A
LIVING WAGE

COMMUNITY CONVERSATIONS ALSO HIGHLIGHTED CHALLENGES RELATED TO ECONOMIC MOBILITY.

Residents, employers, and local leaders discussed the importance of practical life skills, financial literacy, career exploration, and greater exposure to employment opportunities. Participants suggested that many residents, particularly young people, would benefit from more opportunities to learn about careers, connect with employers, and understand what it takes to succeed and advance in the workforce.

These challenges affect more than workforce participation alone. When surveyed, **more than 85% of youth shared they do not envision their future in Haynesville.** These conditions limit economic mobility, make it more difficult for residents to achieve long-term financial stability, and contribute to the continued outmigration of young people seeking opportunities elsewhere.

OPPORTUNITIES TO PURSUE

Haynesville has an opportunity to strengthen workforce participation by reducing the barriers that prevent residents from accessing employment, training, and advancement opportunities.



DEVELOP A BETTER UNDERSTANDING OF THE CHALLENGES RELATED TO TRANSPORTATION, CHILDCARE, WORKFORCE PARTICIPATION, AND ECONOMIC MOBILITY.

This can help the community identify targeted strategies that connect more residents to opportunity and remove barriers that prevent willing workers from participating in the workforce.



STRENGTHEN CONNECTIONS BETWEEN SCHOOLS, EMPLOYERS, WORKFORCE ORGANIZATIONS, AND TRAINING PROVIDERS.

Stronger partnerships can help align education and training opportunities with workforce needs while preparing residents for careers in both existing and emerging industries.

EMERGING INDUSTRIES COULD SHAPE WORKFORCE OPPORTUNITIES

LITHIUM SUPPLY CHAIN

Haynesville is located roughly three miles from the Arkansas state line, near an area attracting growing interest for lithium production associated with the Smackover Formation. Recent studies suggest the region may contain some of the highest identified lithium concentrations in the country. Haynesville has an opportunity to evaluate its relationship with this formation and how it may impact workforce needs, business opportunities, housing demand, and infrastructure planning.

Learn more in the Community Profile on page 39.

FORESTRY & RENEWABLE FUELS

The Louisiana Green Fuels development proposed for Caldwell Parish has positioned northeastern Louisiana as a potential player in biomass supply chains. While this project is still developing, Haynesville’s workforce strengths and proximity to timber resources may position the community to benefit from future growth.

Learn more in the Community Profile on page 39.

ENVIRONMENTAL RESTORATION & REDEVELOPMENT

Haynesville’s industrial and energy history may create opportunities beyond traditional workforce development. Industries related to environmental remediation, infrastructure rehabilitation, site redevelopment, and abandoned well plugging continue to generate demand for trained workers across Louisiana. Understanding these needs in Haynesville and Claiborne Parish and evaluating related career pathways could help connect residents to emerging opportunities.

GOAL 2:

EXPAND WORKFORCE OPPORTUNITIES

OBJECTIVE 1: REMOVE BARRIERS TO WORKFORCE PARTICIPATION

Remove the barriers to childcare, transportation, and training that keep willing workers from securing jobs.

OUTCOME

More working-age Haynesville residents are able to actively participate in the labor force because the obstacles making work or training inaccessible have been reduced or eliminated.

PHASE 1 PRIORITIES		TIMEFRAME	WHO	INDICATORS OF PROGRESS
WF-1.1	Develop a shared understanding of existing dual enrollment and CTE opportunities, possible funding or subsidy mechanisms, participation barriers, and potential expansion strategies	Short-Term (0-6mo)	Steering Committee, Haynesville High School, Claiborne Parish School Board	□ All existing dual enrollment and CTE opportunities (including costs, funding sources, and barriers) are documented □ Recommendations developed to improve participation and access □ Funding model explored/developed to subsidize tuition and high school supply fees for dual enrollment programs □ Actively engaged in discussions with participating CTCs to explore/establish hybrid delivery models
				 At least one new CTE or dual enrollment pathway is available to Haynesville students, with enrollment numbers tracked each semester. → # of pathways → # of students enrolled
WF-1.2	Assess childcare needs, barriers to access, and opportunities to expand licensed childcare capacity	Short-Term (0-6mo)	Mayor’s Office, Town Council, Local Nonprofits	□ A licensed childcare feasibility assessment is completed, with at least one facility or partnership option identified
WF-1.3	Secure funding for an assessment of existing public transportation program(s) to identify barriers to ridership and strategies for increased service and engagement	Short-Term (0-6mo)	Mayor’s Office, CP Office of Community Services, Seventh Planning District Consortium Workforce Development Board	□ Funding secured to conduct an assessment of the public transportation system and related needs assessment

GOAL 2:

EXPAND WORKFORCE OPPORTUNITIES

OBJECTIVE 2: CONNECT RESIDENTS TO EDUCATION, TRAINING, AND EMERGING OPPORTUNITIES

Build accessible education and training pathways that connect Haynesville residents to jobs in growing regional sectors.

OUTCOME

Haynesville residents have a clear, accessible path to earning credentials and being competitive for employment in healthcare, biomass, environmental remediation, and other growing sectors.

	PHASE 1 PRIORITIES	TIMEFRAME	WHO
WF-2.1	Assess barriers to workforce training and credential attainment among Haynesville residents	Mid-Term (7-24mo)	Mayor’s Office, NLTCC, Claiborne Parish School Board
WF-2.2	Engage area Community and Technical Colleges (CTCs) to explore training pathways related to emerging industries (i.e., biomass, lithium)	Mid-Term (7-24mo)	Mayor’s Office, NLTCC, Louisiana Department of Health
WF-2.3	Assess the potential for workforce training programs related to environmental remediation, demolition, abandoned well plugging, environmental monitoring, and site redevelopment	Mid-Term (7-24mo)	Mayor’s Office, Coordinating and Development Corporation, Louisiana DEQ



BUSINESS DEVELOPMENT

ASSETS TO LEVERAGE

Haynesville has an established business base that provides jobs, services, and economic activity within the community.

The local economy is supported by a mix of **healthcare, education, construction, industrial support, food service, and energy-related businesses**, as well as several larger employers and regional companies that contribute significantly to local sales and employment.

Business owners **cited loyal customers, a friendly and supportive community**, close relationships, and strong family and personal connections as some of the main reasons they continue to operate in Haynesville.

THESE RELATIONSHIPS REPRESENT AN IMPORTANT STRENGTH THAT CAN SUPPORT BUSINESS RETENTION, ENTREPRENEURSHIP, AND FUTURE GROWTH.

The community also has available commercial buildings and residents interested in starting their own businesses. More than half of the business survey respondents identified themselves as aspiring entrepreneurs interested in owning a business in Haynesville, citing personal ties to the community, a desire for independence, and an interest in contributing to Haynesville's future as motivations for pursuing business ownership.

CHALLENGES TO ADDRESS

Current business owners and aspiring entrepreneurs face a variety of challenges that limit business growth and development.

OBSTACLES TO BUSINESS SUCCESS

-  ATTRACTING & RETAINING CUSTOMERS
-  HIGH OPERATING EXPENSES
-  DIFFICULTY FINDING QUALIFIED EMPLOYEES

BARRIERS TO STARTING A BUSINESS

-  ACCESS TO CAPITAL
-  FINDING SUITABLE LOCATIONS
-  UNCERTAINTY ABOUT HOW TO GET STARTED
-  LIMITED ACCESS TO MENTORSHIP



SURVEY RESPONSES ALSO REVEALED A DESIRE FOR STRONGER COMMUNICATION, COLLABORATION, AND ENGAGEMENT BETWEEN THE BUSINESS COMMUNITY AND LOCAL LEADERSHIP.

These challenges can make it difficult for existing businesses to grow and for new businesses to move from idea to reality.

OPPORTUNITIES TO PURSUE

Haynesville has an opportunity to strengthen its local business ecosystem by focusing first on business retention, entrepreneurship, and capacity building.

Existing businesses provide jobs, services, and economic activity that support the community, and survey findings suggest many would benefit from **greater visibility, stronger business networks, opportunities to collaborate with other business owners, and more consistent engagement with community leadership.**

SUPPORTING EXISTING BUSINESSES WHILE HELPING NEW BUSINESSES SUCCEED CAN CREATE A STRONGER FOUNDATION FOR FUTURE GROWTH.



DEVELOP A BETTER UNDERSTANDING OF THE TOWN'S AVAILABLE COMMERCIAL PROPERTIES.

This will support efforts to connect would-be entrepreneurs with suitable locations, identify redevelopment opportunities, and improve readiness for future investment.



EDUCATE & SUPPORT A NEW GENERATION OF BUSINESS OWNERS.

Entrepreneurship training, mentorship programs, networking opportunities, business boot camps, and technical assistance can help aspiring entrepreneurs build the knowledge, relationships, and confidence needed to launch and sustain successful businesses.

Emerging opportunities in lithium development, forestry-based industries, renewable fuels, and other energy-related investments may drive new economic activity across the region.

While the scale and timing of these opportunities remain uncertain, Haynesville can improve its readiness by understanding its relationship with these resources, identifying potential development sites, and exploring ways to support local business expansion, attract new investment, and position residents and employers to participate in emerging supply chains.

GOAL 3:

STRENGTHEN BUSINESS DEVELOPMENT & ECONOMIC OPPORTUNITY

OBJECTIVE 1: SUPPORT ENTREPRENEURSHIP & SMALL BUSINESS GROWTH

Grow Haynesville’s local business base and new entrepreneurs by understanding market demand and reducing barriers to entry.

OUTCOME

Local entrepreneurs have a clearer path to sustaining existing businesses and launching new viable businesses that meet resident demand.

PHASE 1 PRIORITIES		TIMEFRAME	WHO	INDICATORS OF PROGRESS
BD-1.1	Develop an inventory of commercial property in Haynesville, including building condition and occupancy status	Short-Term (0-6mo)	Steering Committee	Inventory of commercial spaces created
BD-1.2	Engage Executive Director of The Entrepreneurial Accelerator Program to explore: 1) business development/training workshops for residents, and 2) mentorship or other support models for existing business owners	Short-Term (0-6mo)	Steering Committee, The Entrepreneurial Accelerator Program Team	Partnership established with Entrepreneurial Accelerator Program
BD-1.3	Identify strategies to support entrepreneurship and reduce barriers to market-supported business development	Mid-Term (7-24mo)	Mayor’s Office, Claiborne Parish Economic Development, Small Business Development Center	Business and entrepreneur support strategy developed Barriers to business formation and expansion documented

GOAL 3:

STRENGTHEN BUSINESS DEVELOPMENT & ECONOMIC OPPORTUNITY

OBJECTIVE 2: SUPPORT ENTREPRENEURSHIP & SMALL BUSINESS GROWTH

Grow Haynesville’s local business base and new entrepreneurs by understanding market demand and reducing barriers to entry.

OUTCOME

Haynesville has an accurate picture of its industrial site potential, and the town is positioned within regional supply chains and labor markets as a viable residential and workforce hub.

PHASE 1 PRIORITIES		TIMEFRAME	WHO	INDICATORS OF PROGRESS
BD-2.1	Identify and secure funding to assess the potential for lithium-related development in and around Haynesville	Short-Term (0-6mo)	Mayor’s Office, Louisiana Dept of Natural Resources, Coordinating & Development Corporation	▣ Funding secured to assess Haynesville’s position within the Smackover Formation
BD-2.2	Inventory and map legacy energy and industrial infrastructure assets to improve development readiness and support future planning efforts.	Mid-Term (7-24mo)	Mayor’s Office, Louisiana Dept of Natural Resources, Louisiana Tech GIS Program	▣ Inventory of energy and industrial infrastructure completed
BD-2.3	Conduct a lithium opportunity assessment and identify potential implications for Haynesville	Mid-Term (7-24mo)	Mayor’s Office, Claiborne Parish Economic Development, Small Business Development Center	▣ Lithium Opportunity Assessment completed
BD-2.4	Investigate regional supply chains opportunities related to biomass/green fuel developments or other emerging industry opportunities	Mid-Term (7-24mo)	Mayor’s Office, Louisiana Tech Forestry Center of Excellence, Coordinating & Development Corporation	▣ Haynesville has been introduced, in a formal meeting or presentation, to at least one regional supply chain or economic development network

HOUSING

Residents also demonstrated strong interest in preserving and improving existing housing. Community conversations revealed widespread concern about housing conditions, but also a desire to see homes repaired, neighborhoods strengthened, and vacant properties returned to productive use. This commitment to maintaining the community's housing stock represents an important asset as Haynesville works to improve housing conditions and quality of life.

ASSETS TO LEVERAGE

Housing remains one of Haynesville's most important community assets.

Most residents live in single-family homes, and many report that their homes generally meet their household needs.

THE COMMUNITY BENEFITS FROM...



ESTABLISHED NEIGHBORHOODS



LARGE NUMBER OF HOMEOWNERS WHO OWN THEIR HOMES FREE AND CLEAR



RELATIVELY HIGH HOMEOWNERSHIP RATE



COSTS REMAIN COMPARATIVELY AFFORDABLE



EXISTING WEATHERIZATION, REPAIR, & ACCESSIBILITY PROGRAMS

CHALLENGES TO ADDRESS

MOST SIGNIFICANT CHALLENGES & CONCERNS

- 

AGING HOMES & HOUSING CONDITIONS
- 

GAP BETWEEN COSTS & INCOMES
- 

DEFERRED MAINTENANCE
- 

AFFORDABILITY OF REPAIRS
- 

NEIGHBORHOOD DECLINE
- 

ROOF FAILURES, MOLD, & ENERGY INEFFICIENCY

BARRIERS TO MAKING IMPROVEMENTS

- 

LIMITED FINANCIAL RESOURCES
- 

CONTRACTOR SHORTAGES
- 

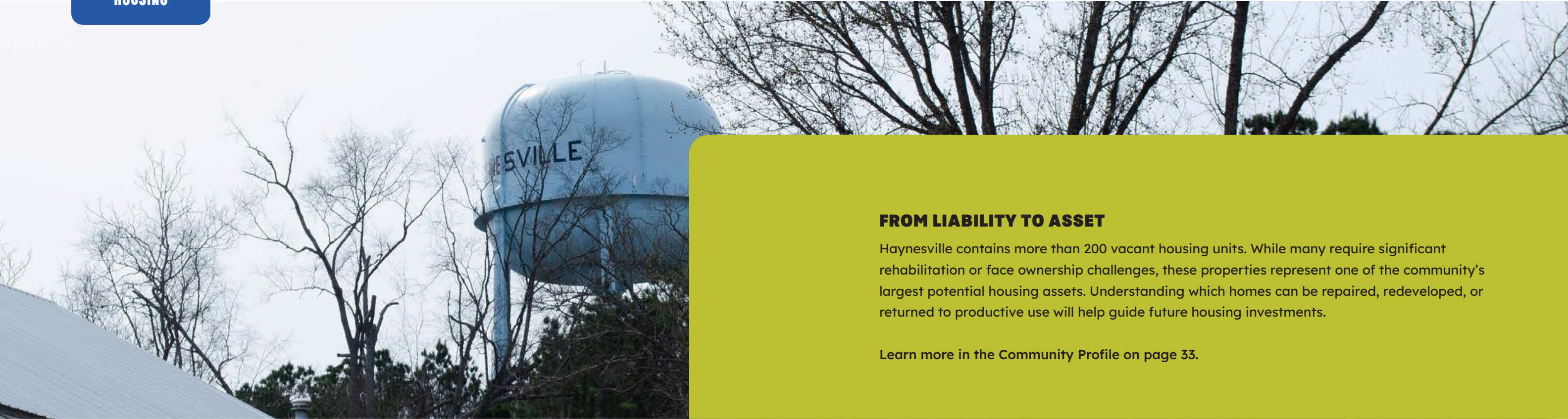
DIFFICULTY ACCESSING ASSISTANCE PROGRAMS
- 

UNRESOLVED OWNERSHIP ISSUES

HOUSING DISCUSSIONS ALSO REVEALED CONCERNS ABOUT VACANT AND DETERIORATED STRUCTURES, HEIRS’ PROPERTY ISSUES, AND THE LIMITED AVAILABILITY OF HOUSING OPTIONS THAT MEET THE NEEDS OF FAMILIES, OLDER ADULTS, AND WORKFORCE HOUSEHOLDS.

While housing prices appear affordable on paper, local realtors and contractors noted that many **lower-cost homes require substantial rehabilitation and that current home values often do not support the cost of major repairs or new construction.**





FROM LIABILITY TO ASSET

Haynesville contains more than 200 vacant housing units. While many require significant rehabilitation or face ownership challenges, these properties represent one of the community’s largest potential housing assets. Understanding which homes can be repaired, redeveloped, or returned to productive use will help guide future housing investments.

Learn more in the Community Profile on page 33.

OPPORTUNITIES TO PURSUE

IMPROVE HOUSING CONDITIONS AND NEIGHBORHOOD STABILITY BY FOCUSING FIRST ON THE HOMES AND NEIGHBORHOODS THAT ALREADY EXIST.

COMMUNITY STAKEHOLDERS CONSISTENTLY EMPHASIZED THE FOLLOWING AS HIGH PRIORITIES:



REHABILITATION



WEATHERIZATION



ACCESSIBILITY IMPROVEMENTS



STRATEGIC REMOVAL OF UNSAFE STRUCTURES

UNDERSTAND LOCAL HOUSING CONDITIONS, INCLUDING VACANCY, REHABILITATION POTENTIAL, BLIGHT, AND OWNERSHIP BARRIERS.

This will help the community make informed decisions about future housing investments and target limited resources where they can have the greatest impact.

AS HOUSING CONDITIONS IMPROVE AND BROADER ECONOMIC DEVELOPMENT EFFORTS ADVANCE, HAYNESVILLE MAY BE POSITIONED TO PURSUE ADDITIONAL HOUSING OPPORTUNITIES THAT SUPPORT:



WORKFORCE ATTRACTION



HOUSING CHOICE



NEIGHBORHOOD REVITALIZATION



POPULATION GROWTH

GOAL 4:

ENCOURAGE INVESTMENT IN HOUSING

OBJECTIVE 1: PREVENT HOUSING LOSS THROUGH REPAIR ASSISTANCE

Prevent housing loss by helping homeowners address critical repairs.

OUTCOME

Homeowners who need repairs but can’t afford them are connected to existing assistance programs, reducing the risk of further housing deterioration and keeping families stably housed in Haynesville.

PHASE 1 PRIORITIES		TIMEFRAME	WHO	INDICATORS OF PROGRESS
HSG-1.1	Identify barriers that prevent residents from accessing existing home repair and weatherization programs.	Short-Term (0-6mo)	Haynesville Housing Authority, Claiborne Parish OCS, DeSoto Community Action Agency	▣ Assessment of barriers to program participation completed
HSG-1.2	Explore pathways for introducing the existing home repair program through The Louisiana Assistive Technology Access Network (LATAN) to residents.	Short-Term (0-6mo)	Haynesville Housing Authority, Claiborne Parish OCS, Mayor’s Office, LATAN Team	▣ Existing home repair and weatherization programs identified and documented ▣ Homeowner assistance referral strategy developed
HSG-1.3	Develop a homeowner assistance strategy that connects residents to existing repair, weatherization, and accessibility programs while identifying gaps in available assistance.	Mid-Term (7-24mo)	Haynesville Housing Authority, Claiborne Parish OCS, DeSoto Community Action Agency	 Area seniors connected with the LATAN home modification program for seniors. → 15-25 homeowners connected per year → # of applicants who complete projects  Homeowners connected the Weatherization Assistance Program through the DeSoto Parish OCS → 15-25 homeowners connected per year → # of applicants who complete projects  Completed, visible home repairs → # repairs completed  Annual Pulse Check: Do you know how to access funding for weatherization improvements in Haynesville? Annual “Pulse Check” Survey posted online → # who say yes (year to year)

GOAL 4:

ENCOURAGE INVESTMENT IN HOUSING

OBJECTIVE 2: HOUSING STOCK INVENTORY

Establish an inventory of Haynesville’s housing stock (condition, vacancy, and title status).

OUTCOME

Haynesville has a clear, current picture of its housing stock (what exists, what’s repairable, what’s vacant, and where ownership is unclear) so that future housing investments are targeted and evidence-based.

PHASE 1 PRIORITIES		TIMEFRAME	WHO	INDICATORS OF PROGRESS
HSG-2.1	Inventory the condition, occupancy status, and rehabilitation potential of Haynesville’s housing stock.	Mid-Term (7-24mo)	Mayor’s Office, Haynesville Housing Authority, Town Staff	A complete housing inventory categorized by condition is finalized and accessible to town staff Residential vacancy is quantified Properties eligible for demolition are identified
HSG-2.2	Assess the scale and root cause(s) of the heirs’ property issue in Haynesville to understand how many homes lack a clear title and why.	Mid-Term (7-24mo)	Mayor’s Office, Claiborne Parish Assessor’s Office, Legal Aid Organizations	Ownership barriers are identified The scale of the heirs’ property issue is quantified with a named legal aid partner engaged

GOAL 4:

ENCOURAGE INVESTMENT IN HOUSING

OBJECTIVE 3: REDUCE BLIGHT AND RESOLVE OWNERSHIP BARRIERS

Reduce blight and resolve ownership barriers so that more of Haynesville’s existing housing can be rehabilitated, sold, or put back into productive use.

OUTCOME

More properties in Haynesville have clear ownership, enabling residents to access repair financing and, if applicable, mineral royalties; improved neighborhood conditions and community pride through the removal of the most visibly deteriorated structures.

PHASE 1 PRIORITIES		TIMEFRAME	WHO	INDICATORS OF PROGRESS
HSG-3.1	Develop a targeted action plan for title-clearing assistance and legal support.	Mid-Term (7-24mo)	Mayor’s Office, Legal Aid Organizations, Haynesville Housing Authority	Title-clearing assistance strategy completed Legal aid or title-clearing partner identified and engaged Priority Properties with ownership barriers identified
HSG-3.2	Develop a strategic blight removal and neighborhood cleanup plan based on inventory findings.	Mid-Term (7-24mo)	Mayor’s Office, Public Works, LA DEQ, Louisiana Office of Community Development	Priority properties identified for rehabilitation, demolition, or cleanup Neighborhoods or target areas prioritized for intervention Strategic blight removal and neighborhood cleanup plan completed Funding sources identified for priority housing and blight initiatives



PARTNERSHIPS & CAPACITY

ASSETS TO LEVERAGE

While many of the priorities identified in this plan will require funding and technical assistance, their success will ultimately depend on local leadership, community participation, and strong partnerships.

CHURCHES, SCHOOLS, COMMUNITY ORGANIZATIONS, LOCAL LEADERS, AND NEIGHBORS

were consistently identified as some of Haynesville's greatest strengths.

COMMUNITY INPUT REFLECTED A STRONG SENSE OF PRIDE, CONNECTION, AND WILLINGNESS TO SUPPORT ONE ANOTHER.

This sentiment was reinforced by young adults responding to the survey, who described Haynesville as a close-knit community where people know and support one another.

These community networks are a critical system that can be mobilized to support implementation efforts.



THE PLANNING PROCESS REVEALED AN OPPORTUNITY TO BETTER CONNECT YOUNG PEOPLE TO THE COMMUNITY REVITALIZATION EFFORT.

Students expressed interest not only in future career opportunities, but also in helping improve Haynesville and shape its future. Creating structured opportunities for youth involvement can help strengthen community capacity today while developing the next generation of local leaders.



CHALLENGES TO ADDRESS

Like many small rural communities, Haynesville faces capacity constraints that can make it difficult to pursue funding opportunities, manage projects, coordinate partners, and sustain momentum around community initiatives.

Limited staffing, funding, technical expertise, and organizational capacity place significant demands on a relatively small number of volunteers, leaders, and organizations that are often responsible for advancing community priorities.

COMMUNITY FEEDBACK ALSO REVEALED CONCERNS ABOUT...



COMMUNICATION



LEADERSHIP



COLLABORATION



TRANSPARENCY



RESPONDENTS ALSO EXPRESSED A DESIRE FOR MORE OPPORTUNITIES FOR RESIDENTS TO PARTICIPATE IN COMMUNITY-BUILDING EFFORTS.

The absence of a consistent communication system can make it difficult for residents to stay informed about local projects, understand how decisions are being made, and identify ways to get involved.

THE PLANNING PROCESS FURTHER HIGHLIGHTED CHALLENGES RELATED TO ENGAGEMENT AND REPRESENTATION.

Early outreach efforts revealed that participation rates varied significantly across different groups, requiring additional efforts to ensure a broader range of voices were included in the planning process. This experience reinforced the importance of engagement strategies that intentionally reach residents across different neighborhoods, backgrounds, and community networks so that community priorities reflect the perspectives of the community as a whole.

WITHOUT INTENTIONAL EFFORTS TO STRENGTHEN LOCAL CAPACITY, IMPROVE COMMUNICATION, AND BROADEN PARTICIPATION, EVEN WELL-SUPPORTED INITIATIVES MAY STRUGGLE TO ADVANCE FROM PLANNING TO IMPLEMENTATION.

OPPORTUNITIES TO PURSUE

BUILD ON THE RELATIONSHIPS AND COMMUNITY NETWORKS THAT ALREADY EXIST.

Churches, schools, local organizations, and community leaders are **trusted sources of information** and connection throughout the community.

By creating more intentional ways for these groups to work together, Haynesville can **strengthen its ability to organize around shared priorities**, support local projects, and sustain momentum over time.

IMPROVE HOW INFORMATION IS SHARED AND HOW RESIDENTS STAY CONNECTED TO LOCAL INITIATIVES.

Residents expressed a desire for **more consistent communication** about community projects, local decisions, and opportunities to get involved.

Establishing reliable communication channels can help residents stay informed, strengthen trust, and make it easier for people to participate in shaping the future of the community.

CREATE MEANINGFUL OPPORTUNITIES FOR YOUTH INVOLVEMENT.

This can help broaden participation in community initiatives while developing **future leaders who are invested** in the community's long-term success.



YOUTH VOICES

One of the most passionate conversations during youth engagement focused on the community swimming pool. Students described it as an important gathering place, the home of their swim league, and an investment worth making.

What stood out most was their willingness to help improve it. Students talked about serving as future lifeguards, helping maintain the facility, and creating a safe and welcoming environment for younger swimmers.

Their message was that young people don't just want more opportunities in Haynesville; they want opportunities to contribute.

GOAL 5:

BUILD SUSTAINABLE PARTNERSHIPS ACROSS SECTORS

OBJECTIVE 1: STRENGTHEN CIVIC CAPACITY

Strengthen Haynesville’s internal civic capacity, so residents are informed, engaged, and empowered to help shape the community’s future.

OUTCOME

Haynesville residents have reliable channels to receive information, voice priorities, and actively participate in the town’s future, reducing the distrust that grows from an information vacuum.

PHASE 1 PRIORITIES		TIMEFRAME	WHO	INDICATORS OF PROGRESS
P&C-1.1	Formalize the Strategic Planning Steering Committee into a permanent, rotating advocacy and outreach team.	Short-Term (0-6mo)	Mayor’s Office, Town Council, 2026 Strategic Plan Steering Committee	❑ Organizational guidelines developed to formalize the Rooted in Haynesville Steering Committee
P&C-1.2	Establish a consistent, inclusive community communication system (e.g., website, Facebook, Church networks) to fill the void left by local media.	Short-Term (0-6mo)	Mayor’s Office, 2026 Strategic Plan Steering Committee	❑ A consistent community communication channel (website, Facebook, newsletter) is active and updated at least monthly. ❑ Open rates, page visits, or newsletter subscriber counts are being tracked Annual Pulse Check: Do you feel informed about what’s happening in Haynesville? Annual “Pulse Check” Survey posted online → # who say yes (year to year)
P&C-1.3	Create a youth leadership program connected to the strategic planning committee that gives young people opportunities to participate in community-building efforts and local decision-making.	Short-Term (0-6mo)	Mayor’s Office, Haynesville High School, 2026 Strategic Plan Steering Committee	❑ A youth cohort is recruited and has met at least twice

GOAL 5:

BUILD SUSTAINABLE PARTNERSHIPS ACROSS SECTORS

OBJECTIVE 2: SECURE FORMAL REGIONAL PARTNERSHIPS

ecure formal partnerships with regional institutions and neighboring communities to expand Haynesville’s reach, resources, and influence.

OUTCOME

Haynesville has increased access to funding, technical assistance, and shared services, and is positioned as a collaborative, regional partner.

PHASE 1 PRIORITIES		TIMEFRAME	WHO	INDICATORS OF PROGRESS
P&C-1.1	Formalize key regional partnerships (with parish leaders, state officials, and neighboring communities) through MOUs or similar, to ensure Haynesville remains aligned with broader regional funding and efforts.	Mid-Term (7-24mo)	Mayor’s Office, Claiborne Parish Police Jury, Louisiana Office of Community Development	At least one formalized effort or agreement has been established Haynesville is actively participating in at least one regional initiative, funding effort, or collaborative project



MOVING FORWARD

Rooted in Haynesville is not the end of a process, it's the beginning of one.

The priorities identified in this Plan reflect the community's vision for the future and the practical steps needed to move toward it. Some actions can begin immediately. Others will require additional planning, funding, partnerships, and capacity before they can move forward. Progress may not happen all at once, but each step builds on the one before it.

The next phase of this work will focus on implementing Phase 1 priorities, building partnerships, pursuing funding opportunities, and continuing to engage residents in shaping the future of Haynesville. As Phase 1 priorities are completed, the community will be better positioned to pursue the Activation and Growth opportunities that follow. Some of those efforts may require more detailed planning, feasibility studies, implementation strategies, or future updates to ensure the Plan continues to reflect community needs and emerging opportunities.

The future of Haynesville will not be defined by any single project. It will be shaped by the people who continue showing up, working together, and investing in the place they call home.

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