

PART 3

COMMUNITY ENGAGEMENT SUMMARY



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

TABLE OF CONTENTS

04 KEY THEMES

07 SURVEYS

- 8 COMMUNITY SURVEY
- 24 VISITOR SURVEY
- 28 BUSINESS OWNER SURVEY
- 32 YOUTH SURVEY

37 IN-PERSON EVENTS

- 38 PROJECT LAUNCH
- 44 OPEN HOUSE

50 INTERVIEWS

53 FOCUS GROUPS

- 54 INFRASTRUCTURE
- 56 HOUSING
- 58 YOUTH/HIGH SCHOOL

62 LISTENING SESSION



KEY THEMES



INFRASTRUCTURE

Historically, very little investment has been made in water and sewer systems, resulting in widespread flooding and drainage problems.

Sidewalks and roads, in particular, are in need of major repairs.

Infrastructure conditions are a priority—with some work already underway—but water and sewer must come before roads.

While a majority of residents have internet access, reliability is mixed.



ECONOMIC OPPORTUNITY & WORKFORCE DEVELOPMENT

Residents generally viewed the K-12 school system positively, expressing some room for improvement while acknowledging challenges due to funding constraints.

Access to adult education and job training was noted as particularly difficult.

Nearly all residents expressed a desire for more living-wage job opportunities.

Students also believe there are few job opportunities overall (e.g., internships, part-time summer jobs).



EVERYDAY AMENITIES & SUPPORT SERVICES

Parents want a local daycare center and after-school programs to fill the current childcare gap.

‘Things to do’ are severely lacking—residents want more food establishments, retail offerings, and family-friendly and youth-oriented activities.



AFFORDABLE HOUSING

Residents want more right-priced homes and affordable units for rent or purchase.

Poorly maintained vacant lots and blighted homes are an eyesore.

A lack of available professionals makes home repairs difficult.



SURVEYS

COMMUNITY SURVEY

VISITOR SURVEY

BUSINESS OWNER SURVEY

YOUTH SURVEY

COMMUNITY SURVEY

-  OCTOBER 25, 2025 TO JANUARY 9, 2026
-  43 QUESTIONS
-  129 RESPONDENTS

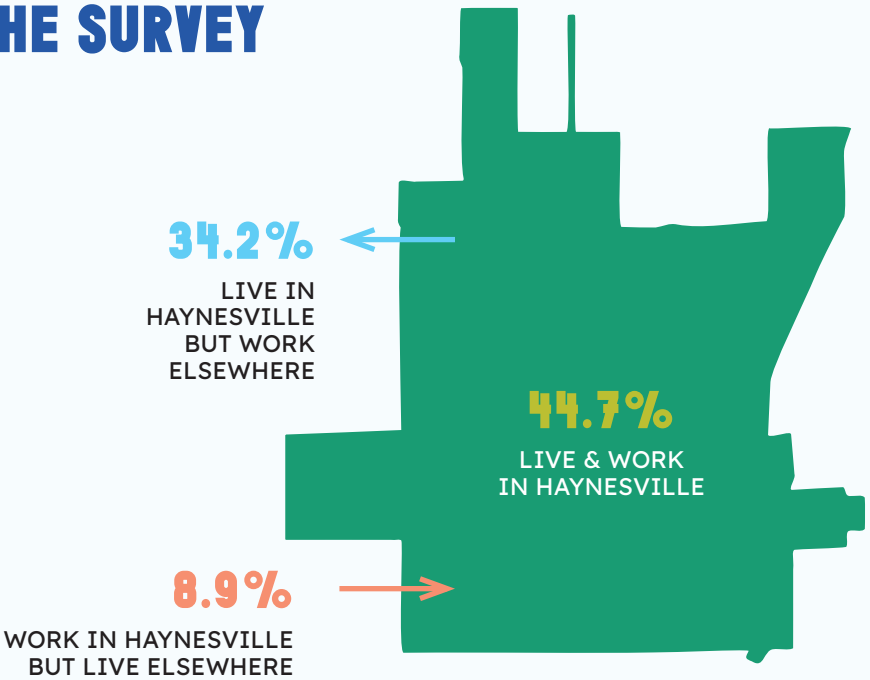
The community survey was distributed in digital and print formats as part of the public input process for the Rooted in Haynesville Strategic Plan.

The survey was open from October 25, 2025, to January 9, 2026, and garnered 246 responses. However, a significant portion of the respondents did not complete the survey past the initial demographic questions—resulting in 129 “complete” responses.

WHO TOOK THE SURVEY

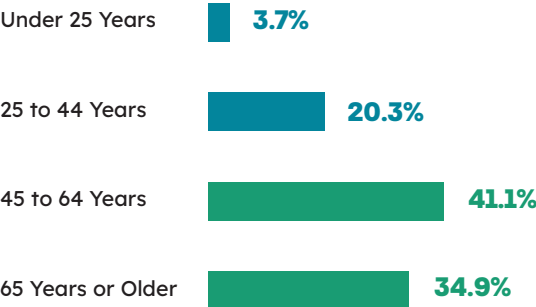
WHERE THEY LIVE & WORK

Nearly 50% live and work in Haynesville, but more than one-third live in Haynesville and work elsewhere.



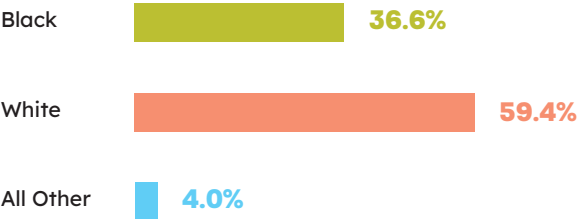
AGE

The age of respondents skewed toward the older end, with more than three-quarters aged 45 or older.



RACE & ETHNICITY

Over half of the respondents were white, and more than one-third were Black. Other races and ethnicities were nearly or completely absent.





FUTURE VISION

When asked **what residents would like to see change in Haynesville over the next 10-20 years**, responses overwhelmingly mentioned a desire for more businesses (e.g., food, retail, things to do) and more job opportunities.



Conversely, when asked **what they hoped would stay the same**, more than one-third of respondents hoped to preserve the town's sense of community and togetherness. However, an overwhelming number of responses thought that nothing should stay the same.



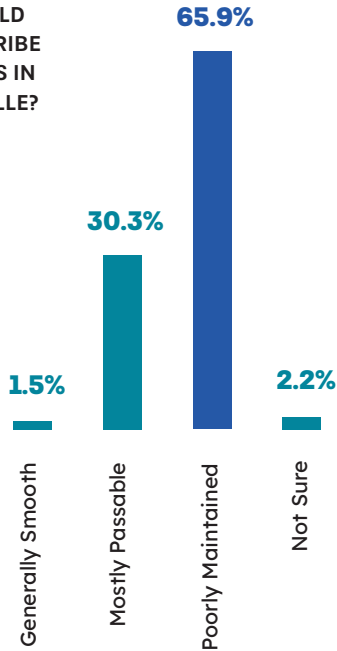
INFRASTRUCTURE FINDINGS

ROADS

Nearly all respondents use their personal vehicles to get around town (92.5%), but expressed frustration with **poor road conditions**, citing numerous potholes and the need for urgent and major repairs.

“DRIVING DOWN MOST OF THE ROADS IN THE TOWN CAN MESS UP A VEHICLE.”

HOW WOULD YOU DESCRIBE THE ROADS IN HAYNESVILLE?



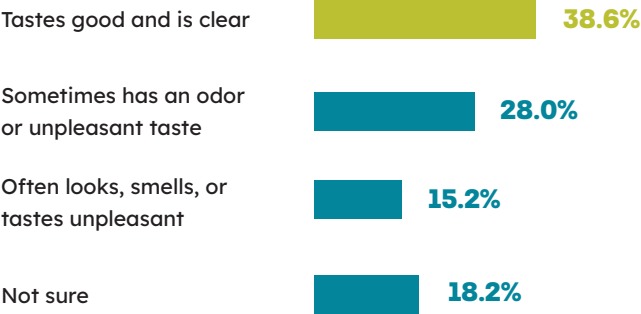
“THEY SHOULD REPAIR THE ROADS INSTEAD OF JUST FILLING IN THE POTHOLES.”

“HAYNESVILLE USED TO HAVE THE BEST WATER BAR NONE! IT IS AT LEAST CLEAN NOW BUT OFTEN SMELLS OF CHLORINE.”

WATER & SEWER

Feelings about drinking water quality were mixed. Though many had no complaints, those who did reported a strong odor of chlorine or bleach.

HOW WOULD YOU DESCRIBE THE DRINKING WATER IN HAYNESVILLE?

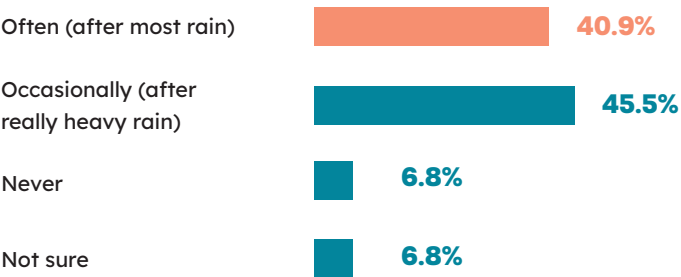


MANY OPEN-ENDED RESPONSES NOTED CHALLENGES...



52.5% OF PEOPLE CONNECTED TO THE CITY SEWER SYSTEM WHO HAVE EXPERIENCED MINOR OR FREQUENT ISSUES

HOW OFTEN DO YOU NOTICE STANDING WATER OR FLOODING AFTER IT RAINS?



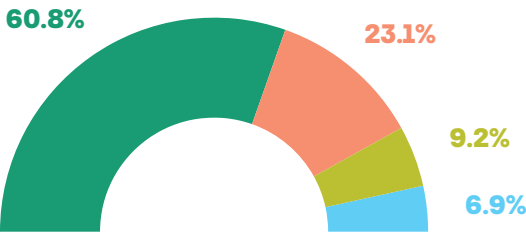


INTERNET

Internet access and reliability are mixed. While a majority (60.8%) have high-speed internet access, only 31.7% say it is very reliable.

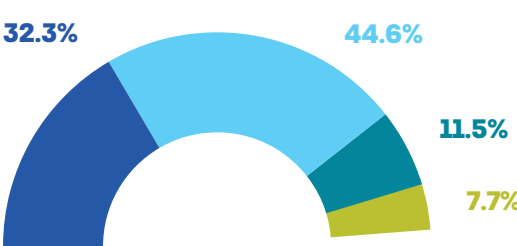
SERVICE PROVIDERS

IS INTERNET SERVICE AVAILABLE AT YOUR HOME?



- Yes, high-speed service is available
- Yes, but only slow or limited options are available
- No, service isn't available where I am
- I'm not sure

HOW RELIABLE IS YOUR INTERNET CONNECTION?



- Very reliable, rare interruptions or delays
- Somewhat reliable, occasionally slow speeds or outages
- Unreliable, frequent interruptions or very slow speeds
- I don't have internet service

HEALTHCARE

While many expressed that healthcare services were easy to access, a large number of people also noted that they seek medical care in another town. Many appreciated the quality of care available in Haynesville but wished for more specialists (e.g., dentists, optometrists, mental health providers) and shorter wait times.

“MOST OF MY APPTS ARE OUTSIDE HAYNESVILLE.”

“GENERAL PRACTICE IS ALL THAT’S OFFERED [...] WAIT TIMES ARE EXTREMELY LONG.”

“PLEASED WITH OUR DOCTORS AND MEDICAL CLINIC. THE HOSPITAL IS IN A NEIGHBORING TOWN. IT CAN SOMETIMES BE DIFFICULT GETTING TEST RESULTS.”

CHILDCARE

Access to childcare is also a major issue. Though most respondents had no need for it, nearly all others said that it was very difficult to access, with no reliable options available locally.

The desire for a daycare center and after-school programs was evident, as most childcare responsibilities are currently left to parents or family members.

“I DON’T SEE BUT A LIMITED AMOUNT OF CHILD CARE AND MOST PEOPLE HAVE TO DEPEND ON FAMILY.”

“WE NEED A RELIABLE DAYCARE SYSTEM AND AFTER-SCHOOL PROGRAMS THAT GIVE ACCESS TO TUTORING AND OTHER ACTIVITIES.”

“THE TOWN NEEDS A DAY CARE. PEOPLE WILL NOT MOVE TO THE AREA TO RAISE A FAMILY IF THEY DON’T HAVE A PLACE FOR THEIR CHILDREN TO GO WHILE THEY WORK.”

“IT WOULD BE NICE TO HAVE A REPUTABLE DAYCARE CENTER HERE TO HELP PARENTS.”

“THE NEAREST ADULT EDUCATION FACILITIES ARE OVER 45 MINUTES AWAY. NOT ALL ADULTS HAVE TRANSPORTATION TO THOSE AREAS. THERE ARE ZERO CHILDCARE FACILITIES IN HAYNESVILLE. COVID SHUT THE ONLY ONE THAT WAS OPERATIONAL DOWN.”

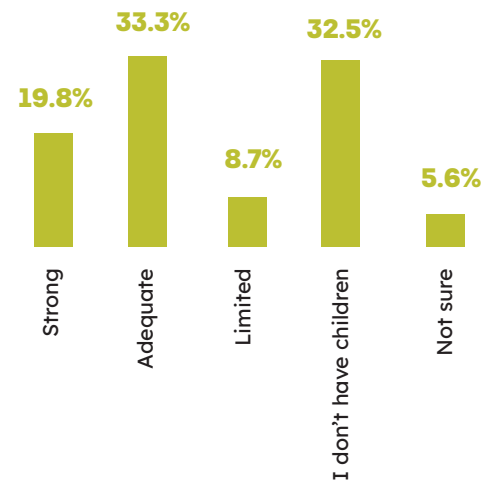
WORKFORCE & EMPLOYMENT FINDINGS

“THE TEACHERS DO ALL THAT THEY CAN WITH WHAT THEY ARE GIVEN. BUT OUR CHILDREN NEED MORE FUNDING AND BETTER EDUCATION TO PROVIDE THEM WITH AN ACTUAL FUTURE AND TO BE ABLE TO BREAK THE GENERATIONAL CURSES FROM THEIR FAMILIES.”

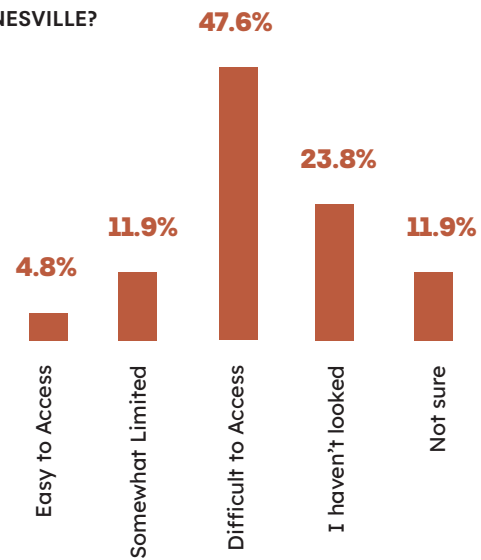
K-12 & ADULT EDUCATION

The quality of K-12 education was viewed positively, with over 50% describing it as strong or adequate, with room for some improvement. Access to adult education and job training was particularly problematic, with almost 50% of people describing it as difficult to access.

HOW WOULD YOU DESCRIBE THE CURRENT QUALITY OF THE K-12 EDUCATION SYSTEM IN HAYNESVILLE?



HOW WOULD YOU DESCRIBE ACCESS TO ADULT EDUCATION OR JOB TRAINING OPPORTUNITIES IN OR NEAR HAYNESVILLE?



INDUSTRY EMPLOYMENT

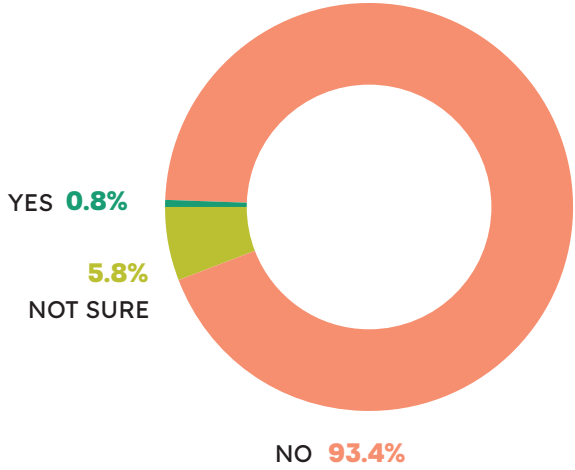
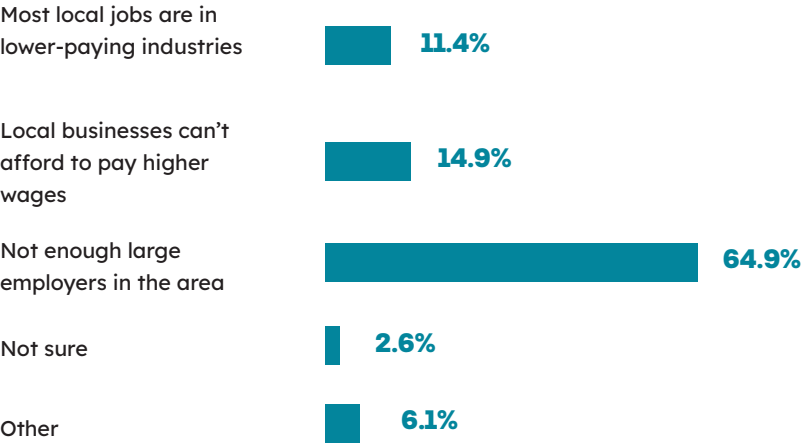
Employment is concentrated in a few key industries, with education, healthcare, and social assistance accounting for the largest share (31.2%), followed by public administration (13.1%), and a fair share reporting current unemployment (15.6%).



WAGES

An overwhelming majority of people said **there are not enough living wage jobs in the area** (93.4%).

WHAT DO YOU THINK IS THE MAIN REASON THERE AREN'T ENOUGH GOOD-PAYING JOBS?



A living wage is what one full-time worker must earn on an hourly basis to cover the cost of their family's minimum basic needs where they live without additional public or private assistance. Typical expenses or basic needs include childcare, civic engagement, food, health care, housing, internet and mobile, transportation, and other necessities.

BARRIERS TO EMPLOYEMENT

Opinions on the barriers to employment were mixed.

IN YOUR OPINION, WHICH OF THE FOLLOWING BARRIERS LIMIT HAYNESVILLE'S WORKFORCE OR JOB OPPORTUNITIES?

 **29.5%**
LACK OF AFFORDABLE
CHILDCARE

 **20.5%**
LACK OF RELIABLE
TRANSPORTATION

 **53.3%**
LIMITED ACCESS TO JOB
TRAINING OR SKILLS
PROGRAMS

 **73.8%**
LIMITED JOB OPENINGS THAT
MATCH SKILLS

 **17.2%**
OTHER

NO LARGE COMPANIES IN
OUR AREA TO PROVIDE
JOBS.

LOCATION, TOO FAR FROM
LARGER CITIES

INDUSTRY OR BUSINESS

PEOPLE JUST DON'T
LOOK FOR THAT TYPE OF
WORK ALWAYS. POSSIBLE
OPPORTUNITIES AS TRUCK
DRIVERS, MAIL PERSON, OIL
FIELD, UTILITIES.

THERE'S NOTHING HERE
FOR ANYONE REALLY

NO OPPORTUNITY

WE ARE VERY RURAL AND
ABOUT 40 MINUTES FROM
THE INTERSTATE AND AN
HOUR FROM A MAJOR
TOWN, SO I THINK IT SEEMS
TO FAR OUT FOR A LOT OF
PEOPLE

THERE ARE NO
INDUSTRIES IN
HAYNESVILLE

ALL OF THESE. BUT ALSO THE
MINDSET. PEOPLE EITHER
DON'T WANT TO WORK OR
WANT TO WORK MINIMAL
HOURS.

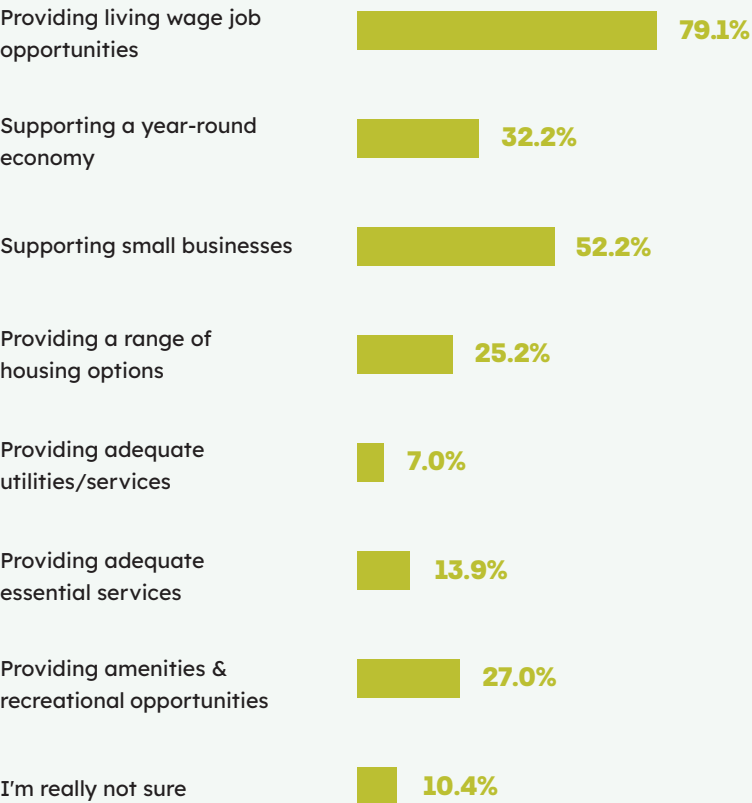
NO AMBITION TO BE
BETTER.

ECONOMIC DEVELOPMENT &
SMALL BUSINESS FINDINGS

When asked about Haynesville's greatest challenges to economic growth, responses were mixed, but the lack of living-wage job opportunities was voted number one (79.1%) by a large margin.

Many were unsure how to address these challenges, but attracting industry and greater investment of time and financial resources from leadership were once again top of mind.

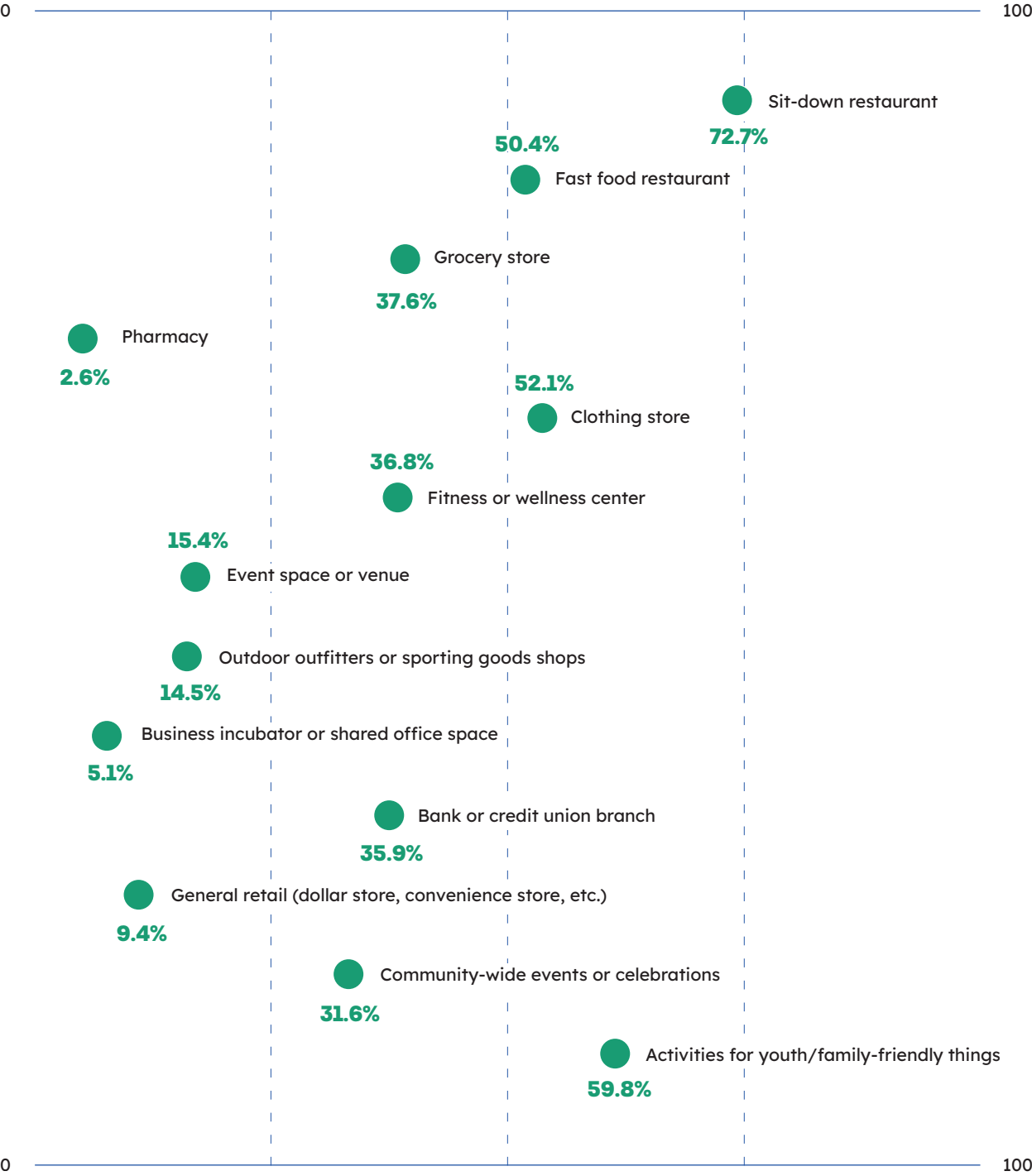
WHEN IT COMES TO GROWTH AND DEVELOPMENT,
WHAT IS HAYNESVILLE'S GREATEST CHALLENGE?



"WE NEED SOME
ANCHOR INDUSTRIES,
A FACTORY OR A
MAJOR BUSINESS
WOULD BOOST THE
SMALL TOWN. I
THINK ONCE THAT
HAPPENS THE OTHER
THINGS THAT NEED
IMPROVING COULD
HAPPEN."

"BRING IN
COMPANIES THAT
CAN WORK SEVERAL
HUNDRED PEOPLE AT
LIVING WAGES. [...] IN 25 OR 30 YEARS
FROM NOW WHEN
I69 OPENS IT'S
POSSIBLE THAT WE
CAN BE A BEDROOM
COMMUNITY."

When asked about desired businesses and services, respondents showed strong preferences for food-related establishments and family activities.

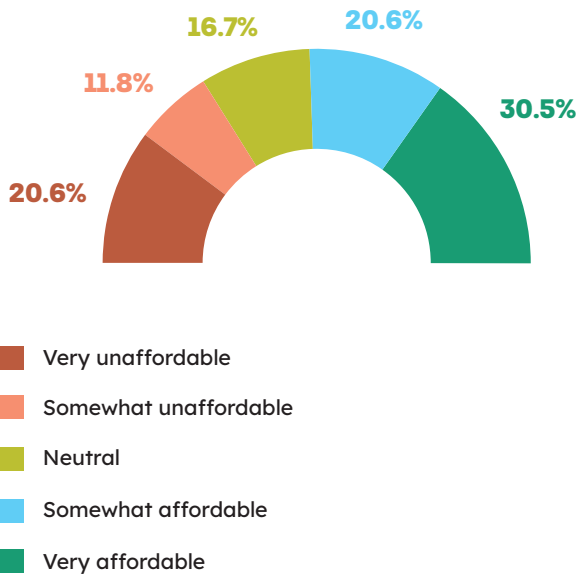


HOUSING FINDINGS

AFFORDABILITY

Nearly one-third found their housing to be very or somewhat unaffordable. Others attributed their affordability to homes passed down from family or already paid off.

HOW WOULD YOU RATE THE AFFORDABILITY OF YOUR CURRENT HOUSING?



QUALITY & CONDITION

Most homes were rated good or better, requiring no repairs. However, those in need cited cost challenges and difficulties in finding a professional to do the work.

HOW WOULD YOU DESCRIBE THE OVERALL CONDITION OF YOUR CURRENT HOME?

Poor (major repair needed; feels unsafe)	1.9%
Fair (several repairs or updates needed)	15.9%
Good (some updates needed)	61.7%
Excellent (recently built or well-maintained)	20.6%



69.6%

OF RESPONDENTS INDICATED THEIR HOMES NEED REPAIRS



39.7%

NOTED THE LACK OF LOCAL CONTRACTORS AS THEIR BIGGEST BARRIER TO COMPLETING THEM



“MY HOME IS AFFORDABLE ONLY BECAUSE IT WAS A FAMILY HOME SO I GOT A DEAL AND NOW MY HOME IS PAID FOR. BUT NOT ALL ARE AS BLESSED AND I DO FEEL SOME [...] HOUSING RENT IS TOO HIGH FOR THIS TOWN WHEN YOU CAN’T EVEN MAKE DECENT WAGES [...] ESPECIALLY WHEN YOU HAVE CHILDREN.”

“THERE ARE MANY EMPTY HOUSES, HOUSES OVERGROWN WITH TREES AND BUSHES, HOUSES FALLING DOWN, HOUSES THAT ARE RUINED OR BURNED BUT NOT CLEANED UP, HOUSES THAT ARE EYE SORES. PERHAPS THERE IS SOME WAY TO ENCOURAGE THE OWNERS TO DO SOMETHING WITH THE PROPERTIES. OWNERS OF BIG COMPANIES SEE THE MESS AND KEEP MOVING.”

MANY ALSO EXPRESSED CONCERN OVER POORLY MAINTAINED LOTS AND VACANT OR BLIGHTED HOMES, AND WISHED FOR BETTER ENFORCEMENT OF APPLICABLE ORDINANCES.



66.7%

IDENTIFIED RIGHT-PRICED HOMES AND AFFORDABLE UNITS FOR RENT OR PURCHASE FOR PEOPLE EARNING TYPICAL LOCAL WAGES, AS THE MOST NEEDED HOUSING TYPE.

VISITOR SURVEY

? 6 QUESTIONS

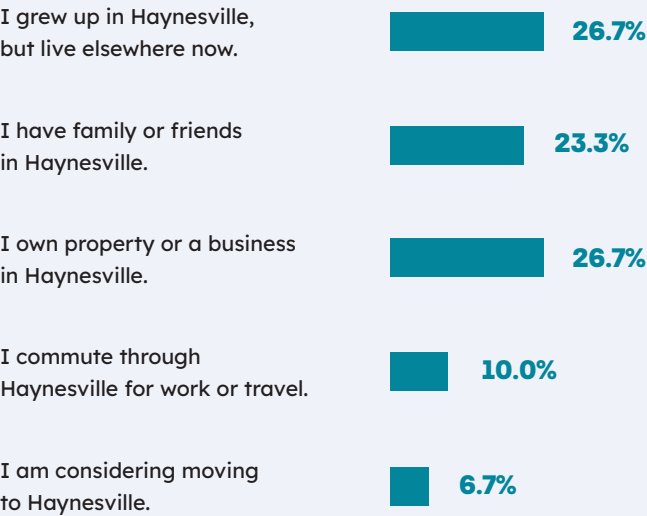
30 RESPONDENTS

The visitor survey was built into the larger Community Survey. In question one, if respondents indicated that they live outside the area but have ties to or interest in Haynesville, they were redirected and asked an alternative set of six questions.

Ultimately, 30 people took this survey.

RESPONDENTS' CONNECTIONS TO HAYNESVILLE AND THEIR VISITATION FREQUENCY VARIED WIDELY, WITH MOST INDICATING FRIENDS AND FAMILY AS THE REASON FOR THEIR VISITS.

HOW ARE YOU CONNECTED TO HAYNESVILLE?



WHEN YOU VISIT, WHAT BRINGS YOU TO HAYNESVILLE?



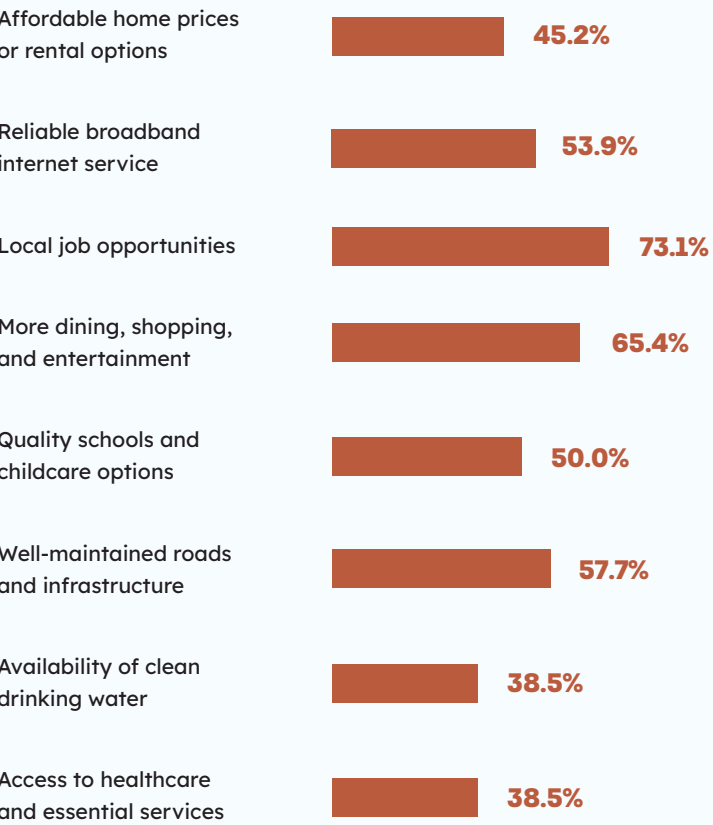


WHEN ASKED WHAT WOULD MAKE HAYNESVILLE A MORE ATTRACTIVE PLACE TO VISIT—SIMILAR TO WHAT RESIDENTS WANT—VISITORS WANT TO SEE MORE RESTAURANTS, SHOPPING, AND ACTIVITIES FOR YOUTH AND FAMILIES.



WHEN ASKED WHAT IMPROVEMENTS OR CHANGES WOULD MAKE HAYNESVILLE A MORE DESIRABLE PLACE TO LIVE, THE ANSWERS ONCE AGAIN ALIGNED WITH THOSE OF RESIDENTS.

IN YOUR OPINION, WHAT IMPROVEMENTS OR CHANGES WOULD MAKE HAYNESVILLE A MORE DESIRABLE PLACE TO LIVE?



BUSINESS SURVEY

 DECEMBER 5, 2025
TO FEBRUARY 3, 2026

 19 QUESTIONS

 10 RESPONDENTS

The business owner survey was available from December 5, 2025 to February 3, 2026.

In that time, twenty-two people started the survey, but only ten completed it.

The survey was composed of 19 questions.

WHO TOOK THE SURVEY

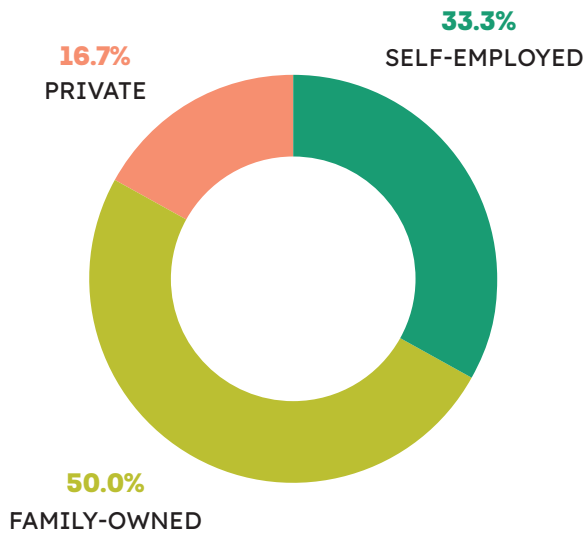
Specific demographic information was not collected in the survey, but half of the respondents identified themselves as current business owners, and the other half were interested in starting a business (i.e., aspiring entrepreneurs).

BUSINESS OWNERS

BUSINESS TYPE

Business owners were either self-employed or running family-owned businesses in the retail or educational services sectors.

2/3 OF BUSINESSES HAVE BEEN IN OPERATION FOR 5 YEARS OR LESS, WITH ANNUAL GROSS REVENUES OF LESS THAN \$100,000.



TOP CHALLENGES



COMMUNITY SUPPORT

Business owners believe they would benefit from greater support from community leadership in the form of greater promotion and more streamlined permitting and regulatory processes. However, 60% still said they feel supported by the community and saw many positives to having their business in Haynesville.

WHAT DO YOU LIKE ABOUT HAVING YOUR BUSINESS IN HAYNESVILLE?

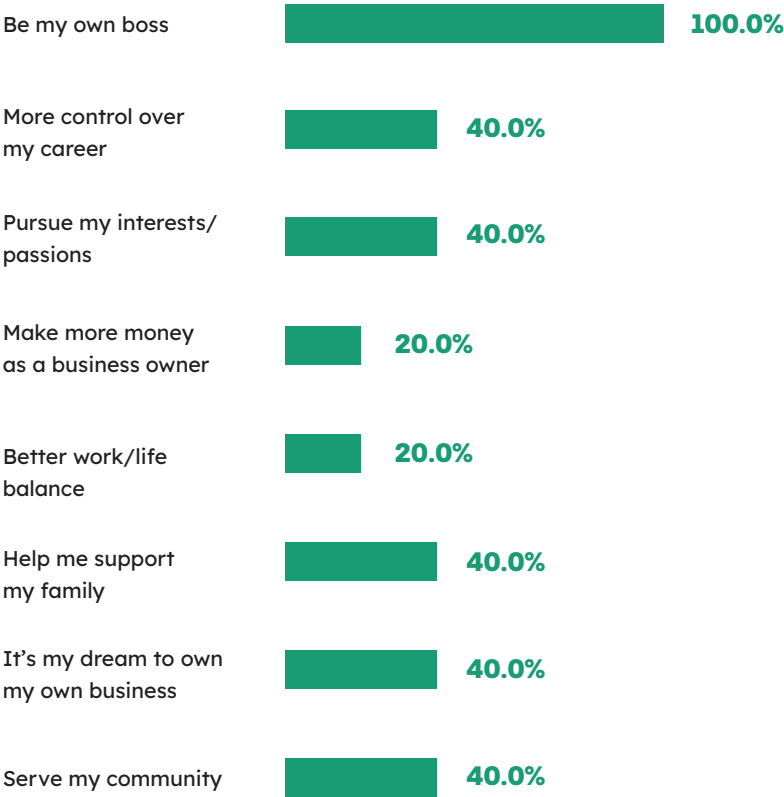


ASPIRING ENTREPRENEURS

MOTIVATIONS

Respondents had many reasons for wanting to start their own business, but the most popular was to be their own boss.

WHY DO YOU WANT TO START YOUR OWN BUSINESS?



IN YOUR VIEW, WHAT STEPS COULD THE TOWN TAKE TO MAKE IT EASIER FOR NEW BUSINESSES TO START AND GROW?

EVERYONE WILLING TO HELP AND NOT AFRAID THAT THE NEXT PERSON WILL HAVE MORE MONEY.

BARRIERS TO GETTING STARTED

All respondents indicated they would like to start their business within one, with some as soon as six months, but most are unsure of how to get started (60.0%). Others expressed uncertainty about whether or not Haynesville would be a viable market for their business idea.



TOP CHALLENGES



BUSINESS SUPPORT

There was an obvious desire for more services and programs that would support success.



YOUTH SURVEY

 FEBRUARY 23 TO MARCH 23, 2026

 83 RESPONDENTS

The Haynesville Youth Survey was open from February 23 to March 23, 2026, during which 83 participants completed it.

While a few questions mirrored those of the Community Survey, the Youth Survey primarily focused on respondents’ plans for the future and how they could be best supported by town leadership.

WHO TOOK THE SURVEY

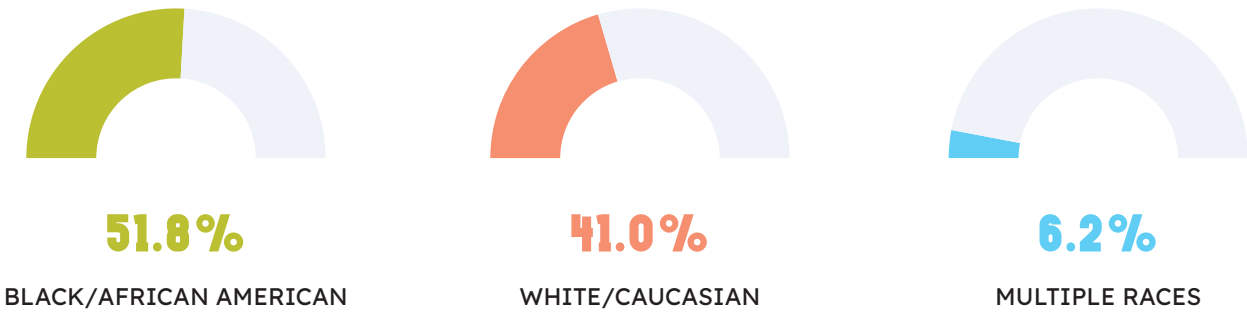
AGE

Though the survey was targeted toward individuals 30 years old or younger, only one respondent was 30 years old, and a majority were 15 to 19 years old—likely due to the targeted outreach at the high school.

14 Years or Younger	9.6%
15 to 19 Years	88.0%
20 to 24 Years	1.2%
25 to 29 Years	0.0%
30 Years	1.2%

RACE

Respondents identified as Black or white, and only a handful identified as mixed race.



KEY FINDINGS

LIVING IN HAYNESVILLE

When asked what respondents liked most about living in Haynesville, responses overwhelmingly centered around one thing: **the feeling of community**. They appreciated the close-knit feeling, their friends and family, and the way that people show their school spirit.

When asked what they wished was different or could be changed in the future, youth responses echoed those of the Community Survey, wishing for more food establishments and ‘things to do, improved roads and housing, and job opportunities.

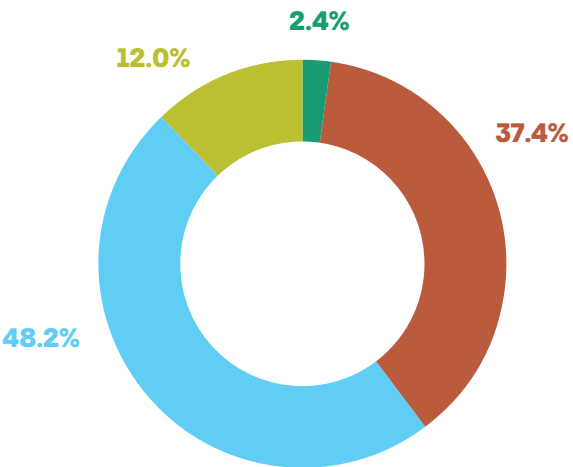


THINKING ABOUT THE FUTURE

Over 80% said they plan to leave Haynesville once they are older because of college, the lack of future job opportunities and amenities, and the desire to explore bigger cities. That said, a variety of factors may influence their decision to stay, live, and work in Haynesville.

DO YOU THINK YOU'LL STAY IN HAYNESVILLE OR MOVE AWAY AS YOU GET OLDER?

- I plan to stay
- I want to leave ASAP
- I plan to leave, but could come back someday
- I'm not sure yet



WHY DO YOU FEEL THAT WAY?

- There's no opportunities here. It's small, barely any jobs, no colleges, and nothing to do.
- Nothing to do and not many job opportunities also have to travel over 30 minutes for college.
- Low opportunities, high limitations, sad community (judgemental)
- I want to explore and see what the world has to offer.

WHAT WOULD MAKE YOU WANT TO STAY, LIVE, AND WORK IN HAYNESVILLE?



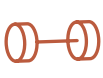
68.7%

RESTAURANTS, SHOPS, AND FUN THINGS TO DO ON WEEKENDS



57.8%

JOB OPPORTUNITIES SO I DON'T HAVE TO LEAVE TO FIND WORK



45.8%

UPDATED PARKS, GYMS, AND HANGOUT SPOTS



IN-PERSON EVENTS

PROJECT LAUNCH

OPEN HOUSE

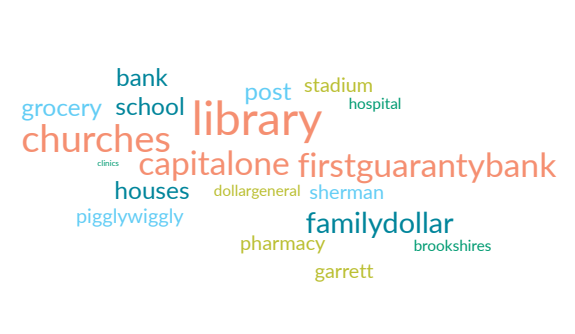
PROJECT LAUNCH

The interactive Project Launch event took place over two days—October 28 and 29, 2025—at the Haynesville Community Center, and engaged a total of 36 individuals. In addition to an introductory project presentation, attendees had the opportunity to engage in three activities, including, Asset Mapping, a Visioning Discussion and Priority Voting.



ASSET MAPPING

Upon arrival, attendees were tasked with identifying assets across eight categories and answering the prompts displayed around the room. Responses and key takeaways are presented below and on the following page.



BUILT ASSETS

What buildings or other types of infrastructure are community strengths? Are there any that could be repurposed or reused for something different?



NATURAL ASSETS

What natural features make Haynesville special? Are there any that could be better used?



ECONOMIC & BUSINESS ASSETS

Who are the major employers in Haynesville? What local businesses, employers, or industries are important to the town’s identity?

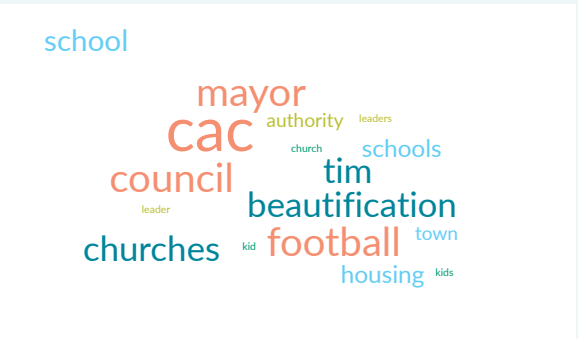


UNDERUTILIZED ASSETS

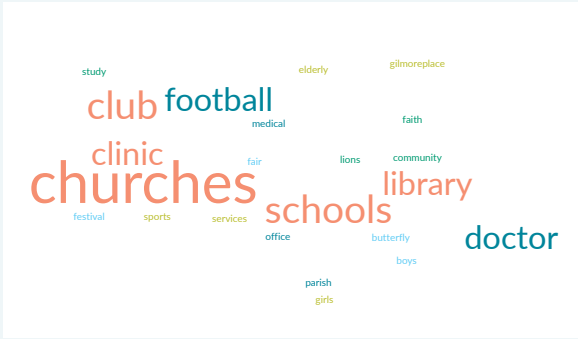
What strengths or opportunities aren’t being used to their full potential yet?



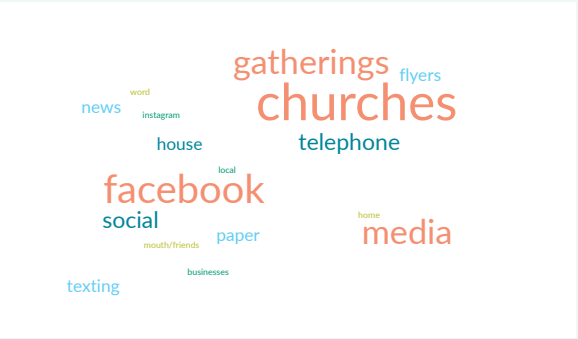
CULTURAL & SOCIAL ASSETS
What brings people together in Haynesville? What traditions, events, or gathering spaces reflect Haynesville’s character?



PEOPLE
Who are the people and the groups that make things happen? Who are the trusted and revered leaders?



ORGANIZATIONS & INSTITUTIONS
What organizations, institutions, or services contribute to Haynesville’s quality of life?



COMMUNITY NETWORKS
How/where do people share information?

PRIORITY VOTING

Each attendee was given a set of colored sticker dots to “vote” on the following:

- The top Haynesville assets to celebrate (green)
- The top assets to strengthen (blue)
- Top challenges to address first (salmon)

CATEGORY	ASSETS TO CELEBRATE	ASSETS TO STRENGTHEN	CHALLENGES TO ADDRESS FIRST
Built Assets			
Natural Assets			
Economic & Business Assets			
Emerging or Underutilized Assets			
Cultural & Social Assets			
People			
Organizations & Institutions			
Community Networks for Communication			

VISIONING DISCUSSION

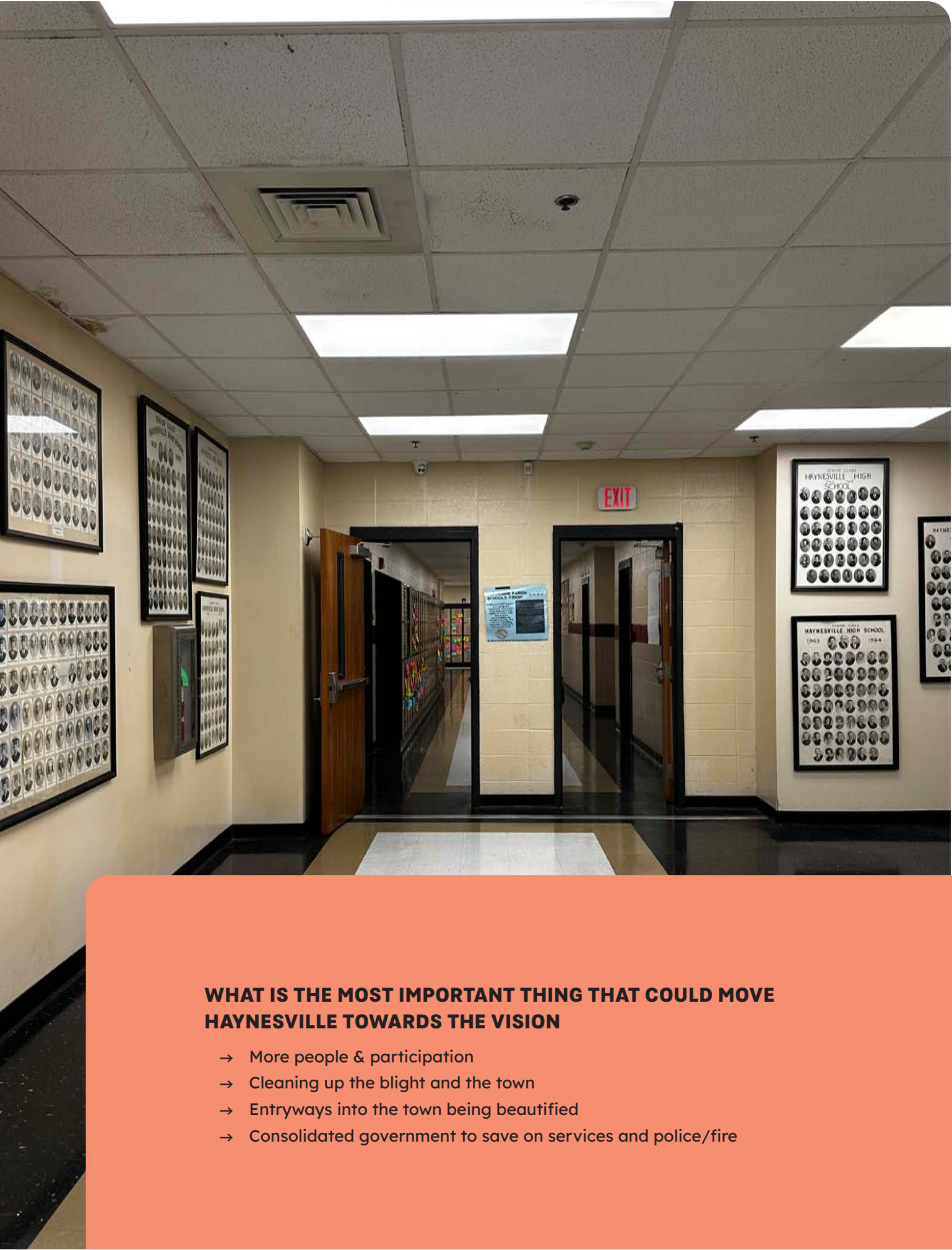
The visioning exercise asked the following three questions and led to discussion among table groups.

IS THERE ANYTHING YOU WOULD LIKE TO BE DIFFERENT ABOUT HAYNESVILLE IN 10-20 YEARS?

- Kids able to play in their neighborhoods, a daycare, better community center, livable wages, public transit, teachers able to get educated and come back, diverse teacher staff
- Sidewalks, more reliable wifi (frequent outages affect business, city hall doesn't go out though)
- Businesses - daycare, manufacturing, boys & girls club
- Drainage improvements needed near courthouse and NW part of town
- Would like to see a recreation center that has computers with internet and space for kids to play like a basketball court
- People spend money elsewhere on: movies, walmart, restaurants
- Main street revitalized
- Clean town
- Young people in town
- Better roads
- Better maintenance
- Sewer/water system improvements
- Drinking water improvements
- Springs around Haynesville that could be capitalized on in some way for tourism or entrepreneurship

WHAT DO YOU HOPE WILL STAY THE SAME?

- Football
- The people and the camaraderie
- More of this engagement and more people at it
- Churches and schools are good
- People in the town come together
- Low crime rate
- Good fire dept
- Low crime rate - "we leave our doors unlocked"
- Hometown feel
- Keep the high school football, keeps people together



WHAT IS THE MOST IMPORTANT THING THAT COULD MOVE HAYNESVILLE TOWARDS THE VISION

- More people & participation
- Cleaning up the blight and the town
- Entryways into the town being beautified
- Consolidated government to save on services and police/fire



OPEN HOUSES

During the week of February 23, 2026, Atlas returned to Haynesville to share the goals and related strategies developed in response to all public input collected. As part of the drop-in open house, attendees were given a set of colored dots and asked to select the three projects they would like to see prioritized for each goal.

The following tables represent how participants voted with their allotted dots.

GOAL 1: IMPROVE PUBLIC INFRASTRUCTURE

PROJECT

Patch critical/hazardous road issues



Create an infrastructure progress tracker for public information



Complete funded water and sewer projects



Establish a local match reserve fund



Map broadband access and identify opportunities for related growth



Map oil wells and lines; identify owners and status



GOAL 2: EXPAND WORKFORCE OPPORTUNITIES

PROJECT

Dual enrollment subsidy



Expand childcare access



Launch GED and workforce readiness pipeline



Strengthen partnerships and programs with area CTCs to support biomass/healthcare training pathways



Establish/reintroduce a training/
education transportation program



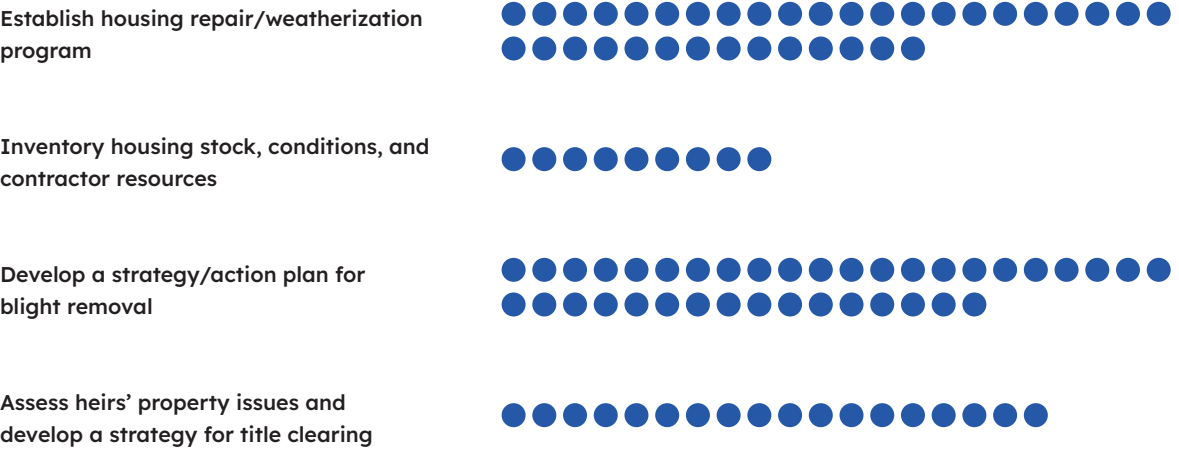
GOAL 3:
STRENGTHEN BUSINESS DEVELOPMENT
& ECONOMIC OPPORTUNITY

PROJECT



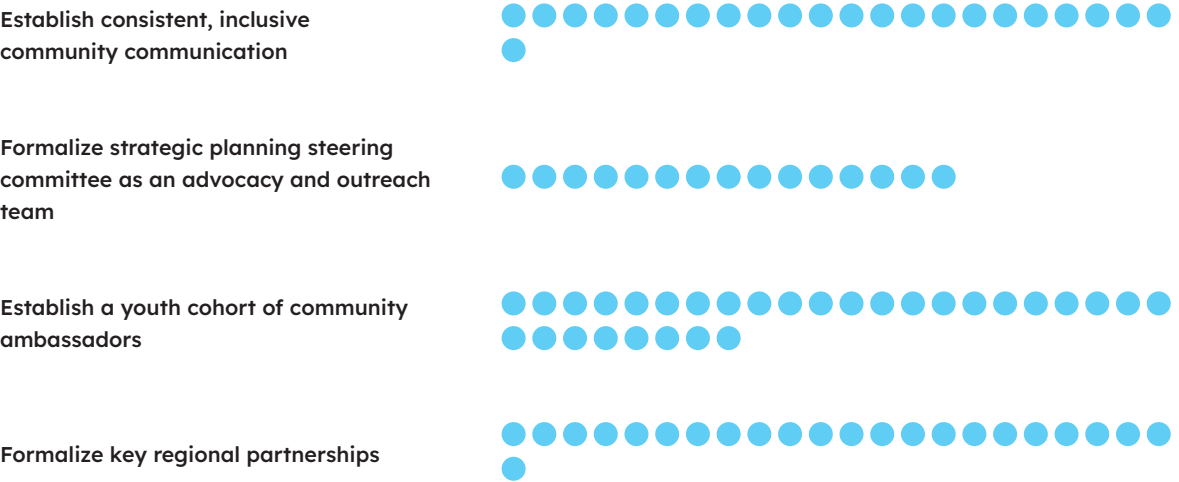
GOAL 4:
ENCOURAGE INVESTMENT IN HOUSING

PROJECT



GOAL 5:
BUILD SUSTAINABLE PARTNERSHIPS ACROSS SECTORS

PROJECT



INTERVIEWS

Atlas conducted six interviews with key stakeholders, including:

RODERICK HAMPTON

Mayor, Town of Haynesville

JACK "BUMP" SKAGGS

President & CEO, The Coordinating & Development Corporation

REPRESENTATIVES FROM LOUISIANA TECH UNIVERSITY

- Donna Burnett Johnson, Chief Innovation Officer
- Lindsay Goudie, Director of Project Management
- Amy Stegall, Executive Director of Corporate and Donor Engagement

MEMBERS FROM THE ENTREPRENEURIAL ACCELERATOR PROGRAM

- Julie Milam, Senior Financial Analyst
- William Anderson, Financial Analyst
- Tyra Kidd, Business Analyst

SHERMAN BROWN

Fmr. Mayor (2008-2014),
Town of Haynesville

SHEENA BRYANT

Business Development Strategy Vice President, North Louisiana Economic Partnership

Ultimately, these interviews allowed for a deeper, more focused conversation about workforce and economic development and provided valuable context when shaping the strategic plan.





FOCUS GROUPS

INFRASTRUCTURE

HOUSING

YOUTH/HIGH SCHOOL

INFRASTRUCTURE

The infrastructure focus group was conducted virtually on January 29, 2026. While three people were invited, only one attended, turning the focus group into a one-on-one interview. Key takeaways are shared below.

WATER, SEWER, & ROAD

 LITTLE INVESTMENT HAS BEEN MADE INTO WATER AND SEWER SYSTEMS OVER THE LAST 20 YEARS.

The town has been “extremely conservative” with spending on infrastructure. To make the necessary improvements, a significant investment would need to be made.

\$1.4M **THERE IS SOME WORK IS CURRENTLY UNDERWAY.**

A \$1.4M Water Systems Improvement Project, funded through a combination of State and Community Development Block Grant dollars, is nearing the bid phase.

 EMPHASIZED THAT WATER AND SEWER PROJECTS WOULD NEED TO COME BEFORE ANY ROAD IMPROVEMENTS.

CHALLENGES

 **IN 2023, HAYNESVILLE SECURED A \$400M DOTD GRANT FOR ROAD AND STREET IMPROVEMENTS, BUT THE PROJECT HAS STALLED DUE TO THE LACK OF REQUIRED MATCHING FUNDS.**

Matching funds have been the greatest barrier to receiving funding that would ultimately allow for projects to advance.

Leadership has had to be strategic in the amount of funds requested for grants and, oftentimes, will use smaller grants to fulfill match requirements.

30 MILES FROM THE INTERSTATE, WHICH MAKES IT LESS COMPETITIVE WHEN RECRUITING INDUSTRY.

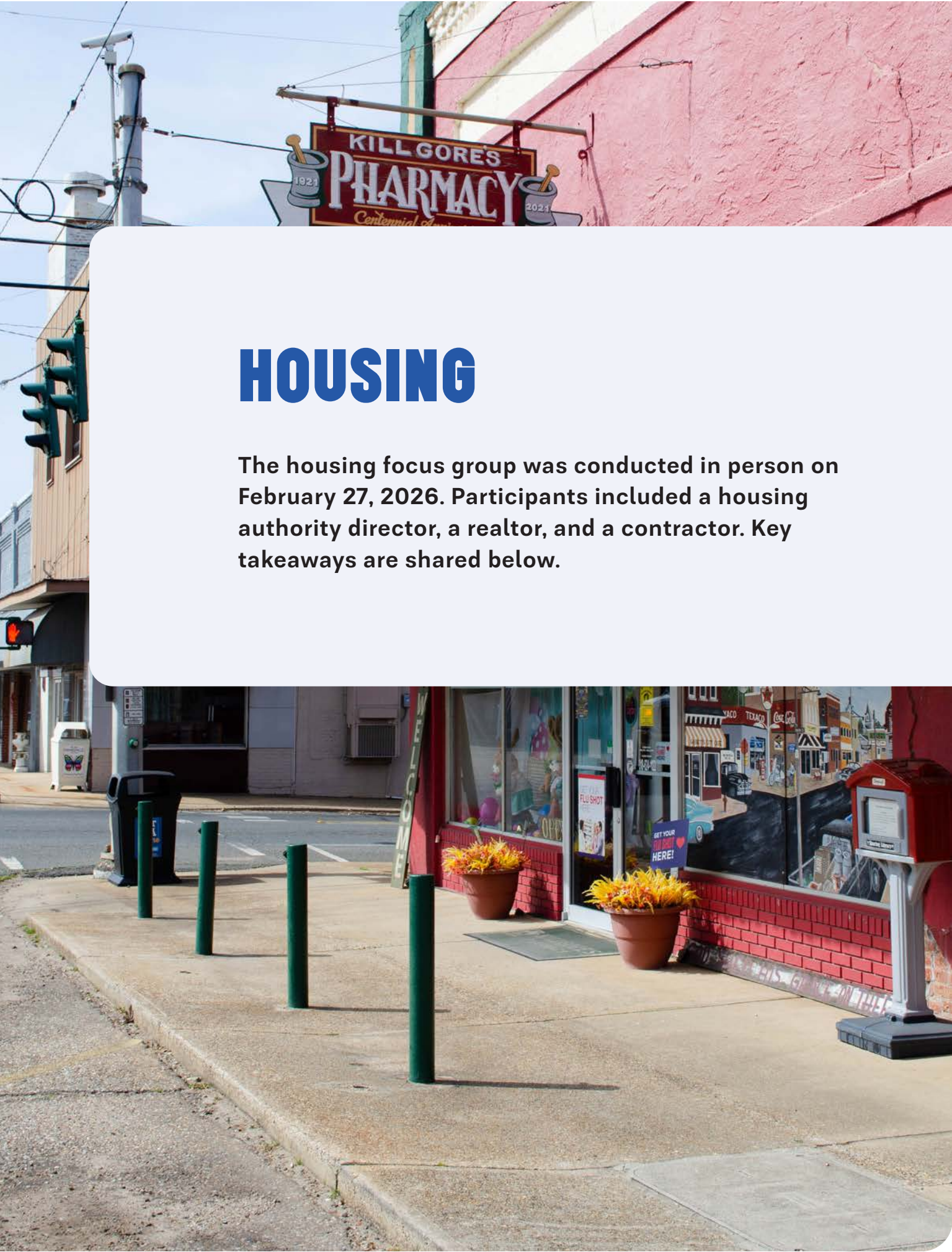
 **HISTORICALLY, HAYNESVILLE HAS RELIED ON THE OIL, GAS, AND TIMBER INDUSTRIES, BUT TRADITIONAL TIMBER HAS STRUGGLED ACROSS THE COUNTRY.**

OPPORTUNITIES/PRIORITIES

 **INVEST IN THE BIOMASS INDUSTRY THAT USES WOOD PRODUCTS RATHER THAN TRADITIONAL MILLS.**

 **LEVERAGE PROXIMITY TO RESOURCES AND EXPLORE THE OPPORTUNITY AROUND LITHIUM AND RARE EARTH MATERIALS.**

 **PRIORITIZE INDUSTRIAL SITE DEVELOPMENT AND READINESS.**



HOUSING

The housing focus group was conducted in person on February 27, 2026. Participants included a housing authority director, a realtor, and a contractor. Key takeaways are shared below.



THERE IS A HIGH DEMAND FOR ACCESSIBLE AND AFFORDABLE HOUSING FOR LOW-INCOME INDIVIDUALS.

\$30K

MOST AFFORDABLE HOMES IN THE AREA ARE AROUND \$30K, BUT ARE IN POOR CONDITION AND REQUIRE SIGNIFICANT UPDATES.

Homes in the \$150K–\$175K range tend to sit on the market for long periods.



THERE IS VERY LITTLE NEW CONSTRUCTION IN HAYNESVILLE.

A 1,200–1,500 SF home would cost \$200K, and local incomes don't support that.

CHALLENGES

CHALLENGES IMPACT
OVERALL DEMAND.



LONG WAITING LISTS



INCOME INSTABILITY & A LACK OF LIVING-WAGE JOBS



A SIGNIFICANT SHORTAGE OF SKILLED LABOR



AGING HOMES IN NEED OF EXTENSIVE REPAIR



FINANCIAL BARRIERS TO DEMOLITION



HIGH INSURANCE COSTS



LACK OF ORDINANCE ENFORCEMENT

OPPORTUNITIES/PRIORITIES

CREATE A STABILIZATION PROGRAM TO DEMOLISH UNSAFE, VACANT HOMES AND SUPPORT REHABILITATION EFFORTS BY EXISTING HOMEOWNERS.

ADDRESS ADJUDICATED PROPERTIES AND TITLE BARRIERS.

YOUTH/HIGH SCHOOL

The youth/high school focus group was conducted in person at Haynesville Junior High School on February 25, 2026. All participants were athletes and a mix of sophomores and juniors (the school counselor was also present). The one-hour session included a 45-minute conversation-style focus group and 15 minutes for participants to complete the Youth Survey. Key takeaways are shared below.



STUDENTS EXPRESSED FRUSTRATION WITH THE TOWN'S OBSESSION WITH FOOTBALL AND WISHED FOR GREATER SUPPORT FOR OTHER SPORTS.



THEY UNANIMOUSLY SAID THEY WOULD BE INTERESTED IN JOINING A YOUTH ADVISORY COMMITTEE TO HELP WITH LOCAL PROJECTS AND COMMUNITY IMPROVEMENTS.



STUDENTS CONSISTENTLY EMPHASIZED A DESIRE FOR MORE PATHWAYS TO EXPLORE FUTURE CAREERS.

In particular, they want greater access to internships, apprenticeships, and local jobs for teens—opportunities that would help them better understand their interests and provide concrete experience to put on their resumes.

THEY SPOKE POSITIVELY ABOUT THE ALLY HEALTH SUMMER PROGRAM AND JUMPSTART.

Ally Health Summer Program: offers job-shadowing experiences with health professionals

JumpStart: allows students to earn credentials in fields such as welding, CNA, and construction.



THE SCHOOL COUNSELOR SHARED CONCERNS ABOUT THE PROGRAM'S FUTURE ACCESSIBILITY & RISING COSTS.



MUCH LIKE THE REST OF THE COMMUNITY, STUDENTS VOICED FRUSTRATION ON...

-  HAVING NOWHERE TO GO
-  POOR ROAD CONDITIONS
-  LACK OF BIKE LANES
-  LIMITED SIDEWALKS
-  VACANT PROPERTIES & EMPTY SPACES AROUND TOWN

THE STUDENTS WERE VISIBLY EXCITED TO SHARE THEIR OWN PLANS FOR THE FUTURE, BUT WERE ADMITTEDLY UNSURE HOW TO PURSUE THEIR PREFERRED PATHS OR EVEN DEVELOP A RESUME.

However, across the board, students expressed interest in continuing their education, whether through universities, community and technical colleges, or trade schools.

STUDENTS EXPRESSED A STRONG DESIRE FOR MORE LOCAL PLACES TO GATHER AND SOCIALIZE, ESPECIALLY IN THE EVENINGS.

-  ARCADE
-  BOWLING ALLEY
-  OTHER NIGHTTIME ACTIVITIES

 **ONE OF THE MOST PASSIONATE DISCUSSIONS CENTERED ON THE COMMUNITY SWIMMING POOL, WHICH SERVES AS AN IMPORTANT YOUTH HANGOUT AND THE SITE OF THEIR SCHOOL SWIM LEAGUE.**

HOWEVER, STUDENTS SHARED SERIOUS CONCERNS ABOUT THE POOL'S MAINTENANCE. One student reported getting sick after swimming there, and others said they had also experienced bacterial infections. They also described feeling stigmatized by students from neighboring communities who compete against them.

LISTENING SESSION

The listening session was a targeted effort to hear from the Black community, who make up over 70% of the total population in Haynesville. This session was developed in partnership with the steering committee in response to low participation in the survey (37.0%).

Nearly 40 people participated in the session on February 24, 2026.



KEY FINDINGS

INFRASTRUCTURE

 PARTICIPANTS AGREED THAT ROADS AND WATER ARE HAYNESVILLE’S BIGGEST INFRASTRUCTURE CHALLENGES.

 WHILE INTERNET ACCESS IS AVAILABLE AT THE LIBRARY, HOME CONNECTIONS ARE SLOW.

WORKFORCE

 **MOST HAVE TO TRAVEL 30-45 MINUTES FOR WORK.**
One participant shared that he wakes up at 4 am every day to commute to Shreveport for work.

 **500 JOBS**
NUMBER OF AVAILABLE JOBS ACCORDING TO DATA
They surprised by the number of available area jobs—the number doesn’t align with their lived experience.

THE MAYOR SHARED AN UPDATE ON CURRENT INFRASTRUCTURE PROJECTS.

 **\$4.1M**
FUNDING SECURED
The group was very excited and impressed by the work currently underway and the funding secured to date.

 **\$100K ≠ \$1-2M**
Yearly property tax collections (~\$100K) do not cover the expense required for road repairs (~\$1-2M).

HOUSING

PARTICIPANTS EXPRESSED A DESIRE FOR RIGHT-PRICED AFFORDABLE HOUSING.
Lower and middle income families don’t have many suitable options locally.

MUCH OF THE HOUSING STOCK IS OLDER.
Many existing apartment options are outdated.

\$600-700
AVERAGE MONTHLY RENT
For those renting, they are renting from private owners, not HUD-registered properties. Many of these homeowners who rent their property are out of state which seemed to frustrate the crowd.

Prepared by Atlas Community Studios
for the Town of Haynesville, Louisiana.

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