



JEFFERSON COUNTY STRATEGIC PLAN PRESS RELEASE

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Jefferson County and City of Madras Launch Strategic Planning Effort

Community invited to share input through online survey and upcoming events

(Jefferson County, OR) — Jefferson County and the City of Madras are partnering to create a shared vision for the future through the development of a five-year strategic plan. The strategic plan will serve as a roadmap for the next five years, guiding decisions about priorities such as economic growth, housing, emergency preparedness, communication, community livability, and more. Both organizations are aligning their efforts to ensure progress benefits everyone who calls Jefferson County home.

Community members will play a central role in the process. Beginning Wednesday, September 10, residents, businesses, and visitors will have the opportunity to share their input to shape the strategic plan through an online survey and attending upcoming events this fall.

The strategic planning process will include:

- **Community Survey:** Available September 16 – November 5, 2025.
- **Engagement Activities:** In-person opportunities designed for different regions of Jefferson County.
- **Plan Development:** Drafting the plan based on community feedback.
- **Plan Review:** Community review of draft strategic plan and online survey to ensure alignment with community priorities



"This strategic planning process is an important opportunity for us to step back, listen, and chart a clear path for the future," said Mark Wunsch, Jefferson County Chair. "Over the next several months, we will work closely with community members, staff, and partners to identify priorities and shape how we deliver services across the county. The result will be a five-year plan that helps ensure our resources are aligned with community needs, our services are accessible and effective, and our work continues to reflect the values of the people we serve."

The City of Madras is joining the effort to support regional alignment in service to the community.

"The City of Madras is proud to be part of this county-wide effort," said Will Ibershof, Madras City Manager. "Strategic planning at this scale gives us a chance to align our local priorities with the broader vision for the region, making sure that the services our residents rely on are coordinated, efficient, and forward-looking. By working together, we can strengthen our community, address challenges more effectively, and build on the opportunities that will shape the next five years."

The draft strategic plan is expected to be shared with the public for review in winter 2025–26 before being finalized for adoption by the County Board of Commissioners and City Council.

To learn more about the strategic planning process, please visit:
<https://bit.ly/JCStrategicPlan>. To take the survey, please visit:
<https://www.surveymonkey.com/r/JCoPR1>.