

John Day 2045 - The Draft Community Vision

City Council needs your input! Before formally adopting the Community Vision and Focus Areas, we want to know what you think - do they reflect the spirit of John Day and a positive future vision to strive for?

Survey open until Friday, January 16 2026.

Completed surveys with contact information provided will be entered for a chance to win a \$50 gift card!

All completed paper surveys should be submitted by hand or mail to City Hall
(Monday - Friday between 8am - 4pm at 450 East Main Street).

Please submit either a digital or paper copy survey, not both.

Your responses will be collected by Jensen Strategies, an Oregon based consulting firm on behalf of the City of John Day. Responses will be incorporated into summary themes or quotes but not will not individually identify anyone.

Background: During the fall of 2025, the City of John Day asked those that call John Day home to help envision the community's ideal future look and feel in the year 2045. The input received was used to develop the (draft) John Day 2045 Community Vision, which was presented to City Council on December 3, 2025. The final adopted vision will be an important foundation for the City's upcoming strategic planning process. Over 200 community members shared input about what they love about and hope for John Day by participating in a survey, small group conversation, and/or November public meeting. The Community Vision and Focus Areas were created by synthesizing the themes and shared goals expressed by a broad range of John Day co

For more information, visit the John Day 2045 information page on the City Website (<https://www.cityofjohnday.com/administration/page/john-day-2045-community-vision>) which includes a presentation of the community engagement results and an overview of the community vision statement.

Your feedback will help inform John Day's future, THANK YOU!

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Tell us about yourself!

Please share a little information about yourself so we know who we are hearing from.

*** 1. Which describes you?** (Select one)

- ☐ I live in John Day
- ☐ I live within 15 miles of John Day
- ☐ I live near but more than 15 miles outside of John Day

2. What connects you to John Day? (Select all that apply)

- ☐ I go to school in John Day
- ☐ I work in John Day
- ☐ I own a business in John Day
- ☐ I worship in John Day
- ☐ I volunteer in John Day
- ☐ I visit for shopping, play, recreation, or other entertainment
- ☐ I visit for basic needs and services
- ☐ Other (please specify)

3. How long have you lived in or near the John Day community? (Select one)

- ☐ Less than 1 year
- ☐ 1-5 years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ More than 20 years
- ☐ Prefer not to say

4. How old are you? (Select one)

- ☐ Under 18
- ☐ 18-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60+
- ☐ Prefer not to say

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Community Vision 2045

In 2045, John Day is a safe, thriving, and welcoming place where families flourish, businesses succeed, and visitors discover the spirit of Eastern Oregon. Nestled in the Blue Mountains along the free-flowing John Day River, our town is the heart of Grant County, with affordable living, well-paying jobs, quality schools, and healthcare access that make this an exceptional place to call home. Rooted in our rich history yet forward-looking, we embrace opportunity while maintaining our unique character to preserve the small-town warmth, community cohesion, and connection to the land that defines us.

5. How much do you agree or disagree the statement above reflects a desirable vision for John Day in the year 2045?

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

☐☐☐☐☐

6. Do you have any other feedback you would like to be considered related to the vision statement?

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Community Vision 2045: Focus Area Statements

From the community input, three focus areas were identified as key focuses for John Day's future. The following focus area statements outline ideal outcomes in specific areas, including...

- A Thriving Economy
- Family Friendly, Excellent Quality of Life
- Support and Safety for Residents

Please read and respond to the each of the following statements.

In 2045, John Day has: **A Thriving Economy**

John Day is home to a steadfast and sustainably growing population, distinct local businesses, and a resilient economy that offers opportunity and long-term prosperity. A vibrant and active downtown supports local entrepreneurship, attracts new investment, and offers residents and visitors a variety of shops, services, and places to gather. Recreation-based tourism, strong local industries, and strengthened retail and options make John Day a regional destination where people experience the energy of a flourishing rural town.

7. How much do you agree or disagree with statement above reflects a desirable vision for John Day in the year 2045?

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree



8. Do you have any other feedback you would like to be considered related to this vision focus area?

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In 2045 John Day Offers: **Family Friendly, Excellent Quality of Life**

John Day provides well-paying jobs, affordable cost of living, and access to housing that welcomes families and people of all generations to embrace frontier living and build their futures here. A variety of community amenities including parks, recreational opportunities, gathering places, and local services supports residents in their daily lives and strengthens our small-town sense of connection. Activities and programs for all ages make John Day a vibrant place to enjoy a balanced and fulfilling quality of life.

9. How much do you agree or disagree the statement above reflects a desirable vision for John Day in the year 2045?

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree



10. Do you have any other feedback you would like to be considered related to this vision focus area?

In 2045 John Day Provides: **Support and Safety for Residents**

John Day provides strong schools, accessible healthcare, and essential services that help residents of all ages stay healthy, supported, and prepared for the future. High-quality educational opportunities with pathways into trades and technical careers prepare students for bright futures without needing to leave the community. A safe, peaceful, and secure environment supported by responsive public safety agencies, ensures that John Day remains a place where people are protected, healthy, and cared for.

11. How much do you agree or disagree the statement above reflects a desirable vision for John Day in the year 2045?

Strongly Disagree

Disagree

Neutral

Neutral

Strongly Agree

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| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
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12. Do you have any other feedback you would like to be considered related to this vision focus are

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Thank you for your time and input!

Please look out for emails or check back to the City of John Day webpage for updates. <https://www.cityofjohnday.com/administration/page/john-day-2045-community-vision>

Please contact Amelia at Jensen Strategies with questions or any issues sharing your input amelia@jensenstrategies.com
503-477-5615

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Reminder! All survey takers who submit a completed survey are eligible to win a \$50 gift card!

Please enter your contact information to be entered for a chance to win. This giveaway is being administered by the City of John Day. You are not required to submit and your contact information will not be attributed to your survey responses. Winner will be notified by February 1, 2026. Terms and conditions apply:

- One winner will be selected at random
- No cost to enter
- Chances of winning are dependent on the number of entries received
- One entry per person

9. Name

10. Email address

11. Phone number