MARATHON COUNTY
MEMORANDUM

TO: Marathon County Municipal Officials & Other Interested Stakeholders
FROM: Laurie Miskimins, Conservation, Planning, & Zoning Director
DATE: October 5, 2026
SUBJECT: Marathon County Strategic Plan Survey: Open Now through October 23rd

Marathon County invites local residents and business owners to participate in its Strategic Plan Community Survey, open now through October 23. The survey is available at www.marathoncounty.gov/strategicplan. We ask for your assistance in sharing this information and the attached flyer and/or social media post with your constituents.

Purpose of the Strategic Plan & Survey

As Marathon County continues its pursuit of becoming the Healthiest, Safest, and Most Prosperous County in Wisconsin, the 2027-2031 Strategic Plan will serve as both a roadmap for decision-making and a measure of progress. Building on the foundation of the County's Comprehensive Plan, this next Strategic Plan identifies the most important objectives for the coming years, outlines the strategies needed to advance them, and establishes outcome measures that allow both staff and the County Board to track progress and demonstrate results.

The County Board is asking the public to participate in a brief survey and participate in setting the direction of this next Strategic Plan. Since the adoption of the Comprehensive Plan in March 2026, the County Board and Department Heads have reviewed the 58 objectives and narrowed the list to 20. Participants are asked, via the survey, to select and rank their top 10 priority objectives amongst the 20.

For residents, this is a chance to say: *These are the things that matter most to me.* Whether someone values access to health services, safe neighborhoods, economic opportunity, or overall quality of life, their input will guide how the County sets priorities, allocates resources, and measures success in the years ahead.

Survey Availability & Questions
The survey is available online at: www.marathoncounty.gov/strategicplan through October 23, 2026. For participants that do not have a computer, please visit on of the Marathon County Public Library. For locations and hours please visit: https://mcpl.us/about/locations/.

Questions can be emailed to cpz@marathoncounty.gov.

Next Steps
The feedback received through this survey will inform the final 2027-2031 Strategic Plan and help ensure County decisions reflect the needs and priorities of the people who live and work in Marathon County. Results of the survey will be shared with the County Board Standing Committees in November and December. Staff will work with Vice Chair of the County Board to compile 10 objectives that reflect both organizational priorities and community interests, and identify proposed outcome measures (i.e., Key Performance Indicators) for each objective. The 2027-2031 Strategic Plan will then be presented to the County Board in December and January for adoption.

For more information on the County's Strategic Plan, or to take the community survey, please visit www.marathoncounty.gov/strategicplan.