JONATHAN † METCALF

ESTACADA MAYOR 2026 • CAMPAIGN BLUEPRINT

ACTION OVER TALK

CANDIDATE PROFILE

Husband, Father, Marine Corps Afghanistan War Veteran, and Owner of Barbarian Creative. Raised in a Willamette Valley farming community. Faith in Jesus, rooted in Truth, driven by grit and discipline. Believes leadership means going first, our neighbors are not our enemies, and freedom requires sacrifice. Forward-minded, respecting past service while building for ALL people.

ELECTION DAY: NOV 3, 2026

DEFINING WHAT ESTACADA IS

RURAL STRENGTH

Timber roots, small-town values, and deep local pride.

OUTDOOR HERITAGE

World-class river access, pristine parks, and tourist potential.

DRIVEN & CREATIVE

Builders, makers, and families who expect results.

UNIFIED

Rural values AND modern resources can exist together.

THE ACTION PLAN

1 TRUST THROUGH TRANSPARENCY

- **Recusal Rules:** Stricter council recusal and financial disclosure rules for elected officials and major donors.
- **Peer-Bias Mechanism:** Formal process for councilors to flag community-perceived bias or conflicts of interest.
- **Public Notice:** Proactive, city-specific notice standards exceeding basic legal requirements.

2 GOVERNANCE & AUDITS

- **Community Identity:** Force council alignment on a defined operational vision and goals.
- **Full Municipal Audit:** Line-by-line review of all city contracts, paid vendors, and staff job descriptions.
- **Charter Review:** Citizen-led Charter Review and Amendment to align governance with resident desires.

3 OPERATIONS & MODERNIZATION

- **Digital Overhaul:** Interactive, user-friendly city website, social media, and modern alert systems.
- **Direct Access:** Weekly/Monthly "Monday Morning Coffee with the Mayor" debriefs.
- **Economic Growth:** Creative strategies to incentivize local business and non-tax revenue.

4 BRIDGING "OLD VS. NEW"

- **Straight Talk:** Real conversations with residents about where the city stands without political spin.
- **Rural Values + Access:** Preserve small-town heritage while securing jobs, options, and resources.
- **Inclusive Culture:** Leading for ALL people, removing traditional political divisions.

5 CULTURE, PARKS & INTERGOVERNMENTAL ADVOCACY

- **Firm & Fair Leadership:** Steady, consistent direction without deviating at every obstacle.
- **Community Pride:** Active beautification, volunteerism, and modern outreach.
- **Unbound Advocacy:** Work across party lines at state and federal levels to Bring Estacada Resources.
- **Parks & River Infrastructure:** Prioritize youth sports and pursue federal river grants for tourism revenue.