



TOWN OF OREGON VISION 2040 SURVEY REPORT

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THE SURVEY RESEARCH CENTER

The Survey Research Center (SRC) is a research organization at the University of Wisconsin – River Falls in River Falls, Wisconsin. Since 1990, the SRC has provided statistically sound, low-cost information gathering services for academics, local units of government, non-profit groups, school districts, and other organizations. The SRC conducts surveys on a wide variety of topics including customer satisfaction, resident experience, business climate, equity and inclusion, labor needs, and other areas, completing about 25 to 30 survey projects per year. In alignment with its mission of strengthening communities and supporting education, all SRC projects have the goal of improving the welfare and quality of life for community residents, along with furthering the advancement of scientific research.

ACKNOWLEDGEMENTS

The SRC thanks Sharon Lezberg, Community Resource Development Educator at UW-Madison Division of Extension, Carl Walser, Chairperson of the Town of Oregon Board, Tim Yanacheck, Chairperson of the Plan Commission, Jennifer Hanson, Town Clerk, and Stephanie Goth, Treasurer and Deputy Clerk, for working with the SRC to develop a productive survey instrument, providing consistent feedback, and promoting the survey. The SRC also thanks members of the Town Board for their input in the survey process. Finally, the SRC thanks the residents of the Town of Oregon for completing the survey. Without their robust engagement, the successful execution of this project would not have been possible.

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EXECUTIVE SUMMARY

The Town of Oregon Vision 2040 survey aimed to gauge residents' opinions on the future direction of the Town. The SRC distributed the survey in mail and online formats. The printed mail survey was sent to 108 landowners with 35 or more acres. The online survey was distributed to 1,152 households through a postcard with a QR code and URL. The SRC collected a total of 489 responses, including 48 responses from the mail survey and 431 responses from the online survey, for an overall 39% response rate. The sample size received exceeded the minimum sample size needed (329 responses) and led to a 3.9% margin of error, much smaller than the statistical standard of 5% margin of error. Therefore, the estimates presented in this report have greater accuracy than estimates that follow the statistical standard.

Key findings from the survey are as follows:

Community and Quality of Life

- About 91% of residents are satisfied with the quality of life in Town of Oregon, including 40% who are “very satisfied” and 51% who are “satisfied.” Only 2% are dissatisfied.
- The top three reasons for why residents chose to live in the Town of Oregon are small-town atmosphere and the rural lifestyle of the area, natural features and open space, and the quality of the school system. The least popular reasons are property taxes, cost of housing, and recreational opportunities.
- In terms of factors that impact the quality of life, there is widespread agreement among residents that the Town of Oregon is a good place to raise a family, the overall character of the Town should continue to be much like it is today, and that seniors can live safely, independently, and comfortably in the Town. The majority of residents disagree that the Town should grow to accommodate more businesses and commercial lots, or more homes and people.

Facilities and Services

- The facilities and services with the highest “good” and “excellent” ratings by a large majority of residents include fire protection and EMS/ambulance, Town government, garbage and recycling, parks and recreation, street and road plowing and treatment, and police. The lowest ranked facilities and services include cell service, street and road maintenance, and airstrips.
- The facilities and services that residents consider to be most important are fire protection and EMS/ambulance, cell service, and street and road plowing/treatment and maintenance. Among these, residents are highly satisfied with fire protection and EMS/ambulance, but many are dissatisfied with cell service and street and road maintenance.
- Almost two-thirds of the residents prefer the bi-weekly (current) recycling pickup service and only about one-in-five residents would like a more frequent weekly service.

Natural and Cultural Resources

- When asked about which natural and cultural resources are most important for the Town to preserve, by a wide margin residents ranked groundwater quality at the top. Other highly ranked resources include wildlife habitat and existing natural corridors, air quality, lakes, rivers, and streams, and open space. Hunting and fishing areas, historic and cultural sites, and cemetery space were ranked at the bottom.
- Over three-quarters of residents feel that it is important for the Town of Oregon to seek agreements with the City of Fitchburg, Village of Brooklyn, and the Village of Oregon on future land use and growth.
- Regarding land use and planning activities, the top four activities that residents placed the highest importance on all relate to either discouraging new development or alleviating the potential impacts of new development on local infrastructure and resident quality of life.
- A large majority of residents agree that marketing agricultural products locally is consistent with the Town's agricultural and rural character. More residents agree than disagree that conflicts between farms, commercial operations, and neighbors (dust, noise, traffic, odors) are common in the Town, and that converting farmland to non-farm uses is consistent with the Town's agricultural and rural character.
- Residents have a high level of concern about potential annexation of Town property by the Village of Oregon. Over two-thirds of residents are more than somewhat concerned about the annexation. Two-thirds feel that the Town should consider mechanisms to avoid annexation, but half of all residents would support only those mechanisms that do not lead to higher property taxes for Town residents.
- Over half of the residents who responded own 2 acres or less of land, including 28% who own less than an acre and 26% who own between 1 and 2 acres. Only 3% own 100 acres or more.
- One-quarter of the residents own farmland in the Town. Less than half of these residents farm themselves, while the rest contract out the farming.

Future Vision for the Town

- About 62% of the residents stated with certainty that they expect to be living in the Town of Oregon by 2040.
- When envisioning the Town in the year 2040, both statements that received the highest support relate to natural and agricultural resources. An overwhelming majority of residents project that the natural areas will be preserved and enhanced, and agricultural lands will be used for a variety of farming purposes. The prospects of more development or higher-density housing (e.g. greater tourism-related businesses and multi-generational housing) received much less support, with one-quarter or more of the residents expressing opposition to them.
- Statements about the future of Town facilities and services were somewhat polarizing, as a tangible proportion of residents agreed and disagreed with each statement. More residents agree than disagree that the Town should reduce use of salt on roads based on protocols recommended by the Wisconsin Saltwise program, expand and improve yard waste

composting facilities, and purchase land to build a new Town Hall and Garage to be proactive about a potential annexation of land that current facilities are on. However, more residents disagreed than agreed that the Town should increase taxes to pay for increased services and facilities.

- Community initiatives that received the highest support all relate to better communication or education, and agriculture. Residents feel that the Town should arrange periodic informational sessions for residents on topics including taxes, zoning, and other topics, develop its communication networks to maximize the exchange of information between the Town government and residents, honor its farming history and the farm families actively farming, and celebrate the diversity of farm, rural, and neighborhood residents.
- The top three community strengths that residents feel should be preserved include natural areas, farmland, and low population density. The top three aspects of the community that residents feel that Town should address include farmers actively farming, population density, and businesses located in the Town.

Housing

- Virtually all respondents own a single-family home and reside in the Town of Oregon. Only 15% own a farm residence, and 3% own property in but do not live in Town.
- Over half of the residents feel that residential growth should occur near the Village of Oregon boundaries. About one-third feel that it should be in new subdivisions adjacent to current subdivisions. One quarter said that no residential growth should occur in the Town of Oregon.
- Two-thirds of the residents prefer the cluster design of housing (smaller lots with preserved open spaces) while one-third prefer the traditional design (larger lots with no open space).
- Most residents are opposed to new housing development in the Town of Oregon. A large majority of residents feel that housing development should occur primarily in the Village of Oregon, not in the Town, and that the Town should restrict new housing development.

Transportation

- Residents generally agree that more bike paths should be created in the Town, albeit with different levels of agreement in terms of how the paths are built. There is strongest support for building designated bike paths to connect to the Oregon Rotary Trail and the Badger State Trail, followed by creating bike lanes when streets are being repaved and by creating bike lanes on existing streets with signage and striping.
- Only small proportions of residents oppose increasing taxes for the maintenance or improvement of existing roadways. There is substantially more opposition to increasing taxes for biking infrastructure. One-third or more residents oppose using tax increases to expand the bike trail network or developing new bike lanes.

Open-Ended Feedback

A total of 345 text-entry comments were received in response to an open-ended question that asked residents to share additional feedback on the Vision 2040 project. The following themes emerged from these comments:

- About 15% of the comments emphasized the need for preserving the Town's rural character and avoiding rapid growth. These residents noted that the Town's strengths are open space, farmland, and low population density, and that dense housing and commercial expansion should be avoided.
- Another 15% of comments voiced concerns about encroaching residential and commercial development. While most residents feel that growth is inevitable and that more housing is needed, they want to ensure that it does not occur at the expense of the small-town feel and rural character of the Town.
- Thirteen percent of comments related to Town facilities and services. A common theme was TORC, with residents complaining about the recent changes. Residents expressed support for expanding TORC hours and establishing a 24/7 drop-off facility. Residents also commented on road maintenance, snow removal, and winter services.
- Nine percent of residents commented on biking paths, and a majority stated that improved biking infrastructure and connectivity with other areas is needed.
- Eight percent of the comments included calls for better infrastructure, including roads, walking paths, equestrian and hiking trails, parks, and shelters.
- Seven percent of residents expressed dissatisfaction with rapid increases in property taxes in recent years. These residents feel that the Town should avoid making costly investments and support increasing the tax base through modest development to reduce the tax burden on residents.
- Five percent of residents emphasized the importance of preserving the Town's agricultural identity by supporting farmers and agribusinesses. These residents feel that vibrant agriculture is essential to preserving the town's rural character.
- Five percent of residents commented on the Town government. These comments were split between appreciation for the work of the Town staff and complaints about excessive spending, misaligned priorities, and lack of communication.

SURVEY PURPOSE AND METHODS

The goal of the Town of Oregon Vision 2040 survey was to gauge residents' opinions on the future direction of the community. Along with Sharon Lezberg, Dane County Community Development Educator at UW-Madison Division of Extension, and the Town of Oregon Board and staff members, the SRC developed a survey instrument in two formats: mail (paper) and online.

Below, we present the definitions of statistical terms that will aid in the subsequent discussion regarding the sampling strategy:

1. *Population*: the population is the universe of all subjects that are relevant for a survey. For our study, the population was all residents of the Town of Oregon.
2. *Sample*: A sample is a subset drawn from the population for surveying. A sample is used to make an inference about the population by using statistical analysis.
3. *Margin of Error*: The margin of error indicates the accuracy of a survey's results. The smaller the margin of error, the greater the accuracy of the results. For example, a margin of error of 5% at a 95% confidence level means that there is a 95% probability that if the opinions of everyone in the population were measured, the result would fall within 5 percentage points of the survey result.
4. *Statistical Significance*: Statistical significance indicates the reliability of an estimate. If the differences between statistics are labeled as "statistically significant," this indicates that there is a 95% probability that the differences are not the result of some random chance.

Survey Distribution

Two methods of distribution were used. The printed mail survey was distributed to the 108 landowners with 35 or more acres through postal mail. A QR code and a URL for an online version of the survey were also included on the cover letter. A postcard reminder was sent to non-respondents 3 weeks after the initial mailing, and a second copy of the survey was sent to non-respondents about 2 weeks after the postcard reminder. A total of 48 responses were received from these residents, for a response rate of about 47%. The online survey was distributed to 1,152 households through printed postcard invitations which included a QR code and a URL and were sent through postal mail. A reminder postcard was sent to non-respondents about 4 weeks after the initial postcard mailing. Responses that were less than 50% complete were dropped from the analysis. The SRC received 431 complete or near-complete responses from the online survey, for a response rate of about 37%.

Overall Sample Size and Response Rates

The survey was live for about 8 weeks, with data collection concluding on May 5. The SRC collected an overall sample of **489 responses**, including 48 responses from the mail survey and 431 responses from the online survey, for an overall **39% response rate**. Given an estimated 2,284 residents of age 18 or older (US Census Bureau, 2023), a sample size of 329 responses was needed for statistical validity (5% margin of error and 95% confidence interval). The actual sample size (489 responses) far exceeded the minimum sample size needed (329 responses), leading to estimates with a **3.9% margin of error**. Therefore, the estimates presented in this report have a much higher level of accuracy than the statistical standard of 5% margin of error would provide.

Demographic Analysis

In addition to summarizing the response to each survey question, the SRC conducted statistical analysis to assess the statistical significance of differences between residents in discrete demographic groups. We analyzed the following demographic groups:

- Female: Female residents, compared to residents of other genders. About 41% of residents in the sample selected their gender as “woman.”
- Seniors: Residents aged 65 years or older. We compared these residents to residents of age 64 years or younger. Senior residents are less likely to be in the workforce, are often more engaged in their community, and have different priorities regarding housing, development, recreation, land use, etc. than their counterparts. About 43% of residents in the sample are senior citizens.
- Households with Children: We compared residents who live with children with those without children in the household. Residents with children tend to have larger household budgets, a shared perspective on the school system, and be longer term residents of their locale. Those without children may include residents who do not have any children, or residents with children who do not live in the same household (e.g. adult children who have moved out).
- Household Income Under \$150k: Residents who have a household income of less than \$150,000. We compared these residents to residents with higher household incomes (\$150k+). For reference, the median household income in the Town of Oregon is \$143,056 (U.S. Census Bureau, 2023). In other words, residents with household incomes under \$150,000 represent roughly 50% of the Town population.
- Farmland Owners: Residents who own farmland, including those who farm the land themselves and those who contract the farming to others. Given the Town of Oregon’s robust agricultural history, these residents are likely to have shared opinions on agriculture, land use, natural resources, etc. About 25% of residents in the sample are owners of agricultural land.

Survey Report

The survey report is organized in the following way:

1. Responses to each survey question are summarized using a figure or a table.
2. A categorization of open-ended (text-entry) comments is presented, including a summary of common themes that emerged from the comments. The full list of open-ended comments is given at the end of the report.
3. A demographic snapshot of the survey sample compared with estimates from the U.S. Census Bureau is provided, including a discussion of how well the survey sample represents the population of the Town.
4. Results of statistical analysis comparing different demographic groups are described, with accompanying tables showing statistically significant differences in **bold** font and highlighted.

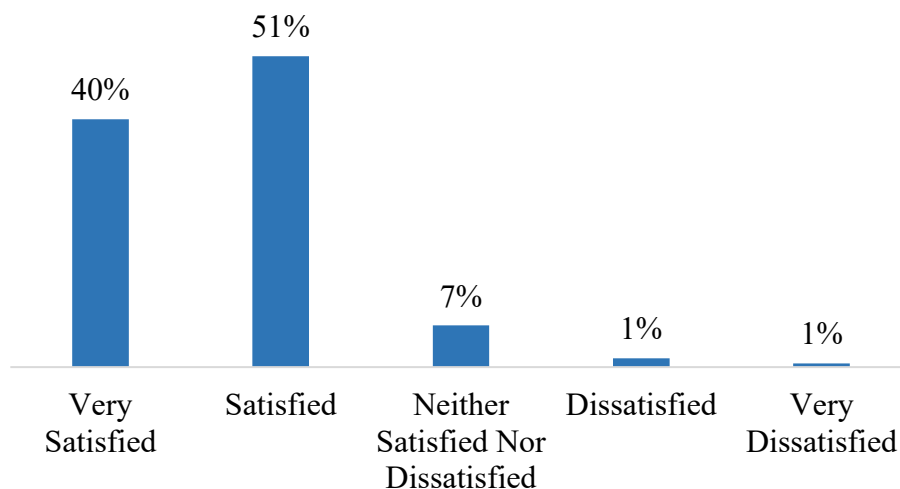
SURVEY RESULTS

Community and Quality of Life

Overall Quality of Life

Residents were asked about their level of satisfaction with the quality of life in the Town of Oregon. Figure 1 summarizes the results. Residents are highly satisfied with their quality of life in the Town of Oregon. About 91% of the residents expressed satisfaction with the quality of life, with 40% indicating that they are “very satisfied” and 51% indicating that they are “satisfied.” Only 2% indicated that they are at all dissatisfied.

Figure 1. Overall Quality of Life in Town of Oregon



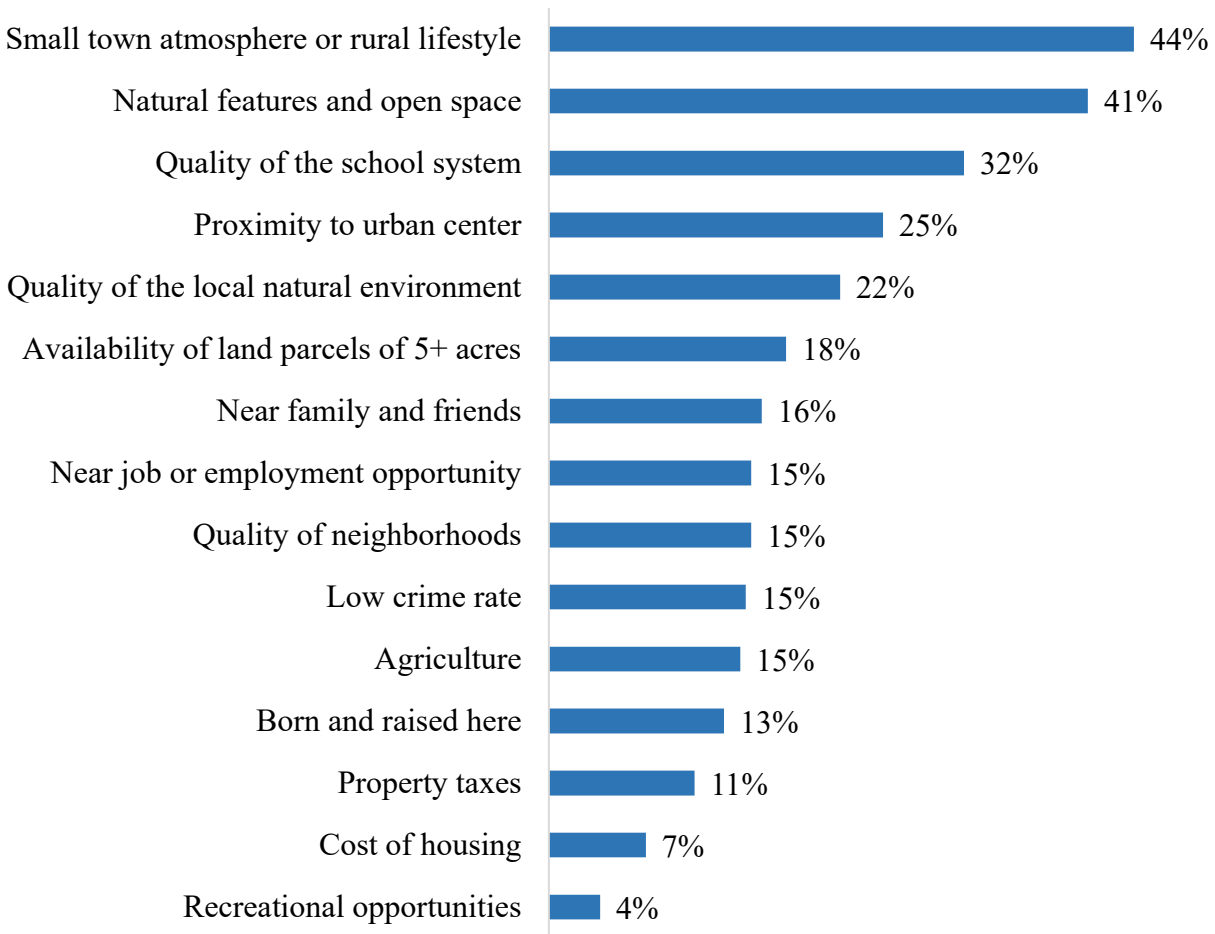
Why Residents Choose to Live in the Town of Oregon

Residents were asked to select the three most important reasons, in no particular order, for why they chose to live in the Town of Oregon. Figure 2 shows the results.

The most popular reason for living in the Town was the small-town atmosphere and the rural lifestyle of the area, selected by 44% of residents. The second most popular reason was natural features and open space (41%). Around one-third of the residents selected the quality of the school system (32%) and one-quarter selected proximity to the urban center (25%). These results align with the top three reasons selected by the residents of other rural and suburban communities in Wisconsin for which the SRC has conducted similar surveys.

The least popular reasons for choosing to live in the Town were selected by about one-in-ten or fewer residents. They include property taxes (11%), cost of housing (7%), and recreational opportunities (4%). Agriculture, while a recurring theme in the survey results, was selected by only 15% of residents.

Figure 2. Reasons for Choosing to Live in the Town of Oregon



Factors That Impact Quality of Life

The survey asked residents about their level of agreement with six statements regarding the quality of life in the Town of Oregon. Figure 3 on the next page summarizes the results.

Residents were asked to rank each statement on a scale of “strongly disagree” to “strongly agree.” The ranking of each statement was based on weighted scores. For each statement, the “strongly agree” response was assigned a score of 3, the “agree” response a score of 2, “neither agree nor disagree” a score of 1, “disagree” a score of -1, and “strongly disagree” a score of -2. The scores were then multiplied by the number of residents that selected that response. For example, for the statement “Seniors can live safely, independently, and comfortably in the Town of Oregon”:

- 114 residents selected “strongly agree” for a weighted score of 342 (114×3)
- 216 residents selected “agree” for a weighted score of 432 (216×2)
- 84 residents selected “neither agree nor disagree” for a weighted score of 84 (84×1)
- 25 residents selected “disagree” for a weighted score of -25 (25×-1)
- 4 residents selected “strongly disagree” for a weighted score of -8 (4×-2)

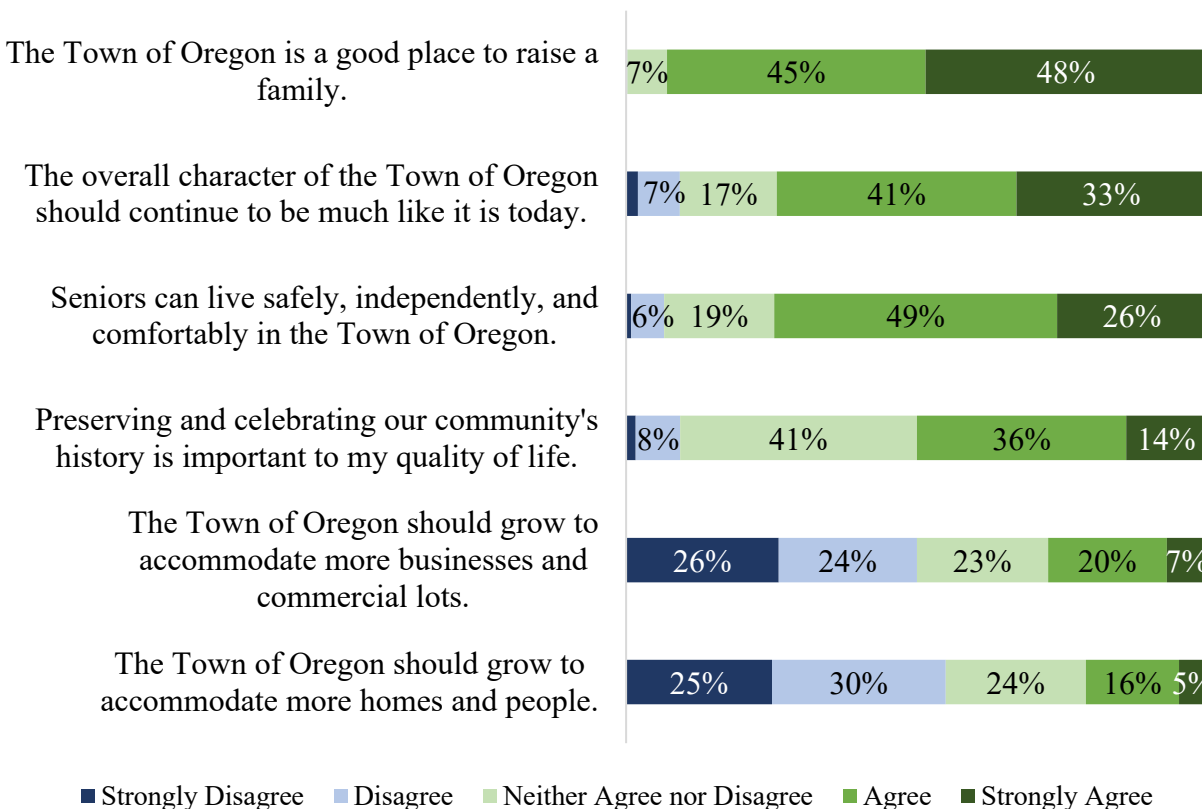
The total score was 829 (342 + 432 + 84 – 25 – 8), which was the third highest score among all the statements listed in Figure 3. This approach is replicated throughout the report in all the opinion-based ranking questions using the five-point scale described above.

Virtually all residents agree that the Town of Oregon is a good place to raise a family. About 93% of residents selected “agree” (45%) or “strongly agree” (48%) for this statement. There was also widespread agreement with the second- and third-highest ranked statements in Figure 3. Almost three-quarters of residents agreed (“agree” or “strongly agree”) that the overall character of the Town should continue to be much like it is today (74%) and that seniors can live safely, independently, and comfortably in the Town of Oregon (74%).

Statements that suggest that the Town of Oregon should experience growth that results in greater development or more people received substantial opposition from the residents, and more residents disagreed than agreed with each of these statements. About half or more residents disagreed (“disagree” or “strongly disagree”) that the Town should grow to accommodate more businesses and commercial lots (50%) or more homes and people (55%). Less than one-third of the residents agreed with each statement.

These results indicate that residents would like to preserve their current quality of life in the Town and would like to avoid growth that results in more development (commercial or housing) or a larger population. A similar sentiment has been echoed by residents in other parts of the report.

Figure 3. Factors That Impact Quality of Life in the Town of Oregon



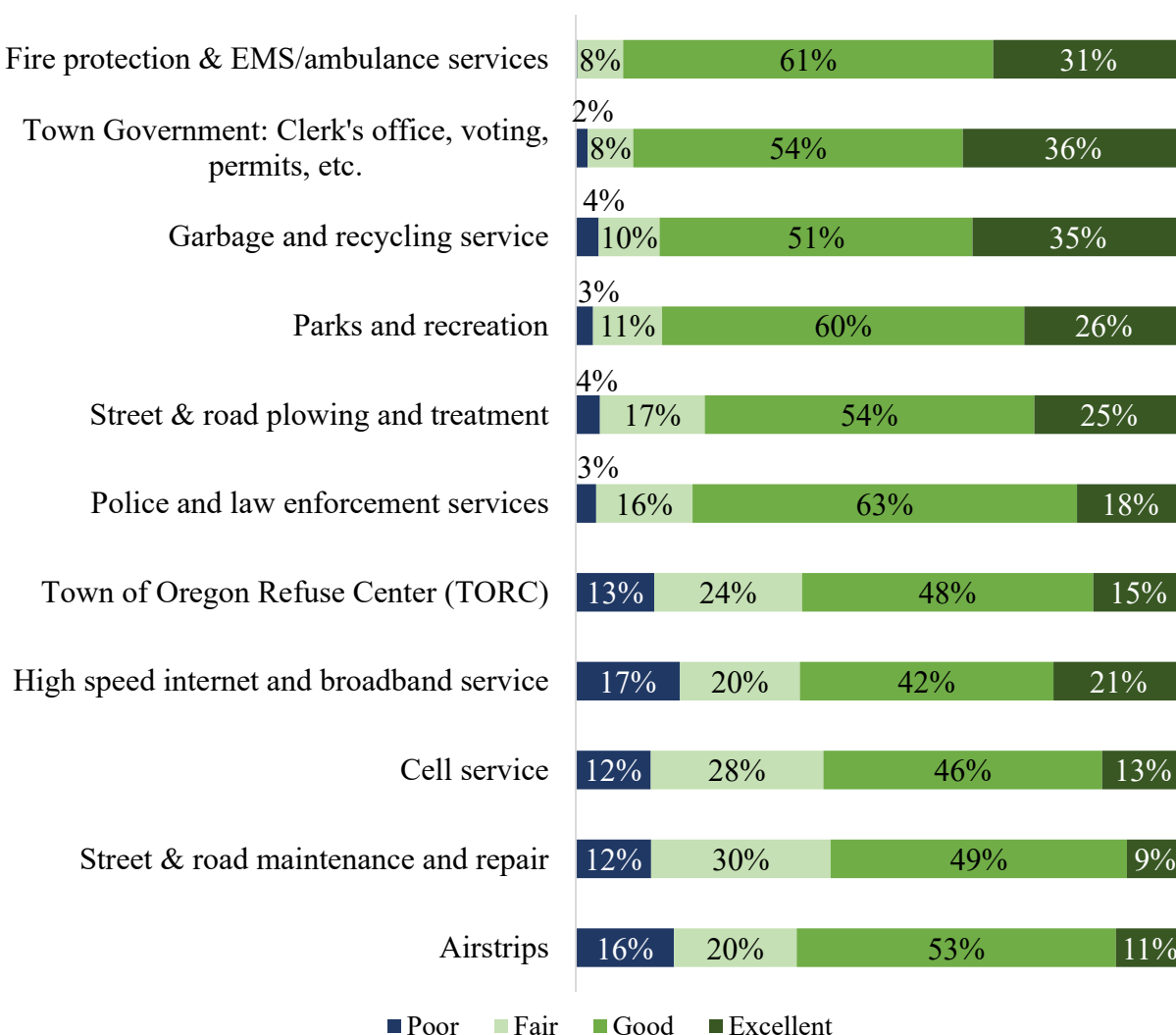
Facilities and Services

Quality of Town Facilities and Services

The survey asked residents to rate the quality of the facilities and services that are available to the Town of Oregon residents. Figure 4 summarizes the results. The ranking is based on the same scheme used in Figure 3 and described in the previous section. Residents who selected “don’t know/no opinion” were excluded from the analysis.

The highest ranked services, rated as “good” or “excellent” by over three-quarters of residents include fire protection and EMS/ambulance (92%), Town government (91%), garbage/recycling (86%), parks and recreation (86%), street and road plowing and treatment (79%), and police (81%). Less than 5% of residents selected “poor” for any of these facilities/services. The rest of the facilities and services in Figure 4 were rated as “good” or “excellent” by less than two-thirds of residents and over 10% rated each as “poor.” The lowest ranked facilities and services include cell service, street and road maintenance, and airstrips.

Figure 4. Quality of Town Facilities and Services

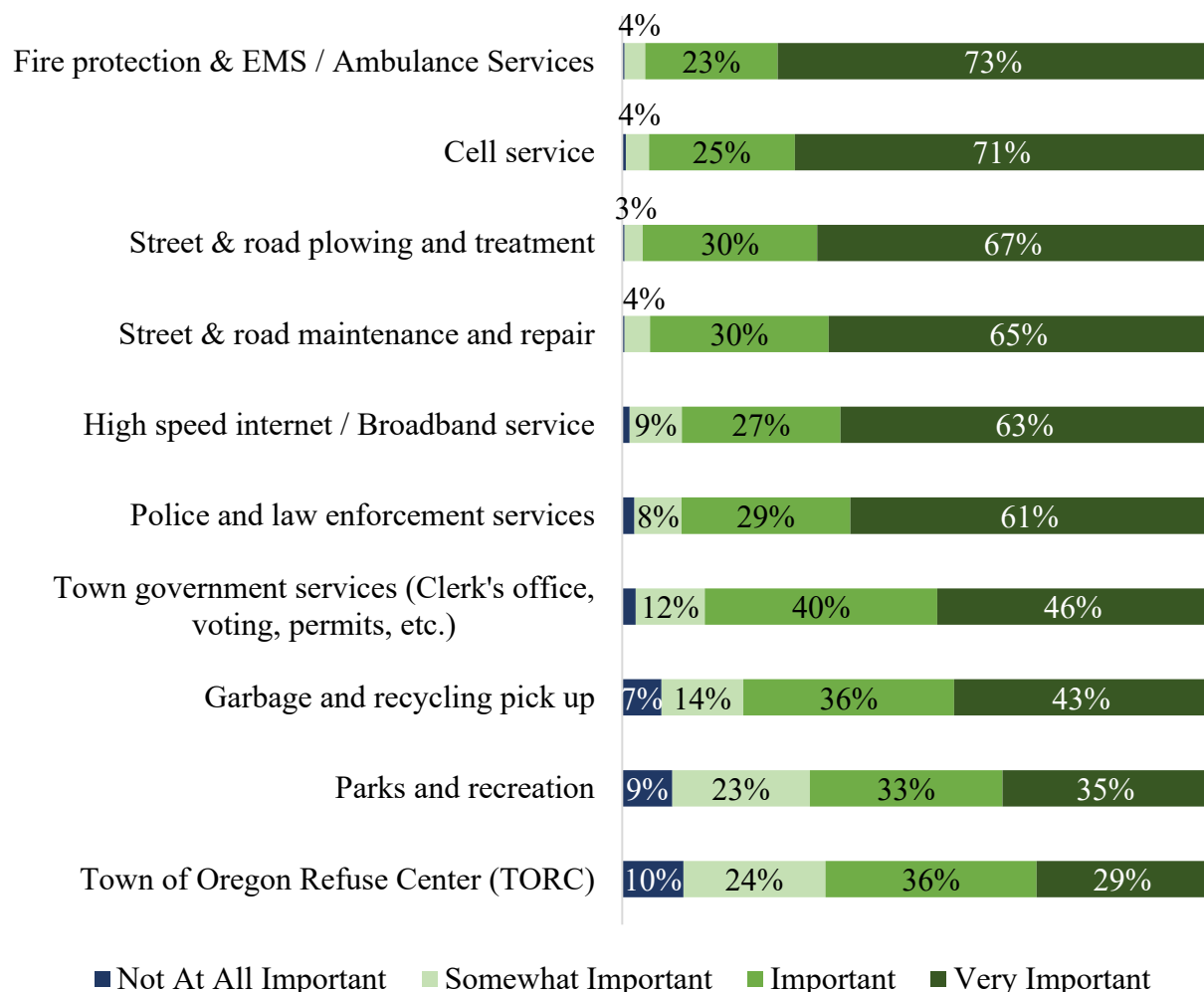


Importance of Town Facilities and Services

Residents were asked to select the level of importance of the Town’s facilities and services on a four-point scale from “very important” to “not at all important.” Figure 5 summarizes the results. The ranking scheme used in Figure 5 is the same as Figures 3 and 4.

The highest ranked category is fire protection and EMS/ambulance services, rated as “important” or “very important” by 96% of residents. Encouragingly, this service is also ranked at the top in terms of the quality of services as shown in Figure 4. However, for several other facilities and services, there are large discrepancies in the importance residents place on them and their quality according to residents. For example, 95% of residents feel that cell service is “important” or “very important”, while only 59% feel that cell service in the Town is “good” or excellent. Other such facilities and services include street and road plowing and treatment (96% feel it is important, only 79% feel it is at least “good”), street and road maintenance and repair (95% vs. 58%), and high speed/broadband internet (90% vs. 63%). These are all areas in which residents feel that the Town of Oregon should prioritize making improvements.

Figure 5. Importance of Town of Oregon Services

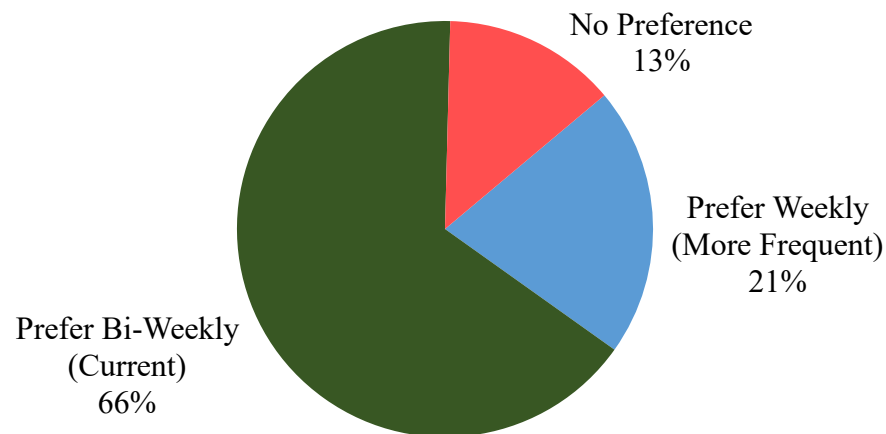


Preference for Frequency of Recycling Pickup Service

Residents were asked to indicate whether they prefer the recycling pickup to be bi-weekly (current frequency) or weekly (more frequent), or if they do not have a preference for the frequency of garbage pickup. The question informed residents that the current garbage pickup is weekly, while recycling pickup is bi-weekly. Figure 6 shows the results.

Almost two-thirds of the residents indicated that they prefer the current bi-weekly schedule for recycling pickup. Among the remaining 34% of residents, 21% prefer more frequent recycling pickup, while 13% have no preference.

Figure 6. Frequency of Recycling Pickup Service



Natural and Cultural Resources

Importance of Preserving Natural and Cultural Resources

Residents were asked to select the level of importance of preserving natural and cultural resources on a four-point scale from “very important” to “not at all important.” Figure 7 on the next page summarizes the results. The ranking scheme used in Figure 7 is the same as Figures 3 and 4 and is based on a system of weighted scores.

By a wide margin, residents place the greatest importance on preserving groundwater quality. Almost all (98%) residents indicated that it is important to preserve groundwater quality, with 86% rating it as “very important.” No resident selected “not at all important.”

About nine-in-ten or more residents rated the next four highest ranked resources as “important” or “very important.” These include wildlife habitat and existing natural corridors (91%), air quality (90%), lakes, rivers, and streams (90%), and open space (91%). Only a handful (3% or fewer) of residents selected “not at all important” for each of these resources.

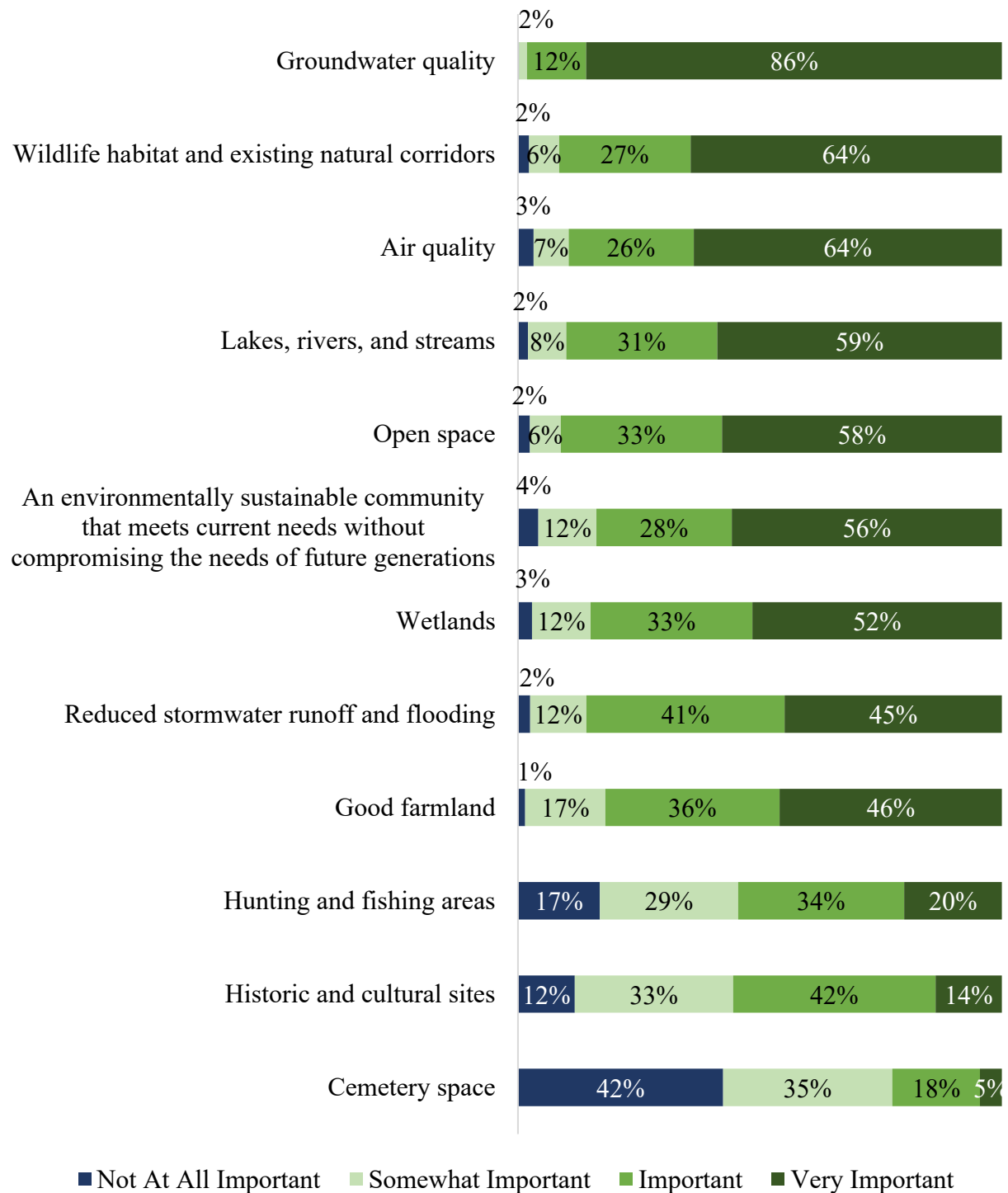
Albeit less emphatically, residents consider it important (“important” or “very important”) to preserve an environmentally sustainable community that meets current needs without compromising the needs of future generations (84%), wetlands (85%), reduced stormwater runoff and flooding (86%), and good farmland (82%). Again, only 4% or fewer residents selected “not at all important” to each of these resources.

Resources that residents place the least importance on include hunting and fishing areas, historical and cultural sites, and cemetery space. Each was rated as “important” or “very important” by about half or fewer residents. Greater than 10% of residents selected “not at all important” for hunting and fishing areas (17%) and historical and cultural sites (12%). A large proportion (42%) of residents indicated that preserving cemetery space is “not at all important.”

Not surprisingly, the natural and cultural resources that received the greatest support from residents include those that a large proportion of residents are either directly impacted by or are exposed to on a frequent basis. Examples include groundwater quality, air quality, and open space. Conversely, resources that smaller proportions of residents are impacted by received much less support. For example, only a subset of the wider population visits hunting and fishing areas, historical and cultural sites, and cemeteries frequently.

One exception is good farmland, rated as important by about 82% of the residents. As shown in Figure 14, only about 25% of the residents own agricultural land in the Town. Yet, a wide majority of residents feel that preserving farming is important for the Town of Oregon.

Figure 7. Importance of Preserving Natural and Historical Resources

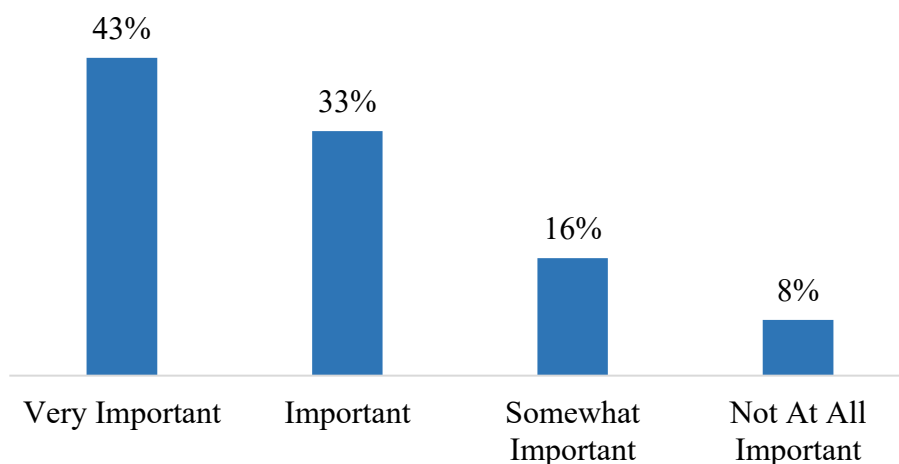


Land Use and Growth

Importance of Agreements with Neighboring Communities

Residents were asked how important it is for the Town of Oregon to seek agreements with the City of Fitchburg, Village of Brooklyn, and the Village of Oregon on future land use and growth. Figure 8 summarizes the results. About three-quarters (76%) of residents feel that it is important to seek such agreements, with 43% indicating that it is “very important” and 33% indicating that it is “important.” Only 8% selected “not at all important.” In other words, there seems to be strong support among residents for the Town to seek agreements with neighboring communities.

Figure 8. Importance of Agreements with Neighboring Communities

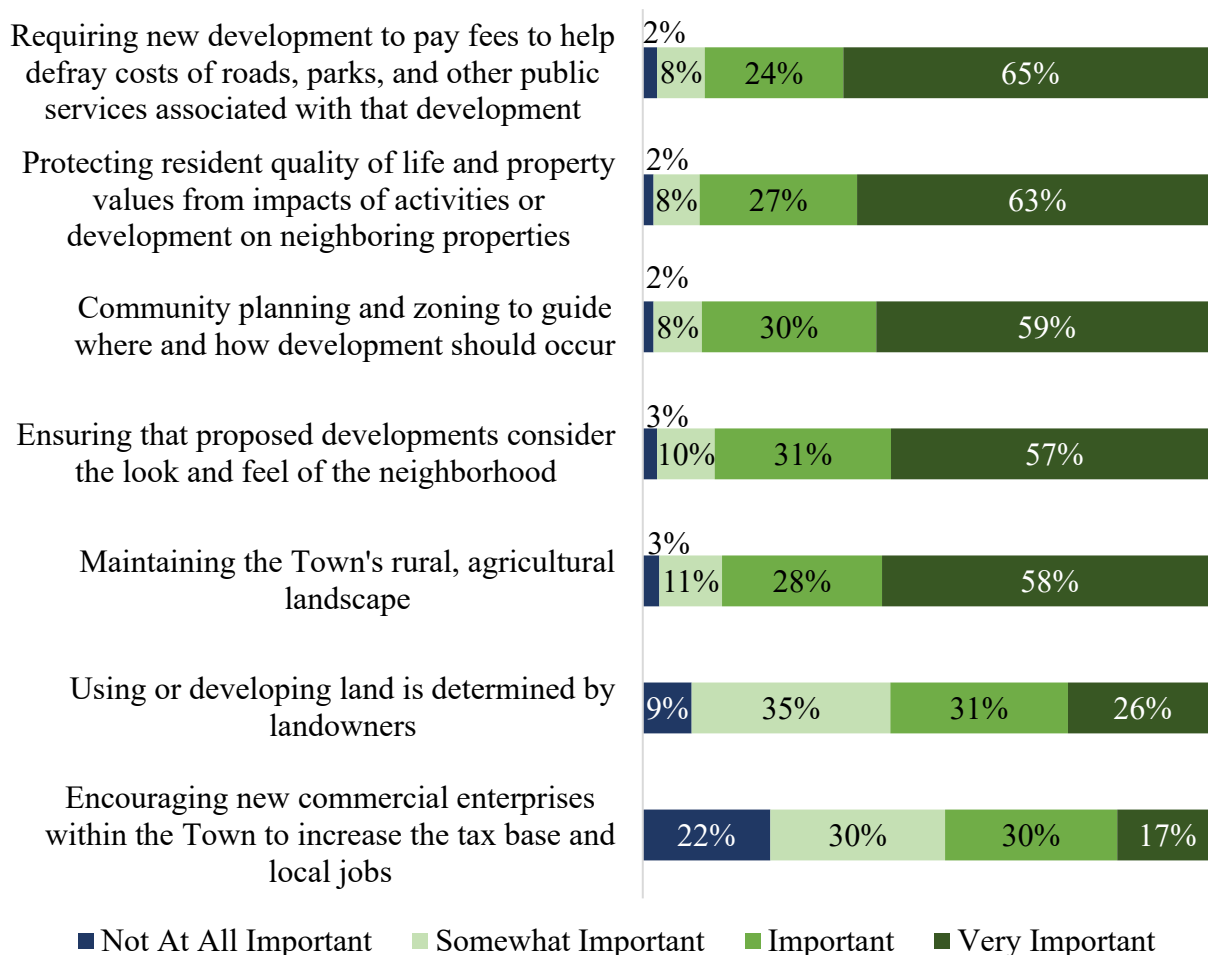


Land Use and Planning Activities

Residents were asked to indicate the importance of a series of land use and planning activities on a four-point scale ranging from “very important” to “not at all important.” Figure 9 summarizes the results.

There is widespread support among residents for the five highest ranked activities in Figure 8, as over eight-in-ten residents rated each of these activities as “important” or “very important”, and well over half indicated that each activity is “very important.” Notably, the top four activities all relate to either discouraging new development or alleviating the potential impacts of new development on local infrastructure and resident quality of life. Addressing the effects of encroaching development on the Town of Oregon seem to be a top priority for residents. Consistent with these results, a much smaller proportion of residents feels that decisions regarding development should be left to the landowners or that new commercial enterprises should be encouraged to locate in the Town.

Figure 9. Importance of Land Use and Planning Activities



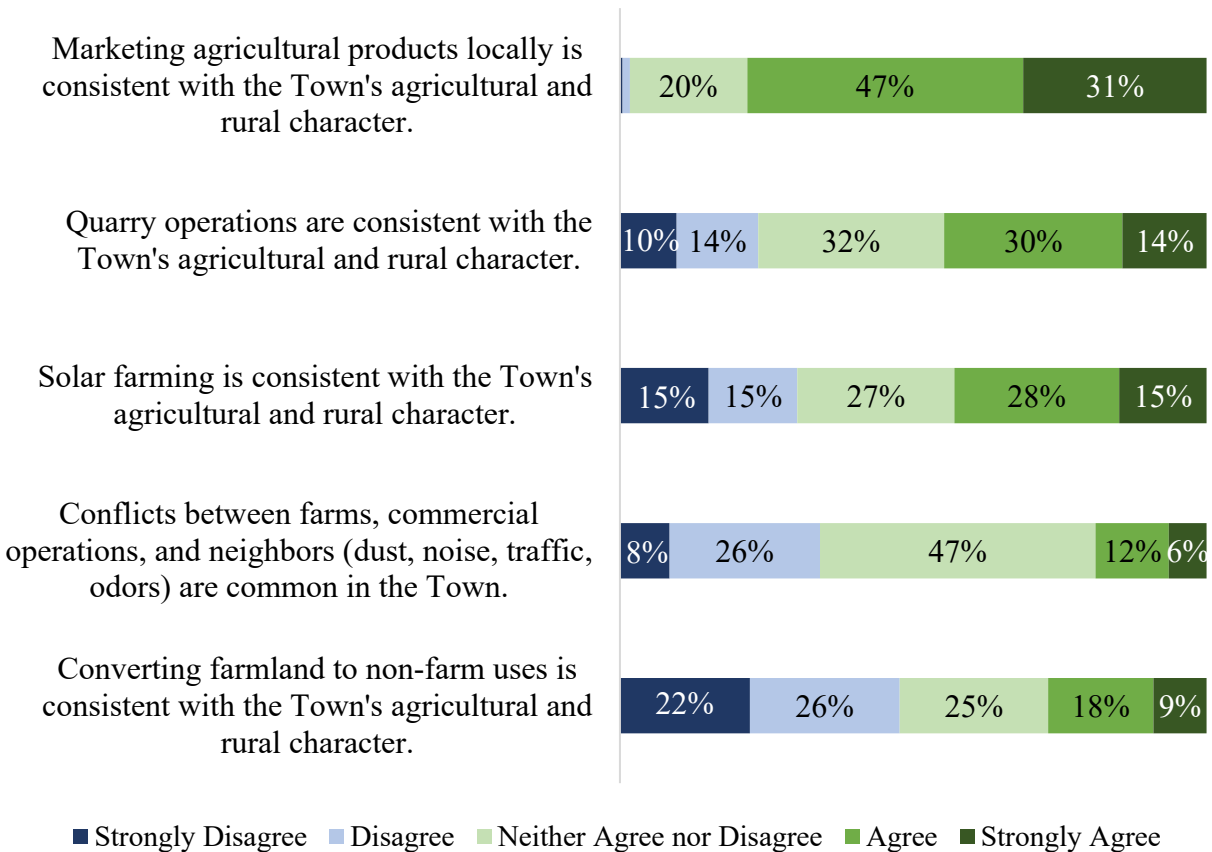
Town of Oregon's Agricultural and Rural Character

Residents were asked to indicate their level of agreement with a series of statements regarding the Town's agricultural and rural character. Those who selected "not applicable" to each statement were excluded from the analysis. Figure 10 on the next page shows the results.

Over three-quarters (78%) of residents agree that marketing agricultural products locally is consistent with the Town's agricultural and rural character. Hardly any (2%) residents selected "disagree" or "strongly disagree" to this statement. In addition, large proportions of residents "agree" or "strongly agree" that quarry operations (45%) and solar farming (43%) are consistent with the Town's agricultural and rural character.

More residents disagree than agree with the two bottom ranked statements. Over one-third (34%) of residents disagree ("disagree" or "strongly disagree") that conflicts between farms, commercial operations, and neighbors (dust, noise, traffic, odors) are common in the Town. Less than one-fifth (19%) agreed with this statement. Moreover, almost half (48%) disagreed that converting farmland to non-farm uses is consistent with the Town's agricultural and rural character, and only about one-quarter (27%) agreed with this statement.

Figure 10. Importance of Town's Agricultural and Rural Character



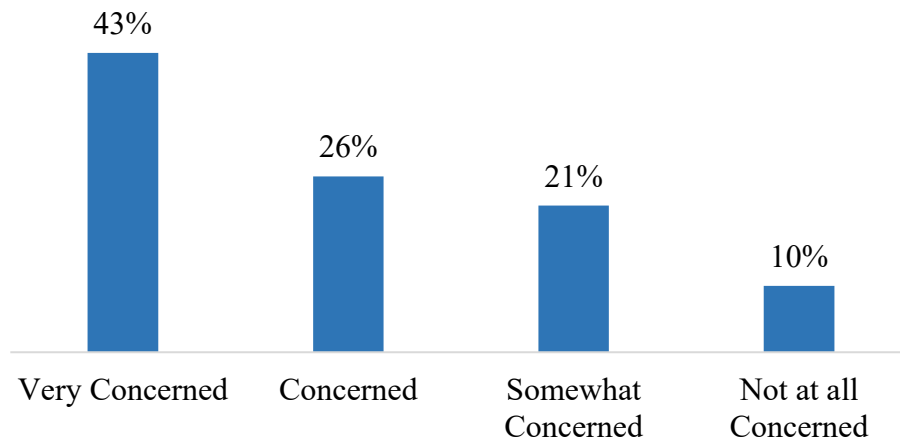
Concerns about Annexation of Town Property

Residents were asked to state whether they are concerned about the Village of Oregon annexing the Town of Oregon's property and whether the Town of Oregon should consider mechanisms to avoid Town property being annexed. Figures 11 and 12 show the results. Residents who selected "no opinion" were excluded from the analysis.

Figure 11 shows that residents have a high level of concern about potential annexation of Town property. Over two-thirds (69%) of residents are either "very concerned" (43%) or "concerned" (26%) about the annexation, with another 21% stating that they are "somewhat concerned." Only 10% of residents selected "not at all concerned."

This sentiment has also been echoed by residents in other parts of the survey. However, concerns about annexation vary by demographic group. As discussed in the section Survey Results by Demographic Attributes, senior residents (ages 65+) are much more concerned about annexation than younger residents, and residents who live with children are much less concerned about it.

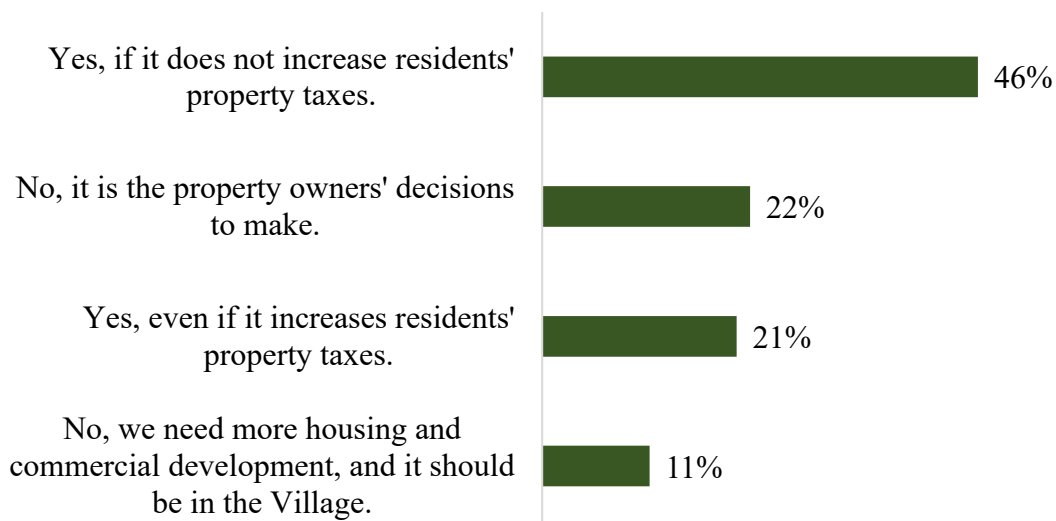
Figure 11. Concerns That the Village of Oregon May Annex Town of Oregon Property



Town of Oregon property owners can apply for annexation of their property that is contiguous to either the City of Fitchburg, Village of Brooklyn, or Village of Oregon. Residents were asked to indicate whether the Town of Oregon should consider mechanisms to avoid annexation, and if yes, even if it comes at the cost of higher property taxes. Figure 12 shows the results.

Exactly two-thirds (67%) of residents support the Town of Oregon considering mechanisms to avoid annexation; however, 46% of residents support the initiative only if it does not increase residents' property taxes. The remaining 21% support the initiative even if it leads to higher property taxes. One-third (33%) of residents do not support finding ways to avoid annexation. Among this group, 22% feel that annexation is the property owners' decision to make and another 11% feel that more housing and commercial development is needed but it should be located in the Village of Oregon.

Figure 12. Opinions on Whether the Town of Oregon Should Consider Mechanisms to Avoid Annexation



Ownership of Land in the Town of Oregon

The survey asked residents to indicate whether they own any land in the Town of Oregon, the acreage of the land they own, and whether they own any farmland. Figure 13 shows that over half (54%) of the residents own 2 acres or less of land. About 28% own less than an acre and 26% own between 1 and 2 acres. Almost one-third (31%) own between 3 and 20 acres of land, and 12% own between 21 and 100 acres. Only 2 residents indicated that they do not own any land in the Town of Oregon, so the SRC excluded them from Figure 12.

Figure 13. Land Ownership in Town of Oregon

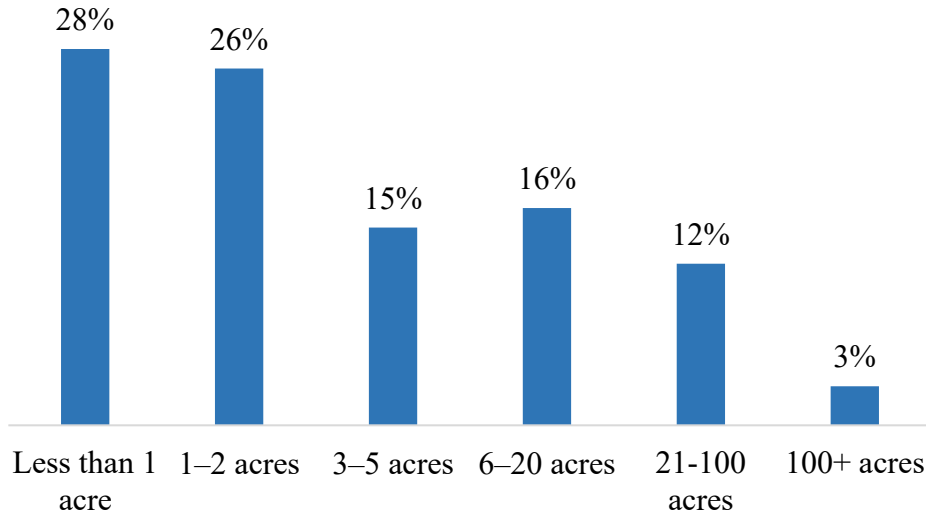
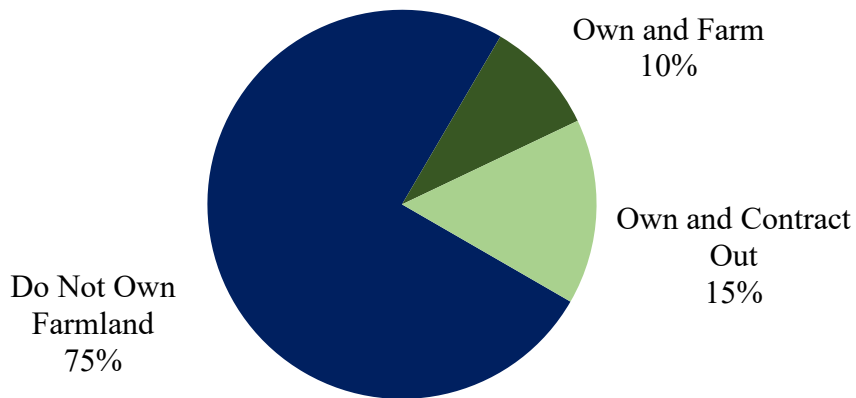


Figure 14 shows the proportion of residents who own agricultural land in the Town of Oregon and whether owners of farmland actively farm the land themselves or lease/rent the land for farming. One-quarter (25%) of the residents indicated that they own agricultural land. About 10% of the residents farm on the land they own, while 15% contract the land to others for farming.

Figure 14. Ownership of Agricultural Land in the Town of Oregon

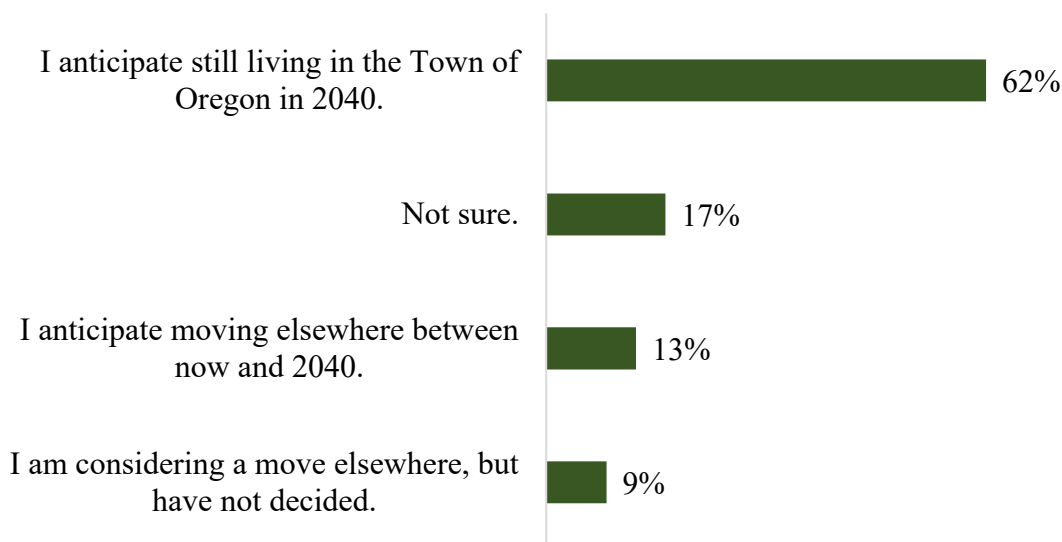


Future Vision for the Town

Plans for Continuing to Reside in the Town of Oregon

Residents were asked to indicate their future as a resident of the Town. Figure 15 shows the results. About 62% of residents stated that they anticipate living in the Town over the next 15 years. In other words, well over one-third (38%) of residents either plan to move or are not sure if they will continue to live in the Town in the next 15 years. About 13% of residents stated that they plan to move elsewhere, 9% are considering a move but are still undecided, and 17% of residents selected “not sure.”

Figure 15. Future of Residence in the Town of Oregon



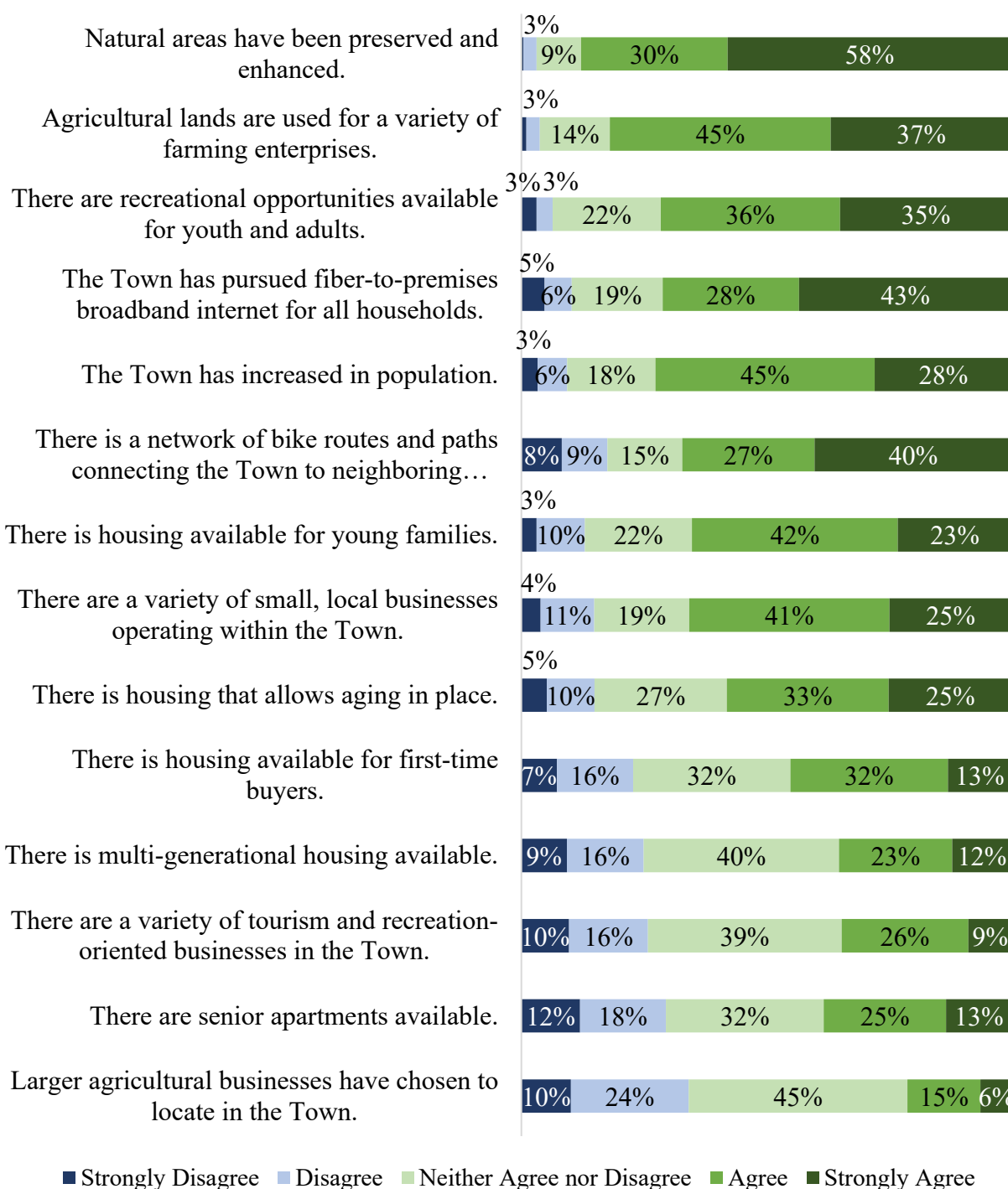
Future Directions for the Community

Residents were asked to consider what the Town of Oregon will look like in the year 2040 and indicate their level of agreement regarding the future state of the Town. Figure 16 on the next page summarizes the results.

The two statements with the highest level of agreement from residents both relate to the Town’s natural and agricultural resources. Over eight-in-ten residents agreed (“agree” or “strongly agree”) that the Town’s natural areas will have been preserved and enhanced (88%) and that agricultural lands will have been used for a variety of farming purposes (82%). Only a few residents disagreed with either statement. Over two-thirds of residents agreed with statements that relate to improved quality of life for residents and the preservation of the small-town character. While a tangible proportion of residents disagreed with these statements, the proportion of residents who agreed far outweighed the proportion who disagreed. These statements relate to improved recreational opportunities (72% selected “agree” or “strongly agree”), fiber-to-premises broadband internet (71%), bike routes and paths connecting to neighboring communities (67%), availability of housing (65%), and the existence of small, local businesses that operate in the Town (66%).

Statements that hinted at more development or higher-density housing received much less support from residents. About a quarter or more residents disagreed that there will be housing for first-time homebuyers (23% selected “disagree” or “strongly disagree”) or multi-generational housing will be available (25%). Similarly, over a quarter disagreed with the prospect of greater tourism and recreation-oriented businesses (26%) and larger agricultural businesses (34%) in the Town.

Figure 16. State of the Town in 2040



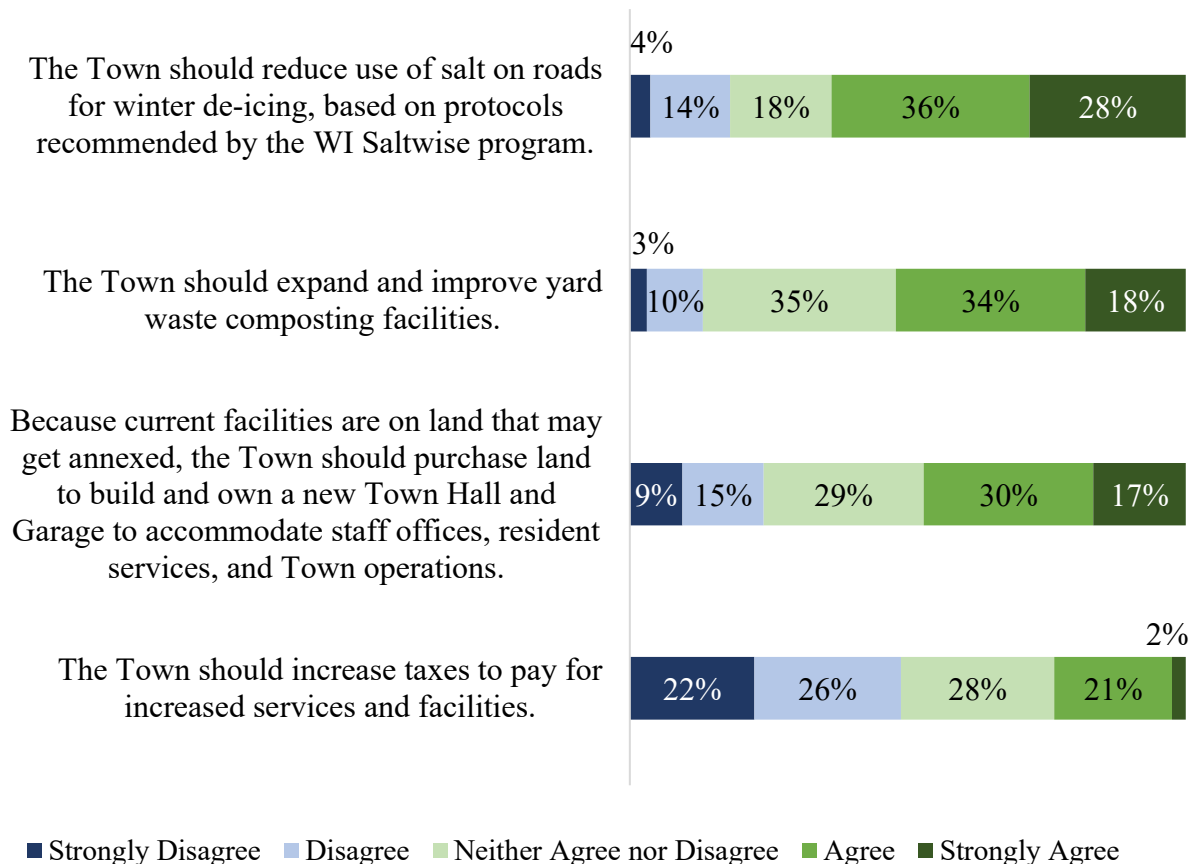
Future of Town Facilities and Services

Residents were asked to indicate their level of agreement with statements regarding the Town of Oregon services over the next 15 years. Figure 17 summarizes the results.

Just under two-thirds (64%) of residents agreed that the Town should reduce use of salt on roads based on protocols recommended by the Wisconsin Saltwise program. However, almost one-in-five (18%) of residents also disagreed with this statement. About half (52%) of residents agreed that the Town should expand and improve yard waste composting facilities.

There is considerable polarization among residents regarding the last two statements in Figure 17. Almost half (47%) of residents agreed while about one-quarter (24%) disagreed with the statement regarding the annexation of land by the Village of Oregon that may require the Town to build a new Town Hall and Garage. On the other hand, almost half (49%) of the residents disagreed, while about one-quarter (24%) agreed that the Town should increase taxes to pay for increased services and facilities.

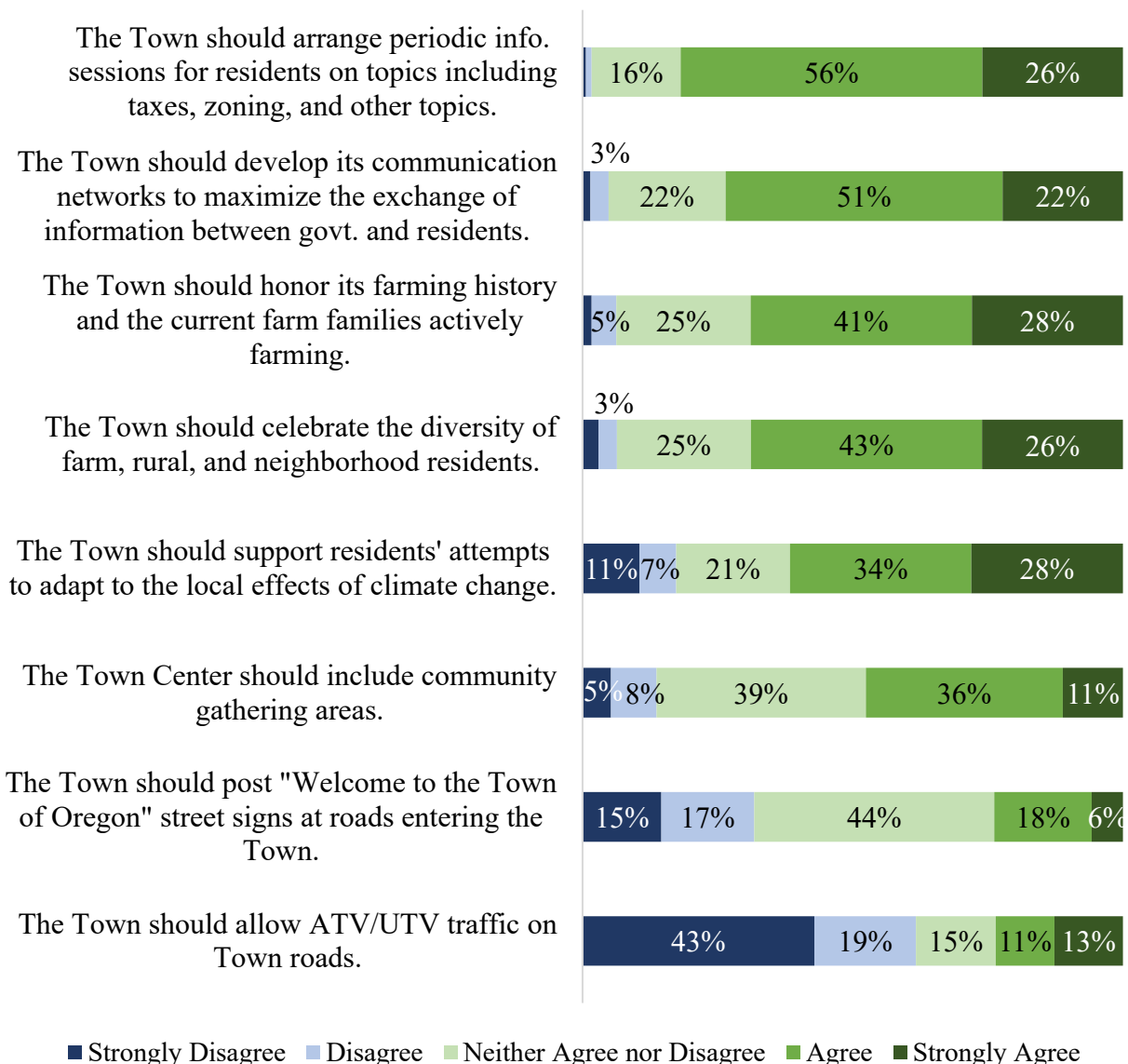
Figure 17. Facilities and Services over the Next 15 Years



Future of Community Initiatives

Figure 18 shows residents' level of agreement with a series of statements regarding community initiatives and projects in the Town of Oregon over the next 15 years. The four highest ranked statements have agreement from over two-thirds of all residents. Only a handful of residents (6% or fewer) disagreed with each statement. It is noteworthy that all four statements relate to better communication/education for residents or agriculture. About three-quarters or more residents agreed that the Town should arrange periodic informational sessions for residents on topics including taxes, zoning, and other topics (82%) and develop its communication networks to maximize the exchange of information between the Town government and residents (74%). Over two-thirds of residents agreed that the Town should honor its farming history and the current farm families actively farming (69%) and celebrate the diversity of farm, rural, and neighborhood residents (69%).

Figure 18. Community Initiatives over the Next 15 Years

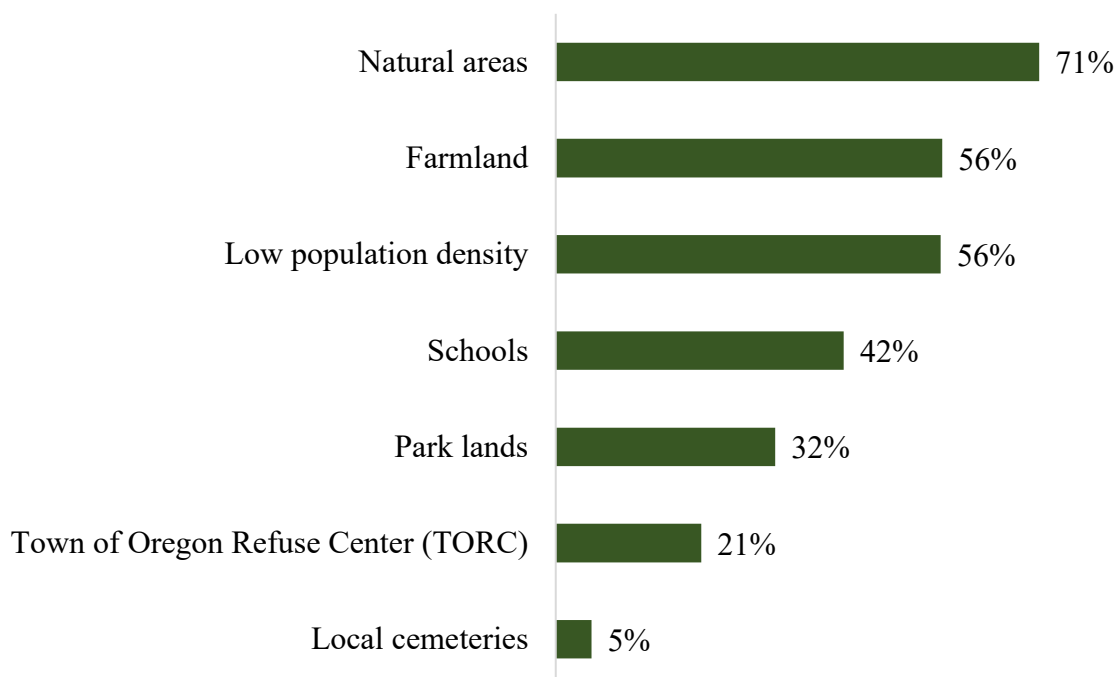


Community Strengths That Should Be Preserved

Residents were asked to select, in no particular order, the three most important strengths of the community that should be preserved or built upon. No more than three selections were allowed. Figure 20 summarizes the results.

By a wide margin, the most popular selection among residents was natural areas (71%). The next two most popular community strengths were selected by over half of all residents. About 56% of residents selected farmland and low population density each. Less than half of the residents selected any of the other community strengths among their top three. Local cemeteries (5%) received the lowest number of votes.

Figure 20. Most Important Strengths of the Town of Oregon

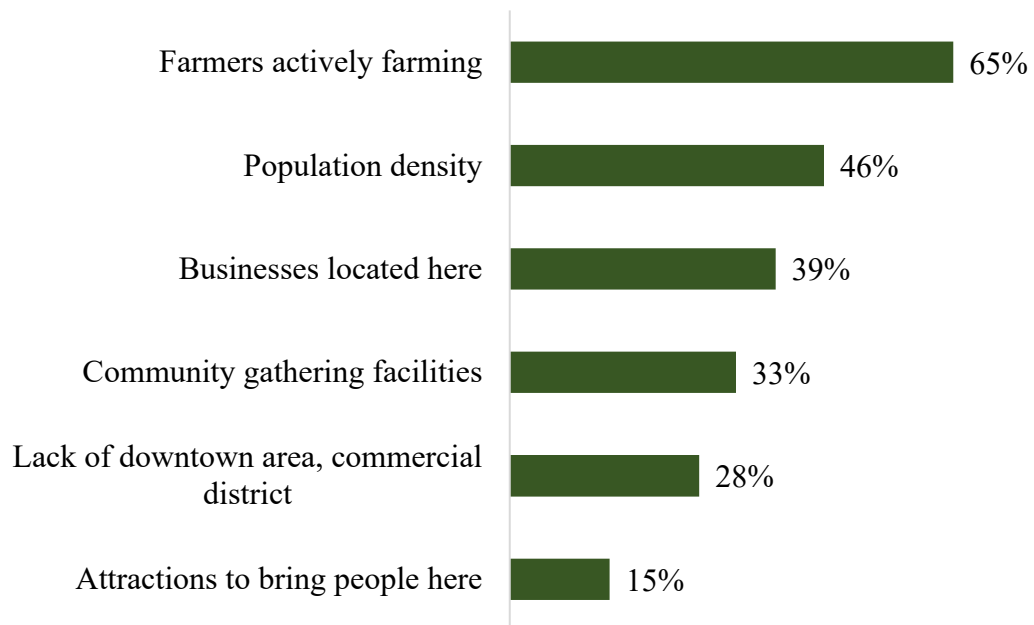


Aspects of Community That the Town Should Address

Residents were asked to select, in no particular order, the three most important aspects of the community that the Town of Oregon should address or support. No more than three selections were allowed. Figure 21 on the next page shows the results.

Consistent with the results discussed in other parts of the report, residents expressed their support for farming in the community. Almost two-thirds (65%) of the residents indicated that the Town should support farmers who are actively farming, the most popular selection by a wide margin. The next popular aspect, population density, has also been one of the common themes throughout this report. About 46% of residents selected population density among their top three and only 15% voted for the Town supporting attractions to bring people to the Town.

Figure 21. Most Important Aspects That the Town of Oregon Should Address

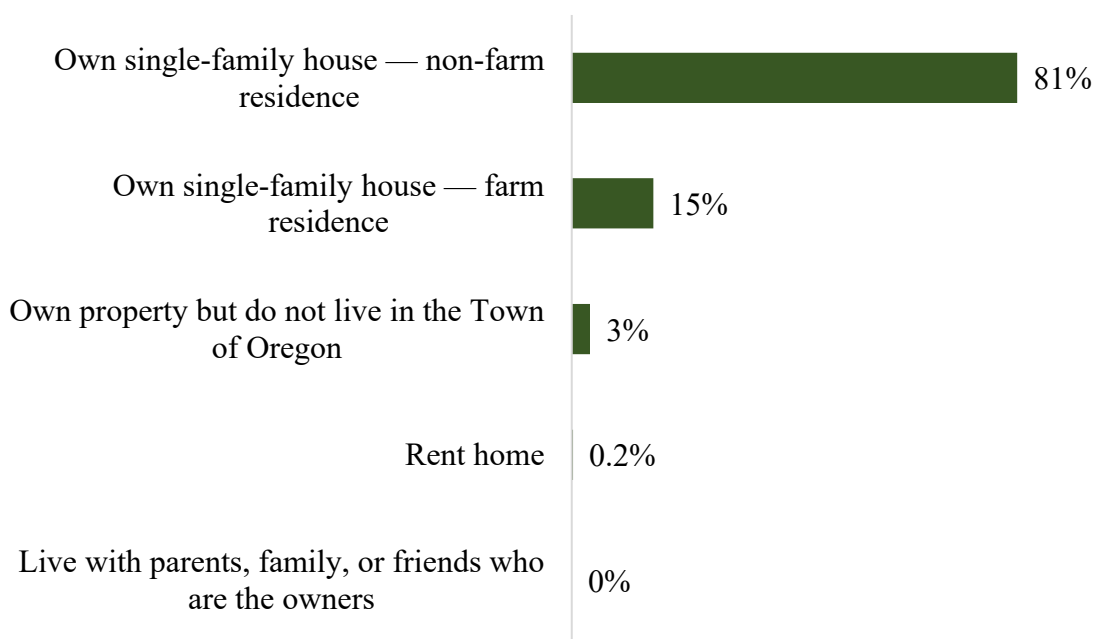


Housing

Current Residential Status of Residents

Residents were asked to indicate their current residential status, with the option to make multiple selections. As shown in Figure 22, a large majority (81%) of respondents stated that they own a single-family house that is a non-farm residence. About 15% of residents reside in a single-family house on a farm that they own. Only 3% of respondents (or 16 respondents) indicated that they own property but do not live in the Town of Oregon. There were virtually no renters in the survey sample. Only 1 respondent selected “rent home.” No respondent stated that they live with parents, family, or friends who are owners.

Figure 22. Residential Status of Respondents

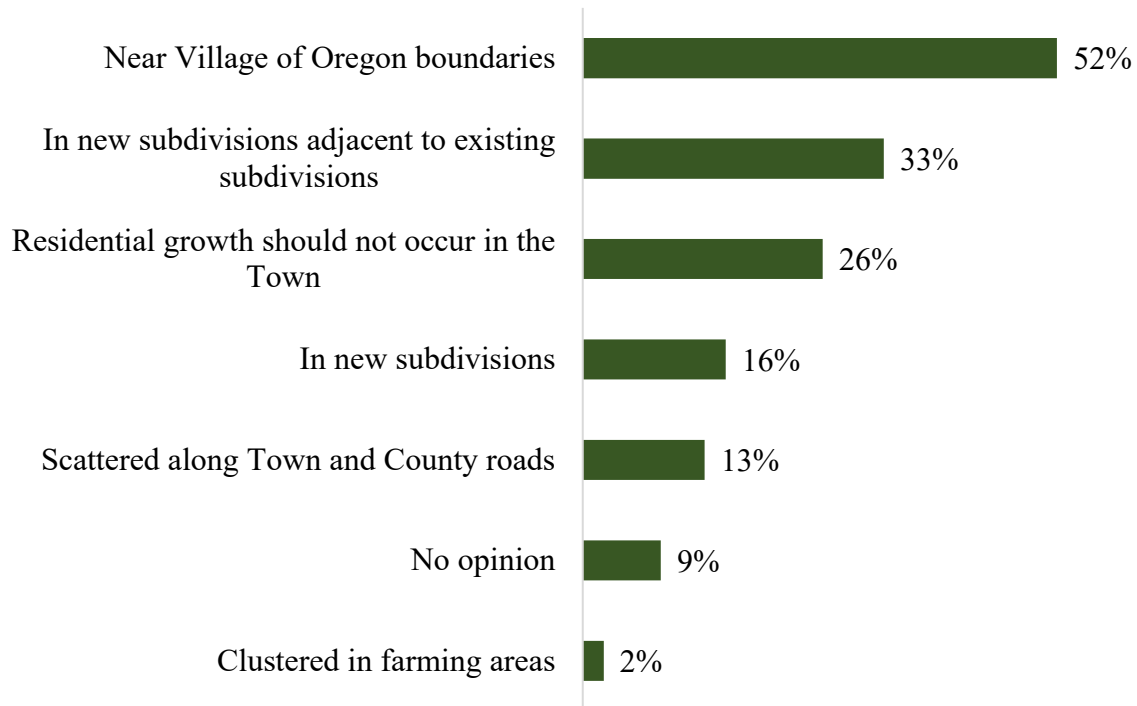


Where Residential Growth Should Occur

The survey asked residents about where they prefer residential development to occur in the Town. Residents were allowed to make multiple selections for this question. Figure 23 (on the next page) summarizes the results.

The results indicate that over half (52%) of the residents want residential development to occur near the Village of Oregon boundaries. About a third (35%) of the residents indicated that they would like to see residential development in new subdivisions adjacent to existing subdivisions. The third most popular response, selected by about one-quarter (26%) of residents, was that residential growth should not occur in the Town. Other responses were selected by less than one-in-five respondents.

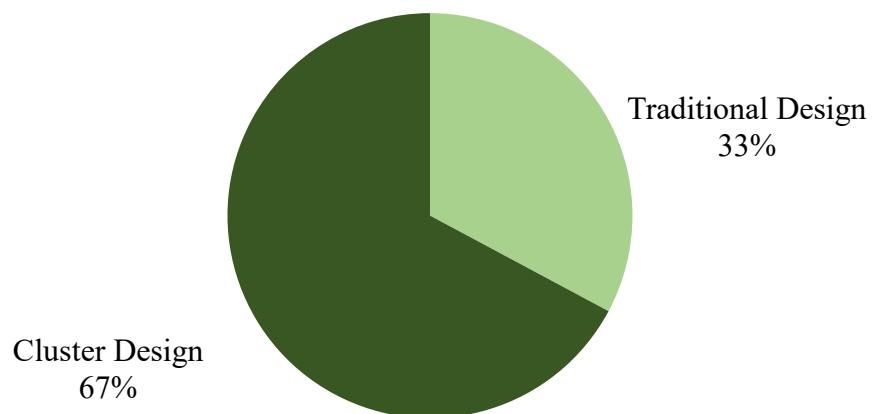
Figure 23. Where Residential Growth Should Occur



Design of New Housing Development

Residents were asked to indicate their preference between two designs for new housing development: a traditional design with larger individual lots and no open space, or an open space/cluster design with smaller individual lots and an open space that is permanently preserved. Both options would contain the same number of housing lots. Figure 24 shows that about two-thirds (67%) of residents prefer the cluster design of housing and one-third (33%) prefer the traditional design.

Figure 24. Preference for Design of New Housing



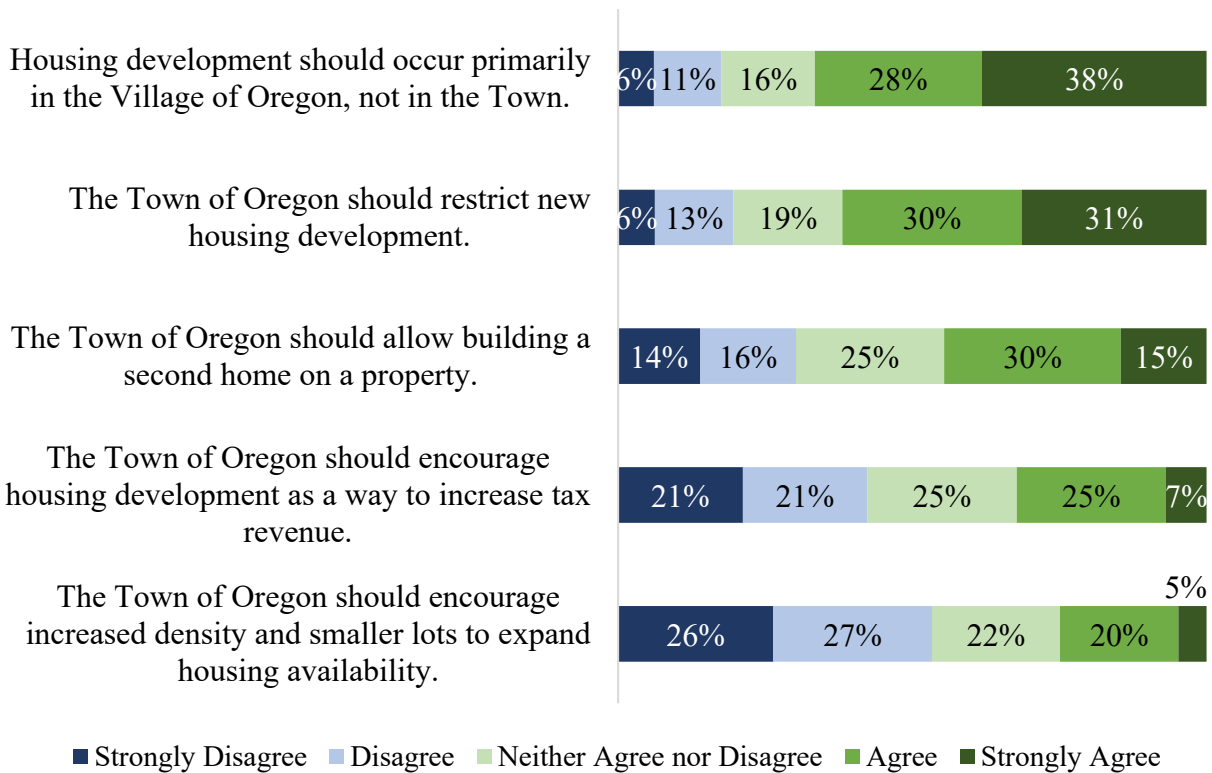
Residential Growth over the Next 15 Years

The survey asked residents about their level of agreement with statements regarding residential growth in the Town over the next 15 years. Figure 25 summarizes the results.

Results imply that most residents are squarely opposed to new housing development in the Town of Oregon, as evidenced by the two statements that received the highest level of agreement from residents. About two-thirds (67%) of residents agreed (“agree” or “strongly agree”) that housing development should occur primarily in the Village of Oregon, not in the Town of Oregon. About 62% of residents also agreed that the Town of Oregon should restrict new housing development.

In the same vein, a greater proportion of residents disagreed than agreed that the Town of Oregon should encourage housing development as a way to increase tax revenue (42% disagreed vs. 32% agreed) and increased density and smaller lots to expand housing availability (53% disagreed vs. 25% agreed).

Figure 25. Residential Growth over Next 15 Years

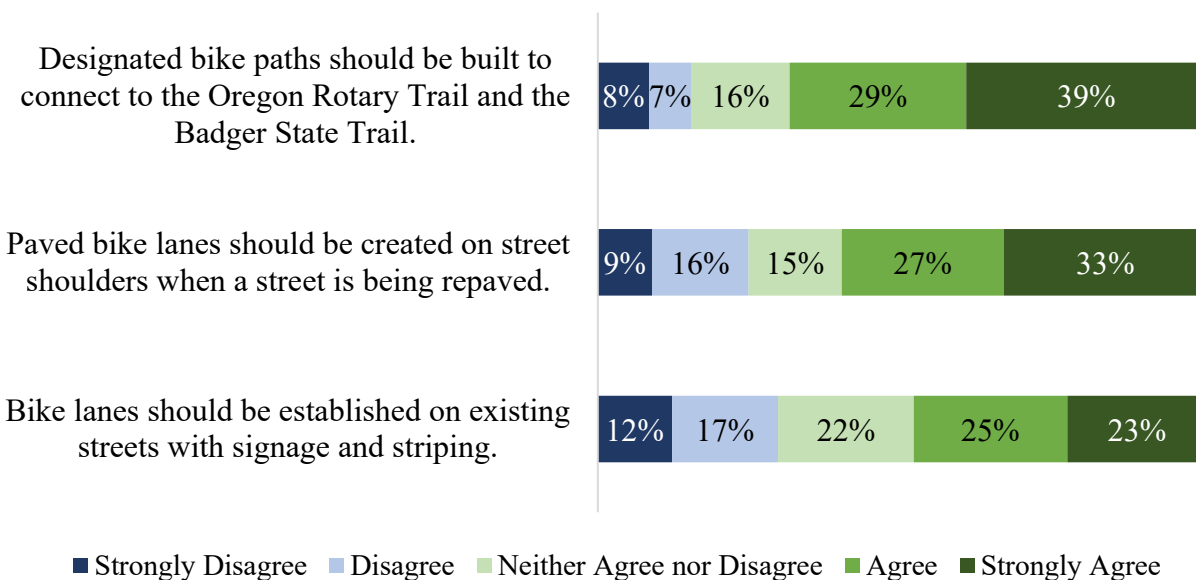


Transportation

New Bicycle Routes

Residents were asked about their level of agreement with statements concerning bicycle routes. Figure 26 shows the results. At least about half of the residents agreed, with more residents agreeing than disagreeing, with all three statements. Residents generally agree that more bike paths should be created in the Town, albeit with different levels of agreement in terms of how the paths are built. There is strongest support for building designated bike paths to connect to the Oregon Rotary Trail and the Badger State Trail, with over two-thirds of residents (68%) expressing support for this initiative. Similarly, there is greater support for creating bike lanes when streets are being repaved than creating bike lanes on existing streets with signage and striping.

Figure 26. Opinions on Bicycle Routes

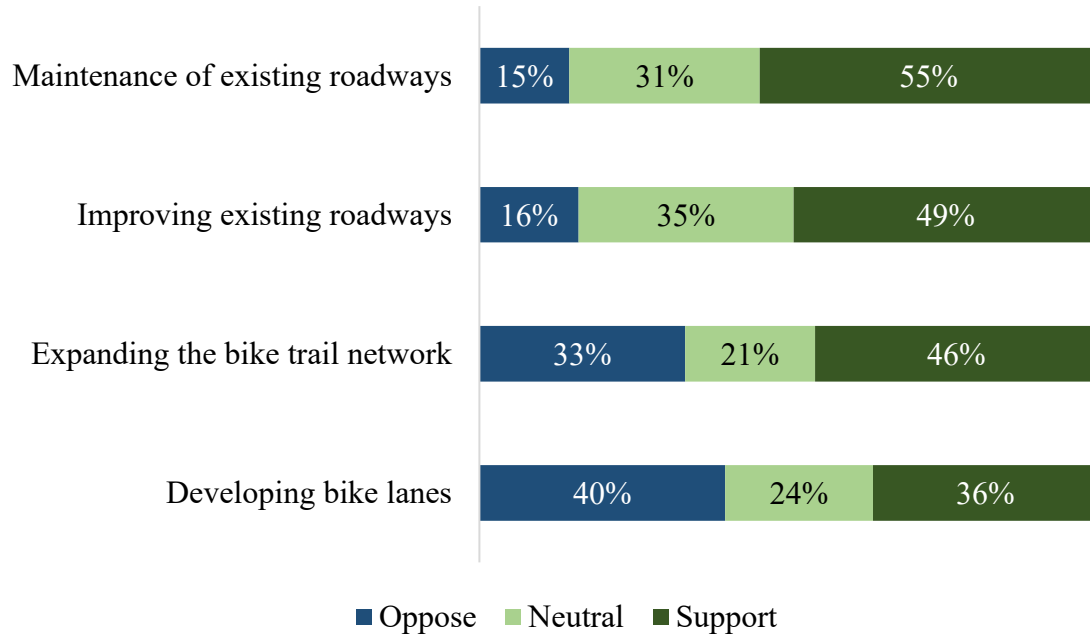


Tax Increases for Transportation Infrastructure

Residents were asked if they would support a tax increase for the development or maintenance of transportation infrastructure. Figure 27 shows the results. Almost half or more expressed support for increasing taxes for the maintenance of existing roadways (55%) and improving existing roadways (49%). Less than one-in-five opposed each initiative.

There was less support and more opposition to tax increases for bike-related infrastructure. Just under half (46%) of residents support increasing taxes to expand the bike trail network while one-third (33%) oppose it. In addition, over one-third (36%) support increasing taxes to develop new bike lanes while 40% oppose it. Notably, the opposition to each bike-related tax increase is expressed by well under half of the residents.

Figure 27. Tax Increases for Transportation Infrastructure



OPEN-ENDED FEEDBACK

In an optional open-ended question with a text-entry response, residents were invited to provide additional feedback to the Town regarding the Vision 2040 project. Residents were instructed to consider what the Town would look like in 2040 in their responses. A total of 345 comments were received. The SRC categorized these comments based on common themes. The table below shows themes on which 5% or more residents commented on and is followed by a summary of each theme. A comprehensive list of comments is given in a separate section at the end of the report.

Themes	Frequency	Perc. (%)
Growth and Rural Character	53	15%
Housing and Development	51	15%
Facilities and Services	44	13%
Biking Paths	31	9%
Town Infrastructure	28	8%
Property Taxes	23	7%
Agriculture	17	5%
Town Government	16	5%

Growth and Rural Character (15%)

Residents strongly value the Town's rural character, citing open space, farmland, large lots, and low population density as key to the community's appeal. Many expressed concerns about high-density housing, large subdivisions, and commercial development, which they believe would erode the Town's identity and quality of life. There is broad support for maintaining the Town's rural nature through careful planning, limited growth, and the preservation of agricultural and natural areas. Most prefer small subdivisions with large lots over dense housing or commercial expansion. Similarly, residents feel that growth should be directed primarily to the Village of Oregon, with the Town focusing on open space, connectivity, and maintaining its quiet, community-oriented atmosphere. Many stress the importance of balancing future growth with environmental protection, infrastructure improvements, and maintaining a high quality of life. Overall, residents feel that maintaining the Town's rural identity is essential to its future.

Housing and Development (15%)

About 5% of residents commented specifically on housing, and 9% provided more general comments on development (including residential development). While many residents voiced concerns about rapid growth, high-density subdivisions, and environmental impacts, others emphasized the need for thoughtful expansion to accommodate future generations. There is significant support for low-density, eco-conscious development that includes larger residential lots, preservation of farmland, and integration with green space, bike paths, and existing infrastructure. Several residents advocated for allowing secondary homes on large parcels to support multi-generational living and aging in place. Affordable housing, senior living options, and assisted living facilities were identified as important future needs, alongside strategic zoning for commercial areas. Residents called for growth that avoids sprawl and maintains the rural character that defines the Town.

Facilities and Services (13%)

Residents expressed a strong desire for improvements to core municipal services, particularly enhanced access to high-speed internet and reliable cell service. Many respondents voiced concerns about the transition from the TORC drop-off site to curbside garbage and recycling collection, citing increased costs, inflexibility, and negative environmental impacts, such as roadside litter. There is broad support for expanding TORC hours, including the establishment of a 24/7-yard waste drop-off facility, as well as offering greater flexibility in waste and recycling service options. Some residents also advocated for a pay-per-use waste system that incentivizes sustainability, rather than a flat-fee model. Road maintenance, snow removal, and the need for timely and efficient winter services were recurring themes.

Biking Paths (9%)

There is a high level of interest in improving biking infrastructure that emphasizes both safety and connectivity. Many supported the creation of dedicated bike paths—separated from traffic—that connect neighborhoods, parks, and neighboring communities such as Fitchburg, Madison, and the Village of Oregon. Specific areas like Sun Valley Parkway and Sayles Trail were repeatedly cited as dangerous for cyclists due to narrow shoulders, hills, and high-speed traffic. While some residents voiced skepticism about the utility and cost of bike lanes on rural roads, the majority favored expanded trails and paved shoulders. Residents also advocated for investments in infrastructure for non-car transport, and the integration of green spaces to support safer and more environmentally friendly transportation options.

Town Infrastructure (8%)

These residents desire improved infrastructure focused on road maintenance, safety, and connectivity. Numerous roads, especially Sun Valley Parkway, Hillcrest Lane, and Purcell Road, were cited as being in poor condition, with concerns about dangerous curves, heavy truck traffic, and high speed limits posing safety risks to drivers, bikers, and pedestrians. Many called for better enforcement of speed limits and improvements to intersections and signage to enhance pedestrian and cyclist safety. Several respondents supported expanding public access infrastructure, including equestrian and hiking trails, natural path networks, and small-scale shelters in parks. There was also support for public transit connections to the Village of Oregon and Madison. While opinions varied, a significant number supported basic infrastructure investments such as safer walking routes, better parking at recreational areas, and accessible trailheads, with an emphasis on maintaining the rural and natural identity of the Town. There was limited support for costly infrastructure additions like UTV access, solar or wind farms, or new park developments.

Property Taxes (7%)

Many residents are concerned about rapidly rising property taxes, which they say have nearly doubled in recent years and are making it increasingly difficult for families, especially seniors and those on fixed incomes, to afford to stay in their homes. There is strong sentiment that the Town must take action to reduce the tax burden, either by managing spending more effectively, attracting smart growth that broadens the tax base, or reassessing budget priorities like unnecessary services. Some suggest that larger lots or modest development could help offset tax increases without compromising the Town's rural character. Overall, maintaining affordability is seen as key to the Town's livability and appeal.

Agriculture (5%)

Residents commented on the importance of preserving farmland and agricultural activities. Residents support protecting productive agricultural land from residential development and favor encouraging small-scale, sustainable farming, including agribusiness and local farmers markets. Some residents suggested allowing housing only on non-tillable or marginal land, while strictly limiting or banning rezoning of farmland for subdivisions. There is also support for development in less agriculturally viable areas to minimize land use conflicts. Some concerns were raised about farming practices, including chemical applications, and these residents advocated for the enforcement of environmental protections.

Town Government (5%)

Many residents expressed gratitude for the work of the Town Board, clerk, and public works staff, and feel their voices are heard. However, others criticized perceived financial mismanagement, wasteful spending, and decisions that seem out of step with rural values. These residents want the Town to be more fiscally conservative, especially regarding projects like bike lanes or sports facilities. Concerns were raised about lack of adherence to the existing Land Use Plan. Residents also called for maintaining the Town's rural identity in decision-making and land use policy, greater transparency, more public involvement, and flexibility in land parcel regulations. Some residents stated that they hope the Vision process will lead to a plan that reflects the community's long-term goals and is revisited regularly.

DEMOGRAPHIC ATTRIBUTES

Table 1 shows the demographic attributes of the survey sample juxtaposed with the 2023 estimates for the Town of Oregon from the U.S. Census Bureau American Community Survey (ACS) where possible. The survey asked residents to provide their gender, age, employment status, number of adults and children in the household, annual household income, and number of years in the Town of Oregon.

Some notable observations from Table 1 include,

- The gender distribution in the sample was remarkably similar to the ACS estimates for the Town of Oregon. Note that the U.S. Census does not include the “non-binary” and “prefer to self-describe” categories. When excluding the proportion of respondents who selected “prefer not to say” or “prefer to self-describe”, about 53% of the survey sample identified as “man” and 47% identified as “woman.”
- The survey sample overrepresents seniors (age 65+) and underrepresents the younger population. About 43% of residents in the sample selected their age as 65 or older while, according to the ACS, only 23% of the Town of Oregon residents are in that category. Similarly, only 16% of the residents in the survey sample are younger than 45 years old compared to 28% of residents in the ACS. This outcome is consistent with other such surveys in communities like the Town of Oregon conducted by the SRC, and this discrepancy is partly due to the greater tendency of older populations, particularly those 65 and over, to respond to community surveys.
- About 51% of the residents in the sample indicated that they were employed (full-time, part-time, or self-employed). This estimate is somewhat lower than the ACS estimates which show that 66% of the area’s population is employed. About 44% of the residents in the sample selected “retired”, corresponding to the 43% of residents in the sample who are 65 or older. In other words, similar to the age distribution, the survey sample overrepresents the retired population of the Town of Oregon.
- About 60% of residents in the sample live in a household with two adults (including the respondent), while 15% live in a single adult household. One-quarter (25%) of the residents live in a household with more than two adults, likely including adult children or the elderly.
- Over three-quarters (78%) of residents do not have any children in the household. Note that this could represent residents who are living alone, are married/cohabiting without children, or have adult children who live separately. The survey sample somewhat overrepresents this population as, according to the ACS, 72% of the population in the region do not have children in the household.
- About 59% of the residents have annual household incomes of under \$150,000. This threshold is roughly equivalent to the median household income of \$143,056 in the Town of Oregon according to the ACS. Compared to the ACS, the survey sample somewhat overrepresents the households with incomes under \$150,000, as about 51% of the residents in the ACS reported having a household income in that category. This result is not unexpected because residents

with less than a \$150,000 household income likely include a disproportionate number of senior or retired residents who are no longer in the workforce. As discussed above, these residents generally have a higher response rate relative to other age groups.

- Most residents have been long-time residents of the Town. Well over half (54%) have lived in the Town for over 20 years, and another 17% for more than 10 years. About 13% of the residents can be considered “new residents” as they have lived in the Town for 5 years or less. Three percent indicated that they own property but do not reside in the Town.

Table 1. Demographic Attributes of Town of Oregon Survey Respondents

<i>Gender</i>	Count	Man	Woman	Non-Binary	Prefer not to say	Prefer to self-describe		
Survey Sample	477	47%	41%	0%	11%	1%		
ACS (2023)	2,284	51%	49%	-	-	-		
<i>Age</i>	Count	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65-74	75+
Survey Sample	473	0%	3%	13%	15%	27%	30%	13%
ACS (2023)	2,284	6%	6%	16%	22%	27%	17%	6%
<i>Employment Status</i>	Count	Employed Full-Time	Employed Part-Time	Self-Employed	Unemployed	Not Employed, or Looking	Retired	Prefer Not to Disclose
Survey Sample	478	40%	3%	8%	0%	1%	44%	3%
ACS (2023)	2,407		-66%-		1%	-33%-		-
<i>Adults in Household</i>	Count	1	2	3	4	5+		
Survey Sample	470	15%	60%	16%	7%	1.5%		
<i>Children in Household</i>	Count	0	1	2	3	4	5+	
Survey Sample	364	78%	15%	6%	1%	0	1%	
ACS (2023)	1,088	72%		-28%-				
<i>Household Income</i>	Count	Under \$25K	\$25K - \$49.9K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K- \$149.9K	\$150K+	
Survey Sample	434	1%	7%	10%	14%	28%	41%	
ACS (2023)	1,088	2%	6%	14%	10%	19%	49%	
<i>Years Lived in Town of Oregon</i>	Count	Own Property, Do not Live in Town	< 1 year	1-5 years	6-10 years	11-20 years	20+ years	
Survey Sample	481	3%	1%	12%	14%	17%	54%	

1. Survey categories have been aligned to conform to U.S. Census classifications.

SURVEY RESULTS BY RESPONDENT ATTRIBUTES

In this section, we compare the responses of residents from different demographic groups. The demographics we considered include gender, age, presence of children in the household, household income, and farmland ownership status. Tables 2 through 6 present the differences in responses to each survey question. Differences that are statistically significant are denoted in bold font and shaded blue. Each table is preceded by a short summary of the results.

Female Residents vs. Residents of Other Genders

We compared the survey responses of residents who identified their gender as “woman” with residents who selected another gender, including “male”, “non-binary”, and those who self-described a gender. About 41% of residents in the sample identified their gender as “woman.” Tables 2.1-2.7 on the next few pages show the results.

Community and Quality of Life

- Among the top three reasons for choosing to live in the Town of Oregon, female residents are 10% less likely to select “near job or employment opportunity” and 8% more likely to select “proximity to urban center” than residents of other genders.
- Compared to residents of other genders, female residents are less likely to agree that seniors can live safely, independently, and comfortably in the Town (-12%), preserving and celebrating the community’s history is important to their quality of life (-10%), the overall character of the Town of Oregon should continue to be much like it is today (-8%), and that the Town should grow to accommodate more homes and people (-11%).

Facilities and Services

- Female residents are more likely to consider street/road maintenance and repair (4%), street/road plowing and treatment (3%), and parks and recreation (10%) to be important Town services than residents of other genders.
- Female residents have a higher preference for a more frequent weekly pickup service (8%) than the current recycling pickup service (-12%) than residents of other genders.

Natural and Cultural Resources

- Female residents place higher importance on preserving natural and cultural resources than residents of other genders in several instances. These include air quality (11%), environmental sustainability (7%), good farmland (8%), lakes, rivers, and streams (7%), and open space (8%).

Agriculture, Land Use, and Growth

- Female residents are less likely to agree that quarry operations (-10%) and converting farmland to non-farm uses (-16%) is consistent with the Town’s agricultural and rural character.

Future Vision for the Town of Oregon

- Female residents are less likely to indicate that they are considering a move elsewhere but are still undecided (-7%) and agree that in 2040, the Town's agricultural lands would be used for a variety of farming enterprises (-7%).
- Female residents are 16% more likely to agree that the Town should support residents' attempts to adapt to the local effects of climate change than residents of other genders.

Housing

- Female residents are 11% more likely to agree that the Town should allow building a second home on a property.

Table 2.1. Difference between Female Residents and Residents of Other Genders				
Variable	Indicator	Female	Other Genders	Difference
COMMUNITY and QUALITY OF LIFE				
Overall Satisfaction with Quality of Life	Satisfied/V. Satisfied	90%	93%	-3%
Reasons for Choosing to Live in Town:				
<i>Agriculture</i>	Selected	13%	16%	-2%
<i>Availability of land parcels of 5+ acres</i>	Selected	16%	20%	-5%
<i>Born and raised here</i>	Selected	13%	13%	0%
<i>Cost of housing</i>	Selected	7%	8%	-2%
<i>Low crime rate</i>	Selected	15%	15%	0%
<i>Natural features and open space</i>	Selected	44%	38%	7%
<i>Near family and friends</i>	Selected	17%	15%	2%
<i>Near job or employment opportunity</i>	Selected	11%	21%	-11%
<i>Property taxes</i>	Selected	11%	12%	-1%
<i>Proximity to urban center</i>	Selected	29%	21%	8%
<i>Quality of the local natural environment</i>	Selected	26%	19%	7%
<i>Quality of neighborhoods</i>	Selected	16%	15%	1%
<i>Quality of the school system</i>	Selected	30%	32%	-2%
<i>Recreational opportunities</i>	Selected	6%	2%	3%
<i>Small town atmosphere or rural lifestyle</i>	Selected	44%	45%	-1%
Factors That Impact Quality of Life:				
<i>The Town of Oregon is a good place to raise a family.</i>	Agree/Strongly Agree	88%	91%	-3%
<i>Seniors can live safely, independently, and comfortably in the Town of Oregon.</i>	Agree/Strongly Agree	62%	74%	-12%
<i>Preserving and celebrating our community's history is important to my quality of life.</i>	Agree/Strongly Agree	44%	54%	-10%
<i>The overall character of the Town of Oregon should continue to be much like it is today.</i>	Agree/Strongly Agree	70%	78%	-8%
<i>The Town of Oregon should grow to accommodate more homes and people.</i>	Agree/Strongly Agree	15%	27%	-12%
<i>The Town of Oregon should grow to accommodate more businesses and commercial lots.</i>	Agree/Strongly Agree	25%	30%	-5%
FACILITIES and SERVICES				
Quality of Town Facilities and Services:				
<i>Airstrips</i>	Good/Excellent	12%	15%	-3%
<i>Cell service</i>	Good/Excellent	63%	54%	8%
<i>Fire protection and EMS/ambulance services</i>	Good/Excellent	76%	77%	-1%

Table 2.2. Difference between Female Residents and Residents of Other Genders

Variable	Indicator	Female	Other Genders	Difference
<i>Garbage and recycling service</i>	Good/Excellent	87%	83%	4%
<i>High speed internet and broadband service</i>	Good/Excellent	59%	65%	-6%
<i>Parks and recreation</i>	Good/Excellent	81%	81%	0%
<i>Police and law enforcement services</i>	Good/Excellent	67%	72%	-4%
<i>Street and road maintenance and repair</i>	Good/Excellent	57%	58%	-1%
<i>Street and road plowing and treatment</i>	Good/Excellent	77%	80%	-3%
<i>Town Government: Clerk's office, voting, etc.</i>	Good/Excellent	86%	87%	-1%
<i>Town of Oregon Refuse Center (TORC)</i>	Good/Excellent	51%	56%	-5%
Importance of Town Services:				
<i>Fire protection and EMS / Ambulance Services</i>	Important/V. Import.	97%	95%	2%
<i>Police and law enforcement services</i>	Important/V. Import.	90%	88%	2%
<i>Street and road maintenance and repair</i>	Important/V. Import.	97%	93%	4%
<i>Street and road plowing and treatment</i>	Important/V. Import.	98%	95%	3%
<i>Parks and recreation</i>	Important/V. Import.	73%	62%	10%
<i>Garbage and recycling pick up</i>	Important/V. Import.	80%	77%	3%
<i>Town of Oregon Refuse Center (TORC)</i>	Important/V. Import.	65%	62%	3%
<i>High speed internet / Broadband service</i>	Important/V. Import.	90%	88%	2%
<i>Cell service</i>	Important/V. Import.	96%	93%	3%
<i>Town government services</i>	Important/V. Import.	88%	83%	4%
Preference for Frequency of Recycling Pickup:				
<i>Prefer Weekly (More Frequent)</i>	Selected	25%	17%	8%
<i>Prefer Bi-Weekly (Current)</i>	Selected	60%	72%	-12%
<i>No Preference</i>	Selected	15%	10%	5%
NATURAL and CULTURAL RESOURCES				
Importance of Preserving Resources:				
<i>Air quality</i>	Important/V. Import.	93%	82%	11%
<i>An environmentally sustainable community...</i>	Important/V. Import.	86%	79%	7%
<i>Cemetery space</i>	Important/V. Import.	18%	16%	2%
<i>Good farmland</i>	Important/V. Import.	82%	75%	8%
<i>Groundwater quality</i>	Important/V. Import.	99%	97%	2%
<i>Historic and cultural sites</i>	Important/V. Import.	50%	53%	-4%
<i>Hunting and fishing areas</i>	Important/V. Import.	46%	50%	-3%
<i>Lakes, rivers, and streams</i>	Important/V. Import.	92%	85%	7%
<i>Open space</i>	Important/V. Import.	95%	87%	8%

Table 2.3. Difference between Female Residents and Residents of Other Genders

Variable	Indicator	Female	Other Genders	Difference
<i>Reduced stormwater runoff and flooding</i>	Important/V. Import.	87%	81%	6%
<i>Wetlands</i>	Important/V. Import.	86%	81%	5%
<i>Wildlife habitat and existing natural corridors</i>	Important/V. Import.	93%	88%	5%
AGRICULTURE, LAND USE, and GROWTH				
Importance of Seeking Agreements with Neighboring Communities	Important/V. Import.	71%	75%	-4%
Land Use and Planning Activities:				
<i>Maintaining the Town's rural, agricultural landscape</i>	Important/V. Import.	86%	86%	0%
<i>Community planning and zoning to guide where and how development should occur</i>	Important/V. Import.	90%	88%	2%
<i>Using or developing land is determined by landowners</i>	Important/V. Import.	53%	56%	-3%
<i>Protecting resident quality of life and property values from impacts of activities or development on neighboring properties</i>	Important/V. Import.	91%	88%	3%
<i>Requiring new development to pay fees to help defray costs of roads, parks, and other public services associated with that development</i>	Important/V. Import.	88%	88%	1%
<i>Encouraging new commercial enterprises within the Town to increase the tax base and local jobs</i>	Important/V. Import.	44%	46%	-2%
<i>Ensuring that proposed developments consider the look and feel of the neighborhood</i>	Important/V. Import.	84%	89%	-5%
Agricultural and Rural Character:				
<i>Quarry operations are consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	38%	48%	-10%
<i>Converting farmland to non-farm uses is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	19%	35%	-16%
<i>Marketing agricultural products locally is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	78%	74%	4%
<i>Conflicts between farms, commercial operations, and neighbors (dust, noise, traffic, odors) are common in the Town.</i>	Agree/Str. Agree	15%	20%	-5%
<i>Solar farming is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	38%	46%	-9%
Concerns about Annexation of Property by the Village of Oregon	Concerned/V. Concerned	65%	63%	1%
Whether the Town of Oregon Should Consider Mechanisms to Avoid Annexation:				
<i>Yes, if it does not increase residents' property taxes.</i>	Selected	37%	42%	-5%
<i>Yes, even if it increases residents' property taxes.</i>	Selected	19%	17%	2%

Table 2.4. Difference between Female Residents and Residents of Other Genders				
Variable	Indicator	Female	Other Genders	Difference
<i>No, we need more housing and commercial development, and it should be in the Village.</i>	Selected	10%	10%	0%
<i>No, it is the property owners' decisions to make.</i>	Selected	18%	20%	-2%
Amount of Land Owned by Residents in the Town	2 acres or less	56%	52%	4%
Ownership of Farmland:				
<i>Do Not Own Farmland</i>	Selected	75%	73%	2%
<i>Own and Farm</i>	Selected	10%	8%	1%
<i>Own and Contract Out</i>	Selected	13%	17%	-3%
FUTURE VISION FOR THE TOWN				
Future of Residence in the Town of Oregon:				
<i>I anticipate still living in the Town of Oregon in 2040.</i>	Selected	63%	61%	2%
<i>I anticipate moving elsewhere between now and 2040.</i>	Selected	12%	13%	-1%
<i>I am considering a move elsewhere, but have not decided.</i>	Selected	6%	12%	-7%
<i>Not sure.</i>	Selected	20%	14%	6%
Future Directions for the Community:				
<i>The Town has increased in population.</i>	Agree/Str. Agree	75%	71%	4%
<i>Agricultural lands are used for a variety of farming enterprises.</i>	Agree/Str. Agree	78%	85%	-7%
<i>Natural areas have been preserved and enhanced.</i>	Agree/Str. Agree	89%	87%	3%
<i>There is housing available for first-time buyers.</i>	Agree/Str. Agree	46%	45%	0%
<i>There are senior apartments available.</i>	Agree/Str. Agree	37%	40%	-3%
<i>There is multi-generational housing available.</i>	Agree/Str. Agree	35%	36%	-1%
<i>There is housing that allows aging in place.</i>	Agree/Str. Agree	58%	59%	-1%
<i>There is housing available for young families.</i>	Agree/Str. Agree	65%	64%	1%
<i>There is a network of bike routes and paths connecting the Town to neighboring communities.</i>	Agree/Str. Agree	71%	64%	7%
<i>There are recreational opportunities available for youth and adults.</i>	Agree/Str. Agree	75%	68%	6%
<i>There are a variety of small, local businesses operating within the Town.</i>	Agree/Str. Agree	67%	64%	2%
<i>Larger agricultural businesses have chosen to locate in the Town.</i>	Agree/Str. Agree	20%	21%	-1%
<i>The Town has pursued fiber-to-premises broadband internet for all households.</i>	Agree/Str. Agree	70%	72%	-2%
<i>There are a variety of tourism and recreation-oriented businesses in the Town.</i>	Agree/Str. Agree	34%	35%	-1%

Table 2.5. Difference between Female Residents and Residents of Other Genders				
Variable	Indicator	Female	Other Genders	Difference
Future of Town Facilities and Services:				
<i>Because current facilities are on land that may get annexed, the Town should purchase land to build and own a new Town Hall and Garage to accommodate staff offices, resident services, and Town operations.</i>	Agree/Str. Agree	47%	48%	-1%
<i>The Town should reduce use of salt on roads for winter de-icing, based on protocols recommended by the WI Saltwise program.</i>	Agree/Str. Agree	67%	59%	8%
<i>The Town should expand and improve yard waste composting facilities.</i>	Agree/Str. Agree	54%	50%	4%
<i>The Town should increase taxes to pay for increased services and facilities.</i>	Agree/Str. Agree	27%	21%	7%
Future Community Initiatives:				
<i>The Town should celebrate the diversity of farm, rural, and neighborhood residents.</i>	Agree/Str. Agree	69%	65%	4%
<i>The Town should allow ATV/UTV traffic on Town roads.</i>	Agree/Str. Agree	20%	26%	-6%
<i>The Town should support residents' attempts to adapt to the local effects of climate change.</i>	Agree/Str. Agree	68%	52%	16%
<i>The Town should post "Welcome to the Town of Oregon" street signs at roads entering the Town.</i>	Agree/Str. Agree	22%	25%	-3%
<i>The Town should honor its farming history and the current farm families actively farming.</i>	Agree/Str. Agree	69%	68%	1%
<i>The Town Center should include community gathering areas.</i>	Agree/Str. Agree	48%	46%	1%
<i>The Town should develop its communication networks to maximize the exchange of information between govt. and residents.</i>	Agree/Str. Agree	73%	71%	1%
<i>The Town should arrange periodic info. sessions for residents on topics including taxes, zoning, and other topics.</i>	Agree/Str. Agree	81%	82%	-1%
Community Strengths That Should Be Preserved:				
<i>Farmland</i>	Selected	59%	53%	7%
<i>Local cemeteries</i>	Selected	5%	6%	-1%
<i>Low population density</i>	Selected	56%	58%	-2%
<i>Natural areas</i>	Selected	74%	68%	6%
<i>Park lands</i>	Selected	34%	30%	4%
<i>Schools</i>	Selected	40%	45%	-5%
<i>Town of Oregon Refuse Center (TORC)</i>	Selected	19%	25%	-6%

Table 2.6. Difference between Female Residents and Residents of Other Genders

Variable	Indicator	Female	Other Genders	Difference
Community Aspects that the Town Should Address:				
<i>Attractions to bring people here</i>	Selected	15%	15%	0%
<i>Businesses located here</i>	Selected	36%	42%	-6%
<i>Community gathering facilities</i>	Selected	35%	31%	5%
<i>Farmers actively farming</i>	Selected	65%	63%	2%
<i>Lack of downtown area, commercial district</i>	Selected	28%	27%	1%
<i>Population density</i>	Selected	44%	48%	-4%
HOUSING				
Residential Status				
<i>Own single-family house — non-farm residence</i>	Selected	82%	81%	1%
<i>Own single-family house — farm residence</i>	Selected	15%	14%	1%
<i>Rent home</i>	Selected	0%	0%	0%
<i>Live with parents, family, or friends who are the owners</i>	Selected	0%	0%	0%
<i>Own property but do not live in the Town of Oregon</i>	Selected	2%	4%	-2%
Where Residential Growth Should Occur:				
<i>Near Village of Oregon boundaries</i>	Selected	51%	54%	-3%
<i>In new subdivisions</i>	Selected	14%	18%	-4%
<i>Scattered along Town and County roads</i>	Selected	16%	11%	4%
<i>Clustered in farming areas</i>	Selected	3%	1%	2%
<i>In new subdivisions adjacent to existing subdivisions</i>	Selected	31%	35%	-4%
<i>Residential growth should not occur in the Town</i>	Selected	29%	23%	6%
<i>No opinion</i>	Selected	10%	7%	3%
Preference for Design of New Housing:				
<i>Traditional Design</i>	Selected	31%	34%	-2%
<i>Cluster Design</i>	Selected	69%	66%	2%
Residential Growth over the Next 15 Years:				
<i>The Town of Oregon should restrict new housing development.</i>	Agree/Str. Agree	65%	59%	7%
<i>Housing development should occur primarily in the Village of Oregon, not in the Town.</i>	Agree/Str. Agree	69%	64%	6%
<i>The Town of Oregon should encourage housing development as a way to increase tax revenue.</i>	Agree/Str. Agree	31%	34%	-4%
<i>The Town of Oregon should allow building a second home on a property.</i>	Agree/Str. Agree	50%	39%	11%
<i>The Town should encourage increased density and smaller lots to expand housing availability.</i>	Agree/Str. Agree	24%	26%	-2%

Table 2.7. Difference between Female Residents and Residents of Other Genders				
Variable	Indicator	Female	Other Genders	Difference
TRANSPORTATION				
Opinions on New Bicycle Routes:				
<i>Paved bike lanes should be created on street shoulders when a street is being repaved.</i>	Agree/Str. Agree	63%	58%	5%
<i>Designated bike paths should be built to connect to the Oregon Rotary Trail and the Badger State Trail.</i>	Agree/Str. Agree	71%	66%	5%
<i>Bike lanes should be established on existing streets with signage and striping.</i>	Agree/Str. Agree	50%	47%	4%
Tax Increases for Transportation Infrastructure:				
<i>Maintenance of existing roadways</i>	Support	57%	52%	6%
<i>Improving existing roadways</i>	Support	53%	45%	8%
<i>Developing bike lanes</i>	Support	37%	37%	0%
<i>Expanding the bike trail network</i>	Support	46%	45%	1%

Senior Residents (Age 65+) vs. Younger Residents

We compared the survey responses of residents who indicated that their age is 65 or older with younger residents (age 18-64 years). About 43% of the sample includes senior residents. Tables 3.1-3.7 on the next few pages show the results.

Community and Quality of Life

- Among the top three reasons for choosing to live in the Town of Oregon, senior residents are more likely to select agriculture (8%) and less likely to select the availability of parcels of land of 5+ acres (-7%), property taxes (-7%), and the quality of the school system (-11%) relative to younger residents.
- Compared to younger residents, seniors are more likely to agree that seniors can live safely, independently, and comfortably in the Town (20%), preserving and celebrating the community's history is important to their quality of life (13%), and that the overall character of the Town of Oregon should continue to be much like it is today (9%).

Facilities and Services

- Senior residents give higher ratings to the Town's fire protection and EMS services (11%) and street and road plowing and treatment services (8%) than younger residents. In addition, they place greater importance on the police and law enforcement services (6%) and street and road plowing and treatment (4%), and less importance on parks and recreation (-14%).
- Senior residents have a stronger preference for the current bi-weekly recycling pickup service (21%) and a weaker preference for a more frequent weekly recycling pickup service (-23%) compared to younger residents.

Natural and Cultural Resources

- The resources that seniors place a greater importance on preserving include cemetery space (8%), good farmland (13%), and historic and cultural sites (11%). They place less importance on preserving lakes, rivers, and streams (-6%) compared to younger residents.

Agricultural, Land Use, and Growth

- Seniors consider seeking agreements with neighboring communities (9%) and maintaining the Town's rural, agricultural landscape (13%) to be more important than younger residents do.
- Seniors are more likely to agree that quarry operations are consistent with the Town of Oregon's agricultural and rural character (10%).
- While seniors are more concerned about the annexation of Town property by the Village of Oregon, however, they are less likely to support the Town of Oregon considering mechanisms to avoid annexation as they feel that more housing and commercial development is needed and it should be in the Village (8%).
- Seniors are 11% more likely to own farmland and 7% more likely to contract out farming than farm themselves compared to younger residents.

Future Vision for the Town of Oregon

- Seniors are less likely to stay in the Town of Oregon in the next 15 years (-20%) and more likely to move elsewhere (9%).
- When considering the Town 15 years into the future, seniors are less likely to agree that there will be a variety of small, local businesses (-12%) and tourism and recreation-oriented businesses (-14%) operating in the Town.
- Senior residents are less likely to agree that the Town should allow ATV/UTV traffic on Town roads (-10%).
- When asked about community strengths that should be preserved, seniors are more likely to select farmland (16%), local cemeteries (6%), and TORC (8%), and less likely to select park lands (-11%) and schools (-12%).
- Regarding community aspects that the Town should address, seniors are less likely to vote for attractions to bring people to the Town (-13%) and more likely to vote for farmers actively farming (20%) and population density (12%).

Housing

- Seniors are 7% less likely to own single-family non-farm housing. They also feel that residential growth should occur in new subdivisions adjacent to existing subdivisions (11%) and less likely to say that residential growth should not occur at all (-12%) compared to younger residents.

Transportation

- Seniors are less likely to support new bike paths, either paved bike lanes on street shoulders when a street is being repaved (-9%) or designated bike paths to connect to the Oregon Rotary Trail and the Badger State Trail (-11%). Similarly, they are less likely to support tax increases to expand the bike trail network (-15%).

Table 3.1. Difference between Seniors Residents (65+) and Younger Residents				
Variable	Indicator	Seniors (65+)	Younger Residents	Difference
COMMUNITY and QUALITY OF LIFE				
Overall Satisfaction with Quality of Life	Satisfied/V. Satisfied	92%	91%	0%
Reasons for Choosing to Live in Town:				
<i>Agriculture</i>	Selected	19%	11%	8%
<i>Availability of land parcels of 5+ acres</i>	Selected	14%	21%	-7%
<i>Born and raised here</i>	Selected	16%	12%	5%
<i>Cost of housing</i>	Selected	6%	8%	-3%
<i>Low crime rate</i>	Selected	16%	14%	2%
<i>Natural features and open space</i>	Selected	44%	39%	4%
<i>Near family and friends</i>	Selected	17%	16%	1%
<i>Near job or employment opportunity</i>	Selected	14%	17%	-3%
<i>Property taxes</i>	Selected	7%	14%	-7%
<i>Proximity to urban center</i>	Selected	27%	24%	3%
<i>Quality of the local natural environment</i>	Selected	23%	23%	0%
<i>Quality of neighborhoods</i>	Selected	15%	16%	-1%
<i>Quality of the school system</i>	Selected	25%	36%	-11%
<i>Recreational opportunities</i>	Selected	2%	5%	-3%
<i>Small town atmosphere or rural lifestyle</i>	Selected	46%	43%	3%
Factors That Impact Quality of Life:				
<i>The Town of Oregon is a good place to raise a family.</i>	Agree/Strongly Agree	89%	90%	-1%
<i>Seniors can live safely, independently, and comfortably in the Town of Oregon.</i>	Agree/Strongly Agree	79%	59%	20%
<i>Preserving and celebrating our community's history is important to my quality of life.</i>	Agree/Strongly Agree	56%	43%	13%
<i>The overall character of the Town of Oregon should continue to be much like it is today.</i>	Agree/Strongly Agree	79%	70%	9%
<i>The Town of Oregon should grow to accommodate more homes and people.</i>	Agree/Strongly Agree	19%	23%	-4%
<i>The Town of Oregon should grow to accommodate more businesses and commercial lots.</i>	Agree/Strongly Agree	24%	30%	-6%
FACILITIES and SERVICES				
Quality of Town Facilities and Services:				
<i>Airstrips</i>	Good/Excellent	15%	12%	3%
<i>Cell service</i>	Good/Excellent	62%	55%	7%
<i>Fire protection and EMS/ambulance services</i>	Good/Excellent	83%	72%	11%

Table 3.2. Difference between Seniors Residents (65+) and Younger Residents				
Variable	Indicator	Seniors (65+)	Younger Residents	Difference
<i>Garbage and recycling service</i>	Good/Excellent	86%	85%	1%
<i>High speed internet and broadband service</i>	Good/Excellent	64%	59%	5%
<i>Parks and recreation</i>	Good/Excellent	81%	81%	0%
<i>Police and law enforcement services</i>	Good/Excellent	70%	69%	1%
<i>Street and road maintenance and repair</i>	Good/Excellent	63%	55%	9%
<i>Street and road plowing and treatment</i>	Good/Excellent	84%	76%	8%
<i>Town Government: Clerk's office, voting, etc.</i>	Good/Excellent	87%	87%	0%
<i>Town of Oregon Refuse Center (TORC)</i>	Good/Excellent	56%	51%	6%
Importance of Town Services:				
<i>Fire protection and EMS / Ambulance Services</i>	Important/V. Import.	98%	95%	3%
<i>Police and law enforcement services</i>	Important/V. Import.	93%	87%	6%
<i>Street and road maintenance and repair</i>	Important/V. Import.	97%	94%	3%
<i>Street and road plowing and treatment</i>	Important/V. Import.	98%	95%	4%
<i>Parks and recreation</i>	Important/V. Import.	59%	73%	-14%
<i>Garbage and recycling pick up</i>	Important/V. Import.	75%	80%	-5%
<i>Town of Oregon Refuse Center (TORC)</i>	Important/V. Import.	63%	63%	0%
<i>High speed internet / Broadband service</i>	Important/V. Import.	89%	89%	0%
<i>Cell service</i>	Important/V. Import.	96%	94%	1%
<i>Town government services</i>	Important/V. Import.	87%	84%	3%
Preference for Frequency of Recycling Pickup:				
<i>Prefer Weekly (More Frequent)</i>	Selected	8%	31%	-23%
<i>Prefer Bi-Weekly (Current)</i>	Selected	77%	56%	21%
<i>No Preference</i>	Selected	13%	13%	0%
NATURAL and CULTURAL RESOURCES				
Importance of Preserving Resources:				
<i>Air quality</i>	Important/V. Import.	89%	88%	0%
<i>An environmentally sustainable community...</i>	Important/V. Import.	82%	83%	-1%
<i>Cemetery space</i>	Important/V. Import.	22%	14%	8%
<i>Good farmland</i>	Important/V. Import.	86%	73%	13%
<i>Groundwater quality</i>	Important/V. Import.	97%	99%	-2%
<i>Historic and cultural sites</i>	Important/V. Import.	57%	46%	11%
<i>Hunting and fishing areas</i>	Important/V. Import.	46%	49%	-2%
<i>Lakes, rivers, and streams</i>	Important/V. Import.	85%	91%	-6%
<i>Open space</i>	Important/V. Import.	93%	90%	3%

Table 3.3. Difference between Seniors Residents (65+) and Younger Residents				
Variable	Indicator	Seniors (65+)	Younger Residents	Difference
<i>Reduced stormwater runoff and flooding</i>	Important/V. Import.	85%	84%	1%
<i>Wetlands</i>	Important/V. Import.	83%	84%	-1%
<i>Wildlife habitat and existing natural corridors</i>	Important/V. Import.	90%	91%	-1%
AGRICULTURE, LAND USE, and GROWTH				
Importance of Seeking Agreements with Neighboring Communities	Important/V. Import.	79%	70%	9%
Land Use and Planning Activities:				
<i>Maintaining the Town's rural, agricultural landscape</i>	Important/V. Import.	93%	80%	13%
<i>Community planning and zoning to guide where and how development should occur</i>	Important/V. Import.	90%	88%	2%
<i>Using or developing land is determined by landowners</i>	Important/V. Import.	60%	51%	8%
<i>Protecting resident quality of life and property values from impacts of activities or development on neighboring properties</i>	Important/V. Import.	91%	89%	3%
<i>Requiring new development to pay fees to help defray costs of roads, parks, and other public services associated with that development</i>	Important/V. Import.	91%	86%	4%
<i>Encouraging new commercial enterprises within the Town to increase the tax base and local jobs</i>	Important/V. Import.	43%	47%	-5%
<i>Ensuring that proposed developments consider the look and feel of the neighborhood</i>	Important/V. Import.	89%	84%	5%
Agricultural and Rural Character:				
<i>Quarry operations are consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	49%	39%	10%
<i>Converting farmland to non-farm uses is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	29%	26%	3%
<i>Marketing agricultural products locally is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	77%	76%	1%
<i>Conflicts between farms, commercial operations, and neighbors (dust, noise, traffic, odors) are common in the Town.</i>	Agree/Str. Agree	20%	16%	4%
<i>Solar farming is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	41%	43%	-3%
Concerns about Annexation of Property by the Village of Oregon	Concerned/V. Concerned	70%	60%	10%
Whether the Town of Oregon Should Consider Mechanisms to Avoid Annexation:				
<i>Yes, if it does not increase residents' property taxes.</i>	Selected	37%	42%	-5%
<i>Yes, even if it increases residents' property taxes.</i>	Selected	17%	19%	-2%

Table 3.4. Difference between Seniors Residents (65+) and Younger Residents				
Variable	Indicator	Seniors (65+)	Younger Residents	Difference
<i>No, we need more housing and commercial development, and it should be in the Village.</i>	Selected	14%	6%	8%
<i>No, it is the property owners' decisions to make.</i>	Selected	17%	20%	-3%
Amount of Land Owned by Residents in the Town	2 acres or less	50%	57%	-7%
Ownership of Farmland:				
<i>Do Not Own Farmland</i>	Selected	68%	79%	-11%
<i>Own and Farm</i>	Selected	10%	8%	2%
<i>Own and Contract Out</i>	Selected	19%	12%	7%
FUTURE VISION FOR THE TOWN				
Future of Residence in the Town of Oregon:				
<i>I anticipate still living in the Town of Oregon in 2040.</i>	Selected	50%	70%	-20%
<i>I anticipate moving elsewhere between now and 2040.</i>	Selected	18%	9%	9%
<i>I am considering a move elsewhere, but have not decided.</i>	Selected	9%	9%	0%
<i>Not sure.</i>	Selected	23%	13%	10%
Future Directions for the Community:				
<i>The Town has increased in population.</i>	Agree/Str. Agree	73%	74%	-1%
<i>Agricultural lands are used for a variety of farming enterprises.</i>	Agree/Str. Agree	83%	81%	2%
<i>Natural areas have been preserved and enhanced.</i>	Agree/Str. Agree	86%	90%	-5%
<i>There is housing available for first-time buyers.</i>	Agree/Str. Agree	49%	43%	6%
<i>There are senior apartments available.</i>	Agree/Str. Agree	43%	36%	7%
<i>There is multi-generational housing available.</i>	Agree/Str. Agree	37%	35%	2%
<i>There is housing that allows aging in place.</i>	Agree/Str. Agree	63%	56%	7%
<i>There is housing available for young families.</i>	Agree/Str. Agree	66%	65%	0%
<i>There is a network of bike routes and paths connecting the Town to neighboring communities.</i>	Agree/Str. Agree	65%	70%	-6%
<i>There are recreational opportunities available for youth and adults.</i>	Agree/Str. Agree	68%	75%	-7%
<i>There are a variety of small, local businesses operating within the Town.</i>	Agree/Str. Agree	59%	71%	-12%
<i>Larger agricultural businesses have chosen to locate in the Town.</i>	Agree/Str. Agree	21%	22%	-1%
<i>The Town has pursued fiber-to-premises broadband internet for all households.</i>	Agree/Str. Agree	68%	73%	-5%
<i>There are a variety of tourism and recreation-oriented businesses in the Town.</i>	Agree/Str. Agree	27%	41%	-14%

Table 3.5. Difference between Seniors Residents (65+) and Younger Residents				
Variable	Indicator	Seniors (65+)	Younger Residents	Difference
Future of Town Facilities and Services:				
<i>Because current facilities are on land that may get annexed, the Town should purchase land to build and own a new Town Hall and Garage to accommodate staff offices, resident services, and Town operations.</i>	Agree/Str. Agree	46%	48%	-2%
<i>The Town should reduce use of salt on roads for winter de-icing, based on protocols recommended by the WI Saltwise program.</i>	Agree/Str. Agree	67%	61%	6%
<i>The Town should expand and improve yard waste composting facilities.</i>	Agree/Str. Agree	53%	52%	1%
<i>The Town should increase taxes to pay for increased services and facilities.</i>	Agree/Str. Agree	24%	24%	0%
Future Community Initiatives:				
<i>The Town should celebrate the diversity of farm, rural, and neighborhood residents.</i>	Agree/Str. Agree	70%	66%	4%
<i>The Town should allow ATV/UTV traffic on Town roads.</i>	Agree/Str. Agree	17%	27%	-10%
<i>The Town should support residents' attempts to adapt to the local effects of climate change.</i>	Agree/Str. Agree	63%	59%	4%
<i>The Town should post "Welcome to the Town of Oregon" street signs at roads entering the Town.</i>	Agree/Str. Agree	23%	23%	0%
<i>The Town should honor its farming history and the current farm families actively farming.</i>	Agree/Str. Agree	69%	67%	2%
<i>The Town Center should include community gathering areas.</i>	Agree/Str. Agree	46%	48%	-3%
<i>The Town should develop its communication networks to maximize the exchange of information between govt. and residents.</i>	Agree/Str. Agree	74%	71%	3%
<i>The Town should arrange periodic info. sessions for residents on topics including taxes, zoning, and other topics.</i>	Agree/Str. Agree	83%	80%	2%
Community Strengths That Should Be Preserved:				
<i>Farmland</i>	Selected	65%	49%	16%
<i>Local cemeteries</i>	Selected	9%	3%	6%
<i>Low population density</i>	Selected	56%	57%	-2%
<i>Natural areas</i>	Selected	68%	73%	-5%
<i>Park lands</i>	Selected	26%	37%	-11%
<i>Schools</i>	Selected	35%	47%	-12%
<i>Town of Oregon Refuse Center (TORC)</i>	Selected	26%	18%	8%

Table 3.6. Difference between Seniors Residents (65+) and Younger Residents				
Variable	Indicator	Seniors (65+)	Younger Residents	Difference
Community Aspects that the Town Should Address:				
<i>Attractions to bring people here</i>	Selected	8%	20%	-13%
<i>Businesses located here</i>	Selected	37%	41%	-3%
<i>Community gathering facilities</i>	Selected	32%	34%	-1%
<i>Farmers actively farming</i>	Selected	76%	55%	20%
<i>Lack of downtown area, commercial district</i>	Selected	29%	27%	3%
<i>Population density</i>	Selected	53%	41%	12%
HOUSING				
Residential Status				
<i>Own single-family house — non-farm residence</i>	Selected	78%	85%	-7%
<i>Own single-family house — farm residence</i>	Selected	18%	12%	7%
<i>Rent home</i>	Selected	0%	0%	0%
<i>Live with parents, family, or friends who are the owners</i>	Selected	0%	0%	0%
<i>Own property but do not live in the Town of Oregon</i>	Selected	3%	3%	1%
Where Residential Growth Should Occur:				
<i>Near Village of Oregon boundaries</i>	Selected	52%	52%	0%
<i>In new subdivisions</i>	Selected	13%	18%	-5%
<i>Scattered along Town and County roads</i>	Selected	11%	15%	-5%
<i>Clustered in farming areas</i>	Selected	3%	2%	0%
<i>In new subdivisions adjacent to existing subdivisions</i>	Selected	39%	28%	11%
<i>Residential growth should not occur in the Town</i>	Selected	20%	31%	-12%
<i>No opinion</i>	Selected	12%	6%	6%
Preference for Design of New Housing:				
<i>Traditional Design</i>	Selected	32%	33%	0%
<i>Cluster Design</i>	Selected	68%	67%	0%
Residential Growth over the Next 15 Years:				
<i>The Town of Oregon should restrict new housing development.</i>	Agree/Str. Agree	62%	62%	-1%
<i>Housing development should occur primarily in the Village of Oregon, not in the Town.</i>	Agree/Str. Agree	70%	65%	5%
<i>The Town of Oregon should encourage housing development as a way to increase tax revenue.</i>	Agree/Str. Agree	31%	34%	-4%
<i>The Town of Oregon should allow building a second home on a property.</i>	Agree/Str. Agree	40%	48%	-8%
<i>The Town should encourage increased density and smaller lots to expand housing availability.</i>	Agree/Str. Agree	27%	24%	3%

Table 3.7. Difference between Seniors Residents (65+) and Younger Residents				
Variable	Indicator	Seniors (65+)	Younger Residents	Difference
TRANSPORTATION				
Opinions on New Bicycle Routes:				
<i>Paved bike lanes should be created on street shoulders when a street is being repaved.</i>	Agree/Str. Agree	55%	64%	-9%
<i>Designated bike paths should be built to connect to the Oregon Rotary Trail and the Badger State Trail.</i>	Agree/Str. Agree	63%	73%	-11%
<i>Bike lanes should be established on existing streets with signage and striping.</i>	Agree/Str. Agree	45%	50%	-5%
Tax Increases for Transportation Infrastructure:				
<i>Maintenance of existing roadways</i>	Support	60%	52%	7%
<i>Improving existing roadways</i>	Support	50%	50%	0%
<i>Developing bike lanes</i>	Support	32%	40%	-8%
<i>Expanding the bike trail network</i>	Support	38%	52%	-15%

Households with Children vs. Households without Children

In this section, we present the differences between residents with children in the household and those without children in the household. Residents without children may include residents who do not have any children, or residents with children who do not live in the same household (e.g. adult children who have moved out). Tables 4.1-4.7 on the next few pages show the results.

Community and Quality of Life

- Among the top three reasons for choosing to live in the Town of Oregon, residents with children are more likely to select availability of land parcels of 5+ acres (16%) and, not surprisingly, quality of the school system (36%) compared to residents without children. However, they were less likely to select low crime rate (-11%), proximity to urban center (-12%), and quality of the local natural environment (-23%).
- Residents with children are less likely to agree that seniors can live safely, independently, and comfortably in the Town (-25%) and that the overall character of the Town should continue to be much like it is today (-11%).

Facilities and Services

- Residents with children are 17% more likely to feel that parks and recreation are important for the Town of Oregon.
- Regarding recycling pickup service, residents with children have a stronger preference for more frequent weekly pickup and a weaker preference for the current bi-weekly service. This is likely due to the larger household size and the more frequent need for recycling disposal.

Agricultural, Land Use, and Growth

- Residents with children consider maintaining the Town's rural, agricultural landscape less important than residents without children.
- Residents with children are less concerned about the annexation of Town property by the Village of Oregon than are residents without children.

Future Vision for the Town of Oregon

- Residents with children are more likely to stay in the Town of Oregon in the next 15 years (26%) and less likely to move elsewhere (-13%).
- When considering the Town 15 years into the future, residents with children are more likely to agree that the Town would have increased in population (12%) and that there are recreational opportunities available for youth and adults (17%).
- There is less support for tax increases to pay for increased services and facilities among residents with children compared to residents without children.
- Regarding community strengths that should be preserved, residents with children are more likely to select schools (29%) but less likely to select farmland (-13%) and TORC (-16%).

- When asked about community aspects that the Town should address, residents with children are less likely to select farmers actively farming (-20%).

Housing

- Residents with children are less likely to agree that the Town should encourage increased density and smaller lots to expand housing availability (-13%) compared to residents without children.

Transportation

- There is greater support among residents with children for new biking lanes, especially bike lanes that are established on existing streets with signage and striping (12%).

Table 4.1. Difference between Households with and without Children

Variable	Indicator	With Kids	No Kids	Difference
COMMUNITY and QUALITY OF LIFE				
Overall Satisfaction with Quality of Life	Satisfied/V. Satisfied	91%	93%	-2%
Reasons for Choosing to Live in Town:				
<i>Agriculture</i>	Selected	9%	12%	-3%
<i>Availability of land parcels of 5+ acres</i>	Selected	33%	17%	16%
<i>Born and raised here</i>	Selected	9%	11%	-2%
<i>Cost of housing</i>	Selected	6%	7%	-1%
<i>Low crime rate</i>	Selected	6%	17%	-11%
<i>Natural features and open space</i>	Selected	38%	44%	-6%
<i>Near family and friends</i>	Selected	8%	14%	-7%
<i>Near job or employment opportunity</i>	Selected	22%	15%	6%
<i>Property taxes</i>	Selected	14%	11%	3%
<i>Proximity to urban center</i>	Selected	15%	27%	-12%
<i>Quality of the local natural environment</i>	Selected	5%	28%	-23%
<i>Quality of neighborhoods</i>	Selected	23%	15%	7%
<i>Quality of the school system</i>	Selected	63%	27%	36%
<i>Recreational opportunities</i>	Selected	5%	4%	1%
<i>Small town atmosphere or rural lifestyle</i>	Selected	44%	45%	-1%
Factors That Impact Quality of Life:				
<i>The Town of Oregon is a good place to raise a family.</i>	Agree/Strongly Agree	95%	89%	6%
<i>Seniors can live safely, independently, and comfortably in the Town of Oregon.</i>	Agree/Strongly Agree	46%	71%	-25%
<i>Preserving and celebrating our community's history is important to my quality of life.</i>	Agree/Strongly Agree	47%	49%	-2%
<i>The overall character of the Town of Oregon should continue to be much like it is today.</i>	Agree/Strongly Agree	65%	76%	-11%
<i>The Town of Oregon should grow to accommodate more homes and people.</i>	Agree/Strongly Agree	24%	21%	3%
<i>The Town of Oregon should grow to accommodate more businesses and commercial lots.</i>	Agree/Strongly Agree	33%	28%	5%
FACILITIES and SERVICES				
Quality of Town Facilities and Services:				
<i>Airstrips</i>	Good/Excellent	14%	14%	0%
<i>Cell service</i>	Good/Excellent	54%	60%	-5%
<i>Fire protection and EMS/ambulance services</i>	Good/Excellent	73%	77%	-4%

Table 4.2. Difference between Households with and without Children

Variable	Indicator	With Kids	No Kids	Difference
<i>Garbage and recycling service</i>	Good/Excellent	90%	85%	5%
<i>High speed internet and broadband service</i>	Good/Excellent	63%	64%	-1%
<i>Parks and recreation</i>	Good/Excellent	85%	82%	3%
<i>Police and law enforcement services</i>	Good/Excellent	72%	70%	2%
<i>Street and road maintenance and repair</i>	Good/Excellent	61%	59%	2%
<i>Street and road plowing and treatment</i>	Good/Excellent	75%	83%	-9%
<i>Town Government: Clerk's office, voting, etc.</i>	Good/Excellent	89%	85%	4%
<i>Town of Oregon Refuse Center (TORC)</i>	Good/Excellent	49%	56%	-7%
Importance of Town Services:				
<i>Fire protection and EMS / Ambulance Services</i>	Important/V. Import.	96%	96%	0%
<i>Police and law enforcement services</i>	Important/V. Import.	87%	89%	-1%
<i>Street and road maintenance and repair</i>	Important/V. Import.	92%	96%	-4%
<i>Street and road plowing and treatment</i>	Important/V. Import.	94%	98%	-4%
<i>Parks and recreation</i>	Important/V. Import.	84%	66%	17%
<i>Garbage and recycling pick up</i>	Important/V. Import.	84%	79%	4%
<i>Town of Oregon Refuse Center (TORC)</i>	Important/V. Import.	54%	66%	-12%
<i>High speed internet / Broadband service</i>	Important/V. Import.	91%	87%	4%
<i>Cell service</i>	Important/V. Import.	94%	96%	-2%
<i>Town government services</i>	Important/V. Import.	85%	84%	0%
Preference for Frequency of Recycling Pickup:				
<i>Prefer Weekly (More Frequent)</i>	Selected	46%	15%	30%
<i>Prefer Bi-Weekly (Current)</i>	Selected	41%	71%	-30%
<i>No Preference</i>	Selected	14%	14%	0%
NATURAL and CULTURAL RESOURCES				
Importance of Preserving Resources:				
<i>Air quality</i>	Important/V. Import.	90%	89%	1%
<i>An environmentally sustainable community...</i>	Important/V. Import.	87%	83%	4%
<i>Cemetery space</i>	Important/V. Import.	11%	16%	-4%
<i>Good farmland</i>	Important/V. Import.	68%	78%	-9%
<i>Groundwater quality</i>	Important/V. Import.	99%	99%	0%
<i>Historic and cultural sites</i>	Important/V. Import.	39%	51%	-12%
<i>Hunting and fishing areas</i>	Important/V. Import.	46%	50%	-4%
<i>Lakes, rivers, and streams</i>	Important/V. Import.	92%	89%	4%
<i>Open space</i>	Important/V. Import.	94%	90%	3%

Table 4.3. Difference between Households with and without Children

Variable	Indicator	With Kids	No Kids	Difference
<i>Reduced stormwater runoff and flooding</i>	Important/V. Import.	84%	86%	-3%
<i>Wetlands</i>	Important/V. Import.	81%	84%	-3%
<i>Wildlife habitat and existing natural corridors</i>	Important/V. Import.	91%	91%	0%
AGRICULTURE, LAND USE, and GROWTH				
Importance of Seeking Agreements with Neighboring Communities	Important/V. Import.	70%	74%	-4%
Land Use and Planning Activities:				
<i>Maintaining the Town's rural, agricultural landscape</i>	Important/V. Import.	75%	87%	-13%
<i>Community planning and zoning to guide where and how development should occur</i>	Important/V. Import.	91%	89%	2%
<i>Using or developing land is determined by landowners</i>	Important/V. Import.	51%	55%	-4%
<i>Protecting resident quality of life and property values from impacts of activities or development on neighboring properties</i>	Important/V. Import.	90%	89%	0%
<i>Requiring new development to pay fees to help defray costs of roads, parks, and other public services associated with that development</i>	Important/V. Import.	89%	89%	0%
<i>Encouraging new commercial enterprises within the Town to increase the tax base and local jobs</i>	Important/V. Import.	44%	47%	-2%
<i>Ensuring that proposed developments consider the look and feel of the neighborhood</i>	Important/V. Import.	87%	86%	1%
Agricultural and Rural Character:				
<i>Quarry operations are consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	37%	38%	-1%
<i>Converting farmland to non-farm uses is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	26%	25%	0%
<i>Marketing agricultural products locally is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	76%	77%	-1%
<i>Conflicts between farms, commercial operations, and neighbors (dust, noise, traffic, odors) are common in the Town.</i>	Agree/Str. Agree	13%	18%	-5%
<i>Solar farming is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	37%	43%	-6%
Concerns about Annexation of Property by the Village of Oregon	Concerned/V. Concerned	50%	68%	-18%
Whether the Town of Oregon Should Consider Mechanisms to Avoid Annexation:				
<i>Yes, if it does not increase residents' property taxes.</i>	Selected	38%	41%	-3%
<i>Yes, even if it increases residents' property taxes.</i>	Selected	14%	19%	-5%

Table 4.4. Difference between Households with and without Children

Variable	Indicator	With Kids	No Kids	Difference
<i>No, we need more housing and commercial development, and it should be in the Village.</i>	Selected	9%	10%	-1%
<i>No, it is the property owners' decisions to make.</i>	Selected	20%	18%	2%
Amount of Land Owned by Residents in the Town	2 acres or less	58%	56%	2%
Ownership of Farmland:				
<i>Do Not Own Farmland</i>	Selected	80%	79%	1%
<i>Own and Farm</i>	Selected	10%	7%	3%
<i>Own and Contract Out</i>	Selected	10%	13%	-3%
FUTURE VISION FOR THE TOWN				
Future of Residence in the Town of Oregon:				
<i>I anticipate still living in the Town of Oregon in 2040.</i>	Selected	82%	56%	26%
<i>I anticipate moving elsewhere between now and 2040.</i>	Selected	3%	15%	-13%
<i>I am considering a move elsewhere, but have not decided.</i>	Selected	9%	8%	1%
<i>Not sure.</i>	Selected	6%	20%	-13%
Future Directions for the Community:				
<i>The Town has increased in population.</i>	Agree/Str. Agree	82%	70%	12%
<i>Agricultural lands are used for a variety of farming enterprises.</i>	Agree/Str. Agree	77%	80%	-3%
<i>Natural areas have been preserved and enhanced.</i>	Agree/Str. Agree	94%	88%	6%
<i>There is housing available for first-time buyers.</i>	Agree/Str. Agree	46%	49%	-3%
<i>There are senior apartments available.</i>	Agree/Str. Agree	34%	44%	-10%
<i>There is multi-generational housing available.</i>	Agree/Str. Agree	30%	39%	-9%
<i>There is housing that allows aging in place.</i>	Agree/Str. Agree	57%	60%	-3%
<i>There is housing available for young families.</i>	Agree/Str. Agree	75%	64%	10%
<i>There is a network of bike routes and paths connecting the Town to neighboring communities.</i>	Agree/Str. Agree	73%	69%	5%
<i>There are recreational opportunities available for youth and adults.</i>	Agree/Str. Agree	87%	71%	17%
<i>There are a variety of small, local businesses operating within the Town.</i>	Agree/Str. Agree	75%	65%	10%
<i>Larger agricultural businesses have chosen to locate in the Town.</i>	Agree/Str. Agree	20%	19%	1%
<i>The Town has pursued fiber-to-premises broadband internet for all households.</i>	Agree/Str. Agree	75%	73%	2%
<i>There are a variety of tourism and recreation-oriented businesses in the Town.</i>	Agree/Str. Agree	41%	36%	5%

Table 4.5. Difference between Households with and without Children

Variable	Indicator	With Kids	No Kids	Difference
Future of Town Facilities and Services:				
<i>Because current facilities are on land that may get annexed, the Town should purchase land to build and own a new Town Hall and Garage to accommodate staff offices, resident services, and Town operations.</i>	Agree/Str. Agree	44%	47%	-3%
<i>The Town should reduce use of salt on roads for winter de-icing, based on protocols recommended by the WI Saltwise program.</i>	Agree/Str. Agree	61%	66%	-5%
<i>The Town should expand and improve yard waste composting facilities.</i>	Agree/Str. Agree	51%	53%	-2%
<i>The Town should increase taxes to pay for increased services and facilities.</i>	Agree/Str. Agree	17%	27%	-10%
Future Community Initiatives:				
<i>The Town should celebrate the diversity of farm, rural, and neighborhood residents.</i>	Agree/Str. Agree	64%	67%	-3%
<i>The Town should allow ATV/UTV traffic on Town roads.</i>	Agree/Str. Agree	29%	20%	9%
<i>The Town should support residents' attempts to adapt to the local effects of climate change.</i>	Agree/Str. Agree	59%	63%	-4%
<i>The Town should post "Welcome to the Town of Oregon" street signs at roads entering the Town.</i>	Agree/Str. Agree	27%	24%	3%
<i>The Town should honor its farming history and the current farm families actively farming.</i>	Agree/Str. Agree	59%	69%	-10%
<i>The Town Center should include community gathering areas.</i>	Agree/Str. Agree	53%	47%	5%
<i>The Town should develop its communication networks to maximize the exchange of information between govt. and residents.</i>	Agree/Str. Agree	75%	71%	4%
<i>The Town should arrange periodic info. sessions for residents on topics including taxes, zoning, and other topics.</i>	Agree/Str. Agree	78%	83%	-5%
Community Strengths That Should Be Preserved:				
<i>Farmland</i>	Selected	42%	56%	-13%
<i>Local cemeteries</i>	Selected	1%	5%	-3%
<i>Low population density</i>	Selected	54%	54%	0%
<i>Natural areas</i>	Selected	65%	76%	-10%
<i>Park lands</i>	Selected	38%	31%	7%
<i>Schools</i>	Selected	69%	40%	29%
<i>Town of Oregon Refuse Center (TORC)</i>	Selected	9%	25%	-16%

Table 4.6. Difference between Households with and without Children

Variable	Indicator	With Kids	No Kids	Difference
Community Aspects that the Town Should Address:				
<i>Attractions to bring people here</i>	Selected	22%	15%	6%
<i>Businesses located here</i>	Selected	42%	41%	1%
<i>Community gathering facilities</i>	Selected	38%	32%	6%
<i>Farmers actively farming</i>	Selected	43%	63%	-20%
<i>Lack of downtown area, commercial district</i>	Selected	27%	27%	0%
<i>Population density</i>	Selected	38%	49%	-11%
HOUSING				
Residential Status				
<i>Own single-family house — non-farm residence</i>	Selected	85%	85%	0%
<i>Own single-family house — farm residence</i>	Selected	11%	12%	-1%
<i>Rent home</i>	Selected	0%	0%	0%
<i>Live with parents, family, or friends who are the owners</i>	Selected	0%	0%	0%
<i>Own property but do not live in the Town of Oregon</i>	Selected	4%	2%	2%
Where Residential Growth Should Occur:				
<i>Near Village of Oregon boundaries</i>	Selected	62%	50%	12%
<i>In new subdivisions</i>	Selected	20%	17%	4%
<i>Scattered along Town and County roads</i>	Selected	18%	10%	7%
<i>Clustered in farming areas</i>	Selected	1%	2%	-1%
<i>In new subdivisions adjacent to existing subdivisions</i>	Selected	32%	33%	-1%
<i>Residential growth should not occur in the Town</i>	Selected	25%	25%	0%
<i>No opinion</i>	Selected	8%	9%	-1%
Preference for Design of New Housing:				
<i>Traditional Design</i>	Selected	38%	31%	7%
<i>Cluster Design</i>	Selected	62%	69%	-7%
Residential Growth over the Next 15 Years:				
<i>The Town of Oregon should restrict new housing development.</i>	Agree/Str. Agree	59%	59%	0%
<i>Housing development should occur primarily in the Village of Oregon, not in the Town.</i>	Agree/Str. Agree	66%	64%	2%
<i>The Town of Oregon should encourage housing development as a way to increase tax revenue.</i>	Agree/Str. Agree	38%	33%	5%
<i>The Town of Oregon should allow building a second home on a property.</i>	Agree/Str. Agree	51%	45%	6%
<i>The Town should encourage increased density and smaller lots to expand housing availability.</i>	Agree/Str. Agree	16%	29%	-13%

Table 4.7. Difference between Households with and without Children

Variable	Indicator	With Kids	No Kids	Difference
TRANSPORTATION				
Opinions on New Bicycle Routes:				
<i>Paved bike lanes should be created on street shoulders when a street is being repaved.</i>	Agree/Str. Agree	67%	60%	7%
<i>Designated bike paths should be built to connect to the Oregon Rotary Trail and the Badger State Trail.</i>	Agree/Str. Agree	73%	70%	3%
<i>Bike lanes should be established on existing streets with signage and striping.</i>	Agree/Str. Agree	59%	47%	12%
Tax Increases for Transportation Infrastructure:				
<i>Maintenance of existing roadways</i>	Support	48%	54%	-6%
<i>Improving existing roadways</i>	Support	51%	48%	3%
<i>Developing bike lanes</i>	Support	49%	38%	12%
<i>Expanding the bike trail network</i>	Support	57%	49%	9%

Household Income Under \$150k vs. Higher Income Households

In this section, we present the differences between residents with an annual household income of less than \$150,000 with residents who have an annual household income of \$150,000 or more. For reference, the median household income in the Town of Oregon is \$143,056 (US Census Bureau, 2023). Tables 5.1-5.7 on the next few pages show the results.

Community and Quality of Life

- Among the top three reasons for choosing to live in the Town of Oregon, residents with household income less than \$150,000 were more likely to select agriculture (7%) and indicate that they were born and raised in the Town of Oregon (12%), but less likely to select the availability of land parcels of 5+ acres (-15%) and the quality of the school system (-13%) than residents with higher income.
- Residents with household incomes under \$150,000 were more likely to agree that seniors can live safely, independently, and comfortably in the Town of Oregon (10%).

Facilities and Services

- Residents with household incomes of less than \$150,000 were less likely to agree that street and road maintenance and repair (-4%) is an important service in the Town.
- Regarding recycling pickup service, residents with lower incomes have a stronger preference for the current bi-weekly service and a weaker preference for the more frequent weekly service.

Natural and Cultural Resources

- Residents with household incomes under \$150,000 place greater importance on preserving cemetery space (14%) and good farmland (8%) relative to residents with higher incomes.

Agricultural, Land Use, and Growth

- Residents with household incomes under \$150,000 are more likely to state that it is important to let landowners determine how land is used or developed (10%) compared to residents with higher incomes.
- They are less amenable to the Town considering mechanisms to avoid annexation of Town property at the expense of higher property taxes.

Future Directions for the Community

- Residents with household incomes under \$150,000 are less likely to agree that in the next 15 years, there would be housing available for young families in the Town (-12%), the Town would have pursued fiber-to-premises broadband internet for all households (-12%), and that there will be a variety of tourism and recreation-oriented business in the Town (-15%).

- These residents are also less supportive of preserving the community's low population density (-10%) and schools (-17%), and more supportive of preserving farmland (17%), local cemeteries (5%), and TORC (10%).
- Among factors that these residents feel the Town should address, residents with household incomes under \$150,000 are more likely to select farmers actively farming (12%).

Housing

- Residents with household incomes under \$150,000 are less likely to agree that the Town should allow building a second home on a property (-15%).

Transportation

- Residents with household incomes under \$150,000 are generally less supportive of developing new bike paths. They are less likely to agree that new bike paths should be created on the street shoulders when a street is being repaved (-15%), to connect to the Oregon Rotary Trail and the Badger State Trail (-9%), and on existing streets with signage and striping (-12%).
- They are also less supportive of increasing taxes for transportation infrastructure. These residents are less likely to support tax increases for improving existing roadways (-12%), developing bike lanes (-14%), and expanding the bike trail network (-17%).

Table 5.1. Difference between Households with Income Under \$150k and Higher Income Households

Variable	Indicator	Income <\$150k	Income \$150k+	Difference
COMMUNITY and QUALITY OF LIFE				
Overall Satisfaction with Quality of Life	Satisfied/V. Satisfied	91%	93%	-2%
Reasons for Choosing to Live in Town:				
<i>Agriculture</i>	Selected	17%	10%	7%
<i>Availability of land parcels of 5+ acres</i>	Selected	11%	27%	-15%
<i>Born and raised here</i>	Selected	17%	6%	12%
<i>Cost of housing</i>	Selected	9%	7%	1%
<i>Low crime rate</i>	Selected	16%	15%	0%
<i>Natural features and open space</i>	Selected	42%	39%	3%
<i>Near family and friends</i>	Selected	17%	12%	5%
<i>Near job or employment opportunity</i>	Selected	14%	16%	-2%
<i>Property taxes</i>	Selected	10%	15%	-6%
<i>Proximity to urban center</i>	Selected	26%	27%	-1%
<i>Quality of the local natural environment</i>	Selected	26%	19%	6%
<i>Quality of neighborhoods</i>	Selected	14%	17%	-3%
<i>Quality of the school system</i>	Selected	26%	39%	-13%
<i>Recreational opportunities</i>	Selected	4%	4%	0%
<i>Small town atmosphere or rural lifestyle</i>	Selected	45%	45%	0%
Factors That Impact Quality of Life:				
<i>The Town of Oregon is a good place to raise a family.</i>	Agree/Strongly Agree	90%	90%	0%
<i>Seniors can live safely, independently, and comfortably in the Town of Oregon.</i>	Agree/Strongly Agree	71%	61%	10%
<i>Preserving and celebrating our community's history is important to my quality of life.</i>	Agree/Strongly Agree	49%	47%	3%
<i>The overall character of the Town of Oregon should continue to be much like it is today.</i>	Agree/Strongly Agree	75%	73%	2%
<i>The Town of Oregon should grow to accommodate more homes and people.</i>	Agree/Strongly Agree	19%	26%	-7%
<i>The Town of Oregon should grow to accommodate more businesses and commercial lots.</i>	Agree/Strongly Agree	27%	29%	-2%
FACILITIES and SERVICES				
Quality of Town Facilities and Services:				
<i>Airstrips</i>	Good/Excellent	15%	12%	2%
<i>Cell service</i>	Good/Excellent	58%	59%	-1%
<i>Fire protection and EMS/ambulance services</i>	Good/Excellent	79%	72%	7%

Table 5.2. Difference between Households with Income Under \$150k and Higher Income Households

Variable	Indicator	Income <\$150k	Income \$150k+	Difference
<i>Garbage and recycling service</i>	Good/Excellent	84%	88%	-4%
<i>High speed internet and broadband service</i>	Good/Excellent	61%	62%	-1%
<i>Parks and recreation</i>	Good/Excellent	81%	84%	-3%
<i>Police and law enforcement services</i>	Good/Excellent	70%	72%	-1%
<i>Street and road maintenance and repair</i>	Good/Excellent	58%	60%	-2%
<i>Street and road plowing and treatment</i>	Good/Excellent	78%	81%	-3%
<i>Town Government: Clerk's office, voting, etc.</i>	Good/Excellent	86%	89%	-3%
<i>Town of Oregon Refuse Center (TORC)</i>	Good/Excellent	55%	53%	2%
Importance of Town Services:				
<i>Fire protection and EMS / Ambulance Services</i>	Important/V. Import.	96%	96%	0%
<i>Police and law enforcement services</i>	Important/V. Import.	88%	90%	-1%
<i>Street and road maintenance and repair</i>	Important/V. Import.	94%	98%	-4%
<i>Street and road plowing and treatment</i>	Important/V. Import.	95%	98%	-2%
<i>Parks and recreation</i>	Important/V. Import.	66%	72%	-5%
<i>Garbage and recycling pick up</i>	Important/V. Import.	77%	80%	-3%
<i>Town of Oregon Refuse Center (TORC)</i>	Important/V. Import.	64%	62%	1%
<i>High speed internet / Broadband service</i>	Important/V. Import.	89%	89%	0%
<i>Cell service</i>	Important/V. Import.	96%	93%	4%
<i>Town government services</i>	Important/V. Import.	87%	82%	5%
Preference for Frequency of Recycling Pickup:				
<i>Prefer Weekly (More Frequent)</i>	Selected	15%	30%	-15%
<i>Prefer Bi-Weekly (Current)</i>	Selected	70%	56%	14%
<i>No Preference</i>	Selected	14%	14%	0%
NATURAL and CULTURAL RESOURCES				
Importance of Preserving Resources:				
<i>Air quality</i>	Important/V. Import.	88%	88%	0%
<i>An environmentally sustainable community...</i>	Important/V. Import.	81%	86%	-5%
<i>Cemetery space</i>	Important/V. Import.	22%	7%	14%
<i>Good farmland</i>	Important/V. Import.	81%	73%	8%
<i>Groundwater quality</i>	Important/V. Import.	97%	99%	-2%
<i>Historic and cultural sites</i>	Important/V. Import.	52%	49%	3%
<i>Hunting and fishing areas</i>	Important/V. Import.	47%	49%	-2%
<i>Lakes, rivers, and streams</i>	Important/V. Import.	86%	90%	-4%
<i>Open space</i>	Important/V. Import.	91%	90%	1%

Table 5.3. Difference between Households with Income Under \$150k and Higher Income Households

Variable	Indicator	Income <\$150k	Income \$150k+	Difference
<i>Reduced stormwater runoff and flooding</i>	Important/V. Import.	86%	82%	4%
<i>Wetlands</i>	Important/V. Import.	84%	82%	1%
<i>Wildlife habitat and existing natural corridors</i>	Important/V. Import.	89%	93%	-4%
AGRICULTURE, LAND USE, and GROWTH				
Importance of Seeking Agreements with Neighboring Communities	Important/V. Import.	73%	74%	-1%
Land Use and Planning Activities:				
<i>Maintaining the Town's rural, agricultural landscape</i>	Important/V. Import.	88%	82%	5%
<i>Community planning and zoning to guide where and how development should occur</i>	Important/V. Import.	90%	89%	0%
<i>Using or developing land is determined by landowners</i>	Important/V. Import.	58%	49%	10%
<i>Protecting resident quality of life and property values from impacts of activities or development on neighboring properties</i>	Important/V. Import.	90%	89%	1%
<i>Requiring new development to pay fees to help defray costs of roads, parks, and other public services associated with that development</i>	Important/V. Import.	87%	89%	-2%
<i>Encouraging new commercial enterprises within the Town to increase the tax base and local jobs</i>	Important/V. Import.	46%	45%	1%
<i>Ensuring that proposed developments consider the look and feel of the neighborhood</i>	Important/V. Import.	88%	87%	1%
Agricultural and Rural Character:				
<i>Quarry operations are consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	45%	40%	5%
<i>Converting farmland to non-farm uses is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	28%	24%	4%
<i>Marketing agricultural products locally is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	72%	78%	-7%
<i>Conflicts between farms, commercial operations, and neighbors (dust, noise, traffic, odors) are common in the Town.</i>	Agree/Str. Agree	18%	15%	3%
<i>Solar farming is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	44%	44%	0%
Concerns about Annexation of Property by the Village of Oregon	Concerned/V. Concerned	67%	58%	9%
Whether the Town of Oregon Should Consider Mechanisms to Avoid Annexation:				
<i>Yes, if it does not increase residents' property taxes.</i>	Selected	41%	38%	3%
<i>Yes, even if it increases residents' property taxes.</i>	Selected	15%	23%	-9%

Table 5.4. Difference between Households with Income Under \$150k and Higher Income Households

Variable	Indicator	Income <\$150k	Income \$150k+	Difference
<i>No, we need more housing and commercial development, and it should be in the Village.</i>	Selected	10%	9%	1%
<i>No, it is the property owners' decisions to make.</i>	Selected	19%	18%	1%
Amount of Land Owned by Residents in the Town	2 acres or less	56%	53%	3%
Ownership of Farmland:				
<i>Do Not Own Farmland</i>	Selected	75%	77%	-2%
<i>Own and Farm</i>	Selected	9%	9%	0%
<i>Own and Contract Out</i>	Selected	16%	14%	2%
FUTURE VISION FOR THE TOWN				
Future of Residence in the Town of Oregon:				
<i>I anticipate still living in the Town of Oregon in 2040.</i>	Selected	59%	68%	-8%
<i>I anticipate moving elsewhere between now and 2040.</i>	Selected	13%	10%	3%
<i>I am considering a move elsewhere, but have not decided.</i>	Selected	10%	8%	2%
<i>Not sure.</i>	Selected	18%	15%	3%
Future Directions for the Community:				
<i>The Town has increased in population.</i>	Agree/Str. Agree	72%	72%	0%
<i>Agricultural lands are used for a variety of farming enterprises.</i>	Agree/Str. Agree	81%	83%	-2%
<i>Natural areas have been preserved and enhanced.</i>	Agree/Str. Agree	86%	90%	-4%
<i>There is housing available for first-time buyers.</i>	Agree/Str. Agree	44%	45%	-1%
<i>There are senior apartments available.</i>	Agree/Str. Agree	42%	34%	9%
<i>There is multi-generational housing available.</i>	Agree/Str. Agree	35%	37%	-2%
<i>There is housing that allows aging in place.</i>	Agree/Str. Agree	58%	58%	0%
<i>There is housing available for young families.</i>	Agree/Str. Agree	59%	71%	-12%
<i>There is a network of bike routes and paths connecting the Town to neighboring communities.</i>	Agree/Str. Agree	65%	73%	-8%
<i>There are recreational opportunities available for youth and adults.</i>	Agree/Str. Agree	69%	76%	-7%
<i>There are a variety of small, local businesses operating within the Town.</i>	Agree/Str. Agree	62%	71%	-9%
<i>Larger agricultural businesses have chosen to locate in the Town.</i>	Agree/Str. Agree	21%	20%	1%
<i>The Town has pursued fiber-to-premises broadband internet for all households.</i>	Agree/Str. Agree	67%	79%	-12%
<i>There are a variety of tourism and recreation-oriented businesses in the Town.</i>	Agree/Str. Agree	30%	44%	-15%

Table 5.5. Difference between Households with Income Under \$150k and Higher Income Households				
Variable	Indicator	Income <\$150k	Income \$150k+	Difference
Future of Town Facilities and Services:				
<i>Because current facilities are on land that may get annexed, the Town should purchase land to build and own a new Town Hall and Garage to accommodate staff offices, resident services, and Town operations.</i>	Agree/Str. Agree	46%	53%	-7%
<i>The Town should reduce use of salt on roads for winter de-icing, based on protocols recommended by the WI Saltwise program.</i>	Agree/Str. Agree	61%	66%	-5%
<i>The Town should expand and improve yard waste composting facilities.</i>	Agree/Str. Agree	53%	52%	1%
<i>The Town should increase taxes to pay for increased services and facilities.</i>	Agree/Str. Agree	25%	23%	3%
Future Community Initiatives:				
<i>The Town should celebrate the diversity of farm, rural, and neighborhood residents.</i>	Agree/Str. Agree	64%	70%	-6%
<i>The Town should allow ATV/UTV traffic on Town roads.</i>	Agree/Str. Agree	22%	26%	-4%
<i>The Town should support residents' attempts to adapt to the local effects of climate change.</i>	Agree/Str. Agree	60%	63%	-2%
<i>The Town should post "Welcome to the Town of Oregon" street signs at roads entering the Town.</i>	Agree/Str. Agree	24%	24%	0%
<i>The Town should honor its farming history and the current farm families actively farming.</i>	Agree/Str. Agree	70%	66%	4%
<i>The Town Center should include community gathering areas.</i>	Agree/Str. Agree	49%	45%	4%
<i>The Town should develop its communication networks to maximize the exchange of information between govt. and residents.</i>	Agree/Str. Agree	69%	77%	-7%
<i>The Town should arrange periodic info. sessions for residents on topics including taxes, zoning, and other topics.</i>	Agree/Str. Agree	83%	78%	4%
Community Strengths That Should Be Preserved:				
<i>Farmland</i>	Selected	62%	45%	17%
<i>Local cemeteries</i>	Selected	7%	2%	5%
<i>Low population density</i>	Selected	53%	63%	-10%
<i>Natural areas</i>	Selected	70%	74%	-4%
<i>Park lands</i>	Selected	34%	32%	2%
<i>Schools</i>	Selected	35%	52%	-17%
<i>Town of Oregon Refuse Center (TORC)</i>	Selected	26%	17%	10%

Table 5.6. Difference between Households with Income Under \$150k and Higher Income Households

Variable	Indicator	Income <\$150k	Income \$150k+	Difference
Community Aspects that the Town Should Address:				
<i>Attractions to bring people here</i>	Selected	14%	17%	-4%
<i>Businesses located here</i>	Selected	41%	39%	2%
<i>Community gathering facilities</i>	Selected	35%	33%	2%
<i>Farmers actively farming</i>	Selected	69%	56%	12%
<i>Lack of downtown area, commercial district</i>	Selected	29%	26%	3%
<i>Population density</i>	Selected	45%	49%	-3%
HOUSING				
Residential Status				
<i>Own single-family house — non-farm residence</i>	Selected	79%	86%	-7%
<i>Own single-family house — farm residence</i>	Selected	17%	10%	6%
<i>Rent home</i>	Selected	0%	0%	0%
<i>Live with parents, family, or friends who are the owners</i>	Selected	0%	0%	0%
<i>Own property but do not live in the Town of Oregon</i>	Selected	3%	3%	-1%
Where Residential Growth Should Occur:				
<i>Near Village of Oregon boundaries</i>	Selected	48%	57%	-9%
<i>In new subdivisions</i>	Selected	16%	18%	-2%
<i>Scattered along Town and County roads</i>	Selected	12%	14%	-2%
<i>Clustered in farming areas</i>	Selected	2%	3%	-1%
<i>In new subdivisions adjacent to existing subdivisions</i>	Selected	34%	32%	2%
<i>Residential growth should not occur in the Town</i>	Selected	25%	30%	-5%
<i>No opinion</i>	Selected	10%	6%	5%
Preference for Design of New Housing:				
<i>Traditional Design</i>	Selected	33%	30%	3%
<i>Cluster Design</i>	Selected	67%	70%	-3%
Residential Growth over the Next 15 Years:				
<i>The Town of Oregon should restrict new housing development.</i>	Agree/Str. Agree	64%	60%	4%
<i>Housing development should occur primarily in the Village of Oregon, not in the Town.</i>	Agree/Str. Agree	65%	69%	-4%
<i>The Town of Oregon should encourage housing development as a way to increase tax revenue.</i>	Agree/Str. Agree	34%	34%	0%
<i>The Town of Oregon should allow building a second home on a property.</i>	Agree/Str. Agree	38%	53%	-15%
<i>The Town should encourage increased density and smaller lots to expand housing availability.</i>	Agree/Str. Agree	29%	23%	6%

Table 5.7. Difference between Households with Income Under \$150k and Higher Income Households				
Variable	Indicator	Income <\$150k	Income \$150k+	Difference
TRANSPORTATION				
Opinions on New Bicycle Routes:				
<i>Paved bike lanes should be created on street shoulders when a street is being repaved.</i>	Agree/Str. Agree	55%	70%	-15%
<i>Designated bike paths should be built to connect to the Oregon Rotary Trail and the Badger State Trail.</i>	Agree/Str. Agree	66%	75%	-9%
<i>Bike lanes should be established on existing streets with signage and striping.</i>	Agree/Str. Agree	45%	56%	-12%
Tax Increases for Transportation Infrastructure:				
<i>Maintenance of existing roadways</i>	Support	53%	58%	-4%
<i>Improving existing roadways</i>	Support	45%	57%	-12%
<i>Developing bike lanes</i>	Support	33%	46%	-14%
<i>Expanding the bike trail network</i>	Support	40%	57%	-17%

Farmland Owners vs. Other Residents

We compared the survey responses of residents who own agricultural land (farmed by them or contracted out) with residents who do not own any agricultural land. About 25% of residents in the sample are owners of agricultural land. We found a large number of statistically significant differences between these two demographic groups. Tables 6.1-6.7 on the next few pages show the results.

Community and Quality of Life

- Farmland owners are 10% less likely to be satisfied with their overall quality of life in the Town of Oregon than non-farmland owners.
- Among the top three reasons for choosing to live in the Town of Oregon, farmland owners are more likely to select agriculture (41%), availability of land parcels of 5+ acres (20%), and indicate that they were born and raised in the Town (31%). However, they are less likely to select the cost of housing (-10%), natural features and open space (-19%), property taxes (-7%), proximity to the urban center (-18%), and the quality of the local natural environment (-16%), neighborhoods (-15%), and school system (-12%).
- Among factors that impact the quality of life, farmland owners are less likely to agree that the Town of Oregon is a good place to raise a family (-8%) and more likely to agree that preserving and celebrating the community's history is important to their quality of life (12%).

Facilities and Services

- Farmland owners rate higher the quality of airstrips (12%) and fire protection and EMS/ambulance services (14%) but rate lower the quality of garbage and recycling service (-14%) and high speed internet and broadband (-15%) in the Town.
- Farmland owners consider all listed Town services to be less important relative to residents who do not own any farmland. Statistically significant differences include street and road maintenance and repair (-6%), street and road plowing and treatment (-7%), parks and recreation (-23%), garbage and recycling pick up (-21%), and Town government services (-13%).
- Farmland owners are less likely to prefer the bi-weekly recycling pickup service (-15%) and more likely to state that they have no preference (13%) for the frequency of this service.

Natural and Cultural Resources

- Farmland owners place lower importance on the preservation of most natural and cultural services. These include air quality (-15%), an environmentally sustainable community (-19%), groundwater quality (-4%), lakes, rivers, and streams (-20%), open space (-14%), reduced stormwater runoff and flooding (-19%), wetlands (-15%), and wildlife habitat (-14%). However, they place greater importance on preserving cemetery space (15%) and good farmland (14%).

Agricultural, Land Use, and Growth

- Farmland owners are less likely to consider seeking agreements with neighboring communities on future land use and growth (-14%) important compared to their counterparts.
- Farmland owners consider it less important than non-farmland owners for community planning and zoning to guide where and how development should occur (-24%), to protect resident quality of life and property values from impacts of activities or development on neighboring properties (-9%), to require new development to pay fees to help defray costs of roads, parks, and other public services associated with that development (-8%), and to ensure that proposed developments consider the look and feel of the neighborhood (-17%). They consider it more important for landowners to determine how land is used or developed (27%).
- Farmland owners are more likely to agree that quarry operations are consistent (19%) but less likely to agree that converting farmland to non-farm uses (-11%) is consistent with the Town's agricultural and rural character.
- When asked about whether the Town should consider steps to avoid annexation, farmland owners are more likely to state that annexation is the property owners' decision to make (11%).
- Not surprisingly, farmland owners are much less likely to own 2 acres or less of land. In other words, they are more likely to own larger acreage.

Future Directions for the Community

- When envisioning the Town of Oregon in 15 years, farmland owners are less likely to agree that the Town has increased in population (-14%), natural areas have been preserved and enhanced (-11%), there is housing available for first-time buyers (-13%), there are senior apartments available (-15%), there is a network of bike routes and paths connecting the Town to neighboring communities (-20%), and there are recreational opportunities available for youth and adults (-26%).
- Regarding the future of facilities and services, farmland owners are less likely to agree that because current facilities are on land that may get annexed, the Town should purchase land to build and own a new Town Hall and Garage to accommodate staff offices, resident services, and Town operations (-11%), the Town should reduce use of salt on roads for winter de-icing, based on protocols recommended by the Wisconsin Saltwise program (-25%), and that the Town should increase taxes to pay for increased services and facilities (-11%).
- Regarding the future of community initiatives, farmland owners are less likely to agree that the Town should support residents' attempts to adapt to the local effects of climate change (-22%) and post "Welcome to the Town of Oregon" street signs at roads entering the Town (-10%).
- In terms of preserving community strengths, farmland owners are more likely to select farmland (27%) and cemeteries (13%) and less likely to select natural areas (-15%) and park lands (-15%).
- Farmland owners are more likely to feel that the Town should address the community aspect of farmers actively farming (16%), but are less likely to feel that the community should address population density (-14%).

Housing

- As expected, farmland owners are more likely to own single-family farm residences (56%) and less likely to own non-farm residences (-67%).
- Farmland owners are more likely to feel that residential growth should be clustered in farming areas (4%), albeit by a small margin.
- These residents are also more likely to feel that the Town should allow building a second home on a property (18%).

Transportation

- Farmland owners are strongly against both, the development of new bike paths and tax increases for transportation infrastructure. They are less likely to agree that new bike paths should be created on the street shoulders when a street is being repaved (-17%), to connect to the Oregon Rotary Trail and the Badger State Trail (-29%), and on existing streets with signage and striping (-20%).
- They are also less likely to support tax increases for maintenance of existing roadways (-16%), improving existing roadways (-17%), developing bike lanes (-24%), and expanding the bike trail network (-31%).

Table 6.1. Difference between Farmland Owners vs. Other Residents

Variable	Indicator	Farm Owners	No Farm	Difference
COMMUNITY and QUALITY OF LIFE				
Overall Satisfaction with Quality of Life	Satisfied/V. Satisfied	94%	84%	-10%
Reasons for Choosing to Live in Town:				
<i>Agriculture</i>	Selected	5%	45%	41%
<i>Availability of land parcels of 5+ acres</i>	Selected	13%	32%	20%
<i>Born and raised here</i>	Selected	6%	37%	31%
<i>Cost of housing</i>	Selected	10%	0%	-10%
<i>Low crime rate</i>	Selected	15%	15%	-1%
<i>Natural features and open space</i>	Selected	46%	26%	-19%
<i>Near family and friends</i>	Selected	14%	21%	7%
<i>Near job or employment opportunity</i>	Selected	14%	20%	6%
<i>Property taxes</i>	Selected	13%	6%	-7%
<i>Proximity to urban center</i>	Selected	30%	12%	-18%
<i>Quality of the local natural environment</i>	Selected	26%	10%	-16%
<i>Quality of neighborhoods</i>	Selected	19%	4%	-15%
<i>Quality of the school system</i>	Selected	35%	22%	-12%
<i>Recreational opportunities</i>	Selected	4%	3%	-1%
<i>Small town atmosphere or rural lifestyle</i>	Selected	46%	39%	-7%
Factors That Impact Quality of Life:				
<i>The Town of Oregon is a good place to raise a family.</i>	Agree/Strongly Agree	91%	84%	-8%
<i>Seniors can live safely, independently, and comfortably in the Town of Oregon.</i>	Agree/Strongly Agree	67%	71%	4%
<i>Preserving and celebrating our community's history is important to my quality of life.</i>	Agree/Strongly Agree	46%	58%	12%
<i>The overall character of the Town of Oregon should continue to be much like it is today.</i>	Agree/Strongly Agree	76%	68%	-7%
<i>The Town of Oregon should grow to accommodate more homes and people.</i>	Agree/Strongly Agree	21%	21%	0%
<i>The Town of Oregon should grow to accommodate more businesses and commercial lots.</i>	Agree/Strongly Agree	26%	30%	4%
FACILITIES and SERVICES				
Quality of Town Facilities and Services:				
<i>Airstrips</i>	Good/Excellent	11%	23%	12%
<i>Cell service</i>	Good/Excellent	57%	63%	6%
<i>Fire protection and EMS/ambulance services</i>	Good/Excellent	73%	87%	14%

Table 6.2. Difference between Farmland Owners vs. Other Residents

Variable	Indicator	Farm Owners	No Farm	Difference
<i>Garbage and recycling service</i>	Good/Excellent	89%	74%	-14%
<i>High speed internet and broadband service</i>	Good/Excellent	65%	50%	-15%
<i>Parks and recreation</i>	Good/Excellent	82%	78%	-5%
<i>Police and law enforcement services</i>	Good/Excellent	69%	72%	2%
<i>Street and road maintenance and repair</i>	Good/Excellent	55%	65%	9%
<i>Street and road plowing and treatment</i>	Good/Excellent	79%	80%	1%
<i>Town Government: Clerk's office, voting, etc.</i>	Good/Excellent	88%	83%	-5%
<i>Town of Oregon Refuse Center (TORC)</i>	Good/Excellent	54%	52%	-2%
Importance of Town Services:				
<i>Fire protection and EMS / Ambulance Services</i>	Important/V. Import.	97%	92%	-5%
<i>Police and law enforcement services</i>	Important/V. Import.	90%	87%	-3%
<i>Street and road maintenance and repair</i>	Important/V. Import.	97%	90%	-6%
<i>Street and road plowing and treatment</i>	Important/V. Import.	98%	91%	-7%
<i>Parks and recreation</i>	Important/V. Import.	74%	50%	-23%
<i>Garbage and recycling pick up</i>	Important/V. Import.	83%	63%	-21%
<i>Town of Oregon Refuse Center (TORC)</i>	Important/V. Import.	65%	59%	-6%
<i>High speed internet / Broadband service</i>	Important/V. Import.	91%	85%	-5%
<i>Cell service</i>	Important/V. Import.	96%	92%	-4%
<i>Town government services</i>	Important/V. Import.	88%	76%	-13%
Preference for Frequency of Recycling Pickup:				
<i>Prefer Weekly (More Frequent)</i>	Selected	22%	19%	-3%
<i>Prefer Bi-Weekly (Current)</i>	Selected	68%	54%	-15%
<i>No Preference</i>	Selected	10%	23%	13%
NATURAL and CULTURAL RESOURCES				
Importance of Preserving Resources:				
<i>Air quality</i>	Important/V. Import.	92%	77%	-15%
<i>An environmentally sustainable community...</i>	Important/V. Import.	88%	69%	-19%
<i>Cemetery space</i>	Important/V. Import.	14%	28%	15%
<i>Good farmland</i>	Important/V. Import.	75%	89%	14%
<i>Groundwater quality</i>	Important/V. Import.	99%	95%	-4%
<i>Historic and cultural sites</i>	Important/V. Import.	49%	56%	7%
<i>Hunting and fishing areas</i>	Important/V. Import.	50%	43%	-7%
<i>Lakes, rivers, and streams</i>	Important/V. Import.	93%	74%	-20%
<i>Open space</i>	Important/V. Import.	94%	80%	-14%

Table 6.3. Difference between Farmland Owners vs. Other Residents

Variable	Indicator	Farm Owners	No Farm	Difference
<i>Reduced stormwater runoff and flooding</i>	Important/V. Import.	89%	70%	-19%
<i>Wetlands</i>	Important/V. Import.	87%	72%	-15%
<i>Wildlife habitat and existing natural corridors</i>	Important/V. Import.	94%	79%	-14%
AGRICULTURE, LAND USE, and GROWTH				
Importance of Seeking Agreements with Neighboring Communities	Important/V. Import.	76%	62%	-14%
Land Use and Planning Activities:				
<i>Maintaining the Town's rural, agricultural landscape</i>	Important/V. Import.	85%	87%	2%
<i>Community planning and zoning to guide where and how development should occur</i>	Important/V. Import.	95%	71%	-24%
<i>Using or developing land is determined by landowners</i>	Important/V. Import.	48%	75%	27%
<i>Protecting resident quality of life and property values from impacts of activities or development on neighboring properties</i>	Important/V. Import.	92%	83%	-9%
<i>Requiring new development to pay fees to help defray costs of roads, parks, and other public services associated with that development</i>	Important/V. Import.	90%	82%	-8%
<i>Encouraging new commercial enterprises within the Town to increase the tax base and local jobs</i>	Important/V. Import.	44%	47%	3%
<i>Ensuring that proposed developments consider the look and feel of the neighborhood</i>	Important/V. Import.	91%	74%	-17%
Agricultural and Rural Character:				
<i>Quarry operations are consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	38%	57%	19%
<i>Converting farmland to non-farm uses is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	29%	18%	-11%
<i>Marketing agricultural products locally is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	76%	73%	-4%
<i>Conflicts between farms, commercial operations, and neighbors (dust, noise, traffic, odors) are common in the Town.</i>	Agree/Str. Agree	16%	21%	5%
<i>Solar farming is consistent with the Town's agricultural and rural character.</i>	Agree/Str. Agree	44%	36%	-8%
Concerns about Annexation of Property by the Village of Oregon	Concerned/V. Concerned	65%	60%	-4%
Whether the Town of Oregon Should Consider Mechanisms to Avoid Annexation:				
<i>Yes, if it does not increase residents' property taxes.</i>	Selected	41%	36%	-6%
<i>Yes, even if it increases residents' property taxes.</i>	Selected	19%	17%	-2%

Table 6.4. Difference between Farmland Owners vs. Other Residents

Variable	Indicator	Farm Owners	No Farm	Difference
<i>No, we need more housing and commercial development, and it should be in the Village.</i>	Selected	9%	11%	2%
<i>No, it is the property owners' decisions to make.</i>	Selected	16%	26%	11%
Amount of Land Owned by Residents in the Town	2 acres or less	71%	1%	-70%
Ownership of Farmland:				
<i>Do Not Own Farmland</i>	Selected	-	-	-
<i>Own and Farm</i>	Selected	-	-	-
<i>Own and Contract Out</i>	Selected	-	-	-
FUTURE VISION FOR THE TOWN				
Future of Residence in the Town of Oregon:				
<i>I anticipate still living in the Town of Oregon in 2040.</i>	Selected	61%	69%	8%
<i>I anticipate moving elsewhere between now and 2040.</i>	Selected	13%	7%	-6%
<i>I am considering a move elsewhere, but have not decided.</i>	Selected	9%	9%	0%
<i>Not sure.</i>	Selected	18%	15%	-3%
Future Directions for the Community:				
<i>The Town has increased in population.</i>	Agree/Str. Agree	76%	62%	-14%
<i>Agricultural lands are used for a variety of farming enterprises.</i>	Agree/Str. Agree	80%	87%	7%
<i>Natural areas have been preserved and enhanced.</i>	Agree/Str. Agree	90%	79%	-11%
<i>There is housing available for first-time buyers.</i>	Agree/Str. Agree	48%	35%	-13%
<i>There are senior apartments available.</i>	Agree/Str. Agree	42%	27%	-15%
<i>There is multi-generational housing available.</i>	Agree/Str. Agree	35%	36%	1%
<i>There is housing that allows aging in place.</i>	Agree/Str. Agree	60%	50%	-10%
<i>There is housing available for young families.</i>	Agree/Str. Agree	67%	58%	-9%
<i>There is a network of bike routes and paths connecting the Town to neighboring communities.</i>	Agree/Str. Agree	72%	53%	-20%
<i>There are recreational opportunities available for youth and adults.</i>	Agree/Str. Agree	78%	52%	-26%
<i>There are a variety of small, local businesses operating within the Town.</i>	Agree/Str. Agree	67%	60%	-7%
<i>Larger agricultural businesses have chosen to locate in the Town.</i>	Agree/Str. Agree	19%	23%	4%
<i>The Town has pursued fiber-to-premises broadband internet for all households.</i>	Agree/Str. Agree	73%	66%	-7%
<i>There are a variety of tourism and recreation-oriented businesses in the Town.</i>	Agree/Str. Agree	37%	29%	-9%

Table 6.5. Difference between Farmland Owners vs. Other Residents

Variable	Indicator	Farm Owners	No Farm	Difference
Future of Town Facilities and Services:				
<i>Because current facilities are on land that may get annexed, the Town should purchase land to build and own a new Town Hall and Garage to accommodate staff offices, resident services, and Town operations.</i>	Agree/Str. Agree	50%	39%	-11%
<i>The Town should reduce use of salt on roads for winter de-icing, based on protocols recommended by the WI Saltwise program.</i>	Agree/Str. Agree	65%	60%	-5%
<i>The Town should expand and improve yard waste composting facilities.</i>	Agree/Str. Agree	58%	33%	-25%
<i>The Town should increase taxes to pay for increased services and facilities.</i>	Agree/Str. Agree	27%	16%	-11%
Future Community Initiatives:				
<i>The Town should celebrate the diversity of farm, rural, and neighborhood residents.</i>	Agree/Str. Agree	68%	65%	-3%
<i>The Town should allow ATV/UTV traffic on Town roads.</i>	Agree/Str. Agree	20%	33%	14%
<i>The Town should support residents' attempts to adapt to the local effects of climate change.</i>	Agree/Str. Agree	66%	43%	-22%
<i>The Town should post "Welcome to the Town of Oregon" street signs at roads entering the Town.</i>	Agree/Str. Agree	25%	15%	-10%
<i>The Town should honor its farming history and the current farm families actively farming.</i>	Agree/Str. Agree	68%	70%	2%
<i>The Town Center should include community gathering areas.</i>	Agree/Str. Agree	49%	42%	-7%
<i>The Town should develop its communication networks to maximize the exchange of information between govt. and residents.</i>	Agree/Str. Agree	74%	67%	-7%
<i>The Town should arrange periodic info. sessions for residents on topics including taxes, zoning, and other topics.</i>	Agree/Str. Agree	81%	83%	2%
Community Strengths That Should Be Preserved:				
<i>Farmland</i>	Selected	50%	76%	27%
<i>Local cemeteries</i>	Selected	2%	15%	13%
<i>Low population density</i>	Selected	58%	51%	-7%
<i>Natural areas</i>	Selected	75%	60%	-15%
<i>Park lands</i>	Selected	36%	20%	-15%
<i>Schools</i>	Selected	44%	39%	-5%
<i>Town of Oregon Refuse Center (TORC)</i>	Selected	22%	21%	-1%

Table 6.6. Difference between Farmland Owners vs. Other Residents

Variable	Indicator	Farm Owners	No Farm	Difference
Community Aspects that the Town Should Address:				
<i>Attractions to bring people here</i>	Selected	15%	12%	-3%
<i>Businesses located here</i>	Selected	40%	35%	-5%
<i>Community gathering facilities</i>	Selected	35%	27%	-8%
<i>Farmers actively farming</i>	Selected	60%	76%	16%
<i>Lack of downtown area, commercial district</i>	Selected	27%	28%	1%
<i>Population density</i>	Selected	49%	35%	-14%
HOUSING				
Residential Status				
<i>Own single-family house — non-farm residence</i>	Selected	97%	30%	-67%
<i>Own single-family house — farm residence</i>	Selected	1%	57%	56%
<i>Rent home</i>	Selected	0%	1%	1%
<i>Live with parents, family, or friends who are the owners</i>	Selected	0%	0%	0%
<i>Own property but do not live in the Town of Oregon</i>	Selected	1%	12%	12%
Where Residential Growth Should Occur:				
<i>Near Village of Oregon boundaries</i>	Selected	51%	53%	2%
<i>In new subdivisions</i>	Selected	17%	12%	-5%
<i>Scattered along Town and County roads</i>	Selected	13%	13%	0%
<i>Clustered in farming areas</i>	Selected	1%	5%	4%
<i>In new subdivisions adjacent to existing subdivisions</i>	Selected	31%	40%	9%
<i>Residential growth should not occur in the Town</i>	Selected	27%	23%	-4%
<i>No opinion</i>	Selected	9%	8%	-1%
Preference for Design of New Housing:				
<i>Traditional Design</i>	Selected	31%	38%	7%
<i>Cluster Design</i>	Selected	69%	62%	-7%
Residential Growth over the Next 15 Years:				
<i>The Town of Oregon should restrict new housing development.</i>	Agree/Str. Agree	63%	59%	-3%
<i>Housing development should occur primarily in the Village of Oregon, not in the Town.</i>	Agree/Str. Agree	66%	67%	1%
<i>The Town of Oregon should encourage housing development as a way to increase tax revenue.</i>	Agree/Str. Agree	34%	30%	-4%
<i>The Town of Oregon should allow building a second home on a property.</i>	Agree/Str. Agree	40%	57%	18%
<i>The Town should encourage increased density and smaller lots to expand housing availability.</i>	Agree/Str. Agree	25%	26%	1%

Table 6.7. Difference between Farmland Owners vs. Other Residents

Variable	Indicator	Farm Owners	No Farm	Difference
TRANSPORTATION				
Opinions on New Bicycle Routes:				
<i>Paved bike lanes should be created on street shoulders when a street is being repaved.</i>	Agree/Str. Agree	65%	48%	-17%
<i>Designated bike paths should be built to connect to the Oregon Rotary Trail and the Badger State Trail.</i>	Agree/Str. Agree	76%	47%	-29%
<i>Bike lanes should be established on existing streets with signage and striping.</i>	Agree/Str. Agree	53%	33%	-20%
Tax Increases for Transportation Infrastructure:				
<i>Maintenance of existing roadways</i>	Support	59%	43%	-16%
<i>Improving existing roadways</i>	Support	53%	37%	-17%
<i>Developing bike lanes</i>	Support	43%	18%	-24%
<i>Expanding the bike trail network</i>	Support	54%	23%	-31%

SURVEY INSTRUMENT

March 2025

Dear resident,

The Town of Oregon is conducting a survey of residents to gather input on the future direction of our community. Your input is critical in this process. Survey responses will be used to help guide vision planning, future comprehensive plans, and ongoing policy making.

We expect it will take you no more than 15 minutes to complete this survey. Please provide your input by completing the attached survey and returning it using the postage-paid envelope included. We ask that an adult member (age 18+) of your household fill out the questionnaire.

The Survey Research Center (SRC) at the University of Wisconsin – River Falls is conducting the survey on our behalf. Your response will be treated in a completely confidential manner¹. The SRC will combine all responses, and results will be available in summarized form only. Your name will not be associated with your responses to survey questions.

After you submit your survey response, if you would like to discuss the survey or Vision 2040 project with a Town official or staff member, please contact us via the Town of Oregon website at www.townoforegonwi.gov/contact-us. Please stay up to date on Town activities by subscribing to the Town's email list for notifications of Town news and events. Sign up by navigating to www.townoforegonwi.gov/subscribe-to-updates.

Thank you for your time and input.

The Town of Oregon Board

If another member of the household would also like to participate, please access the digital version of the survey by typing www.tinyurl.com/townoforegonwi into an internet browser or by using a device to click on the QR code:



¹ This research has been approved by UW-River Fall's Institutional Review Board (IRB# FY2025-42). Participation in this survey is voluntary, and you can stop at any time. If you choose not to participate or stop participating, or skip any questions, there will be no negative consequences to you. Participation will not expose you to any risk beyond the normal level of stress that is encountered in your daily routine. If you have concerns about the study, please contact Greg Ruegsegger, Chair of the IRB, at irb@uwrf.edu.

Fill the circle that most closely matches your opinion about the following questions

Like this: ☒ Not like this: ☐ ☐ ☐

1. In general, how satisfied are you with the quality of life in the Town of Oregon?

Very satisfied ☐ Satisfied ☐ Neither satisfied nor dissatisfied ☐ Dissatisfied ☐ Very dissatisfied ☐

2. From the following list, select the THREE most important reasons you and your family choose to live in the Town of Oregon. Select three only.

- ☐ Agriculture ☐ Availability of land parcels of 5 + acres ☐ Born and raised here
☐ Cost of housing ☐ Low crime rate ☐ Natural features and open space
☐ Near family and friends ☐ Near job or employment opportunity ☐ Property taxes
☐ Proximity to urban center ☐ Quality of the local natural environment ☐ Quality of neighborhoods
☐ Quality of the school system ☐ Small town atmosphere or rural lifestyle ☐ Recreational opportunities

3. Indicate your level of agreement with each of the following statements about the Town of Oregon.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	N/A
a. The Town is a good place to raise a family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Seniors can live safely, independently, and comfortably in the Town of Oregon.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Preserving and celebrating our community's history is important to my quality of life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. The overall character of the Town of Oregon should continue to be much like it is today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. The Town of Oregon should grow to accommodate more homes and people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. The Town should grow to accommodate more businesses and commercial lots.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. The Town of Oregon provides weekly garbage pickup service and bi-weekly recycling service. What is your preference for the frequency of recycling pickup service?

☐ Prefer weekly (more frequent) ☐ Prefer bi-weekly (current schedule) ☐ No preference

5. Rate the quality of each of the following services/facilities available to the Town of Oregon residents.

	Excellent	Good	Fair	Poor	Don't know/ No opinion
a. Airstrips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Cell service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Fire protection and EMS/ambulance services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Garbage and recycling service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. High speed internet and broadband service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Parks and recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Police and law enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Street and road maintenance and repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Street and road plowing and treatment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Town Govt.: Clerk's office, voting, permits, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Town of Oregon Refuse Center (TORC)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How important is it for the Town of Oregon to plan for or preserve each of the following:

	Very important	Important	Somewhat important	Not at all important	No opinion
a. Air quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. An environmentally sustainable community that meets current residents' resource needs without compromising the need of future generations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Cemetery space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Good farmland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Groundwater quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Historic and cultural sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Hunting and fishing areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Lakes, rivers, and streams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Open space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Reduced stormwater runoff and flooding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Wetlands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Wildlife habitat and existing natural corridors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. How important is each of the following statements regarding land use and planning in the Town of Oregon.

	Very important	Important	Somewhat important	Not at all important	No opinion
a. Maintaining the Town's rural, agricultural landscape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Community planning and zoning to guide where and how development should occur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Using or developing land is determined by landowners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Protecting resident quality of life and property values from impacts of activities or development on neighboring properties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Requiring new development to pay fees to help defray costs of roads, parks, and other public services associated with that development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Encouraging new commercial enterprises within the Town to increase the tax base and local jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Ensuring that proposed developments consider the look and feel of the neighborhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. How important is it for the Town of Oregon to seek agreements with the City of Fitchburg, Village of Brooklyn, and Village of Oregon on future land use and growth?

Very important	Important	Somewhat important	Not at all important	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Town of Oregon property owners can apply for annexation of their property that is contiguous to either the City of Fitchburg, Village of Brooklyn, or Village of Oregon. Should the Town of Oregon consider mechanisms to avoid annexation?

Yes, if it does not increase residents' property taxes.	Yes, even if it increases residents' property taxes.	No, we need more housing and commercial development, and it should be in the Village.	No, it is the property owners' decisions to make.	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How concerned are you about the Village of Oregon annexing Town of Oregon property?

Very concerned	Concerned	Somewhat concerned	Not at all concerned	No opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Indicate your level of agreement with the following statements regarding agriculture and land use in the Town of Oregon.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	N/A
a. Quarry operations are consistent with the Town's agricultural and rural character.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Converting farmland to non-farm uses is consistent with the Town's agricultural and rural character.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Marketing agricultural products locally is consistent with the Town's agricultural and rural character.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Conflicts between farms, commercial operations, and neighbors (dust, noise, traffic, odors) are common in the Town.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Solar farming is consistent with the Town's agricultural and rural character.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Which of the following statements best describes your future as a resident of the Town of Oregon.

I anticipate still living in the Town of Oregon in 2040.	I anticipate moving elsewhere between now and 2040.	I am considering a move elsewhere but have not decided.	Not sure.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Indicate your level of agreement with the following statements concerning community services, projects, and initiatives offered in the Town of Oregon over the next 15 years.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a. The Town should celebrate the diversity of farm, rural, and neighborhood residents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. The Town should allow ATV/UTV traffic on Town roads.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. The Town should support residents' attempts to adapt to the local effects of climate change.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. The Town should post "Welcome to the Town of Oregon" street signs at roads entering the Town.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. The Town should honor its farming history and the current farm families actively farming.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. The Town Center should include community gathering areas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. The Town should develop its communication networks to maximize the exchange of information between Town govt and residents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. The Town should arrange periodic information sessions for residents on topics including taxes, property, zoning, and other topics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. The following statements suggest future directions for the Town of Oregon community. Please indicate your level of agreement for each when considering the Town in 2040 (15 years into the future).

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a. The Town has increased in population.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Agricultural lands are used for a variety of farming enterprises.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Natural areas have been preserved and enhanced.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. There is housing available for first-time buyers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. There are senior apartments available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. There is multi-generational housing available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. There is housing that allows aging in place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. There is housing available for young families.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. There is a network of bike routes and paths connecting the Town to neighboring communities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. There are recreational opportunities available for youth and adults.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. There are a variety of small, local businesses operating within the Town.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Larger agricultural businesses have chosen to locate in the Town.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. The Town has pursued fiber-to-premises broadband internet for all households.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. There are a variety of tourism and recreation-oriented businesses in the Town.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. How important to you is each of the following Town of Oregon services?

	Very important	Important	Somewhat important	Not at all important	No opinion
a. Fire protection and EMS / Ambulance Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Police and law enforcement services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Street and road maintenance and repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Street and road plowing and treatment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Parks and recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Garbage and recycling pick up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Town of Oregon Refuse Center (TORC)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. High speed internet / Broadband service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Cell service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Town government services (Clerk's office, voting, permits, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Indicate your level of agreement with the following statements concerning services offered by the Town of Oregon over the next 15 years.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a. The current Town Hall and Garage facilities are on land that the Village may eventually annex. The Town should purchase land to build and own a new Town Hall and Garage to accommodate staff offices, resident services, and operations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. The Town should reduce use of salt on roads for winter de-icing, based on protocols recommended by the WI Saltwise program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. The Town should expand and improve yard waste composting facilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. The Town should increase taxes to pay for increased services and facilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Community Strengths — From the following list, select the THREE most important strengths of the Town of Oregon that you believe we should most preserve and/or build upon. Select three only.

- | | |
|--|---|
| <input type="radio"/> Farmland | <input type="radio"/> Schools |
| <input type="radio"/> Local cemeteries | <input type="radio"/> Town of Oregon Refuse Center (TORC) |
| <input type="radio"/> Low population density | <input type="radio"/> Other 1, please specify: _____ |
| <input type="radio"/> Natural areas | <input type="radio"/> Other 2, please specify: _____ |
| <input type="radio"/> Park lands | <input type="radio"/> Other 3, please specify: _____ |

18. From the following list, select the THREE most important aspects of our community that you believe the Town should address or support. Select three only.

- | | |
|--|--|
| <input type="radio"/> Attractions to bring people here | <input type="radio"/> Lack of downtown area, commercial district |
| <input type="radio"/> Businesses located here | <input type="radio"/> Other 1, please specify: _____ |
| <input type="radio"/> Community gathering facilities | <input type="radio"/> Other 2, please specify: _____ |
| <input type="radio"/> Farmers actively farming | <input type="radio"/> Other 3, please specify: _____ |
| <input type="radio"/> Population density | |

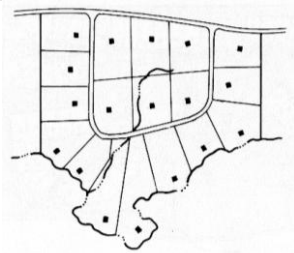
19. What is your residential status in the Town of Oregon? Select all that apply.

- | | |
|--|--|
| <input type="radio"/> Own single-family house – non-farm residence | <input type="radio"/> Live with parents, family, or friends who are the owners |
| <input type="radio"/> Own single-family house – farm residence | <input type="radio"/> Own property but do not live in the Town of Oregon |
| <input type="radio"/> Rent home | <input type="radio"/> Other: _____ |

20. Regarding the design of new housing in the Town, would you prefer: **Option A** — housing built in a traditional design with larger individual lots and no open space; or **Option B** — an open space/cluster design with smaller individual lots and open space that is permanently preserved? *Both options in this example contain the same number of housing lots.*

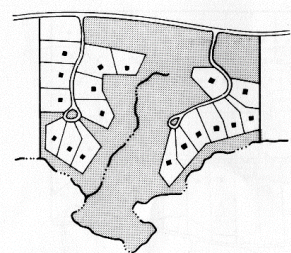
Option A

☐



Option B

☐



21. Where in the Town do you prefer residential growth to occur? Select all that apply.

- | | |
|---|---|
| <input type="radio"/> In new subdivisions | <input type="radio"/> In new subdivisions adjacent to existing subdivisions |
| <input type="radio"/> Near Village of Oregon boundaries | <input type="radio"/> Scattered along Town and County roads |
| <input type="radio"/> Clustered in farming areas | <input type="radio"/> No opinion |
| <input type="radio"/> Residential growth should not occur in the Town | |

22. Indicate your level of agreement regarding residential growth in the Town of Oregon over the next 15 years.

- | | Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| a. The Town of Oregon should restrict new housing development. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Housing development should occur primarily in the Village of Oregon, not in the Town. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. The Town of Oregon should encourage housing development as a way to increase tax revenue. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. The Town of Oregon should allow building a second home on a property. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. The Town of Oregon should encourage increased density and smaller lots to expand housing availability. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

23. Would you support or oppose tax increases for the following?

- | | Support | Neutral / Not sure | Oppose |
|-------------------------------------|-----------------------|-----------------------|-----------------------|
| a. Maintenance of existing roadways | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Improving existing roadways | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Developing bike lanes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. Expanding the bike trail network | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

24. To what extent do you agree with the following statements concerning bicycle routes?

- | | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| a. Paved bike lanes should be created on street shoulders when a street is being repaved. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Designated bike paths should be built to connect to the Oregon Rotary Trail and the Badger State Trail. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Bike lanes should be established on existing streets with signage and striping. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

DEMOGRAPHICS

25. How long have you lived in the Town of Oregon?

- | | | | | | |
|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Property owner only. | Less than one year | 1—5 years | 6—10 years | 11—20 years | More than 20 years |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not live in the Town. | | | | | |
| <input type="radio"/> | | | | | |

26. How do you identify your gender?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| Man | Woman | Non-binary | Prefer not to answer | Prefer to self-describe: _____ |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

27. What is your age?						
18-24	25-34	35-44	45-54	55-64	65-74	75+
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. What is your employment status?						
Employed full-time	Employed part-time	Self-employed	Not employed, looking for work	Not employed, not looking for work	Retired	Prefer not to disclose
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. If you own land in the Town of Oregon, please indicate the total number of acres you own.									
Do not own land in the Town of Oregon	Less than 1 acre	1—2 acres	3—5 acres	6—20 acres	21—34 acres	35—100 acres	101—200 acres	More than 200 acres	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

30. Do you own <u>farmland</u> in the Town of Oregon? Select all that apply.		
No, I don't own farmland in the Town	Own and farm agricultural land	Own agricultural land and contract out farming
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Including you, how many adults and children are in your household?						
	0	1	2	3	4	5+
Adults (18 or older)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children (under 18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. What was your approximate household income in 2024? Include income from all sources such as employment, farming, public programs (e.g. Social Security), etc.						
Less than \$15,000	\$15,000 - \$25,000	\$25,001 - \$50,000	\$50,001 - \$75,000	\$75,001 - \$100,000	\$100,001 - \$150,000	More than \$150,000
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OPEN-ENDED COMMENT AND FEEDBACK (optional)

In this section, you are welcome to provide more details about or clarification of your survey answers, offer ideas or comments related to the Town's Vision 2040 project, suggest topics and perspectives that were not covered in the survey questions, and provide any other feedback.

Please also consider these questions: If you could be transported to the Town of Oregon in the year 2040, what would the Town be like? What would be similar to today in 15 years, and what would be different? What would be better? What would not be better? What should we do today to make living in the Town better in 2040?

THANK YOU FOR COMPLETING THE SURVEY

Please return the survey in the postage-paid envelope provided.

LIST OF OPEN-ENDED COMMENTS

Growth and Rural Character

I would like to see a town that cares to include goals related to diversity and inclusion in their mission, this is a very nice place to live and I would like to see that in 15 years we have more diverse neighbors, enjoying what this community has to offer. Also, I would be saddened to see new build developments eating up the natural spaces - like those in the village.

Growth is important, but making sure it is controlled to maintain our natural resources, small and local business, quality of life is critical.

In 2040 would hope to have strong agricultural base in the Town with maintenance and expansion of natural areas. While the population may be anticipated to increase some the density should remain low. I do not see business or commercial development in the Town as that should be part of the Village which by 2040 undoubtedly will be the City.

I hope very much that the Township will have a similar feel to today in 2040.

Keep it the same!

Keep Oregon small and well maintained

Keep the town as is! It would be wonderful if, in 2040, I could drive around the town and see that nothing has changed.

Our population is aging with fewer young families moving in.

Stay the same.

The level of noise pollution from small aircraft, powered parachutes, motorcycles, and vehicles has become a significant issue and negatively impacts the quality of life that made living in the town attractive.

The population must stay low to preserve the character and quality of life in the town

The Town of Oregon should try to maintain what we have today. Obviously, there will be growth in the next 15 years but to try and preserve what we have today is what will make the area enjoyable to live in. I am in favor of growth, but it should be implemented in a way that tries to preserve the area as it is.

Village must not expand beyond current limits, it is already too large.

We hope that the town will be very similar to what it is now in 2040. Our children may want to live here after we have passed on.

I like the feel of the Town, however we are seeing more and more traffic on town roads, as people commute to Madison. The Town does need to grow, and any development should be responsible for incorporating infrastructure, not the current residents. We have numerous bike riders using the Town roads, it would behoove us to add a bike lane where and whenever

possible. Is there any way to target bike riders to help pay the cost of bike paths/lanes. A wheel tax of some sort or a license of some type.

I'm in favor of limited, smart growth, with large lots. We shouldn't lose too much of our farmland. I would pay higher taxes to ensure we aren't overrun with new housing or lose our agricultural and outdoor land.

In the future, I hope that the town will be more connected to other communities through recreation, while maintaining open space in farmland and implementing smaller residential subdivisions spread out as to not have an urban feel

Residents would be required to keep their land according to ordinances (IE no excessive junk on properties and yards maintained). There would be plenty of parks with hiking, biking and trail systems. Residential development would be the same as today with no new developments which take up green space. Better connection of sidewalks to the Village of Oregon. Increased commercial corridor would be in the Village and not the town

The same environment.

Dane County is rapidly growing as is our core city Madison as well as the surrounding ring of villages, including Village of Oregon. The rural towns are not growing as fast and I do not anticipate them to grow as fast. We should encourage growth in our cities and villages and maintain our agriculture base to provide food and fiber. This will be a combination of large farms and smaller specialized farms like Carandale and the orchards on Alpine Road.

This is a huge opportunity for the Town to gather input and achieve a great balance for all the residents of Oregon. Change is inevitable, but that does not mean that it has to be a negative. The Town is located around great job centers. The overall tax base of the Town can be managed to achieve growth while also building resilient infrastructure so that long-term costs can be controlled. If you build quality subdivisions like Hampton Hills and Raven Oaks there is relatively low maintenance cost but an increased tax base that can help support the infrastructure throughout the rest of the Town.

Without proper growth the Town of Oregon will not be sustainable in the near future. Property taxes will continue out of control.

Focus on the town hall for a central information/service hub. Signage to direct new people and visitors to promote an enjoyable town experience.

The town is being annexed by the Village of Oregon and therefore needs to increase new construction to maintain/ increase that Dose to provide needed services/ revenue. Increased revenue would lessen the need to borrow funds for general maintenance and town services.

I think a town center (like the Paoli mill) would be nice and would grow small businesses. Something should be done about baking safety on roads - the roads are narrow and winding, and cars go very fast around curves, plus there can be a lot of bikers! I would not like to see a bunch of new large subdivisions be built, they ruin town character. smaller groupings of homes could be built more tastefully, without ruining the character.

We moved here from CA. We were attracted to the land and spacing, knowing we weren't too far from town or big cities. It's the perfect middle ground. There aren't a lot of places that can

claim that, and that is what makes Oregon such an ideal and attractive place to live. Small towns that continue to grow unchecked lose their history, their charm. There are other ways to grow than in population. In 15 years, I hope that the businesses grow and thrive and that population remains relatively a happy medium to honor the balance of natural land and community. That it is someplace I want to grow old in, and can be glad to have chosen this town as our place to raise our family.

I have enjoyed living here for more than 50 years. My children received an excellent education's primary importance. Live in a rural development with the best neighbors and am grateful each day for my quality of life. Close enough to urban amenities and am able to walk out my door and have a good, long hike in the woods. I would hope someone would be able to say the same in 2040

I live here because of the rural, non-crowded feel. That should not change.

I really like the rural feel of our town and how it is not commercialized with chain stores/restaurants. I grew up in a small Wisconsin town of 2,700 people, so I am biased of course :)

I think our strengths lie in our rural setting and history. I understand the need for development and growth, but am deeply saddened to see huge apartment blocks eat up beautiful natural settings, such as one finds along Irish Lane, and on MM. Imagine a community of housing built around green space, with a "barn" community building, community gardens, connecting bike trails, and businesses that would support and thrive in such a community.

I would hope that the town would still be beautiful; that Union Rd, Glenway Rd, Tipperary Rd, and CRC A and D would continue to attract bicyclists for their rural character. I would hope that the town would not disappear as a result of incursions from the surrounding communities, the addition of sprawling subdivisions within the town, an expanded commercial presence, or a peppering of overbuilt estates throughout the countryside.

I would prefer maintaining the small town, rural feel of the town by restricting development and maintaining natural spaces. Increased taxes are preferable to increased residents to maintain the town as it is now.

I'd like the town of Oregon to continue to be a great place to raise a family, with parks and excellent schools. I think it's important to create housing opportunities for others as well as keep the feel of being a small town, with lower taxes and a more rural lifestyle, while still attracting business to our area.

Ideally very similar to how it is today. Without Village of Oregon annexation. Mostly farmland without invasion of subdivisions, solar farms and high density housing. A rural community with affordable taxes.

If people wanted to have all the amenities of city/village living, that's where they would choose to live. People chose rural/country for a reason. Larger lots, more trees, nature, less people and more space. Keep that spirit alive in the town of Oregon.

Important to preserve rural characteristics

Maintain population density to keep rural feel.

Maintaining the Town's rural character and identity is very important.

Please keep the Town rural, open and green.

Please maintain the current rural character and don't develop further. Look at how Fitchburg is being ruined.

Population expansion should come from the Village of Oregon, if necessary. The majority of the Township should remain rural.

Protect the towns borders from being annexed. Make it so people want to keep their property in the town when they sell their land instead of annexing to a nearby village. Add some subdivisions to increase tax base. Keep rural feel-enough neighboring communities have businesses.

The Town Board faces tough decisions which are made more difficult due to the State of Wisconsin's restrictions on the ability of local governments to raise revenue and enact local priorities. As much as possible, I would like the Town to retain its rural character and avoid housing development. I think the Town should consider raising tax bills if needed rather than reducing Town services and quality of life and sometimes this costs residents less (example: the cost to residents for Pelleteri's services vs. the cost when it was done by TORC).

The Town of Oregon should do everything in its power to remain a rural haven.

The town of Oregon should remain rural and not encourage more residential builds

This was a rural farming community. I strongly feel it should remain that way.

We are hoping the Town of Oregon can continue its rural/agricultural feel for the foreseeable future. We bought land here to farm and to also rent for farmlands. We would like to add to our acreage of FARM acres, but it is too expensive to do so as everyone thinks their land will be the next big "development" land.

We moved to Swann Creek in Fitchburg 20 years ago because of the closeness to Madison while still providing a smaller town feel. The DNR hunting land was still used regularly by hunters and the Northeast Neighborhood had not been developed. We moved out eight years ago as the density increased and the subsequent challenges occurred. It is rare to find the combination of a rural area in close proximity to an urban area such as the Town of Oregon to Madison. I feel if I were looking out to 2040, I would like the Town to retain nearly all the rural character it has today. Sometimes we mistake that to make living in the Town better means things should change. I would argue the way to make the Town better in 2040 would be to maintain its population density and character of today despite the pressures otherwise. There are communities all around us that will continue to develop farmland into residential developments and business parks. I would love that what made us unique was maintaining why people moved to the Town of Oregon to begin with.

We should preserve the rural feel of our community. We should focus on larger lots and preserving wooded areas if there is growth. A moderate amount of population growth would be OK. We should maintain our ability to recycle and dispose of natural waste at the torc or something similar.

We waited patiently for years for a properly zoned piece of land to become available upon which we could build. We want to build our forever home in the Town because of its rural nature and charm. We love the local farmers and support their local farmstands. We love the small

community that knows each other well. We love and support the village too, but chose to make the Town our forever home BECAUSE of its dedication to preserving farmland and open space and tight-knit residents. The Town has always been so pro-farmland and rural lifestyle, it would break our hearts to have developments pop up and lose everything we waited so long to be a part of!

Would like to see Dark Skies all over town. Would like to see small farms and open space. Any business would be small and rural directed or focused. Clean air and water. Non-polluting energy - solar, wind, geothermal, nuclear. Stable population.

This survey has MANY ambiguous questions and many answers are determined by state, county, and local zoning regulations and laws which make many answers impossible to interpret. Obviously, certain changes will have to be made in the Town of Oregon - ie roads need to be maintained/upgraded as needed, trash collection updated as needed, etc. But many residents here I believe purchased their properties because of the current lifestyle and would like it to continue for many years.

Housing and Development

I don't necessarily see the need to keep Town of Oregon separate from Village as long as the zoning is used so that there would still be open areas of farmland with residential housing communities and light business scattered in between. Even with increased need for housing, people still need areas of less density just to be able to breathe. The trick of course is how is the cost of services allocated among closely packed populations who have the greater use/need of those services and folks who hardly need them at all.

I'd rather see the town establish a business park in a strategic location, then allow businesses (especially mfg or commercial) to pop up just anywhere.

The Town should limit new buildings - limit new housing, limit new businesses, limit developments.

I am pretty sure the developers and investors will try to bribe or force their way to develop the town lands and unfortunately some may succeed.

I own a parcel adjacent to the village. There is one house which I rent to my sister. I am exploring a conservation easement for the 5 acres that were previously used as a hayfield and are now being developed as a prairie restoration project.

I would like to see less sprawl. build in neighborhoods but don't pack them in. Don't force farmers out of their property just to build a neighborhood. don't be stingy on the lot size. Make it safe for bikers on the roads (they don't seem to want to travel on the bike paths.

I'm proud of the community we live in. While I want to see it grow and kept up, I am fearful of it growing too rapidly. My family has deep farming roots and this is what attracted us to the community and our property to begin with. As urban sprawl continues south from Madison, it challenges the identities and benefits of our smaller communities. I feel it is the Town's responsibility to protect this way of living. While I do want to see our community continue to grow and prosper, it needs to be done mindfully and at a pace that will protect our identity. Just because something is the new normal in Madison or even the Village of Oregon, it does

not mean we need to feel pressured to adapt to it. If potential residents want a more urban feel, there's plenty of other communities closer to Madison for them.

More competition for restaurants and bars with many having opened and closed. More parks with bathroom facilities on/in all neighborhoods and border areas as well as easy access to and from areaswith no gated communities and plenty of police or security throughout

Please do not make it non-stop subdivisions like Fitchburg.

Please end quarry operations.

Preserve farmland and avoid building large apartment complexes or town houses.

The quarry should not be allowed to expand. They violate the agreements in place by operating as early as 6 am in summer and on weekends. Calling to complain each time they are in violation shouldn't be the responsibility of residents. They know they are violating the rules, and I think our Town should police them regularly. They are a nuisance.

The way things are going right now there will be subdivisions destroying every open space. Country living will be a thing of the past. I live where I do because I'm in the country. Please don't bring a subdivision and increased traffic to me.

We do not need to duplicate what is already in the Village of Oregon. People moving to the Town of Oregon should accept it for what it is and not try to change it to adapt to their lifestyle. My new younger neighbors complain of the lack of conveniences. Then why move here? If you want urban conveniences, move to urban areas. Farming needs to be protected and encouraged.

Any new developments will follow a low-density, eco-conscious model, integrating green spaces, walking trails, and community gardens.

Growth in both the village and the township are inevitable. However, so is the need for open space. Recent large scale developments, like Bergamont are, in my opinion, inappropriate with regard to scale, land-use, density, resource utilization and aquifer impacts. High end sprawl is still sprawl. Cluster development with maximum preservation of open land, as well as policies that encourage density in the village and walkability/ bike ability would be possible solutions to the inevitable growth pressures that will occur. To leave the determination of future growth--in the village or the township--to the vagaries of developers' self-interest and "the market" would be a missed opportunity and a huge mistake.

I prefer open space to new upscale housing developments.

I propose pausing the construction of homes and apartments for a couple of years. This pause would provide the community with time to adjust to the rapid population growth.

Love the Dog Park at Anderson Farms and the new Library in the village. Those were examples of good additions and smart development.

New housing developments should be connected to the existing infrastructure of the sewer and water in the Village of Oregon.

Open land and natural resources are very important. We don't favor housing development in the Town.

We moved here to be close enough to convinces, but far enough away from others. Now housing is slowly encroaching on our place. If housing continues to build closer to our place we will be moving out of the area.

We moved to the township because of the ability to have a hobby farm with livestock and space. I'd prefer more land stay consistent with single families homes and acreage but recognize that limited residential development will help provide an adequate tax base. Surrounding development with protected park and wildlife land will ensure that we don't see too much development that ruins that character of this area. It would be nice if we were able to develop a second residence at our property because of the needs of our aging parents or perhaps adult children after high school. I'd much prefer this approach versus tearing down a farmhouse to build a multi generational home.

We need to be thoughtful about expansion and development. If it's planned well it can match the look and feel of the community. But when it's haphazard it can be an eyesore.

What we really like about the town is that we have space to breathe and enjoy our home without excessive noise or development. It is very important to us that taxes remain low, and that the town resist the high density housing that seems to be popping up everywhere. We live in a neighborhood that's fairly isolated, it would be helpful if there were bike paths that families could safely use to get into Town or elsewhere. Biking on the county highways is just too dangerous. Something that we see as a general problem is that everything is getting too expensive and that only wealthy people will be able to afford living here in the future. I would love to see affordable family homes in this area for middle income earners, right now it seems that the housing or land availability favors the rich or existing landowners.

Try to stop the village from taking land!! You have to become more than a township to prevent this. More police on roads the village is sending cars. Trucks more TRAFFIC. Keep development to a minimum. People like this area because it is rural. OUTSIDE of town. Quiet.

More housing availability and sustained pro-active efforts to promote new businesses locating in the Town in order to maintain or reduce the tax burden for residents. Agreements with neighboring cities/villages regarding annexation issues. Substantive talks with the Village of Oregon regarding a merger in order to prevent unwanted annexation by others. Relocate the Town Hall and Shop/garage and utilize the sale proceeds of the current location to fund much of the costs involved. Invest in recreation areas. Be proactive in identifying specific areas for residential subdivision development ahead of time that can meet both goals of keeping ag land in ag and maintaining the rural feel of the Town.

Nice quiet rural town that doesn't get overtaken by housing developments. Hope it stays farming community

The Town will still have a strong rural identity, but with strategic development focused on agriculture, conservation, and controlled residential expansion.

We like the mix of the rural and village life in our area, with easy access to cultural/enrichment activities in surrounding communities. However there is a need for more senior housing

choices, that are affordable, along with services to support seniors. More small business opportunities would enhance the quality of life , and provide some variety and choices.

We should not allow High Density McMansion developments to be constructed in The Town of Oregon. The Rural / Pro-Farming / undeveloped areas are what make town of Oregon special. We should not allow neighboring towns to annex ANY of our property. We strongly need road repairs on many rural roads which could lead to tax increases which we support.

Using or Developing land is determined by the owners. Does this mean an owner could put a gun range on their property? Build a 2nd home?

Also large lots to encourage residence with small business on same property.

It needs to grow, bring in some business and more housing.

I believe a second house on a large property should be allowed if occupants of the 2nd house are related to the owner of the first. I also think a limit to house square footage when applying for a building permit should be instituted.

I feel strongly about being able to build a second house on my 14 acres so I can downsize and pass my large home on to my family

1. Population density same but more diversity and some low income housing. 2. Roads better and safer. 3. Address garbage/refuse in and on roadsides and right of way areas due to garbage pickup service.

I don't understand why new homes are so ridiculously large and expensive with no land and why they are built 10 feet apart. I consider this destruction, not development. Also, I worry about crime near low income apartments.

I support the creation of affordable housing.

I think Oregon (village and/or town) is going to need more assisted living or retirement-stepdown communities by 2040. It's also likely going to need more childcare facilities if we plan to build more homes.

I would love to see farm fields preserved. I would also like mor housing in the town. I believe there are many wooded areas in our town that could be developed without affecting the rural life/landscape of the town. I believe they could be used to help create density units in the town and protect our farm fields.

Increased Housing and support for economically struggling people.

More homes here is good. We might as well benefit from the growing tax base vs other Towns or the Village.

No more new housing. The town is getting crowded enough. Don't force residents to pay for garbage pick up when they don't want it. No bike lanes, bikers are a giant pain in the ass.

We have loved living in the Town for over 35 years. We are currently considering our options for "aging in place." It seems the only option within the Town would be to remodel our home which would mean an addition. Really wish there was an option similar to Raven Oaks

neighborhood available that offered availability for single family, or even multi-generational housing which will likely be an important part of housing solutions going forward.

I dream of 1 acre+ home lots with ability to add second home by attaching to existing like a duplex to encourage extended family or aging family. Large residential lot to encourage use of gardening, solar and pets in keeping with rural life. (There is plenty of high density living in other parts of Dane Co)

I would hope for our town board to seek to keep the Town of Oregon similar in its rural character, but allow for some residential expansion next to the Village of Oregon border or next to standing neighborhood developments. Keeping the open farm spaces is important to that rural character. To serve young families in the area, developing and maintaining more park areas is important. Knowing that some tax base has to be developed, judicious zoning for commercial or business development near the border of the Village of Oregon would probably be necessary.

No new subdivisions!! No increase in residential housing stay with one lot for every 35 acres owned. Leave people alone. Let them have their privacy. Do not encourage more bicycles on rural roads

Of course we as current homeowners would love for the town to remain rural. But none of my working kids, or their friends, can afford to buy homes. Being this close to growing Madison, we need to accommodate additional growth which helps make homes affordable. There is a dire shortage of housing and the larger area is growing. The Town needs to change from all rural and large lot for the sake of younger generations.

Preserve rural feel, parks and open green space while encouraging housing for affordable housing.

Facilities and Services

I feel we need to keep a small community and our police need to drive through the township more. They never come through Fahey heights more and the snow removal has been unacceptable the few years. The township doesn't want to join the village. If the township is removed I will sell my property. I enjoy a quiet friendly small community. But people drive to fast in Fahey heights so it would be nice if the police came out here more to stop the speeding.

Access to high speed internet and improved cell services would improve life in this area and be helpful for new businesses and developments.

I wish curbside garbage services had never been adopted and that TORC had been expanded to include more opportunities for "trash" to be recycled and up-cycled (for clothes, bikes, intact furniture, hardware, etc.) and to have included a library of tools (not limited to gardening tools, but bike repair, construction, shop vacs, sewing machines, generators...all of which could easily have been sourced via donations.) And in light of that.. transparency in local government operations to prevent conflicts of interest and to discourage unhanded manipulation by parties to influence outcomes.

If I clean up my yard on a Sunday, I have to store my lawn waste for 6 days. If it rains during that 6 days the lawn waste is wet and stinky and much harder to pack up and haul to the dump.

New centrally-located Town center/government facilities. Slightly increased density of housing. commercial development limited to ag businesses. No big stores. No conveniences/grocery stores.

Extend hours for dropping off yard waste to include one day midweek, spring through fall. A few hours during that day. You should only need one attendant for this!

Fiber needs to get here ASAP.

I don't mind the at-home garbage collection situation now (instead of bringing it to the TORC), but I am paying a lot more for it now because we typically put garbage/recycling out only once a month. It would be great to find a better solution that doesn't also cost more; brighter minds than mine may come up with something better.

I value the Oregon TORC. I do like having the ability to drop off items during the week as well as weekends.

I would like recycling to be weekly in December. Too many overflowing bins during the Christmas season.

On the garbage pick up - we have a 1000 foot gravel driveway, and already had a dumpster on the site - so being forced to sign up for additional pick up wasn't very helpful. I'm sure it's fine for others with a different situation.

Recycling is not frequent enough. Provide two cans if necessary.

Road maintenance in the Raven Oaks neighborhood is poor and getting worse.

The area for brush and tree disposal can be somewhat chaotic and congested at times. Better traffic patterns would help.

The scouts bring a lot of value to the community; can they have storage space? Can we get a space for community camping?

The TORC availability is very poor since contracting with Pelliteri. It should accept all recycling and large items and have much better hours.

The town should have a place to dump lawn waste 24/7 just like the Village of Oregon has.

To make things better today, give more access to the recycling center/dump. Difficult for residents to get rid of refuse - cardboard, electronics, etc.

TORC could have one area to allow lawn waste to be dumped at any time unmanned. Dropping off lawn waste only on Saturday mornings is inconvenient and the area is usually crowded and unorganized.

We would like the TORC to be open more hours in the summer and fall. There just isn't enough time in one day to haul all the yard waste, especially leaves in Autumn.

We would like TORC hours increased, and open on additional days in the growing season and fall.

Would like to see TORC trash/recycling be brought back / made optional instead of curbside. Curbside - would rather do recycling every week and trash every other (many produce more recycling than trash). Many things without strong opinions because it depends on what the

plans presented would look like. While we need support for EMS/Fire/Law enforcement, we need to make sure we continue to have access through neighboring communities - as we largely do today.

Would love to see the TORC expand. I feel the Township is generally under good leadership, except for the inept failure of communication for the TORC. Much of the community thought trash pickup was a joke. Many of us are on very long driveways. I feel for seniors that were forced to push/pull bins to the road.

Have lived in the town for over 40 years and loved it. The only problem that appeared was the weekly trash pick up replacing Torc. Someone should have their head examined . We just love seeing those lovely barrels be the homes.

Would like a site (whether at TORC or elsewhere) to be open 24/7 for yard waste drop-off, such as in the Villages of Oregon and Brooklyn. Most homes in the Town have much larger yards than in the villages, and TORC has extremely limited hours for drop-off which often times are incompatible with our schedules.

Better access to utilities like high speed internet and natural gas. Improved roadways

High speed internet would be available

I hope we have internet and better cell service than we do now.

Internet omg.

I would have preferred that township let individual households make the choice to contract for trash/recycling or make it an opt in program partially administered by the township. I already pay for large dumpster service so the curbside pick up is of no benefit to me and I feel like it has significantly increased the amount of litter along the rural roadways. I've personally seen trash fly through the air on windy days during the pickup process. I don't understand why the township needed to provide this service versus allowing households to contract privately - maybe you can pull our resources and provide septic pump outs at lower cost next?

I would like the town to have a wider view of the people that live in the community. We should not be divided by the political lines that seem to haunt the entire nation. Most of us choose to live in the town because it is a quieter life. We need to honor that with our views of environmental sustainability and wild spaces. A few examples of areas that the town needs to have a wider view...garbage, by paying a flat fee for garbage and recycling, we are rewarded people that throw a lot of things away. By paying per bag of garbage we are rewarded people who recycle and compost. I only have a bag of garbage every other month. We should I have to pay the same amount as someone that throws out four or five bags a week. Also...not being able to fight for our rural lifestyles...for instance not having a say about an asphalt plant in our backyards...that has destroyed our water quality. I now have arsenic in my water ever since the asphalt plant and gravel plant became part of our community. Find ways that generate income that are NOT destructive of our planet.

More broadband options will increase rural property values. prefer this over higher density.

Add 24/7 for TORC for yard compost or add a totally new drop off area. See if McKay Purple Cow would partner/sponsor.

Maintain services without increasing taxes.

Re open the dump and let us haul our garbage there! The dumpsters at the end of my driveway are an eye sore. The additional taxes are a problem. Closing the dump was the worst public policy ever...

We love living in the town of Oregon and feel the services provided at the town hall are excellent (especially the ease of voting and permits). We support things that are environmentally friendly and we enjoy the bike paths and parks that have been added. One thing that we hope to see in the future is hi speed internet and cable options as well as better cell service. We also would like to see Lincoln Road widened for the safety of walking and biking. We hope to also see more doggie parks. We support planned growth and are willing to increase taxes for more services.

It would be nice to have additional staffing/equipment for snow removal. The town has a lot of ground to cover with only two plows/drivers, so often times it takes a long time for roads to be cleared adequately, and the snow is compacted down by traffic making it more difficult to clear.

Plow roads very early morning, even on weekends. People work early shifts on weekends.

Prioritize plowing dangerous hills.

Seniors who need services (including transportation) should live in areas those services already exist. Town of Oregon should not go out of our way to create those services.

Sweep roads in Spring, especially after plows disturb new road surfaces and generate large amounts of gravel on roads.

Village should not annex town hall, garage etc. Why do we need the expense of building new facilities?

Oregon should have a brush drop off site that is open at all daylight hours, like the village does. Roads should be adequately maintained.

No school questions.

Biking Paths

Farms that are various type service businesses more small housing developments better roads with safer intersections some bike paths on roads that make sense bikes on the hilly twisting roads seem unsafe and inefficient we all like those roads but don't want to hurt anyone because we have to share them with bikes no priority to bikes in other words

I would hope it would be similar to today, but with more bike lanes and a thriving downtown area that has an abundance of shops and dining options owned by small businesses owners

Bike lanes on wider roads would be great! Bikers prefer not to go on the trails (they are too flat) it's a real problem in our Sun Valley neighborhood. So many hills and too many bikers. Not a good combination!

I just moved to the town of Oregon and love the neighborhood feel here. I would love to see more bike paths and sidewalks so our neighborhood is more accessible for walking, especially when we have few hours of daylight in the winter.

I live in Raven Oaks, and I would like to see the town work with the state to put in a sidewalk or bike path leading from the Badger State Trail parking lot on Purcell up Sayles Trail to the entrance to the Raven Oaks neighborhood. Sayles Trail is getting busier and busier with foot, bike and car traffic, and the shoulders are not suitable for pedestrians. Please help us make this short section of road safer for everyone.

I would strongly support the expansion of bike trails to connect the town to the Badger State Trail. I would also strongly support making bicycling throughout the town and into Fitchburg safer. I would hope that we prioritize our residents' ability to enjoy natural spaces such as hiking trails similar to the Ice Age trail segments around here.

More extensive bike trails connecting neighborhoods to other areas. Why would I envision things getting worse?

The biking connectivity could be better; existing roads should be modified to create wide area loops so people can take longer bike rides without fighting cars. Bike paths that connect the community to city center, kids can't currently bike to town.

This is a quiet place to raise a family. Its proximity close proximity to Madison provides the benefits like diverse food options and entertainment while being a nice and quiet respite from all that at home. One thing that'd really improve my quality of life is safer biking around town and connecting to trails that connect to Madison.

We desperately need safe bike paths, some way to either hook into the Village of Oregon, Fitchburg, and/or State trails. Safe bike paths being paths a five-year old with his grandmother could use not safe enough for a bike-shorts biker who can go 30mph. Just a single dedicated bike trail from every major super-cluster of neighborhoods to a single other bike-friendly location would be golden. Don't waste money putting painted lines on current roads with few exceptions the roads are too fast, narrow, and winding for bike paths; they work great for cars, but painting a bike path on them would just lead to people feeling bad for running over bikers.

It would still be safe, friendly, separated from Fitchburg/Madison by substantial green space, prosperous, and great schools. It would be better by having paved, dedicated bike paths (not roadside) connecting to Madison, Stoughton, Verona, and Evansville.

The bicyclist should use the bike trails that we have built and paid for their use. Bicyclist and fast moving cars do not mix well. I would like to see less bikes on our roads, not more. The property/school taxes are too high! Please help !

I would love to see more bike lanes and connections between current trails. I live off of Sun Valley Parkway and it is dangerous for bike riders, as well as drivers. A path to get from the town or village of Oregon to Paoli, along Sun Valley Parkway, is critical. It would also promote visitors coming into town if bike paths were accessible and had good connectivity. I think it would also promote more people using the bike paths and trails if they were added. In terms of new neighborhoods, I see value in both option A and option B for the new developments. I do think that the Town of Middleton has done a good job of building neighborhoods with slightly larger

lots that also incorporate walking/biking paths and open/park spaces built into the neighborhoods. That is attractive for many home buyers/builders in a new development.

Bike traffic should be limited to bike trails, not on the narrow, winding, hilly roads that don't even have shoulders.

Do not spend any money on bikers

Get bikes off Lincoln Road, allow ATVs on roads (so stupid we don't yet bikers ride stupidly). Manage these office people who come and go as they please and work minimal but get paid a ridiculous salary, pay hourly. TORC center so much better than Pelletari.

I hope we have better biking options in the future. It's very dangerous on these back roads. I hope the traffic doesn't increase substantially by 2040 -some increase is expected but hoping the backroads do not become 4 lanes.

I would like to see conditions improve for all the bikes on Sun Valley. This is very dangerous and difficult to pass the bikes when you're in a vehicle there's no shoulder or bike lanes.

Improving the biking infrastructure/connections would be such an amazing benefit for safe biking. Many of the roads are very dangerous for bikers and runners.

More access for non-car transport (bikes, 4x4s). Living along Sun valley parkway is very isolating and requires a car to go anywhere, Sun valley parkway and surrounding roads have many bikers and it's dangerous due to lack of shoulder and blind turns/hills. Also consider creating a social district downtown where alcoholic beverages can be carried out, add a beer garden. Would make it more of a destination that can compete with Paoli and attract younger people and families

Not sure I want to pay for bike lanes as it seems many bikers do not use them and ride abreast in the car lanes anyway.

Please please please focus on bike paths and routes.

Town should purchase farmland near bike paths and parks and convert it to prairie. Farming chemicals do not belong near public spaces.

We need to connect the bike paths!!!

Would love a way to bike safely from Raven Oaks subdivision to the Village of Oregon! Paved shoulders! Also centerlines on roads like Sun Valley where it is curvy and would improve safety for motorists (and cyclists).

Would love to see access to more bike paths in the future. Electric bikes is the future and we need to start preparing for it.

A bike trail would be great to connect Oregon to other surrounding trails. Bike trail Brooklyn to Oregon. Enhancement of natural and open areas under town care. Bicentennial park cleared of invasive species and connected to Anderson Park. Quarry on MM filled in and restored to a natural area and joined to Anderson Park. I think the town is great. I understand more Houses need to be built for maintaining a tax base but hopefully can be done in a way as to not shift the rural character of the Town.

I like being in a rural subdivision. It would be nice to have bike trails that connect to the village. I definitely do not feel safe riding my bike into Oregon from my home. I hope the green/natural spaces will be preserved. That is a big bonus for us! I think the Town does an excellent job of clearing the streets after a snow! (THANK YOU!!!)

More bike paths. 2040 section of this survey was very confusing and wrong tense caused more confusion.

Would be great and much safer if we had designated bike lanes on the roads that are known as popular biking routes! Lots of bikers are out 3/4 of the year on many of our Town roads. So glad this issue was brought up in the survey!

We would pay slightly more taxes for expanded bike trails but not interested in paying substantially more taxes.

Town Infrastructure

I believe the town is exactly as it should be with small residential subdivisions scattered around the area. I would not be opposed to adding additional stand alone subdivisions around or even having a business park of sorts. I am apposed to using tax payer money to build parks, bike paths add bike lanes etc. I'm also apposed to solar and wind farms. I think the township is great the way it is. All the streets don't need to be brand new. With Wisconsin weather it would cost a fortune to keep all town roads in great condition. Lastly I don't think the town should try to save money by halfway fixing a road (Netherwood) in a way that isn't going to last 2 years.

Access to badger state trail south of Purcell, between Raven Oaks north entrance and badger state trail. Eagle Scout Project?

Access to Helen lake.

It would be great to see an equine trail system develop across townships in southern Dane county. This would support a number of commercial stables in the area and be a significant draw to residents that chose this area because of the ability to have horses and large animals. Such a trail system would also be great for hiking and walks and could seemingly be integrated with existing parks and protected areas. I can't help but think that longer parkland that connects neighborhoods would be great for these types of purposes.

It would be nice to have a park shelter at a couple of our town parks in the future.

Swan pond state natural area could be enhanced with paths.

The roads in our neighborhood are in need of repair. Sun Valley road is also in need of repair. I suspect there are many other roads that need to be repaired in the area. We also have driveway culverts in our neighborhood that need replacing.

This will not be a diverse community without access to better roads, public transportation and safe bicycle pathways to Madison and surrounding communities.

Town should provide better opportunities for community involvement. Roads are horrible (low visibility) for Iron Man races and similar. Should make improvements (bike lane) or bike races should use state trails. Should do a better job engaging neighborhoods adjoining parks for input on planning.

We also need transportation!! In Oregon and to Madison

Create permanent public rights of way for walking and in places equestrian use (not paved bike paths), similar to those in the British Isles, for example, and also similar to the equestrian trails on private lands outside of Donald County Park. Such rights of way would cross private lands and connect to bike trails, Ice Age Trail, county parks, Village of Oregon, etc. Create conservation easements on wetlands/waterways to preserve natural water features and prevent ditching/draining. Similar in 15 yrs: keep housing density as is and encourage safe travel via foot/bike/horseback. Limit firearms use to a degree---not a proposal to limit hunting but rather to limit noise pollution that comes from recreational shooting (target practice). Prevent, if possible, quarry expansion.

Development of horse trails in the township would be great. Could do some road riding to get to existing landowners property. There is a large population of horses in the township. More police presence in stopping speeding on Glenway and Union Roads.

I would very much encourage the development of public transport from the Town to the Village and from the Town into Madison.

Better parking at swan pond and exit lane to parking lot

Improved Senior center (I know that is being worked on) more parking, space for programs, gift center, gardens

Maintain county Hwy D as you do the town roads

Make normal straight roads

My wife and I love hiking, and we greatly appreciate the paths on the Ice Age Trail and other local parklands. We would love to see more trails developed through the beautiful natural areas around the township. While we understand the popularity of bike paths, even just mowed paths would suit us fine.

Pedestrian safety was not addressed. There are areas in the town with a lot of walkers on roads with blind curves or hills. One example is Hillcrest Lane. A combination walking and bike trail along there would increase safety. There may be other such areas. Questions were asked about bike lanes. Consider prioritizing safety improvements first. Then connecting with bike trails off the roads would be an enhancement as much of the Town of Oregon does not connect to the expansive bike trails in

Please re-evaluate truck routes, we have heavy truck use on a road that has many curves, bikers and walkers. Many corners are too narrow and dangerous for semis and results in many close calls. And results in very poor road conditions most of the time. The delivery trucks honk at each blind corner hoping they don't get hit.

Roads may have embedded sensors for real-time traffic and weather updates.

Several roads in the Town are in very poor condition and need maintenance ASAP. It might help people driving to use our bike trails to actually park in the lot instead of illegally on the road if we put gravel down in the Sayles Trail lot so it doesn't get so muddy in rainy weather. I think we should encourage folks to use the awesome bike paths we have instead of the country roads for driving. I'm always very nervous, particularly on the curvy and hilly roads right as the sun is setting, that I'm going to encounter a biker and a car coming the opposite way at the same time.

Speed limits need to be addressed in the Town. Specifically on Sun Valley Parkway heading east coming over the hill by Raven Oaks Trail. Also, on Purcell RD when heading east by the bike path and Sayles Road. Too fast for both locations.

STRONGLY oppose allowing UTVs on roads.

The roads need to be improved, let the people who live here decide how this area looks in 15 years. We have enough parks, maintain them and do not add any more. If you update TORC, maintain waste oil drop off. There has been no access to fiber or communication on the towns behalf as far as I know.

The Town should address the safety concern of high-speed limits and bikes without designated lanes.

Would like to see several town roads remain rustic and be maintained to sustain that official designation.

Safer roads for walking, biking, walking with dogs. Making the area much safer for pedestrians. Restraining development to maintain rural country lifestyle.

Property Taxes

Anything that can reduce property taxes would be helpful, it seems that inflation and tax increases may require us to move from the town by 2040. If attracting businesses and allowing additional subdivisions can help tax base, I would be for it. While green space is nice, the larger lots in the

Hate watching our property taxes double in 4 years. With all the new developing homes and businesses, why are they not making up the differences needed?

The Town needs to stop the excessive increase in property taxes going to the Village school district. It seems we do not have a say in the large school district budget increases and focus needs to be on core education, definitely not sports complexes.

Get wise financial people in there (those who know what they are doing) you can't tax people out of their homes because of financially irresponsible people.

I believe that the township should become a city in itself that way they could stop the annexation from Fitchburg and the village of Oregon. If something of this nature does not happen, we will soon become like the town of Madison and will no longer exist. No one in this township wants the taxes that both the village and Fitchburg are paying now. Seniors will be forced out of their homes if the continued taxes continue to rise.

property taxes need to be lower for senior citizens living on a fixed income in order for them to remain in their homes

Too much money spent on schools for declining enrollment. Older people should have reduced school taxes so they can continue to live in their homes.

We moved to the town because we wanted a larger lot in a rural area that was still close to the city center. I don't need a town community space - I can go into the Village of Oregon, or Fitchburg or Verona, for that. I like that we support farming, but understand some development is needed for the tax base. I prefer larger lots for that reason - more tax per household. I was to spend our taxes on roads and fiber internet access. Bike paths along Sun Valley are desperately needed and would allow families with children to use them, whereas on street bike lanes would not.

At this rate we will not be able to live here. Our taxes have increased significantly over the last 6.5 years.

Continue to keep taxes low for families.

I'm not sure what the township can do to reduce annexation but if that issue is a growing problem and reduces the pool of tax resources for the rest of the township I would be interested to know what the next best solution would be.

It is shocking to me how much our property taxes have increased in the last 5 years (29% increase). As someone contemplating their retirement in the next decade, this sort of increase could potentially tax someone on a fixed income right out of their home. This is very concerning to me.

Keep taxes low

Keep taxes low

Maintain a low property tax base

One other comment we should do everything possible to look at and address the taxes associated with living in this area to keep them from continually going higher. Again this is something that will continue to go up. I hate to see what taxes will be in 2040. But the community leaders should be continually addressing the ways to keep taxes in check.

Our biggest concern is affordability in our retirement years. We love our home and community, and our goal is to live out our lives in our home. We are on a fixed income and pray our property taxes will not increase to the point that we will no longer be able to afford to stay in our home.

Property tax increases in the last 5 years have made living in the town of Oregon no longer a bargain there just as high now as the rest of Dane co. 2024 increase was ridiculous. Also never understood the need to change the TORC center to forced pickup by Pelliteri. Seems a couple of people decided this with little or no input from the residents .fees to get rid of stuff at torc center like bed or couches as example are way out of line. About 5 times as much as it would cost at the Dane Co. landfill. Limited hours don't help either.

Property taxes are already high, the town of Oregon should be looking for ways to decrease taxes not ways to increase taxes

Property taxes have grown significantly, we need to find ways to bring in additional revenue and try to reduce the tax burden on residents

The best part of Oregon was the availability of land without the insane Madison property taxes and the natural areas. In the last 6 years that I've lived here we have greatly reduced the nature preserves and my property taxes have gone up 50% even with the residents rejecting the horrible referendum on the recent ballot. Oregon is getting worse to live in every year as affordability sinks along with the quality of the parks.

Way the taxes have increased since 2020 I realize I won't be able to live in the Town of Oregon when I retire in 11 years. Besides trash pickup and a few dollars added for septic nothing has changed or improved as far as services but taxes rapidly jumped from \$4600 to \$6000 since 2020. Keep increasing like they have been will drive us all out. I can help but wonder when we allow the village to annex property that it shrinks our tax base ending in more taxes?

We have to keep taxes down. Many people who live in the town are older and our taxes are approaching my mortgage cost. We have to do better so people can age in place and not lose their home because of taxes.

Agriculture

Agribusiness and recreational attractions should be encouraged.

Develop a business park to encourage businesses to come and help the maintain a reasonable tax base for residents. Protect farms and encourage more active farming by protecting their land use. Make the town officials accountable for their decision making.

Maintain neighborliness and safe environment. Increased variety of businesses (grocery stores, variety stores) public transportation, well maintained properties. Farm stores for public patronage.

The only commercial business that should be allowed are the family farms that are currently here.

Enforce laws that prohibit application of farming chemicals when wind speed exceeds existing legal thresholds. Educate law enforcement and farmers and their contractors and enforce strict and hefty fines. Plumes of drifting chemicals are absolutely unacceptable, and law enforcement should actively watch for and halt illegal practices, especially during periods of increased application.

One thing we would love to see is open space and farmland still existing. I would be devastated if Veridian style subdivisions are everywhere and take over the open crop land. We would especially be devastated if the Alpine Dairy area is developed.

Allow building homes on non-tillable land, such as wooded or rocky land, even on lots as small as 1 acre. The owner will then preserve most of the lot as is. Do not allow any homes built on tillable farmland.

Farmland re-zoning and development for residential housing must be banned

minimize conflict between agricultural and residential development. cluster smaller residential lots serviced by a common access in areas less suitable for agricultural production.

Keep us farm environment

Keep the farms. Do not become a Naperville the rural feeling will be more valuable over time

Living in the town in 2040: Oregon Township should not go the way of Fitchburg and become a "city." In 2040, it is obvious we will see housing growth but ideally maintain the rural character as a healthy living space while minimizing the pressure to build up commercial or other services. We want to see our farms succeed. Space needs to be provided for that so they can thrive. I see a place where small scale, sustainable farming can be practiced and encouraged, CSA's etc. With the proximity to markets (Madison area) this could be another "Organic Valley" concept where this good land could be kept in productive use and still generate income for the area. Wetlands and prairie should be continuously cared for and expanded for recreational and environmental benefit.

Maintain farm environment + rural feel with landowners rights.

Please do not let farmland and open natural areas in the township be converted to housing development. We wish the rural feeling preserved and keep taxes as low as possible, especially for retired people. Do not put in sewer or water in the township.

We love the rural feel and proximity to Madison. We moved here from IL and instead of trains, we hear the cows and LOVE it. We have no issue smelling manure occasionally - it is proudly the dairy state!

Look at land currently labeled as not suitable for farming and ways to support converting the land to small agriculture operations. Also, assess the quality of the soil and determine how suitable it is for conversion to small scale agriculture. Let's not build subdivisions on good farmland. We have great soil in the township. It doesn't make sense to build a subdivision and take it away from growing food. Federal cuts may impact responses to this survey. We will know more by September than currently in April.

Preserve farmland and natural areas that is-was what this township is made of. We certainly dont need an increase in taxes, they are high enough.

Town Government

Stop stifling growth on Oregon business expansion. Run a proper budget. Fix crappy road conditions in/out of Oregon, especially on the west side. And get damn bike trail connected to badger state trail so we are on the path to visit!!

I do appreciate those who are on the Town Board and other committees and I realize those jobs are challenging. Thank you for your service, and for asking for input from all residents.

I enjoy living here. I feel like concerns are heard and acted upon.

It's irritating that new people move into the township, tell us how we need to change the township because we are doing things wrong, and then move out in 10 years or less.

The low bidder is not always the best option. Do the research to see where the value is when awarding projects to contractors.

The Plan Commission should follow the existing Land Use Plan

We greatly appreciate the work of our town clerk's and public works staff.

Biggest need is to be more financially conservative. Live within your means. To must wasteful spending. If you want bike lanes need license fees bit tax payers that don't use. Consider tax relief for people over 60 or 65 yo. They are being taxed out of their home. Schools don't need college level sports fields this is all to much and we can't afford get back to basic needs and not extravagant wants that only the wealthy can truly afford to fund

I am afraid the current town board members are not pursuing the best for our township. They are transplants from cities and don't know the TRUE reason of rural living, FARMERS. NO FARMS NO FOOD

Keep it Rural and community involvement when make town board decisions. Unlike cutting healthy old oak trees and putting a bike path through the middle of a public hunting area, when they could have gone around it.

Waste of money and time with survey , board should start saving

It would look just like it does today. Find a way to reduce taxes through a decrease in spending.

Interesting that it's suggested to buy land and rebuild town hall when money was just spent to remodel.

allow residents to break up their parcels according to their wishes not some bureaucrat at the county

Consider reducing a lot split with less than 35 acres.

Presumably the Vision surveys will lead to creation of a vision plan that will guide the Town in moving forward. The plan should be an evolving document, revisited, discussed, and revised regularly.

Survey

General Comment: Several questions including annexation, lot size and other land use questions are difficult to answer honestly without more information or context.

How concerned are you with the Village of Oregon annexing the Town of Oregon property? Is this an actual concern?

I hope it would be better. A lot of the questions did not provide enough clarification on what the Town's intentions are.

I would prefer the ability to qualify some of my answers in a text box such as this.

Note: I didn't clearly understand the 15 year focused questions; I answered based on what I would expect, not what I would necessarily want.

Quarry operations are consistent with the town of Oregon's rural and agricultural character. What quarry? Is there one? If so, what is the address?

There seemed to be no questions about animals or pets even though at least one neighborhood covenant restricts the number and type of animal allowed.

This survey is mature at best and can't be used for actual planning. Surveys need to be formed in neutral language and not lead the witness. I actually question the legality of this as a process. Who approved the question format? It is very clear you are trying to generate a certain response and I am seeking third party validation of this form from qualified authorities in Dane county. With your record of turning in planning documents years overdue looks like you are ripe for total annexation and land use development rules to keep pace with the county.

By the way, since I entered my survey number it is NOT confidential.

good questions, but the survey should be about 1/2 the # of questions. this length will tend to lose interest, resulting in answers that are not well thought out, especially in the middle of the survey. Overall, thanks for reaching out to the community!

See Attached. 15 minutes to complete this survey? - very funny. It took days and lots of discussion. Maybe 15 minutes if you don't care or have no thoughts.

Some of the questions on this survey were confusing and unclear what they meant. Some questions seemed leading. You had double barreled questions and so on.

These questions were confusing and impossible to interpret.

Some of the questions were challenging to answer because the context was unclear. e.g. Were you asking if the Town should buy land now for a future new Town Hall? Others were hard to answer because these are complex, challenging issues, and it was hard to not be able to add nuance or explanation as I answered.

Recreation and Natural Areas

Add some shelters to the parks. How about a pickleball court or something for adults. There are plenty of playgrounds.

Also, UTV make great sense on 35mph roads IF 1) they have registration and insurance, 2) they didn't operate in neighborhoods past conservative quiet hours (like 8 pm), 3) they had a muffler in good working order (as measured by dba), 4) they never went on a road faster than 35mph, and 5) there were very steep fines (and enforcement) for breaking any of those rules.

Let's try to think of creative ideas to encourage people to visit Oregon. Festivals? Concerts?

More hunting opportunities, pheasant, turkey, deer and waterfowl.

Warm water pool

We travel out of this community to immediately adjacent neighboring communities for archery and shooting. Could we create a range?

Would love to see more family friendly things and places to go. Including restaurants, parks, etc.

Allow ATU's on roads.

Allow ATV and UTV use of roadways.

Would love to see UTV/ATV roads in town in the future. I also love that the road I live on was repaved this year. However was not pleased to see a lip at the end of my driveway along with a lot of driveways near me.

Support snowmobile use with access to fuel and food.

I feel the natural areas and beauty as well as affordability attract people to the community.

I think the town should prioritize creating as many public open spaces and natural areas as possible. I would love to see Oregon foster closer ties to the county and the DNR for support in creating new parks.

I'm seventy and love the trails, let's keep improving and making it safer for everyone.

Please preserve the natural land. I'm from SoCal and I moved here to be part of a town that has parks, including dog parks, and natural preservation. I do not want over crowding and lots of traffic. I am also in favor of recycling every week because of the recycling center not taking cardboard anymore and only electronics (I believe is what my husband said). Thank you!

Raven Oaks play station needs to be revised.

There would still be large old growth trees and forested areas. There would be safe biking paths into the Village and connecting to Fitchburg, Brooklyn, Stoughton and beyond. We would still have some of the highest quality ground water in the state, and we would still have plenty of parks for recreation and community gatherings.

Plant more trees.

I hope the Town of Oregon preserves and protects our natural spaces. Let the builders build in the Village but keep the Town rural, open and beautiful!

Maintaining open space and areas for wildlife is very important. Keeping a rural feel in the Town. It is a short drive to reach businesses - we don't need a downtown or commercial area. Maintenance of the green spaces in existing neighborhoods could definitely be improved. Our green space is currently just fallen trees. The school system is extremely important and a huge draw to the area. Adding bike lines would really increase accessibility and safety. We need to be conscious of environmental impacts. I think solar farming is a very interesting proposed use for farmland not currently utilized for agricultural farming.

Much of the survey seemed to be leading questions that may have required more background knowledge on the current status or threats regarding certain issues. Maintaining existing natural areas, rural feel, recreational paths and road maintenance/safety are top priorities in our minds with a desire of substantial improvement in the next 15 years as these are core values that keep us here. It is unclear to us if there are current or potential threats of annexation or development that would affect our quality of life here in the coming years.

Keep green space between village and township, this provides appeal and privacy.

Businesses

Coffee shops are great gathering places, maybe the possibility of an additional coffee shop.

Encourage home based business.

I feel the village and town need more commercial businesses to attract people. Need more family dining, a general purpose store. Space for antiques business or specialty stores selling pottery, paintings, and photography. A shop selling local honey, apples, maple syrup, etc.

I wish we had more local businesses with the charm of Stoughton and Mount Horeb. We have such a limited number of local businesses, no movie theater, limited children or teen activities, and a very limited amount of places to bring guests (shopping, dining, etc.). There is almost no feel for the city. It would not be better to only give large corporations access to property without making them pay a significantly higher price in comparison to a local small person business.

More businesses downtown! Restaurants and shops..

Need businesses tax to help reduce the significant residential tax hikes

We are a young family and would love to see parks and playgrounds improved. Especially town park. We also would be very happy with businesses opening up near town park to help with convenience. We often need to run to town for gas or milk and I would be helpful to have a place closer to home.

A thriving local food scene, with farmers markets, CSA programs, and local co-ops supplying fresh produce to the community.

Gas station on Fish hatchery and CC

Have better restaurants.

I think community building would be served well by planning local markets.

Some of the questions were misleading because of lack of context or too complex for the answers to be valuable, e.g. I would approve of supporting small (quiet) local businesses, especially those that contribute to the quality of life in the neighborhood, e.g., a bakery or a CSA but not a dog kennel or rifle range.

Sustainability

Educate citizens on dangers and illegality of burning garbage. Actively enforce laws with fines.

In 15 years it would be nice if we could have a more sustainable local economy to withstand the swings in the economy. We have a lot of resources for producing products such as food, leather, fiber products, etc. It would be great to strengthen channels for direct-to-consumer sales of such goods.

More land will be preserved for native species and pollinators, possibly with reforestation projects.

Promote native and natural landscaping without chemicals to protect groundwater. Encourage community farms and gardens. Keep our parks natural.

The Town should ensure farmers are not using chemicals that leech into our waterways and wells and keep out big farming for this reason.

By 2040, the Town of Oregon will likely be a perfect blend of rural tradition and forward-thinking sustainability, a place where people can work remotely, enjoy nature, and live in a close-knit community with smart, eco-friendly advancements.

I have lived here for less than a year so there were many questions in the survey that I didn't feel qualified to give an opinion on. Generally speaking, I am in favor of any measure that will help mitigate climate change, provide renewable energy or help residents adapt to climate change.

I'm also strongly in favor of composting food waste.

Communication from the Town

I struggle to be informed on the community because I don't know when I am invited to be involved with the community. I'd like there to be more open public records to how we are spending our money from a local level. I want our downtown to look charming too--expanded, charming, clean, etc.

I think the Town of Oregon is great and we are glad to be here, but I worry that I don't actually know what the plans are for the town moving forward.

I wish we also had more community events and better communication around events (ad on Eventbrite as an example), local fundraisers for seniors or other disadvantaged individuals, more agreements with Verona or Fitchburg that allow us to share resources strategically in a way that might benefit us mutually.

Overall, there is poor communication for those residents who just want to know what's going on with the town of Oregon and future directions that are being considered. How would I know what is on an agenda for an upcoming meeting? Is there any way to communicate with residents on a routine basis? Could the agenda of meetings be published 1-2 weeks in advance in the Oregon Observer? Or a newsletter sent by email?

Better notifications for things like bike races that shut down access to roads

I don't know answers to those questions, but this survey is a good first step.

Miscellaneous

Encourage the schools to leave political and social biases out of their teaching and focus on core subjects.

Keep the high-quality schools (that's why most people move here). Add bike paths that link Raven Oaks, Whispering Oaks and other subdivisions. Keep population density low and keep ATVs off the roads.

My hope is that in 2040 the Oregon School District is even better than it is today. Oregon has been a great place to raise my kids. I hope that's true for the next few generations as well.

The school system is very good because they invest in individualized education and support.

I don't think there will be a Town of Oregon in 2040. It will all have been given to the Village by then.

Good luck to the board and keep us informed of how to play a role in this.

I doubt I'll be here in 2040. I would be 88 years old.

Make the Town of Oregon GREAT again!

Maybe a little like Verona but not as dense as Middleton.

Probably will not be here in 15 years

Thank you

Tornado siren in Raven Oaks park on top of hill.

We love where we live, but will no longer be able to afford to live here.

We purchased our property/home because we did not want to live near anything.

I think having both a village and a town is confusing and silly. I'd prefer if it was just one entity.

Use the results of your surveys to develop a realistic simple plan for the next 15-20 years for the Town regardless of current pressure and issues the Village is trying to deal with.

Treat all property owners the same, regardless of politically-created zoning to favor a few, such as legacy zoning! Zone for future housing based on property located along township roads. Subdivisions belong in the village, not the township.

This survey is addressed to my father (deceased) and mother (incapacity), who resided at 6050 CTH M, Oregon, WI 53575. Their residence was in the city of Fitchburg, but they also own farmland in the Town of Oregon. None of our family lives in the immediate area. 6050 CTH M is unoccupied. It is unknown at this time if any heirs intend to occupy any of the property that is in the Town of Oregon. William Mashwardt for Mary G. Mashwardt.