



Village of Oregon Citizen Survey Report, 2010

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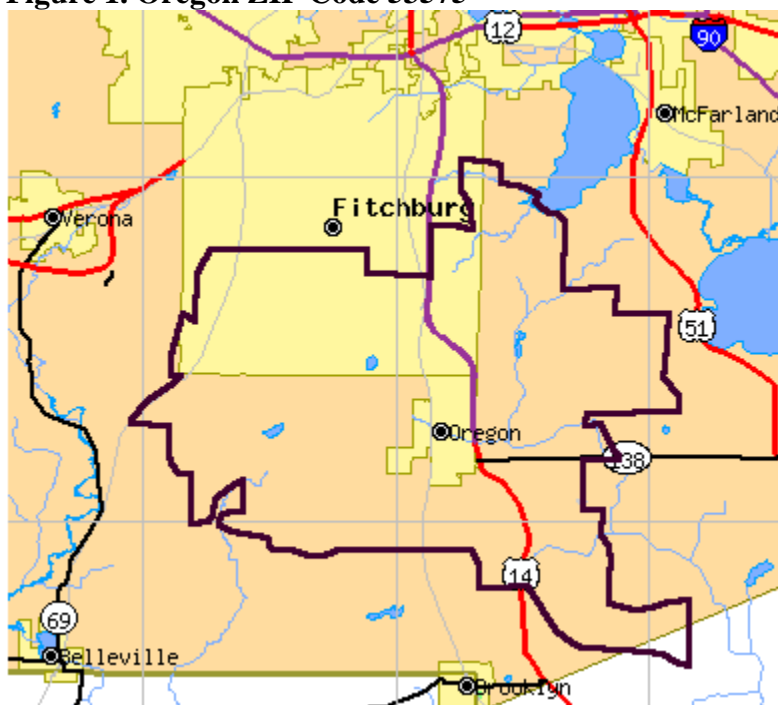
Survey Purpose

The purpose of this study was to gather public input for a strategic plan for the Village of Oregon government. Village officials chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls.

Survey Methods

In August 2010, the SRC mailed surveys to a random sample of 1,488 households with addresses in the Oregon ZIP code (53575), which includes the Village of Oregon and portions of the City of Fitchburg, Town of Oregon, Town of Dunn, and Town of Rutland. See Figure 1 below for the survey area.

Figure 1. Oregon ZIP Code 53575



The net response rate was 27% (401 completed questionnaires). Based on the estimated number of adults in the population within the Oregon ZIP code (15,489)¹, the results provided in this report are expected to be accurate to within plus or minus 4.8% with 95% confidence.

In addition to numeric data, respondents provided additional written answers. **Appendix A contains the written responses.**

Appendix B contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.

¹ Wisconsin Department of Administration, January 1, 2009 Final Population Estimates for Wisconsin Zip Code Areas.

Profile of Respondents

Table 1 summarizes the demographic profile of the survey respondents. Where comparable data were available from the 2000 US Census Bureau or the State of Wisconsin Demographic Services Center, they were included to indicate the degree to which the sample represents the underlying adult population in the 53575 ZIP code.

Table 1. Demographic Profile of Respondents							
Gender	Count	Male	Female				
Sample	390	66%	34%				
Census (Age 18+)	9,903	52%	48%				
Age 18+	Count	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+
Sample	389	1%	4%	21%	29%	25%	21%
Census	9,903	10%	20%	28%	23%	11%	9%
Employment Status	Count	Full time	Part time	Self - Empl.	Unempl.	Retired	Other
Sample	390	56%	9%	6%	2%	26%	1%
Census (Age 16+)	10,132	68%		4%	1.4%	26%	
Children in Household	Count	0	1	2	3	4	5+
Sample	387	62%	14%	19%	4%	1%	0%
Census	4,779	58%	42%				
Highest Level of Education	Count	Less than High Sch.	High Sch. Dipl.	Some College/ Tech.	Tech. College Grad.	Bachelor Degree	Graduate/ Profess. Degree
Sample	391	1%	13%	18%	12%	35%	21%
Census (age 25+)	8,887	7%	26%	19%	12%	25%	11%
Residential Status	Count	Own	Rent				
Sample	396	93%	7%				
Census	4,779	79%	21%				
Place of Residence	Count	Village Oregon	City Fitchburg	Town Oregon	Town Dunn	Town Rutland	Other
Sample	396	65%	5%	19%	6%	5%	0%
Census (total population)	13,666	54%	13%	19%	7%	6%	0%
Length of Residency	Count	0-5 yrs	6-10 yrs	11-20 yrs	Over 20 years		
Sample ²	396	11%	18%	31%	40%		
Household Income	Count	<\$24,999	\$25,000 – 49,999	\$50,000 – 74,999	\$75,000 – 99,999	\$100,000 - \$199,999	\$200,000 or more
Sample	364	6%	15%	20%	25%	29%	4%
Census	4,776	11%	26%	28%	20%	14%	2%

² Census data does not contain a length of residence category.

With respect to the employment status, presence of children in the household, and place of residence, the sample aligns closely with the 2000 Census data and official estimates.

However, there are fewer people under 35 years of age in the sample than the Census indicates should have been included and fewer renters than reported in the Census. Our experience is that younger residents and renters are less likely to participate in surveys. The sample contained a slightly higher proportion of respondents with post-secondary education than was reported in the Census. Household incomes are somewhat higher in the sample than reported in the 2000 Census. However, comparison of income data to the Census is problematic due to the age of the data and the growth of incomes since the 2000 Census.

The most significant discrepancy between the sample and Census Bureau data is with respect to gender; there are substantially more males in the sample than would be expected. Analysis of the mean response values indicates men and women have statistically significant differences in 20 of the 44 survey questions. Further examination shows the percentage differences were relatively small for 12 of the 20 questions with statistically significant differences. However, for eight questions, the percentage difference between male respondents and female respondents is sufficiently large to affect the interpretation of the question. These questions will be noted in the text of the report.

Community Services and Local Government

- A majority (58%) say the library facility is adequate for the next five years. If a new library is developed, a large majority (75%) prefer a downtown location.
- A plurality (38%) believe the Senior Center is adequate for the next five years. A majority (61%) prefer a downtown location if a new facility is developed.
- Concerning the need for a new Youth Center, a plurality (35%) disagree.
- The largest portion of respondents has a neutral opinion regarding two questions pertaining to public contact with their village government. First, a third of respondents say they have a neutral opinion regarding the effectiveness of public communication from the Village Board. Second, a third of respondents also have a neutral opinion when asked if the Village Board seeks enough input from citizens.
- Although a minority agree or strongly agree (13%) that the Village Planning Commission applies uniform scrutiny to all projects, 30% disagree or strongly disagree, leaving 29% with a neutral opinion and 28% with no opinion.
- Neutral responses on the Community Services questions ranged from 10% to 33%. The relatively high percentage of neutral or no opinion responses suggests two things: 1) the need for additional information outreach, 2) the lack of a polarized citizenry with respect to these issues.
- A greater percentage of men (65%) believe the current library will be adequate for the next five years than do women (43%). Men are also more likely to believe the current Senior Center will be adequate for the next five years (43%) than do women (28%).

Table 2. Community Services						
Please indicate your level of disagreement or agreement with each of the following statements regarding community services:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
1. The Village Board communicates effectively with residents.	6%	21%	33%	23%	2%	15%
2. The Village Board seeks enough input from citizens.	6%	24%	32%	21%	2%	13%
3. I think the current library facilities will be adequate for the next five years.	7%	21%	10%	42%	16%	5%
4. I think the current Senior Center facilities will be adequate for the next five years.	4%	19%	19%	27%	11%	21%
5. The Village Planning Commission applies the same level of scrutiny to all projects that come before it.	8%	22%	29%	11%	2%	28%
6. In the event new Library facilities are needed, they should be located downtown.	2%	5%	12%	40%	35%	6%
7. In the event new Senior Center facilities are needed, they should be located downtown.	2%	8%	18%	37%	24%	11%
8. The Village should build a new Youth Center.	14%	21%	27%	18%	9%	11%

Sense of Community

- More than half of residents (56%) say Oregon has a strong sense of community.
- Strong majorities support three propositions regarding sense of community: (1) The village should work with residents to create a vision for Oregon’s future (82%); (2) encouraging people to volunteer would enhance the sense of community (76%); and (3) providing community events would help build a sense of community (72%). Half of respondents believe special efforts should be made to involve at-risk families and children in community events.
- A majority of residents (55%) say Oregon should develop a specific image.
- A strong plurality of residents (48%) support efforts to attract cultural or arts-oriented organizations.
- Respondents are equally divided about the impact of continued growth on the ability of the Village to maintain its sense of community. While 35% agree the Village will be able to maintain its sense of community as Orgeon grows, 35% disagree.
- Neutral responses among this group of questions ranged from 13% to 30%.
- A majority of women believe the Village should work to attract cultural or arts-oriented organizations (61%) compared to men (42%).

Table 3. Sense of Community						
Please indicate your level of disagreement or agreement with each of the following statements regarding a sense of community in Oregon:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
9. Oregon has a strong sense of community.	4%	17%	22%	47%	9%	2%
10. The Village will be able to maintain its sense of community if growth continues at a rate similar to that since 2000.	5%	30%	22%	33%	2%	7%
11. Encouraging people to volunteer would enhance Oregon’s sense of community.	2%	4%	15%	61%	15%	4%
12. Providing opportunities for community events (dances, block parties, etc.) would build a sense of community in the Village.	1%	6%	18%	58%	14%	3%
13. Oregon should develop a specific image for the Village.	3%	11%	25%	42%	13%	6%
14. Special efforts should be made to include families and children identified as “at risk” in community events.	2%	11%	29%	40%	10%	8%
15. The Village should work to attract cultural or arts-oriented organizations.	4%	13%	30%	37%	11%	5%
16. The Village should expend resources to determine if local tax rates can be sustained at current levels.	4%	16%	19%	45%	10%	6%
17. The Village should work with residents to create a vision for Oregon’s future.	1%	2%	13%	55%	27%	2%

Schools and Education

- Half of residents (51%) believe that safer bike and pedestrian routes to school are needed; fewer than one in five disagrees with this assessment.
- Residents do not have strong opinions regarding how well the Village and the School District work together. The largest proportion (35%) is neutral and a third had no opinion.
- There were no noteworthy differences between the responses of men and women residents.

Table 4. Schools and Education

<u>Please indicate your level of disagreement or agreement with each of the following statements regarding Oregon schools and education:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
18. Safer bike and pedestrian routes to school are needed.	4%	14%	21%	34%	17%	11%
19. The School District and Village Board work well together.	2%	11%	35%	18%	2%	33%

Recreational Offerings and Facilities: Policy Options

- Within the group of recreation policy options, the most popular options are to expand bicycle and walking trails. Majorities ranging from 59% to 69% favor expansion of bike/pedestrian trails within the village and cooperating with neighboring communities to build connections to regional trail systems.
- A plurality (46%) of respondents support expanding recreational activities to include novices, teens, adults and low-income residents. A similar plurality of respondents (44%) also support expanding cultural and other non-sport recreational programs.
- Residents are closely split regarding expending Village resources to determine the need for a Parks and Recreation Department to operate an expanded recreation program. While 39% of respondents support this expenditure, 36% oppose it.
- Respondents are also evenly split on the need to develop a youth sports complex, with 38% in favor, and 38% in opposition.
- The addition of more organized youth recreation programs is supported by a slight plurality (38%) and is opposed by 32%.
- Neutral responses among the recreation policy questions ranged from 13% to 25%.
- More than half of women (54%) support expansion of recreational opportunities for novices, teens, adults, and lower-income residents compared to 42% of men. Women are also more likely to support expansion of cultural and other non-sport recreation programs (55%) than are men (38%).

Table 5. Recreational Offerings Policy Options

Please indicate your level of disagreement or agreement with each of the following statements regarding actions the Village could take around recreational offerings and facilities:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
20. The Village should add organized youth recreation programs such as cross-country skiing, equestrian programs, biking, tennis, etc.	7%	25%	24%	31%	7%	6%
21. The Village should develop a youth sports complex for baseball, softball, and soccer.	10%	28%	19%	24%	15%	5%
22. The Village should expend resources to determine if it needs a Parks and Recreation Department to operate an expanded recreation program.	10%	26%	21%	32%	7%	5%
23. The Village should expand recreational opportunities for novices, teens, adults, and lower-income residents.	8%	20%	24%	39%	7%	3%
24. The Village should expand cultural & other non-sport recreational programs.	6%	20%	25%	36%	8%	5%
25. The Village should expand its bike/walking trails.	8%	14%	16%	37%	22%	3%
26. The Village should work with Fitchburg to expand bike/walking trails to connect with Madison's bike trail system.	7%	9%	13%	39%	30%	2%
27. The Village should work to expand bike/walking trails to connect with bike trails in Brooklyn.	7%	12%	18%	38%	24%	3%
28. The Village should work with the Town of Oregon to expand bike/walking trails to connect with the Badger State Trail.	6%	10%	18%	37%	27%	3%

Public Transportation: Policy Options

- Consideration of commuter bus service is supported by nearly half (48%) of respondents.
- A large plurality (47%) oppose a half-cent sales tax increase to join the Regional Transit Authority.
- A plurality (44%) oppose expending resources to support the use of plug-in hybrid vehicles.
- Neutral responses ranged from 14% to 24%.
- A majority of women (56%) say the Village should explore commuter bus service to Madison compared to 44% of men. Men are more likely to oppose a ½ percent sales tax for Regional Transit Authority services (53%) than are women (35%). Half of men (50%) oppose expending Village resources to support residents’ use of hybrid vehicles compared to a third (33%) of women.

Table 6. Public Transportation Policy Options						
<u>Please indicate your level of disagreement or agreement with each of the following statements regarding actions the Village could take around public transportation:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
29. The Village should explore bringing commuter bus service to Oregon.	15%	18%	16%	34%	14%	4%
30. If the Village joined the Regional Transit Authority (RTA), I would vote for the ½ cent sales tax required to bring RTA services to Oregon	30%	17%	14%	24%	11%	5%
31. The Village should expend resources to support residents’ use of plug-in hybrid vehicles.	20%	24%	24%	19%	7%	6%

Economic Development: Policy Options

- Majorities support incentives to attract new businesses to Oregon (71%) and believe that attracting businesses with a small environmental impact should be a priority (65%).
- Residents are less sure about creating a budget to market Oregon and about hiring an economic development specialist. A slight plurality of residents (40%) support creating a marketing budget. A similar plurality of respondents (42%) oppose hiring an economic development specialist, and 29% are neutral.
- Neutral responses among the economic development policy options ranged from 15% to 29%.
- There were no noteworthy differences between the responses of men and women residents.

Table 7. Economic Development Policy Options						
<u>Please indicate your level of disagreement or agreement with each of the following statements regarding potential actions the Village could take around economic development:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
32. The Village should hire an economic development specialist.	13%	29%	29%	20%	2%	7%
33. The Village should create a budget to market Oregon.	9%	22%	25%	35%	5%	5%
34. The Village should provide incentives to attract business.	5%	8%	15%	49%	22%	2%
35. Attracting businesses with small environmental impact (e.g. high tech, health care) should be a Village priority.	5%	8%	21%	45%	20%	2%

Environmental Protection: Policy Options

- A majority of residents (58%) say the recycling program should be expanded only if there is a market for the materials.
- Half of residents (51%) favor establishing regulations to limit the use of lawn chemicals as a way to improve water quality.
- Half of residents (49%) also agree that zoning regulation should protect the environment even if they negatively impact economic development.
- The largest portion of residents (39%) opposes developing an outdoor science facility in cooperation with the school district.
- Residents are closely split on the question of charging for stormwater management based on runoff volume rather than property value (35% oppose this and 30% support it).
- Neutral responses among the environmental protection policy options ranged from 16% to 24%.
- There were no noteworthy differences between the responses of men and women residents.

Table 8. Environmental Protection Policy Options						
Please indicate your level of disagreement or agreement with each of the following statements regarding potential actions the Village could take around environmental protection:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
36. The Village should establish regulations to limit use of lawn chemicals (fertilizers and herbicides) to improve water quality.	9%	20%	18%	34%	17%	3%
37. The Village & school district should expend resources to jointly develop an outdoor science facility (e.g. an arboretum).	13%	26%	23%	27%	7%	4%
38. The Village should expand recycling opportunities <u>only</u> when a market for recycled materials exists.	5%	18%	16%	49%	9%	3%
39. Zoning regulations should protect the environment even if they negatively affect economic development.	5%	20%	24%	36%	13%	3%
40. The Village should charge residents for stormwater management based upon how much water runs off their property rather than basing the charge on property value.	14%	21%	24%	21%	9%	12%

Sustainability: Policy Options

- Two-thirds of residents say that sustainability should be central to planning for the Village. At the same time, residents have mixed opinions about creating a Sustainability Committee: 34% are neutral, 33% support and 26% oppose the creation of the committee.
- A majority (60%) believe that there is enough green space in the Village.
- A slight plurality (38%) oppose expending resources to develop an educational program focusing on the environment and sustainability (31% support such expenditures).
- Neutral responses to the sustainability policy options ranged between 19% and 34%.
- There were no noteworthy differences between the responses of men and women residents.

Table 9. Sustainability Policy Options						
Please indicate your level of disagreement or agreement with each of the following statements regarding potential actions the Village could take around sustainability:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
41. The Village should expend resources to develop an education program about the environment and sustainability.	12%	26%	27%	27%	4%	4%
42. The Village has enough green space (e.g. parks).	2%	15%	19%	49%	11%	3%
43. Sustainability in terms of energy use, recycling and water management should be central to Village planning.	2%	6%	21%	56%	12%	3%
44. Oregon should create a Sustainability Committee within Village government.	8%	18%	34%	28%	5%	8%

Conclusions

As noted throughout the report, it was common to have a substantial percentage of respondents chose the neutral response. The percentage of neutral responses ranged from a minimum of 10 percent to a maximum of 35 percent, and averaged 22 percent across all 44 questions (excluding the demographic questions). Thus, in 23 of the 44 survey questions, there is neither a majority in agreement nor a majority who disagree.

It is difficult for the Village Board to see a public preference if there is a substantial percentage of neutral responses in combination with a lack of strong agreement or strong disagreement. As suggested above, the relatively high proportion of residents who do not have clearly formed opinions about the issues covered in this survey means that education/outreach efforts could be pivotal in terms of public reaction to policy options chosen by the Village Board. The high level of neutral responses also suggests that there is not a high level of polarization with respect to many of the key policy issues facing the Village.

Given the economic climate prevailing when the survey was conducted, it is not surprising that another theme that emerges from the survey is a reluctance to see the Board enact policies/programs that are likely to increase their personal tax burden. For example, they are very interested in expanding economic development in Oregon but are not so enthusiastic about incurring the expense of hiring someone to focus on this; they are interested in commuter bus options but not in taxing themselves to help pay for this. The citizens would, it appears, prefer to see policy objectives be achieved via regulation and other means that do not directly affect their pocketbooks.

Appendix A – Written responses

Question 45. Please add any comments you would like about the future of the Village of Oregon. (133 responses)

- #30 and #29 I would think about a park and ride with a large parking lot. Would place it on south side for auto on Hwy 14 of MM. Don't know about the west side for Fish Hatchery and C
- 1) The village should prioritize tax based services and fund using a trickle down methodology. When funding is short, low priority items don't get funded, the taxpayers simply can't sustain adding services. If residents are interested in additional recreational activities allow them to establish a club. Done at no cost to the taxpayer. 2) Establish some semblance of "common sense" decision making minimizing "double standards". The majority of decisions can be "win/win" for all parties if the effects of decisions are carefully analyzed and anticipated. It is not the intended function of government to tell residents how to live their lives on their own property.
- 16 & 22 were hard to understand. Still a old boys board with under influence by local bank. If a citizen speaks out they are punished.
- 8. The existing building detracts from the police department. It should be torn down and a new youth center built nearby. 21. Jaycee's park works well for this. Spend money on improving it for that function. General Keep off leash area for dogs at park, but spend money to better designate area. Maybe get license to raise money to offset costs similar counter parks. Keep brush/grass drop off area.
- A lot of good ideas, but they cost money! Village debt levels must stay even or better yet go down-Government is starting to realize this! Can't afford many items, just what is needed.
- All areas that would emphasize the village image, energy efficiency, recycling efforts etc are great however the cost to meet all of these areas needs to be look at very closely.
- Answers for 1-10 are repeated here due to my sons scribbles, 1) Neutral 2)Agree 3)Strongly Disagree 4)Strongly Disagree 5)No Opinion 6)Neutral 7)Neutral 8)Agree 9)Strongly Agree 10)Agree
- Any of my "neutral" answers, I felt there was not enough info to answer the question. Questions were confusing as some used the word "expend" and other used the word "expand". First priority should be reducing spending. Any new program/ideas need to be funded with existing money from somewhere else. If attempts were made to get the community more involved, many more volunteers could work on some of these issues for free without additional spending.
- Appears that Oregon does not encourage new businesses to the community.
- Attract business here whatever it takes. Also, the downtown looks much better. Keep it coming! Go Green!
- Biking trails in the village are very limited. We are forced to ride lousy streets & hwys in the Oregon area. Recreational biking-running-walking is very popular in Oregon. Trails should be expanded. Communities across Wisc. trying to draw outside moneys develop and expand many miles of biking trails with good results.
- Bring in more "Business" to the village!
- Community pride comes not through marketing or proposals, but when people work, live and worship together. This is what the emphasis should be developing and sustaining strong businesses, schools, churches and city projects.
- Connect N. & S. Perry parkways. Sports complex similar to Verona's-baseball and soccer. The public school busing system sucks! A student in 5th grade has to get on the bus before 7am-that's stupid. So...way too many people drive their RCI & Middle & high school students to school. To stupid because of the bus route system.

- Connecting Oregon to the Madison, Brooklyn, and Badger state trails would invite people to live here and introduce an entire new segment of visitors to the village during the weekends. I and my family would use the trails often!
- Continue to reclaim wetlands to absorb rainwater. Continue to plant trees to 40% canopy cover. Change zoning on main streets to allow residential and business in the same building. Affordable housing not more Bergamonts.
- Definitely more businesses (shops, restaurants, etc.)
- Do something about the water run off problem that started after Bergamont developed.
- Downtown is very blaaaah.
- Expanding bike/walking trails should be a top priority for the village. This is huge! Take a look at the usage we (the village) gets from the bike/walking trails we've added recently-that should tell you something.
- Farmland preservation. Environmental regulation for other businesses (golf courses) etc.
- Fix the streets! Spend on the basics.
- Focus on revitalizing downtown to bring in sustainable businesses. Make Oregon a place people want to come and visit!
- Future housing developments should be only single family housing residences and not include multi family, as the village has enough of this opinion already.
- Get bankers and developers off the board. There's been a long history with board members giving preferential treatment to family members. Project/request current situation invoices [NAME DELETED] family mother and sons projects. Why hockey rink get land for \$1.00 with same TIF programs approved other not (just if your one of the group)
- Get police and fire dept. expenses under control. Benefit package is too great. Members pay their own benefits.
- Government is for babies only.
- Growth of the village of Oregon should only be done when economic conditions allow the development to be attractive enough to demand sufficient green space. Development should consider surrounding town residents who moved here to avoid urban and suburban environments.
- How about attracting a Culvers to replace Burger King on east side of town? Attract MATC to give some adult (evening) educational opportunities in Oregon school district facilities. Support (\$) for Oregon Straw Hat Players.
- I am still extremely angry with the village board for allowing the cement plant to go through. Horrible, horrible decision. Clearly residents did not want it. It felt like we weren't listened to and it was going to happen no matter what. Like inside deal was made with handshake. Oregon will be ugly when that plant comes in.
- I don't see relevance to better paving of streets or enforcement of noise/disturbance of peace laws, as it relates to motorcycles, specifically. Both would be nice
- I feel that needs to proceed in deliberate and educated manner regarding new or expansion of existing programs. Cost-to-benefits needs to be considered as our tax rates need to be in line with other area communities and compared with other communities around the state. Also, I feel that the village does not have a comprehensive plan for maintaining existing infrastructure (given condition of several main streets). One needs to be developed; if one exists, it needs to be communicated.
- I feel that Oregon residents do not support local business as well as it could. This has been a problem since the early 60's so it is not a new problem. Oregon's proximity to Madison is the reason I believe for that problem.

- I love Oregon and think there's already enough opportunities for sports for all ages. But we must, must, must be connected to neighboring cities through bike/walking trails. I'd like the Farmer's Market to be located back downtown. I think we need more bike/walking paths in the village such as the one near the new Methodist Church. I love using it and seems other use it so often. Thanks!
- I love this village. I see a lot being done already and would like to see it continue to be a vital community. The first year I moved in, I noticed the friendliness and all the people who volunteer their time to make this village great. All of the village's services are great as well, whatever is done in the future I hope this village maintains all of the things I have listed.
- I think the village should be very careful not to tax their retired and fixed income residents to out of their homes.
- I work in McFarland. Do not force a grand vision upon residents, then create run-off fees and other similar ideas to fund the "grand vision". I love our library and the feeling that our community lives within the mean. McFarland pushed too hard on pet projects such as a showpiece library-residents are angry.
- I would like my street fixed in Raven Oaks, some are & some are not. In winter I would like the snow plows to plow the roads not my yard and keep the taxes down, it cost me \$350 a month just to own a house.
- I would like to know when something is going to be done about bringing cable/internet to those of us who live outside of town? We have heard lots of talk but nothing is being done and we are being held hostage by the satellite companies with their outrageous prices and unreliable service. You'd think we lived 40 miles from town instead of 2. with cable at both ends of my street, I am penalized for living in the middle. No company has an interest in bringing internet to us. Also have no option for my home phone provider. We were just changed from Verizon to Frontier but the prices are still the same- the highest there is!
- I would like to see a small water themed park for children (not a pool). Sprinklers, dump buckets, water cannons etc.
- I would support commuter rail being brought to Oregon.
- [ILLEGIBLE]
- In my opinion the board does not yet represent city residents. Another few election cycles should do the trick!
- In regards to question #17, this hasn't been successful historically. Involving residents creates too much individual opinion and conflict, rather than making decisions from the perspective of the village. Because of this, nothing gets accomplished.
- Include residents who haven't lived here all there lives.
- Instead of hiring "consultants" to study issues. Talk to other communities about how they handled the concerns.
- It would be good if the village would encourage or embrace the dark skies philosophy to ensure commercial and residential uses do not light up our night sky.
- Keep my taxes down! Reduce my taxes!
- Keep taxes low! Or lower taxes
- Keeping property taxes down is my #1 priority. I really appreciate that you kept the increase to a minimum last year.
- Lack of commercial growth and identity is despicable.
- Less community sprawl, more focus inward, use the space we already have. The youth center needs to be a part of the village, like the senior center is.
- Looking from the outside as a mostly, uninvolved taxpayer, it seems the village has some very old school boys on board who oppose any growth or change. A nice restaurant or variety store

besides Brouxnellie's and Walgreens would be a welcomed addition. We are happy to support local businesses if there were some to meet or local needs. Ben Franklin is greatly missed.

- Make downtown area more like Cambridge.
- Many of us were born here or move here to live a quiet private life unlike Madison. We do not need growth and to spend money to duplicate business that is already available in Madison. Keep us small, clean, private, with a country life community feel.
- Many questions seem to have specific agendas behind them but there is insufficient information to judge them on their merits. The village should not spend our tax dollars on youth sports facilities. I'm tired of these private organizations repeatedly trying to get funding & property from the village. They do not bring in significant resources to aid stores and these groups have been combative with the residents.
- Market Oregon to who? Future/potential residents? New businesses?
- More police patrol around school streets when school is in session. Kids are driving way too fast. Someone may have to die before this happens.
- Most important item for Oregon government is to keep taxes low. The rest will happen by the citizens. Oregon cannot reinvent the wheel.
- My wife and I love the fact that Oregon is a quiet, comfortable, excellent/safe/relatively crime free community. That's the reason we have lived in Oregon for 21 years. Lets keep it that way.
- My wife is a life long resident of Oregon. We lived in the village from 1980-94. Oregon is a good old boys club that needs to be incorporated into a city. The good old boys in the town of Oregon do what ever they want when ever they want (ie village trustees). Oregon area is not Madison. Screw bikes & peds. Quit wasting tax dollar on pie in the sky stuff. Quit making it so hard for industrial business to operate. Not all persons went to college or tech school. My experience with Oregon schools is this-both of my kids graduated (with a lousy education, both) quit pandering to weak. Quit wasting money on programs that don't work. Quit experimenting with our kids. Get back to basics; I work for me. Once again this ain't Madison, quit looking there many of us moved here to get away from Fruitland. Nuff said.
- Need a community center, not just one place for teens; which can incorporate a senior center also, and possibly a new library-"one stop shopping". Need more sidewalks, street trees, landscaping on thoroughfares to improve ambiance.
- Need more stores stores-clothing/shoes/sports
- Need to attract more businesses to help the village grow.
- No bus route from Madison-Please
- No more convenience stores, no more nationally franchised businesses, no more Walgreens. More locally owned, small businesses
- No RTA
- No sustainability committee. Hire a sustainability expert. Madison Environmental Group, etc.
- None of this feasible/realistic without increasing individual taxes. This town must develop and sustain a business base for true community growth.
- Not living in the Village makes it hard to have an opinion about certain conditions and policies. Also not knowing the financial state of the village and businesses makes it hard to answer certain questions.
- Not one question was provided about our street maintenance. If you wan people to move here, come here for events, or current residents to just move around - fix the poor condition of the streets. Do not pave bike paths before fixing the main streets.
- Number one priority should be to do something with the downtown area. It is very unattractive. There is no reason anyone would want to visit Oregon. The old shabby buildings need to be torn

down and replaced with more retail, restaurants, bars, businesses. Other priority, and easily done, is to build a youth baseball complex similar the one in Verona.

- Offer tax incentives to businesses locating near the main downtown intersection.
- Only 4 questions on economic development speaks volumes about this village. Local employment helps provide much of what this village is missing. We have been a bedroom community of Madison for decades and this struggle to be a strong independent community with the services people desire end the battle with Fitchburg and more forward.
- Oregon has an abundance of park and sporting facilities. We need no more. Just utilize what we have better.
- Oregon needs a new library- bigger with more parking, and programming (free computer classes and more computers).
- Oregon needs a youth baseball complex comparable to Verona, Fitchburg etc.
- Oregon needs an up to date youth center to keep the teens busy!
- Oregon should fix the awful streets like Park Street like a 3rd world country. Homeowners that do not comply to proper structure codes to tear down dangerous structures particularly on Janesville Street. The village landscaping is awful, buy local, have Kopkes come in and plant pretty flowers not weeds in the flower pots downtown.
- Parks are not kept up
- Parks are not well maintained. Why expand it village can't take care of existing parks? These need to be somewhat of a priority to attract and keep residents.
- Please bring more businesses to Oregon. Abandon the idea of using the railroad tracks. Rip it out and put in a bike path to connect to Madison.
- Please keep Oregon a small, friendly town. We appreciate the lack of big stores, public transportation and small town feeling.
- Property tax - It seems taxes very a lot by location.
- Question #40: I feel I need more information before answering this question.
- Quit coming up with more ways to justify your yearly wage increases. Most of us are struggling to make ends meet! All of Dane county is putting more tax burdens on us for stupid ideas, that government say its justified.
- Several questions difficult to really express opinion-like on public transportation and sustainability. More information needed to make determination.
- Should is a very strong word. No one has to do anything. Youth should work-clean up parks, mow grass. Pick up trash-Learn values of getting things.
- Some good ideas, especially new and expanded bike trails. I would bike to work in Madison if a bike trail was established along Hwy MM to make it easier to bike on, at least for the distance that it takes to connect with other trails.
- Somehow there needs to be a way to attract a variety of businesses so there is less going to other nearby communities to shop. Oregon needs variety and something to draw people here also businesses to employ residents without jobs.
- Stop giving tax breaks to builders that have no financial strength and are creating projects that add little value in the community and value to themselves. If you want people, young people to live in Oregon expand sports and complexes for the kids to enjoy. The park board is a group that slows the process down. Need new young families to get involved.
- Stop looking for ways spend money and look for ways to reduce spending, lower taxes and No "freebies". You want to attract business and citizens to Oregon? That's the way. No bogus spending on "determining what Oregon needs!" Thank you

- The expanding swamp and marsh area between Lutherwood and Jefferson needs to be managed with better drainage. From Alpine Pkwy to Kwik Trip, Radfish creek needs to be cleared. The valuable area can provide an excellent area for stormwater reduction but must also drain to prevent being a heaven for mosquitoes.
- The key to effective growth is to plan accordingly. Growth by itself is not always good. For example. if new housing creates a need for a new water treatment facility and that facility will operate @ 25% capacity for 10 years
- The Oregon chamber of Commerce, Oregon school district and Village of Oregon need to keep working together and not duplicate services/ideas, etc.
- The roads i.e., "CC" between the bridge and ash St. is really pathetic and spoiled the whole ride going west from the lights. It is such a short stretch of road one would think that it should have been done when the bridge was reconstructed!
- The village and town should really work together to develop a sports complex for soccer and baseball and softball.
- The village board (pres.) when contacted does nothing about any problems.
- The village needs more industry paying taxes to reduce the burden on homeowners.
- The village of Oregon needs to have a marketable brand that will attract the next generation of residents and visitors.
- The village of Oregon should respect the wishes of the town of Oregon by remaining rural rather than becoming a suburb of Madison. The Village should strive to preserve it's environment and change its mind set of build-build-build. The village should remember more people, more services, more expansion, higher taxes for it's residents.
- The village should accept its subsidiary role to the city of Madison. The village should focus on supplementing its citizens local needs.
- There are building codes for new houses but not when the house starts to fall apart and the property with it looks like a garbage dump!
- There is not a tornado siren on my side of town and myself and my neighbors can't hear the one that is over 2 miles away. I feel it is a major safety hazard. I think this should be addressed before any other issues are done.
- There needs to be a place in Oregon for hazardous waste. We need a pick up for large items that cannot be put in our bins for pick up. And are twice a year inspected that way helpful.
- This is all too little, too late.
- Traffic enforcement needs to be a much bigger priority.
- Use professional resources within the community instead of hiring outside specialists.
- Village board should notice village input at board meetings. Storm water management should be a high priority!
- Village needs more non-alcoholic activities for all age groups.
- Village needs to work with others (County, school district, etc) to attain some of these goals, rather than create duplicate services. Need to have a "downtown" before you can promote one. Some recreation programs should include fees to participate.
- We believe Oregon is a great community and feel fortunate to live here. I feel everyone is doing a good job but would encourage everyone to think bigger and broader when considering Oregon's future. Oregon is not a small town and it would be great to be a leader instead of behind many of the communities. For example is the "Horse Capital" name and logo icon a true representation of our community's brand? I feel it represents a small group and not 9,000 residents.
- We do not need more Sub shops, liquor outlets beauty/tanning salons. We need a high grade restaurant (similar to Hawthornes) with a good chef and quality control on service. We could use

a place like the Upper Crush in Watertown (Restaurant & home-made pies) and a decent Chinese food restaurant. Also a department store like Shopko (No WalMart).

- We find it difficult to work with the parks board. Lacks leadership and innovation. Board makes it difficult to do right by our children, just getting a porta potty was a major feat.
- We find Oregon a wonderful place to live.
- We live in Fitchburg but are in the Oregon school and postal area. None of these questions pertain to our association with the village of Oregon. We do patronize the local business very often.
- We moved from Madison (city life) to the township of Oregon to "escape" city life. The "village" keeps expanding into the township. Some of us want the "country life". Stop the growth! Madison is only 7 miles away. Fitchburg is rapidly growing into Oregon also.
- We need more restaurants so people stay in town to eat. (More outdoor seating.)
- We need new post office before replacing library.
- We need to all be good neighbors, citizens, and stewards. This must be done in a practical manner that considers people first while protecting & preserving the resources God has entrusted us with. Strive for proper balance!
- We need to look back and see how boards in past have tried to set up village for smooth across board running and not this up and down stuff. There is a way to even out taxes to a flat spot. Just look.
- We pay way too much in taxes. Must stop all programs that help people who do not want to work. There is no work ethic anymore. This survey is stupid - where you going with this! How much does this cost!
- We really like the Oregon and Brooklyn area. The neighborhoods are good, great education and sense of community. We hope to see this continue in years to come.
- We should have those snow glow devices that do not plow in driveways! I have read other communities have them.
- Whatever we as a village do, we must do it without raising taxes and with clear dedication between the school and the village. We can cooperate but it is the schools responsibility to educate, village government to manage the village's resources. In education the village must manage it can not be all things to all people. In some instances, the people and organizations must cooperate and do it themselves without government.
- What is happening with the new business park? Why only one tenant? What is the village doing to attract new economic development both to the bus. park and downtown?
- Why are all the roads leading into Oregon-the HWY 14 on and offs-Wolffe Street-CC never repaired? Why are there not better signs saying welcome to Oregon. Why are we not better protecting and replanting trees. Why are we not trying to make Oregon pretty and marketable? Why are we not keeping the runoff behind CC clean & deeper to keep the water off of private property? Why is there not better communication with property owners when there is a problem (i.e. the flooding situation).
- With effort, the future of Oregon will continue to be great! This is a great community!
- With the way the economy is now, please use restraint with budgets and government spending. Keep property taxes at a tolerable level.
- Would love to bring more business in the village. Would like to improve school programs- starting programs early with children. (example sports and art programs) getting kids involved at 3 to 4 years of age in these programs. More village programs for adults, keeping better parks, growing, nurturing, tilling.
- Would love to see a place where we can recycle our plastic bags.

- Yes, a "sense of community" is needed. We are a growing village and are becoming a rather large bedroom community. Bring in businesses to build upon a bigger tax base.
- Yes-we could use a Parks & Recreation Director. Oregon S.D. offers great summer programming, but it would be great to look for more ways to get kids moving all year long, other than just organized sports clubs. It would be nice to have Park/Rec dance, tumbling, music, rather than going to communities or paying a lot for private lessons.

Question 48. Employment status ‘other’ responses. (6 responses)

- Student (x3)
- SSDI
- Over taxed
- Disabled

Appendix B – Quantitative Summary of Responses by Question Oregon Citizen Survey – 2010

Using blue or black ink, please fill the circle that most closely matches your response on the following:
Please fill the circle that most closely matches your response.

Like this: ● Not like this: ✓ ✗ /

IN THIS SECTION WE WANT YOUR OPINION ABOUT A RANGE OF VILLAGE ISSUES

COMMUNITY SERVICES & LOCAL GOVERNMENT

<u>Please indicate your level of disagreement or agreement with each of the following statements regarding community services:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
1. The Village Board communicates effectively with residents.	6%	21%	33%	23%	2%	15%
2. The Village Board seeks enough input from citizens	6%	24%	32%	21%	2%	13%
3. I think the current library facilities will be adequate for the next five years.	7%	21%	10%	42%	16%	5%
4. I think the current Senior Center facilities will be adequate for the next five years.	4%	19%	19%	27%	11%	21%
5. The Village Planning Commission applies the same level of scrutiny to all projects that come before it.	8%	22%	29%	11%	2%	28%
6. In the event new Library facilities are needed, they should be located downtown.	2%	5%	12%	40%	35%	6%
7. In the event new Senior Center facilities are needed, they should be located downtown.	2%	8%	18%	37%	24%	11%
8. The Village should build a new Youth Center.	14%	21%	27%	18%	9%	11%

SENSE OF COMMUNITY

<u>Please indicate your level of disagreement or agreement with each of the following statements regarding a sense of community in Oregon:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
9. Oregon has a strong sense of community.	4%	17%	22%	47%	9%	2%
10. The Village will be able to maintain its sense of community if growth continues at a rate similar to that since 2000.	5%	30%	22%	33%	2%	7%
11. Encouraging people to volunteer would enhance Oregon's sense of community.	2%	4%	15%	61%	15%	4%
12. Providing opportunities for community events (dances, block parties, etc.) would build a sense of community in the Village.	1%	6%	18%	58%	14%	3%
13. Oregon should develop a specific image for the Village.	3%	11%	25%	42%	13%	6%
14. Special efforts should be made to include families and children identified as "at risk" in community events.	2%	11%	29%	40%	10%	8%
15. The Village should work to attract cultural or arts-oriented organizations.	4%	13%	30%	37%	11%	5%
16. The Village should expend resources to determine if local tax rates can be sustained at current levels.	4%	16%	19%	45%	10%	6%
17. The Village should work with residents to create a vision for Oregon's future.	1%	2%	13%	55%	27%	2%

SCHOOLS AND EDUCATION

<u>Please indicate your level of disagreement or agreement with each of the following statements regarding Oregon schools and education:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
18. Safer bike and pedestrian routes to school are needed.	4%	14%	21%	34%	17%	11%
19. The School District and Village Board work well together.	2%	11%	35%	18%	2%	33%

IN THIS SECTION WE WANT YOUR OPINION ABOUT VILLAGE POLICY OPTIONS

RECREATIONAL OFFERINGS AND FACILITIES

<u>Please indicate your level of disagreement or agreement with each of the following statements regarding actions the Village could take around recreational offerings and facilities:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
20. The Village should add organized youth recreation programs such as cross-country skiing, equestrian programs, biking, tennis, etc.	7%	25%	24%	31%	7%	6%
21. The Village should develop a youth sports complex for baseball, softball, and soccer.	10%	28%	19%	24%	15%	5%
22. The Village expend resources to determine if it needs a Parks and Recreation Department to operate an expanded recreation program.	10%	26%	21%	32%	7%	5%
23. The Village should expand recreational opportunities for novices, teens, adults, and lower-income residents.	8%	20%	24%	39%	7%	3%
24. The Village should expand cultural & other non-sport recreational programs.	6%	20%	25%	36%	8%	5%
25. The Village should expand its bike/walking trails.	8%	14%	16%	37%	22%	3%
26. The Village should work with Fitchburg to expand bike/walking trails to connect with Madison's bike trail system.	7%	9%	13%	39%	30%	2%
27. The Village should work to expand bike/walking trails to connect with bike trails in Brooklyn.	7%	12%	18%	38%	24%	3%
28. The Village should work with the Town of Oregon to expand bike/walking trails to connect with the Badger State Trail.	6%	10%	18%	37%	27%	3%

PUBLIC TRANSPORTATION

<u>Please indicate your level of disagreement or agreement with each of the following statements regarding actions the Village could take around public transportation:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
29. The Village should explore bringing commuter bus service to Oregon.	15%	18%	16%	34%	14%	4%
30. If the Village joined the Regional Transit Authority (RTA), I would vote for the ½ cent sales tax required to bring RTA services to Oregon	30%	17%	14%	24%	11%	5%
31. The Village should expend resources to support residents' use of plug-in hybrid vehicles.	20%	24%	24%	19%	7%	6%

ECONOMIC DEVELOPMENT

<u>Please indicate your level of disagreement or agreement with each of the following statements regarding potential actions the Village could take around economic development:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
32. The Village should hire an economic development specialist.	13%	29%	29%	20%	2%	7%
33. The Village should create a budget to market Oregon.	9%	22%	25%	35%	5%	5%
34. The Village should provide incentives to attract business.	5%	8%	15%	49%	22%	2%
35. Attracting businesses with small environmental impact (e.g. high tech, health care) should be a Village priority.	5%	8%	21%	45%	20%	2%

ENVIRONMENTAL PROTECTION

<u>Please indicate your level of disagreement or agreement with each of the following statements regarding potential actions the Village could take around environmental protection:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
36. The Village should establish regulations to limit use of lawn chemicals (fertilizers and herbicides) to improve water quality.	9%	20%	18%	34%	17%	3%
37. The Village & school district should expend resources to jointly develop an outdoor science facility (e.g. an arboretum).	13%	26%	23%	27%	7%	4%
38. The Village should expand recycling opportunities <u>only</u> when a market for recycled materials exists.	5%	18%	16%	49%	9%	3%
39. Zoning regulations should protect the environment even if they negatively affect economic development.	5%	20%	24%	36%	13%	3%
40. The Village should charge residents for stormwater management based upon how much water runs off their property rather than basing the charge on property value.	14%	21%	24%	21%	9%	12%

SUSTAINABILITY

<u>Please indicate your level of disagreement or agreement with each of the following statements regarding potential actions the Village could take around sustainability:</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No Opinion
41. The Village should expend resources to develop an education program about the environment and sustainability.	12%	26%	27%	27%	4%	4%
42. The Village has enough green space (e.g. parks).	2%	15%	19%	49%	11%	3%
43. Sustainability in terms of energy use, recycling and water management should be central to Village planning.	2%	6%	21%	56%	12%	3%
44. Oregon should create a Sustainability Committee within Village government.	8%	18%	34%	28%	5%	8%

ADDITIONAL COMMENTS

45. Please add any comments that you would like about the future of the Village of Oregon.

See Appendix A

DEMOGRAPHICS

46. Gender	Male	Female	47. Age	18–24	25–34	35–44	45–54	55–64	65+
	66%	34%		1%	4%	21%	29%	25%	21%
48. Employment Status	Employed full-time	Self – employed	Employed part-time	Unemployed	Retired	Other: <u>See Appendix A</u>			
	56%	6%	9%	2%	26%	1%			
49. Number of children (under 18) in household				0	1	2	3	4	5+
				62%	14%	19%	4%	1%	0%
50. Highest level of Education	Less than high school	High school diploma	Some college/tech	Tech college graduate	Bachelor’s degree	Grad or professional deg			
	1%	13%	18%	12%	35%	21%			
51. Residential Status	Own	Rent							
	93%	7%							
52. Where is your <u>primary</u> residence?	Village of Oregon	City of Fitchburg	Town of Oregon	Town of Dunn	Town of Rutland	Other			
	65%	5%	19%	6%	5%	0%			
53. How many years have you lived in Oregon or the Oregon area?									
	0 to 5 years	6 – 10 years		11 to 20 years			Over 20 years		
	11%	18%		31%			40%		
54. Annual Household Income Range	Less than \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$199,999	\$200,000 or more			
	6%	15%	20%	25%	29%	4%			

The Oregon Village Board and Outreach and Planning Committee thank you for taking the time to provide your input regarding Village issues. This information will be considered in our long range planning and budgeting.

Please return your survey in the enclosed postage-paid envelope by August 20, 2010 to:
Survey Research Center, University of Wisconsin – River Falls
124 Regional Development Institute
410 S. Third Street, River Falls, WI 54022-5001