APPENDIX B: STRATEGY TOOLBOX
THE SLOW MO’ STRATEGY TOOLBOX outlines a collection of design and program strategies that could be used on or around Mosier’s Main Street in order to achieve the four project goals.
Each design and program strategy has been rated on its relative cost and permanence and many will help achieve more than one goal. They represent a broad range of options, and some may be a better fit for Mosier’s Main Street than others.

**4 SHARED STREET**
Provides safety and comfort for everyone - people traveling by foot, bicycle, and motor vehicle.

**14 COMMUNITY CENTERPIECE**
Serves as a community hub - highlighting Mosier’s unique assets and creatively using public space.

**22 THRIVING DOWNTOWN**
Supports economic vitality - tourism helps local businesses thrive and residents and visitors meet their daily needs.

**28 TRAIL CONNECTION**
Connects to the Historic Columbia River Highway State Trail - people using the trail visit downtown and Mosier is better linked to the trail network.

Each design and program strategy has been rated on its relative cost and permanence and many will help achieve more than one goal. They represent a broad range of options, and some may be a better fit for Mosier’s Main Street than others.
## STRATEGY MATRIX

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<th>GOALS</th>
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Vegetation within the right-of-way serves a variety of purposes:

- It aids and complements the visual aesthetic of the architecture, softening hard lines and providing color with seasonal variation.

- It creates micro-climates that help create a comfortable and pleasing pedestrian environment. This may be in the form of shade from street trees in the summer or blooming shrub and groundcover. Some studies have shown that vegetation in the right-of-way reduces heat-island effect and can aid in stormwater management.

- It can serve to buffer pedestrians from the main travelway.
Public seating creates a comfortable, usable, and active public environment where residents and visitors can rest, socialize, read, or people-watch. It is a simple gesture that can go far to create an important sense of place. Seating creates places where people can see and be seen. This ability to entice people to linger is the hallmark of great and successful public spaces.

Adding seating to the public realm is an easy street improvement that can be made by individuals, community groups, business districts, and others, often as part of an overall streetscape project.
CROSSWALKS
COST: $$$ // PERMANENCE: 🌟🌟🌟

Marked crosswalks indicate optimal or preferred locations for pedestrians to cross and help designate right-of-way for motorists to yield to pedestrians. Crosswalks are often installed at intersections and other selected locations with appropriate levels of pedestrian and vehicle traffic. Ideally, any non-auto user would feel comfortable crossing.

A crosswalk helps reduce traffic speeds by creating “visual friction.”

Some communities may forgo crosswalks in favor of a woonerf, or a “living street.” On these shared streets, non-auto users are not relegated to a specific pinch point but through good street design, feel comfortable crossing as they see fit.
On-street parking is a strategy that accommodates parking needs for auto users but also serves to keep cars from dominating the landscape while they are not in use. This strategy is typically considered conducive to walkable environments by slowing traffic, enhancing the economic vitality of business districts, and reducing the number of potential conflicts from vehicles crossing the pedestrian way to access a parking lot.

By removing vehicles from the interior of a parcel, this strategy also allows a parcel to be developed into a more active use and higher revenue generating property.

In a wide right-of-way angled parking can be an option. In a narrower right-of-way, parallel parking may be an option.
A change in paving pattern within a right of way can serve to visually indicate who is the intended user. Often the most conventional difference in paving is asphalt to concrete - one for the vehicular travelway, the other for pedestrian users.

Paving can range from compacted earth to more durable materials such as asphalt, concrete, or individual pavers.

Some communities have opted for a single paving type across the right-of-way in order to create a space that appears visually cohesive, enabling users to be more aware of others in a space intended to be shared.
The presence of sidewalks indicate the provision of facilities for those who wish to travel by foot, the method that trips typically start and end with. Sidewalks can be separated from the vehicular travelway by parked cars, a planting strip, or a bike lane.

Sidewalks can be raised or flush and be a variety of different paving materials but must accommodate people with disabilities.
Shared street marketing campaigns can reinforce the rules of the road, encourage courtesy, and promote a local culture of transportation safety.

The chosen messages could be placed on yard signs, banners, and/or on flyers or postcards distributed locally.
Improving enforcement of existing laws can help make the streets safer for everyone. The City of Mosier could partner with the Wasco County Sheriff’s Office to better enforce common violations on Mosier’s Main Street, including speeding, distracted driving, failure to yield to pedestrians, and passing too closely to people riding bicycles.

Enforcement efforts can be combined with Safe Routes to School programs to specifically target school zone violations or increase enforcement during the fall back-to-school season.

Radar signage that reports real-time speeds can help signal to drivers that they are entering Mosier and serve as a cue to slow down.
Safe Routes to School (SRTS) programs teach students safe walking and bicycling skills and build enthusiasm for walking and bicycling. A comprehensive Safe Routes to School program addresses 5 E’s: Education, Encouragement, Enforcement, Engineering, and Evaluation.

SRTS programs can start small, for example Mosier could host an annual Walk + Bike to School Day event or integrate short lessons on safe walking and bicycling habits into the school curriculum. These programs can easily be scaled up as time and resources allow. The City of Mosier could apply for a state Safe Routes to School grant to help fund education and encouragement programs, street safety improvements, and/or enhanced enforcement.
There are many free resources available to help make SRTS programs successful:

- Free Safe Routes to School stickers, temporary tattoos, and coloring books can be ordered from the Oregon Department of Transportation: http://www.oregon.gov/odot/ts/pages/tsdbrochures.aspx
- Oregon has a free Safe Routes to School curriculum available for Grades K-8: http://www.oregon.gov/ODOT/TS/Pages/saferoutes.aspx
- The National Center for Safe Routes to School is a one-stop shop for SRTS resources: http://www.saferoutesinfo.org/
Elements such as lamp posts, public art, and signage that is unique can serve to create a memorable experience endemic to a particular community.
A gateway signals to a visitor that they have arrived from a rural area and are entering a community. This also demonstrates that the travelway is changing from a higher speed highway to a slower speed street. This element can take many forms but should highlight the unique name and character of the community.
Some communities have developed community guidelines that aid in creating a cohesive and complementary visual standard. These types of standards contribute to creating a community’s unique character.

- Design guidelines ensure that special historical, cultural, and architectural features are protected and enhanced.

- These guidelines also ensure that new development fits in with the surrounding area.
A clearly defined center has long been a pattern in the tradition of human settlements. In the American tradition, this concept has taken the form of a plaza, park, square, or main street. This is usually the location of a community’s most intense land uses and commercial activity.

Mosier might use this strategy as a logical space for special events but also as a way to organize the intensity of uses along Hwy 30. A defined center may even span the right-of-way, encouraging travelers to linger and explore.
An iconic building can serve as the visual representation of a community. It can be placed in a visually prominent location to welcome visitors, terminate a view, or serve as a community gathering spot. This type of structure stands out and is unique from surrounding fabric buildings.
Hosting events on and around Main Street can help establish downtown Mosier as a hub of community life. Events can highlight Mosier’s unique assets, for example an annual cider squeeze or fruit pie festival. Partnerships with existing community organizations should also be explored, for example, a Play Streets event with the Wasco Childhood Obesity Community Action Plan partners.

Mosier could work with the Oregon Department of Transportation to determine the feasibility of temporarily closing Historic Highway 30 and rerouting vehicle traffic for a Open Streets event.

When appropriate, event organizers should consider promoting these events regionally to attract visitors to Mosier.
Improving the visibility and comfort of Mosier’s bus stops can make waiting for the bus a more pleasant experience and can raise the profile of Mosier’s transportation options.

Bus stop enhancements like seating, lighting, or landscaping can make waiting for the bus a nicer experience and can range from simple DIY improvements to significant public art pieces.

Mosier could use materials such as local quarry rocks, to keep the design consistent with other downtown projects.

**BUS STOP BEAUTIFICATION**

**COST:** $$$

**PERMANENCE:** 📁
A Maker Space is an opportunity for a group of artisan manufacturers to showcase their unique skills and products. This type of space is often owned through a collaborative effort in the form of a co-op or other creative arrangement.

This arrangement reduces the startup costs associated with conventional leasable commercial/retail space.
Open space is typically considered any space that is publicly accessible and open to the elements. Open space serves two primary purposes - enhancing environmental services and human experience.

Open spaces vary greatly in their range of types and sizes including certain primary functions, shapes, use of materials, and objects such as furniture, art, and structures. Open spaces can range from tiny pocket parks to large city parks.
Commercial / retail establishments serve to enhance the vitality and vibrancy of a downtown area, provide jobs, and provide services to residents and visitors alike. This takes the form of food and drink establishments or the selling of services or products for purchase.

It is often considered preferable that these establishments be locally owned and provide living wage employment opportunities.
Developed by Travel Oregon, We Speak Oregon helps local communities promote their unique assets to out-of-town visitors. Communities choose local amenities to highlight and plan trainings to help employees of local businesses and other community members learn enough about each topic to help answer visitors’ questions, such as “can you recommend a short hike that's good for families?” In Mosier these topics might include wildflowers, bicycling, farm tours, orchards, birding, or windsurfing.

“We Speak Oregon” branding and FAQ sheets are available that can be customized to help spread the word that Mosier welcomes visitors.

For more information visit: [http://industry.traveloregon.com/industry-resources/destination-development/we-speak-program/](http://industry.traveloregon.com/industry-resources/destination-development/we-speak-program/)
MOSIER MAPS
COST: $$

A visitor map of Mosier would bring attention to amenities for people passing through town or planning a visit. The map could highlight local businesses, public services, vehicle and bicycle parking, and/or U-Pick farms.

Mosier could also create a set of themed maps showing loop hikes, drives, or bike rides that showcase the best of Mosier and the surrounding area. For example, a waterfalls & wildflowers loop, a cider & cycling loop, or an art & antiques loop.

Printed versions of these maps could be available at local shops, the library, and other Mosier destinations. The maps could also be posted online for 24/7 access.
Travel Oregon’s Bike Friendly Business program provides an opportunity for businesses to promote their services to people traveling by bicycle. This program would encourage the high number of people riding bicycles through Mosier to stop and peruse local shops.

Businesses can attain “bike-friendly” status by offering a wide variety of amenities, including bicycle parking, water bottle fill-up stations, or wi-fi. Once their application has been approved, businesses are promoted through the Travel Oregon and RideOregonRide web pages. Businesses can then choose to purchase a sign for approximately $30 to further promote their status a Bike Friendly Business.

For more information visit: http://industry.traveloregon.com/industry-resources/product-development/bike-friendly-business-program/
An on-street bicycle connection makes bicycling more safe and comfortable and increases the visibility of people riding bicycles for other users of the travelway.

- A variety of options exist and can include bike lanes or sharrows.
A multi-use path has a dedicated right-of-way separate from that of a street or highway. This type of facility is usually open to a variety of users but typically restricts motorized vehicle travel.
Oregon’s Scenic Bikeway program designates suggested routes that highlight the best in Oregon bicycling. These routes are heavily promoted by the Oregon Parks and Recreation Department and Travel Oregon and bring a steady influx of bicycle tourists.

Mosier, along with other Columbia River Gorge communities, could apply to have a local route designated as an official Oregon Scenic Bikeway. The route could include portions of the Historic Columbia River Highway State Trail, as well as Historic Highway 30 as it runs through downtown Mosier and other destinations.

For more information visit: http://www.oregon.gov/oprd/BIKE/Pages/index.aspx
BICYCLE SHUTTLE SERVICES

COST: $$$$ // PERMANENCE: 

Bicycle shuttles provide pick-up and drop-off services for people who prefer to avoid long hills or out and back trips, don’t have a car, are traveling with a large group, or want to enjoy an adult beverage after a long ride without having to bicycle home.

In Mosier, a shuttle might pick up people who have bicycled on the Twin Tunnels segment of the Historic Columbia River Highway State Trail but prefer not to descend on Rock Creek Road, or drive people who’ve come to Mosier for lunch back up to the hill to the Historic Columbia River Highway State Trail.

A private bicycle shuttle service could be started locally or Mosier could work with existing shuttle and tour services in the Columbia River Gorge to promote local trips.
Adding wayfinding signage within Mosier and on the connection to the Historic Columbia River Highway (HCRH) State Trail will help visitors locate Mosier’s key destinations and reinforce Mosier’s community identity.

The Historic Columbia River Highway State Trail Wayfinding Signage Plan includes sign concepts for connections to the HCRH State Trail and planned Bike Hubs. Additional wayfinding signage in Mosier should reflect the design of these concepts to ensure consistency.

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