

Mosier Area Household Survey Results 2008



Prepared by Main Street Mosier
with the assistance of a Grant from the
Oregon Investment Board¹
February 2009

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How to Use this Report

This report summarizes the responses of 304 Mosier area (zip code 97040) residents and property owners who were asked a series of questions about the Mosier area in 2008 and how the Mosier area might become even better in the years ahead.

All Mosier area residents/property owners (n=1097) received invitations to answer questions about Mosier area features they considered important to Protect and Preserve. Area residents/property owners were also asked to identify actions they thought would make the Mosier area an even better place to live, work and play.

The answers to these questions are presented on the following pages.

- The first portion of this report is an Executive Summary that briefly characterizes the survey results.
- The second portion of the report provides charts, graphs and comparative analysis divided into nine sections. These sections offer more detail and insight on the preferences of the surveyed population.
- A quick review of the Executive Summary is intended to direct readers to sections of the full report of most importance and use to their specific interests and needs.
- The Mosier area Household Survey was designed, distributed, collected and analyzed to provide a clear and accurate reflection of resident/property owner attitudes and preferences for the future of the Mosier area.
- The data compiled and analyzed for this report represents a 30% response rate of Mosier area residents/property owners. This response rate is sufficiently high to provide high levels of statistical confidence that the priorities expressed by the respondents and reported on the following pages are accurate reflections of public preferences (2008-2009) to the questions asked.

How will this survey data be used?

- Main Street Mosier, the non-profit group that developed the survey, intends to use this information to assist the City of Mosier up-date the Mosier Comprehensive Plan.
- Main Street Mosier will also use this information to assist The City of Mosier and Wasco County begin the process of creating a Downtown Revitalization Plan for Mosier.
- If you are interested in helping shape the future of the Mosier area please visit the web site: mainstreetmosier.org; or call 541.578.0122 ; or e-mail info@mainstreetmosier.org; or send a letter to Main Street Mosier, PO Box 144, Mosier, OR 97040

Mosier Area Household Survey Results 2009

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Preface

In October of 2007 a group of Mosier area business owners and professionals joined together to re-establish a community based non-profit organization they named Main Street Mosier (MSM).

The purpose of Main Street Mosier is to identify and promote actions to improve the economic conditions for the resident population while preserving the historic character, unspoiled scenic corridors and natural resource base that has been the “corner stone” of the area for over 100 years.

At the same time Main Street Mosier was started there were indications that a nation-wide economic recession was beginning. Consensus was that growth and development would be slow for several years and that this slow growth period would be a good time to strengthen the Mosier Comprehensive Plan as well as develop guidelines for a City of Mosier Downtown Revitalization Plan. The Main Street Mosier Board of Directors maintained that a central feature of this strategy was to involve the residents of the Mosier area in identifying and establishing guidelines for a “new period” of Mosier area growth and revitalization.

The duration of the current economic decline is not clear but a strong and likely rapid recovery is considered a strong possibility. Forecasted growth rates of 1.7 million new Oregonians by 2020 suggest the Columbia River area is likely to experience significant growth in the coming decade.

The Main Street Mosier Board decided that the best way to strengthen planning guidelines and clarify future steps for community revitalization was to meet with representative groups of the population and ask them “*What they like about Mosier that they don’t want to lose?*” and “*What changes would make Mosier and even better place to live work and play?*” During June, July and August 2008 fifteen Focus Group meetings were held. Ninety-seven Mosier area residents participated and helped establish the background for eighty-five questions that were included in a survey sent to all Mosier area residents and property owners.

A proposal for the survey research was presented to The Oregon Investment Board. A \$5,500 grant was awarded MSM for the development, distribution, collection and analysis of a household survey to be distributed to all residents/property owners in the 97040 Mosier area Zip code.

Please find on the following pages an Executive Summary of the results of the MSM survey. This summary is followed by more detailed tables, charts, analysis, summary findings and recommended actions.

This report presents the opinions of the resident population and property owners of the Mosier area. How these facts are used to help shape the future of Mosier is dependent on the level of enthusiasm and support of the reader. We look forward to working with you to help shape the future of Mosier!

Respectfully,

The Main Street Mosier Board of Directors

Executive Summary

Background on Survey Development

- A series of Focus Group meetings (6/08 to 8/08) with residents of the Mosier area helped identify aspects of the Mosier area important to residents and property owners.
- Results of fifteen Focus Group sessions involving a cross-section of Mosier area residents provided background for the development of a household survey designed to measure residents attitudes about features of Mosier to Preserve and Protect and Actions that might make the Mosier area an even better place to live, work and play.
- Focus Group participants agreed that the Zip Code for Mosier (97040) best represented the City of Mosier and the City of Mosier service area. This 50 sq. mile area was selected as the Mosier area.
- A Memorandum of Understanding was developed and approved stating the relationship and expected contributions between Main Street Mosier, the City of Mosier, and Wasco County.
- Mailing addresses (1097) were obtained for all residents and property owners in 97040 as well as a portion of residents in 97058 considered to relate more closely with the Mosier area than with Rowena, Chenoweth, or The Dalles.
- Results of the Focus Group sessions provided the background and framework for the 85 question household survey that was distributed to all Mosier area residents and property owners in November 2008.

History of Mosier

- The City of Mosier was founded 1854 and incorporated in 1914 .
- Over the past 150 years the City has grown and declined as a wildfire devastated the area in 1910 destroying more than thirty businesses.
- Throughout history the economic mainstays of the community have been fruit and timber and natural resource extraction.
- Lumber mills, car dealerships, pool halls, several grocery stores , meat markets , a service station, farm supply store, and realtor offices were once part of the community
- After the fire of 1910 few of the businesses were re-established in the City.
- Between 1950 and 1990 the cities of Hood River and The Dalles became the primary commercial centers of the Columbia River Gorge. Mosier remained an important agricultural center known primarily for cherries.
- In the late 1980 s the growing popularity of windsurfing, Mt biking, kayaking and rafting brought large numbers of new recreation visitors to the Gorge.
- In the 1990's Mosier began attracting new residents interested in the recreational amenities of the Gorge. In the late 1990's Mosier was recognized as one of the fastest growing² communities in the Columbia River Gorge.
- In 2009 the City of Mosier is small but growing. Guidelines to help manage a new surge of residential growth in the Columbia River Gorge are in progress in a number of Gorge communities. This report summarizes the attitudes and opinions of Mosier area residents regarding the future of their community and region.

² As measured by the percentage of new housing starts

Characteristics of the Mosier area Population

- U.S. census population projections³ estimate the 2008 population for the Mosier area (zip code 97040) to be 1045 residing in 386 households.
- An estimated forty-five percent of the Mosier area residents were born in Oregon. Fifty-five percent of the Mosier area population was born in another state in the United States. Of this number an estimated 28% were born in the Midwest.
- The 2008 median household income was estimated to be \$39,000
- The 2008 estimated number of families was 281
- The 2008 total housing units in the Mosier area was estimated to be 481 with an 80% occupancy rate. An estimated 70% of these houses are owner occupied and 30% are renter occupied. The Mosier area housing vacancy rate was reported to be 19%.⁴

Characteristics of the Mosier Area Population receiving MSM Household Surveys

- 1019 surveys were distributed to Mosier area residents/property owners.
- 60% of the survey recipients had Mosier Post Office boxes or Rural Route delivery in the Mosier area zip code (97040).
- 7% resided in The Dalles
- 4% resided in Hood River
- 7% resided in Portland
- 5% live elsewhere in Oregon
- 6% live in the State of Washington and
- 7% live elsewhere in the United State

Characteristics of Survey Respondent Households

Household Characteristic	Rate per household	Households responding	Total Population of responding hh
• Number of people in responding household	2.26	278	628
• Number of children under 12 yrs of age	.33	257	85
• Number of children attending Mosier School	.14	255	36
• Number of children in Middle/High School	.11	256	28
• Number of people who work in the Mosier area	.42	255	107
• Number of people who work elsewhere in Gorge	.64	259	166
• Number of people who are self-employed	.64	255	163
• Number of people who are retired	.52	254	132

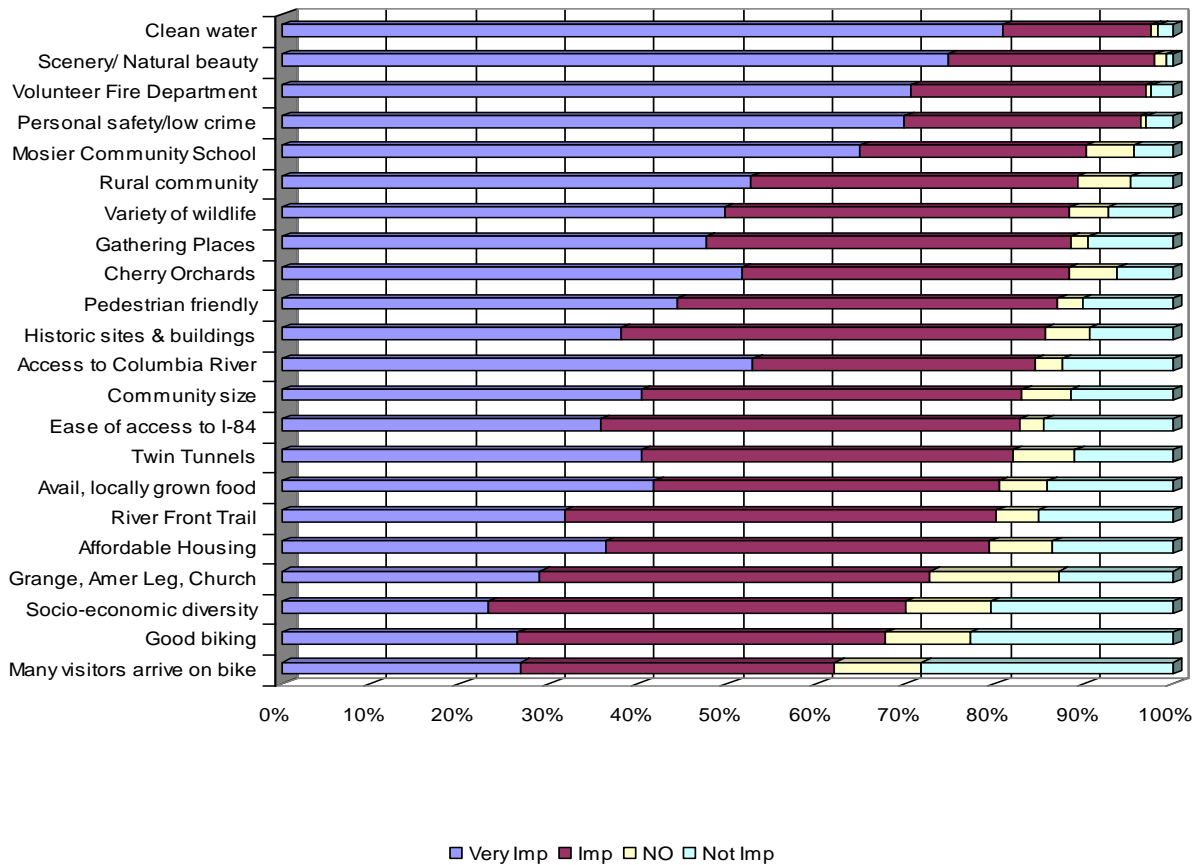
³ Source: www.DemographicsNow.com

⁴ Source: Ibid

Features Mosier Area Residents/Property Owners⁵ want to Protect and Preserve

A primary concern of many Mosier area residents is that the friendly, easy-going, peaceful town of Mosier will change as new residents move to the area. The household survey asked residents and property owners to identify aspects of the community that they would like to protect and preserve.

Figure 1
Mosier Features to Preserve and Protect



⁵ Survey responses were analyzed several ways. Here all 304 were combined to assess over-all preferences. On other occasions respondents who live in the City (n=110) were compared with the responses of people who live outside the city (n=194) to see if there were significant variations.

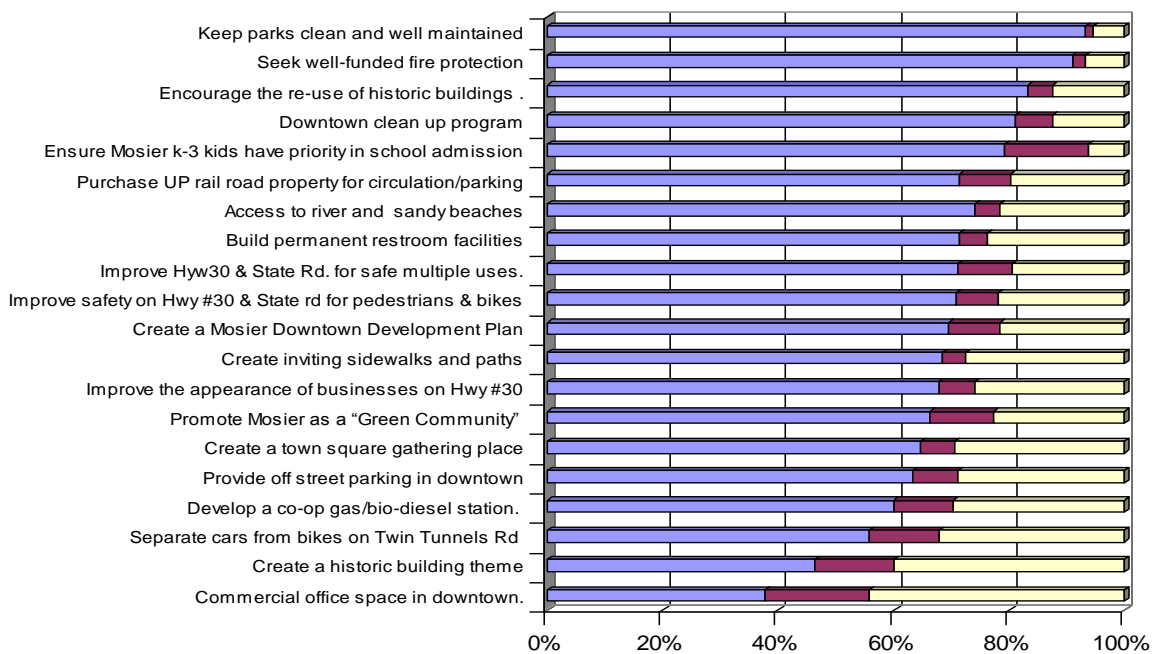
Actions to Make Mosier an Even Better Place to Live, Work and Play

Focus Group participants identified a number of items they thought would improve the City of Mosier.

Twenty of the highest ranked improvements were included in the household survey. Figure 2 shows the rank ordered preferences of the 304 survey respondents using a composite score of Very Important + Important for the ranking. More detailed analysis in the full report shows differences between City respondents and persons who live outside the City.

Figure 2
Actions to Make Mosier a Better Place

Rank-ordered actions to make Mosier an even better place to live received over 60% support as Very Important through the 16th ranked item “Provide off-street parking in the downtown”. Items which 30% or more of the respondents rated as Not Important will likely require further community discussion before action is successfully implemented (see Table 10 page 28 of the full report). No Opinion was recorded by 14% of the respondents on the 5th highest ranked action “Ensure Mosier k-3 kids have priority in school admission”. Further clarification on this policy is needed. A more detailed discussion of Action Implementation issues begins on page 29 of the full report).



Imp + Very Important No Opinion Not Important

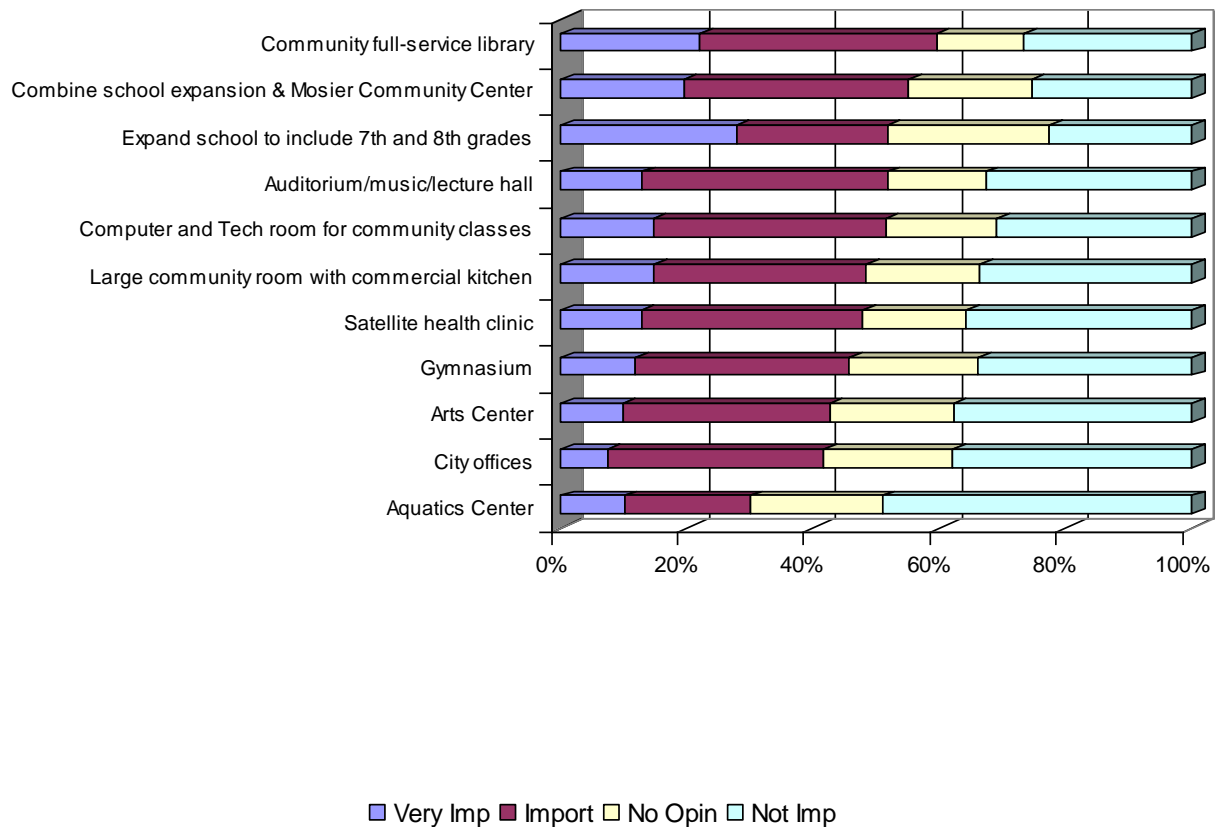
Household Survey Results 2008

Expansion of the Mosier Community School & Development of a Community Center

The Mosier Community School emerged in Focus Group discussions and the household survey as the most important unifying organization in the community. Presently (2009) the school is a k-6 Charter School. A number of Mosier area residents would like to see the school expanded include grades 7 and 8. Some residents would like to see a Community Center as a part of this expansion. Figure 3 shows a rank-ordering of the preferences of the 304 survey respondents.

Figure 3
School Expansion & Community Center

Mosier area survey respondents had 11 School/ Community Center development options to evaluate. This figure ranks these options using the highest percentage of Very Important and Important responses. Community full-service library received the highest ranking. Combining School expansion with a Community Center and adding a 7th and 8th grade were the top activities. Thirty percent or more of the survey respondents rated 8 of the 11 options as Not Important.



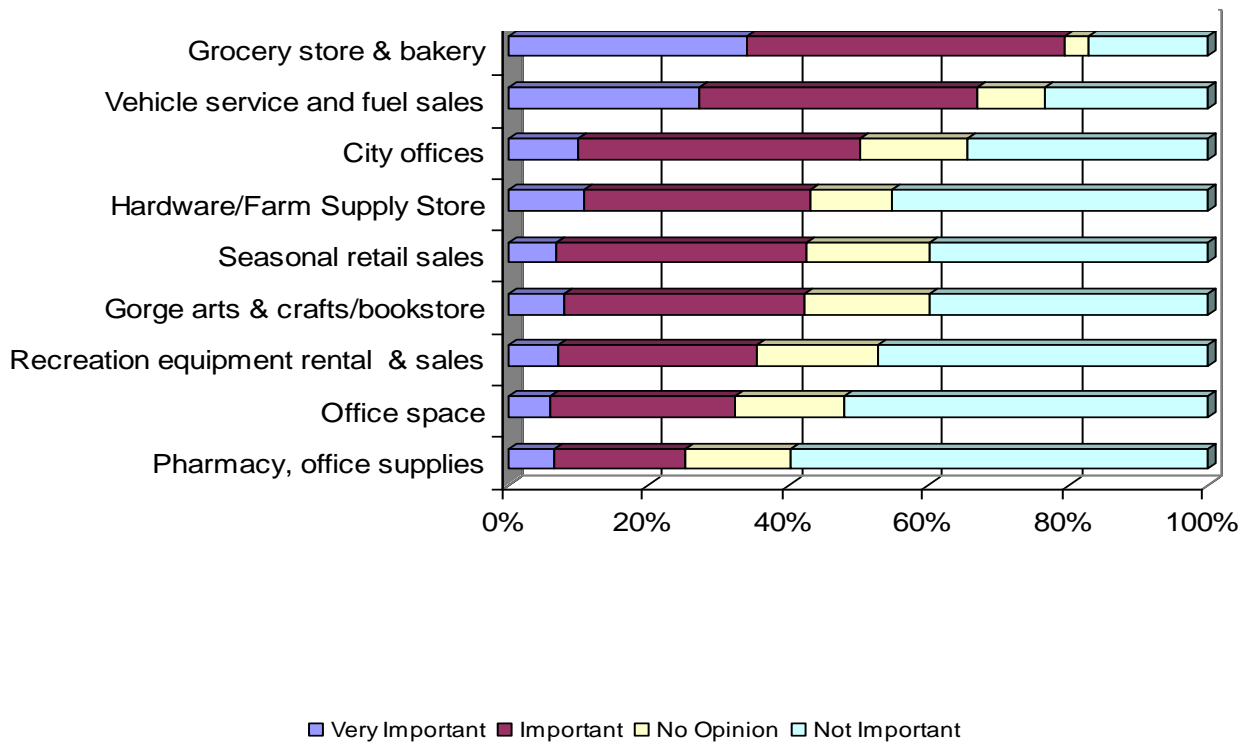
There appears to be strong interest in a combined school /community center program. No Opinion and Not Important responses combined account for more than 40% of the responses for all eleven development options. The full report and analysis of these options shows interesting differences between City respondents and those living outside the City. Further public discussion and planning is recommended before action is taken on any of these options.

Additional Mosier Business and Services

Mosier area Focus Group meeting disclosed only a few new/expanded business activities they wanted to consider for the City. The ranked preferences, using Very Important and Important, for these activities, are shown in figure 4.

Figure 4
Proposed New/Expanded Business for Mosier

Improved grocery/bakery services received a ranking of 79.4%. Vehicle services ranked second with 67% and City Offices ranked 3rd with 50.3 ranking these activities as either Very Important or Important. Six of the nine activities received composite No Opinion + Not Important scores greater than 50%.



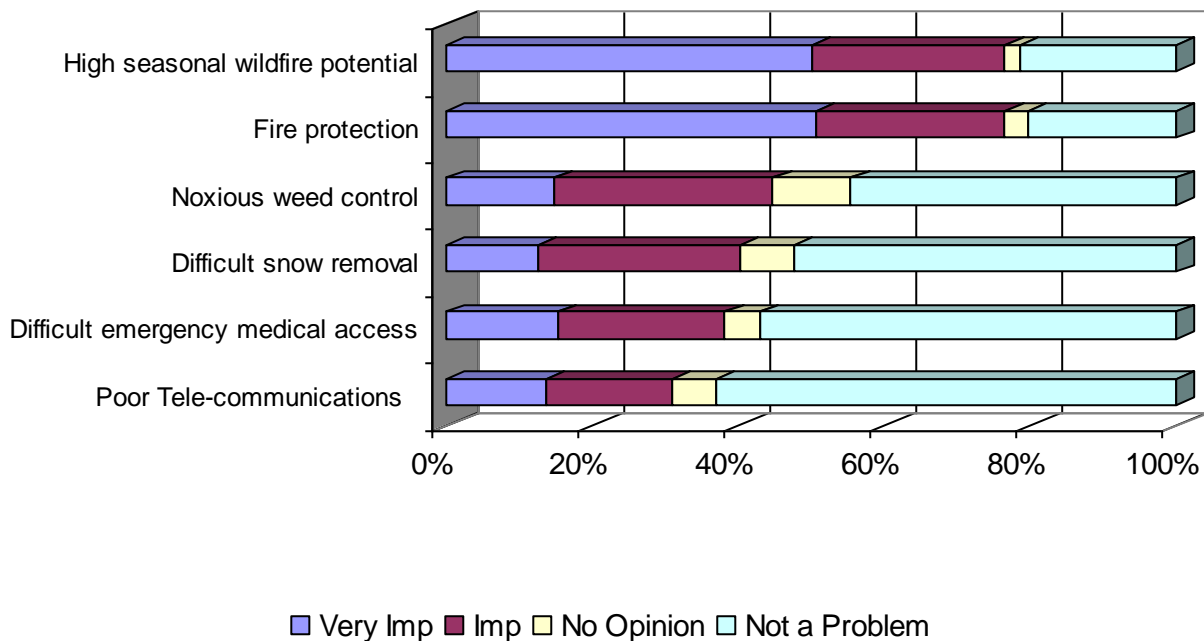
The demand for improved grocery/bakery services and vehicle service/fuel sales is strongly supported by all respondents. The more detailed analysis in the full report shows some variation in demand between respondents from the City of Mosier and those who live outside the City.

Additional analysis of business/service and activities should be conducted before initiating new or expanded business activities.

Mosier Area Household Safety and Access Issues

Rural communities present special challenges with respect to access and protection from events such as fire, severe weather, emergency evacuation and Tele-communication. Figure 5 summarizes these issues for the Mosier area.

Figure 5
Property Protection/ Emergency Access



The threat of wildfires and concern about adequate fire protection were issues ranked by 75% of the respondents as Important or Very Important. Nearly 50% of all respondents ranked these two issues as Very Important.

Nearly 25% of the respondents rated these issues as Not Important

Respondents living outside the City rated the issues shown in Figure 5 as more important than respondents who live inside the City limits.

Further analysis of these Property Protection/Emergency Access Issues is presented in the full report.

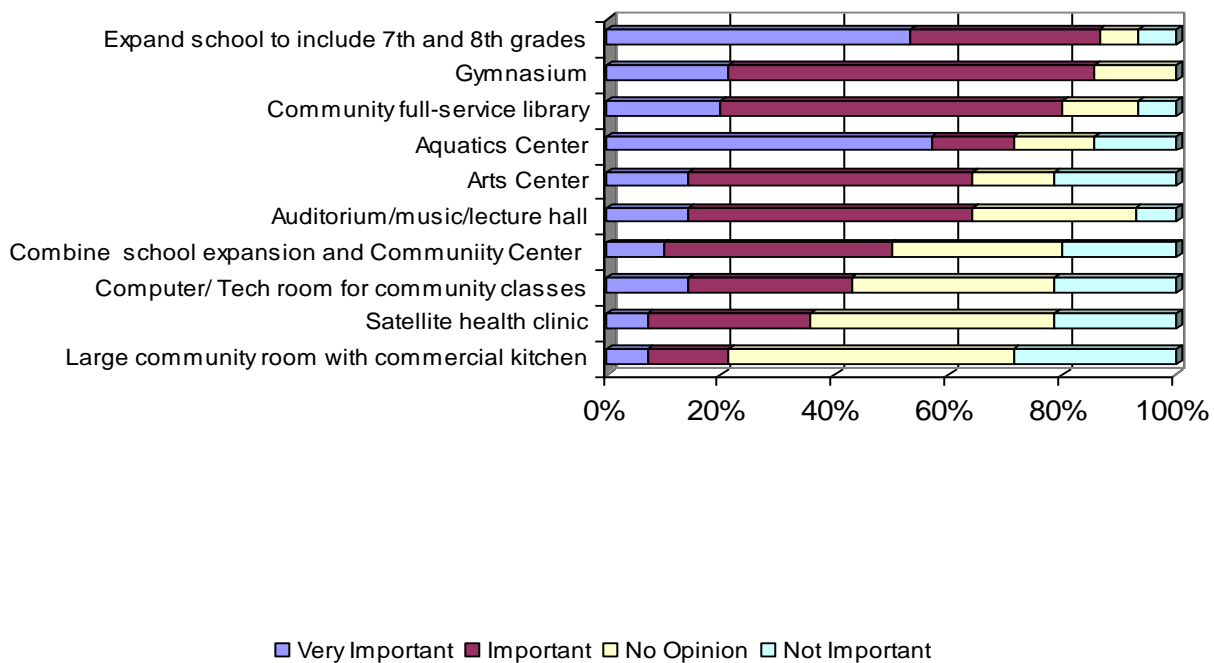
6th Grade Students Assess the Future of Mosier

The purpose of this report is to share the opinions Mosier residents have of their community both now and in the future. Focus Group sessions demonstrated that the Mosier Community School has been and continues to be one of the most important and unifying organizations for the City and surrounding Mosier Service area.

To underscore the importance of the School Main Street Mosier decided to solicit the opinions of the younger people of the community/region.

Figure 6 shows how a sample of 15 Mosier Community School 6th grade students felt about expansion of their school in conjunction with the possible development of a Mosier Community Center.

Figure 6
Opinions of 6th Grade Students on School Expansion



6th graders from the Mosier Community School showed strong support for expansion to include 7th and 8th grade classes. Over 80% endorsed the development of a gymnasium and nearly 80% were proponents of a Community full-service library. Nearly 60% of all 6th grade respondents considered the development of a community-shared Aquatics Center to be Very Important. Less than 20% of the student respondent ranked any of these top four preferences as Not Important.

NOTE: Further discussion of student opinions about the Mosier appear in Section VII of the full report

Mosier Area Household Survey Results 2008 Comparative Analysis and Recommendations

This study was made possible by a grant from the
Oregon Investment Board
February 2009

I. Introduction

Main Street Mosier (MSM) is a non-profit community organization guided by Mosier area residents and business owners interested in maintaining the rural character and history of the community. Founded in 2007 MSM has as a mission: To preserve Mosier's historic character and to promote a healthy sustainable economy and community by supporting the City of Mosier through planning and fundraising.

To achieve this objective the Main Street Mosier Board of Directors decided to conduct a series of Focus Group sessions with representative groups of area residents. In June, July and August 2008 seventeen Focus Group meetings were held in Mosier at Mosier Creek Terrace. Seventy-nine (79) Mosier area residents attended these meetings. Focus Group participants were asked “*To identify aspects of Mosier they liked and wanted to keep*”, they were also asked to “*identify actions that might make Mosier an even better place to live, work and play*”. The focus group meetings produced a number of characteristics Mosier area residents considered important to the future revitalization of the community and surrounding area.

Results of the Focus Group meetings led to the development of an 85 question survey that was mailed to all residents and property owners (n=1019) in the 44 square mile zip code area (97040).

The Oregon Investment Board provided Main Street Mosier a grant of \$5500 for survey development, distribution and analysis.

Purpose of the Main Street Mosier Survey

The purpose of the survey was to invite all residents and property owners who considered Mosier their Gorge area community of residence to share their opinions about future growth, development and community revitalization.

Members of the Main Street Mosier (MSM) Board of Directors were concerned that projected future increased growth of the State of Oregon (1.7 million new residents by 2020) could adversely effect the scenic views, historic character, and rural agricultural economic base of the Mosier area. Between 1999 and 2006 Mosier was one of the fastest growing communities in the Columbia River Gorge.

In 2007 it appeared that a National economic downturn would slow growth for several years. The MSM Board decided that the beginning of a national economic downturn was an important time to prepare the Mosier area for eventual recovery and renewed community growth with guidelines and recommendations to guide and direct new growth. The strategy selected by MSM was to assist the City of Mosier and Wasco County with planning guidelines and recommendations that reflected the preferences of Mosier area residents and property owners. A MSM household survey was developed and distributed to 1097 resident household/property owners.

The results of the survey are intended to help guide the revitalization of the City of Mosier and the region it serves. More particularly, the survey results will be used to up-date the City of Mosier Comprehensive Plan and provide baseline information for the creation of a Mosier Downtown Revitalization Plan.

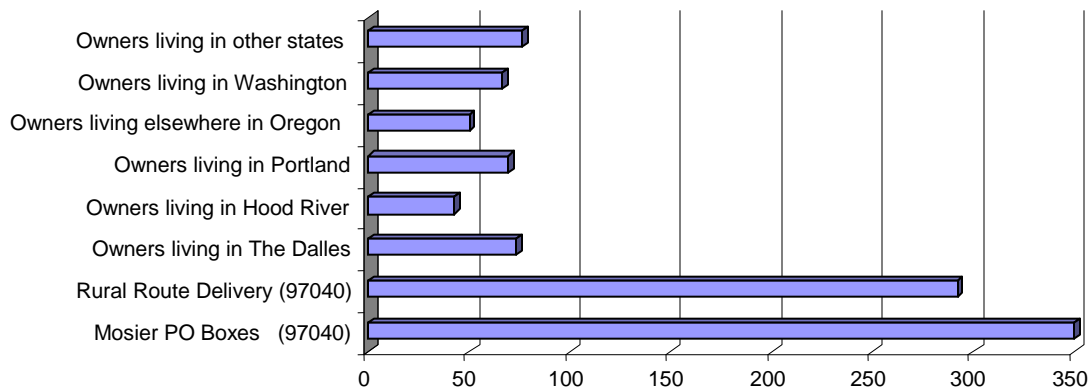
Survey Process

On October 10, 2008 a postcard announcing the arrival of a household survey was mailed to the 1019 property owners and residents in the Mosier service area. On October 21, 2008 surveys were distributed by mail to property owners and resident households representing the 2008 Mosier area population estimated to be between 2000 and 2500 individuals

Table 1
Mailed Survey Distributions to Property Owners & Residents
by Location of Primary Residence

	Survey Distribution	# Surveys mailed to
	Mosier Property Owners	
1	Mosier PO Boxes (97040)	350
2	Rural Route Delivery (97040)	292
3	Living in The Dalles	73
4	Living in Hood River	43
5	Living in Portland	69
6	Living elsewhere in Oregon	50
7	Living in Washington	66
8	Living in other states	76
		1019

Figure 1
MSM Survey Distribution by Place of Residence



Two hundred (268) completed surveys (26%) were received by MSM between October 24. and October 31st, 2008. Return survey reminder postcards were distributed to all 1019 residents/property owners on November 5, 2008 and by November 14th a total of 304 surveys or 30% of the distributed surveys were returned. This is a better than average mailed survey return rate.

A Brief History of Mosier

The City of Mosier is over 150 years old. It has experienced periods of considerable prosperity and decline. In 1910, the community had several grocery stores, three meat markets, a hardware store, a pool hall, two blacksmith shops, a lumber mill, two banks, a service station/ car dealership, and three realtors. A total of thirty-two businesses supported the agriculture and timber based economy with an estimated service area population of nearly 3,000.



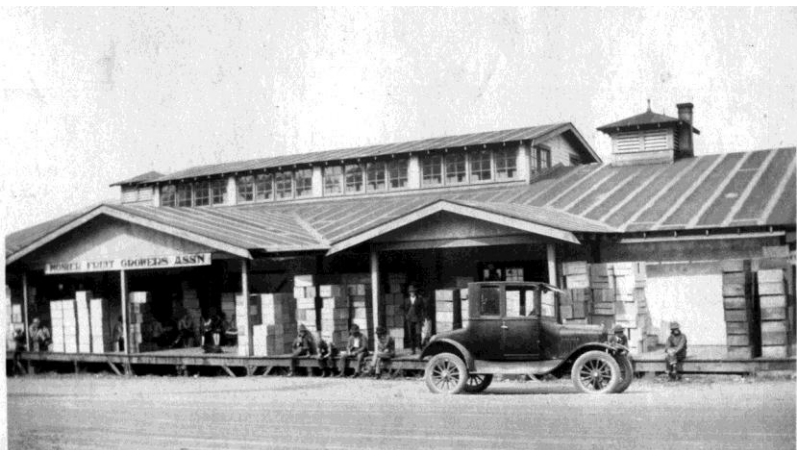
Mosier in 1910 looking East

In 1919 a fire destroyed most of the downtown business area (shown in the lower right corner of the picture above). The business community never fully recovered from the fire. Municipal services were continued, but few of the businesses that existed prior to the fire returned. Cherries became the preferred crop of the region and the outlying areas grew as more cherries were planted and harvested.

In the early 1990's the Mosier City boundaries extended to the North including land that was subsequently covered by water with the construction of Bonneville Dam. The development of Interstate #84 further constrained City expansion and use of the river for transportation, fishing and recreation. In the mid 1900's various fruit crops were tested. Apples, peaches and plums proved to be less successful than cherries, which along with timber emerged as the primary resources that continue as one of the economic mainstays of the region today. Fruit crops have been a mainstay of the Mosier economy for many years. Beginning in early 2000 grape vineyards started gaining in popularity and productivity.

In the late 1990's, increasing numbers of people were attracted to the Mosier Valley as a place to live because of the rural setting, natural beauty, lack of traffic, friendly residents and moderately priced land.

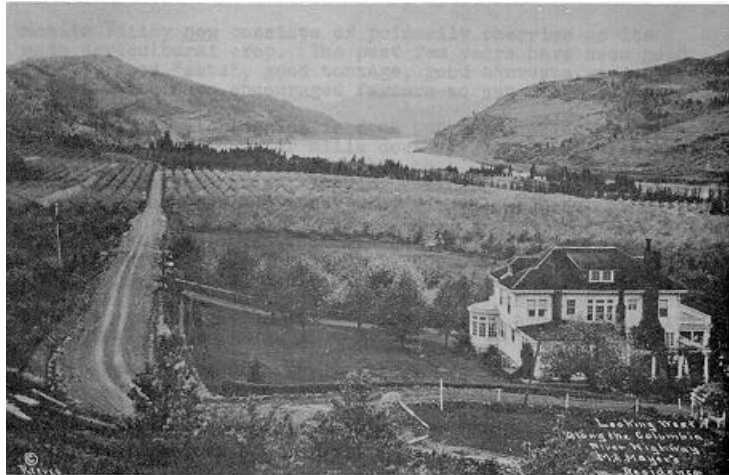
Only a few family wage employment opportunities are currently available in the Mosier area. Most new residents who are part of the labor force commute to Hood River or The Dalles for employment.



Mosier Fruit Growers Cooperative 1912

Retirees and second home owners are also attracted to Mosier. Many in this group chose to build homes in the City of Mosier or the surrounding service area

In 2006 the City improved the distribution and quality of potable water by installing new distribution pipes and water meters. Work is in progress to increase the capacity and efficiency of the municipal sewer system. A coordinated plan of streets and sidewalks has been developed and is being implemented.



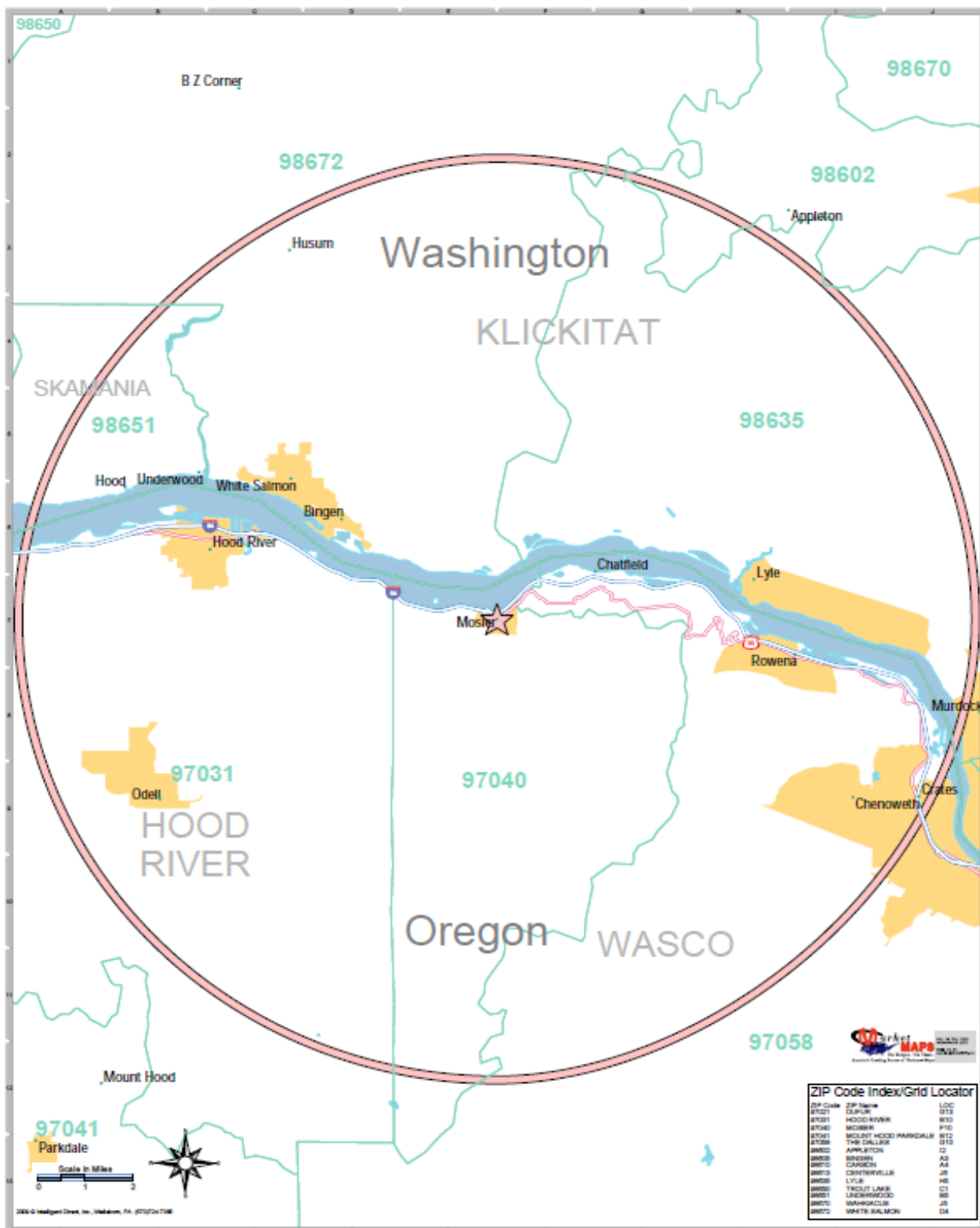
Mayer orchards circa 1915

The Mosier Study Area

A number of people call Mosier their community of residence. Most of these people do not live in the City of Mosier but in the more rural, less densely settled areas surrounding Mosier. Focus Group participants agreed the Mosier zip code (97040) was the best and most readily available official boundary to define the population served by the City of Mosier

- The City of Mosier is 0.5 sq mile in size.
- The 97040 zip code is 50 sq miles in size. The zip code extends from the South bank of the Columbia River 11 miles to the South to a point nearly parallel with Parkdale in Hood River County.
- The topography of the area has created a distribution of roads and houses that makes the shape of the zip code long, narrow and geographically diverse.
- Access on and off Inter State # 84 also has played a large part in the size and configuration of the zip code
- The map on the following page shows the boundaries of the zip code area and Mosier area service area. This is the region that serves the Mosier School
- The information on the following pages describes how residents of this area feel about their region and how it might become even better in the years ahead.

Map 1 The Mosier Area Zip Code 97040



Main Street Mosier
Household Survey Results 2008

Characteristics of the Surveyed Population in 2008 in the Mosier Area

Table 2
Characteristics of Survey Respondents N=304

Ownership and Place of Residence		Yes	No
1	Property owner in the Mosier area	86%	14%
2	Home owners in the Mosier area	77	23
3	Rent the place of residence in Mosier	15	85
4	Mosier is the primary place of residence	70	30
5	Live in the City of Mosier	36	64
6	Plan to build in the Mosier area	23	77

Figure 2

Characteristics of Survey Respondents

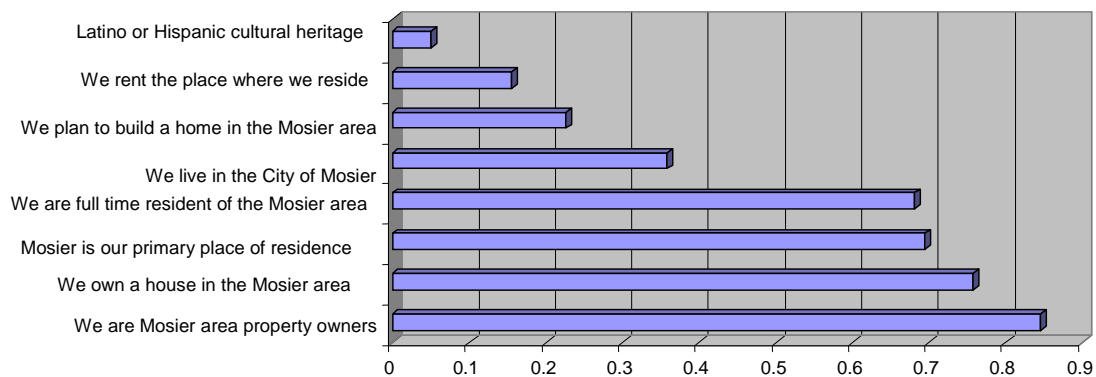


Figure 2a

Length of Property Ownership in the Mosier Area

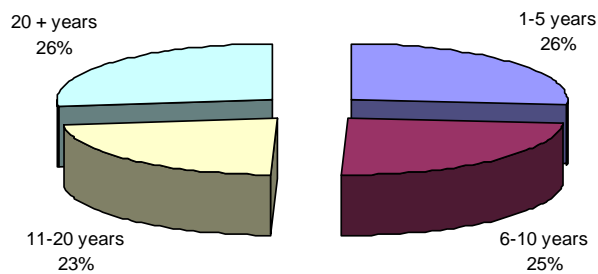


Table 3
Characteristics of the Responding Population

Household Survey Questions	Persons per household	# Responding households	Total Responding Population
1. How many people live in your Mosier household?	2.26	278	627
2. How many children are under 12 years of age?	0.33	257	85
3. How many children attend the Mosier school?	0.14	255	36
4. How many children are in Middle/High school?	0.11	256	29
5. How many in your household work in the Mosier area?	0.42	255	106
6. How many people work elsewhere in the Gorge?	0.64	259	166
7. How many people are self-employed?	0.64	255	162
8. How many people are retired?	0.52	254	131
9. How many people are 18 yrs or over and currently looking for work?	0.12	252	30

Source: Main Street Mosier Survey N=304 all survey responses

Table 4
Estimated Total Population for Mosier Area 2008
Based on MSM Survey Results N=304

	Population Segment	1 Responding # of Households (Surveyed)	2 Estimated # Total Households	3 Persons per Household (Surveyed)	4 Projected TOTALS in 2008
1	Total Population	278	917	2.26	2072
2	Children under 12 yrs	257	848	0.33	280
3	Children at Mosier School	255	841	0.14	118
4	Children in Middle/High	256	845	0.11	93
5	# Work in the Mosier area	255	841	0.42	353
6	# Work elsewhere in Gorge	259	855	0.64	547
7	# who are self-employed	255	841	0.64	538
8	# retired	254	838	0.52	435
9	# >18 yrs looking for work 10/08	252	831	0.12	100

Projection= responding households x 3.3 = estimated total households (col2) x persons per household (col 3)

Table 5
City of Mosier 2008 Population
Estimates based on MSM Survey Results n=110

Household Characteristics	Responding # of households (surveyed)	Estimated # of Total Households (projected)	Persons per Household (Surveyed)	Estimated Totals for Mosier area in 2008
1 Total Population	102	337	2.06	694
2 Children under 12 yrs	94	310	0.30	93
3 Children at Mosier School	93	307	0.09	28
4 Children in Middle/High	93	307	0.09	28
5 # Work in the Mosier area	95	313	0.38	119
6 # Work elsewhere in Gorge	96	317	0.63	200
7 # who are self-employed	92	303	0.51	154
8 # retired	91	300	0.52	156
9 #18 yrs or older looking for work	92	303	0.11	33

Tables 5 and 6 show estimated populations based on the following assumptions.

1. The 30% survey return response rate was uniform for survey recipients in the City of Mosier and Outside the City of Mosier.
2. The rates of school aged children and work force participations per household remain constant for non-respondents in the City and outside the City.

Table 7 (on the next page) shows the estimated total populations for the entire Mosier Area.

Figure 5 provides a graphic comparison of these population totals.

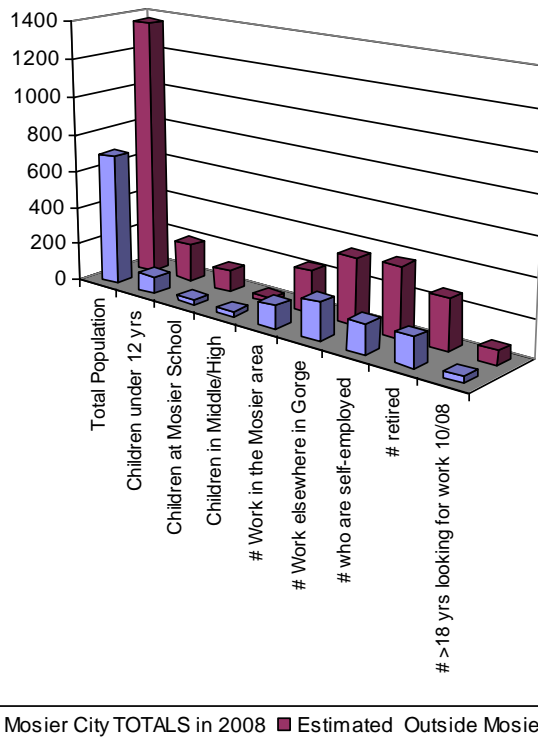
Table 6
Outside of Mosier 2008 Population
Estimates based on MSM Survey Results n=194

Household Characteristics	Responding # of households (surveyed)	Estimated # of Total Households (projected)	Persons per Household (Surveyed)	Estimated Totals for Mosier area in 2008
1 Total Population	174	574	2.38	1,366
2 Children under 12 yrs	164	541	0.37	200
3 Children at Mosier School	163	538	0.21	113
4 Children in Middle/High	164	164	0.14	23
5 # Work in the Mosier area	161	531	0.43	228
6 # Work elsewhere in Gorge	164	541	0.66	357
7 # who are self-employed	163	538	0.69	371
8 # retired	163	538	0.50	269
9 #18 yrs or older looking for work	162	531	0.14	74

Table 7
2008 Estimated Population for City of Mosier &
Area Served by City of Mosier

Household Characteristics	1	2	3
	Estimated Outside Mosier TOTALS in 2008	Estimated Mosier City TOTALS in 2008	Estimated Total 2008 Population Mosier Area
1 Total Households	574	337	911
2 Total Population	1,366	694	2,060
3 Children under 12 yrs	200	93	293
4 Children at Mosier School ⁶	113	28	141
5 Children in Middle/High	23	28	51
6 # Work in the Mosier area	228	119	347
7 # Work elsewhere in Gorge	357	200	557
8 # who are self-employed	371	154	525
9 # retired	269	156	425
10 # >18 yrs looking for work 10/08	74	33	107

Figure 4
Population Estimates 2008



⁶ School enrollment at Mosier Community School in 2008-09 was reported by the principal to be 139 students.

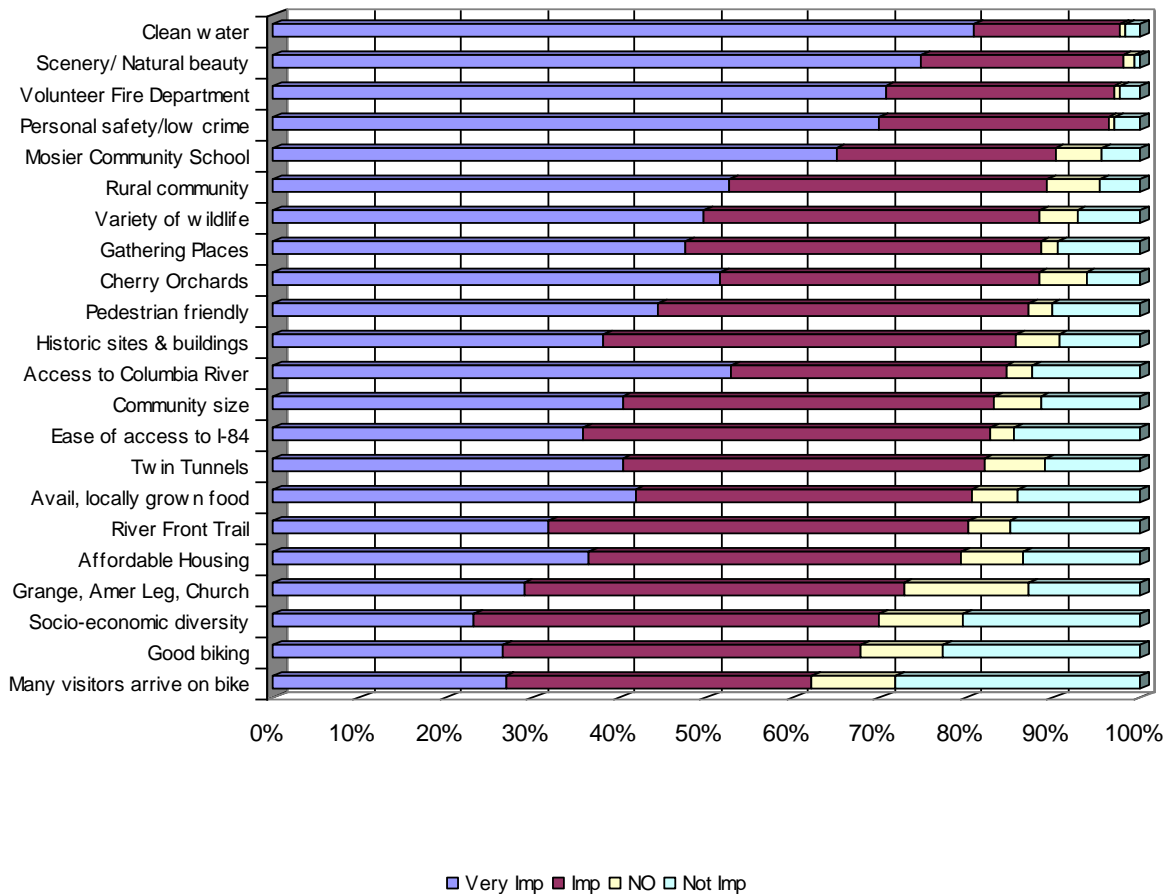
II. Features Mosier Area Residents and Property Owners Want to Protect and Preserve

More than fifty items were suggested by participants in the Summer of 2008 Main Street Mosier Focus Group sessions as features that residents thought should be protected to maintain the special features of Mosier. When Focus Group participants were asked to rank the most important features twenty-two items emerged as the most important. The survey results of the 304 returned Main Street Mosier surveys are shown in Figure 5

Table 8 (on the next page) shows the respondent percentage distributions for four options on each of the twenty-two items. Column #5 shows the composite score (Important + Very Important for each of the features. Table 8 like Figure 5 shows the features to Preserve and Protect in descending order.

Figure 5
Mosier Features to Preserve and Protect

Features are ranked by the sum of Very Important + Important, NO= No Opinion and Not Important. When evaluating the importance of an action special consideration might be given to the highest ranked Very Important features. In this chart Access to the Columbia River and Cherry Orchards would move up several positions.



Dealing with Differences

Many community members suggested there would likely be significant differences between survey respondents who live in the City of Mosier and respondents who live outside the Mosier City limits.

To test this notion survey responses from the two groups were sorted and analyzed separately. Listed below are the top rated features for those respondents (110) who live in the City of Mosier and those respondents (194) who live outside the City but within the zip code (97040) service area. To establish the relative importance of the features the percentage of respondents who rated a feature as important or very important were combined to provide a comparative composite score for each jurisdiction.

Table 8
Mosier Features Rated as Important or Very Important to Protect & Preserve

Variance in Composite Scores	Rank Order for Outside		City N=110	Outside N=194
3	1	Scenery and natural beauty	96.2	99
4	2	Volunteer Fire Department	94.4	98.4
1	3	Clean water	98.1	97.4
2	4	Personal safety/low crime	97.2	95.2
7	5	Mosier Community School	85.9	93.2
7	6	Rural community	83.9	91.5
8	7	Gathering Places	83	91.5
5	8	Variety of wildlife	85.1	90
3	9	Cherry orchards	85.7	88.5
1	10	Pedestrian friendly	87.8	86.7
2	11	Access to the Columbia River	83.2	85.6
8	12	Twin tunnels	76.7	84.8
0	13	Historic sites and buildings	85.9	84.1
3	14	Community size	80.2	83.6
0	15	Ease of access to I-84	81.3	81.4
3	16	River front trail	78.5	81.1
1	17	Available, locally grown food	79.2	80.9
8	18	Affordable housing	84.9	76.8
0	19	Grange, American Legion, Church	71.5	71.6
2	20	Good biking	66.4	68.4
6	21	Socio-economic diversity	73.1	67
1	22	Many visitors arrive on bikes	61.9	60.5
76				

Table 8 shows there are seven instances (highlighted) where the composite value varies by 5 to 8 percentage points on the features respondents considered important to Protect and Preserve. These seven features account for 67% of the variance in the scores for the two geographic areas.

Composite Score Variance for Mosier Features to Protect & Preserve

The variation in composite scores for features of Mosier to protect and preserve is really quite small among the twenty-two features and 304 responses analyzed. Differences in housing densities alone may explain a large portion of the difference. The City of Mosier is one half of a square mile in size. The area outside the city has a size of 49.5 sq miles, an estimated resident population of 1800. and 574 households.

Table 9
Variance in Scores on Features to
Protect & Preserve

	Feature to Protect & Preserve	City Score	Outside Score	Score Difference
1	Gathering Places	83	91.5	- 8.5
2	Twin Tunnels	76.7	84.8	- 8.1
3	Affordable Housing	84.9	76.8	+ 8.1
4	Rural Community	83.9	91.5	- 7.6
5	Mosier Community School	85.9	93.2	- 7.3
6	Socio-economic Diversity	73.1	67	+ 6.1
7	Variety of Wildlife	85.1	90	- 4.9

Table 10 ranks the seven (Protect and Preserve) features with the largest variances.

1. **Gathering places** (The Good River, 10 Speed, Route #30 and the Post Office) were considered more important by residents who live outside the City than respondents who live in the City. The 8.5% higher score for Outside residents might well be explained by the absence of meeting or gathering [places outside the City].
2. **Twin Tunnels** provide a large portion of the summer season visitors to Mosier. Most of these visitors arrive by bike and spend much of their visitation period touring the more level terrain in and around the City. Few if any venture farther up hill than the Rowena Observation point. Some City residents consider this bicycle traffic an annoyance rather than a potential economic benefit. City residents rated the Twin Tunnels 8.1 % lower than respondents who live outside the City.
3. **Affordable Housing** is available and emphasized in Mosier in the form of moderately priced housing and rentals available at Mosier Manor. No similar facility or housing is available outside the City.
4. **Rural Community** nearly twice as many of the survey respondents live outside the City of Mosier (Inside Mosier 107 vs Outside Mosier 194). It is not surprising that the more rural residents favored "Rural Community" by 7.6% points over the City residents.
5. **Mosier Community School** respondents outside the City ranked the Mosier Community School 7.3% higher than City residents. This difference is likely related to the fact that more school aged children who attend MCS live outside the City than in the City. In addition there are more school-aged children living outside than in the City.
6. **Socio-economic Diversity** is one of two features that respondents from the City of Mosier rated higher than respondents outside the City. The percentage variation is 6.1%. The other feature that City of Mosier respondents rated higher than outside City respondents was affordable housing with an 8.1 % higher rating.

Summary of Mosier Features to Protect and Preserve

Main Street Mosier Focus Group sessions provided a broad range of topics that area residents considered important to maintain if the City of Mosier and the surrounding area to are to continue to be special locations in the Columbia River Gorge.

Top rated characteristics to protect and preserve are:

- 1 Scenery and natural beauty
- 2 Volunteer Fire Department
- 3 Clean water
- 4 Personal safety/low crime
- 5 Mosier Community School
- 6 Rural community
- 7 Gathering Places
- 8 Variety of wildlife
- 9 Cherry orchards
- 10 Pedestrian friendly

- Residents of the City and surrounding area share complimentary feelings regarding the future development of the Mosier.
- Maintaining and emphasizing the natural beauty and natural resources are highly valued by all residents.
- The Volunteer Fire Department was rated as one of the most important organizations.
- The Mosier Community School is considered by nearly everyone to be a “corner stone” of the past and an important ingredient for a prosperous future.
- Residents of the City have higher levels of concern for providing affordable housing and socio-economic diversity than residents of the surrounding area.
- Residents of the outlying areas value highly the gathering/meeting places the City provides as well as the School, the Twin Tunnels and diversity of wildlife.

III Actions to Make Mosier an Even Better Place to Live

The Focus Group meetings held in the summer of 2008 generated a number of proposed actions to improve conditions in the City of Mosier.

Table 10
Actions to Make Mosier an Even Better Place to Live, Work and Play

	Proposed Mosier Improvement Actions	No Opinion	Not Important	Important	Very Important	Imp + Very Important
1	Encourage a downtown clean up program	6.4	12.5	58.1	23	81.1
2	Improve access to river and sandy beaches	4.4	21.5	43.1	31	74.1
3	Create a historic building theme	13.7	39.9	32.4	14	46.4
4	Seek well-funded fire protection	2.4	6.7	36.4	54.5	90.9
5	Create a town square gathering place	6.1	29.3	40.1	24.5	64.6
6	Improve the appearance of businesses on Hwy #30	6.4	25.8	41.9	25.8	67.7
7	Build permanent restroom facilities	4.7	23.8	45	26.5	71.5
8	Create inviting sidewalks and paths	4.1	27.5	45.4	23	68.4
9	Keep parks clean and well maintained	1.3	5.4	59.3	34	93.3
10	Encourage the re-use of some historic buildings for businesses and services.	4.4	12.5	49.5	33.7	83.2
11	Provide off street parking in downtown	7.8	28.9	43.9	19.4	63.3
12	Develop a co-op gas/bio-diesel station.	10.4	29.6	36	23.9	59.9
13	Ensure Mosier k-3 kids have priority in school admission	14.5	6.4	31	48.1	79.1
14	Improve safety on Hwy #30 & State rd for pedestrians & bikes	7.3	21.8	38.4	32.5	70.9
15	Purchase available Union Pacific property (South of railroad tracks) f	9.9	21.8	31	48.1	79.1
16	Promote Mosier as a "Green Community" with a solar co-op and sustainable development.	11.1	22.6	37	29.3	66.3
17	Improve roads (Hwy. #30 and State Rd. for safe multiple uses.	9.4	19.5	44.9	26.1	71
18	Provide commercial office space in downtown.	18.2	44.2	27.1	10.6	37.7
19	Create and encourage approval of a Mosier Downtown Development Plan	8.8	21.6	38.5	31.1	69.6
20	Separate cars from bikes on Hwy#30 from the Twin Tunnels Rd to Mosier	12.1	32.2	33.9	21.8	55.7

Summary of Proposed Actions to Improve Mosier

A quick review of Table 10 shows (in column 3) there were few proposed actions where more than 10% of the respondents had No Opinion. Twenty of the highest ranked suggestions were included in the Main Street Mosier household survey. Table 11 shows the a percentage distribution of the importance of each of these proposed future actions based on the 304 survey responses Mosier area residents provided.

Table 11 rank-orders the five proposed actions with the highest percentage of No Opinion responses. If any of these actions is considered for implementation it is recommended that a public information campaign be implemented that fully describes each action and the anticipated outcomes. The No Opinion Response usually indicates the respondent is unfamiliar with the topic and will likely resist implementation until convinced of the benefits of the activity

Table 11

Percent of Respondents Indicating No Opinion on Actions to Improve Mosier

1	Provide commercial office space in downtown.	18.2%
2	Ensure Mosier k-3 kids have priority in school admission	14.5
3	Create a historic building theme	13.7
4	Separate cars from bikes on Hwy#30 from the Twin Tunnels Rd to Mosier	12.1
5	Promote Mosier as a "Green Community" with a solar co-op and sustainable development.	11.2

Table 12 shows the rank-order of Actions to Improve Mosier that 25% or more of the respondents considered Not Important for improving conditions in Mosier. Persons who select this category are usually opposed to the proposed action and will resist approval if action is recommended. It is unlikely that any of these actions would gain approval without significant public discussion and evidence that the proposed action would result in important positive change

Table 12

Percent of Respondents Indicating Not Important on Actions to Improve Mosier

1	Provide Commercial Office Space in Downtown	44.2 %
2	Create a Historic Downtown theme	39.9
3	Separate cars from bikes on Hwy #30 from the Twin Tunnels Road to Mosier	32.2
4	Develop a co-op gas/bio-diesel station	29.6
5	Create a Town Square gathering place	29.3
6	Provide off-street parking in down town	28.9
7	Create inviting sidewalks and paths	27.5
8	Improve the appearance of businesses on Hwy #30	25.8

Table 13 lists three proposed actions to improve conditions in Mosier that are not likely to gain additional support or approval. These are activities that received high percentage responses in both No Opinion and Not Important categories. Composite scores for these three proposed improvements range from 63% to 43%.

Table 13

Actions Unlikely to be Implemented to Improve Mosier

		Not Important	No Opinion	Composite Score
1	Provide commercial office space in downtown.	44.2	18.2	62.4
2	Create a historic building theme	39.9	13.7	53.6
3	Separate cars from bikes on Hwy#30 from the Twin Tunnels Rd to Mosier	32.2	12.1	44.3

Table 14

Comparison of Actions Proposed to Make Mosier an even Better Place to Live, Work and Play

	Proposed Actions to Improve Mosier	City of Mosier		Outside Mosier	
		Score	Rank	Score	Rank
1	Keep parks clean and well-maintained	92.2	1	93.7	1
2	Seek well-funded fire protection	91.4	2	89.1	2
3	Encourage the re-use of historic buildings for Mosier business and service	84.9	3	80.5	5
4	Ensure Mosier k-3 kids have priority in school admission	78.5	4	79.9	6
5	Encourage a downtown clean-up program	74.1	5	81.5	4
6	Improve access to river and sandy beaches	73.9	6	74.5	7
7	Improve Hwy #30 and State Rd for safe multiple uses	73.5	7	69.4	10
8	Improve safety on Hwy 30 & State Rd for pedestrians and bikes with enforced speed limits and cross walks	72.4	8	69.4	10
9	Create inviting sidewalks and paths	72.4	8	65.2	14
10	Purchase available Union Pacific Property (South of the railroad tracks) for shops, bike/pedestrian paths and off-street parking	71.7	10	82.9	3
11	Build permanent restroom facilities	70.8	11	71.7	8
12	Create and encourage approval of a Mosier Downtown Development Plan	68.9	12	69.8	9
13	Provide off-street parking in the Downtown	68.8	13	55.8	17
14	Improve the appearance of business on Hwy #30	67.3	14	67.9	12
15	Develop a co-op gas/bio-diesel station	67.3	14	57.4	16
16	Promote Mosier as a "Green Community" with a solar co-op and sustainable development	65.1	16	66.7	13
17	Create a Town Square/ gathering place.	65.1	16	63.7	15
18	Separate cars from bikes on Hwy #30 from the Twin Tunnels to Mosier	54.4	18	49.6	18
19	Create a historic building theme	45.8	19	46	19
20	Provide commercial office space in downtown	43.8	20	33.8	20

Table 14 shows the rank order preferences of the 304 Main Street Mosier Responses to the question "How Important are the following actions for making Mosier an even better place to live, work and play?" The list is ranked by the preferences (columns #4 and #6) of City of Mosier

respondents (110) and compared with the rankings of respondents (194) who live outside the City (column #6). The rankings of the City Respondents and the Outside the City respondents are remarkably similar.

The top 17 ranked actions (Table 14) received more than a 65% approval rating (Important or Very Important) from both sets of respondents. The prospects of significant resistance to the implementation of these actions in the next six months are highly unlikely. Additional detail is needed. Focus Group discussions; cost estimates and identification of possible “downside impacts” need to be reviewed. The prospects of forming volunteer committees to help explore and initiate action appear favorable.

Table 15
Variance in Scores on Actions to Improve Mosier

	Actions to make Mosier and even better place.	City Score	Outside Score	Score Variance
1	Provide off street parking in the downtown	+68.8	55.8	13
2	Purchase available Union Pacific property south of the tracks etc....	71.7	+82.9	11.2
3	Develop a co-op gas/bio diesel station	+67.3	57.4	10.1
4	Encourage a downtown clean-up program	74.1	+81.5	7.4
5	Create inviting sidewalks and paths	+72.4	65.2	6.8
6	Encourage the re-use of historic buildings	+84.9	80.5	4.4

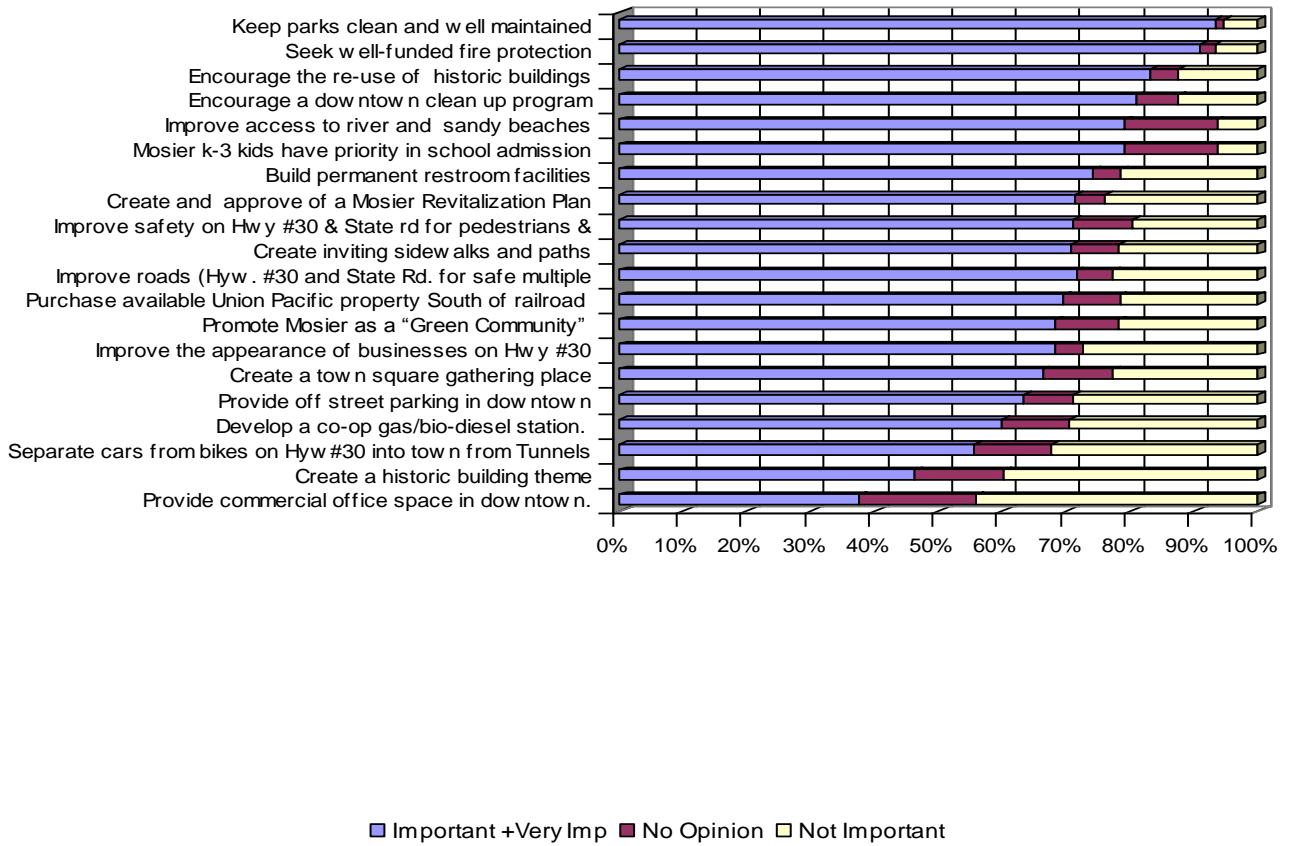
Table 15 shows six proposed actions to improve Mosier that have the greatest percentage variance between the City and Outside the City Respondents.

1. **Provide off street parking in the downtown** 13 percentage points separate the preferences of City and outside the city respondents. Ranked 11th over-all this variable is seen as less important by respondents who live outside the city. Nearly 70% of City respondents considered this Important or Very Important. It is doubtful that this variance will keep downtown off-street parking space from being provided. Opportunities for further commentary should be provided in DRAFT design stages of the Mosier Revitalization Plan.
2. **Purchase available Union Pacific property (South of the railroad tracks) for shops, bike/pedestrian paths and off-street parking.** 11.2 percentage points are the difference between City and outside the city respondents. It is surprising that City respondents ranked this action lower than outside residents. This action supports a number of items complimentary to other actions ranked high by City residents: It increases the opportunity for safe multiple uses on Hwy #30 (#7); it would provide increased safety for pedestrians and bicyclists on Hwy #30 (#8); it increases the opportunity for creating inviting sidewalks and paths (#9); and, it provides space for off-street parking (#13). It may be very important to clarify the opportunities the Union Pacific property would provide the downtown and make sure there are no unforeseen circumstances about which Mosier residents are concerned.

3. **Develop a co-op gas/bio-diesel station** More than 50% of the respondents from both areas ranked this action as either important or very important. This is action is likely to take place and meet with no resistance, .
4. **Encourage a downtown clean-up program** Respondents from the City (74.1) and outside the city (81.5%) were very supportive of this activity. The 7.4 % variance should not prevent implementation of this activity.
5. **Create inviting sidewalks and paths** Nearly 75% (72.4%) of the Mosier respondents ranked this action as Important or Very Important. Residents outside the City are less supportive of this activity (65.2 %). The variance (6.8 %) is not likely to stop initiation of this activity as part of the Mosier Downtown Revitalization plan.
6. **Encourage the re-use of some historic buildings for Mosier business and services.** More than 80% of the respondents from the City and outside the city supported this action. The variance between the two groups (4.4%) should not be an impediment to implementation of this action.

Figure 6
Actions to Improve the City of Mosier

Figure 6 ranks proposed changes to improve Mosier. The most popular actions are at the top. The dark colored portion of each bar reflects the percentage of respondents who selected Important or Very Important. The darkest colored portion of each bar represents the percentage of respondents who selected No Opinion. The lightest portion of each bar represents Not Important. The least popular proposed action was "Provide commercial office space in downtown". The most popular proposed action was "Keep parks clean and well maintained".



IV Expansion of the Mosier Community School and Development of a Mosier Community Center

The Focus Group meetings of June, July and August 2008 clearly established the importance of the Mosier Community School as an important unifying activity in both the City and the area outside the city. The Focus Group sessions also advanced the suggestion of combining other community based activities on or around the school. A section of the Main Street Mosier survey focused on expansion of the school to include grades 7 and 8 and combining the school expansion with a Mosier Community Center.

Table 16 shows the importance the 304 respondents from the Mosier area placed on these topics.

Table 16

Expansion of Mosier Community School & Development of a Community Center All Responses N=304

Survey Question	No Opinion	Not Important	Important	Very Important	Important +Very Important
A Expand school to include 7th and 8th grades	25.7	22.6,	24.	27.8.	51.8
B Combine the school expansion with a Mosier Community Center that has:	19.5	25.4,	35.5	19.5	55
1 Community full-service library	13.9	26.6,	37.5	22.1	57.8
2 Auditorium/music/lecture hall	15.6	32.7,	38.8	12.9	51.7
3 Computer and Tech room for community education classes	17.6	30.9	36.8	14.7	51.5
4 Large community room with commercial kitchen	18.1	51.7	33.6	14.8	48.4
5 Satellite health clinic	16.5	35.7	35	12.8	47.8
6 Gymnasium	20.5	33.8	33.8	11.8	45.6
7 Arts Center	19.6	37.7	32.8	9.8	42.6
8 City offices	20.4	37.9	34.2	7.4	41.6
9 Aquatics Center	21.0	49.1	19.9	10.1	30

Table 16 gives an overview of all Mosier area respondents (304). Residents and property owners were asked to comment on two options regarding the school:

1. Expand the school to include 7th and 8th grades
 - Fifty-two percent (51.8%) of the respondents rated the school expansion as Important or Very Important..
 - More than a quarter (25.7%) of the respondents indicated they had No Opinion on the topic.
 - Twenty three percent (22.6%) responded they did not consider school expansion an Important topic.

2. Combine school expansion with a Community Center offering a range of amenities was the second key school expansion question asked of Mosier area residents.
 - Fifty-five percent (55%) of the 304 respondents selected Important or Very Important for this option.
 - Nearly twenty percent (19.5%) indicated they had no opinion on this option
 - More than twenty-five percent (25.4%) did not consider this an important option

There does not appear to be a significant difference between the two school expansion options. Similarly, little difference was evident when comparing levels of support for the top six ranked School/Community Center amenities.

Table 17

School/Community Center Amenities Rank-Ordered by Important + Very Important Preference (All Responses N=304)

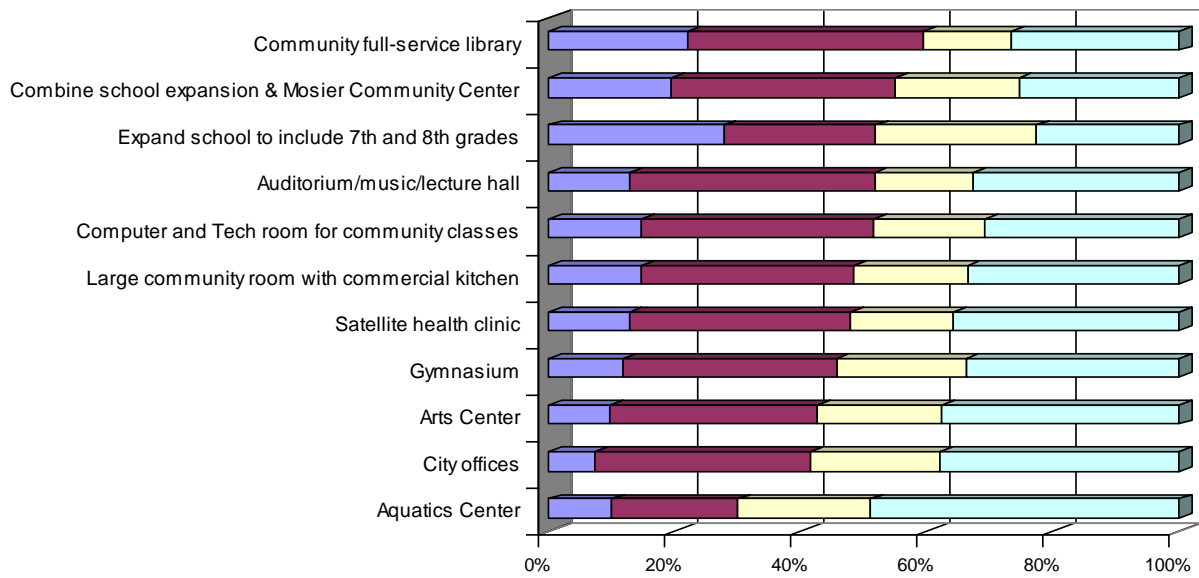
1. Community full-service library	59.6
2. Auditorium/music/lecture hall	51.7
3. Computer room for community education classes	51.5
4. Large community room with commercial kitchen	48.4
5. Satellite health clinic	47.8
6. Gymnasium	45.6
7. Arts Center	42.6
8. City offices	41.6
9. Aquatics Center	30

Table 18

Comparison of Important + Very Important Rankings for School Expansion and Community Center

Survey Question	City Imp + V Imp N=107	Outside Imp + V Imp N= 197	All Responses Imp + V Imp N=304
Combine the school expansion with a Community Center	62.5	50.9	55
Auditorium/music/lecture hall	60.4	53.3	51.7
Community full-service library	59	61.2	59.6
Computer room for community education classes	54.5	50	51.5
Expand school to include 7th and 8th grades	52.4	53.3	51.8
Satellite health clinic	49.5	45.8	47.8
Gymnasium	47.5	45.4	45.6
Large community room with commercial kitchen	44.9	50.6	48.4
City offices	44.3	38.9	41.6

Figure 7
School Expansion & Community Center



	Aquatics Center	City offices	Arts Center	Gymnasium	Satellite health clinic	Large community room with commercial kitchen	Computer and Tech room for community	Auditorium/music/lecture hall	Expand school to include 7th and 8th	Combine school expansion & Mosier	Community full-service library
Not Imp	49.1	37.9	37.7	33.8	35.7	33.6	30.9	32.7	22.6	25.4	26.6
No Opin	21	20.4	19.6	20.5	16.5	18.1	17.6	15.6	25.7	19.5	13.9
Import	19.9	34.2	32.8	33.8	35	33.6	36.8	38.8	24	35.5	37.5
Very Imp	10.1	7.4	9.8	11.8	12.8	14.8	14.7	12.9	27.8	19.5	22.1

Very Imp Import No Opin Not Imp

Arts Center	40.2	44.9	42.6
Aquatics Center	32	29.5	30

Table 18 compares the School/ Community Center Important + Very Important rankings for the City (107), Outside the City (197) and All Responses

Figure 7 shows the relative importance of 11 expansion options for the School and Community Center. The Community full-service library was the most popular option with sixty percent (60%) of all respondents choosing Important or Very Important. Combining the school expansion (7th & 8th grades) with a Mosier Community Center was the second most popular option with a composite score (Very Important + Important) of 55%. Two expansion options tied for third place (52%). Expand the school to include 7th & 8th grades and provide an auditorium/music/lecture hall for community and school use. Among all of the school/community center options expanding the school to include 7th and 8th grades received the highest percentage of Very Important responses with 28%. All residents appear more interested in the combining the school and community center than just expanding the school. Residents who live outside the City and have the most children attending the school appear to be most interested in school expansion. More information on the details of the combined facilities will help facilitate action on one or more of the listed options. At the time of the survey there does not appear to be significant opposition to a school/community center development program.

V Additional Mosier Businesses and Services

Focus group sessions identified relatively few new businesses and services Mosier area residents considered essential to the future of the community. Only three of nine possible activities received an Important + Very Important response rate of 50% or more. Table 16 shows the rank ordered preferences all 304 responding residents and property owners had for new or improved businesses and services in Mosier

Table 19
Rank Order of Preferences for Additional Businesses & Services
In Mosier All Responses (N=304)

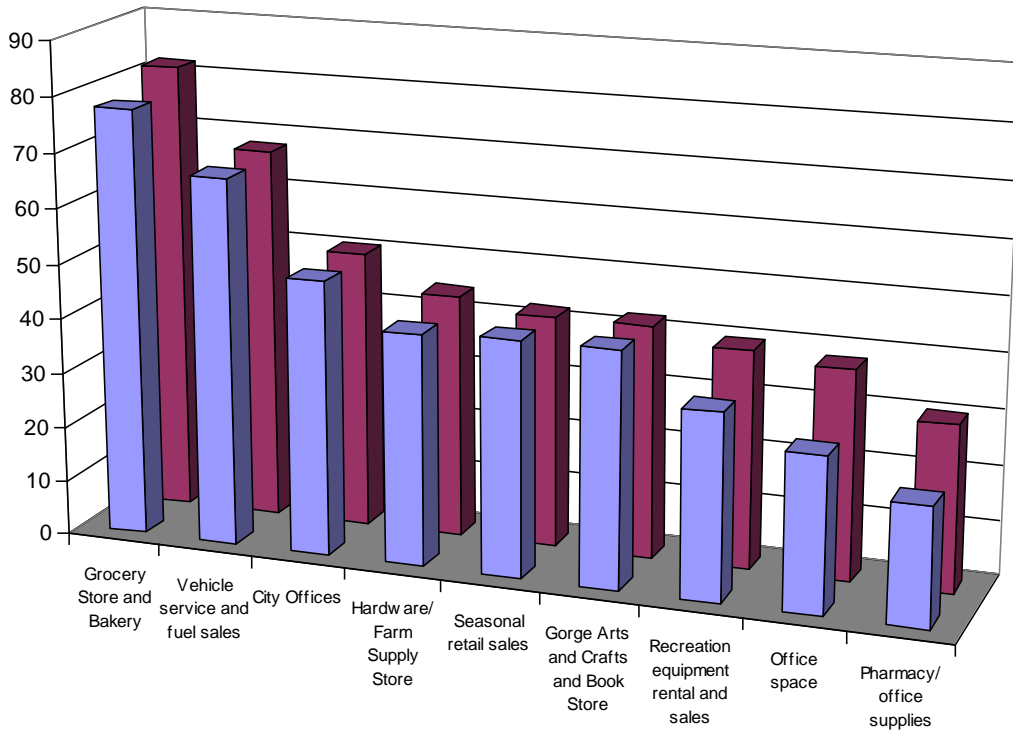
Mosier Business or Service	No Opinion	Not Important	Important	Very Important	Imp + Very Imp
1 Grocery Store and Bakery	3.4%	17.1%	45.2%	34.2%	79.4%
2 Vehicle service and fuel sales	9.5	23.5	39.8	27.2	67
3 City Offices	15.4	34.3	40.2	19.1	50.3
4 Hardware/ Farm Supply Store	11.6	45.2	32.2	11	48.2
5 Seasonal retail sales	18.8	39.7	35.5	7	42.5
5 Gorge Arts and Crafts and Book Store	17.7	39.7	34.4	8	42.4
7 Recreational equipment rental and sales	17.3	47.1	28.4	7.3	35.7
8 Office space	15.6	51.9	26.3	6.2	32.5
9 Pharmacy/ office supplies	15.2	59.5	18.7	6.6	25.3

Table 19 shows there is little or no difference between the new business/service preferences City residents and persons who live outside the city. A grocery store/bakery was the top ranked business (81.9 %) for City and Outside the City residents 77.6%. Vehicle service and fuel sales was ranked second by both groups 67.9% City and 66.8% outside the city. City Offices were the third ranked preferred service by just over 50% of the respondents from both the City and people living outside the city, Closely clustered but with less than 50% of respondents support were Hardware and Farm Supply store (44.4 and 42.1%); Seasonal retail sales (42.3 and 42.8%); and Gorge Arts and Crafts and Book sales(42.3 and 42.8 %)

Table 20
Comparison of Additional Businesses and Services in Mosier: City vs. Outside City

Mosier Business or Service	City of Mosier n=107		Outside Mosier n=197	
	Imp+ V Imp	Rank	Imp + V Imp	Rank
1 Grocery Store and Bakery	81.9	1	77.6	1
2 Vehicle service and fuel sales	67.9	2	66.8	2
3 City Offices	50.5	3	50	3
4 Hardware/ Farm Supply Store	44.4	4	42.1	4
5 Seasonal retail sales	42.3	5	42.8	4
6 Gorge Arts and Crafts and Book Store	42.3	5	42.8	6
7 Recreational equipment rental and sales	39.7	7	33.8	7
8 Office space	38.1	8	28.2	8
9 Pharmacy/ office supplies	30.2	9	21.6	9

Figure 8
Comparison of Preferred Businesses/Services for Mosier



	Grocery Store and Bakery	Vehicle service and fuel	City Offices	Hardware/Farm Supply	Seasonal retail sales	Gorge Arts and Crafts and	Recreation equipment rental and	Office space	Pharmacy/office supplies
■ Outside Mosier n=197	77.6	66.8	50	42.1	42.8	42.8	33.8	28.2	21.6
■ City of Mosier n=107	81.9	67.9	50.5	44.4	42.3	42.3	39.7	38.1	30.2

Figure 8 shows a comparison of the percentage differences for preferred new or improved businesses and services between respondents living in the City of Mosier (107) and respondents living outside the City (197). The percentages shown reflect respondents who selected an activity as either Important or Very Important.

City residents had uniformly higher scores on all nine suggested business/service activities. The economic feasibility of these new/expanded activities will depend on the support of residents of the entire service area as well as visitors to the area.

VI Household Safety and Access Conditions

The survey of Mosier area residents and property owners asked questions about conditions in the area of respondent households. The focus of these questions was on threats to the household and medical emergency access and communication.

The Mosier area has unique environmental circumstances: located on the eastern slope of the Cascade Mountains the region has one of the most dramatic precipitation gradients in the world. Annual rainfall varies from 78 inches in Cascade Locks (25 miles to the West) to 12" in Mosier. This creates a rapid change in vegetation from thick evergreen forests and underbrush in the west to dry oak and grasslands in the east. Four months out of the year (July through October) the potential for lightning caused and man-made wild fires is extremely high.

Variable weather conditions in the Columbia River Gorge add the prospect of occasionally heavy snow in the winter months making access to some remote, rural residential sites difficult to impossible.

Mosier area residents, living outside the City, usually live at some distance from fire hydrants and rural volunteer fire departments. Access roads are often long gravel roads. These circumstances contribute to delayed emergency response times for both fire and emergency medical service.

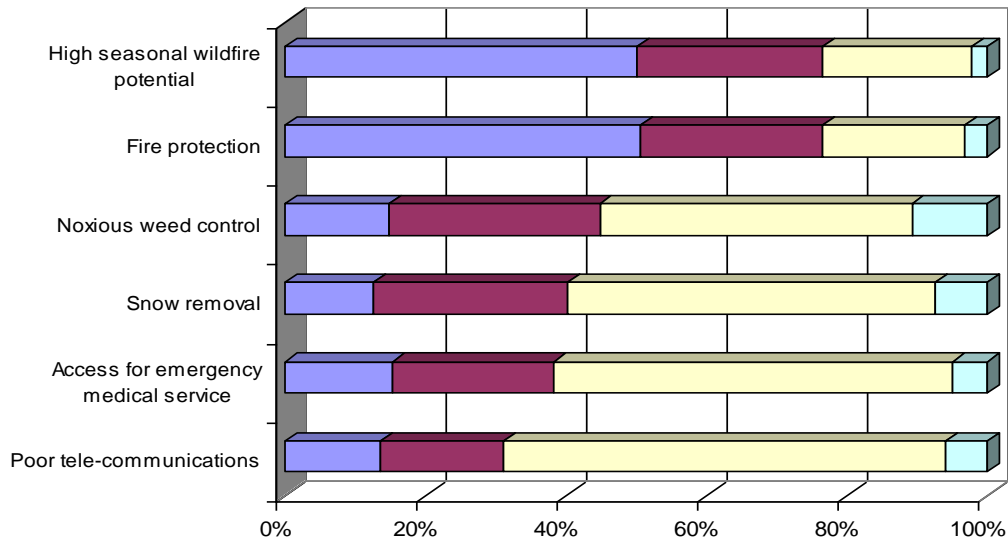
Table 21 shows the ranked importance all respondents (n=304) to various rural area safety/access problems.

Table 21
Ranked Importance Household Safety and Access N=304

Safety and Access Issues	Very Important	Important	V Imp + Important
1 High seasonal wildfire potential	50.2%	26.5%	76.7%
2 Fire protection	50.7	25.9	76.6
3 Noxious weed control	14.8	30	44.8
4 Snow removal	12.5	27.8	40.3
5 Access for emergency medical service	15.3	22.9	38.2
6 Poor Tele-communications	13.6	17.4	31

High wildfire potential and fire protection are topics of greatest concern among all respondents in the Mosier area. Noxious weed control and snow removal are considered Important or Very Important by 40% or more of the respondents. Thirty-eight percent of the Mosier area respondents ranked Access for Emergency Medical Service as Important or Very Important.

Figure 9
Household Safety and Access Threats
All Respondents N=304



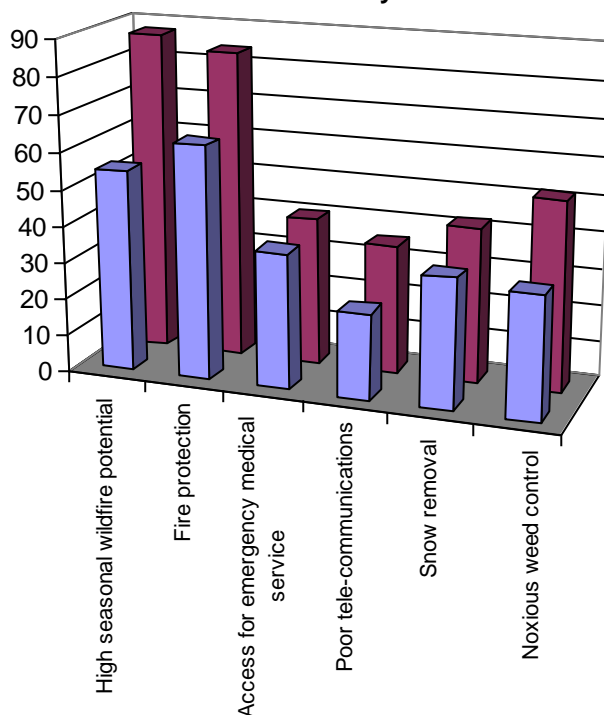
	Poor tele-communications	Access for emergency medical service	Snow removal	Noxious weed control	Fire protection	High seasonal wildfire potential
No Opinion	5.9	4.9	7.3	10.7	3.1	2.1
Not Prob	63.1	56.9	52.4	44.5	20.3	21.3
Imp	17.4	22.9	27.8	30	25.9	26.5
Very Imp	13.6	15.3	12.5	14.8	50.7	50.2

Figure 9 shows the rank ordered importance all respondents (n=304) gave to the six issues considered important to Focus Group participants.

High seasonal wildfire potential and Fire Protection were equally ranked as equal with over 75% of the respondents selecting Very Important or Important as their preferred composite score choice.

Noxious weed control was the next most important issue with nearly 45% of the area residents ranking this as Very Important or Important. Snow removal had a composite score of 40%. Emergency medical received a composite score slightly lower than snow removal.

**Figure 10
Comparison City vs Outside City
for Household Safety & Access**



	High seasonal wildfire potential	Fire protection	Access for emergency medical service	Poor tele-communications	Snow removal	Noxious weed control
■ City	54.9	63.7	36.9	23.3	35.3	33.1
■ Outside	87.5	84.1	40.3	35.1	42.2	51.6

Figure 10 compares the City of Mosier respondents with respondents from outside the City on measures of household safety and access. The comparative scores of Very Important + Important were used to identify the difference in needs. In all six categories respondents from outside the City indicated they were more vulnerable than City residents. Seasonal wildfire threats were rated 32% points higher in areas outside the City.

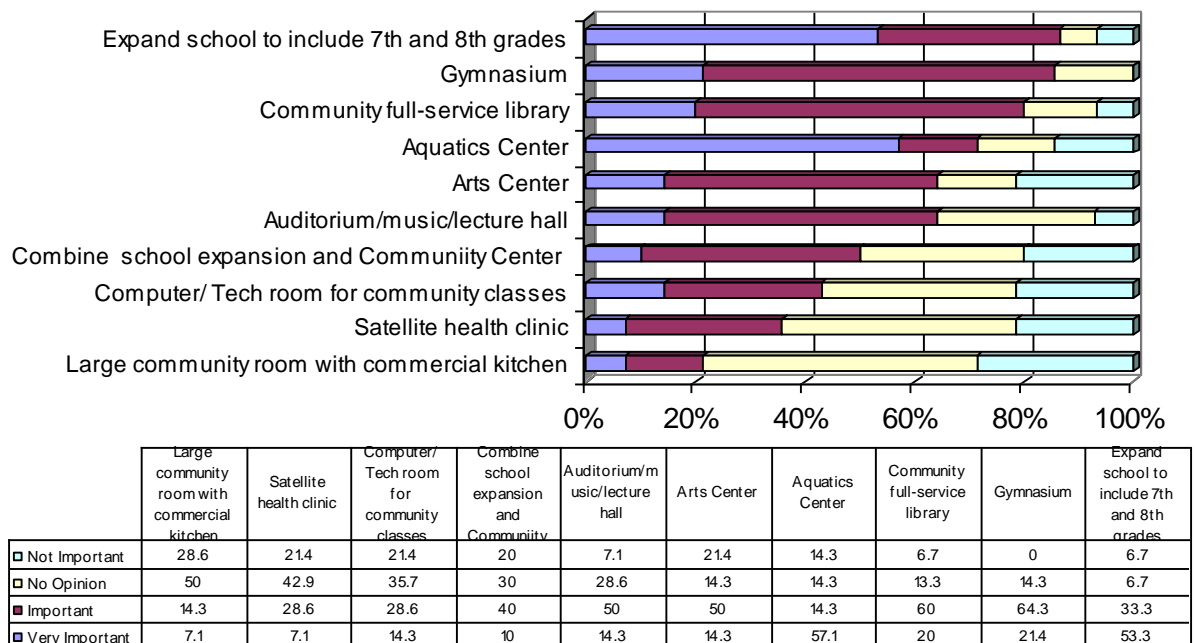
Fire protection was considered 20% points more important outside the City than within the City. Noxious weed control was rated as 18% points more important outside the City. Poor Tele-communications was rated 12% points higher outside the City. Snow removal was rated nearly 7% points greater outside the City. Access for emergency medical services was the only safety measure where the City and Outside the City respondents were in reasonably (3% points) close agreement

VII 6th Grade Students Assess the Future of Mosier

6th grade students at Mosier Community School were invited to complete the Main Street Mosier Household survey. The purpose of this invitation was to determine some of the opinions of the young people of the community.

Fifteen 6th grade students in Sandy Woodard's class agreed to take time to complete the survey and share their opinions about features of Mosier to Preserve and Protect and actions they thought would make Mosier an even better place to live, work and play.

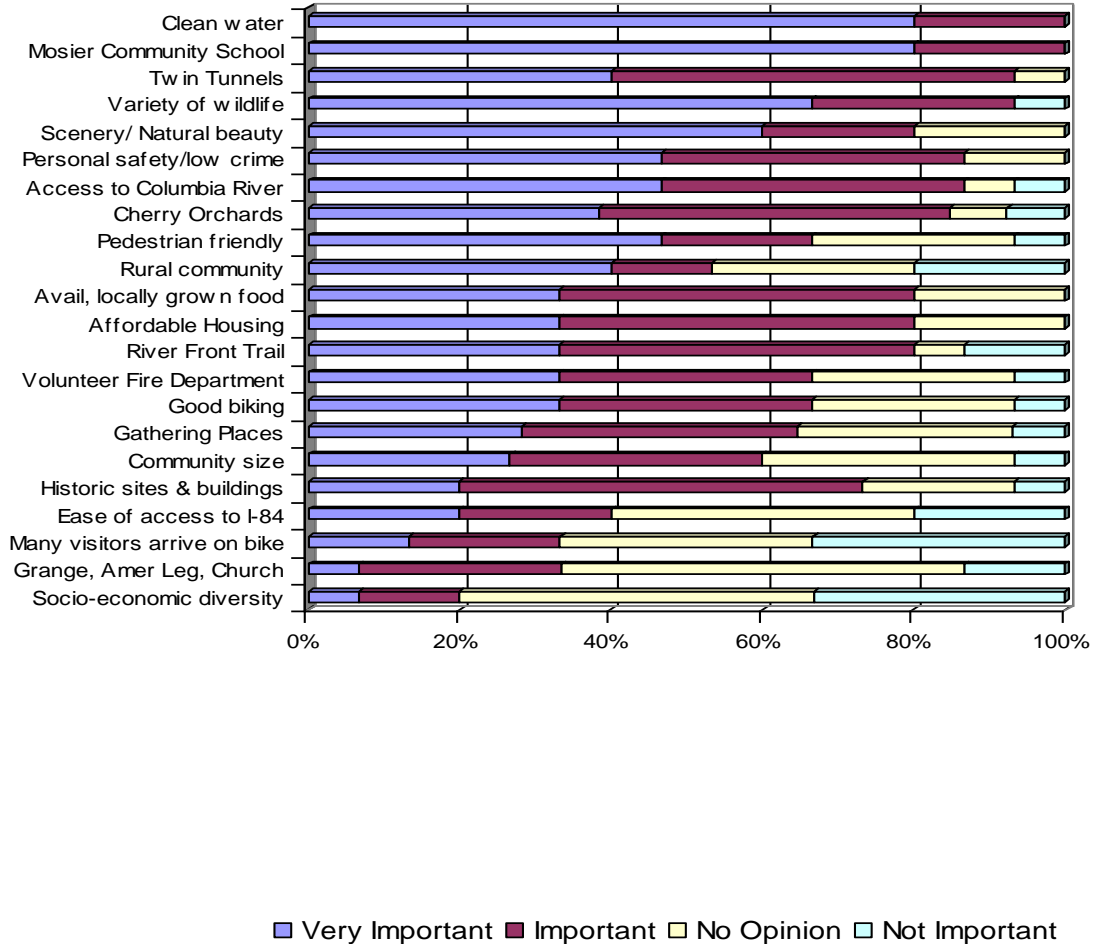
Figure 11
Opinions of 6th Grade Students on School Expansion



Very Important Important No Opinion Not Important

More than 80% of the 6th grade student survey respondents at the Mosier Community School wanted to expand the school to include 7th and 8th grades. The addition of a gymnasium was the second choice (85.7%) of students when Very Important and Important selections were combined. More than 50% of the student respondents selected an Aquatics Center as a Very Important addition.

Figure 12
6th Grade Students N=15
Mosier Features to Protect & Preserve



The 6th grade student responses are in many ways similar to the responses of the adult population. With the exception of the 3rd place ranking of the Twin Tunnels the students choices reflected the top priorities of the larger sample of 304 adult responses.

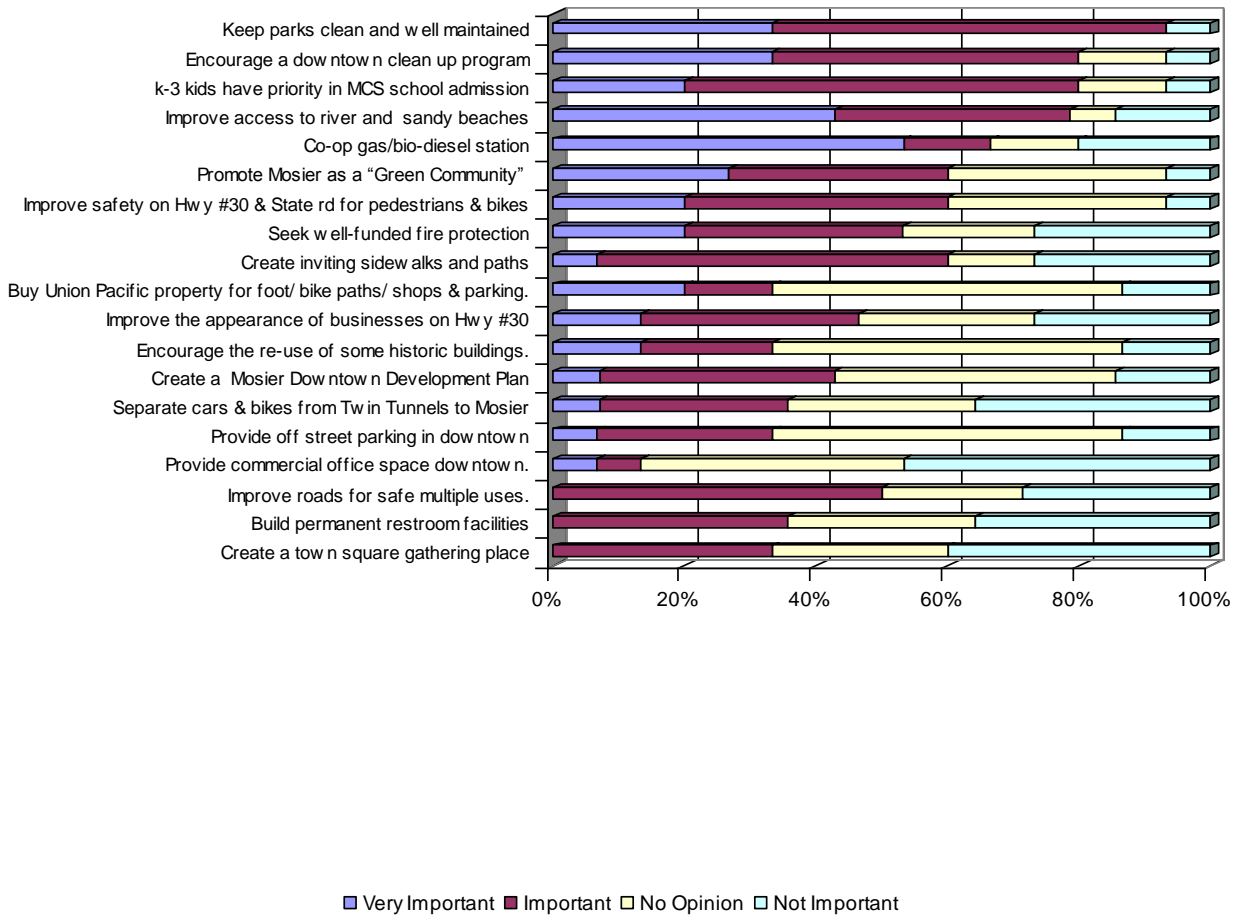
The students ranked the Volunteer Fire Department lower than did the adults. Students had a much larger percentage of their respondents selecting No Opinion on listed features than was the case with adult respondents

Support for biking visitors was similar for both groups. Genuine disinterest might best describe the reaction.

Figure 13
MCS 6th Grader Opinions on
Ways to Improve Mosier

When asked to evaluate ways to make Mosier an even better place to live the 6th Grade survey respondents had much higher percentages in the “No Opinion category than did the adult respondents. Overall the students agreed with the adult respondents on 4 of the top six items. Well-funded fire protection and reuse of Historic Buildings were the two actions that did not make the top six on the student list.

Readers are reminded that the descriptions of the variable have been shortened in this figure



Additional analysis of 6th Grade MCS responses have not been performed on questions related to Property Safety or Emergency Access. Similarly no analysis has been performed on students preferences for new or expanded Mosier businesses. Student response data for the full survey is available should readers be interested in performing this analysis on their own.

IX Summary Data for Further Analysis & Main Street Mosier Household Survey

Base Information on Mosier Household Survey October 2008

	Respondent category	Number
1	In Mosier City limits	110
2	Outside Mosier City limits	194
3	Total adult respondents	304
4	MCS 5th & 6th graders	15
	Total respondents	319

The table and charts on the previous pages are based on the working tables presented below.

Four groups of respondents were analyzed.

1. Respondents who lived inside the Mosier City limits.
2. Respondents who lived outside the City limits of Mosier but in the 97040 zip code
3. All adult respondents and
4. Mosier Community School 6th graders (n=15)

The eight Tables on the following pages show the percentage distribution of responses for each of these groups.

For each table there are two columns of responses for each group:

1. No Opinion or Not Important and
Under each of these columns there are three percentages listed
 - 1) The first represents the % of respondents from the group who had No Opinion
 - 2) The second represents the % who considered the topic Not Important
 - 3) The third is the composite % No Opinion + Not Important
2. Important or Very Important
 - 1) The first entry is the % rating the item Important
 - 2) The second entry is the % rating the item Very Important and
 - 3) The third is the composite % Important + Very Important

On Table 1 (page) 5.4% of All Adult Respondents had No Opinion about the school; 4.4% considered it Not Important; 9.9% is the composite (No Opinion/Not Important Score) . 25.3 % of All Adult respondents considered it Important to Protect and Preserve the School; 65% considered this item Very Important and 85.9% was the composite score for this item.

A similar format is used for all of the Tables presented in this section

Table 1**Mosier Characteristic to Protect and Preserve in the Years Ahead**

	Survey Question	All Adult Responses (304)		City of Mosier Responses(110)		Outside Mosier (194)	
		No Opinion or Not Important	Important or Very Important	No Opinion Not Important	Important or Very Important	No Opinion Not Important	Important Very Important
1	Mosier Community School	5.4, 4.4, 9.9	25.3, 65.0, 90.3	6.6, 7.5, 14.1	21.7, 64.2 85.9	4.8, 2.1 6.9	28.6 64.6 93.2
2	Grange, Amer Leg, Church	14.5 12.8 27.3	43.8, 29.0 72.8	14.3,14.3 28.6	41.0, 30.5 71.5	16.4, 12.0 28.4	44.3 ,27.3, 71.6
3	Community size	5.4, 11.5 16.9	42.7, 40.3, 82.3	4.7, 15.1 19.8	40.6, 39.6 80.2	7.4, 9.0 16.4	44.1, 39.4, 83.6
4	Pedestrian friendly	2.7 ,10.2 12.9	42.7, 44.4, 87.1	1.9, 10.3 13.2	41.1, 46.7 87.8	3.7, 9.6, 13.3	43.9, 42.8, 86.7
5	Scenery/ Natural beauty	1.3, 0.7 2.0	23.3, 74.7, 98.0	1.9, 1.9, 3.8	25.2, 71.0 96.2	1.0, 0.0, 1.0	23.6, 75.4 , 99.0
6	Rural community	6.0, 4.7, 10.7	36.6, 52.7, 89.3	10.4, 5.7, 16.1	44.3, 39.6 83.9	5.3, 3.2, 8.5	32.6, 58.9 , 91.5
7	Access to Columbia River	3.0 ,12.5 15.5	31.6, 52.9, 84.5	0.9, 15.9, 16.8	29.9, 53.3 83.2	4.3, 10.1, 14.4	34.0, 51.6 , 85.6
8	Gathering Places	2.0, 9.5, 11.5	40.8, 47.6, 88.4	1.9, 15.1, 17.0	28.3, 54.7 83.0	3.2, 5.3, 8.5	47.6, 43.9 , 91.5
9	Cherry Orchards	5.5, 6.2 11.7	36.6, 51.6, 88.2	8.2, 6.1 , 14.3	31.6, 54.1 85.7	4.6, 6.9 11.6	39.1 , 49.4, 88.5
10	Volunteer Fire Department	0.7, 2.4, 3.1	26.3, 70.7, 94.0	1.9, 3.8, 5.7	25.5, 68.9 94.4	0.0, 1.6, 1.6	28.0 , 70.4, 98.4
11	Affordable Housing	7.1, 13.5 20.6	43.1, 36.4, 79.5	2.8, 12.3, 15.1	36.8, 48.1 84.9	8.9 ,14.2, 23.1	46.8 , 30.0, 76.8
12	Avail, locally grown food	5.4, 14.1, 19.5	38.7, 41.8, 80.5	6.6, 14.2 20.8	35.8, 43.4 79.2	5.3 ,13.8, 19.1	40.7 , 40.2, 80.9
13	Personal safety/low crime	0.7, 3.0, 3.7	26.4, 69.9, 96.3	0.9, 1.9, 2.8	23.4, 73.8 97.2	1.1 , 3.7 , 4.8	28.4 , 66.8, 95.2
14	Historic sites & buildings	5.0, 9.4, 14.4	47.5, 38.1, 85.6	3.7, 10.3, 14.0	49.5, 36.4, 85.9	6.8 , 8.9 15.7	45.8 , 38.4, 84.1
15	Ease of access to I-84	2.7, 14.5, 17.2	47.0, 35.8, 82.8	1.9. 16.8, 18.8	43.9, 37.4, 81.3	4.8 , 13.8, 18.6	47.9 , 33.5 ,81.4
16	Many visitors arrive on bike	9.7, 28.2, 37.9	35.2, 26.8, 62.0	9.3, 28.0, 37.3	31.8, 30.8 61.9	11.1. 28.4, 39.5	35.8 , 24.7 ,60.5
17	Clean water	0.7, 1.7 , 2.4	16.8, 80.9, 97.7	0.9, 0.9 , 1.8	12.3, 85.8 98.1	0.5 , 2.1 , 2.6	19.9 , 77.5 ,97.4
18	Socio-economic diversity	9.6, 20.5, 30.1	46.8, 23.2, 70.0	9.6, 17.3, 26.9	47.1, 26.0 73.1	10.6 , 22.3, 32.9	45.2 , 21.8 , 67.0
19	River Front Trail	4.7, 15.1, 19.8	48.5, 31.8, 80.3	4.7, 17.8, 22.5	42.1, 36.4 78.5	5.2 , 13.6 , 18.8	51.3 , 29.8 , 81.1
20	Good biking	9.4, 22.8, 32.2	41.3, 26.5, 67.8	10.3,23.4, 33.7	39.3, 27.1 66.4	10.0, 21.6, 31.6	42.6 , 25.8 , 68.4
21	Twin Tunnels	7.0, 11.0, 18.0	41.7, 40.3, 82.0	7.5 , 25.9, 33.4	34.6, 42.1 76.7	7.3 , 7.9 , 15.2	46.1 , 38.7 , 84.8
22	Variety of wildlife	4.3, 7.3 , 11.6	38.7,49.7, 88.4	7.5, 7.5 , 15.0	38.4, 46.7 85.1	2.6 , 7.3 , 9.9	38.2 , 51.8 , 90.0

**Table 2
Actions to Make Mosier an even better place to live, work and play**

	Survey Question	All Adult Responses (304)		City of Mosier Responses(110)		Outside Mosier (194)		
		No Opinion or Not Important	Important or Very Important	No Opinion Not Important	Important or Very Important	No Opinion Not Important	Important	Very Important
1	Encourage a downtown clean up program	6.4 , 12.5 , 18.9	58.1 , 23.0 , 81.1	4.7 , 14.2 , 18.9	48.1 , 26.0 , 74.1	7.4 , 11.1 , 18.5	64.0 , 17.5 ,	81.5
2	Improve access to river and sandy beaches	4.4 , 21.5 , 25.9	43.1 , 31.0 , 74.1	0.9 , 25.2 , 26.1	39.3 , 34.6 , 73.9	6.4 , 19.1 , 25.5	45.2 , 29.3 ,	74.5
3	Create a historic building theme	13.7 , 39.9 , 53.6	32.4 , 14.0 , 56.4	14.0 , 40.3 , 54.3	32.7 , 13.1 , 45.8	14.1 , 40.0 , 54.1	31.9 , 14.1 ,	46.0
4	Seek well-funded fire protection	2.4 , 6.7 , 7.1	36.4 , 54.5 , 90.9	1.0 , 7.7 , 8.7	38.5 , 52.9 , 91.4	3.7 , 7.3 , 11.0	34.6 , 54.5 ,	89.1
5	Create a town square gathering place	6.1 , 29.3 , 35.4	40.1 , 24.5 , 64.6	4.7 , 30.2 , 34.9	37.7 , 27.4 , 65.1	7.5 , 28.9 , 36.4	41.2 , 22.5 ,	63.7
6	Improve the appearance of businesses on Hwy #30	6.4 , 25.8 , 32.2	41.9 , 25.8 , 67.7	5.6 , 27.1 , 32.7	39.3 , 28.0 , 67.3	7.4 , 24.7 , 32.1	44.2 , 23.7 ,	67.9
7	Build permanent restroom facilities	4.7 , 23.8 , 28.5	45.0 , 26.5 , 71.5	3.8 , 25.5 , 29.3	43.4 , 27.4 , 70.8	6.3 , 22.0 , 28.3	45.5 , 26.2 ,	71.7
8	Create inviting sidewalks and paths	4.1 , 27.5 , 31.6	45.4 , 23.0 , 68.4	3.8 , 23.6 , 27.4	47.2 , 25.2 , 72.4	4.9 , 29.9 , 34.8	44.0 , 21.2 ,	65.2
9	Keep parks clean and well maintained	1.3 , 5.4 , 4.7	59.3 , 34.0 , 93.3	1.0 , 6.8 , 7.8	60.2 , 32.0 , 92.2	1.6 , 4.7 , 6.3	58.3 , 35.4 ,	93.7
10	Encourage the re-use of some historic buildings for businesses and services.	4.4 , 12.5 , 16.9	49.5 , 33.7 , 83.2	4.7 , 10.4 , 15.1	46.2 , 38.7 , 84.9	5.3 , 14.3 , 19.6	50.3 , 30.2 ,	80.5
11	Provide off street parking in downtown	7.8 , 28.9 , 36.7	43.9 , 19.4 , 63.3	4.7 , 26.4 , 31.1	42.4 , 26.4 , 68.8	11.2 , 29.9 , 41.1	42.8 , 16.0 ,	58.8
12	Develop a co-op gas/bio-diesel station.	10.4 , 29.6 , 40.0	36.0 , 23.9 , 59.9	8.4 , 24.3 , 32.7	38.3 , 29.0 , 67.3	11.2 , 31.4 , 42.6	35.6 , 21.8 ,	57.4
13	Ensure Mosier k-3 kids have priority in school admission	14.5 , 6.4 , 20.9	31.0 , 48.1 , 79.1	14.0 , 7.5 , 21.5	27.1 , 51.4 , 78.5	14.8 , 5.3 , 20.1	33.9 , 46.0 ,	79.9
14	Improve safety on Hwy #30 & State rd for pedestrians & bikes with enforced speed limits & cross walks.	7.3 , 21.8 , 29.1	38.4 , 32.5 , 70.9	4.8 , 22.9 , 27.7	31.4 , 41.0 , 72.4	9.8 , 20.8 , 29.6	42.6 , 26.8 ,	69.4
15	Purchase available Union Pacific property (South of railroad tracks) for shops, bike pedestrian path and off-street parking.	9.9 , 21.8 , 31.7	31.0 , 48.1 , 79.1	3.8 , 24.5 , 28.3	42.5 , 29.2 , 71.7	14.4 , 19.8 , 34.2	36.9 , 46.0 ,	82.9
16	Promote Mosier as a "Green Community" with a solar co-op and sustainable development.	11.1 , 22.6 , 33.7	37.0 , 29.3 , 76.3	9.4 , 21.7 , 31.1	31.1 , 34.0 , 65.1	12.7 , 20.6 , 33.3	40.2 , 26.5 ,	66.7
17	Improve roads (Hwy. #30 and State Rd. for safe multiple uses.	9.4 , 19.5 , 27.9	44.9 , 26.1 ,	6.9 , 19.6 , 26.5	40.2 , 33.3 , 73.5	11.5 , 19.1 , 30.6	48.1 , 21.3 ,	69.4
18	Provide commercial office space in downtown.	18.2 , 44.2 , 62.4	27.1 , 10.6 , 37.7	16.2 , 40.0 , 56.2	27.6 , 16.2 , 43.8	19.4 , 46.8 , 66.2	26.3 , 7.5 ,	33.8
19	Create and encourage approval of a Mosier Downtown Development Plan	8.8 , 21.6 , 30.4	38.5 , 31.1 , 69.6	9.4 , 21.7 , 31.1	34.0 , 34.9 , 68.9	9.5 , 20.6 , 30.1	41.8 , 28.0 ,	69.8
20	Separate cars from bikes on Hwy#30 from the Twin Tunnels Rd to Mosier	12.1 , 32.2 , 44.3	33.9 , 21.8 , 55.7	13.1 , 31.8 , 43.9	29.2 , 25.2 , 54.4	11.6 , 32.8 , 44.4	36.0 , 19.6 ,	49.6

Table 3
Expansion of the Mosier Community School and
Development of a Mosier Community Center

	Survey Question	All Adult Responses (304)		City of Mosier Responses(110)		Outside Mosier (194)	
		No Opinion or Not Important	Important or Very Important	No Opinion Not Important	Important or Very Important	No Opinion Not Important	Important Very Important
1	Expand school to include 7 th and 8 th grades	25.7, 22.6, 48.3	24.0, 27.8, 61.8	21.4, 26.2, 47.6	22.3, 30.1, 52.4	27.2, 19.6, 46.8	26.1, 27.2, 53.3
2	Combine the school expansion with a Mosier Community Center that has:	19.5, 25.4, 44.9	35.5, 19.5, 55.0	12.5, 25.0, 37.5	39.1, 23.4, 62.4	24.5, 24.5, 49.0	34.9, 16.0, 50.9
A	Community full-service library	13.9, 26.6, 40.5	37.5, 22.1, 59.6	11.6, 29.5, 41.1	33.7, 25.3, 59.0	14.7, 24.1, 38.8	41.2, 20.0, 61.2
B	Auditorium/music/lecture hall	15.6, 32.7, 48.3	38.8, 12.9, 51.7	12.8, 38.3, 51.1	35.1, 13.8, 48.9	18.6, 28.1, 46.7	41.3, 12.0, 53.3
C	Large community room with commercial kitchen	18.1, 33.6, 51.7	33.6, 14.8, 48.4	17.3, 37.8, 55.1	26.5, 18.4, 54.9	18.8, 30.6, 49.4	38.8, 11.8, 50.6
D	Computer and Tech room for community education classes	17.6, 30.9, 48.5	36.8, 14.7, 51.5	11.1, 34.3, 45.4	34.3, 20.2, 54.5	21.8, 28.2, 50.0	38.8, 11.2, 50.0
E	Satellite health clinic	16.5, 35.7, 52.2	35.0, 12.8, 47.8	13.4, 37.1, 50.5	36.1, 13.4, 49.5	19.6, 34.5, 54.1	33.3, 12.5, 45.8
F	City offices	20.4, 37.9, 58.3	34.2, 7.4, 41.6	15.3, 38.8, 54.1	36.7, 9.2, 45.9	24.1, 37.1, 61.2	32.4, 6.5, 38.9
G	Gymnasium	20.5, 33.8, 54.8	33.8, 11.8, 45.6	15.5, 37.1, 52.6	35.1, 12.4, 47.5	23.6, 30.9, 54.5	33.3, 12.1, 45.4
H	Arts Center	19.6, 37.7, 57.3	32.8, 9.8, 42.6	15.5, 44.3, 59.8	32.0, 8.2, 40.2	22.2, 32.9, 55.1	33.5, 11.4, 44.9
I	Aquatics Center	21.0, 49.1, 70.1	19.9, 10.1, 30.0	15.5, 52.6, 68.1	22.7, 9.3, 32.0	24.3, 46.2, 60.5	18.3, 11.2, 29.5

Table 4
Additional Mosier Businesses and Services

	Survey Question	All Adult Responses (304)		City of Mosier Responses(110)		Outside Mosier (194)	
		No Opinion or Not Important	Important or Very Important	No Opinion Not Important	Important or Very Important	No Opinion Not Important	Important Very Important
1	Vehicle service and fuel sales	9.5, 23.5, 33.0	39.8, 27.2, 67.0	9.4, 22.6, 32.0	34.9, 33.0, 67.9	9.8, 23.4, 33.2	42.9, 23.9, 66.8
2	Grocery store & bakery	3.4, 17.1, 20.5	45.2, 34.2, 79.4	3.8, 14.3, 18.1	34.3, 47.6, 81.9	3.3, 19.1, 22.4	51.4, 26.2, 77.6
3	Hardware/Farm Supply Store	11.6, 45.2, 56.8	32.2, 11.0, 43.2	12.3, 43.4, 55.7	30.2, 14.2, 44.4	11.5, 46.4, 57.9	33.9, 8.2, 42.1
4	Office space	15.6, 51.9, 66.5	26.3, 6.2, 32.5	7.6, 54.3, 61.9	30.5, 7.6, 38.1	21.0, 50.8, 71.8	22.7, 5.5, 28.2
5	Seasonal retail sales	17.8, 39.7, 57.5	35.5, 7.0, 42.5	15.4, 42.3, 57.7	35.6, 6.7, 42.3	18.9, 38.3, 57.2	36.1, 6.7, 42.8
6	Gorge arts & crafts/bookstore	17.7, 39.7, 57.4	34.4, 8.0, 42.4	13.5, 44.2, 57.7	32.7, 9.6, 42.3	20.0, 37.2, 57.2	35.6, 7.2, 42.8
7	Recreation equipment rental & sales	17.3, 47.1, 64.4	28.4, 7.3, 35.7	12.3, 48.1, 60.4	27.4, 12.3, 39.7	20.0, 46.1, 66.1	29.4, 4.4, 33.8
8	Pharmacy, office supplies	15.2, 59.5, 74.7	18.7, 6.6, 25.3	14.2, 55.7, 69.9	20.8, 9.4, 30.2	16.1, 62.2, 78.3	17.2, 4.4, 21.6
9	City offices	15.4, 34.3, 49.7	40.2, 10.1, 50.3	12.4, 37.1, 49.5	38.1, 12.4, 50.5	16.3, 33.7, 50.0	41.6, 8.4, 50.0

**Table 5
Property ownership & Place of Residence**

	Survey Question	All Adult Responses (304)		City of Mosier Responses(110)		Outside Mosier (194)	
		YES	NO	YES	NO	YES	NO
1	Are you a Mosier area property owner?	86%	14%	70.5%	29.5%	92.8%	7.2%
2	Do you own a house in the Mosier area?	76.7	23.3	70.5	29.5	78.8	21.2
3	Is Mosier your primary place of residence?	69.6	30.4	77.6	22.4	64.8	35.2
4	Do you rent the place where you reside?	15.5	84.5	32.7	67.3	5.7	94.3
5	Are you of Latino or Hispanic cultural heritage?	4.8	95.2	8.7	91.3	2.6	97.4
6	Are you a full time resident of the Mosier area?	69.0	31.	79.4	20.6	61.9	38.1
7	Is the property you live on in the City of Mosier?	36	64	100	0	0	100
8	Do you plan to build a home in the Mosier area?	23	77	20.8	79.2	23.8	76.2

**Table 6
Length of Residency**

	Survey Question	All Adult Responses n=304				City of Mosier Residents (110)				Residents Outside Mosier (194)			
		1-5 Yrs	6- 10 Yrs	11-20 Yrs	20 + Yrs	1-5 Yrs	6- 10 Yrs	11-20 Yrs	20 + Yrs	1-5 Yrs	6- 10 Yrs	11-20 Yrs	20 + Yrs
1	How long have you owned property in the Mosier area?	25.7 %	24.5 %	22.5%	27.3 %	32%	32%	17.3%	18.7 %	22.5 %	21.9 %	25.3%	30.3%
2	How long have you lived in the Mosier area?	29.9	19.3	24.2	26.6	40.9	19.4	23.7	16.1	23.7	19.7	23.7	32.9

**Table 7
Household Characteristics**

	Survey Question	All Adult Responses (304)			City of Mosier Responses(110)			Outside Mosier (194)		
		Average	Total	Surveys	Average	Total	Surveys	Average	Total	Surveys
1	How many people live in your Mosier household?	2.26	627	278	2.06	210	102	2.38	414	174
2	How many children are under 12 years of age?	.33	85	257	.30	28	94	.37	61	164
3	How many children attend the Mosier School?	.14	36	255	.09	8	93	.21	34	163
4	How many children are in Middle/High School?	.11	29	256	.09	8	93	.14	23	164
5	How many in your household work in the Mosier area?	.42	106	255	.38	36	95	.43	70	161
6	How many people work elsewhere in the Gorge?	.64	166	259	.63	60	96	.66	109	164
7	How many people are self-employed?	.64	162	255	.51	47	92	.69	112	163
8	How many people are retired?	.52	131	252	.52	47	91	.50	81	163
9	How many people are 18 yrs or over and looking for work?	.12	30	251	.11	10	92	.14	22	161

**Table 8
Conditions in the area of your household**

	Survey Question	All Adult Responses (304)		City of Mosier Responses(110)		Outside Mosier (194)	
		No Opinion or Not a Problem	Important or Very Important Problem	No Opinion or Not a Problem	Important or Very Important Problem	No Opinion or Not a Problem	Important or Very Important Problem
		%	%				
1	High seasonal wildfire potential	2.1, 21.3, 23.4	26.5, 50.2 77.0	4.9, 40.2, 45.1	30.4, 24.5, 54.9	1.6, 11.0, 12.6	23.6, 63.9, 87.5
2	Fire protection	3.1, 20.3, 23.4	25.9, 50.7 76.1	4.9, 31.4, 40.5	29.4, 34.3 63.7	2.1, 13.8, 15.9	24.5, 59.6, 84.1
3	Difficult access for emergency medical service	4.9, 56.9, 61.8	22.9, 15.3 38.2	3.9, 59.2, 63.1	24.3, 12.6, 36.9	5.4, 54.3, 60.2	23.1, 17.2, 40.3
4	Poor Tele-communications (phone, TV, Internet)	5.9, 63.1, 69.0	17.4, 13.6 31.0	8.1, 68.7, 76.8	15.2, 8.1, 23.2	5.9, 59.0, 64.9	18.1, 17.0, 35.1
5	Difficult snow removal	7.3, 52.4, 59.7	27.8, 12.5 40.3	8.8, 55.9, 64.7	25.5, 9.8, 35.3	7.0, 50.8, 57.8	28.3, 13.9, 42.2
6	Noxious weed control	10.7,44.5,55.2	30.0,14.8, 34.8	10.7,56.3, 67.0	21.4, 11.7 33.1	11.2, 37.2, 48.4	34.6, 17.0, 51.6

Table 9
6th Grade Survey Responses
Mosier Features to Protect and Preserve

	Survey Question	All Adult Responses (304)		City of Mosier Responses(110)		6 th Grade Students (15)	
		No Opinion or Not Important	Important or Very Important	No Opinion Not Important	Important or Very Important	No Opinion Not Important	Important or Very Important
1	Mosier Community School	5.4, 4.4, 9.9	25.3, 65.0, 90.3	6.6, 7.5, 14.1	21.7, 64.2 85.9	0, 0	20, 80
2	Grange, Amer Leg, Church	14.5 12.8 27.3	43.8, 29.0 72.8	14.3,14.3 28.6	41.0, 30.5 71.5	53.3, 13.3	26.7, 6.7
3	Community size	5.4, 11.5 16.9	42.7, 40.3, 82.3	4.7, 15.1 19.8	40.6, 39.6 80.2	33.3, 6.7	33.3, 26.7
4	Pedestrian friendly	2.7 ,10.2 12.9	42.7, 44.4, 87.1	1.9, 10.3 13.2	41.1, 46.7 87.8	26.7, 6.7	20.0, 46.7
5	Scenery/ Natural beauty	1.3, 0.7 2.0	23.3, 74.7, 98.0	1.9, 1.9, 3.8	25.2, 71.0 96.2	20., 0.	20.0, 60.0
6	Rural community	6.0, 4.7, 10.7	36.6, 52.7, 89.3	10.4, 5.7, 16.1	44.3, 39.6 83.9	26.7, 20.0	13.3, 40.0
7	Access to Columbia River	3.0 ,12.5 15.5	31.6, 52.9, 84.5	0.9, 15.9, 16.8	29.9, 53.3 83.2	6.7 ,6.7	40.0, 46.7
8	Gathering Places	2.0, 9.5, 11.5	40.8, 47.6, 88.4	1.9, 15.1, 17.0	28.3, 54.7 83.0	28.6,7.1	35.7, 28.6
9	Cherry Orchards	5.5, 6.2 11.7	36.6, 51.6, 88.2	8.2, 6.1 , 14.3	31.6, 54.1 85.7	7.7, 7.7	46.2, 38.5
10	Volunteer Fire Department	0.7, 2.4, 3.1	26.3, 70.7, 94.0	1.9, 3.8, 5.7	25.5, 68.9 94.4	26.7, 6.7	33.3, 33.3
11	Affordable Housing	7.1, 13.5 20.6	43.1, 36.4, 79.5	2.8, 12.3, 15.1	36.8, 48.1 84.9	20.0, 0.0	46.7, 33.3
12	Avail, locally grown food	5.4, 14.1, 19.5	38.7, 41.8, 80.5	6.6, 14.2 20.8	35.8, 43.4 79.2	20.0, 0.0	46.7, 33.3
13	Personal safety/low crime	0.7, 3.0, 3.7	26.4, 69.9, 96.3	0.9, 1.9, 2.8	23.4, 73.8 97.2	13.3, 0.0	40.0, 46.7
14	Historic sites & buildings	5.0, 9.4, 14.4	47.5, 38.1, 85.6	3.7, 10.3, 14.0	49.5, 36.4, 85.9	20.0, 6.7	53.3, 20.0
15	Ease of access to I-84	2.7, 14.5, 17.2	47.0, 35.8, 82.8	1.9. 16.8, 18.8	43.9, 37.4, 81.3	40.0, 20.0	20.0, 20.0
16	Many visitors arrive on bike	9.7, 28.2, 37.9	35.2, 26.8, 62.0	9.3, 28.0, 37.3	31.8, 30.8 61.9	33.3, 33.3	20.0, 13.3
17	Clean water	0.7, 1.7 , 2.4	16.8, 80.9, 97.7	0.9, 0.9 , 1.8	12.3, 85.8 98.1	0.0, 0.0	20.0, 80.0
18	Socio-economic diversity	9.6, 20.5, 30.1	46.8, 23.2, 70.0	9.6, 17.3, 26.9	47.1, 26.0 73.1	46.7, 33.3	13.3, 6.7
19	River Front Trail	4.7, 15.1, 19.8	48.5, 31.8, 80.3	4.7, 17.8, 22.5	42.1, 36.4 78.5	6.7, 13.3	46.7, 33.3
20	Good biking	9.4, 22.8, 32.2	41.3, 26.5, 67.8	10.3,23.4, 33.7	39.3, 27.1 66.4	26.7, 6.7	33.3, 33.3
21	Twin Tunnels	7.0, 11.0, 18.0	41.7, 40.3, 82.0	7.5 , 25.9, 33.4	34.6, 42.1 76.7	6.7, 0.0	53.3, 20.0
22	Variety of wildlife	4.3, 7.3 , 11.6	38.7,49.7, 88.4	7.5, 7.5 , 15.0	38.4, 46.7 85.1	0.0, 6.7	26.7, 66.7

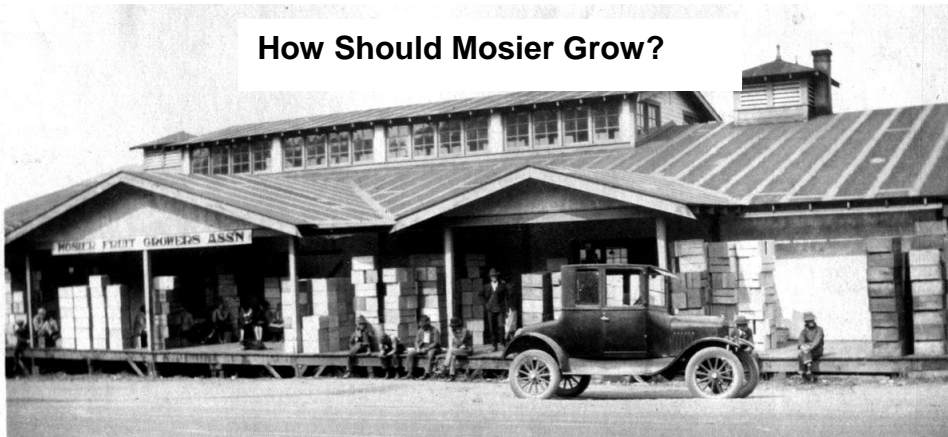
Note: Composite scores for 6th Grade Students N=15 have not been computed in these tables. To compare 6th Grade responses with other groups please sum the last two percentages in the last two columns to the right. (e.g. 20% of the 6th grade students ranked the Mosier school as Important and 80% ranked the school as Very Important for a Composite score of 100%).

Table 10
6th Grade Responses n=15
Make Mosier an Even Better Place to Live, Work & Play

	Survey Question	All Adult Responses (304)		City of Mosier Responses(110)		6 th Grade Responses (15)	
		No Opinion or Not Important	Important or Very Important	No Opinion Not Important	Important or Very Important	No Opinion Not Important	Important Very Important
1	Encourage a downtown clean up program	6.4, 12.5, 18.9	58.1, 23.0, 81.1	4.7, 14.2, 18.9	48.1, 26.0, 74.1	13.3, 6.7	46.7, 33.3
2	Improve access to river and sandy beaches	4.4, 21.5, 25.9	43.1, 31.0, 74.1	0.9, 25.2, 26.1	39.3, 34.6, 73.9	7.1, 14.3	35.7, 42.9
3	Create a historic building theme	13.7, 39.9, 53.6	32.4, 14.0, 56.4	14.0, 40.3, 54.3	32.7, 13.1, 45.8	42.9, 28.6	14.3, 14.3
4	Seek well-funded fire protection	2.4, 6.7, 7.1	36.4, 54.5, 90.9	1.0, 7.7, 8.7	38.5, 52.9, 91.4	20.0, 26.7	33.3, 20.0
5	Create a town square gathering place	6.1, 29.3, 35.4	40.1, 24.5, 64.6	4.7, 30.2, 34.9	37.7, 27.4, 65.1	26.7, 40.0	33.3, 0.0
6	Improve the appearance of businesses on Hwy #30	6.4, 25.8, 32.2	41.9, 25.8, 67.7	5.6, 27.1, 32.7	39.3, 28.0, 67.3	26.7, 26.7	33.3, 13.3
7	Build permanent restroom facilities	4.7, 23.8, 28.5	45.0, 26.5, 71.5	3.8, 25.5, 29.3	43.4, 27.4, 70.8	28.6, 35.7	35.7, 0.0
8	Create inviting sidewalks and paths	4.1, 27.5, 31.6	45.4, 23.0, 68.4	3.8, 23.6, 27.4	47.2, 25.2, 72.4	13.3, 26.7	53.3, 6.7
9	Keep parks clean and well maintained	1.3, 5.4, 4.7	59.3, 34.0, 93.3	1.0, 6.8, 7.8	60.2, 32.0, 92.2	0.0, 6.7	60.0, 33.3
10	Encourage the re-use of some historic buildings for businesses and services.	4.4, 12.5, 16.9	49.5, 33.7, 83.2	4.7, 10.4, 15.1	46.2, 38.7, 84.9	53.3, 13.3	20.0, 13.3
11	Provide off street parking in downtown	7.8, 28.9, 36.7	43.9, 19.4, 63.3	4.7, 26.4, 31.1	42.4, 26.4, 68.8	53.3, 13.3	26.7, 6.7
12	Develop a co-op gas/bio-diesel station.	10.4, 29.6, 40.0	36.0, 23.9, 59.9	8.4, 24.3, 32.7	38.3, 29.0, 67.3	13.3, 20.0	13.3, 53.3
13	Ensure Mosier k-3 kids have priority in school admission	14.5, 6.4, 20.9	31.0, 48.1, 79.1	14.0, 7.5, 21.5	27.1, 51.4, 78.5	13.3, 6.7	60.0, 20.0
14	Improve safety on Hwy #30 & State rd for pedestrians & bikes with enforced speed limits & cross walks.	7.3, 21.8, 29.1	38.4, 32.5, 70.9	4.8, 22.9, 27.7	31.4, 41.0, 72.4	33.3, 6.7	40.0, 20.0
15	Purchase available Union Pacific property (South of railroad tracks) for shops, bike pedestrian path and off-street parking.	9.9, 21.8, 31.7	31.0, 48.1, 79.1	3.8, 24.5, 28.3	42.5, 29.2, 71.7	53.3, 13.2	13.3, 20.0
16	Promote Mosier as a "Green Community" with a solar co-op and sustainable development.	11.1, 22.6, 33.7	37.0, 29.3, 76.3	9.4, 21.7, 31.1	31.1, 34.0, 65.1	33.3, 6.7	33.3, 26.7
17	Improve roads (Hwy. #30 and State Rd. for safe multiple uses.	9.4, 19.5, 27.9	44.9, 26.1,	6.9, 19.6, 26.5	40.2, 33.3, 73.5	21.4, 28.6	50.0, 0.0
18	Provide commercial office space in downtown.	18.2, 44.2, 62.4	27.1, 10.6, 37.7	16.2, 40.0, 56.2	27.6, 16.2, 43.8	40.0, 46.7	6.7, 6.7
19	Create and encourage approval of a Mosier Downtown Development Plan	8.8, 21.6, 30.4	38.5, 31.1, 69.6	9.4, 21.7, 31.1	34.0, 34.9, 68.9	42.9, 14.3	35.7, 7.1
20	Separate cars from bikes on Hwy#30 from the Twin Tunnels Rd to Mosier	12.1, 32.2, 44.3	33.9, 21.8, 55.7	13.1, 31.8, 43.9	29.2, 25.2, 54.4	28.6, 35.7	28.6, 7.1

Please find on the following pages a copy of the Main Street Mosier Household survey. The survey was distributed by mail to 1097 Mosier Area households. Each survey included a postage-paid return envelope . 304 surveys were returned providing a 30% response rate.

How Should Mosier Grow?



October 21, 2008

HELP SHAPE THE FUTURE OF MOSIER!!!

Please share your thoughts about your community.

Dear Mosier Area Resident,

On the following pages you are invited to share your opinions about features of Mosier you like and want to keep. You also have the opportunity to show your level of support for actions you think would make Mosier an even better place to live, work and play.

The results of this survey will be used to make recommendations to the Mosier City Council to update the Mosier Comprehensive Plan. The survey will also help clarify resident interest in expanding the Mosier School; indicate how residents feel about developing a Mosier Community Center; suggest businesses and activities residents think are needed in the community; and create a Mosier Downtown Development Plan to help guide future growth in the area.

Your opinions are very important! When you complete and return this survey you will be giving guidance and direction to the future of your community. Please take a few minutes to complete this survey and return it by Nov 4, 2008 in the enclosed postage-paid envelope.

Thank you!

Sincerely,

Main Street Mosier
Board of Directors
P. O. Box 144, Mosier, Or 97040
Phone 541.578.0122

A. Characteristics of Mosier to Protect and Preserve

At Focus Group meetings attended by Mosier area residents in the summer of 2008 a cross section of residents from the Mosier area zip code (97040) suggested the following items/ characteristics be protected and preserved in the years ahead. Please indicate your level of support by checking the box that best reflects your opinion for each of the 22 items.

	Mosier characteristics to protect and preserve in the years ahead	No Opinion	Not Important	Important	Very Important
1	Mosier Community School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Grange, American Legion, Church	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Community size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Pedestrian friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Scenery and natural beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Rural community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Access to the Columbia River	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Gathering places (Good River, 10 Speed, Route #30, Post Office)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Cherry orchards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Volunteer Fire Department	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Available, locally grown food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Personal safety/ low crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Historic sites & buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	Ease of access to I-84	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Many visitors arrive by bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	Clean water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Socio-economic diversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	River front trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	Good biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	Twin tunnels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	Variety of wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B. Actions to Make Mosier Even Better

Mosier area residents who attended the summer 2008 Focus Group sessions suggested the following actions to make Mosier an even better place to live, work and play. Please indicate your level of support for each action by checking the box that best reflects your opinion.

	Actions to make Mosier an even better place to live, work and play.	No Opinion	Not Important	Important	Very Important
1	Encourage a downtown clean-up program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Improve access to river/sandy beaches.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Create a historic building theme.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Seek well-funded fire protection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Create a town square/gathering place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Improve the appearance of businesses on Hwy #30.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Build permanent restroom facilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Create inviting sidewalks and paths.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Keep parks clean & well maintained,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Encourage the re-use of some historic buildings for Mosier businesses and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Provide off street parking in the downtown.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Develop a co-op gas/ bio-diesel station.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Ensure Mosier k-3 kids have priority in school admission.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Improve safety on Hwy #30 & State Rd for pedestrians & bikes with enforced speed limits and cross walks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	Purchase available Union Pacific property (South of railroad tracks) for shops, bike path access & off-street parking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Promote Mosier as a "green community" w/ solar co-op and sustainable development,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	Improve roads (Hwy #30 & State) for safe multiple uses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Provide commercial office space in downtown.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	Create and encourage approval of a Mosier Downtown Development Plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	Separate cars from bikes on Hwy #30 from Twin Tunnel Rd to Mosier.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C School and Community Center

Action that received wide spread support from the Focus Group participants was “to expand the Mosier Community School to include 7th & 8th grade classes”. Some residents suggested that the school expansion be combined with the development of a Community Center. Please indicate your level of support for each proposed activity

Expansion of the Mosier Community School and development of a Mosier Community Center		No Opinion	Not Important	Important	Very Important
1	Expand school to include 7 th & 8 th grades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Combine the school expansion with a Mosier Community Center that has:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
a	Community full service library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b	Auditorium/music/lecture hall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c	Large community room with commercial kitchen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d	Computer and Tech room for community education classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e	Satellite health clinic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f	City offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g	Gymnasium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h	Arts center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i	Aquatics center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D. Additional Business & Service in Mosier

The summer 2008 Focus Groups explored the possibility of additional business and service activities in Mosier. Listed below are some of the suggestions that emerged. Please indicate your opinion for each of the suggested businesses and services.

Additional Mosier businesses and services		No Opinion	Not Important	Important	Very Important
1	Vehicle service and fuel sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Grocery store/bakery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Hardware / Farm supply store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Office space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Seasonal retail sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Gorge arts & crafts/book store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Recreation equipment rental/sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Pharmacy, office supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	City offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

E. Information about Your Household

In this section of the survey you are asked to share information about your household. This information will be used to help determine potential demand for, school enrollment, water and utility needs, emergency services and preferences for the future growth and development of the Mosier area.

Property ownership/place of residence

- | | YES | NO | | | |
|----|--------------------------|--------------------------|--|----------------------------------|--|
| 1 | <input type="checkbox"/> | <input type="checkbox"/> | Are you a Mosier area property owner? | | |
| 2 | <input type="checkbox"/> | <input type="checkbox"/> | Do you own a house in the Mosier area? | | |
| 3 | <input type="checkbox"/> | <input type="checkbox"/> | Is Mosier your primary place of residence? | | |
| 4 | <input type="checkbox"/> | <input type="checkbox"/> | Do you rent the place where you reside? | | |
| 5 | <input type="checkbox"/> | <input type="checkbox"/> | Are you of Latino or Hispanic cultural heritage? | | |
| 6 | <input type="checkbox"/> | <input type="checkbox"/> | Are you a full time resident of the Mosier area? | | |
| 7 | <input type="checkbox"/> | <input type="checkbox"/> | Is the property you live on in the City of Mosier? | | |
| 8 | <input type="checkbox"/> | <input type="checkbox"/> | Do you plan to build a home in the Mosier area? | | |
| 9 | <input type="checkbox"/> | <input type="checkbox"/> | How long have you owned property in Mosier? | <input type="checkbox"/> 1-5 yrs | <input type="checkbox"/> 6- 10 yrs <input type="checkbox"/> 11- 20 yrs <input type="checkbox"/> 20 + yrs |
| 10 | <input type="checkbox"/> | <input type="checkbox"/> | How long have you lived in the Mosier area? | <input type="checkbox"/> 1-5 yrs | <input type="checkbox"/> 6- 10 yrs <input type="checkbox"/> 11- 20 yrs <input type="checkbox"/> 20 + yrs |

The People in Your household

- | | | |
|---|--|-------|
| 1 | How many people live in your Mosier household? | _____ |
| 2 | How many children are under 12yrs of age? | _____ |
| 3 | How many children attend the Mosier school? | _____ |
| 4 | How many children are in High School? | _____ |
| 5 | How many in your household work in the Mosier area? | _____ |
| 6 | How many people work elsewhere in the Gorge? | _____ |
| 7 | How many are self-employed? | _____ |
| 8 | How many are retired? | _____ |
| 9 | How many people are 18 yrs or over and currently looking for work? | _____ |

Conditions in the area of your household

- | | No Opinion | Not a Problem | Important Problem | Very Important Problem |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

*If you would like to receive results of this household survey and learn about the next steps in the Main Street Mosier Planning Process please enter your name and e-mail **or** your regular mailing address below.

Name (Please Print)	e-mail (Please Print)
Regular mailing address	City State Zip

Thank you for taking the time to complete and return your survey before Nov 4, 2008
Please return the survey to Main Street Mosier, PO Box 144, Mosier, OR 97040

* We invite you to share your e-mail and/or home mailing address with MSM so we can keep you informed while minimizing the cost of communication. We will not share your e-mail or household address with any other individuals or organizations without your permission.



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