

Mosaic Programs

The 20 programs described and included in the Mosaic Programs Guide (<https://www.oregon.gov/ODOT/Planning/Documents/Mosaic-Programs-Guide.pdf>) are widely considered to be beneficial and are frequently implemented by jurisdictions as part of travel demand management efforts. The Mosaic Programs Guide contains a summary of knowledge regarding the costs and benefits of these programs, with particular attention to impacts relating to Mosaic indicators. Users can choose to incorporate these programs into their bundles, as appropriate.

Application of and experiences with the programs vary widely. For 11 of the 20 programs detailed in the Programs Guide, benefit and cost information is built into the Mosaic tool. (Groups 1 and 2, below). The other 9 programs (Groups 3 and 4, below) are considered beneficial, but the benefits and costs are not yet estimated in the actual Mosaic tool.

Group 1: Both Benefit and Cost Values are Included in the Mosaic Tool

The programs in this group are built into the Mosaic tool on the Programs Worksheet. Benefits and costs are automatically calculated by the tool based on user input.

Group 2: Benefit Values are Included in the Mosaic Tool but Costs Must Be Entered Manually

The benefits of programs in this group are built into the Mosaic tool; however, cost information needs to be entered manually based on local estimates.

Group 3: Benefits and Costs are Best Estimated with Local Models

The Mosaic tool does not have these programs built into the tool, but the benefits and costs of the programs in this group may be estimated by local travel models. The resulting data is then uploaded into Mosaic as part of the travel model outputs.

Group 4: Programs are Beneficial but Not Included in the Mosaic Tool (Version 2.0)

A few programs are not capable of measurement within Mosaic at this time, but are included in the Programs Guide. For these, it is expected that cost/benefit information will become more available and more refined over time, enabling estimation of benefits and costs within the Mosaic tool. In the meantime, the Programs Guide includes programs like bike sharing, Safe Routes to School, and real-time transit information systems – even though they cannot yet be measured by Mosaic – because they are believed to help advance outcomes consistent with the Mosaic categories.

The programs included in each group are provided below.

Program Incorporation into Mosaic				
Program Name	Group 1	Group 2	Group 3	Group 4
Parking Demand Management and Pricing		X		
Value Pricing			X	
Bike Sharing Program				X
Bike Parking Programs	X			
Safe Routes to School				X
Decrease or Eliminate Transit Fares		X		
Increase Transit Service	X			
Transit Priority Treatments			X	
Real-Time Transit Information Systems				X
Demand Responsive Transit Service				X
Carsharing	X			
Employer-Based TDM programs		X		
Trip Reduction Ordinances/Transportation Management Associations		X		
Individualized Marketing Programs	X			
Education and Outreach Campaigns		X		
Ridesharing	X			
Land Use Strategies		X		
Traffic Management Strategies			X	
High Occupancy Vehicle lanes			X	
Wayfinding and Signage				X