
CHAPTER 4

PLANNING AREA CHARACTERISTICS

4.1 DEMOGRAPHICS

Population trends are a key factor affecting the volume of travel in the region. In addition, where and how people live greatly determines which transportation facilities and modes get used most and which warrant the greatest investment of transportation funding. The following pages contain general demographic characteristics for the Planning Area based on the 2010 U.S. Census and the most recent American Community Survey (ACS) data. Employment and commute information are also provided. Where appropriate, the characteristics are compared to statewide or countywide data.

Data Notes

It is important to note that beginning with the 2010 U.S. Census, the decennial census no longer collects the same extent of socio-economic information; the American Community Survey now does. For those tables in this chapter containing ACS data, estimates are based on a sample of the population using five-year averages rather than a count at one point in time, such as the decennial census. Additionally, please keep in mind that there is a margin of error (MOE) associated with every estimate in this section, although not individually noted. An MOE is an indicator of the reliability of the data estimates by proving a range where the true value of the estimate most likely falls. For example, a 20% poverty rate could have a (+/- 2%) MOE, meaning that the poverty rate is actually likely between 18-22%. For smaller communities, MOEs for ACS data estimates are generally larger due to the smaller sample sizes. Additionally, columns labeled "RVMPO Urbanized Area" use US Census/ACS data for the Census defined Medford Urbanized Area (Medford UA). The Medford UA is smaller in land area than the RVMPO Planning Area, but contains all urbanized areas of the RVMPO and is therefore the best available data.



Downtown Medford

As shown in Table 4-1, results of the 2010 U.S. Census when compared to 2000 U.S. Census show a rise in **population** within the jurisdictions that make up the RVMPO Planning Area.

Table 4.1.1: Population

Jurisdiction	2000 (U.S. Census)	2010 (U.S. Census)
RVMPO Urbanized Area	128,780	154,081
Jackson County	181,269	203,206
City of Ashland	19,522	20,078
City of Central Point	12,493	17,169
City of Eagle Point	4,797	8,469
City of Jacksonville	2,235	2,785
City of Medford	63,154	74,907
City of Phoenix	4,060	4,538
City of Talent	5,589	6,066

Source: 2000 & 2010 U.S. Census: Tables DP-1 & P-1

Table 4-2, below, shows the estimated **number of households** for the MPO Planning Area and for each city within the RVMPO based on numbers from the 2010 U.S. Census.

Table 4.1.2: Households

Jurisdiction	Number of Households	Average Household Size
RVMPO Urbanized Area	62,575	2.41
City of Ashland	9,409	2.03
City of Central Point	6,542	2.61
City of Eagle Point	3,231	2.62
City of Jacksonville	1,377	2.02
City of Medford	30,079	2.44
City of Phoenix	2,001	2.26
City of Talent	2,639	2.29

Source: 2010 U.S. Census, Tables DP-1 & H12

The City of Eagle Point had the highest percentage (37.5%) of **households with a child less than 18 years old**, with Jacksonville having the lowest at 18.3%. The average for the Planning Area was 30.7%, closely aligning with the statewide percentage of 30.1%.

Table 4.1.3: Households with a Child (less than 18 years)

Jurisdiction	Households with a Child
State of Oregon	30.1%
RVMPO Urbanized Area	30.7%
City of Ashland	21.0%
City of Central Point	37.2%
City of Eagle Point	37.5%
City of Jacksonville	18.3%
City of Medford	31.9%
City of Phoenix	24.3%
City of Talent	30.1%

Source: 2010 U.S. Census, Table P20

The **median age** of 39 for residents of the Planning Area is slightly higher than the statewide median of 38.4 years. The City of Central Point had the lowest median age in the Planning Area at 36.5, while Jacksonville had the highest at 54.9.

The Planning Area has a relatively high percentage of **senior residents (age 65+)** when compared to statewide averages. A large degree of variation exists between the cities that lie within the RVMPO boundary, as well as significant increases seen from 2000 to 2010, most notably for Eagle Point, Jacksonville, and Ashland. These large increases likely represent the growing number of retirees coming into the area.

Table 4.1.4: Median Age and Senior Population

Jurisdiction	Median Age (2000 U.S. Census)	Median Age (2010 U.S. Census)	Age 65+ (2000 U.S. Census)	Age 65+ (2010 U.S. Census)
State of Oregon	36.3	38.4	12.8%	13.9%
RVMPO Urbanized Area	37.4	39.0	16.1%	16.4%
City of Ashland	37.9	42.9	14.8%	17.6%
City of Central Point	34.4	36.5	14.2%	14.8%
City of Eagle Point	30.5	36.9	9.1%	14.2%
City of Jacksonville	48.2	54.9	24.7%	30.0%
City of Medford	37.0	37.9	16.5%	16.2%
City of Phoenix	41.0	44.0	21.1%	22.0%
City of Talent	34.3	38.4	17.0%	16.3%

Source: Median Age – 2000 & 2010 U.S. Census, Tables DP-1 & P13; Senior Population – 2000 & 2010 U.S. Census, Tables DP-1, QT-P1 & P12

In the Planning Area, 81.1% of residents identified themselves as “**White alone**” in their choice of race and ethnicity during the 2010 U.S. Census. In choice of ethnicity, 12.5% of the Planning Area population identified as “**Hispanic or Latino**”. While these percentages are not too far off from those for the State of Oregon, significant differences exist between the cities within the MPO as shown in Table 4-5, below.

Table 4.1.5: White Alone and Hispanic/Latino Populations

Jurisdiction	White Alone Population (not Hispanic or Latino)	Those Who Identify as Hispanic or Latino
State of Oregon	78.5%	11.7%
RVMPO Urbanized Area	81.1%	12.5%
Jackson County	83.6%	10.7%
City of Ashland	87.4%	5.1%
City of Central Point	86.0%	8.8%
City of Eagle Point	88.3%	6.8%
City of Jacksonville	93.3%	2.9%
City of Medford	79.8%	13.8%
City of Phoenix	77.6%	15.7%
City of Talent	78.7%	15.6%

Source: 2010 U.S. Census, Table P2

Approximately 20% of RVMPO residents reported living below the **poverty level** in the past 12 months according to ACS data for 2011-2015. This is higher than the statewide average of 16.5%. The reported percentage of the population living in poverty within Medford is 22.3%, with Phoenix having the highest percentage at 25.8% and Jacksonville the lowest at 4.3%.

Table 4.1.6: Poverty

Jurisdiction	% of Population Living Below the Poverty Level (w/in past 12 months)
State of Oregon	16.5%
RVMPO Urbanized Area	20.1%
City of Ashland	19.0%
City of Central Point	11.7%
City of Eagle Point	21.7%
City of Jacksonville	4.3%
City of Medford	23.0%
City of Phoenix	25.8%
City of Talent	20.6%

Source: 2011-2015 ACS, Table DP03

The percentage of **vacant housing units** is quite varied throughout the RVMPO planning area. The City of Ashland had 8.9% of housing units vacant, with Talent and Jacksonville at 4.9% and 4.3%, respectively, over the 5-year sample timeframe (2011-2015).

In the state of Oregon, the percentage of **owner-occupied housing units** outnumber **renter-occupied housing units** 61.3% to 38.7%, respectively. Similarly, but to a lesser degree, owner-occupied units also outnumber renter-occupied units in the RVMPO planning area, at 56.6% vs. 43.3%. The City of Jacksonville has the highest percentage of owner-occupied units at 70%, while the City of Medford has approximately half of all housing units (49.7%) being renter-occupied and half owner-occupied (50.3%).

Table 4.1.7: Housing Occupancy

Jurisdiction	Owner-Occupied	Renter-Occupied
State of Oregon	61.3%	38.7%
RVMPO Urbanized Area	56.6%	43.3%
City of Ashland	54.3%	45.7%
City of Central Point	63.0%	37.0%
City of Eagle Point	64.4%	35.6%
City of Jacksonville	70.0%	30.0%
City of Medford	50.3%	49.7%
City of Phoenix	63.2%	36.8%
City of Talent	57.2%	42.8%

Source: 2011-2015 ACS, Table DP04

4.2 EMPLOYMENT CHARACTERISTICS

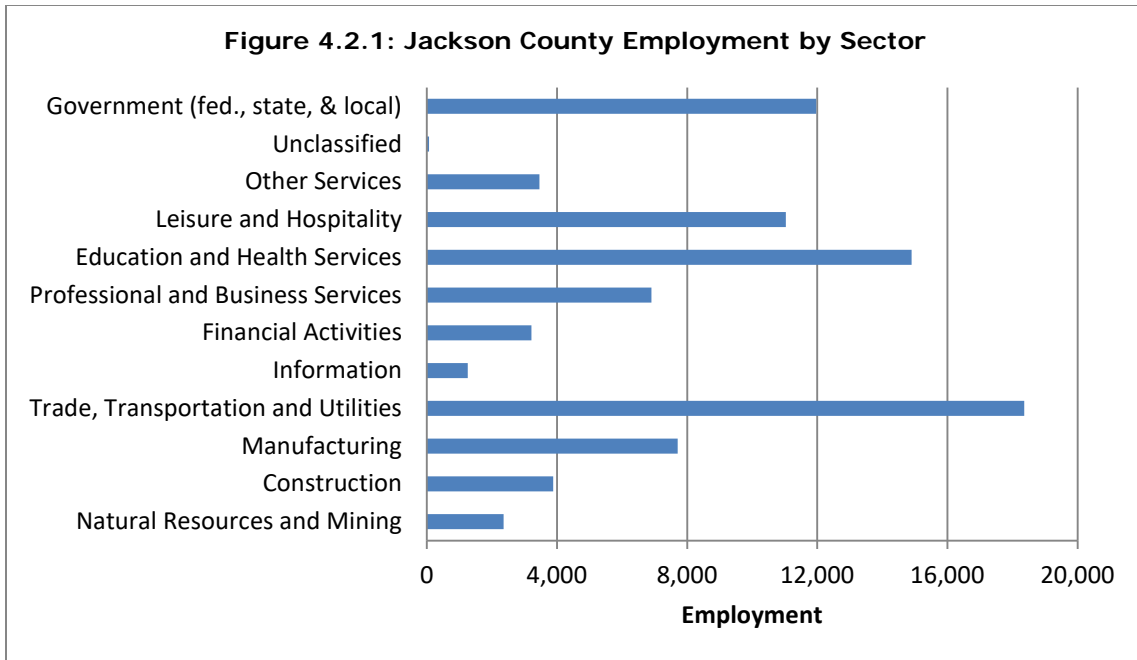
Employment characteristics are important to the understanding of travel patterns and particularly work trips. Peak hour periods are used for travel forecasting and determination of needed transportation improvements, facilities, programs and strategies; and employment numbers and locations have a significant effect on transportation planning outcomes. The following 2011-2015 ACS Census data represents current data available for each of the jurisdictions.

Because the 2011-2015 ACS data is aggregated over a five-year time period, it does not necessarily reflect current economic conditions or dramatic shifts in trends. The most current information can be found in monthly data from the Oregon Employment Department, which for example, reported a seasonally-adjusted **unemployment rate** of 6.3% for the RVMPO Urbanized Area for October 2016, as compared to 11.5% for October 2011.

According to 2011-2015 ACS data, approximately 60.2% of the RVMPO Planning Area **population age 16 and over are in the labor force**. For comparison purposes, 62.2% of the statewide population age 16 and over are in the workforce. This lower percentage for the RVMPO Planning Area when compared to the statewide percentage likely reflects the high percentage of the population age 65+, as shown on page 3 of this chapter.

Median household incomes within the MPO Planning Area are lower than the statewide median household income. The 2011-2015 ACS data estimates median household income within the state of Oregon to be \$51,243, and \$43,178 for the RVMPO Planning Area. Median household incomes for the cities within the RVMPO were reported as follows: Ashland \$45,704; Central Point \$48,984; Eagle Point \$55,474; Jacksonville \$46,901, Medford \$41,931; Phoenix \$32,035; Talent \$36,582.

As shown in Figure 4-1, Oregon Employment Department data for the second quarter of 2016 indicates that **major employment sectors** in Jackson County included: Trade, Transportation and Utilities (22%), Education and Health Services (17%), Government (14%), and Leisure and Hospitality (13%).



Source: Oregon Employment Department, 2nd Quarter 2016

COMMUTE PATTERNS

Commute characteristics and patterns help determine where transportation system needs exist. Many residents of outside areas commute into the RVMPO for work, as well as traveling to the area for shopping and services. Interstate 5, Hwy 99, Hwy 62, and Hwy 238 are all important commuter routes.

According to the 2011-2015 American Community Survey, only 51.0% of employed residents work in the Planning Area, while 48.9% of working residents work outside of the Planning Area. Additionally, 7.3% of the **worker population** commute into the Planning Area for work.

Table 4.2.8: Planning Area Worker Populations (workers 16 yrs+)

Worker Population Types	Share of Worker Population
<i>Live in and Employed in RVMPO Planning Area</i>	51.0%
<i>Live in, but Employed Outside RVMPO Planning Area</i>	48.9%
<i>Live Outside, but Employed in RVMPO Planning Area</i>	7.3%

Source: 2011-2015 ACS, Table B08008

In the RVMPO Planning Area, an average of 8.4% of households did not have access to a vehicle. Jacksonville had the lowest percentage in the MPO at 1.7%, while Medford had the highest at 10.6%. The percentage of **households without access to a vehicle** for the remaining cities in the MPO were as follows: 8.4% of households

in Ashland, 4.7% in Central Point, 8.4% in Eagle Point, 1.7% in Jacksonville, 10.6% in Medford, 3.2% in Phoenix, and 2.8% in Talent.

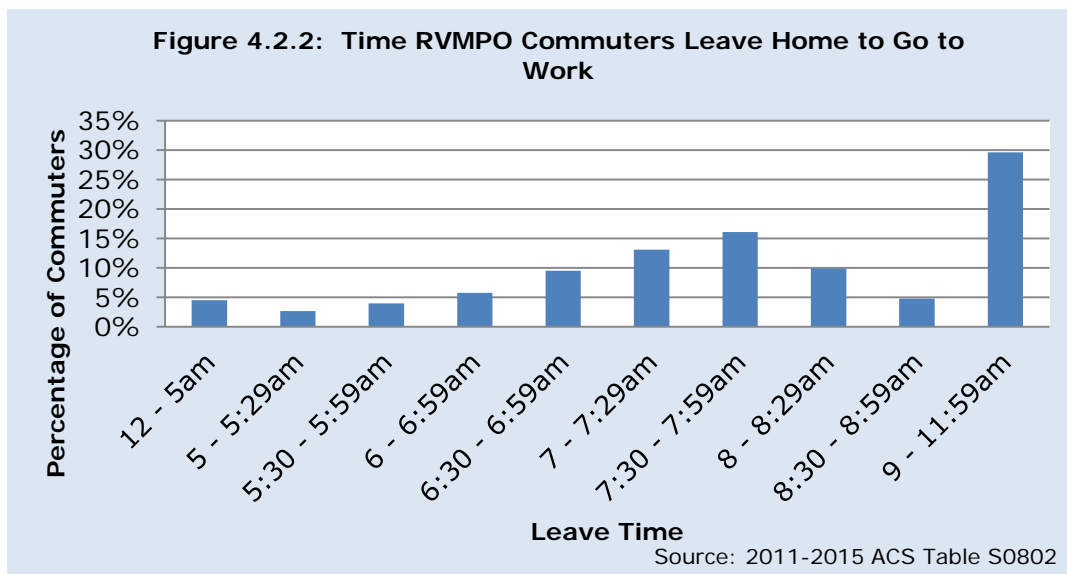
Table 4.2.9: Households without Access to a Vehicle

Jurisdiction	% HH's without Vehicle
State of Oregon	8.1%
RVMPO Urbanized Area	8.4%
City of Ashland	8.4%
City of Central Point	4.7%
City of Eagle Point	8.4%
City of Jacksonville	1.7%
City of Medford	10.6%
City of Phoenix	3.2%
City of Talent	2.8%

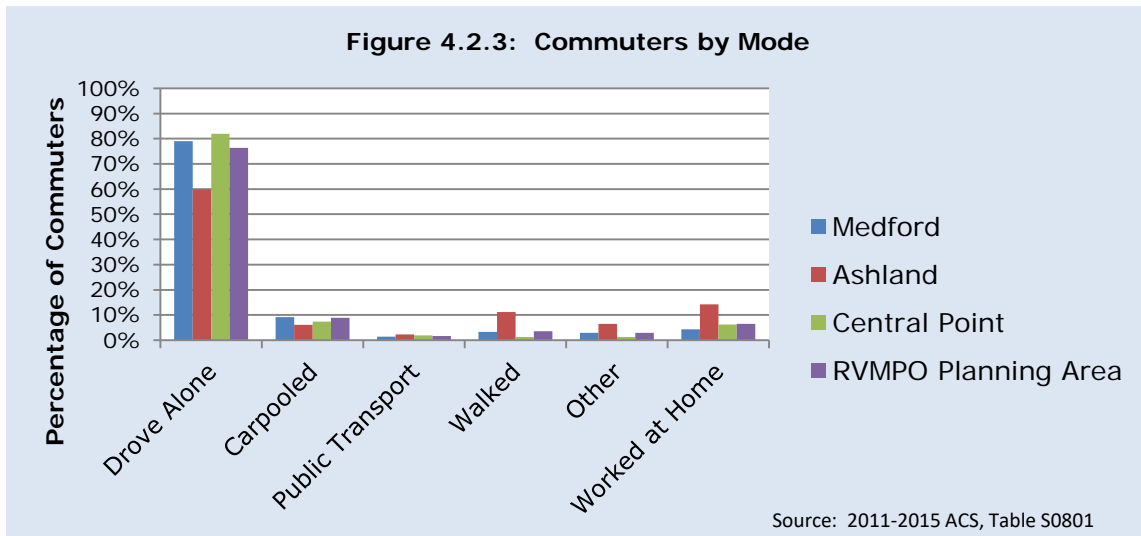
Source: 2011-2015 ACS, Table B08201

Figure 4-1 on the following page illustrates when commuters in the RVMPO Planning Area **leave home to go to work** according to 2011-2015 ACS data. As seen in the graph, the highest percentages of all area commuters left home between 9:00 a.m. and 11:59 a.m., with the next highest leave time bracket being 7:30 a.m. to 7:59 a.m. It is important to note, however, that all time brackets are one half hour, with the exception of the 9:00 a.m. to 11:59 a.m. time bracket being three hours.

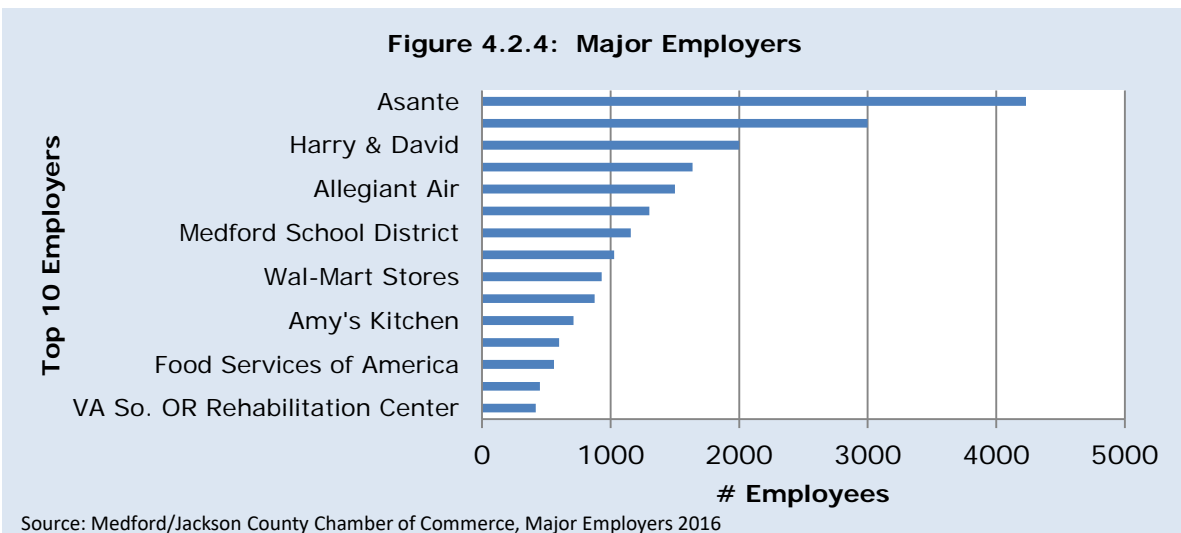
Travel time to work (according to 2011-2015 ACS data) by all modes for RVMPO Planning Area residents were much less than for statewide residents, with a commute time of 19 minutes or less for 67.0% of RVMPO residents as compared to 49.5% of statewide residents.



Throughout Oregon an estimated 71.4% of workers 16 years and older **drove alone while commuting to work**, according to 2011-2015 ACS data. In comparison, the following percentages reflect commuters in RVMPO jurisdictions who drove to work alone: 59.8% for Ashland, 81.9% in Central Point, 80.5% in Eagle Point, 81.0% in Jacksonville, 79.0% in Medford, 81.5% in Phoenix, 73.3% in Talent, and 76.4% throughout the RVMPO Planning Area. Of those in the Planning Area who did not drive to work alone, an estimated 8.9% **carpooled**, 1.7% **used public transit**, 3.6% **walked** and 2.9% used **“other” means of transportation**. An estimated 6.5% **worked at home**. Figure 4-2 illustrates the percentage of commuters by mode for jurisdictions over a five-year period from 2011-2015.



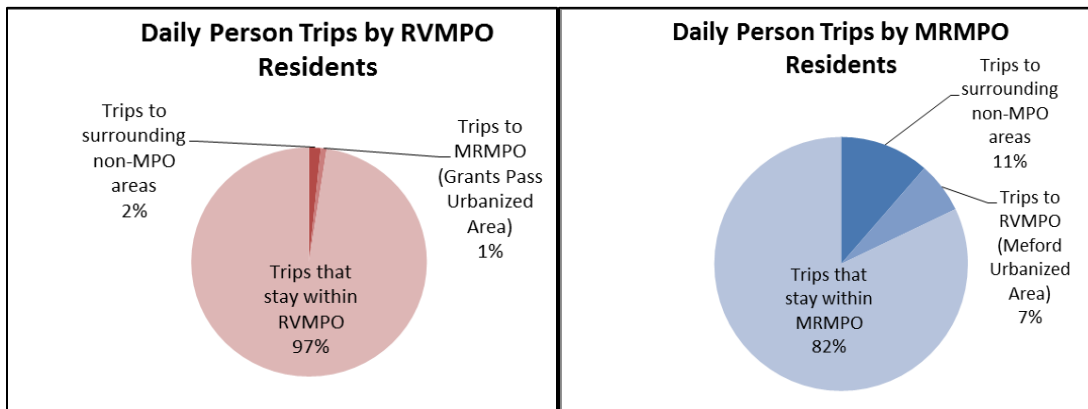
The location of **major employers** helps to identify commuter travel patterns, including heavily used corridors and peak-hour transportation needs. The top 10 largest employers within the Planning Area are shown on Figure 4-4, below, and locations of large employers with 100 or more employees are shown on Map 4-1.



TRAVEL PATTERNS BETWEEN THE MEDFORD URBANIZED AREA (RVMPO) AND GRANTS PASS URBANIZED AREA (MRMPO)

It's important to note that many residents of the neighboring Middle Rogue MPO, which contains the Grants Pass Urbanized Area, travel to the Medford Urbanized Area (RVMPO) for work, shopping and services. Utilizing data from the 2010 Oregon Household Survey (OHAS), Figure 4-4 shows estimated weekday travel characteristics of both RVMPO and MRMPO residents, including: percentage of person trips that remain within the MPO of origin, those that go to the neighboring MPO (RVMPO or MRMPO), and trips to surrounding non-MPO areas.

Figure 4.2.5: Travel Patterns of Neighboring MPO Residents



Source: 2010 Oregon Household Survey Extrapolated Data

Given the number of inter-regional trips that occur between the Grants Pass and Medford urbanized areas, it is estimated that 40% of the average daily traffic on I-5 between the two regions are MRMPO residents traveling to/from RVMPO (9,100 daily person trips), and RVMPO residents traveling to/from MRMPO (3,988 daily person trips).