

**SUMMARY MINUTES
 ROGUE VALLEY MPO POLICY COMMITTEE
 MARCH 22, 2016**



The following attended:
MPO Policy Committee

Member	Organization	Phone
Mike Baker for Art Anderson	ODOT	774-6353
Mike Quilty, Chairman	City of Central Point	608-2413
Colleen Roberts	Jackson County	646-2878
Bruce Sophie, Vice Chairman	City of Phoenix	535-1216
Jim Lewis	City of Jacksonville	899-7023
Michael Zarosinski	City of Medford	937-2063
Rich Rosenthal	City of Ashland	941-1494
Ruth Jenks	City of Eagle Point	941-8537
Michael Zarosinski	City of Medford	

Staff	Organization	Phone
Dan Moore	RVCOG	423-1361
Andrea Napoli	RVCOG	423-1369
Ryan MacLaren	RVCOG	423-1338
Bunny Lincoln	RVCOG	944-2446

Others Present -

Name	Organization	Phone
Alex Georgevitch	City of Medford	774-2114
Mike Baker	ODOT	957-3658
Mike Montero	Montero & Assoc.	944-4376
Scott Fleury	Ashland	552-2412

Paige Townsend	RVTD	608-2429
Al Densmore	John Watt Assoc.	601-0704
Michael Polich	Rand Corp	608-3802
Tonia Moro	RVTD	

1. Call to Order / Introductions/ Review Agenda -

The Chairman, called the meeting to order at 2:05 p.m. Committee began with introductions. Dan Moore called everyone’s attention to the agenda revision that added RVTD’s request as Agenda Item #8.

2. Review / Approve Minutes -

The Chairman asked if there were any additions or corrections to the December meeting minutes.

On a motion by Jim Lewis, seconded by Rich Rosenthal, the minutes were unanimously approved as presented. Tonia Moro and Mike Quilty abstained.

3. Public Comment -

None.

Information Item:

4. Transportation Needs Assessment for Traditionally Under-Served Populations

Andrea Napoli gave a Power Point presentation on the Needs Assessment, as recommended by the Policy Committee. The presentation included both maps and a text document.

Background

- **Traditionally Underserved Populations Definition**
- **Assessment Layout**
 - **Map Series**
 - **Text Document**

Chapter 1: Introduction

Chapter 2: Methodology (Mapping and survey) Twelve Areas of Concern

Map 1 Series: Low Income

Map 2 Series: Minority

Map 3 Series: Younger Persons

Map 4 Series: Seniors (65+)

Map 5 Series: Planned Investments

Map 6 series: Major Employment Areas & RVTD Transit Routes

Chapter 3: Survey Analysis and Findings

Chapter 4: Mapping Analysis and Findings, *Areas of Concern*

Chapter 5: Mapping Analysis and Findings, *Transportation Investments*

- **CH 1 Introduction**

Brief description of RVMPO Title VI & Environmental Justice Plan

Main purpose of this assessment

To help the region identify gaps, barriers, and needs in the transportation system for target populations, and to assure a “fair share” of investment.

- **CH 2 Methodology, Mapping & Needs Assessment Survey**

Establish contacts with organizations that serve/represent target populations

Develop short survey, distribute online link

Identify “Areas of Concern” with very high percentages (twice the regional rates) of:

- > 36.6% Low Income Households (Series 1)
- > 37.8% Minority Population (Series 2)
- > 40.2% Younger Persons in Household (Series 3)
- > 34.3% & > 51.3% Senior Population (Series 4)
- > 16.6% Zero-car households (Series 1-4)

Mapped within each Area of Concern:

Transit routes

Sidewalks, bike lanes (*arterials/collectors*) and multi-use paths

Public schools (*1/4 mile walk buffer*)

Grocery stores (*1/4 mile walk buffer*)

Vehicle crash locations w/ bicyclist or pedestrian (*2013 data*)

Additional Mapping:

Planned Investments (2013-2038)

2015 RVTD Routes

2013 Major employers

RTP Projects relative to Areas of Concern #2 - Medford & Phoenix

2014 arterials/collectors were used for mapping.

Identify areas with high target populations, common destinations, existing transportation options/limitations, and locations of future investment.

- **CH 3 Survey Analysis & Findings - 102 responses from 39 local organizations**

- Agency Responding?
- Target Population served?
- Largest Transportation Challenges?
- Most Common Barriers for Target Population?
- Beneficial improvements?

Main Findings of Survey Responses:

#1 Challenge: Lack of public transit service to employment, education, and residential areas

W. White City employment and education areas & service to Eagle Point

A lack of evening and weekend transit service was the second-most common challenge noted

#1 Barrier: The overall lack of available public transportation in the region
The distance of affordable housing to services, shopping, and jobs was the second-most common barrier noted.

#1 Future Improvement: Expanding transit service to more areas

Western White City employment and education areas & service to Eagle Point

Adding weekend and **evening transit service was the second-most frequent type of answer given**

Main Findings of Planned Investment Analysis:

The majority of investments for projects (67%) include three types of improvements: roadway, bicycle, and pedestrian. Second largest investment type are roadway only projects (28%) with 1% going to bike/ped only projects.

The investment ratios appear favorable to areas containing very high concentrations of seniors, minorities, and younger persons, but not to low income areas.

- **CH 4: Mapping Analysis and Findings, Areas of Concern**

- Low Income (Map 1 series)**

- Ashland
 - Downtown & W. Medford
 - White City

- Minority (Map 2 series)**

- Downtown & W. Medford
 - White City

- Younger Persons (Map 3 series)**

- W. Medford
 - N. Medford / Central Point
 - White City
 - Eagle Point

- Seniors (Map 4 series)**

- Talent
 - Phoenix
 - S.E. Medford

Described within each of the twelve (12) Areas of Concern:

- General Description of Area
- Access to Grocery Stores
- Households without Access to a Vehicle
- Access to Public Schools
- Access to Transit
- Access to Employment Areas
- Sidewalk Connectivity (Arterials/Collectors)
- Bike/Ped Accidents & Fatalities
- Bike Lane Connectivity (Arterials/Collectors)

Main Findings of Areas of Concern Analysis:

All Areas of Concern have some level of indication of need, barriers, or gaps in the transportation system based on the factors analyzed in this chapter. The findings identified below are simply based on those areas that contain MULTIPLE target populations *and* MULTIPLE need indicators. This should not substitute for the findings provided in each Area of Concern described in this chapter, however.

Downtown/West Medford

Low Income, Minority, Younger Persons, Zero-Car

Lack of bike lane connectivity

Distance of West Medford low income/minority/zero-car household residential areas to grocery stores

Highest count of vehicle crashes involving a bicyclist/pedestrian in low income and minority Areas of Concern

White City Low Income, Minority, Young Persons

No grocery stores exist in White City

Lack of transit to western White City major employment areas

• CH 5 Mapping Analysis and Findings, Transportation Investments

Looking at “fair share” of investments

Where \$ going, not positive/negative impacts of projects, but does look at project type

Map and categorize all RTP projects relative to Areas of Concern

Location specific projects, only – no transit!

Main Findings of Planned Investment Analysis:

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Early Outcomes of the Survey:

- Phoenix: North Phoenix La Clinica surveys indicated that more crosswalk facilities were needed from the transit stop on Hwy.99 to the clinic, and they were added to an ODOT project proposal.
- Hwy 99: A gap in the Phoenix-Fern Valley bike facility was remedied.

Future Use of Information? The TAC and PAC offered suggestions on how the Assessment could be used in the future.

Any next steps? The TAC will use the Needs Assessment when new projects are evaluated.

Federal Highways has no requirement to do a type of this nature. The Chairman shared the importance of using the Assessment data to show the need for a particular project as related to benefitting the under-served populations in the region.

Tonia Moro asked how the NA relates to the current Title 6 process. RVTD will also rely on this information during their planning processes. The fact that the mapping includes two and three times the under-served concentrations was mentioned as a particularly beneficial methodology.

5. Proposed MPO Dues/Review Draft Work Plan 2016-17

Dan Moore presented the 2016 Dues Recommendation (February 12, 2016 memo). Staff proposes maintaining the dues formula and rate that was approved by the Policy Committee in February 2013. The rate, \$0.16 per capita, would generate a total of **\$27,815** for the 2017 fiscal year.

Table 1, below, summarizes population and proposed dues for each jurisdiction. Population estimates are certified July 1, 2015 from Portland State University.

Table 1

RVMPO Proposed 2016-17 Dues			
Member Jurisdictions	Population	Dues Rate per Capita	Proposed FY2017 Dues
Ashland	20,405	\$0.16	\$3,265
Central Point	17,485	\$0.16	\$2,798
Eagle Point	8,695	\$0.16	\$1,391
Jacksonville	2,880	\$0.16	\$461
Medford	77,655	\$0.16	\$12,425
Phoenix	4,585	\$0.16	\$734
Talent	6,270	\$0.16	\$1,003
White City*	8,439	\$0.16	\$1,350
Jackson County**	27,427	\$0.16	\$4,388
<i>Total</i>	173,841		\$27,815

All population estimates are Portland State University certified (July, 2015)

*White City estimated population is 4% of total county population

** Jackson County estimated population w/in RVMPO boundary & excluding cities is 13 percent of total population

Total Jackson County estimated population: 210,975

Dues provide funding for general operations, primarily activities that require local funds including lobbying and local match obligations. Dues pay for Policy Committee participation in advocacy activities for which federal funds cannot be used, including the Oregon MPO Consortium, the Association of Metropolitan Planning Organizations and the West Coast Corridor Coalition. Dues can also be used to supplement the MPO’s planning budget.

Table 2 summarizes anticipated use of FY2017 member dues.

Table 2

Policy Committee Dues, Travel; state, regional, national	\$11,250.00
UPWP Work Activities Support	\$16,565.00
	\$27,815.00

On a motion by Jim Lewis, seconded by Bruce Sophie, the Committee unanimously approved the dues schedule (Table 1.), and the revenue uses (Table 2.), by voice vote.

Mr. Moore next presented UPWP Budget tables #3 and #4, representing. ODOT “carry over” funds (2014-15 @ \$128,000) are included in the updated budget:

- **#3 - Proposed FY 2017 Budget** - Transportation Planning Funds by Source/Activity (same funding amounts as current FY, but the amount could change, based on upcoming discussions at the State level) Delineated Work Tasks include:
 - **#4 - Proposed Program Activity** - outlining work tasks for program management, short/long range planning, data development/maintenance and transit. The main focus is RTP development. Proposed activities include.
 1. **Program Management** - Continue previous tasks, update website, Update Public Involvement Plan.
 2. **Short Range Planning** - Maintain MTIP, Develop 2018-21 TIP, solicit for CMAQ/STP funded projects, Develop AQCD for RTP/TIP, publish Obligated Projects List FFY2017, Coordinate CO LMP & Air Quality Conformity, MOVES modeling for RTP/TIP, Assist with local planning as warranted.
 3. **Long Range Planning** - Work with ODOT/FHWA MPO performance measures, continue 2017-42 RTP work, Maintain RTP Safety Profile, Commence 2015 Alternative Measures benchmark analysis, continue ITS plan update.
 4. **Data Development** - R&A continue support for improved travel demand model, continue 2017-42 RTP update, continue ODOT model training as available.
 5. **Transit** - No projects identified.

The draft UPWP will be submitted for review by federal and state planning partners (Federal Highway Administration, Federal Transit Administration and ODOT). Staff is asking jurisdictions, to suggest changes to the draft UPWP, which could be incorporated into a final draft for public hearing in April. The Policy Committee will be asked to adopt the work plan at that time. The Plan will be brought back to the TAC in April.

Staff was asked to email reminders to the Committee about the website links.

6. Public Advisory Council (PAC) New Member Applications

Dan Moore presented PAC applications from Jon Michael Polich and Jason Darrow.

On a motion by Rich Rosenthal, seconded by Jim Lewis, the Committee unanimously approved Jon (Mike) Polich (Mass Transit) and Jason Darrow (Ashland) for PAC membership.

Chairman Quilty thanked the new appointees for volunteering for the PAC.

7. Greenhouse Gas Target Rule Advisory Committee

Dan Moore passed out a LCDC flyer on the GHG Target Rule Review Summary and gave a brief background on the process. The MRMPO just completed its Strategic Assessment (voluntary), and needs to have a representative on the new Advisory Committee that will develop the target rule updates. The MRMPO just designated Darin Fowler to be its representative. Dan Moore is a Staff representative for the RVMPO, but the Policy Committee needs to be represented as well. The meetings are expected to begin in April and last about eight months. Electronic meeting attendance may be available. Tonia Moro offered her

credentials, and asked if she could be the designated RVMPO representative. She felt that she could be a benefit to both the RVMPO and RVTD. Mike Quilty also asked to be con

The flyer information included:

- **Target Rule Review**
- **Scenario Planning Results**
- **New Information**
- **LCDC Action & Next Steps**
 - Targets
 - Metropolitan Planning Coordination
 - Advisory Committee
 - Addition Information Contacts

A transportation memo from DLCD (an LCDC agenda item, March 10-11, 2016) was also shared. The memo covered:

- **Agenda Item Summary**
- **Background**
 - Transportation Planning in Metropolitan Areas
 - Reducing Greenhouse Gasses
 - Conclusions
- **Scope of Work**
 - Integrating Transportation Planning in Metropolitan Areas
 - Greenhouse Gas Reduction Targets
- **Advisory Committee Roster**
- **Department Recommendations & Draft Motions**

On a motion by Jim Lewis, seconded by Bruce Sophie, Tonia Moro was selected as the GHG Target Rule Advisory Committee representative. Mike Quilty was selected as the alternate.

8. RVMPO Policy Committee Endorsement of RVTD's May Tax Levy

Tonia Moro, RVTD, spoke to the Committee about the Board asking for another tax levy. The District is running on reserves now. \$.13/\$1000 is being sought as a 5 year levy rate. Service enhancement will be a big part of the RVTD program if the levy is passed. Rogue Valley Transit NOW is reaching out to secure formal endorsements from partner jurisdictions. An endorsement from the MPO is felt to be very important by the RVTD organization, and Ms. Moro added that the RVMPO mission would be well served by expanding transportation service. Bruce Sophie spoke in support. Mike Quilty said that he could not represent Central Point because the Council had not made a decision on it yet. Colleen Roberts expressed the same sentiment on behalf of Jackson County.

Vote YES for RVTD

May 2016

RVTD is good for our community

Access to Jobs, School & Health Care

Transit improves access to education and provides opportunities to compete for higher wage jobs

Enhanced Economic Growth

Businesses and industries considering relocation to the region pass by the area due to lack of adequate public transit in southern Oregon

Improved Air Quality

Public transit reduces emissions and improves local air quality. 30% of greenhouse gas emissions in Oregon come from transportation.

Less Traffic

Alternatives to low-occupancy autos means less congestion on roads and reduced demand for parking

Mobility for All

Without public transit, older adults, low-income and people with disabilities would find it difficult to meet their basic everyday needs, such as shopping and healthcare

Better Quality of Life

Transit is a vital public service for those who need it every day, and who choose to use it when they can

Why is RVTD funding urgent now?

Local funding rates for RVTD have not increased in over thirty years, despite the growing need for transit, and the rising cost of fuel, wages, health insurance, etc.

In 2015, RVTD was **forced to cut Saturday and evening services** due to inadequate funding.

RVTD also reduced frequency to its most heavily utilized Route 10, resulting in job elimination, **overcrowding** of passengers, and service reduction to Medford, Phoenix, Talent and Ashland.

People trying to reach work, school, grocery stores and medical appointments have **lost transportation**. Citizens using transit to cut back on fuel use, gridlock and parking issues now have **very limited transit options**.

RVTD has taken **numerous steps to use dollars efficiently** and secure funding by consolidating staff, using alternative fuels, replacing aged/inefficient equipment, upgrading facilities, obtaining numerous grants to maintain services, and continuing outreach to state and congressional legislators.

RVTD has reached a crossroads where **critical funding gaps** are now on the horizon

How will the levy benefit local transit?

A 5-year property tax levy will create stable funding for RVTD and build a lasting foundation for regional public transit. The tax will be an additional 13¢ per \$1,000 of property value.

8¢ – **Eliminates current operating deficit** resulting from increased costs of operation and maintenance, wages & health care, and reduced federal funding

1.5¢ – **Reinstates more frequent service on RVTD Route 10** along Hwy 99 – Medford, Phoenix, Talent and Ashland, to Ashland, the busiest route in the District, providing over a half million trips each year. Recent cuts have resulted in ridership that exceeds capacity, so people get left behind

1.25¢ – **Expands service to southwest Medford**, which has a rapidly growing need for better transit

1.5¢ – **Restores Saturday service** increasing ridership by 7%

0.5¢ – **Increases Route 24 service to Rogue Regional Medical Center**, an area which has experienced significant increases in jobs; hourly service will become half-hourly, benefiting employees and patients

0.25¢ – **Establishes service to RCC White City campus**, supporting education, job skills

and

upward mobility; this route will also benefit Amy's Kitchen and Carestream, two major employers in the region

Who is eligible to vote for the levy?

Registered voters within the area of the Rogue Valley Transportation District will vote on the levy, which includes the more densely populated areas along I-5 and Hwy 62 corridors -- **Medford, Central Point, White City, Ashland, Jacksonville, Talent and Phoenix.**

What is Rogue Valley Transit Now?

RVTN is a group of concerned local citizens volunteering to help RVTN secure funding and support for public transit in the Rogue Valley. RVTN believes that a strong transit system is essential to protect our quality of life and community standards for livability. Goals of the Committee are to educate voters, communicate the issues and pass the RVTN Local Tax Option.

Here's how to support the levy:

The timeline is short. RVTN needs allies like you to help pass the levy.

VOLUNTEER: Place yard-signs, make phone calls, write letters to the editor, host house parties,

secure endorsements, and spread the word. Whether you can give a little time or a lot of time – volunteers will play a critical role in passing the levy.

CONTRIBUTE: RVTN needs to raise money to fund this campaign. Contributions of all sizes are helpful; even modest donations are meaningful. Contributions may be made by mail or online – see contact info below. Make checks payable to Rogue Valley Transit Now.

VOTE: Register to vote & cast your ballot in the upcoming election, May 2016. If you have recently moved, please be sure to update your voter registration here by Tuesday, April 26:

secure.sos.state.or.us/orestar/vr/register.do?lang=eng

Contact Rogue Valley Transit Now:

Mail: RVTN, c/o Terry Bateman, Treasurer; 829 Pavilion Place, Ashland, OR 97520

Email: rvtnccommittee@gmail.com

Web: www.roguevalleytransitnow.org

Follow & Tweet us!

On a motion by Jim Lewis, Mike Zarosinski, Staff was directed to draft a letter of support, on behalf of the RVMPO, for the tax levy. Mike Quilty and Colleen Roberts voted no.

9. RVMPO Planning Update –

- Updating of the RTP continues
- Financial Forecasts are being made with the various MPO jurisdictions
- Staff is updating the Travel Demand Model
- Planning Program Manager opening will close soon.

10. Public Comment

None received.

11. Other Business / Local Business

Mike Quilty is now on the State Transportation Committee. He asked Committee members to give him suggestions to take to future meetings. The airport got a #3 rating for improvements that would benefit freight. The short line rail out to White City was ranked #5.

23 projects were evaluated.

Mike Baker shared information about ODOT.

12. Adjournment

The meeting was adjourned at 3:10 p.m.

Scheduled Meetings:

RVMPO PAC Tuesday, May 17th @ 5:50 pm
RVMPO TAC April 13th @ 1:30 pm
RVMPO Policy Tuesday, April 26th @ 2:00 pm