

---

**AGENDA**
**Rogue Valley Metropolitan Planning Organization  
 Technical Advisory Committee**


*Date:* Wednesday, January 13, 2016  
*Time:* 1:30 p.m.  
*Location:* Jefferson Conference Room, RVCOG 155 N. 1<sup>st</sup> Street, Central Point  
*Transit:* served by RVTD Route #40  
*Phone:* Sue Casavan, RVCOG, 541-423-1360  
 RVMPO website : [www.rvmppo.org](http://www.rvmppo.org)

---

1. **Call to Order/Introductions/Review Agenda** ..... **Mike Kuntz, Chair**
2. **Review/Approve Summary Minutes (Attachment #1)**.....**Chair**
3. **Public Comment (Items not on the Agenda)**.....**Chair**

**Action Items:**

4. **Regional Transportation Plan (RTP) Goals and Policies**..... **Ryan MacLaren**

*Background:* Upon recommendations of the TAC and the PAC in their September, November, and December meetings to strengthen the wording and to add more transit language, this memo describes the changes or additions necessary to update the goals and policies component to keep it and the RTP consistent with related documents.

*Attachment:* #2 – Memo, Goals & Policies

*Action Requested:* Forward recommendation to Policy Committee.

5. **Strategic Assessment Final Report**..... **Dan Moore/Cody Meyer, DLCD**

*Background:* ODOT and DLCD finished work on the Strategic Assessment Final Report. Staff will provide an overview of the key findings, and ask the TAC to make a recommendation to the Policy Committee to accept the final report.

*Attachment:* Strategic Assessment Final Report (*staff is making last minute revisions to the report and it will be emailed to TAC members prior to the meeting*).

*Action Requested:* Forward recommendation to Policy Committee.

**Information Item:**

**6. Travel Demand Model Update .....Dan Moore**

*Background:* The attached work program describes how ECONorthwest will work with the RVMPO TAC and the ODOT Transportation Planning Analysis Unit (TPAU) to develop and vet allocations of population and employment to TAZs for the 2017-2042 planning period.

*Attachment:* #3 – RVMPO TAZ Allocation Scope of Work

*Action Requested:* Information Only

**7. MPO Planning Update .....Dan Moore**

**8. Public Comment..... Chair**

**9. Other Business / Local Business ..... Chair**

Opportunity for RVMPO member jurisdictions to talk about transportation planning projects.

**10. Adjournment ..... Chair**

- The next regularly scheduled RVMPO TAC Committee meeting: Wednesday, February 10, at 1:30 p.m. in the Jefferson Conference Room, RVMCOG, Central Point.
- The next RVMPO Policy Committee meeting is scheduled for January 26, at 2:00 p.m. in the Jefferson Conference Room, RVMCOG, Central Point.
- The next RVMPO PAC meeting is scheduled for Tuesday, January 19, at 5:30 p.m. in the Jefferson Conference Room, RVMCOG, Central Point.



## SUMMARY MINUTES

*Rogue Valley Metropolitan Planning Organization  
Technical Advisory Committee*

**December 9, 2015**

*The following people were in attendance:*

### **RVMPO Technical Advisory Committee**

#### *Voting Members in Attendance:*

Alex Georgevitch	City of Medford
Ian Horlacher	ODOT
Kelli Sparkman	ODOT
Jon Sullivan, Vice Chairman	RVTD
John Adam	Medford
Mike Kuntz, Chairman	Jackson County

#### *Others Present:*

### **RVCOG Staff**

Dan Moore, Andrea Napoli, Ryan MacLaren, Bunny Lincoln, Dick Converse

### **1. Call to Order / Introductions**

The Chairman called the meeting to order at 1:38 p.m., with six (6) member agencies required and only five (5) represented, thereby creating **NO** quorum present. The agenda was adjusted to bring the Travel Demand Model Update to Item #2 because it was an informational presentation only.

### **2. RVMPO Travel Demand Model Update Population Forecast**

Dick Converse made an informational presentation on the PSU Population Forecasts and RTP Update. The TAC is not choosing which population numbers to use. Dan Moore said that the new model might have lower numbers. The current model may be outdated in a few months. Alex Georgevitch expressed concern that the revised numbers might cause problems for local jurisdictions. Control totals must be based on adopted PSU numbers. The members discussed potential problems with having the population/employment numbers change from those currently adopted. Old numbers cannot be used, so feedback from ODOT and DLCD will be required. Staff will bring more information back to the TAC, especially related to Medford's 2035 numbers.

TPAU is developing a Southern Oregon Activity Based Model that will add more than 60 new TAZ. TPAU apparently has a methodology for allocating population and employment estimates to each split TAZ, relieving MPO staff of that responsibility.

The existing RTP population forecasts are based on the Jackson County Comprehensive Plan Population Element (shown as JCCP in the table) acknowledged by DLCD March 6, 2007. The County Plan forecasts stop at 2040. The following table includes County 2035 and 2038 forecasts, and PSU 2035, 2040, and 2065 forecasts. The present TAZ structure includes Comprehensive Plan 2038 forecasts; I have marked the cities where these forecasts exceed the PSU 2065 forecast.

City	JCCP 2035	PSU 2035	JCCP 2038	PSU 2040	PSU 2065
Ashland	27,400	23,183	28,155	23,433	24,138
Central Point	28,469	22,680	30,105	24,599	27,485
Eagle Point	19,773	14,839	20,765	16,612	18,669
Jacksonville	4,013	4,316	4,232	5,031	6,687
Medford	125,342	99,835	130,132	108,917	124,582
Phoenix	7,531	6,883	7,828	7,847	9,775
Talent	9,328	9,020	9,619	10,702	14,290
County Total	291,150	255,840	300,219	264,660	306,858

Clearly, using the new PSU forecasts could significantly alter how we prepare our estimates, and while we are not yet recommending an approach to accommodate these changes, we wanted to open the discussion early in the process. Some of the difference may be attributed to the fact that the County modified its projections to accommodate city projections when allocations were being discussed during Regional Plan development, and OEA permitted counties to make a percentage adjustment above its projections.

**Action Item:**

**3. Regional Plan/Transportation Plan (RTP) Goals & Policies**

Staff has reviewed local TSPs and determined that the RTP goals and policies are consistent with those TSPs.

Alex Georgevitch expressed serious concerns with the proposed new Goals and Policies, saying that the MPO RTP did not “develop” standards, but “supports” them. He felt that the text should be edited accordingly. The members agreed with this observation. He also wondered about greater streetscapes as traffic calming under performance indicators. He asked for a definition of “sustained growth” and “quality”. He also mentioned language that he thought was quite appropriate. He went on to call out a number of other items that caused him additional concern. Dan Moore said Staff would work to address these various issues. Ian Horlacher said that the Goals and Policies could remain unchanged if deemed appropriate. Jon Sullivan concurred. Alex Georgevitch again stipulated that the RTP should be “supportive” of local jurisdiction plans, and, after a query from Chairman Kuntz, said that he would send his notes to Staff. Jon Sullivan also spoke about RVTD’s interests in some changes to the Goal 1 language.

**4. Public Comment**

No public comment was forthcoming.

**5. MPO Planning Update**

- Dan Moore presented the latest version of the MPO Coordination Policy, including minor changes requested by Art Anderson, on behalf of ODOT.
- The Strategic Assessment is still ongoing. Members will be asked to review/comment on the draft document by Dec. 21<sup>st</sup>.
- Staff is updating the transportation model with 851 analysis zones. The local jurisdictions will need to vet the TAZ statistics. Staff will send shape files for this task.
- TRADCO may be informed about the Strategic Assessment if/when it is requested. This could be through and Executive Summary scenario.

7. **Public Comment.** None was received.

8. **Other Business / Local Business**

- Jackson County is holding an Open House on updates to the TSP Dec. 9<sup>th</sup>, 4:30 - 6:30 pm.

9. **Adjournment**

The meeting was adjourned at 2:30 p.m.

The next **RVMPO Policy Committee** meeting will be held on Dec. 15th at 2:00 p.m.

The next **RVMPO PAC** will be held on Jan. 19th at 5:30 p.m.

The next **RVMPO TAC** will be held on Jan. 13th at 1:30 p.m.

DRAFT



**Rogue Valley  
Metropolitan Planning Organization**

**Regional Transportation Planning**

Ashland • Central Point • Eagle Point • Jacksonville • Medford • Phoenix • Talent • White City  
Jackson County • Rogue Valley Transportation District • Oregon Department of Transportation

**DATE: January 13, 2016**  
**TO: Technical Advisory Committee**  
**FROM: Ryan MacLaren, RVCOG**  
**SUBJECT: 2017-2042 Regional Transportation Plan Draft Goals, Policies, Potential Actions & Performance Indicators**

RVMPO has begun updating the 2017-2042 Regional Transportation Plan which will be adopted in 2017. One of the first parts of the RTP to be reviewed is the Goals and Policies chapter. The review of the goals will help guide future decision making in developing and implementing the RTP.

The following pages contain the goals and policies, with the addition of potential actions and performance indicators. The component went through a major review and amendment process for the 2013-2038 update. Consequently, with staff review component for the 2017-2042 RTP update, it was concluded the goals and policies to be thorough, complete and consistent with other federal, state and local plans and regulations. Upon recommendations of the TAC and the PAC in their September meetings to strengthen the wording and to add more transit language, this memo describes the changes or additions necessary to update the goals and policies component to keep it and the RTP consistent with related documents. We will be seeking approval of this component in December 2015.

The examination of the goals and policies included review of the Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21) and the Oregon Transportation Plan. Furthermore, Transportation System Plans for the following jurisdictions were reviewed to determine if updates were needed to reflect current regional values:

Ashland	Central Point
Talent	Eagle Point
Phoenix	Jackson County
Medford	White City
Jacksonville	

While the TSPs contained all concepts, terminology and priority varied as the specific, unique needs for each jurisdiction, it appears that the goals and policies of the RTP are consistent with the local TSPs.

In this review of RTP goals, the TAC is being asked to consider the appropriateness of the goals and policies, as well as valid indicators or ways to measure progress in achieving the goal. Goals and policies revisions appear on the following pages, each with performance measures or indicators of progress. The following pages also provide the latest TAC and PAC comments from prior engagement with the Committees. TAC comments are in *Purple* text, while PAC comments are shown in *Blue* text.

**2042 RTP Goals, Policies, Potential Actions & Performance Indicators  
Proposed Revisions**

[PAC Comments 11/17/2015](#)

[TAC Comments 11/16/2015](#)

[TAC Comments 12/09/2015](#)

**Goal 1**

**Current Goal 1: Plan for, develop and maintain a balanced multi-modal transportation system that will address existing and future needs.**

***Proposed Goal 1: Design, develop, and ~~sustain~~ support a balanced multi-modal transportation system which will address existing and future needs.***

**Comment [IKH1]:** Sustain in this context means continue to improve upon and expand

**Comment [DM2]:** PAC is asking the Policy Committee what is the intent of the word "sustain" and the implications of it. Does it imply funding?

**Policies**

Current: 1-1: Improve the accessibility, connectivity, efficiency and viability of the transportation system for all users.

*Proposed: 1-1: Improve the accessibility, connectivity, efficiency and viability of the transportation system for all modes and users, including freight.*

**Comment [IKH3]:** All modes and users includes freight. This is redundant.

Current 1-2: As transportation facilities are developed in urban areas, use design standards, landscaping and other amenities to encourage people to walk and ride bicycles.

*Proposed 1-2: ~~Develop Use Utilize~~ design standards, landscaping and other amenities as transportation facilities are developed in the urban areas to encourage transit, pedestrian and bicycle users.*

Current 1-3: Use MPO structure as a forum to develop a multi-modal transportation system.

*Proposed 1-3: Develop a ~~robust~~ user-friendly and comprehensive multi-modal transportation system by using the MPO structure as a forum.*

Current 1-4: Encourage land uses, design standards and funding opportunities that support public transportation.

*Proposed 1-4: Support multi-modal transportation (transit, pedestrian and bicycle) by encouraging land use, design standards and funding opportunities which will encourage development and redevelopment.*

*Proposed 1-4: Support multi-modal and public transportation options by encouraging land use design standards and funding opportunities, which will encourage development and redevelopment.*

Current: 1-5: The RVMPO establishes Long-Term Potential (LTP) corridor areas where planning for future road connections beyond the planning horizon is probable.



*Proposed 1-5: Establish Long-Term Potential (LTP) corridor areas through the RVMPO where planning for future road connections beyond the planning horizon is apparent.*

#### Potential Actions

- Current: Projects designed with space reserved for current and future multi-modal transportation infrastructure connections.

• ~~Proposed: Projects designed with space reserved for current and future freight and multi-modal transportation infrastructure connections.~~

#### Performance Indicators

Current:

- Increase proportion of regional corridors that serve at least three modes.
- Greater use of “streetscapes,” such as benches, planters and traffic calming.
- Growth in pedestrian and bicycle use

Proposed:

- Increase the proportion of regional corridors serving no less than three modes.
- Continuing developed use of “streetscapes,” such as benches, planters, and traffic calming.
- ~~Sustained growth~~ Growth in transit, pedestrian and bicycle use.
- Improved quality and safety of multi-use paths and freight routes.
- ~~e) Improved conditions for the safety and mobility of freight routes.~~

**Comment [IKH4]:** Collectors and Arterials which do run through TOD's and Downtown areas where there is heavy pedestrian and bicycle use.

#### Goal 2

**Current Goal 2: Optimize Safety and Security of the transportation system.**

**Proposed Goal 2: Develop, optimize, and coordinate current and ongoing procedures for the Safety and Security of the Transportation System.**

#### Policies

Current: 2-1: Work with other agencies to promote traffic safety education and awareness.

*Proposed: 2-1: Coordinate and organize with Federal, State and local agencies to promote traffic safety education and awareness.*

Current: 2-2: Inventory crash-prone areas and place a higher priority on investments that correct safety-related deficiencies in all modes.

*Proposed: 2-2: Catalogue and rank crash-prone areas, placing a higher priority on transportation investments correcting safety deficiencies for all modes of transportation.*

Current: 2-3: Coordinate with emergency-response agencies to design and operate a transportation system that supports timely and safe emergency response.

*Proposed: 2-3: Coordinate with incident-response agencies to design and operate a transportation system supporting timely and safe incident response.*

**Comment [IKH5]:** This is improved language that would be consistent with incident response programs state-wide. There is also a legislative mandate for ODOT to be able to clear accidents in under 90 minutes. This means that there has to be a coordinated response with all incident-response agencies.

Current: 2-4: Reduce vulnerability of the public, goods movement, and critical transportation infrastructure to crime, emergencies and natural hazards.

*Proposed: 2-4: Reduce vulnerability to the public, goods movement, and critical transportation infrastructure to crime, incidents and natural hazards.*

Current: 2-5: Support development of alternate transportation routes to respond to emergency needs.

*Proposed: 2-5: Plan, manage and support development of alternate transportation routes ~~to~~ restore general mobility in response to regional incident needs.*

**Comment [IKH6]:** This is expanded language. It's one thing to support an alternative route, but when there is no planning and managing of routes, that becomes problematic with incident response as we have found out with several incidents on I-5 and rerouting of traffic onto OR 99.

**Potential Actions**

- Local, state and regional providers work together to maintain coordinated regional emergency and incident response plans.
- All modes of transportation, *including freight routes*, are examined for security deficiencies. Recommendations for improvements are developed and implemented.

**Comment [IKH7]:** Freight is included in all modes of transportation.

**Performance Indicators**

- Measured reduction in the number and severity of injury and fatal crashes.
- Measured reduction in the number of non-injury and property damage crashes.
- Increase in safety education.
- Incorporate crash history/safety concerns in project evaluation.

**Goal 3**

**Current: Use transportation investments to foster compact, livable unique communities.**

*Proposed: ~~Identify, design and fully fund invest in transportation investments to improvements that foster compact, livable unique communities. Identify and utilize transportation investments to foster compact, livable unique communities.~~*

**Policies**

Current: 3-1: Recognize the connection between transportation efficiency and land use and densities.

*Proposed: ~~3-1: Recognize and encourage connections linking transportation efficiency, land use, and densities. 3-1: Recognize and encourage the connection between transportation efficiency and varying land use types, mixes, and densities.~~*

Current: 3-2: Promote street and pathway connectivity, including off-road corridors, for non-motorized users.

*Proposed: 3-2: Plan, ~~develop and create and support~~ street and pathway connectivity, including off-road corridors for non-motorized users.*

Current: 3-3: Provide environmentally sensitive and healthy transportation options.

*Proposed: 3-3: Identify, plan and ~~deliver~~ support environmentally sensitive and healthy regional transportation options.*

Current: 3-4: Identify and support beneficial human health effects when planning and funding transportation projects.

~~Proposed: 3-4: Identify, plan and support planning and funding regional transportation projects which will promote and benefit healthier communities including green spaces and natural areas.~~

**Comment [IKH8]:** The RTP doesn't plan for green spaces and natural areas. State Agencies and Local Jurisdiction may at their discretion.

Current: 3-5: Consider potential environmental impacts and mitigation to maintain and restore affected environmental functions in consultation with appropriate federal, state and local agencies.

~~Proposed: 3-5: Identify, study and reduce potential environmental impacts and mitigation to maintain and restore affected environmental functions in consultation with appropriate federal, state, and local agencies. Identify and study potential environmental impacts and mitigation to maintain and restore affected environmental functions in consultation with appropriate, Federal, State, and local agencies.~~

~~Proposed 3-6: Identify and incorporate into design and planning, areas that represent features of historical value and community identity.~~

~~3.7 Identify and support a regional strategies which will encourage more efficient use of existing parking facilities, improve the quality of service provided to parking facility users, and improve parking facility design. (New Goal)~~

**Comment [IKH9]:** Requirement within the MPO area for local TSP to adopt.

#### Potential Actions

- Local plans support transit oriented development and similar measures that improve transportation system efficiency.
- Street networks are developed connecting new and existing neighborhoods.
- Special populations, especially low-income and minority communities are identified and engaged in the planning process.
- ~~As transportation projects are planned, funded and designed, federal state and local land use management, natural resources, wildlife, environmental protection, conservation and historic protection agencies are consulted. Emphasis is put on mitigation actions with high potential.~~
- ~~Local plans supporting parking management will help encourage a more efficient use of parking resources and help in addressing a wide range of transportation problems.~~

#### Performance Indicators

- a) Measure changes in mixed-use and downtown development.
- b) Measure impacts on open space and identified resource areas (Environmental Considerations chapter of the RTP) using most up-to-date data, including Rogue Valley Environmental Database.
- c) Measure expansion of off-network paths and increase in population and employment with access to paths.
- d) Improve air quality through projects that reduce carbon monoxide, particulates (PM<sub>10</sub>) and greenhouse gases.
- e) ~~Improve lighting standards in urban areas, where it is appropriate, to reduce light pollution and to be consistent with roadway classifications.~~

**Goal 4**

**Current:** Develop a plan that can be funded and reflects responsible stewardship of public funds.

~~**Proposed:** Develop a fiscally constrained plan reflecting accountable stewardship of public funds.~~

**Policies**

Current: 4-1: Develop innovative and sound funding policies to implement the RTP. Ensure that costs of planned improvements are consistent with policies.

~~**Proposed:** 4-1: Develop innovative and comprehensive fiscally constrained funding policies to implement the Regional Transportation Plan (RTP), ensuring costs of planned improvements are consistent with adopted policies.~~

Current: 4-2: Prioritize investments to preserve the existing transportation system.

~~**Proposed:** 4-3: Identify, prioritize and fully fund investments to preserve the existing transportation system.~~

**Potential Actions**

- Public-private partnerships and other innovative approaches can maximize resources.
- ~~Use Support~~ funding mechanisms such as System Development Charges to collect from new developments a proportionate share of facility improvement costs.
- ~~Develop Support~~, fund, and implement maintenance programs for transportation facilities.

**Performance Indicators**

- a) Track funding obligations, funding availability.
- b) Review and update project funding criteria using quantitative methodologies to the extent practicable.
- c) ~~Maintain RTP project selection criteria to be consistent with state and federal funding criteria.~~

**Goal 5**

**Current:** Maximize efficient use of transportation infrastructure for all users and modes.

~~**Proposed:** Identify, plan and develop transportation infrastructure which will maximizes the efficient use for all users and modes.~~

**Policies**

Current: 5-1: Add or remove traffic signals and signal networks, including interstate access ramp signals, to improve system efficiency.

~~**Proposed:** 5-1: Analyze the regional transportation system effectiveness by adding or removing traffic signals and signal networks, including interstate access ramp signals.~~

Current: 5-2: Optimize intersection and interchange design.

~~**Proposed:** 5-2: ~~Develop, consider, and implement~~ Consider and support measures to optimize intersection and interchange design.~~

Current: 5-3: Manage street access to improve traffic flow.

~~Proposed: 5-4: Analyze, plan and administer. Support an access management strategy to improve traffic flow.~~

Current: 5-4: Effectively integrate technology with transportation infrastructure consistent with RVMPO Intelligent Transportation Systems (ITS) program.

~~Proposed: 5-4: Identify, develop and effectively integrate technology with transportation infrastructure consistent with the RVMPO Intelligent Transportation System (ITS) program.~~

~~5-5: Encourage and consider the use of alternative design standards to minimize the costs and impacts to existing communities (NEW)~~

#### Potential Actions

- Coordinate and link signals to a master control system to optimize system efficiency.
- Interstate ramp meters control the amount of traffic entering the freeway to maintain acceptable traffic volumes on the interstate.
- ~~Geometric improvements and elimination of turn movements increase intersection capacity.~~
- ~~Where it's appropriate, implement Transit Signal Prioritization on primary transit corridors.~~

#### Performance Indicators

- a) Measure improvements, upgrades to existing system.
- b) Measure implementation of ITS projects.
- c) Track projects that use innovative, emerging technologies.
- e)d) ~~Track on-time performance for RVTD.~~

#### Goal 6

**Current: Use diverse strategies to reduce reliance on single-occupant vehicles.**

**Proposed: Identify, develop and support diverse strategies to lessen dependence upon single-occupant vehicles.**

#### Policies

Current: 6-1: Support Transportation Demand Management strategies.

~~Proposed: 6-1: Identify, develop and implement regional Transportation Demand Management strategies.~~

Current: 6-2: Facilitate alternative parking strategies to encourage walking, bicycling, carpooling and transit.

~~Proposed: 6-2: Identify, develop and facilitate alternative parking strategies encouraging walking, car and bicycle sharing, bicycling, car and van-pooling, and transit.~~

Current: 6-3: Enhance bicycle and pedestrian systems.

*Proposed: 6-3: Identify, plan and enhance bicycle, pedestrian, and transit systems in the region.*

Current: 6-4: Support transit service.

*Proposed: 6-4: ~~Support and~~ improve upon current and future transit services in the region.*

#### Potential Actions

- Governments become models for TDM strategies by allowing flexed work hours, subsidizing rideshares, telecommuting, and other methods of trip reduction.
- ~~Establish Support~~ low minimum and maximum parking-space standards to increase infill development, *which lowers development costs and promotes economic development.*
- ~~EstablishSupport~~ parking-space standards that are proportional to infill development, promoting community livability and economic development.
- Adopt design standards with parking at side or rear of building so pedestrians can access entrances.
- Adopt park-and-ride standards to place facilities near transit routes.
- Promote regionally connected network of off-street bicycle/pedestrian facilities with minimal roadway crossings (Bear Creek Greenway).
- Plan for, build and maintain shared roadways for use by all modes.
- Use land use codes to promote bicycle and pedestrian travel by requiring amenities such as bike racks, crosswalks, showers and lockers at worksites and retail centers.
- Improve pedestrian access to transit.
- ~~Plan for otherSupport other~~ forms of public and private transportation such as bus rapid transit, light rail, trolleys, and subways transit feeder and connector services, as the region's population reaches higher thresholds.

#### Performance Indicators

- a) Track transit service hours and ridership.
- b) Track funding for bicycle, pedestrian and transit projects.
- c) Measure population living within ¼-miles of transit service.
- d) Implement a TDM self-evaluations and reporting process for local jurisdictions.
- ~~e)~~ Track the number of people who are participating in a TDM program

#### Goal 7

**Current: Provide an open and balanced process for planning and developing the transportation system.**

***Proposed: Develop, coordinate, and administer an open and balanced process for planning and developing the regional transportation system.***

#### Policies

Current: 7-1: Coordinate existing and future land use and development with plans for the transportation system.

*Proposed: 7-1: ~~Develop, coordinate and administer~~ Coordinate and support existing and future plans for the regional transportation system in conjunction with land use and development.*

Current: 7-2: Conduct outreach consistent with the RVMPO Public Participation Plan to acquire public input in the planning process.

*Proposed: 7-2: ~~Acquire~~Obtain and organize public input in the regional transportation planning process with innovative outreach methods consistent with the RVMPO Public Participation Plan.*

Current: 7-3: Coordinate local, state, and regional transportation planning through the RVMPO.

*Proposed: 7-3: Organize and administer local, state, and regional transportation planning efforts through the RVMPO.*

Current: 7-4: Decisions will be consistent with federal and state regulations, including the Oregon Highway Plan, the Transportation Planning Rule and the Clean Air Act.

*Proposed: 7-4: Formulate decisions which shall be consistent with Federal and State regulations, including the Oregon Highway Plan, the Transportation Planning Rule, and the Clean Air Act.*

#### Potential Actions

- Maintain a website with updated information about all regional planning.
- Support the RVMPO's Technical Advisory Committee, Public Advisory Council, and the Policy Committee for deliberation of regional transportation planning issues.
- Participate in local and regional and national organizations to support RVMPO actions.
- Involve transportation providers in the planning process.

#### Performance Indicators

- a) Record public participation, comments, attendance at meetings.
- b) Demonstrate linkage of public comments to decisions and plan content.

#### Goal 8

**Current: Use transportation investments to foster economic opportunities.**

***Proposed: Evaluate, ~~plan and develop~~and support regional transportation investments to foster economic opportunities locally and regionally.***

#### Policies

Current: 8-1: Accommodate travel demand to create a regional transportation system that supports the local economy.

*Proposed: 8-1: ~~Plan, develop and a~~Accommodate travel demand to create a regional transportation system supporting a robust local economy.*

Current: 8-2: Consider effects on freight mobility when prioritizing projects.

*Proposed: 8-2: Evaluate and analyze effects on freight mobility when prioritizing projects, regionally and locally.*

Current: 8-3: Support projects that reduce and remove identified barriers to safe, reliable and efficient goods movement.

*Proposed: 8-3: ~~Plan, develop and implement~~Support transportation projects which will reduce and remove identified barriers to safe, reliable, and efficient freight movement including adequate roadway space for commercial vehicle deliveries, locally and regionally.*

Current: 8-4: Support projects serving commercial, industrial and resource-extraction lands where an inadequate transportation network impedes freight-generating development.

*Proposed: 8-4: ~~Plan, develop and implement~~Support transportation projects which will serve commercial, industrial, and resource-extraction lands where an inadequate transportation network impedes freight-generating development.*

Current: 8-5: Plan for enhanced train-truck-transit interface for movement of goods and people.

*Proposed: 8-5: ~~Plan, develop, and implement~~Support a comprehensive and versatile regional transportation interface for the efficient movement of goods and people, both locally and regionally.*

#### Potential Actions

- Balance the demand for freight routes with the demands for local circulation.
- Explore the feasibility of developing interurban freight delivery systems.

#### Performance Indicators

- a) Measure employment change in vicinity of projects.



**DATE:** January 4, 2015  
**TO:** Dan Moore  
**FROM:** Bob Parker and Beth Goodman  
**SUBJECT: ROGUE VALLEY MPO TRANSPORTATION ANALYSIS ZONE (TAZ) ALLOCATIONS**

---

The Rogue Valley Metropolitan Planning Organization (RVMPO) is in the initial phases of updating the Rogue Valley Regional Transportation Plan (RTP). The RTP was last updated in 2013 and is updated on five-year cycles. The RTP is a multimodal transportation plan designed to meet the anticipated 25-year transportation needs within the RVMPO planning area boundary.

To meet federal requirements, the RTP includes transportation demand and air quality monitoring. The 2013 RTP summarizes the modeling effort as follows:

“The RTP uses projections for future growth and development that are based on current trends and approved land uses, policies and ordinances. It identifies the basic land-use assumptions through the year 2038, including forecasts of future population and employment, and the resulting demand on the regional arterial and collector street system. Future travel conditions were developed through travel demand modeling, using a peer-reviewed model developed in collaboration with ODOT’s Transportation Planning and Analysis Unit.”

In short, the foundation of the RTP is a set of population and employment forecasts for the 2016 through 2042 planning period. A key input into the travel demand modeling is the allocation of population and employment to more than 750 transportation analysis zones (TAZs). The allocations require both technical steps as well as process steps. The technical steps are primarily analysis of population and employment growth rates and land development capacity, which then get allocated to cities and TAZs. The process steps involve consultation with participating local governments to gather local input into the allocations.

The following work program describes how ECONorthwest will work with the Rogue Valley Council of Governments (RVCOG) and the ODOT Transportation Planning Analysis Unit (TPAU) to develop and vet allocations of population and employment to TAZs for the 2017-2042 planning period. ECO proposes to carefully review documentation and to build from methodologies used for previous planning efforts.

## Work Program

### Task 1. Collect data, finalize methods, and prepare MPO- and city-level forecasts

The first step will be to gather the data, evaluate the data, and refine the forecast methodology. A lot of the data needed already exists--from current forecasts or from past projects. We will start the project with the 2010 existing condition allocations prepared by TPAU. Since TPAU provides the 2010 housing/population/employment (by sector) by TAZ, ECO will update the 2010 data up to 2017 with household number, size, income, and age of household heads. We will do this using a combination of Census and ACS data, building permit data, and county assessment data for housing, and using Oregon Employment Department data from the Quarterly Census of Employment and Wages (QCEW) and Bureau of Labor Statistics.

Following is a list of the specific outputs ECO will produce in the allocation process:

- Population
- Dwelling units (by broad type—single family detached, single family attached, multifamily if possible)
- Households
- Covered employment
- Total employment
- Total employment by sector. Employment in the transportation model is divided into different sectors:
  - Agricultural
  - Manufacturing
  - Mining
  - Construction
  - Transportation
  - Wholesale Trade
  - Retail Trade
  - Finance, Insurance and Real Estate (FIRE)
  - Services (including Education)
  - Government

ECO will produce TAZ-level allocations for each of these variables for 2017, 2027, 2037, and 2042.

All the data will be in the context of the MPO boundary. We will also reviewing the most recent TAZ allocations and methodology. Specifically, we will take the following steps:

- We will start with the official PSU forecast for Jackson County and the allocations to each city/UGB. RVCOG will work to get agreement among the local government partners on use of the statutorily-mandated PSU forecasts.
- ECO will develop a forecast of total employment for Jackson County and the MPO boundary. We will then develop a forecast for each city based on: (1) the 2014 QCEW data about covered employment, (2) the forecasts for employment in the Bear Creek

Valley economic opportunities analysis, and (3) adjustments to the forecast based on changes in the Region over the last few years and based on the population forecasts. The employment forecast will present the following information for each city: (1) total employment and (2) employment by broad sectors used in the TPAU model (i.e., retail, commercial services, industrial, and government).

- ECO will extrapolate school/college enrollment based on the previous forecasts.
- We will work with RVCOG to evaluate the existing data about land use, starting with the buildable lands inventory work we did as part of the RPS and supplemented by more recent work we and others have done in Jackson County.
- ECO will develop base year (2016), planning horizon (2042) and interim (2027 and 2037) figures for population, dwelling units, employment, and school enrollment.

The products of this task will be: (1) GIS data about land use, the location of vacant land within the MPO, and development capacity (2) an MPO and city-level population forecast, and (3) an MPO and City-level employment forecast. This information will be summarized in a memorandum that summarizes the forecasts as well as the detailed methods proposed for the TAZ allocations. We propose to schedule a meeting in mid-January with RVCOG and TPAU staff and other interested parties to review the methods and 2017-2042 forecasts.

## Task 2. 2017 base year allocation and review

The next step in the process is to develop base year allocations for 2016. The purpose of this step is to develop an accurate estimate of the distribution of population and employment for the initial year of the 25-year planning period. The base year allocations will build from the 2010 TPAU as follows:

- 2017 Base Year Population, Housing Unit, and Household Allocation. We will use the control totals from Task 1 as a base. We propose to use two methodologies to allocation population. The first would be using Census data to allocate population. For TAZs that do not correspond to census tracts or block groups, we would allocate based on area or some similar methodology. The second methodology will use dwelling unit counts from the Jackson County assessment data combined with building permit data. We will develop persons per household assumptions for each City based on 2010 Census and the most recent ACS.
- 2017 Employment Allocation. We will use Quarterly Census of Employment and Wage data to derive covered employment for each TAZ. This is a simple spatial join operation in ArcGIS. For employers that have multiple locations, such as school districts and grocery chains, we will conduct quality assurance review to verify that all of the employment is not allocated to regional headquarters. We will also work with RVCOG staff to address where to allocate employment that does not have a tax lot or address confirmed point. Some records in QCEW are allocated to zip code. It is simple to identify these records using a code in the QCEW database.

We will then use the covered to total employment factor based on county level data and apply that to the TAZ covered employment to derive total employment. If necessary, we will work with RVCOG to develop location specific covered to total employment assumptions.

- 2017 Employment Sector Allocation. The EMME2 model will require that employment be disaggregated at the sector level or some other set of industries. The initial allocations will be made using the NAICS codes in the QCEW. We will then review covered to total employment factors and determine whether any adjustments to the sector allocation need to be made based on uncovered employment.

The product of this task will be a 2017 housing unit, population, and employment allocation.

### Task 3. Preliminary Future Year Allocations and Review

The TAZ allocation process will include preliminary allocations, local review, and potentially modifications for the final allocations (Task 4). We propose to use a land capacity approach that is informed by local input to develop the future year forecasts. We will start by developing the 2042 forecasts. The interim forecasts will be scaled based on growth rate assumptions.

We will share the initial allocations with RVCOG and TPUA staff for review and comment. We will make modifications to the 2042 preliminary allocations based on comments we receive. We will then schedule a day (or two) to consult with individual cities and gather local input and comments. We will work with RVCOG staff to schedule the meetings and identify materials to provide city / county staff in advance of the meetings. To the extent possible, we will focus ECONorthwest's in-person meetings with cities on the larger cities in the MPO, such as Medford, Central Point, and Ashland. We will with RVCOG staff to determine whether ECONorthwest needs to be present at in-person meeting with the smaller cities.

Based on local comments, we will work with RVCOG and TPAU staff to develop proposed revisions. The products of this task will be: (1) 2042 preliminary allocations of population and employment for the future to TAZs; (2) materials (maps and spreadsheets) for local review; (3) meetings with each participating government; and (4) a meeting with RVCOG and TPAU staff to discuss comments. The RVCOG/TPAU meeting may be by phone or videoconference.

### Task 4. Final allocations and report

Task 4 will be the final allocations for 2017, 2027, 2037, and 2042 and a summary report. Based on the comments in Task 2, we will adjust the allocations as necessary. The products of this task will be: (1) a final report and (2) final allocations of population and employment in Excel and GIS.

## Deliverables

ECO will produce the following deliverables for this project:

- Memorandum describing methods
- Draft and final TAZ allocation report
- Excel spreadsheet with TAZ allocations per RVCOG specifications

ECONorthwest staff will be available for up to two in-person meetings to discuss the proposed methodology allocations and preliminary allocations. We will also be available for weekly or bi-weekly phone or videoconference check-ins. We will also be available to spend a day meeting with local government partners to review the preliminary allocations.

## Budget and Schedule

ECONorthwest proposes to complete the project for a not-to-exceed sum of \$27,965. Table 1 presents ECONorthwest's estimate of budget by person.

**Table 1. Estimated budget by staff**

Labor	\$/Hour	HOURS by TASK				TOTAL		
		Data & Methods Task 1	Base Year Allocation Task 2	Future Allocations Task 3	Final Products Task 5	Hours	\$	% of Bdgt
<b>ECONorthwest</b>								
Director (Parker)	185.00	20	25	35	20	100	18,500	66%
Senior Planner (Goodman)	135.00	16	4	4	8	32	4,320	15%
Senior GIS Analyst (Rundell)	140.00		10	10		20	2,800	10%
Research Assistant	65.00	10	8	8	2	28	1,820	7%
ECONorthwest Sub-Total		46	47	57	30	180	27,440	98%
Total Labor		6,510	7,085	8,935	4,910			
Direct Expense		170	170	170				
Total by Task		6,680	7,255	9,105	4,910			
% of Total Budget		24%	26%	33%	18%			
						Total Labor	27,440	98%
						Total Expenses	510	2%
						Total Budget	<b>\$27,950</b>	100%

Our understanding is that RVCOG initially had the TAZ allocation task scheduled for October through January. We propose to initial work as soon as we have authorization from RVCOG (January 1 at the latest), to schedule the initial meeting to discuss methods in January, and to prepare the preliminary allocations for discussion by March 30. We propose that the local government review meetings occur the last week in March. We propose to complete the project by April 30, 2016.