
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 providing 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.



As shown in Table 4-1, the population of the area has shown a steady growth from 2000 to the present. The 2019 numbers are estimates promulgated by Portland State University.

Table 4.1 - Total Populations in MPO Area

Jurisdiction	2000 (U.S. Census)	2010 (U.S. Census)	2019 Pop. Est. (PSU)
RVMPO Urbanized Area	128,780	154,081	183,534
Jackson County	181,269	203,206	39354
City of Ashland	19,522	20,078	20,960
City of Central Point	12,493	17,169	18,365
City of Eagle Point	4,797	8,469	9,260
City of Jacksonville	2,235	2,785	3,015
City of Medford	63,154	74,907	81,465
City of Phoenix	4,060	4,538	4,650
City of Talent	5,589	6,066	6,465

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 American Community Survey.

Table 4.2 - Number of Households

Jurisdiction	Number of Households*	Household Size*
Ashland	9719	2.06
Talent	2959	2.14
Phoenix	2222	2.02
Medford	30805	2.51
Central Point	6948	2.54
Eagle Point	3564	2.49
Jacksonville	1502	1.91

*2013-2017 ACS 5-Year Estimates Table DP02

The City of Eagle Point had the highest percentage (34%) of **households with a child less than 18 years old**, with Jacksonville having the lowest at 13.2%. The average for the Planning Area was 25.3%, just slightly under the statewide percentage of 26.2%.

Table 4.3 - Children Under 18 yrs.

Jurisdiction	*Percentage of Total Population
Oregon	26.20%
Ashland	20.70%
Talent	25.40%
Phoenix	23.10%
Medford	29.60%
Central Point	31.10%
Eagle Point	34%
Jacksonville	13.20%

*2013-2017 ACS 5-Year Estimates Table S0101

The **median age** of 44.02 for residents of the Planning Area is slightly higher than the statewide median of 39.2 years. The City of Eagle Point had the lowest median age in the Planning Area at 36, while Jacksonville had the highest at 61.2. Over the past twenty years the median age of the area has gradually increased.

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. These large increases likely represent the growing number of retirees coming into the area.

Table 4.4 - Median Age and Senior Pop.

Jurisdiction	*Median Age	*Population Age 65+
Oregon	39.2	16.30%
Ashland	44.3	22.10%
Talent	40.5	21.10%
Phoenix	51.2	29.10%
Medford	37.1	16.90%
Central Point	37.9	17.40%
Eagle Point	36	17.40%
Jacksonville	61.2	44.60%

*Source: 2013-2017 ACS 5-Year Est. Table S0101

In the Planning Area, roughly 92% self-identify as **“White alone”** in their choice of race and ethnicity which is significantly higher than the state of Oregon as a whole. In choice of ethnicity, 8.7% of the Planning Area population identified as **“Hispanic or Latino”** which is significantly lower than the state as a whole. The differences among the jurisdictions may be seen in Table 4-5, below.

Jurisdiction	*White Alone Population (Not Hispanic or Latino)	*Those Who Identify as Hispanic or Latino
Oregon	84.90%	12.70%
Ashland	91.70%	5.70%
Talent	93.70%	11.60%
Phoenix	88.90%	5.30%
Medford	89.80%	15.90%
Central Point	93.30%	11.60%
Eagle Point	93.40%	9.60%
Jacksonville	96.60%	1.80%

*2013-2017 ACS 5-Year Est Table DP05

At 15.63% the RVMPO area shows a higher rate of poverty than for the state (at 14.9%) according to ACS data for 2013-2017. The reported percentage of the population living in poverty within Medford is 19.8%, with Talent having the highest percentage at 22% and Jacksonville the lowest at 4.2%.

Jurisdiction	*Population Living Below the Poverty Level (Last 12 Months)
Oregon	14.90%
Ashland	18.60%
Talent	22%
Phoenix	15.80%
Medford	19.80%
Central Point	13.40%
Eagle Point	15.60%
Jacksonville	4.20%

*2013-2017 ACS 5-Year Est Table S1701

The percentage of **vacant housing units** is quite varied throughout the RVMPO planning area. The City of Ashland had 8% of housing units vacant, with Talent and Central Point at 4.1% and 4.8%, respectively (ACS 2013-2017 Table DP04).

In the state of Oregon, the percentage of **owner-occupied housing units** outnumber **renter-occupied housing units** in similar percentages to the previous update - 61.7% to 38.3%, respectively. In the RVMPO area the split is similar falling along an almost exact 60%/40% split – not dissimilar to the state’s averages. The City of Phoenix has the highest percentage of owner-occupied units at 69%, while the City of Medford has approximately half of all housing units (48.3%) being renter-occupied and half owner-occupied (51.7%).

Jurisdiction	Owner-Occupied	Renter-Occupied	Vacant Units
Oregon	61.70%	38.30%	9.30%
Ashland	54.10%	45.90%	8%
Talent	56%	44%	4.10%
Phoenix	69.60%	30.40%	8.80%
Medford	51.70%	48.30%	6.60%
Central Point	61.20%	38.80%	4.80%
Eagle Point	62.90%	37.10%	7.50%
Jacksonville	63.60%	36.40%	8.20%
*2013-2017 ACS 5-Year Estimates Table DP04			

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4.2 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.

Between 2009 and 2011 the state of Oregon undertook a Household Activity Survey. The following text, data, tables, charts, and graphs are from that survey and were developed for the Rogue Valley area.

DAILY WEEKDAY TRAVEL IN MEDFORD/ROGUE VALLEY

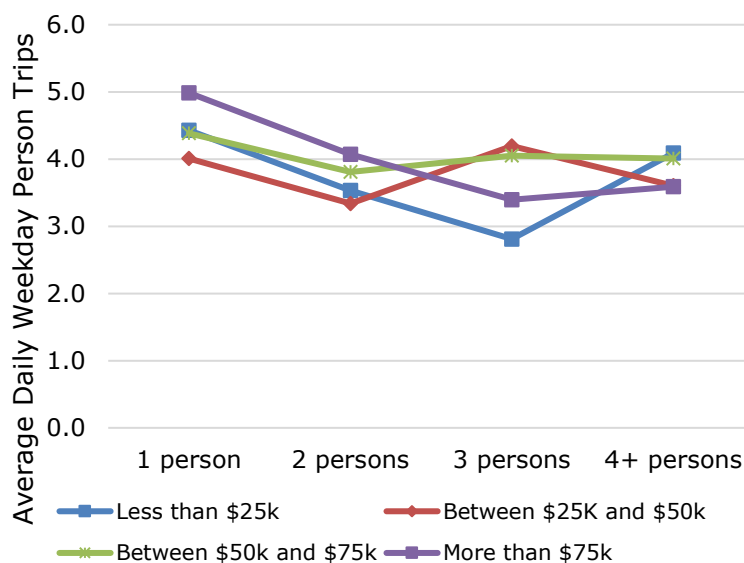
Across Rogue Valley, the 1,061 households that participated in the OHAS survey reported an average of 2.4 household members, 1.8 vehicles, and 1.6 bicycles. These same households reported an average of 9.1 daily weekday trips, traversing 41 miles per day and spending 128 minutes per day traveling. Per capita, this equated to 3.9 trips, 19 miles, and 59 minutes respectively. Household income and size were key explanatory variables in understanding travel patterns.

As shown in Table RV-1, people with household incomes over \$75,000 reported the highest level of trip-making and longest distances traveled. Those in households with incomes under \$25,000 reported fewer shorter trips but which took longer.

Table RV-1: Person Travel Metrics by Household Income

Household Income	Person Trips	Daily Trip Miles	Daily Travel Time (minutes)
Less than \$25k	3.8	15	60
Between \$25K and \$50k	3.6	19	57
Between \$50k and \$75k	4.0	20	58
More than \$75k	3.8	23	59
All Persons	3.9	19	59

Figure RV-1: Person Trips by Size and Income



The average daily weekday person trip rate remained fairly steady for persons when considering both household income and size. As shown in Figure RV-1, the greatest variation in trip rates across size was for those living in 3-person households with incomes under \$25,000. Person travel was most consistent across the \$50,000-\$75,000 income group regardless of household size.

Children (ages 0-17) reported the lowest levels of average weekday travel, while those ages 35 to 64 reported the most, as indicated in Table RV-2. Respondents ages 18-34 (also known as Millennials) reported an average of 4.2 daily weekday person trips traveling 17 miles and 55 minutes.

Age Group	Person Trips	Daily Trip Miles	Daily Travel Time (minutes)
0-17	3.2	11	47
18-34	4.2	17	55
35-54	4.4	25	69
55-64	4.5	27	68
65+	3.5	19	60
All Ages	3.9	26	75

Table RV-2: Travel Metrics by Age Cohort

Thirty-five percent of household members age 16+ reported that they worked full-time (35 hours or more), while 28% reported they worked part-time or volunteered on a regular basis. The remaining respondents age 16+ were not employed. Within each age cohort, the proportion of full-time workers varied: more than half of all adults ages 35-54 were employed full-time (58%), as compared to 43% of those ages 18-34, 31% of those ages 55-64, and 8% of those ages 65-74.

Table RV-3: Worker Status by Age Cohort

Worker Status	Age Groups						Total Ages 16+
	16-17	18-34	35-54	55-64	65-74	75+	
Employed FT	0%	43%	58%	31%	8%	0%	35%
Employed PT or Volunteer	23%	31%	23%	34%	36%	23%	28%
Not Employed	77%	26%	19%	35%	56%	77%	36%
Total	100%	100%	100%	100%	100%	100%	100%

Work is a cornerstone of daily activity, and many aspects of our jobs influence when and how we travel during our non-work hours. The OHAS survey captured the following work-related details:

- Full-time workers reported working an average of 43 hours over a 5-day work-week while part-time/volunteer workers spent an average of 20 hours working over a 3-day work-week.
- Most workers who participated in the survey worked in the service industry (52% of those employed full-time and 68% of those working part-time or in volunteer positions).
- Most workers reported having full (27%) or some (44%) flexibility in their work schedule. Only 30% of respondents reported having no flexibility in the work schedule.
- One in four (27%) of all workers indicated that their job required them to have a personal vehicle available while at work.
- Most workers reported that their employers provided free parking (87%) and 3% indicated their employer provided free transit passes. *It is important to note that this is what the employee reported and may not reflect actual workplace programs.*
- Eleven percent of workers reported their employer permitted teleworking, where teleworking was defined as working from home in lieu of a commute (not working from home then going into the office on the same day). Of those workers eligible to telework, 57% did so at least once a week, 18% did so at least once a month, 16% reported teleworking almost every day and the remaining 10% report only teleworking a few times a year at most.

To link why we travel with how and when we travel, OHAS survey respondents recorded all activities and related travel for a 24-hour weekday period, including:

1. Work/Work-related
2. School/School-related
3. Social and Recreational
4. Personal Errands
5. Taking others to their activities
6. Shopping

Average trip distance and duration for each activity are shown in Figure RV-3. Trips for social/recreation tended to be the longest at an average of 6 miles while school trips were shortest at 3 miles. In terms of average trip duration, school trips took the longest at 15 minutes while trips to take others to their activities averaged 9 minutes.

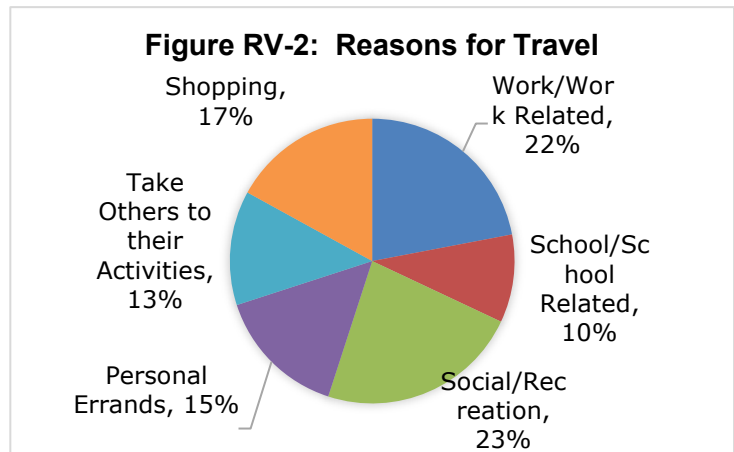
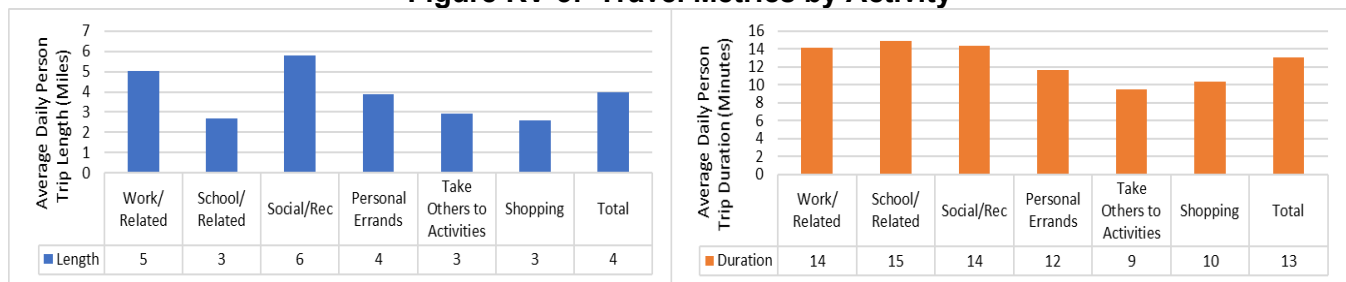
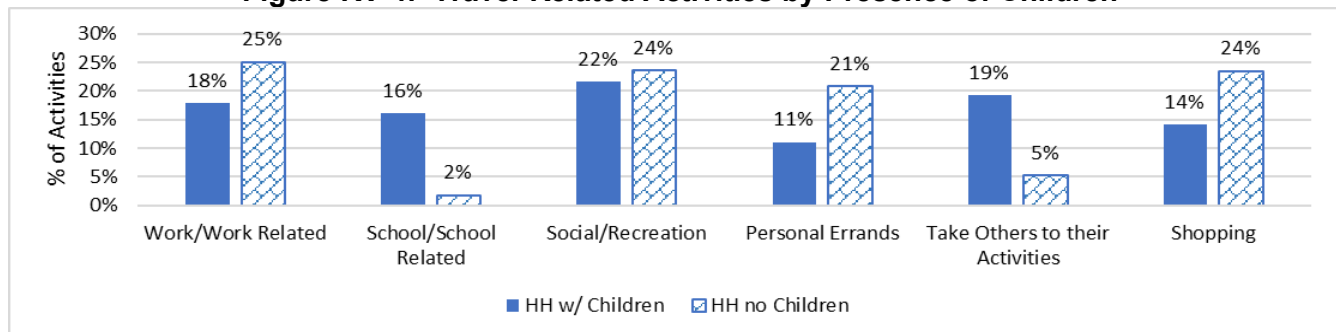


Figure RV-3: Travel Metrics by Activity



Households with children reported more school-related trips and fewer work trips than households with no children. The households with children also reported more trips for taking others to their activities and fewer trips for social/recreational, errands, or shopping.

Figure RV-4: Travel-Related Activities by Presence of Children



When considering weekday travel by age groups, travel for those ages 0-17 centered about school and social/recreation activities (see Table RV-4). School related activities declined sharply for adults while the proportion personal errands increased with age.

Table RV-4: Travel-Related Activities by Age Group

Age	Activity						Total
	Work/ Related	School/ Related	Social/ Recreation	Personal Errands	Take Others to Activities	Shopping	
0-17	1%	36%	28%	10%	13%	12%	100%
18-34	34%	8%	17%	8%	20%	13%	100%
35-54	33%	1%	19%	14%	14%	18%	100%
55-64	24%	0%	23%	22%	6%	25%	100%
65-74	13%	0%	26%	26%	6%	29%	100%
75+	7%	1%	31%	35%	4%	23%	100%
All Ages	22%	9%	23%	16%	12%	18%	100%

Regardless of the reason for the travel, the majority of reported trips were made by auto. Of the 617,000 trips made on a typical weekday in the Rogue Valley region, 88% were auto trips. Of the remaining 13% of trips, 7% were walk trips, 2% bike trips, 1% transit trips, and 3% school bus trips. Those ages 18-34 who did not travel by auto either walked (5%) or biked (3%) as indicated in Table RV-5.

Table RV-5: Travel Mode by Age

Age	Travel Mode					
	Auto	Walk	Bike	Transit	School Bus	Total
0-17	76%	9%	3%	1%	12%	100%
18-34	90%	5%	3%	1%	0%	100%
35-54	88%	7%	3%	1%	0%	100%
55-64	94%	4%	1%	1%	0%	100%
65-74	92%	6%	0%	1%	0%	100%
All Ages	88%	7%	2%	1%	3%	100%

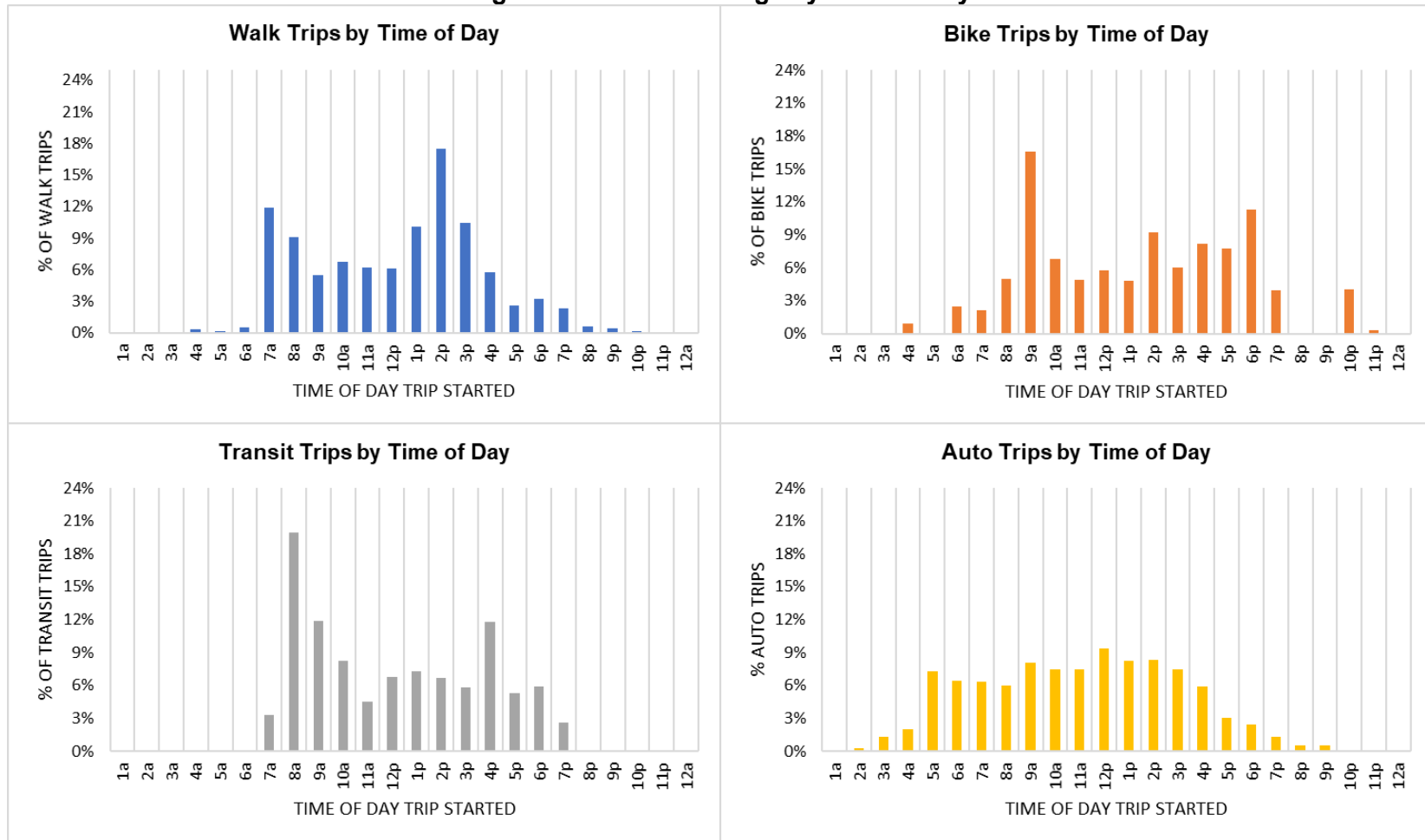
Work and work-related travel was largely by auto (91%). School and social/recreation travel saw the highest levels of walk trips, while adult school trips had the highest reported levels of transit usage (7%).

Table RV-6: Travel Modes by Activities

Activity	Auto	Walk	Bike	Transit	School Bus	Total
Work/Work Related	91%	5%	3%	1%	0%	100%
School/ Related (age <18)	55%	14%	4%	2%	25%	100%
School/ Related (age 18+)	75%	12%	1%	7%	5%	100%
Social/Recreation	89%	9%	1%	0%	1%	100%
Personal Errands	94%	4%	1%	1%	0%	100%
Take Others to Activities	93%	3%	3%	0%	1%	100%
Shopping	92%	6%	2%	1%	0%	100%
All activities	88%	6%	2%	1%	2%	100%

Mode usage varies across typical weekday. Each of the charts in Figure RV-5 display the distribution of all trips by each of the four main modes of walk, bike, transit, and auto. As to be expected, walk trips were concentrated mostly in the daytime hours, with a peak around 2 pm. Bike trips peaked in the morning (9 am). Transit trips were highest in the morning as well, while auto trips were distributed throughout the day.

Figure RV-5: Mode Usage by Time of Day



Travel patterns by time of day were fairly consistent by household size, income, and vehicle availability. What accounted for more variation in travel was the age of the traveler. While children reported the most pronounced morning and afternoon peaks, the elderly reported the most pronounced mid-day peaks, particularly those travelers age 75 and older, as indicated in Figure RV-6.

Figure RV-6: Time of Day Travel by Age Group

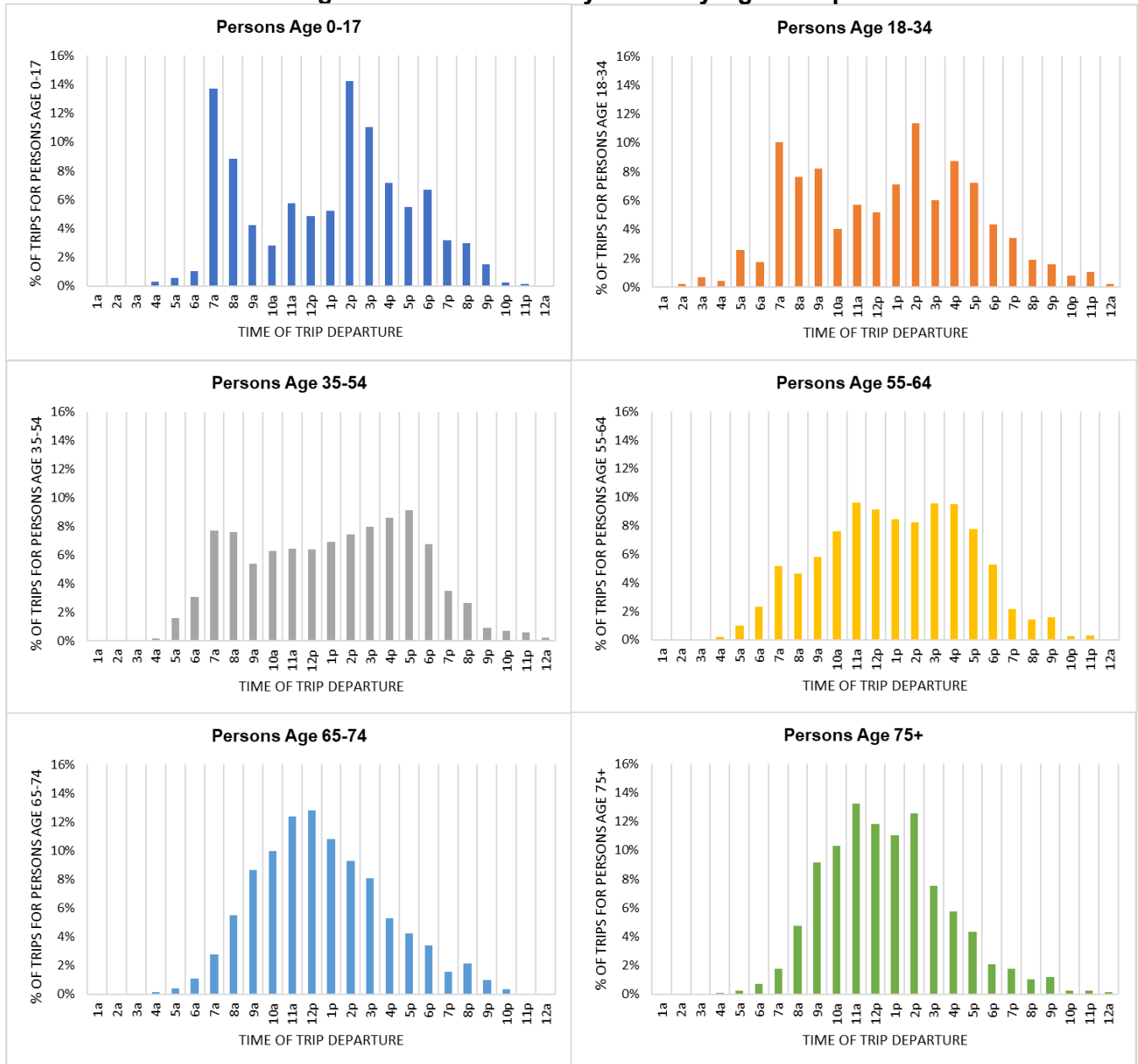


Table 4.2.8: Planning Area Worker Populations (workers 16 yrs+)

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.

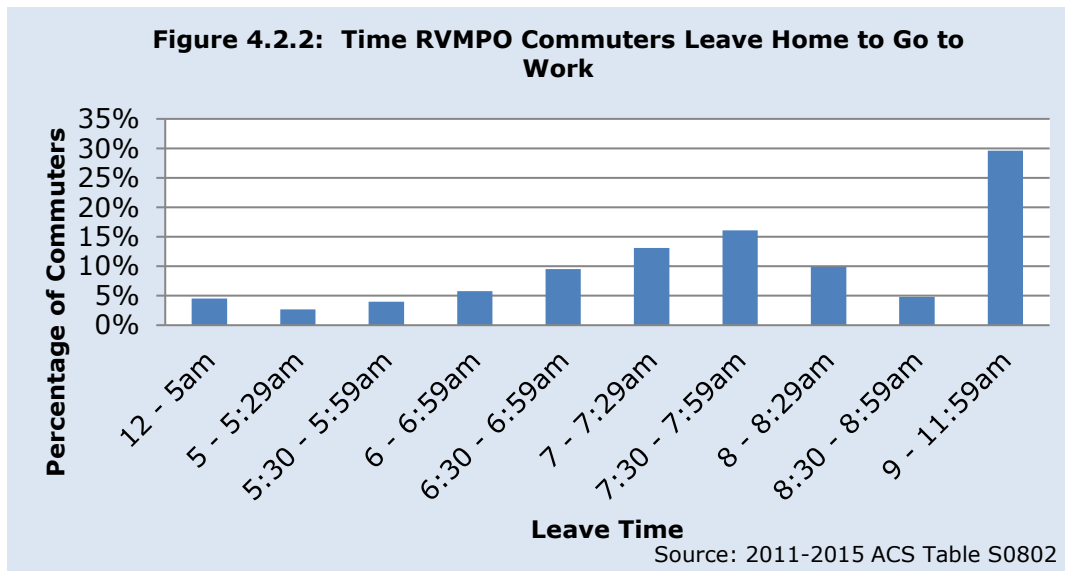
Table 4.2.9: Households without Access to a Vehicle

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%

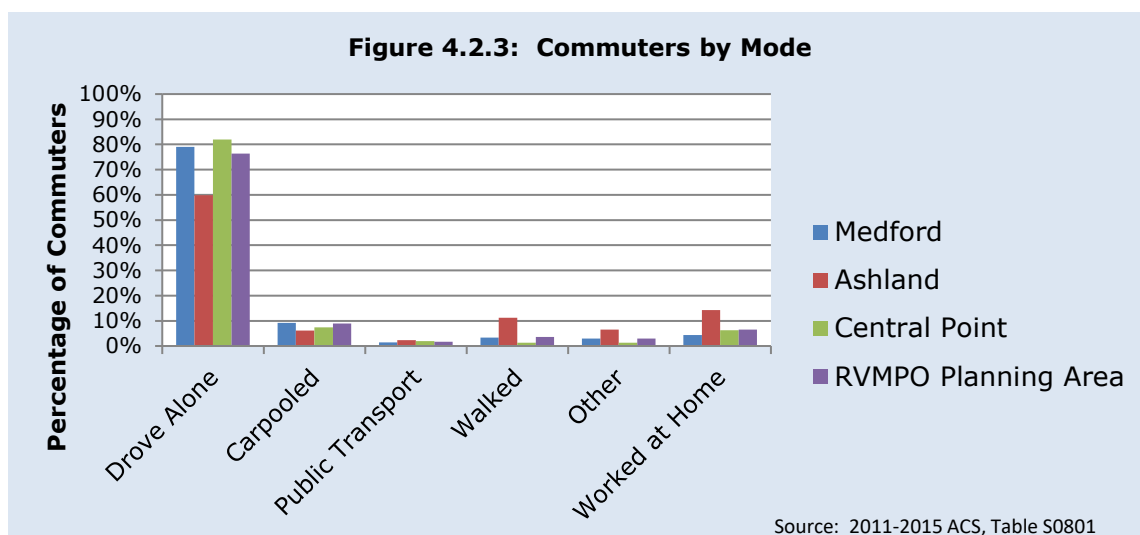
Source: 2011-2015 ACS, Table B08201

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.

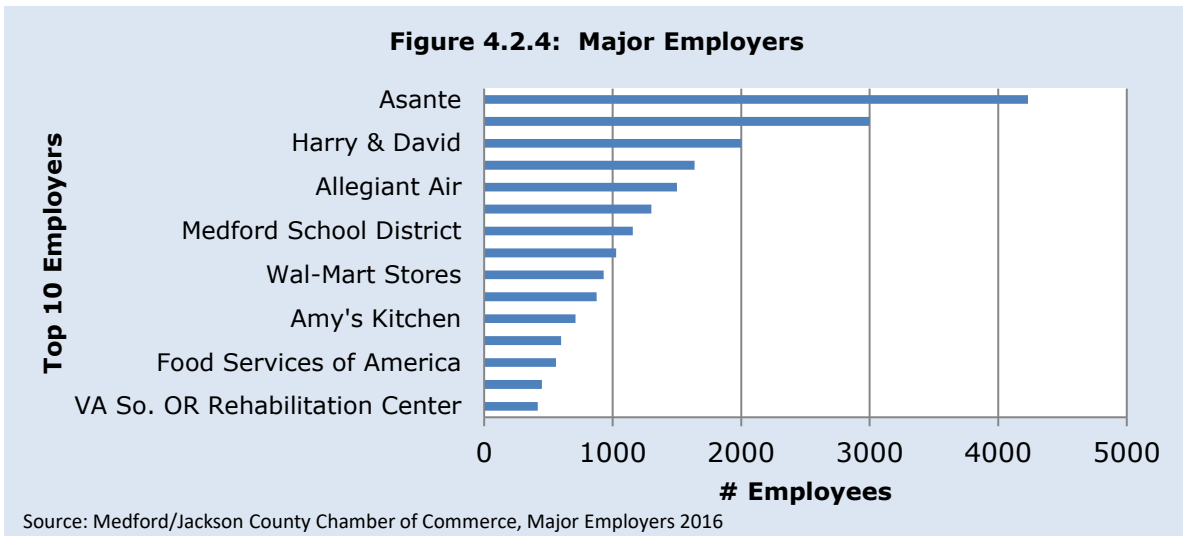
Travel time to work (according to 2011-2015 ACS data) by all modes for RVMPO Planning Area residents were much less than for statewide residents, with a commute time of 19 minutes or less for 67.0% of RVMPO residents as compared to 49.5% of statewide residents.



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.



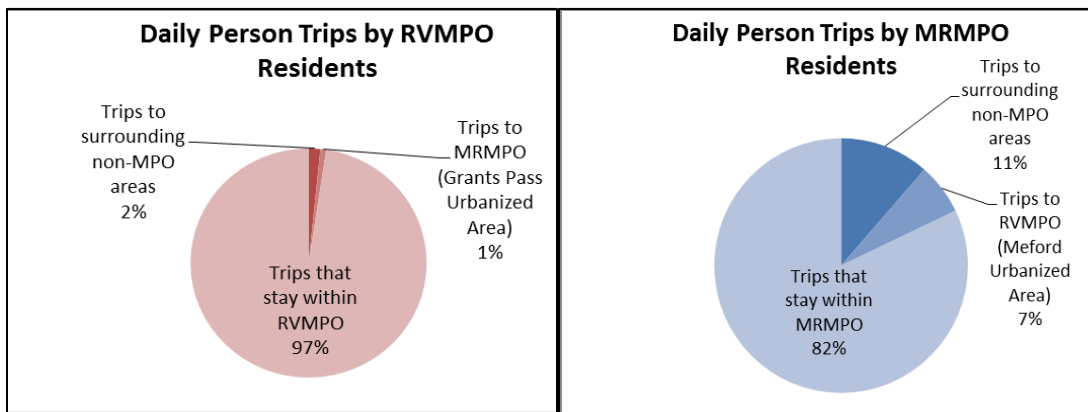
The location of **major employers** helps to identify commuter travel patterns, including heavily used corridors and peak-hour transportation needs. The top 10 largest employers within the Planning Area are shown on Figure 4-4, below, and locations of large employers with 100 or more employees are shown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

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