

Oregon MPO Quick Facts

Albany Area MPO

Population of 57,000

\$1.3 million in regional funds allocated to near-term projects (3 years)

First Albany Area MPO 20-year regional transportation plan is underway

Bend Area MPO

Population of 89,000

\$2.8 million in regional funds allocated to near-term projects (3 years)

\$385 million in planned transportation projects over long-term (20 years)

Central Lane MPO (*Eugene-Springfield*)

Population of 261,000

\$12.8 million in regional funds allocated to near-term projects (3 years)

\$1.7 billion in planned transportation projects over long-term (20 years)

Corvallis Area MPO

Population of 63,000

\$2.2 million in regional funds allocated to near-term projects (3 years)

\$127 million in planned transportation projects over long-term (20 years)

Middle Rogue MPO (*Grants Pass*)

Population of 51,000

\$TBD in regional funds allocated to near-term projects (3 years)

First Middle Rogue MPO 20-year regional transportation plan is underway

Portland Metro MPO

Population of 1.6 million

\$161 million in regional funds allocated to near-term projects (3 years)

\$15 billion in planned transportation projects over long-term (20 years)

Rogue Valley MPO (*Medford-Ashland*)

Population of 175,000

\$TBD in regional funds allocated to near-term projects (3 years)

\$267 million in planned transportation projects over long-term (20 years)

Salem-Keizer MPO

Population of 249,000

\$21 million in regional funds allocated to near-term projects

\$456 million in planned transportation projects over long-term (20 years)

Oregon MPO Boards

Albany Area MPO

Roger Nyquist (Chair)	Commissioner, Linn County
Dave Beyerl (Vice Chair)	Councilor, City of Jefferson
Darrin Lane	Councilor, City of Millersburg
Floyd Collins	Councilor, City of Albany
Anne Schuster	Commissioner, Benton County
Gary Powell	Councilor, City of Tangent
Amy Ramsdell	Manager, ODOT Area 4

Bend Area MPO

Anthony DeBone (Chair)	Commissioner, Deschutes County
Doug Knight (Vice Chair)	Councilor, City of Bend
Barb Campbell	Councilor, City of Bend
Nathan Boddie	Councilor, City of Bend
Gary Farnsworth,	Area Manager, ODOT Region 4

Central Lane MPO (*Eugene-Springfield*)

Pat Farr (Chair)	Commissioner, Lane County
Alan Zelenka (Vice Chair)	City Councilor, City of Eugene
Jerry Behney	Councilor, City of Coburg
Christine Lundberg	Mayor, City of Springfield
Sean VanGordon	City Councilor, City of Springfield
Kitty Piercy	Mayor, City of Eugene
Sid Leiken	Commissioner, Lane County
Gary Gillespie	Board Member, Lane Transit District
Gary Wildish	Board Member, Lane Transit District
Frannie Brindle	Manager, ODOT Area 5

Central Lane Ex-Officio Members

Petra Schuetz	City Administrator, City of Coburg
Gino Grimaldi	City Manager, City of Springfield
Jon R Ruiz	City Manager, City of Eugene
Steve Mokrohisky	County Administrator, Lane County
Ron Kilcoyne	General Manager, Lane Transit District
<i>Vacant</i>	Commissioner, OTC

Salem-Keizer MPO

Cathy Clark (Chair)

Robert Krebs (Vice Chair)

Sam Brentano

Craig Pope

Anna Peterson

Gary Tiffin

Paul Kylo

Tim Potter

Mayor, City of Keizer

Salem Area Mass Transit District

Commissioner, Marion County

Commissioner, Polk County

Mayor, City of Salem

Mayor, City of Turner

Director, Salem-Keizer School District

Area Manager, ODOT Region 2



April 8, 2015

Oregon MPO Consortium

Shared Solutions for Oregon



Oregon MPO Consortium Shared Solutions for Oregon



- About Oregon's MPOs
 - MPO Challenges
 - The Oregon Solution





Oregon MPO Consortium

What are Oregon's MPOs?

- ❖ Metropolitan Planning Organizations (MPOs) are located in regions of over 50,000 population
- ❖ Each MPO is designated by the Governor under federal law to make regional transportation decisions
- ❖ Oregon's eight MPO policy boards include a total of 71 local government officials



Oregon MPO Consortium

Where are Oregon's MPOs?

The areas of Eugene and Medford-Ashland are part of the Oregon and Willamette Valley MPOs, respectively, and do not include Washington state.

MPO CONSORTIUM

Oregon MPO Consortium

Oregon MPO Roles

- ❖ Each MPO maintains a 20-year regional transportation plan
- ❖ MPOs identify and directly fund regional transportation priorities
- ❖ MPO plans make all projects in MPO areas eligible for federal transportation funds

Oregon MPO CONSORTIUM

Oregon MPO Consortium

Oregon's MPOs...

- ❖ Include more than 2.7 million residents-more than two-thirds of all Oregonians
- ❖ Include more than a million Oregonians outside the Portland Metro region
- ❖ Span 11 counties and more than 50 cities, including Oregon's 20 largest cities

Oregon MPO CONSORTIUM

Oregon MPO Consortium
Our Economic Engines

- ❖ Oregon's MPOs are transportation and economic hubs for the state's economy
- ❖ Much of the state's recent economic recovery has centered on MPO areas
- ❖ MPOs provide essential economic services statewide




Oregon
MPO
CONSORTIUM

Source: www.oregon.gov/ODOT/CE&E/economic/oregon.pdf

Oregon MPO Consortium
Shared Solutions for Oregon



- *About MPOs*
- *MPO Challenges*
- *The Oregon Solution*

Oregon
MPO
CONSORTIUM

Oregon MPO Consortium
Coping with Rapid Growth

- ❖ Continued growth in Oregon's MPOs is straining our statewide transportation system
- ❖ Demands for new infrastructure are outpacing our ability to expand facilities
- ❖ There is increased demand for better transit, bicycle and pedestrian infrastructure




Oregon
MPO
CONSORTIUM

Oregon MPO Consortium
Moving Goods

- ❖ Truck trips could take as much as 30% longer by 2030
- ❖ Impact of this increase could mean the average truck could make 3 fewer deliveries per day
- ❖ Decrease in travel time reliability is expected to accompany overall delay




Oregon MPO Consortium

Freight data based on 20-year forecast for Portland region

Oregon MPO Consortium
Sustainable Funding

- ❖ Maintenance costs are rapidly consuming capital budgets
- ❖ Inflation and fuel efficiency is undermining the purchasing power of gas tax revenue
- ❖ Neighboring states are turning to sales tax to augment transportation budgets – an option not available in Oregon




Oregon MPO Consortium

Oregon MPO Consortium
Shared Solutions for Oregon



- *About MPOs*
- *MPO Challenges*
- *The Oregon Solution*

Oregon MPO Consortium

Oregon MPO Consortium
We Bring Solutions

- ❖ MPOs are making the land use & transportation connection
- ❖ MPOs are moving toward a more balanced transportation system
- ❖ Our investments are leveraging Oregon's economic health
- ❖ MPOs are providing leadership on growth and climate change





Oregon MPO Consortium
Staying Competitive

- ❖ MPOs are making near-term investments with over \$200 million in regional and federal funds over the next 4 years
- ❖ Our local facilities continue to serve a growing share of statewide travel
- ❖ Our 20-year, \$18 billion investment plan for MPOs will help Oregon compete with California and Washington





Oregon MPO Consortium
Providing Travel Options

- ❖ Investing in sidewalk and bike retrofits and safety improvements
- ❖ Expanding transit services
- ❖ Improving traveler information services
- ❖ Investing in intelligent transportation system management technology





Oregon MPO Consortium
Investing in Quality of Life

- ❖ Investing in traditional main streets and downtown districts
- ❖ Revitalizing commercial strips and corridors
- ❖ Developing regional trail networks
- ❖ Meeting state targets for greenhouse gas reduction
- ❖ Factoring public health into investment decisions






Oregon MPO Consortium
Legislative Solutions
Transportation Funding Proposals supported by Oregon's MPOs

- ✓ Increase the gas tax to address both maintenance and expansion
- ✓ Index the gas tax to fuel economy to keep pace with inflation
- ✓ Expand state role in transit by covering the cost of elderly & disabled services
- ✓ Restore ConnectOregon to the \$100 million funding level and as a dedicated funding source






Oregon MPO Consortium
Thank you!



Oregon's Economic Engines

SOUTHERN WILLAMETTE VALLEY



For much of its history, Oregon has been a rural state with an economy centered on the timber, agriculture and mineral industries. Today, Oregon's major urban areas have become the state's economic engines and are increasingly the focus of growth and investment. These vital economic centers are concentrated in three areas of the state:

- Willamette Valley
- Rogue Valley
- Central Oregon

The Southern Willamette Valley includes the cities of Corvallis, Albany, Eugene and Springfield. The following is an overview of the greater Southern Willamette Valley region and the issues that face this rapidly growing area.

Unique geography

The Southern Willamette region consists of two main urban areas, the Eugene-Springfield metropolitan area and the Corvallis-Albany area. The Eugene-Springfield area falls within Lane County while the Corvallis-Albany area includes both Benton and Linn counties. The region is physically defined by the Coast Range on the west and south, the Cascade Range on the east, and Salem Hills to the north that separate the region from the Northern Willamette Valley. Characterized by a mild climate and rich soil, the Willamette Valley is one of the most productive and diverse farming areas in the nation and a world leader in seed and specialty crops. Oregon State University in Corvallis and the University of Oregon in Eugene serve as the population, cultural, economic and academic magnets in the region.



Employment and economy

Local history

The Southern Willamette Valley, with its ideal agricultural climate, proximity to a natural landscape and large timber reserves, was first settled in the mid-1800s. The Oregon Trail led pioneers looking for good growing conditions to the Willamette Valley where they found rich soil and a mild climate. The first wagon train to follow the Oregon Trail set out in 1841 with 70 settlers; and by 1845 the number of emigrants moving to the Northwest reached 3,000. The history of the tourist-based economy in the lower Willamette Valley region can be traced back to the late 1800s. As early as the 1870s, two of the more popular vacation spots were the hot springs located on the McKenzie River and the Middle Fork of the Willamette River.

However, it was the building of the railroads in the 1880s that opened the region to markets for timber and other goods. Timber was essential to shaping the area's importance due to its location on the edge of Oregon's largest stand of timber. Timber and agriculture drove the region's economy until the 1980s when the decline of the timber industry and the escalating development of agricultural lands for housing shifted the direction of the region's economic growth. Today, wood products are still a part of the economy, but are surpassed by high-tech manufacturing and tourism.

The Southern Willamette Valley is home to a diverse economic base and an educated workforce. The economies of Benton, Linn and Lane counties are interrelated, sharing commuters, trends and strengths. Historically, the economies of Lane, Benton and Linn counties were driven by timber and agriculture. Today, Lane County is the nation's largest producer of lumber and plywood products with agriculture ranking a close second. Tourism and public sector employment are also important economic drivers for the region.

The presence of large universities in Corvallis and Eugene has helped expand the regional economy to include health care, engineering and high-tech industries. The top three industries for employment in the Corvallis-Albany and Eugene-Springfield metro areas are state government and education, educational and health services, and manufacturing.

In Benton and Linn counties, education, health services and professional and business services are the fastest-growing industries. The transportation, warehousing and

utilities industries are expected to grow rapidly in the Corvallis-Albany area, while the natural resources, mining and manufacturing industries experienced a drop in employment from 2007 to 2008. New industries built off the area's existing economic base are expected to assume a larger role in the regional economy. These emerging clusters include a growing wine industry, bicycle and coach production, specialty foods production, nurseries, and nano and micro technology.

Transportation facts

- About 13 percent of residents in Benton and Linn counties commute between the two counties.
- 5 percent of Linn County residents commute to Lane County for work.
- The City of Corvallis has the highest rate of bike commuting in the state.
- The Eugene-Springfield area has the highest rate of bike commuting of any region in the country.

Corvallis-Albany

A look inside the 45-minute travelshed

The Corvallis-Albany area, with a population over 100,000, is shaped by the presence of Oregon State University. The median age of 31 in Benton County is much lower than the state average of 36.8, reflecting the influence of the university. The population of Benton County has a large percentage of individuals pursuing college degrees.

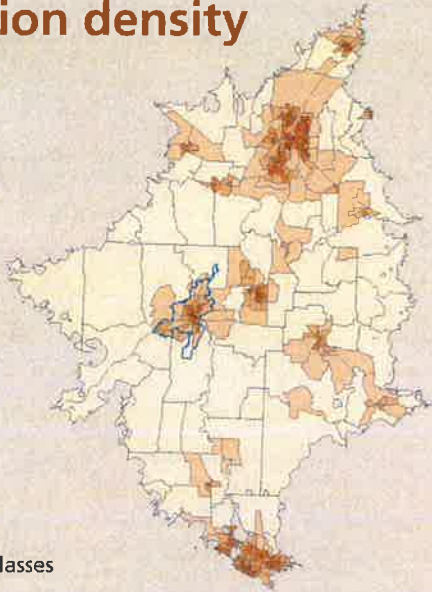
Linn and Benton Counties are each home to a population that is more than 90 percent white and 5 percent Hispanic, with very small percentages of African American and American Indian populations.

- The Benton County area has the highest education rate per capita in the state.
- 8.8 percent of the population within the travelshed resides within the MPO boundary.
- 7.5 percent of the urbanized land within the travelshed lies within the MPO boundary.
- Less than one percent of the farmland within the travelshed lies within the MPO boundary.

Population density



Seven quantile classes



Land cover



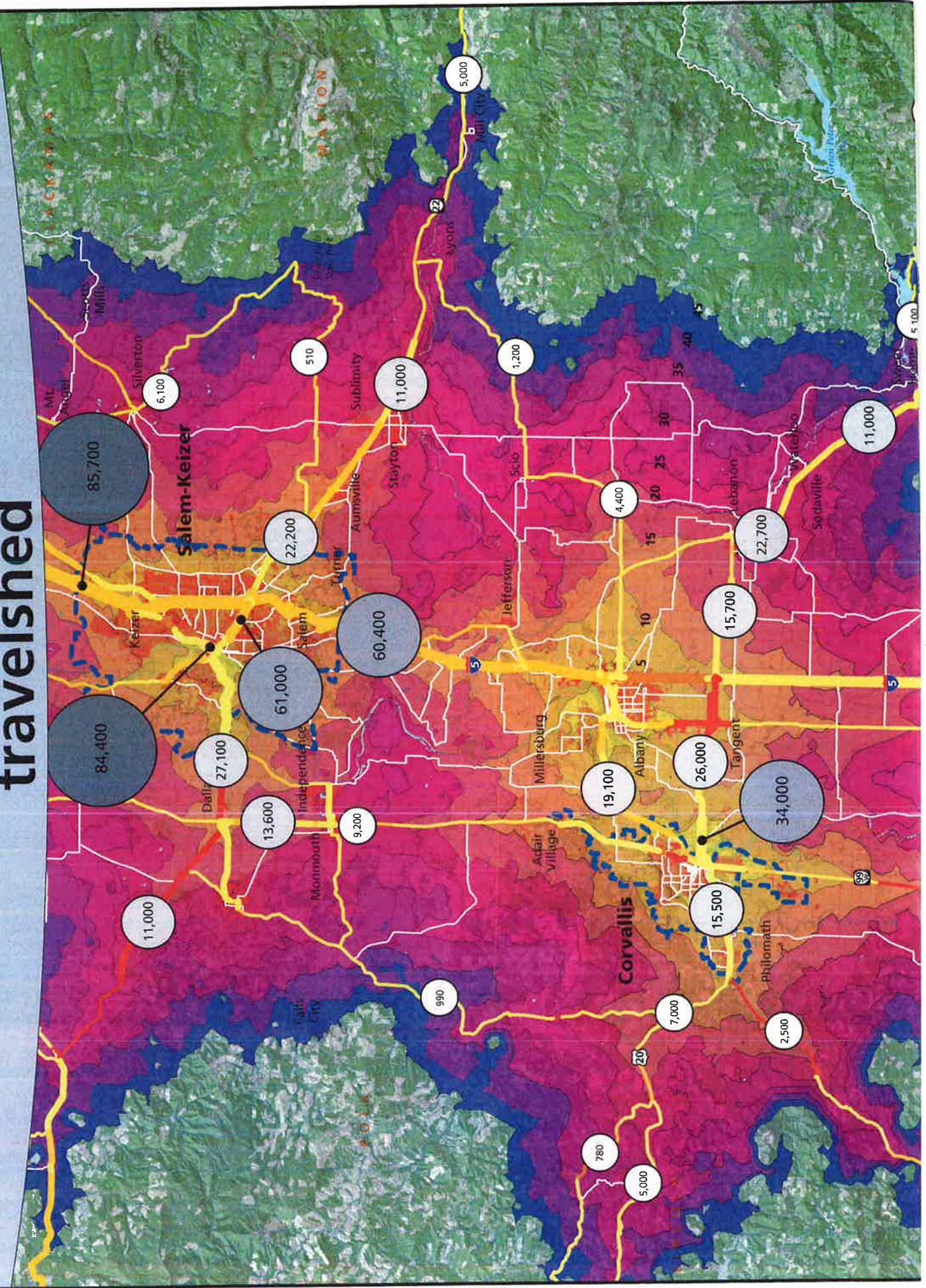
	Population	Density (pop/acre)	Total acres
Inside MPO	54,899	2.18	25,131
Outside MPO	566,879	0.37	1,514,897
Within 15 minutes of city	116,113	0.56	208,558
15-30 minutes from city	239,590	0.44	541,360
30-45 minutes from city	266,076	0.34	785,830

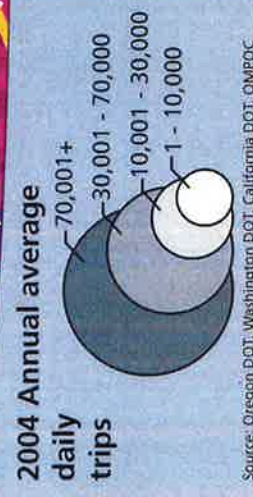
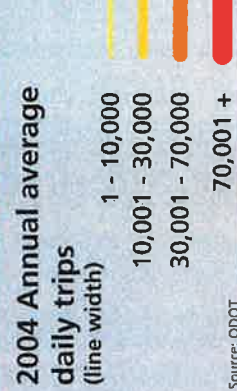
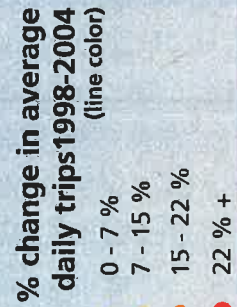
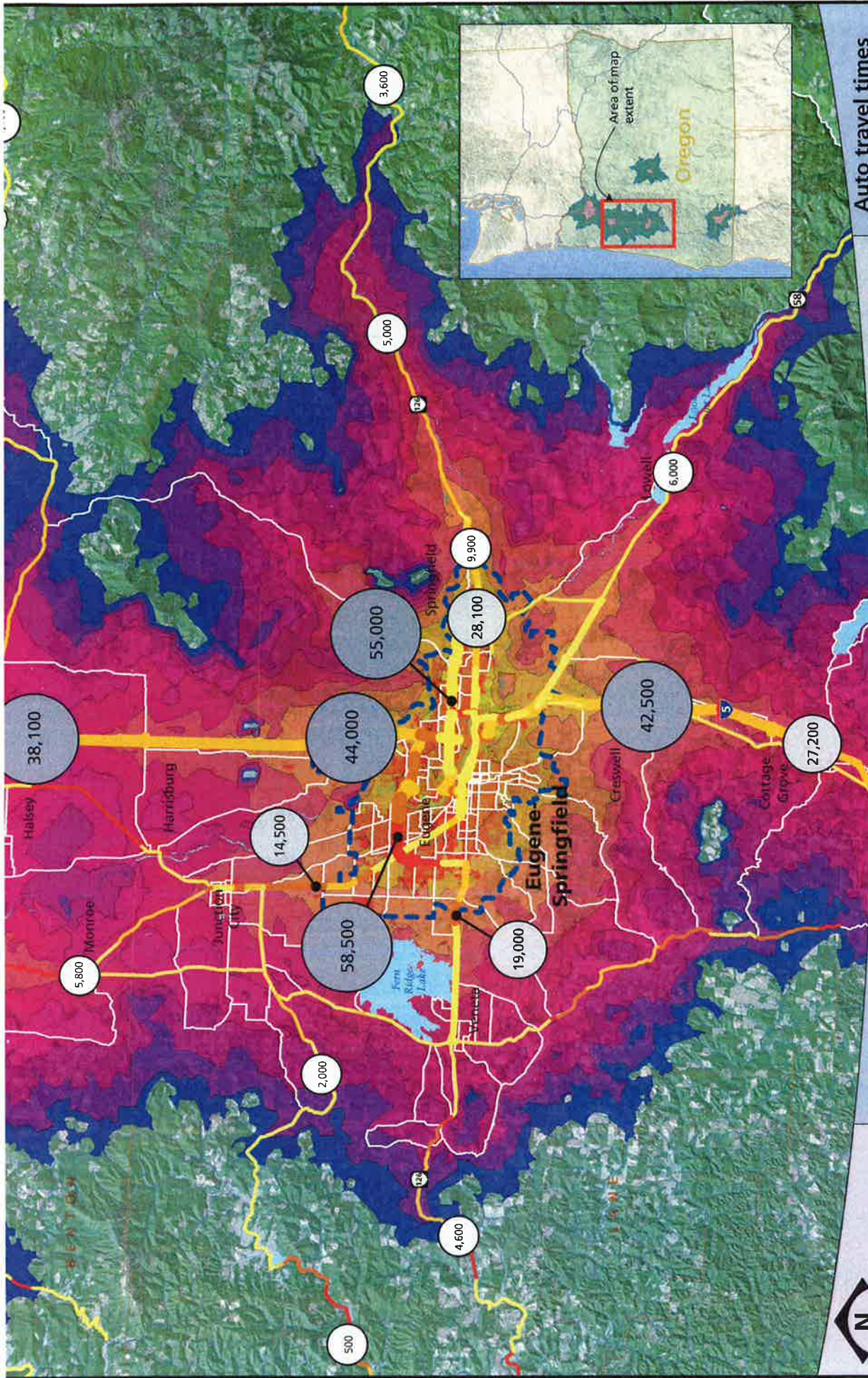
*Population figures from 2000 US Census block groups



* Land cover classifications are aggregations of 2001 USGS NLCD classifications

Traffic volume and the 45-minute travelshed





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Oregon MPO CONSORTIUM

Eugene-Springfield

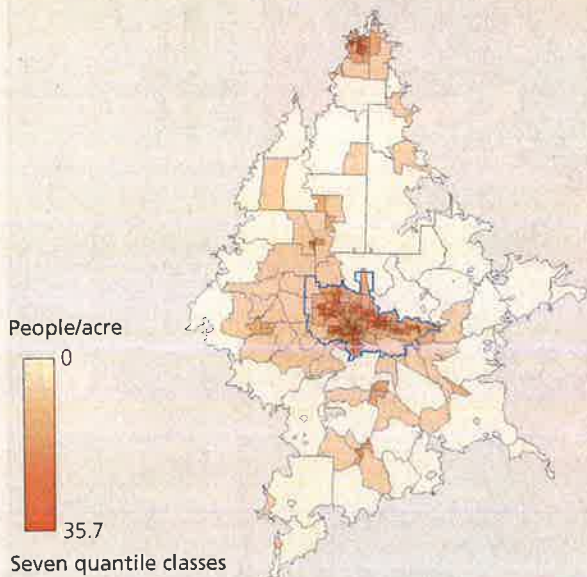
A look inside the 45-minute travelshed

The Eugene-Springfield area, with a population over 200,000, is shaped by the presence of the University of Oregon. The median age of 32.5 for the Eugene-Springfield metropolitan area is much lower than the state average of 36.8, reflecting the influence of the university. Like Benton County, the population of

Lane County has a large percentage of individuals pursuing college degrees. Benton County is also home to a population that is more than 90 percent white, about 5 percent Hispanic, and very small percentages of African Americans and American Indians.

- 63.8 percent of the population within the travelshed resides within the MPO boundary.
- 43.6 percent of the urbanized land within the travelshed lies within the MPO boundary.
- 6.2 percent of the farmland within the travelshed lies within the MPO boundary.

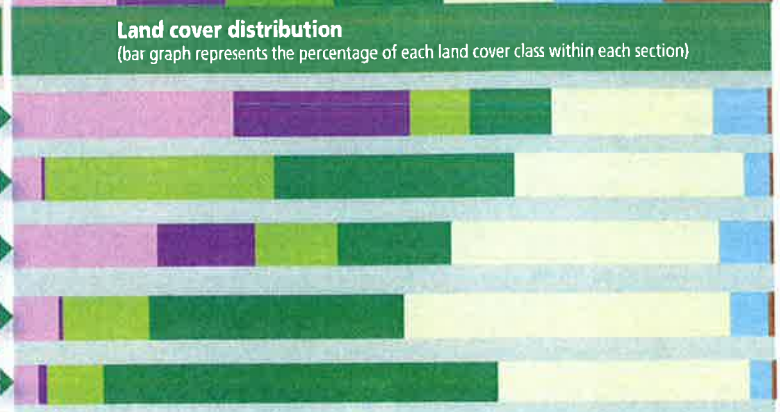
Population density



Land cover



	Population	Density (pop/acre)	Total acres
Inside MPO	223,739	2.83	78,976
Outside MPO	126,768	0.11	1,148,288
Within 15 minutes of city	237,287	1.53	154,594
15-30 minutes from city	51,117	0.12	431,337
30-45 minutes from city	62,104	0.10	641,333



*Population figures from 2000 US Census block groups

* Land cover classifications are aggregations of 2001 USGS NLCD classifications

Major issues and challenges

Transportation needs

With few exceptions, the Southern Willamette Valley has enjoyed steady population growth in recent years, with the Corvallis metro area growing at an annual rate of 1.5 percent. While population trends for the Eugene-Springfield metropolitan area have yet to outpace the Central Lane Metropolitan Planning Organization's (MPO) plan for adequate transportation infrastructure, Springfield is experiencing a phase of significant growth and transportation system expansion. The Eugene-Springfield and Corvallis MPOs must address travelsheds that extend beyond the MPO boundaries. In the Southern Willamette Valley region, traffic flow between the metro areas and adjacent communities is expected to increase. Some of the smaller adjacent communities, such as Coburg, have been folded into the MPO. In other cases that is not so. Albany, a major partner in economic and social transactions with Corvallis, remains outside of the MPO area boundaries. This inconsistency with MPO boundaries limits the Corvallis MPO's transportation planning and travel demand management.

In the Southern Willamette Valley travelshed, traffic continues to increase on corridors to Salem and Portland, the Rogue Valley, Bend and the central Oregon Coast. However, the MPOs within the travelshed lack the data, modeling tools and staff to fully plan and coordinate the transportation system that commutes within this greater region.

Funding gaps

Inadequate funding for transportation systems continues to be a problem at all levels of government. The Eugene-Springfield metro area has experienced funding decreases due the loss of federal timber payments, decreasing or flat payroll tax revenues, lack of voter support for transportation levies or fees and competing issues such as education and public safety. The Corvallis metro area, like small metro areas across the country, struggles to access federal and state funds for major transportation projects. Currently, the region is focused on addressing transit capacity and gaps in the urban trail system. The high number of multi-modal trips in the region requires significant spending of local dollars on these modes. However, the regional commitment to multi-modal transportation paired with the lack of federal funds adds to the funding gap.

Looking ahead

Communities within these travelsheds are collaborating to successfully provide more far-reaching public transit systems. The service boundaries of Lane Transit District extend outside of the MPO boundary, which helps address traffic issues in key corridors. The Central Lane MPO has recently endorsed the transit district's successful bid for Connect Oregon II funding for a Veneta Park and Ride. The Corvallis area is similarly committed to providing funding for a competitive transit system. However, the absence of a comprehensive regional vision and inconsistent interagency cooperation has hampered the region's ability to pursue more of the necessary funding and governance strategies. The lack of robust communication and conflicts between intercity passenger rail and freight trains limits effective problem solving and results in a mediocre rail alternative for intercity and interstate travel. Reliable and convenient connections to major national and international cities are important for attracting and maintaining good quality jobs in the Southern Willamette Valley's high tech and advanced research sectors.

The Oregon MPO Consortium

A metropolitan planning organization (MPO) is a transportation policy-making organization made up of representatives from local government and transportation authorities. Congress created MPOs in 1962, establishing them in urban areas with a population of more than 50,000. Oregon has six MPOs located in the Portland, Salem-Keizer, Eugene-Springfield, Rogue Valley greater Bend and Corvallis areas.

Congress created MPOs to:

- invest scarce transportation dollars appropriately
- create plans that reflect a shared regional vision
- examine investment alternatives
- facilitate collaboration of governments, interested parties and citizens.

To achieve these goals, the U.S. Department of Transportation helps fund the technical operation of MPOs, including the development of complex transportation models and gathering of travel data, and oversees consistency among MPOs through federal regulations. MPOs are required to demonstrate consistency annually.

MPOs also have a role in directly funding transportation projects through special grants from The United States Department of Transportation. Each MPO develops a program of transportation improvements using these funds, generally on a two- or four-year cycle. Because these funds are more flexible than Oregon's traditional gas tax, Oregon's MPOs have made creative use of these grants by targeting

transportation dollars for urban revitalization, transit improvements, bicycle and pedestrian facilities and transportation-related environmental restoration projects.

Oregon's MPOs are also regulated by the state's Transportation Planning Rule, which looks to MPOs to create local planning consistency across cities and counties in urban areas.

In 2005, Oregon's six MPOs formed the Oregon MPO Consortium, a collaborative group that seeks to share knowledge and experiences on urban transportation and advance urban issues at the state and federal level.

**Oregon Metropolitan Planning
Organization Consortium**
www.ompoc.org



Oregon's Economic Engines

ROGUE VALLEY REGION



For much of its history, Oregon has been a rural state, with an economy centered on the timber, agriculture and mineral industries. Today, Oregon's major urban areas have become the state's economic engines and are increasingly the focus of growth and investment.

These vital economic centers are concentrated in three areas of the state:

- Willamette Valley
- Rogue Valley
- Central Oregon

The Rogue Valley includes the cities of Medford, Ashland and Grants Pass and serves as the gateway to Oregon for travelers headed north from California along Interstate 5. The following is an overview of the Rogue Valley region and the issues that face this rapidly growing area.

Unique geography

The Rogue Valley region is distinguished from other regions in the state by its mild climate and proximity to California. Cradled in the foothills of the Siskiyou and Cascade mountains, the valley shares a border with California and lies equidistance between Portland and San Francisco.

The Rogue Valley is three distinct valleys with multiple microclimates, making it the most diverse of all the eco-regions in Oregon and well suited for producing its world renowned pears and other tree fruit.

The natural landscape provides a backdrop for recreational activities and tourism. Southwestern Oregon is home to both North America's deepest lake, Crater Lake, and to the Rogue River, one of only eight rivers in the United States designated as wild and scenic. The Rogue, with its grade-four rapids and year-round salmon population, is popular for whitewater rafting, fishing, wilderness camping and recreation.



Local history

Development in the Rogue Valley region began in the mid-1800s with the discovery of gold. The California gold rush of 1848 brought prospectors within proximity of Southern Oregon. By 1851 gold had been discovered in the Rogue and Illinois river valleys. Gold miners were soon followed by farmers attracted by the fertile soil and exceptional growing conditions. As a result, the small mining communities, such as Jacksonville and Waldo, developed into population centers.

By the late 1860s, the initial gold boom had subsided, and miners were replaced by merchants and farmers. The shape of the communities in the region was forever changed by the arrival of the Oregon and California Railroad in the late 1800s. Medford in particular owes its origins as the largest population center in the area to O&C railroad's decision to bypass Jacksonville and run its line south from Portland through the center of the Bear Creek Valley.

With Medford as a depot for the O&C railroad, the town grew rapidly as a major shipping center for timber and other goods. The timber industry in Southwest Oregon got a boost from the demand for lumber after World War II. In the 1980s, a statewide slowdown of the industry prompted cities like Jacksonville and Ashland to support an economy based on historic resources and the arts.

Employment and economy

Residents of Jackson County average higher levels of education than those in Josephine County, but unemployment rates in both counties are higher than in many other areas of Oregon. Jackson County, the larger of the two counties and encompassing Ashland and Medford, has a higher median income than Josephine County. Both counties, however, report incomes below the state average.

The region is known for a variety of vegetables, including corn, squash, garlic, tree fruits and potatoes as well as beef cattle. This agricultural base has spurred new developments in the regional economy. Jackson County has more than 10,000 acres of orchards that increasingly are being converted to vineyards. Wine grape production has burgeoned across the region since the mid-1990s and the number of vineyards and wineries in the area more than doubled from 1996 to 2005.

The tourism industry, built on the region's recreational opportunities and historic amenities, such as Ashland's Shakespeare Festival and Jacksonville's Britt Festivals, posted the largest gain in jobs of any published sector in the state from 2006 to 2007.

The top three private sector industries providing employment are trade, educational and health services, and leisure and hospitality. The trade, manufacturing, construction and natural resources sectors saw employment decrease from 2007 to 2008. That downturn has been offset by the recent expansion of the retirement sector, which has helped boost

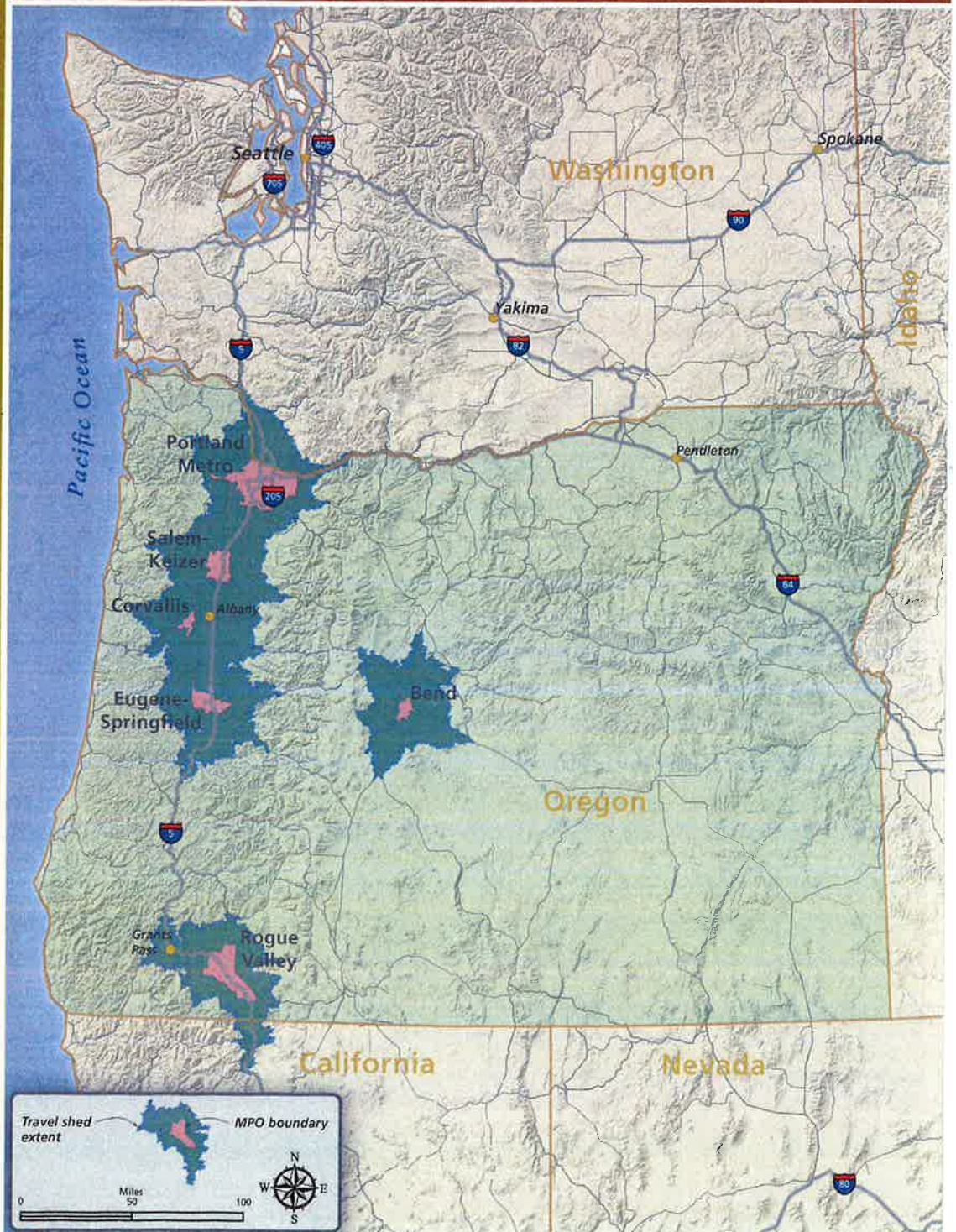
employment. The region's health care industry is bolstered by the presence of two regional hospitals, smaller local hospitals and several clinics, which together provide care to a region that extends across Southern Oregon and Northern California. Reflecting this diverse economic base, the area's top employers include the two regional hospitals, a gourmet foods producer, and two wood product companies. The population of Southwestern Oregon is expected to see an influx of retirees attracted by the mild climate and plentiful medical services. Accordingly, the industries that are expected to add the most jobs are health care and social assistance, retail trade, professional and business services, and accommodations and food services.

Transportation fact

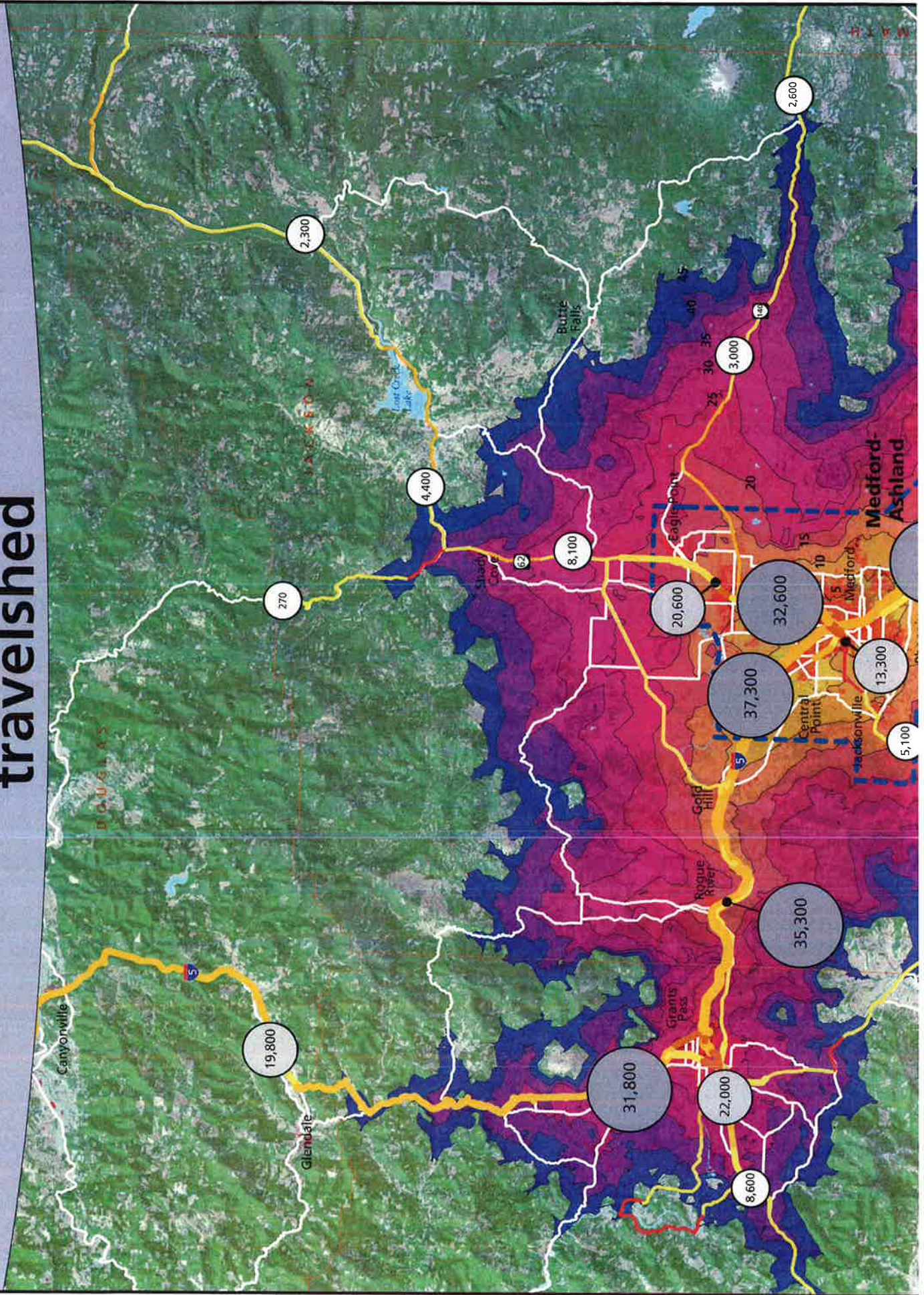
Located along the Interstate 5 corridor between the large metropolitan centers of Oregon and California, the Rogue Valley region is well situated for tourism and agricultural trade, two of its defining industries.

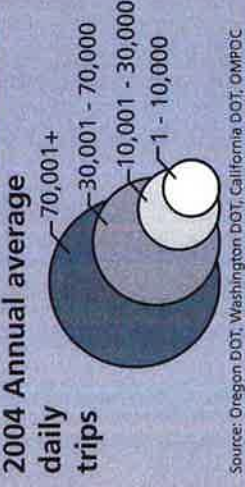
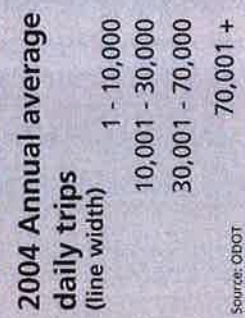
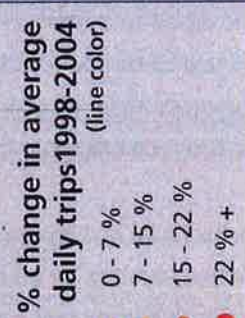
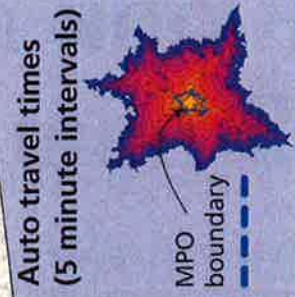
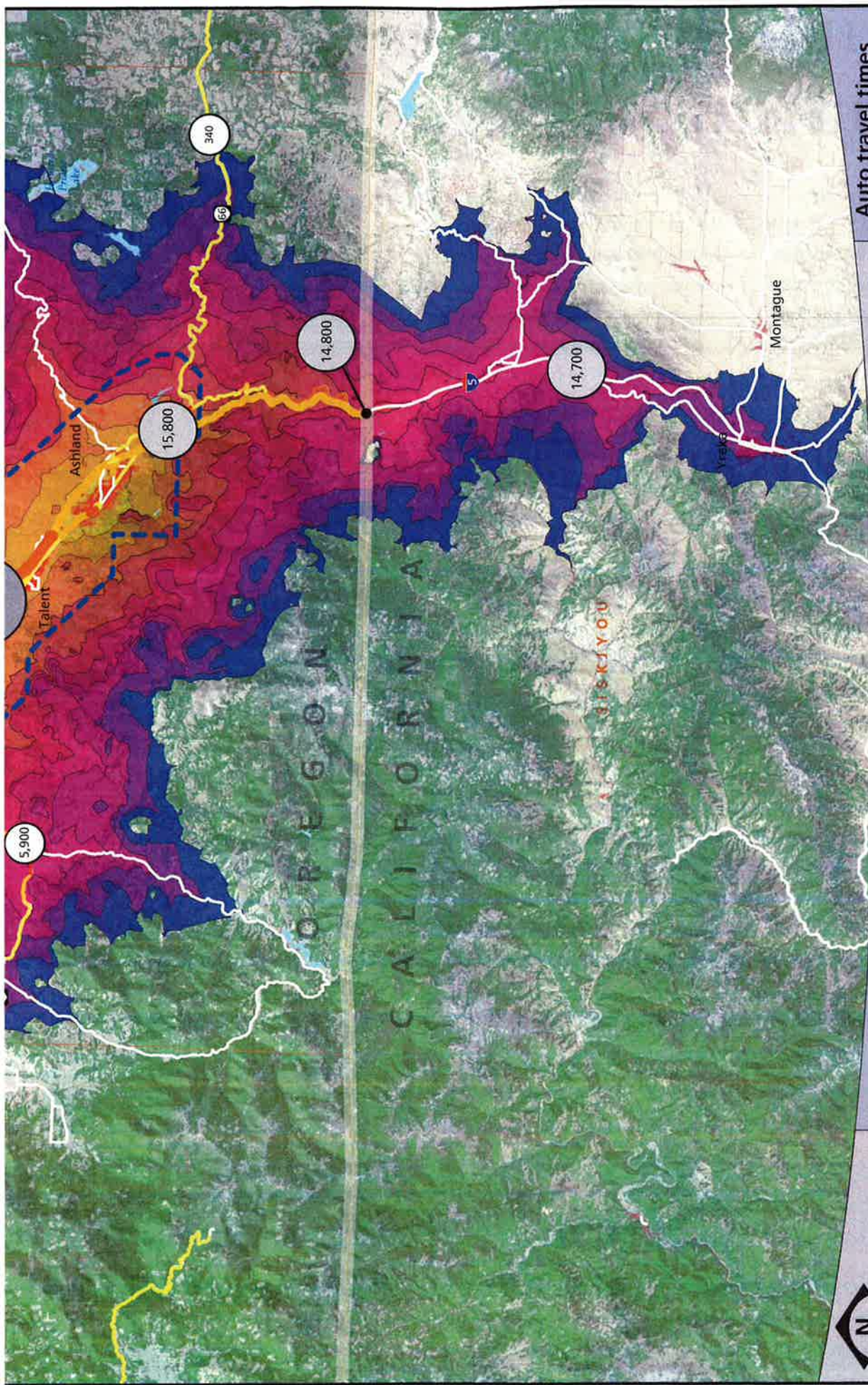
45-minute
travelshed

Overview of Oregon's MPOs and their travelsheds



Traffic volume and the 45-minute travelshed





MetropolitanPlanningOrganization.org/metro.gov
HealthAndHousingOregon.com/metro.gov

Source: ODOT

Source: Oregon DOT, Washington DOT, California DOT, OMPDC

A look inside the 45-minute travelshed

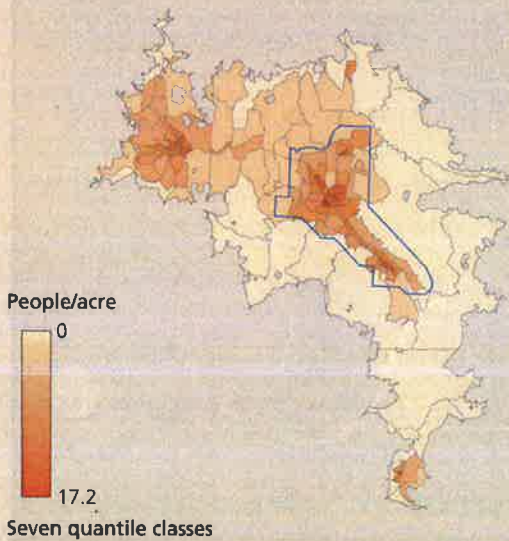
The Rogue Valley region is a large and diverse community consisting of Jackson and Josephine counties. With a combined population of roughly 280,000, the counties share a similar profile that informs the character of the region.

Jacksonville and Josephine counties' median ages of 39 and 43, respectively, are both higher than the state average of 36.8. Josephine County ranks third in the state for percent of population

65 years and older. Both counties have high percentages of white residents; African American, Asian and American Indian population percentages are relatively small. Hispanics in both counties are a growing ethnic group.

- 61.4 percent of the population within the travelshed resides within the MPO boundary.
- 37.9 percent of the urbanized land within the travelshed lies within the MPO boundary.
- 51.9 percent of the farmland within the travelshed lies within the MPO boundary.
- From 2000 to 2005, the 55-64 age group was the fastest-growing segment of the Rogue Valley's population.

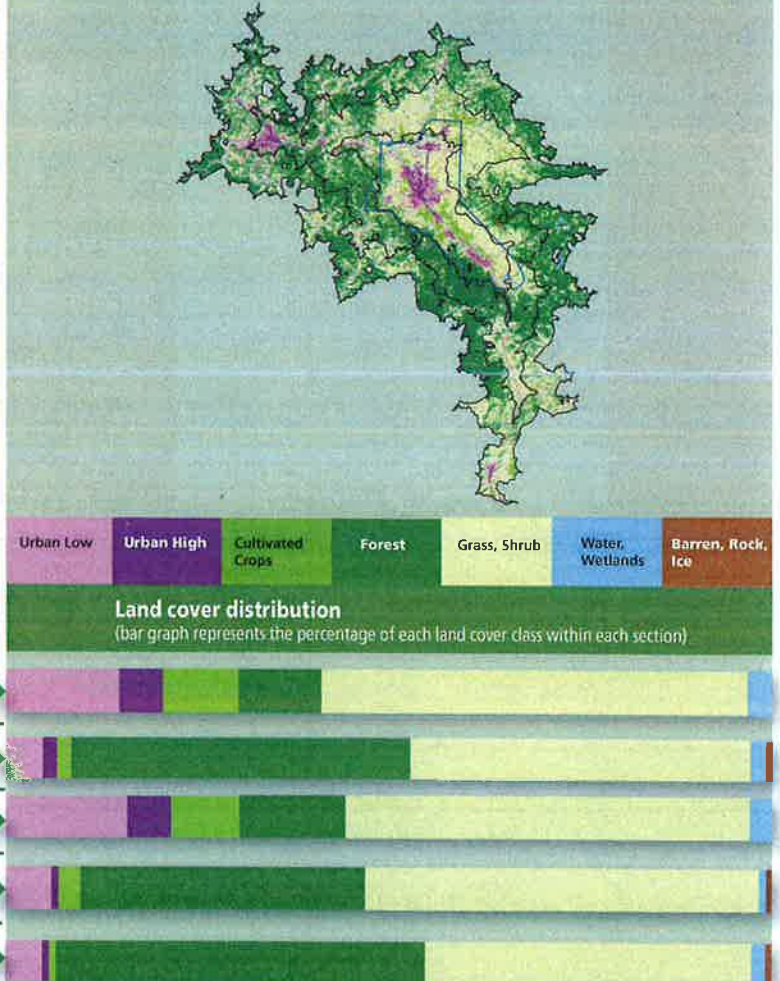
Population density



	Population	Density (pop/acre)	Total acres
Inside MPO	145,162	0.86	168,445
Outside MPO	91,438	0.09	981,278
Within 15 minutes of city	142,179	0.86	165,372
15-30 minutes from city	51,455	0.13	391,246
30-45 minutes from city	43,456	0.07	593,105

*Population figures from 2000 US Census block groups

Land cover



* Land cover classifications are aggregations of 2001 USGS NLCD classifications

Major issues and challenges

Transportation needs

The Rogue Valley region strives to accommodate urban growth while preserving the rural farms and scenic open spaces that have drawn residents and visitors for decades. Spearheaded by the Rogue Valley's Regional Problem Solving project, there are ongoing efforts to shape urban growth in ways that preserve each city's unique characteristics, including their physical separation through preservation of rural countryside. The region's development pattern of small cities interspersed with farms is the underpinning for the region's travel patterns. Residents of the Rogue Valley area meet their needs for housing, employment, education, services and recreation by moving among the region's small cities. The challenge now facing the Rogue Valley Metropolitan Planning Organization (MPO) is to identify and develop a regional transportation system that fulfills expectations for service, supports commerce and contributes to a style of living that offers both urban and rural amenities.

While Medford and Grants Pass are the centers for regional services and employment, people travel outside these areas to homes, work and services. As a result, regional travel demand extends beyond a narrowly drawn urban area. The way the public defines regional travel, as demon-

strated through travelshed analysis, reflects a much larger area than census population data indicates. In this context, it is important to develop a planning process that is responsive to the region's travel needs and realistically assesses regional travel demand and behavior.

Funding gaps

The Rogue Valley MPO is pursuing a strategy that addresses specific regional transportation needs, including the accommodation of freight, the development of new regional connectors and improvement of the region's mass transit. As Oregon's principal southern freight center, the Rogue Valley transportation network must accommodate one of the state's higher concentrations of truck traffic. The current cutback and threatened loss of rail service through the region puts a greater burden on an already challenged highway system, and poses prohibitive cost increases to important industry sectors.

The Rogue Valley region strives to prolong the life of ageing networks, such as Interstate 5, which are reaching capacity, and to develop new regional routes that link growing urban areas. As the region recognizes the critical role that transit can play in moving people, it must identify a financially feasible service that can realistically replace the automobile for a significant

share of regional travel. The region must continue to build on investments such as the 21-mile Bear Creek Greenway multi-use path. However, to be successful in this endeavor, the effort must go beyond identifying projects to developing full-fledged alternative networks.

Looking ahead

In the face of these challenges, the Rogue Valley region has begun a coordinated effort to achieve a more efficient transportation system. Focusing on the impact of transportation capacity on economic competencies, the region has joined neighboring counties in the state-sponsored Southwest Economic Transportation Team. This public-private partnership is examining job creation, expansion and retention through the strategic investment of limited transportation resources.

One challenge for the Rogue Valley MPO is that transportation decisions are only part of the picture of decision-making at the regional level. No corollary body or process is addressing regional land use. The Rogue Valley MPO coordinates with jurisdiction-level planning, but the absence of a regional partner and a clearly defined regional land use responsibility limits its impact on transportation related issues.

The Oregon MPO Consortium

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- facilitate collaboration of governments, interested parties and citizens.

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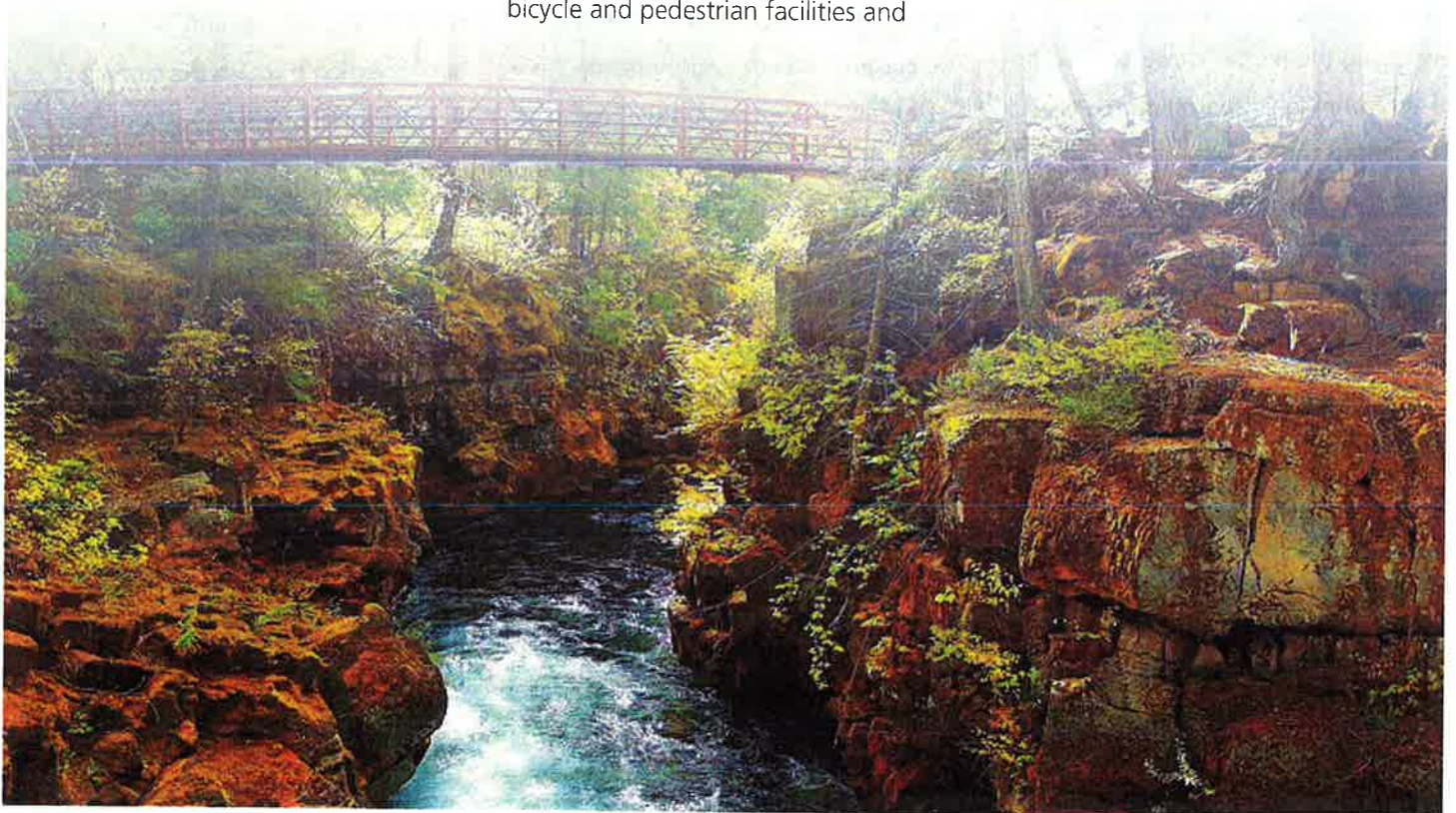
MPOs also have a role in directly funding transportation projects through special grants from The United States Department of Transportation. Each MPO develops a program of transportation improvements using these funds, generally on a two- or four-year cycle. Because these funds are more flexible than Oregon's traditional gas tax, Oregon's MPOs have made creative use of these grants by targeting transportation dollars for urban revitalization, transit improvements, bicycle and pedestrian facilities and

transportation-related environmental restoration projects.

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In 2005, Oregon's six MPOs formed the Oregon MPO Consortium, a collaborative group that seeks to share knowledge and experiences on urban transportation and advance urban issues at the state and federal level.

Oregon Metropolitan Planning Organization Consortium
www.ompoc.org



Oregon's Economic Engines

GREATER BEND REGION



For much of its history, Oregon has been a rural state, with an economy centered on the timber, agriculture and mineral industries. Today, Oregon's major urban areas have become the state's economic engines and are increasingly the focus of growth and investment. These vital economic centers are concentrated in three areas of the state:

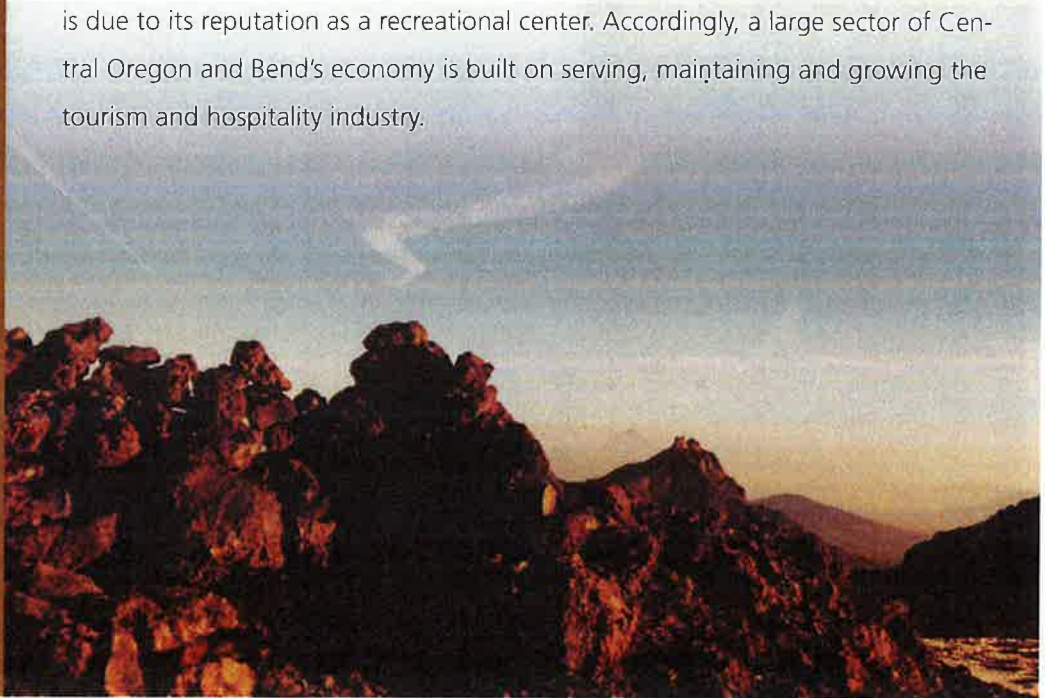
- Willamette Valley
- Rogue Valley
- Central Oregon

The Central Oregon, or greater Bend region, includes the cities of Bend, Redmond, Sisters, Madras, La Pine and Prineville. The region covers three counties: Deschutes, Crook and Jefferson. The following is an overview of the greater Bend region and the issues that face this rapidly growing area.

Unique geography

Deschutes County, located between the Cascade Mountain range to the west and the high desert to the east, contains 78 percent of the Central Oregon population and is the hub of the region's economic and cultural activities. The Bend region is the sixth fastest growing metropolitan statistical area in the United States, according to 2005 Census estimates. With its proximity to the Cascade Mountain range, Smith Rock State Park and the Deschutes, Metolius and Crooked rivers, Deschutes County offers residents an attractive combination of metropolitan amenities in a natural setting.

The features that visually define the Central Oregon region attract year-round recreation opportunities, including skiing, golfing, fishing, hiking, biking and kayaking. A large percentage of the region's recent growth as a retirement destination is due to its reputation as a recreational center. Accordingly, a large sector of Central Oregon and Bend's economy is built on serving, maintaining and growing the tourism and hospitality industry.



Employment and economy

Local history

The cities of Deschutes County were settled about 100 years ago. The first official European American settlement appeared around 1900 with the founding of the Pilot Butte Development Company. The development company facilitated the first organization and sale of town lots along one of the few fordable points on the river.

Bend officially became incorporated by a vote of the people in 1904, but it was the extension of the Columbia Southern Railroad to Bend in 1911 that opened new markets for the agriculture and lumber industries. By the mid-1920s, the combined capacity of the lumber mills in the Bend area qualified it as one of the largest white pine lumber producers in the world and brought a rapid expansion of the county's population.

The timber boom began to slow in the 1950s, resulting in high unemployment rates by the early 1980s. Bend began to cultivate tourism and the resort trade as an economic development strategy, which had been started by the establishment of Mount Bachelor ski area in the 1970s. As a result, Deschutes County has experienced the most rapid growth of any county in the state in recent years.

Deschutes County accounts for approximately 83 percent of Central Oregon's workforce. The current economic base is dominated by recreation-related industries such as leisure and hospitality, accommodations, and food services. The principal industries in the county have traditionally been lumber, ranching and agriculture. However, 2008 saw a decrease in persons employed in the natural resources, construction and traditional manufacturing industries, suggesting a declining role for these sectors in the future.

The new industries emerging in Central Oregon include high tech manufacturing of products such as aerospace materials, recreational equipment and medical devices, as well as information-based industries such as research and development, software development, and a variety of professional and financial services.

Employment in Central Oregon is projected to grow by 25 percent between 2006 and 2016, making it the fastest growing region in the state. The expansion of leisure and hospitality, professional and business services, and retail and trade industries is expected to drive nearly half of the region's projected growth.

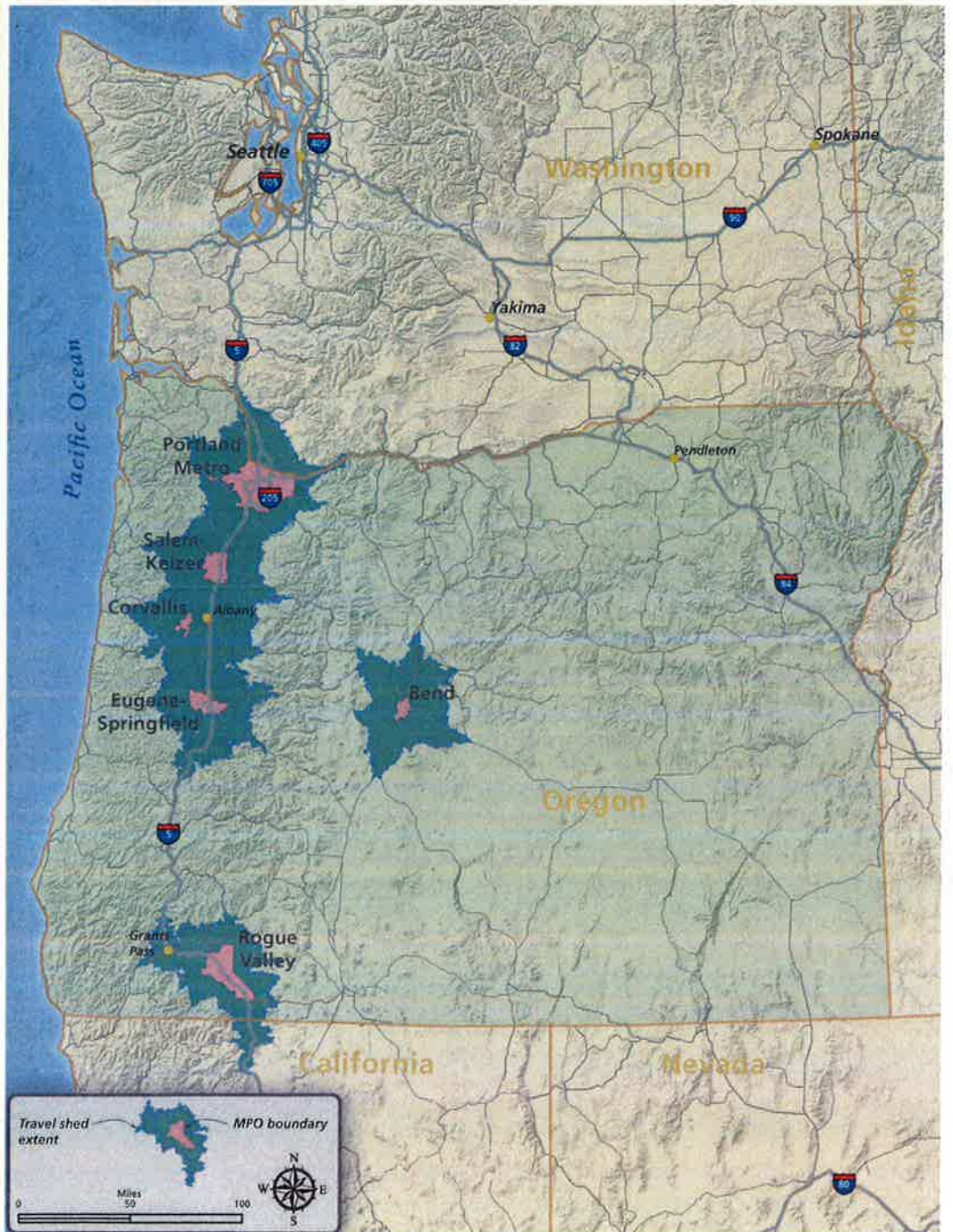
Transportation facts

- From 1990 to 2000, the number of workers commuting into Deschutes County increased by two-thirds.
- Employment is projected to grow by 25 percent between 2006 and 2016.

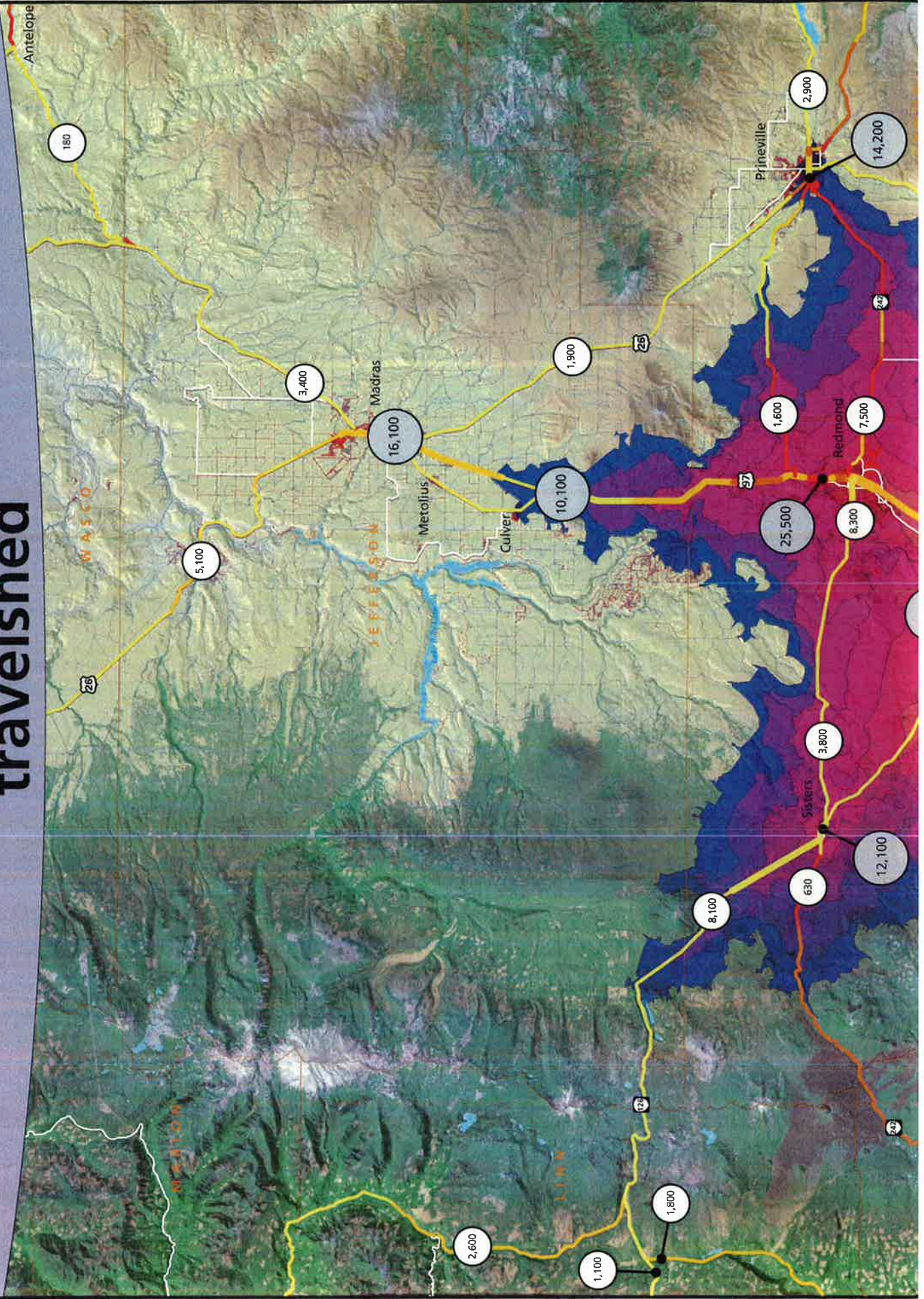


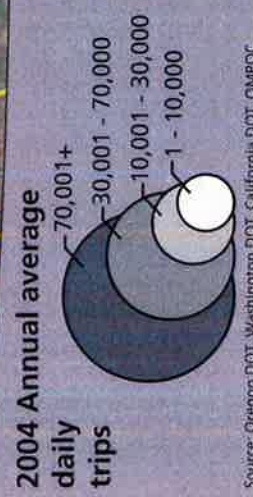
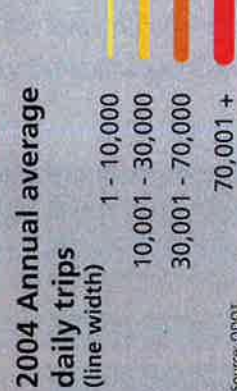
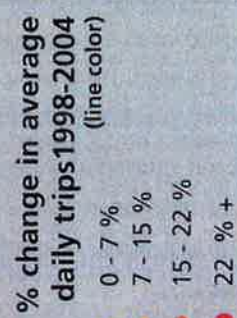
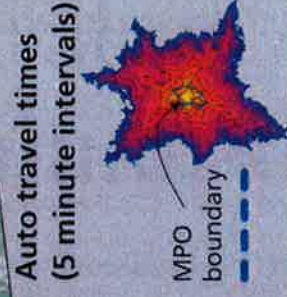
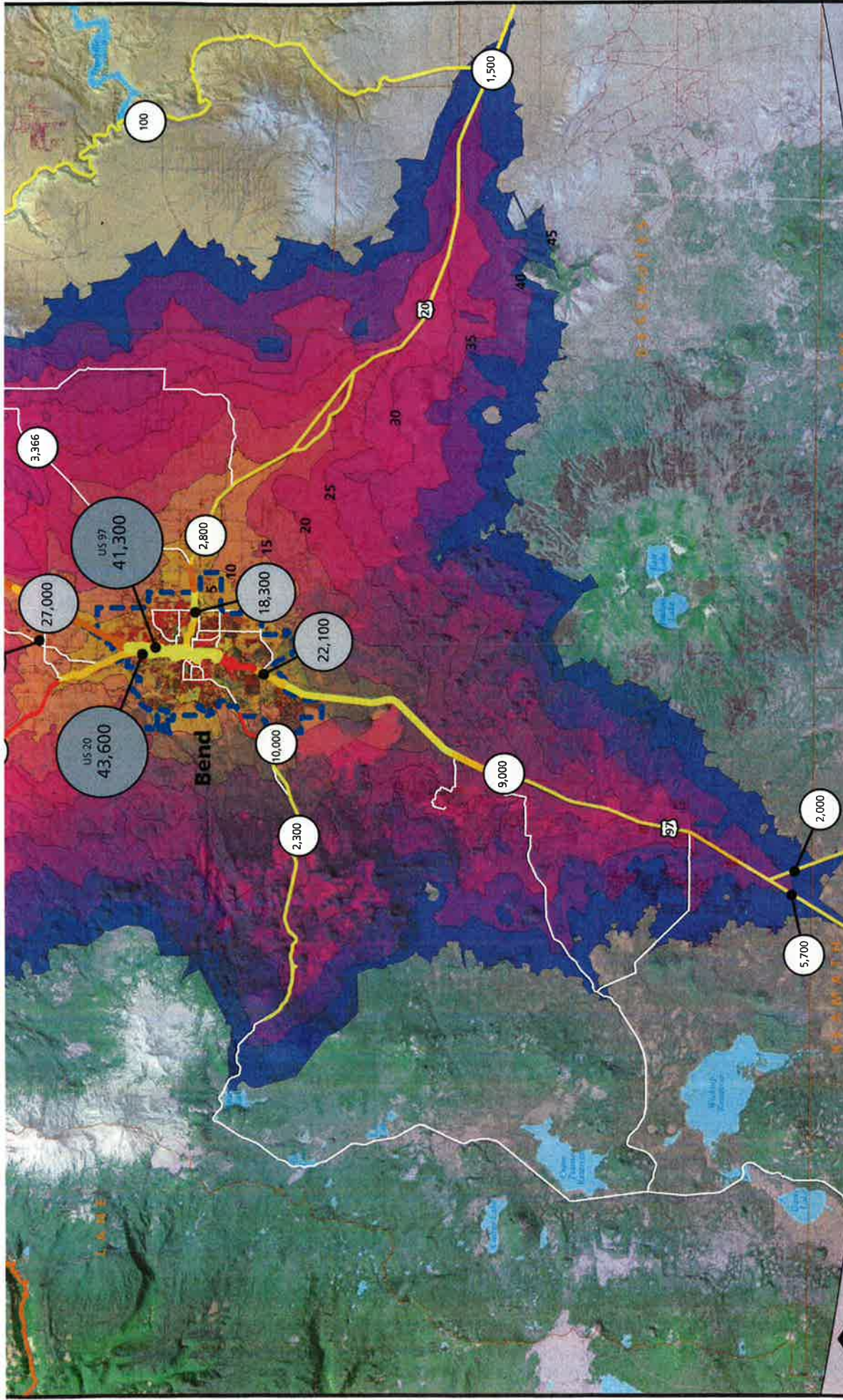
45-minute
travelshed

Overview of Oregon's MPOs and their travelsheds



Traffic volume and the 45-minute travelshed





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Heath@kretzlab.org@dot.gov

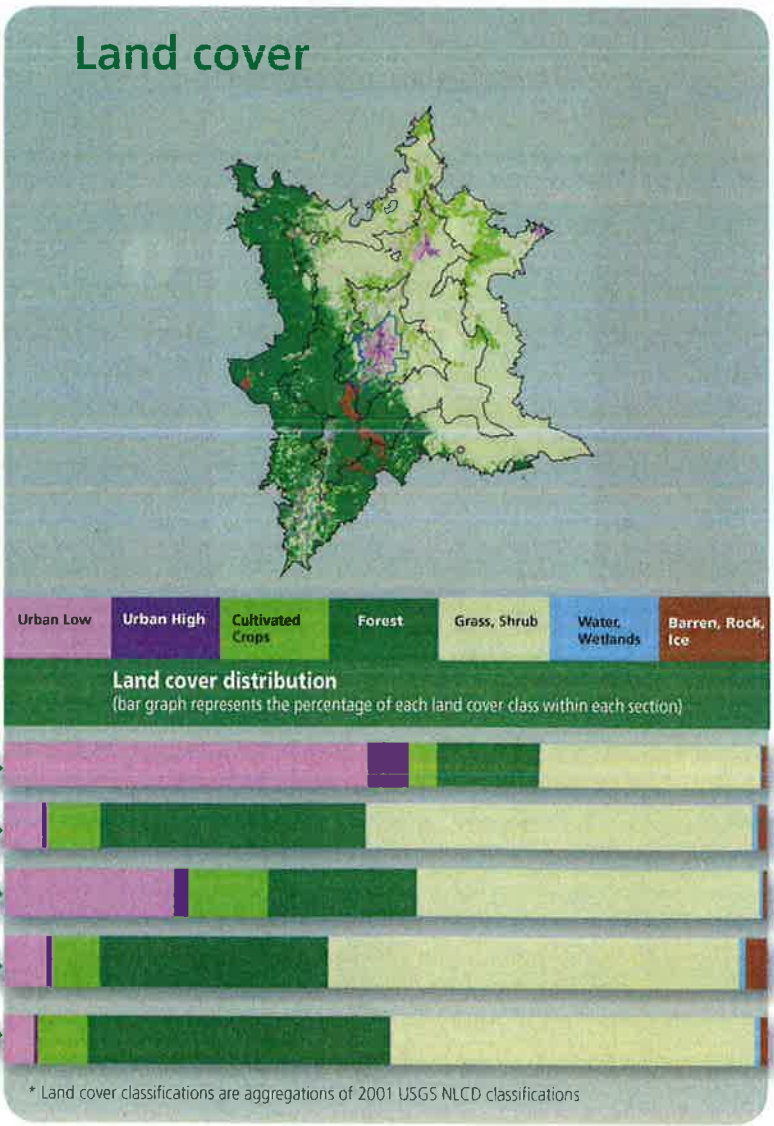
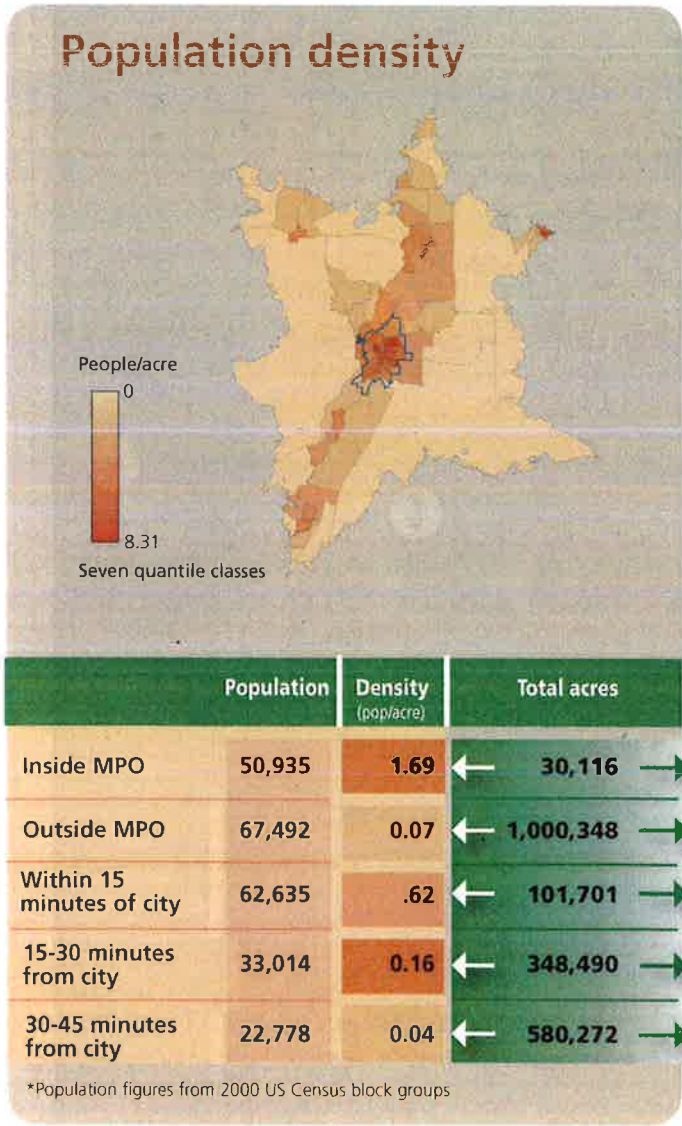
Oregon
MPO CONSORTIUM

A look inside the 45-minute travelshed

In 2007, the population of Deschutes County was approximately 161,000 with a median age of 38 which is higher the state average of 36.8. The community in the Bend region is primarily white with very small African American, Asian, and American Indian populations; about five percent are Hispanic.

In-migration already accounts for over 70 percent of the county's recent growth. By 2020, the population in the Bend Urban Growth Boundary is projected to reach 100,646, and the total Deschutes County population is projected to reach 214,145.

- 43 percent of the population within the travelshed resides within the MPO boundary.
- 23.2 percent of the urbanized land within the travelshed lies within the MPO boundary.
- 1.5 percent of the farmland within the travelshed lies within the MPO boundary.
- Residents in the Bend region enjoy a higher median income than the state of Oregon, but pay higher housing costs.



Major issues and challenges

Transportation
needs

Funding gaps

Looking ahead

Transportation needs

The Bend area faces the ongoing challenge of providing and maintaining transportation systems to meet increasing demands. Population and employment growth and an expected urban growth boundary expansion will intensify transportation challenges to this regional center. If land use patterns and travel behavior in the Bend area continue at current levels, roadway congestion will rise, increasing the cost of travel and reducing the efficiency of the region's roadway network. Without investing in transportation options in the region, the proportion of trips using alternative modes will not change.

Another challenge is the variance in the sizes of the Bend Metropolitan Planning Organization (MPO) boundary, the urban growth boundary and the area's travelshed. While the Bend MPO planning boundary is slightly larger than the Bend urban growth boundary, the travelshed for the area is larger than both, extending west to Sisters, north past Redmond, east to Prineville, and south to La Pine. Given the limited MPO boundary, coordinating regional transportation issues is challenging.

Funding gaps

Further complicating the transportation planning in the region are the existing and future demands on the transportation system expansion, maintenance and management, all of which require substantial funding. Currently, the Bend Area Transit

system and a large portion of the local preservation and maintenance budget receive funding from the City of Bend General Fund. As pressure on that fund increases from other program needs, its ability to provide revenue for transit and road preservation will diminish. Already, funding exists for only half of the local system capacity projects, safety projects and bicycle, pedestrian and transit projects.

In addition, roadway preservation needs will significantly increase in five to ten years as the large number of recently constructed roadways age.

Looking ahead

Partnerships at the local and regional levels to address these transportation challenges include the Central Oregon Area Commission on Transportation, which provides a forum for discussing regional transportation issues, and the Central Oregon Intergovernmental Council, which is working to coordinate and expand public transportation service programs in Deschutes, Jefferson and Crook counties. Commute Options for Central Oregon, in conjunction with ODOT, Deschutes County and Crook County, provide ten park-and-ride lots in Deschutes and Crook counties. However, the potential for these collaborations and programs is limited by scarce funding.

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**Oregon Metropolitan Planning
Organization Consortium**

www.ompoc.org



Oregon's Economic Engines

NORTHERN WILLAMETTE VALLEY



For much of its history, Oregon has been a rural state, with an economy centered on the timber, agriculture and mineral industries. Today, Oregon's major urban areas have become the state's economic engines and are increasingly the focus of growth and investment. These vital economic centers are concentrated in three areas of the state:

- Willamette Valley
- Rogue Valley
- Central Oregon

The Northern Willamette Valley includes the Portland and the Salem-Keizer regions, which together make up the largest urban corridor in Oregon. The following includes an overview of the greater Northern Willamette Valley and the issues that face this rapidly growing area.

Unique geography

The Northern Willamette Valley region consists of two large metropolitan areas: the Portland metro area and the Salem-Keizer metro area. The region lies at the confluence of the Columbia and Willamette rivers and is defined by the Coast Range on the west and the Cascade Range on the east. Encompassing two of the five largest population centers in Oregon, the region serves as the state's economic, cultural and political center and is a West Coast hub for trade, commerce and travel. Approximately half of Oregon's agricultural production takes place in the region.



Local history

The earliest permanent American settlement in the Northern Willamette Valley appeared in the 1840s. The arrival of the steamboat in the 1850s initiated travel on the Willamette River south to Eugene and north to Oregon City, facilitating the exchange of mail and the trade of goods and produce. With the advent of the steamboat and expansion of agriculture and logging, by 1850 the Portland area had more than 800 residents, and Salem's population had grown to 2,500. Shortly after Oregon became a state in 1859, voters selected Salem as its capital.

Due to the region's unique location at the confluence of the Willamette and Columbia rivers, the Northern Willamette Valley emerged as a major hub for transportation and trade. The arrival of the Oregon and California Railroad in 1869 continued to foster the region's growth. By the end of the 19th century, the Northern Willamette Valley was home to more than 90,000 residents, and today remains one of the larger urban areas in the Northwest. The growth of the region is projected to reach well over 3 million residents by 2025.

Understanding the region

The regional economy extends across city and county lines as residents commute up and down the Northern Willamette Valley corridor. Average commuting time throughout the Northern Willamette Valley ranges from 21 to 26 minutes.

In Multnomah County, 11 percent of the population uses carpools and another 11 percent takes public transit. This is the highest percentage for these two travel options of any county in the Northern Willamette Valley.

Transportation facts

- According to the 2000 census data on commuting patterns, the four counties in Oregon with the highest rates of inbound and outbound commuters are Multnomah, Washington, Clackamas and Marion.
- Polk and Clackamas counties have the largest share of residents commuting outside the county for work.
- Marion and Clackamas counties exchange about 3 to 4 percent of their respective residents as daily commuters. Similarly, 3 to 4 percent of Marion County residents commute to Washington and Multnomah counties.



Portland Metro

Employment and economy

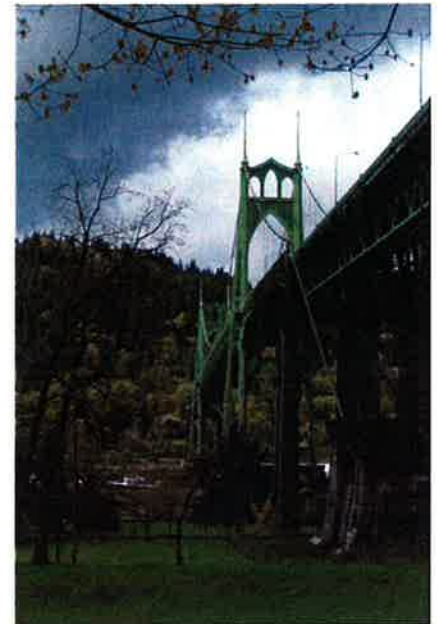
While Portland is Oregon's largest urban area, agriculture remains a significant part of the regional economy, with Clackamas, Multnomah and Washington counties responsible for 17 percent of agricultural production for the state. Clackamas County is second only to Marion County in agricultural sales revenue of specialty products.

The regional economy is built on the area's proximity to gateway facilities and supported by a growing population. The regional port facilities provide 10 percent of all manufacturing jobs in Clark, Multnomah, Washington and Clackamas counties. Three-quarters of manufacturing activity in the Portland metro area fall into the category of durable goods, with computer and electronics manufacturing dominating that category. As the center of Oregon's high-tech industry, the greater Portland metro area accounted for approximately 10 percent of the nation's semiconductor output in 2005. In addition, educational, health and government services have contributed thousands of new jobs to the regional economy, propelled in large part by a growing population.

Looking ahead, the Portland metro area continues to add jobs at a rate that is consistent with the popula-



tion expansion projected for the next 25 years. The professional and business services sector is expected to grow due in part to a dependence on temporary employment. High-wage professional and technical service industries, such as engineering, architecture and computer system design, will continue to see marked growth as well. The continued population growth throughout the metro region will fuel service-based industries such as retail and hospitality as well as educational and health services. Government and public sector jobs will be concentrated in public education, reflecting an expected increase in the school-aged population in growing areas like Washington County.



Salem-Keizer

Employment and economy

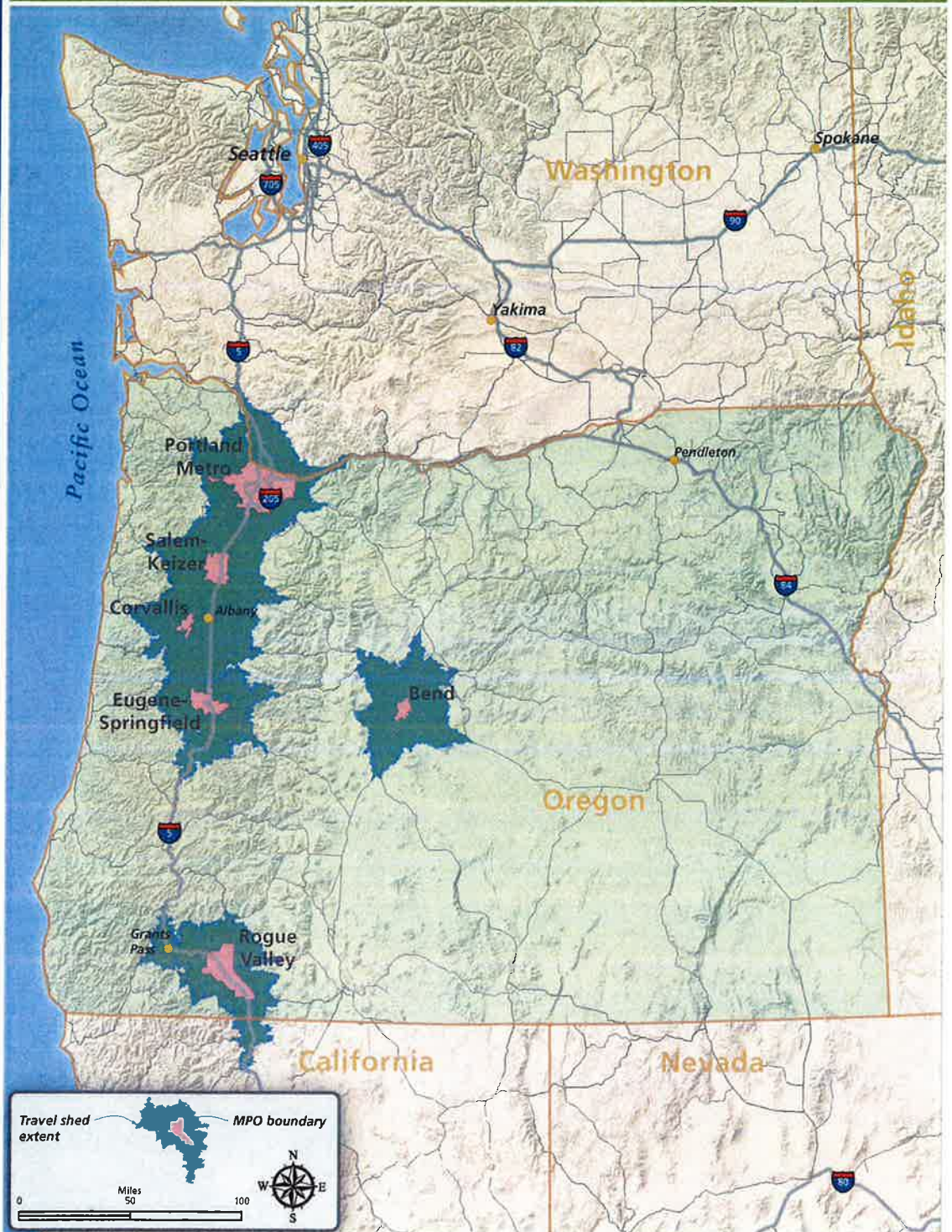
As the state capitol and county seat, employment by the local and state government drives much of Salem's economy, employing 29 percent of the workers in 2000. The retail and service sector is the second largest employment block, with major employers in health care and banking. Education also bolsters the economy due to a prominent university presence. The region contains two public and six private universities.

Recent large developments include Keizer Station, the Mill Creek Industrial Park, Salem's downtown Conference Center and multiple mixed-use developments in Salem's downtown core. Surrounded by a rich variety of agricultural lands in Polk and Marion counties, processing and distributing these products plays a significant role in the local economy. Manufacturing still plays a role in the local economy, although recent years have seen the departure and reduction of some manufacturing firms.

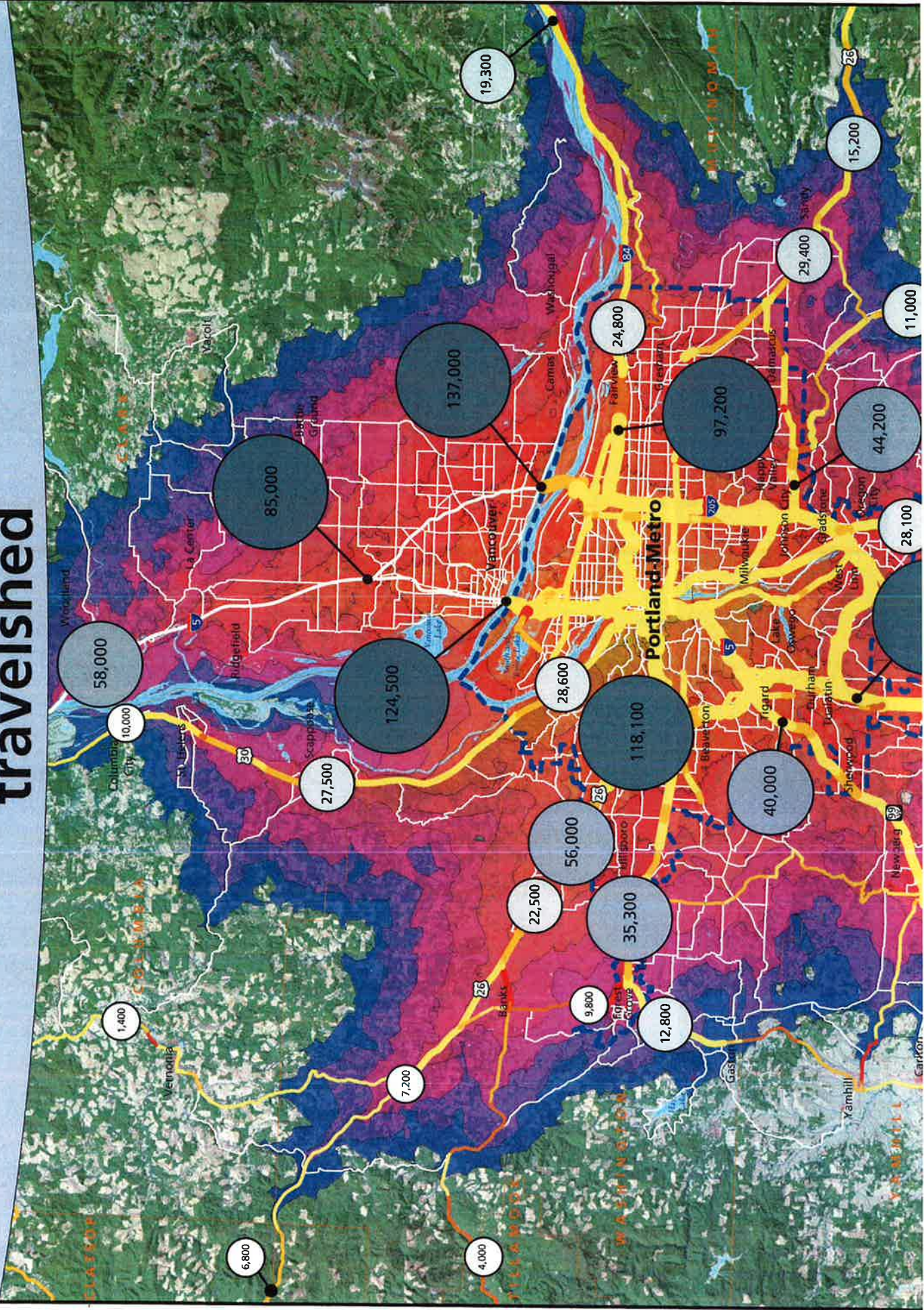


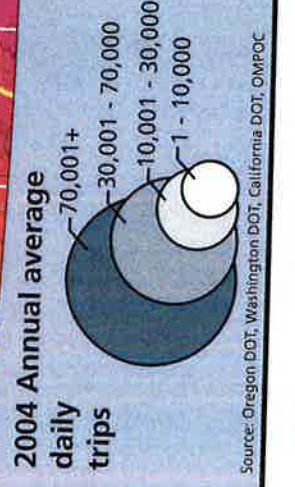
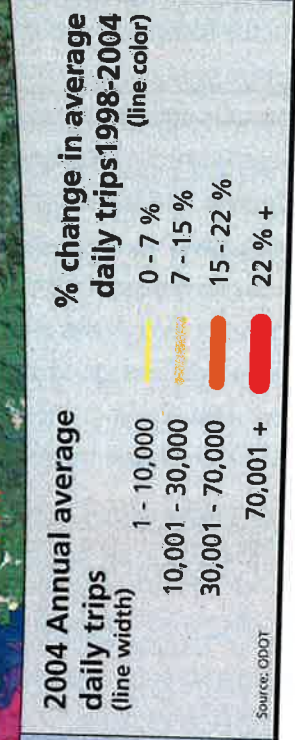
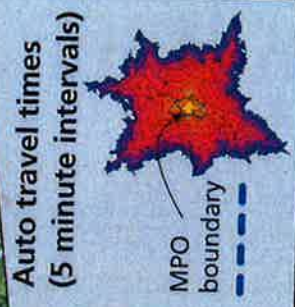
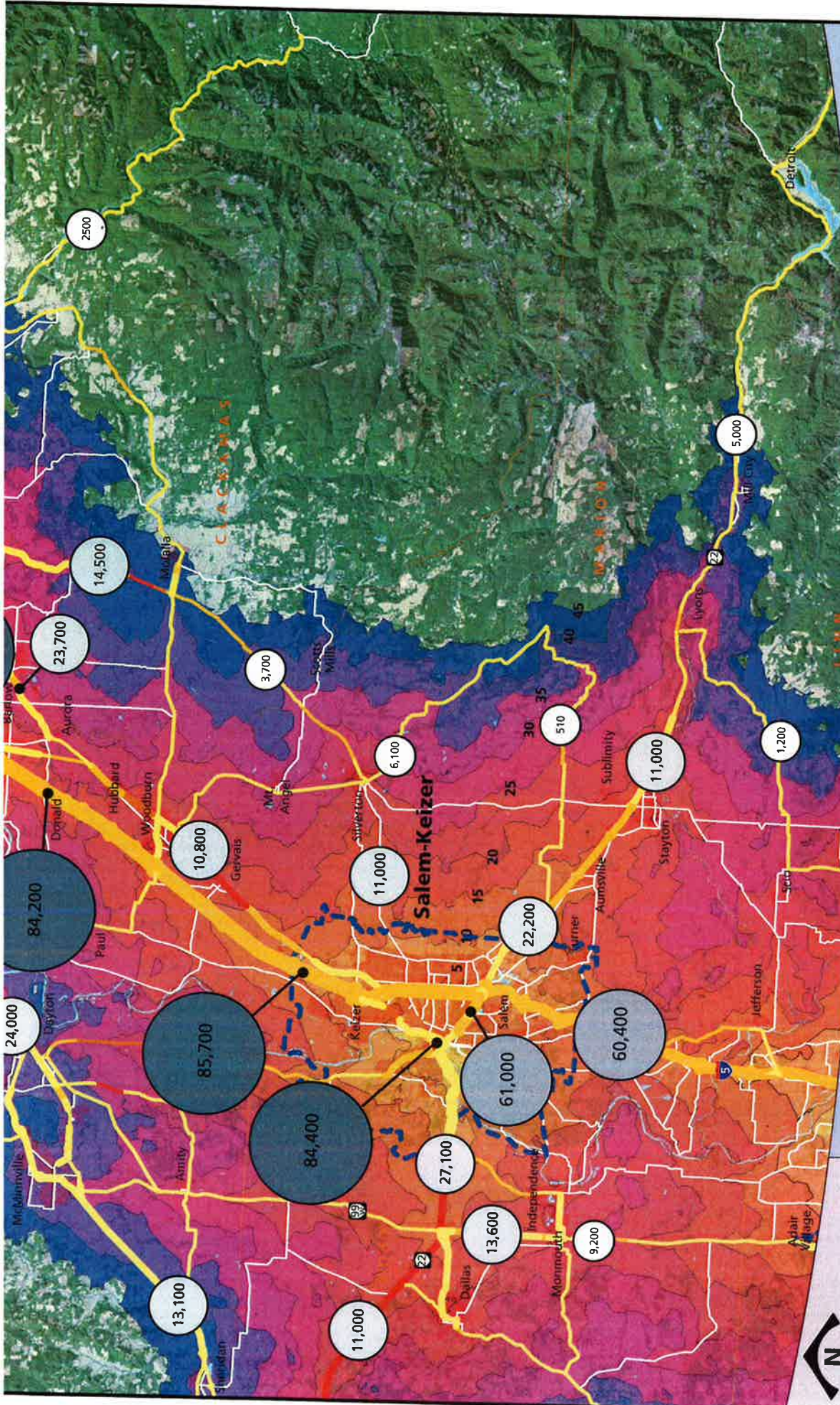
45-minute
travelshed

Overview of Oregon's MPOs and their travelsheds



Traffic volume and the 45-minute travelshed





Portland Metro

A look inside the 45-minute travelshed

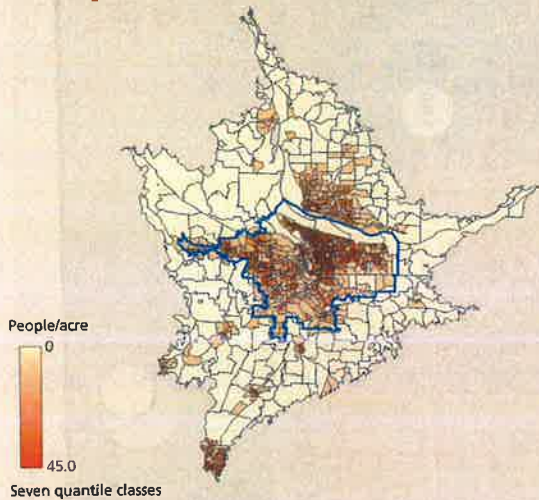
Home to more than 1,500,000 residents, the Portland metropolitan area is defined by Multnomah and parts of Washington and Clackamas counties and accounts for more than one-third of Oregon's total population. Multnomah County is the state's most populous county with a population density of 1518 per square mile, much higher than the state average of 35.6 per square mile. Washington and Clackamas counties, home to unincorporated

non-urbanized areas, are still experiencing rapid population growth due in part to expanding employment opportunities and residential options.

The Portland metro area is further defined by a close relationship with the city of Vancouver and Clark County, Washington. The intermingling of population, employment and transportation between the Portland metro area and Clark County adds to the complexity of the region and informs its overall character. The area continues to be characterized by growth. The tri-county area is projected to exceed 2.5 million residents by the year 2035.

- 64.2 percent of the population within the travelshed resides within the MPO boundary.
- 51.2 percent of the urbanized land within the travelshed lies within the MPO boundary.
- 7.1 percent of the farmland within the travelshed lies within the MPO boundary.
- The Portland metro area has four of Oregon's largest cities, Portland, Gresham, Beaverton and Hillsboro.

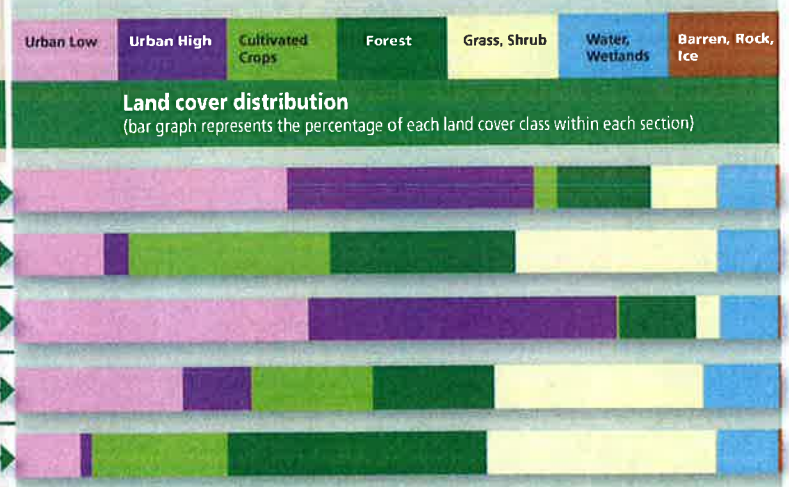
Population density



Land cover



	Population	Density (pop/acre)	Total acres
Inside MPO	1,267,895	4.28	296,328
Outside MPO	705,540	0.58	1,221,157
Within 15 minutes of city	1,070,485	5.37	199,483
15-30 minutes from city	610,198		541,360
30-45 minutes from city	292,752	0.38	776,642



*Population figures from 2000 US Census block groups

* Land cover classifications are aggregations of 2001 USGS NLCD classifications

Portland Metro

Major issues and challenges

Transportation needs

The Portland metropolitan area is governed by an elected regional government, Metro, which also serves as the Metropolitan Planning Organization (MPO) for the area. Motivated by the population and employment growth projected for the region over the next ten to fifteen years, Metro is working with regional partners to preserve the area's access to efficient and well-maintained transportation. A regional economy that is dependent on providing reliable access to gateway facilities requires a transportation system that supports the needs of local, national and international industries. The economic health of the Portland area is bolstered by the high quality of life that residents enjoy. This, along with an educated labor force and relatively low cost of living, helps attract industries to the region. Transportation investments must be designed to maintain the character and quality of life in the region while providing efficient access to and movement of goods and people.

Funding gaps

Without any changes to the current transportation system, the needs of a growing population cannot be met. The demands on freight transportation alone are expected to double the amount of goods that travel through and around the region. The key challenge is a growing gap between funding available for new investments in addition to the need to maintain the existing transportation network. The Portland metro area must prioritize both investments and strategies that enhance mobility and quality of life.

Looking ahead

Metro continues its long history of coordinating the decision-making process around transportation issues that affect the region. Currently, Metro and its regional partners are conducting an infrastructure inventory to find new ways of paying for sewer, water, stormwater and transportation services. With an urban growth boundary review scheduled for 2009, regional partners are already working together to decide which lands should and should not be urbanized in the coming decades and how to add capacity where services are available or feasible. As part of the state Regional Transportation Plan update, Metro and its partners are working to evaluate mobility on a regional corridor level

and create new systematic performance measures and criteria to help prioritize transportation investments throughout the region.

One challenge lies in the limited coordination among the growing communities outside the MPO boundaries, such as Canby, Newberg and Sandy, which are often affected by the Portland metro region's activities. Another challenge lies in an increasingly complex relationship between the Portland metro and Vancouver areas. These two areas are linked by shared commuters, residents and serious congestion. The MPOs for the two areas are working together to address the transportation needs of the larger region; however, the lack of shared land use policies on both sides of the river presents a constant challenge.

Salem-Keizer

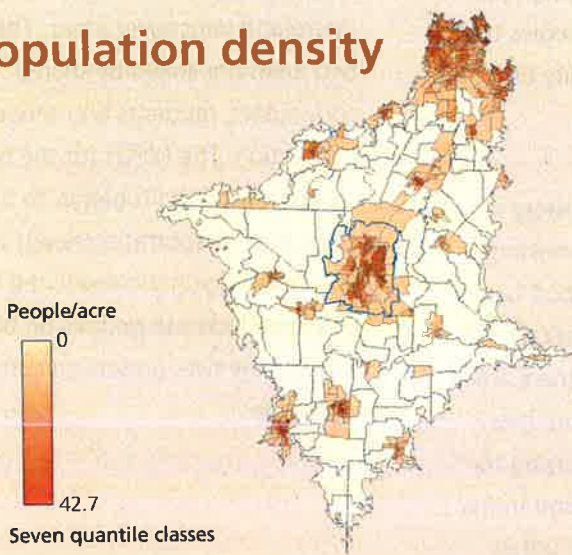
A look inside the 45-minute travelshed

Located at the southern end of the Northern Willamette Valley, the Salem-Keizer metropolitan area comprises Marion and Polk counties. The most recent growth rate for the area is 1.4 percent per year. In the next 20 years, the population of the Salem-Keizer area is forecast to increase 40 percent from its 2007 population of 228,839. The

median age of 34.3 years for the Salem-Keizer urban area is slightly younger than the statewide median of 36.8 years. The area is also characterized by a large, fast-growing Hispanic population. Hispanics made up 20 percent of the population in 2007, up from 14.7 percent in 2000. The Hispanic population grew four times faster between those years than the total population, increasing by an average of 6 percent a year.

- 62.6 percent of the population within the travelshed resides within the MPO boundary.
- 18.3 percent of the urbanized land within the travelshed lies within the MPO boundary.
- 5.1 percent of the farmland within the travelshed lies within the MPO boundary.
- Marion and Polk Counties account for approximately 59 percent of the region's population.

Population density



Land cover



	Population	Density (pop/acre)	Total acres	Land cover distribution
(bar graph represents the percentage of each land cover class within each section)				
Inside MPO	208,765	2.41	86,692	Urban Low, Urban High, Cultivated Crops, Forest, Grass, Shrub, Water, Wetlands, Barren, Rock, Ice
Outside MPO	757,140	0.57	1,337,654	Urban Low, Urban High, Cultivated Crops, Forest, Grass, Shrub, Water, Wetlands, Barren, Rock, Ice
Within 15 minutes of city	221,229	1.60	138,417	Urban Low, Urban High, Cultivated Crops, Forest, Grass, Shrub, Water, Wetlands, Barren, Rock, Ice
15-30 minutes from city	156,661		466,804	Urban Low, Urban High, Cultivated Crops, Forest, Grass, Shrub, Water, Wetlands, Barren, Rock, Ice
30-45 minutes from city	588,015	0.72	819,125	Urban Low, Urban High, Cultivated Crops, Forest, Grass, Shrub, Water, Wetlands, Barren, Rock, Ice

*Population figures from 2000 US Census block groups

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Salem-Keizer

Major issues and challenges

Transportation needs

The population of the Salem-Keizer area is projected to increase by 40 percent over the next 20 years. Due to its central location in the valley, the area serves as a major hub for commerce, service, culture and government services in the north end of the Willamette Valley, attracting trips from neighboring cities, such as Dallas, Monmouth, Woodburn and Stayton. As the area grows, Salem-Keizer is working to balance urban and rural transportation needs with the need to preserve the area's quality of life so important to its residents.

The Salem-Keizer travelshed lies at the crossroads of the main north-south corridor, Interstate 5, and the primary link to Central Oregon and the coast, Highway 22. As a consequence, the area's highways handle a considerable amount of traffic that originates and is bound for destinations outside the Salem-Keizer area.

Funding gaps

Funding for the infrastructure and transportation services to accommodate the area's needs is inadequate. The recent increase in the cost of maintaining and constructing new infrastructure is exacerbated by the decrease in the purchasing power of the state and federal gas taxes due to inflation. In addition, infrastructure improvements are needed along Interstate 5 and Highway 22, as are improvements to corridors serving local needs. Funding adequate public transit services within the Salem-Keizer area poses a particular challenge: given the limited revenues available compared to the future needs of the Salem-Keizer area, bus and paratransit operations will quickly outstrip the resources available.

Looking ahead

Coordinating and implementing transit service between the cities and attractions in the Willamette Valley will also prove challenging. The Salem-Keizer area is currently using planning and corridor studies to help anticipate and plan for the future mobility needs in the area. The region's most visible planning study is the Salem Rivercrossing Environmental Impact Statement, conducted to determine the best travel option for crossing the Willamette River in Salem. Continued coordination between Salem-Keizer and its neighboring cities in assessing and prioritizing future transportation needs is crucial to advancing an efficient and successful transportation system.

The Oregon MPO Consortium

A metropolitan planning organization (MPO) is a transportation policy-making organization made up of representatives from local government and transportation authorities. Congress created MPOs in 1962, establishing them in urban areas with a population of more than 50,000. Oregon has six MPOs located in the Portland, Salem-Keizer, Eugene-Springfield, Rogue Valley greater Bend and Corvallis areas.

Congress created MPOs to:

- invest scarce transportation dollars appropriately
- create plans that reflect a shared regional vision
- examine investment alternatives
- facilitate collaboration of governments, interested parties and citizens.

To achieve these goals, the U.S. Department of Transportation helps fund the technical operation of MPOs, including the development of complex transportation models and gathering of travel data, and oversees consistency among MPOs through federal regulations. MPOs are required to demonstrate consistency annually.

MPOs also have a role in directly funding transportation projects through special grants from The United States Department of Transportation. Each MPO develops a program of transportation improvements using these funds, generally on a two- or four-year cycle. Because these funds are more flexible than Oregon's traditional gas tax, Oregon's MPOs have made creative use of these grants by targeting transportation dollars for urban

revitalization, transit improvements, bicycle and pedestrian facilities and transportation-related environmental restoration projects.

Oregon's MPOs are also regulated by the state's Transportation Planning Rule, which looks to MPOs to create local planning consistency across cities and counties in urban areas.

In 2005, Oregon's six MPOs formed the Oregon MPO Consortium, a collaborative group that seeks to share knowledge and experiences on urban transportation and advance urban issues at the state and federal level.

**Oregon Metropolitan Planning
Organization Consortium**
www.ompoc.org

