

REGION VALLEY ROGUE

Grants Pass - Medford - Ashland

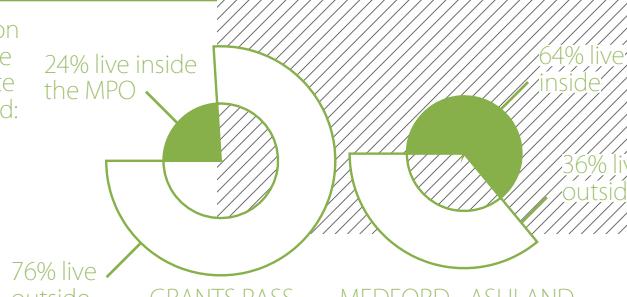
unique geography

The Rogue Valley region is unique for 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 equidistant between Portland and San Francisco.

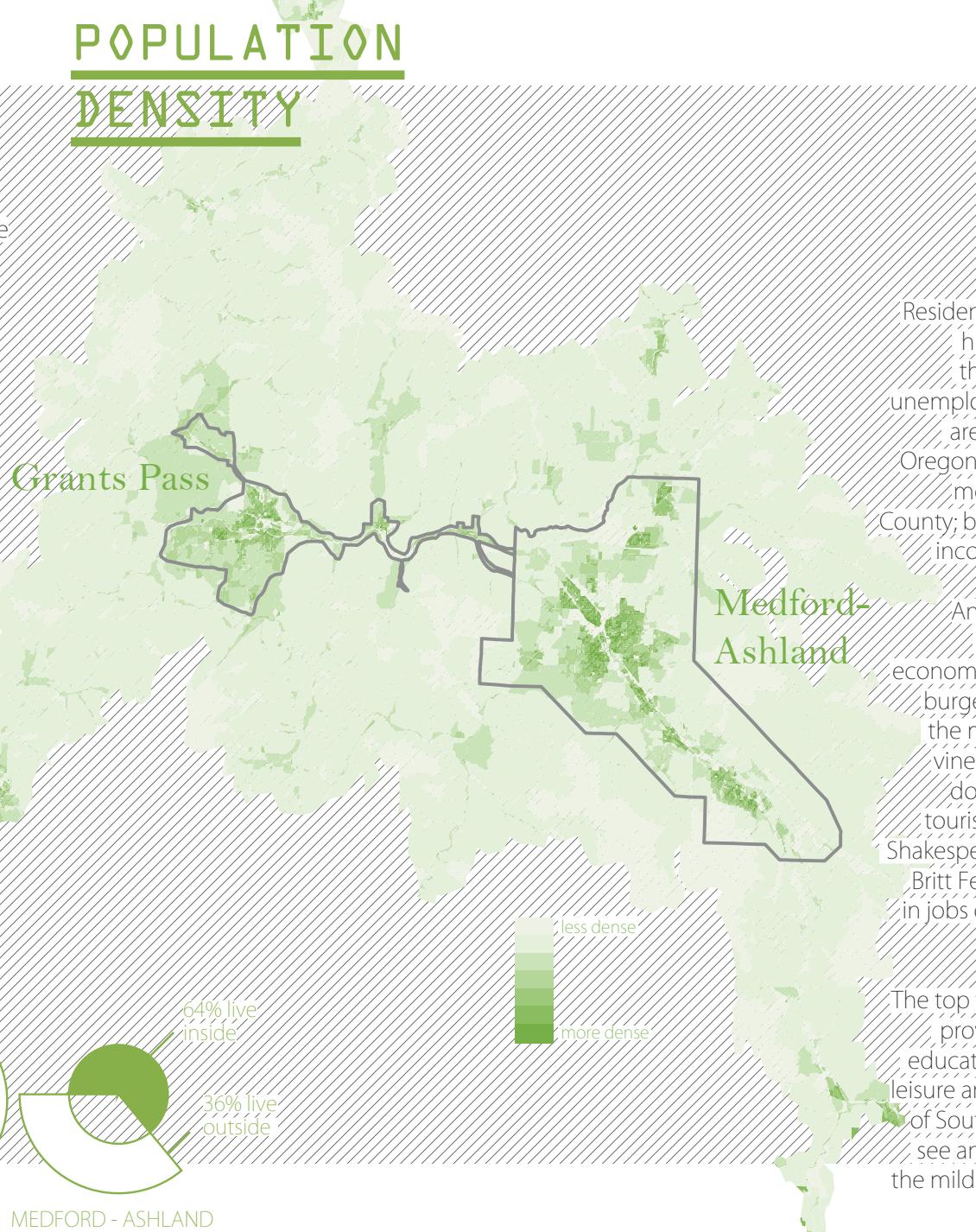
The Rogue Valley comprises three distinct valleys with multiple microclimates, making it the most diverse of all the eco-regions in Oregon and well suited for producing its world-renowned pears and other tree fruit.

The natural landscape provides a backdrop for recreational activities and tourism. Southwestern Oregon is home to both Crater Lake National Park, and to the Rogue River, one of only eight rivers in the United States designated as wild and scenic. The Rogue is known for its grade four rapids and year-round salmon population.

Population
within the
45-minute
travelshed:



POPULATION DENSITY



issues & challenges

Funding gaps As Oregon's principal southern freight center, the Rogue Valley accommodates one of the state's highest concentrations of truck traffic. The threatened loss of rail service puts a greater burden on higher concentrations of truck traffic. The already-challenged highway system.

Looking ahead Travel outside of rural centers to homes, work, and services.

The region has joined neighboring counties in the state-sponsored Southwest Economic Development Council. Also, no transportation body or process is clearly defined and lacks a regional partner and a sense of a regional land use. The corridor addressing regional land use. The corridor's unique characteristics, including efforts to shape urban growth in ways that preserve

transportation needs

problem-solving project, there are challenges in their separation through each city's unique characteristics, including the need to accommodate one of the state's highest concentrations of truck traffic. The threatened loss of rail service puts a greater burden on higher concentrations of truck traffic. The already-challenged highway system.

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employment & economy

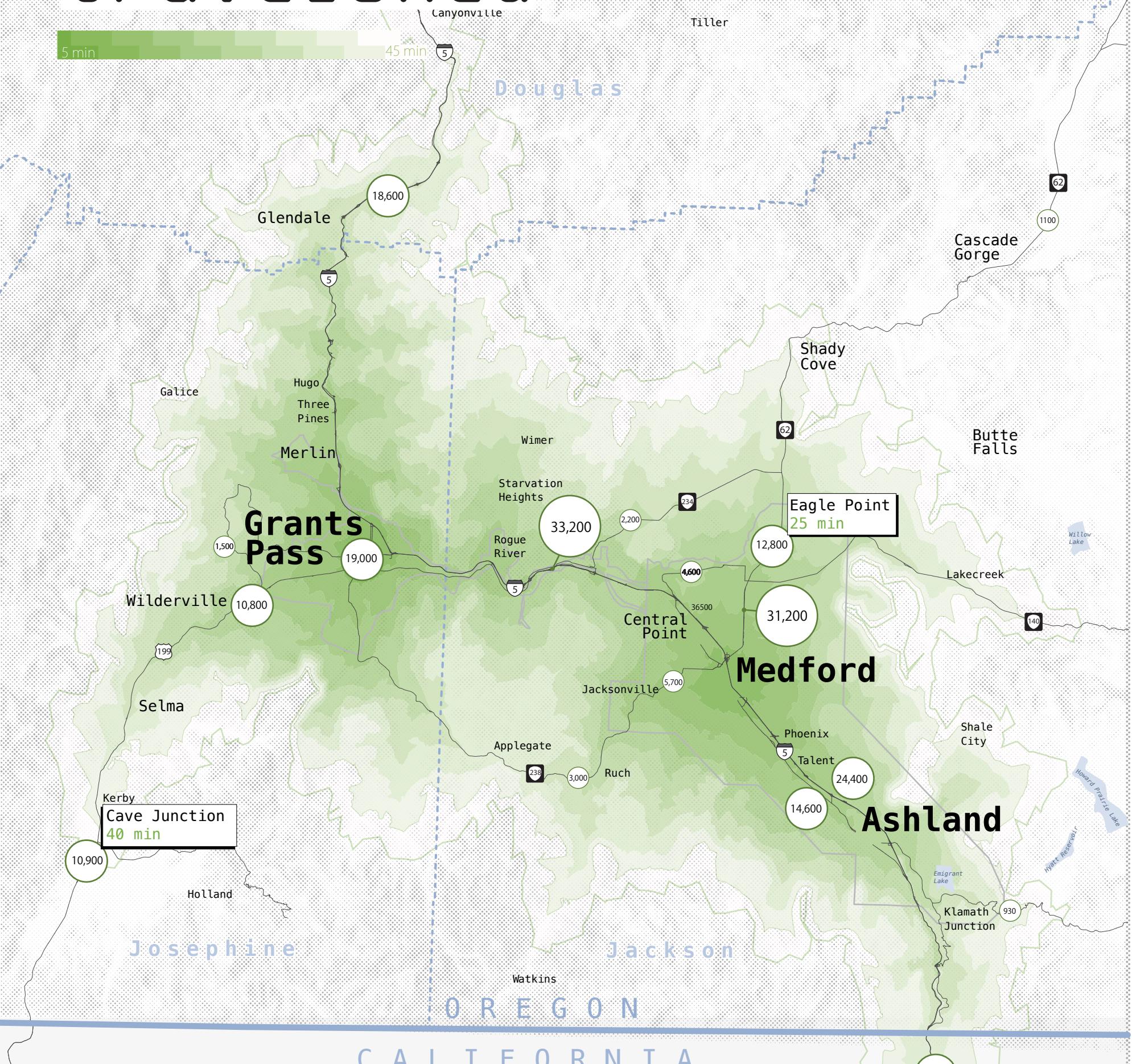
Residents of Jackson County average higher levels of education than those of Josephine County, but unemployment rates in both counties are higher than in many areas of Oregon. Jackson County has a higher median income than Josephine County; both counties, however, report incomes below the state average.

An agricultural base has spurred developments in the regional economy. Wine grape production has burgeoned across the region since the mid-1990s, and the number of vineyards and wineries more than doubled from 1996 to 2005. The tourism industry, such as Ashland's Shakespeare Festival and Jacksonville's Britt Festival, posted the largest gain in jobs of any 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 population of Southwest Oregon is expected to see an influx of retirees attracted by the mild climate and plentiful medical services.

Coos

the 45-minute travelshed

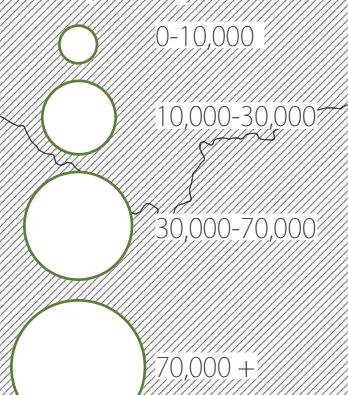


a look inside the travelshed

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.

Jackson 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 Native American population percentages are relatively small. The Latino community in both counties are growing.

annual average daily trips



▼ Redding, CA
2.5 hr

