

International Transportation and Economic Development Conference



Connecting Clusters and Communities: Transportation Options in the Columbia River Gorge

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Presentation Overview

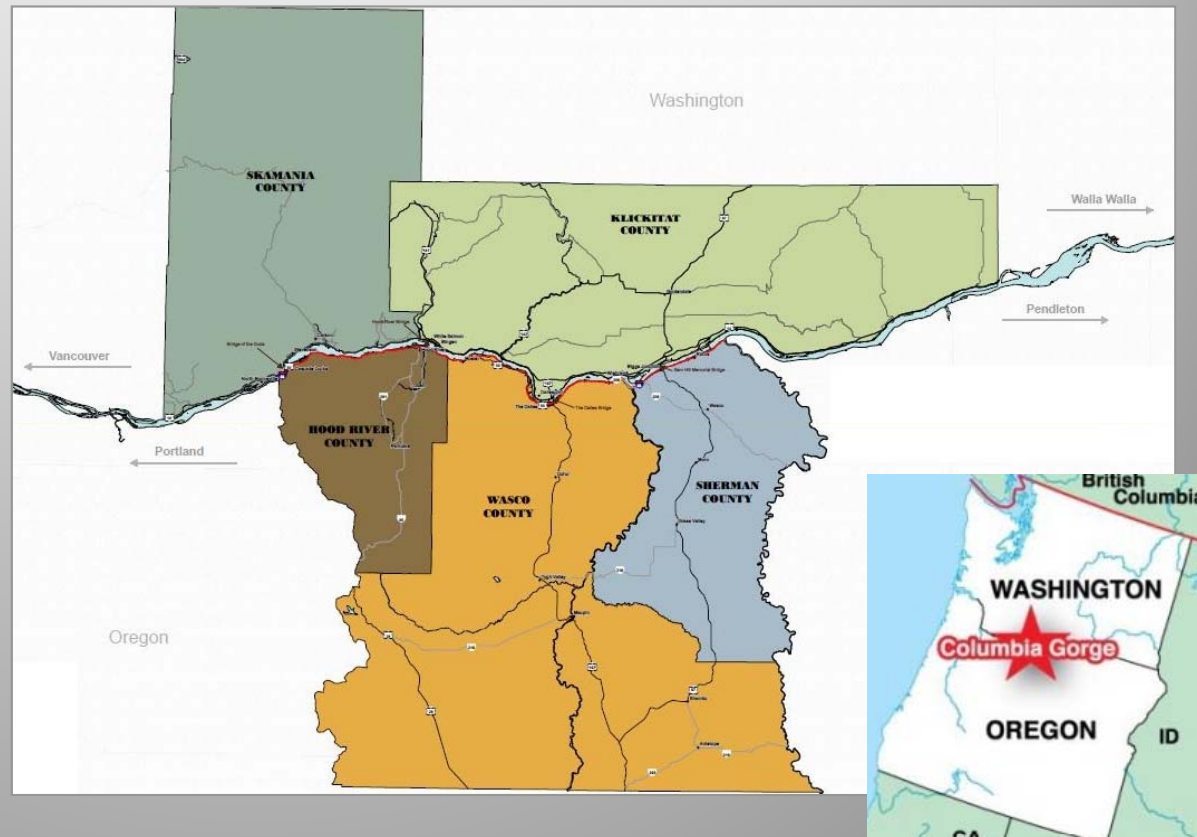
- Regional Characteristics
- Clusters in the Mid-Columbia Gorge
- Transportation Options
- Gorge TransLink Alliance
- Challenges and Opportunities
- Questions

Regional Characteristics



Regional Characteristics

- **5 county district:**
Hood River, Wasco, Sherman, Klickitat, Skamania
- **Columbia River Gorge National Scenic Area**
- Predominantly **rural** communities
- **1 to 2 hours** from Portland Metro Area
- Past economic base: **natural resources & agriculture**



Regional Characteristics

- Rural region with dispersed urban centers and population
- Total regional population approximately 80,000
- Outdoor recreation opportunities
- Tourism emphasis
- Emerging high tech, aviation, energy and health industries



Cluster Industries in the Gorge



Cluster Industries in the Gorge

Oregon Clusters

- Prioritize transportation to support cluster development:
 - Access to global markets
 - Accommodate growth
 - Use energy efficient vehicles & reduce GHG emissions
 - Provide transportation options for Oregonians and visitors
 - Use new technologies
 - Use innovative and reliable sources of funding

Source: www.oregonclusters.com

Cluster Industries in the Gorge

Primary Clusters identified in Comprehensive Economic Development Strategy:

- High Tech
- Renewable Energy
- Health and Medical Services
- Arts and Culture
- Wine



Cluster Industries in the Gorge

High Technology:

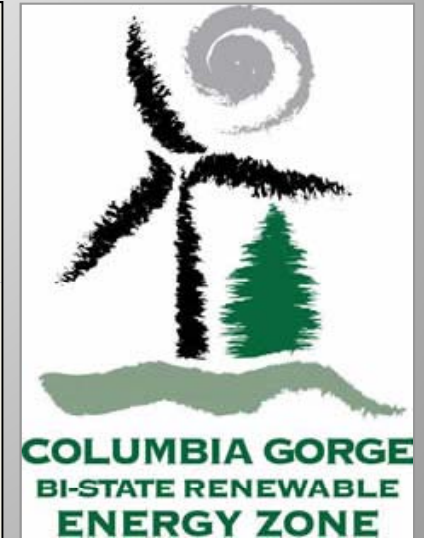
- Gorge has become sought after location for tech companies and entrepreneurs
- Transportation needs: labor, materials, and products
 - Reduce need through effective cluster strategies: coordinate locations and consolidate trips
- Gorge Technology Alliance: Technology businesses and organizations providing support services



Cluster Industries in the Gorge

Renewable Energy:

- Transportation Needs: labor and equipment for research and production
- Columbia Gorge Bi-State Renewable Energy Zone: Supports workforce development, housing, and access to public transit
- Bonneville Power Administration, Army Corps of Engineers, Wind Farms



Cluster Industries in the Gorge

Natural Healthcare Network:

- Multiple healthcare centers serve the region
 - Emphasis on healthy lifestyle, healthy communities, wellness, prevention, and treatment
 - Medical Centers provide variety of services at single location and reduce need for multiple trips
- Community College offers nursing program
- Transportation needs: patients and clients, labor, students, and materials



Transportation Options

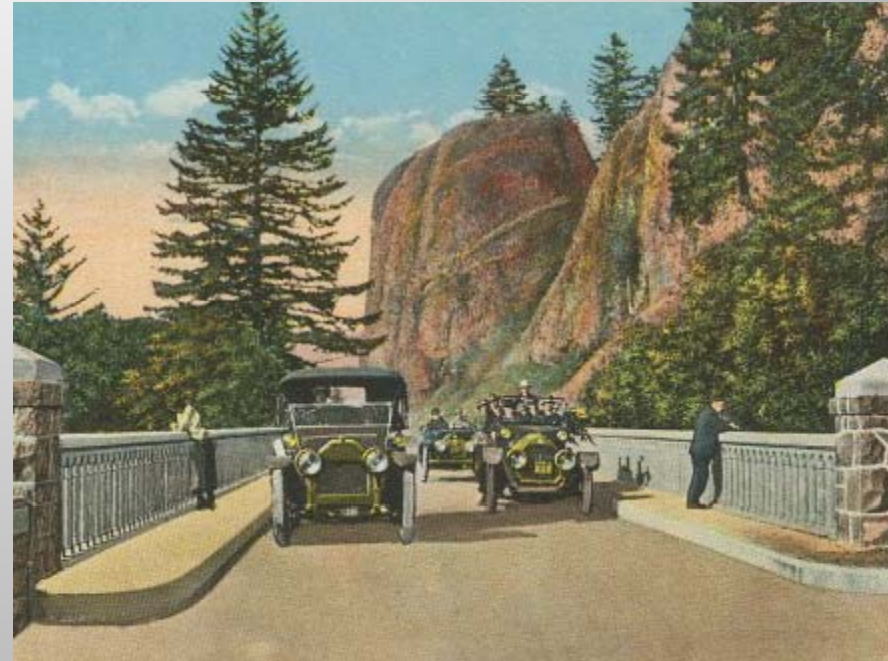


CarpoolMatchNW.org
LOG ON · MATCH UP · DRIVE OFF



Transportation Options

- I-84 and SR-14 (largely personal vehicles)
- Local and Inter-County Bus Service
 - Fixed Route
 - Dial-A-Ride
- Greyhound Bus
- Rideshare:
 - Vanpool
 - Carpool
- Bicycle/Pedestrian



Transportation Options

Rideshare:

- Vanpool

- Company sponsored - Google

- Employee sponsored – In Situ

- Third Party Administration – Enterprise Rideshare, VPSI, Inc.

- Carpool

- CarpoolmatchNW

- Rideshare Online

Transportation Options

Rideshare:

- Vanpool Feasibility Study
 - Survey to assess interest among large employers in the Mid-Columbia Gorge region to provide vanpool programs
 - Determine viable strategies to encourage implementation
 - Incentives
 - Social and Environmental Costs/Benefits

Transportation Options

Bicycle/Pedestrian:

- Promote trail connections – recreation, commute options
 - Cities implementing bike and trail plans along Historic Columbia River Highway (Cascade Locks, Hood River, Mosier, The Dalles)
- Pursue Columbia River Crossing alternatives
 - Hood River Bridge currently requires motor vehicle to cross
 - Increase public transit crossing options
 - Plan for new multi-modal bridge design (long-term project)



Gorge TransLink Alliance



Gorge TransLink Alliance



Regional Partnership

- County Transportation Providers
- Regional Transportation Council
- Medical and Senior Services Transportation Providers
- State Departments of Transportation (ODOT & WSDOT)



Gorge TransLink Alliance



Services

- Public transit
- Paratransit
- Dial-A-Ride
- Mobility Management



Coordination between county providers

- Create and facilitate connections between communities and businesses on each side of the Columbia River.
- Enhance mobility & Increase access
 - Job sites
 - Shopping centers
 - Medical facilities
 - Education and training centers

Funding Sources

Gorge TransLink:



- Federal via State agencies:
 - WSDOT Public Transportation Consolidated Grant
 - ODOT Public Transit Division – New Freedom Grant
- State:
 - ODOT Transportation Options Sponsorship
- Other Available Resources:
 - National Center on Senior Transportation
 - Easter Seals

Challenges & Opportunities

Challenges	Opportunities
Dispersed population	Growing interest in ridesharing at state level and among large regional employers
Limited job opportunities	Regional collaboration and investment among business community & local government
Connecting workforce to training centers	Growing renewable energy cluster can tap training provided by community college
Connecting employees to employment centers	Diversification of economic base
Raising awareness of available services among increasingly diverse population	Emphasis on multi-modal transportation options can better serve communities and reduce GHG emissions

Contacts and Questions

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Gorge TransLink Alliance

www.gorgetranslink.com

Columbia Gorge Bi-State Renewable Energy Zone

www.cgbrez.org

Gorge Technology Alliance

www.gorgetechalliance.org