



OTREC

OREGON TRANSPORTATION RESEARCH
AND EDUCATION CONSORTIUM



OTREC NEWS

Special Oregon Transportation Summit Edition

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OTREC is a National University Transportation Center and is a partnership between Portland State University, the University of Oregon, Oregon State University and the Oregon Institute of Technology

Welcome to the 2010 Oregon Transportation Summit

We are pleased to welcome you to the 2010 Oregon Transportation Summit. This year's summit builds on the success of last year's inaugural summit and is again brought to you through the participation of the Oregon Transportation Research and Education Consortium (OTREC), the Portland Chapter of the Women's Transportation Seminar (WTS), the Oregon Chapter of the American Planning Association (OAPA) and the Oregon Section of the Institute for Transportation Engineers (ITE).



The Oregon Transportation Summit brings academics and transportation professionals together to get new research into practice.

This year, we're excited to present Peter Hessler and Joshua Schank as our keynote and plenary session speakers, respectively. Hessler, a staff writer at The New Yorker, has written three books on China. His latest, "Country Driving," details that country's auto boom and the resultant migration from rural areas to cities. Schank is an urban planner who joined the Bipartisan Policy Center's National Transportation Policy Project in 2007. As transportation policy adviser to then-Sen. Hillary Clinton, Schank worked on the most recent reauthorization of the SAFETEA-LU surface transportation bill.

Our engaging and provocative workshops run the gamut from the latest intelligent transportation system gadgets being invented to the challenges of creating livable communities when there's no money

to carry out your original vision. You'll find a list of all the workshop topics and times on Page 3 of this newsletter.

Finally, OTREC recognizes those who have made a difference in the transportation field. We honor our partner agency of the year, which has made OTREC projects possible, and our researcher of the year, who has exemplified our research and education goals. In addition, we will announce the winner of the Congressman Peter DeFazio Transportation Hall of Fame Award, which recognizes an Oregonian whose leadership reflects Rep. DeFazio's values and advances OTREC's theme of advanced technology, integration of land use and transportation, and healthy communities.

We're glad to have you here!



OTREC Launches New Website

OTREC takes a huge leap forward this month with a completely redesigned website at a familiar address: otrec.us. The new site makes it easier to find everything you'll need, from information on OTREC's request for proposals to researcher contact information to the latest research projects in the news.

See for yourself at <http://otrec.us>.

Research News

Moving Freight by Land, Air and Sea

Understanding how goods move throughout a state requires a detailed look at not just the highway network but on waterways, railroads and air routes as well. Increasingly, states have tried to measure whether transportation agencies are meeting their goals. Most of these state-level performance measures, however, have focused on highways and transit routes, and particularly on how well they move people, not goods. This report, by B. Starr McMullen of Oregon State University and Christopher Monsere of Portland State University, examines how transportation departments apply performance measures to freight transportation and how useful these measures are. They recommend potential performance measures for each type of freight transportation.

<http://otrec.us/project/195>.

Making Sustainable Food-Delivery Decisions

Shipping food across the country emits more carbon dioxide than distributing it closer to where it's grown. But measures of so-called "food miles" don't account for much of the carbon the food industry emits. Principal investigator Mellie Pullman of Portland State University lays the groundwork for a broader measure of an organization's carbon footprint that would include packaging, waste hauling and landfill disposal. The study examines educational and hospital food purchasing to evaluate the environmental effects of decisions regarding food packaging and transportation. It also looks at the effects of the decisions on disposal, including the transportation to recycling or waste facilities.

<http://otrec.us/project/154>.

Better Transportation Planning by Design

To design better land use and transportation systems, planners need to understand how each of those systems work, concluded Mark Gillem, University of Oregon assistant professor. From 2006 through 2008, the University of Oregon hosted the City Design lecture series in Eugene to help professionals, students and members of the public consider the ways land use and transportation systems depend on each other. More than 600 people attended the free lectures, which also served as part of the University of Oregon urban design curriculum. Lectures considered how the design of parks, roadways and developments can encourage vibrant communities, the aesthetics that drive design and codes that support it.

<http://otrec.us/project/357>.

Director's Corner

The Oregon Transportation Summit and faculty retreat cap off a busy few months for OTREC. Most recently, we've unveiled the new otrec.us website. The new site contains all the research reports, news and information you're used to finding, plus new features including our Twitter and Facebook feeds and easy-to-use directories to help you find researchers, hot research topics, news stories and events.

On June 30, OTREC held the West's first listening session under the Sustainable Communities Partnership, the effort to get federal agencies working together on green transportation and housing projects. The U.S. Departments of Transportation and Housing and Urban Development and the Environmental Protection Agency announced the unique partnership in June 2009 to help guide coordinated policy on livability principles. More than 150 people attended the daylong dialogue, held at Wil-

lamette University in Salem and facilitated by the National Policy Consensus Center.

On June 29, OTREC helped advance the debate over the future of sustainable transportation by hosting a panel discussion at Portland's Bagdad Theater. The discussion dovetailed with the local premiere of the film "Beyond the Motor City," a documentary in the acclaimed PBS "Blueprint America" series. Aaron Woolf, the film's director, joined the panel to discuss how Oregon is helping form a new vision for transportation.



Finally the OTREC Executive Committee on June 15 selected its funded projects for 2010-2011. We received 44 proposals for consideration, worth a total of \$4.4 million. Of those, 22 proposals totaling more than \$2.2 million were selected for funding. For the first time, our projects include three strategic programmatic initiatives aimed at building research and education capacity across our partner institutions. These initiatives—the Sustainable Cities Initiative, the Oregon Modeling Collaborative and the Transportation Electrification Initiative—help advance our focus on transportation livability and sustainability and emphasize collaboration between campuses and external partners.

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OREGON TRANSPORTATION SUMMIT

2010 Summit Agenda

(Please refer to conference packets for session descriptions and speaker biographies.)

- 8 a.m.** Plenary Session: Performance Management in Transportation
Presentation by Joshua Schank (Bipartisan Policy Center) with commentary by Terry Moore (ECONorthwest) and discussion moderated by Jennifer Dill (OTREC/PSU)
- 9:45 a.m.** Break
- 10 a.m.** Concurrent Sessions
- Performance-Based Decision-Making: The Game Changer (Room 333)
 - Resilient Infrastructure (Room 236)
 - Transportation Planning Rule Cagematch (Room 327)
 - Livability in Small Communities with No Money (Room 328/9)
 - Go Go Gadget Gadgets! (Technology Showcase) (Room 338)
 - Are You Charged Up about Electric Vehicles? (Room 294)
- Noon** Luncheon featuring OTREC Director Jennifer Dill, WTS Portland President Margaret Middleton and PSU President Wim Wiewel. Keynote address by Peter Hessler, author of "Country Driving: A Journey Through China From Farm to Factory"
Plus, presentation of OTREC's annual awards.
- 1:30 p.m.** Break, including book-signing by Peter Hessler ("Country Driving") and Mia Birk ("Joyride: Pedaling Toward a Healthier Planet")
- 2 p.m.** Concurrent Sessions
- The Changing Climate of Transportation Planning (Room 328/9)
 - Practical Design (Room 333)
 - Transportation Governance (Room 327)
 - Transportation Implications of Brownfields (Room 338)
- 4 p.m.** Adjourn

Upcoming Opportunities & Links



Portland State University's Center for Transportation Studies hosts a transportation seminar every Friday. Watch seminars live over the Web or download videos and podcasts to catch up later.

For more information, including upcoming topics, visit: www.cts.pdx.edu/seminars/



The Kiewit Center for Infrastructure and Transportation at Oregon State University offers traffic safety workshops. Information on upcoming workshops and conferences is at: <http://kiewit.oregonstate.edu/workshops.html>



This year's Oregon Transportation Safety Conference will be held Oct. 12 to 14 in Salem. The conference features workshops, vendors and community organizations and

is presented by the Alliance for Community Traffic Safety Oregon: <http://www.actsoregon.org/conference.html>

Rail-Volution will be held Oct. 18 to 21 in Portland. The conference highlights the links between land use and transportation. There are many opportunities to get involved in this event.

For more information:

- www.railvolution.com
- info@railvolution.com



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Advisory Board Member Profile:

Jerri Bohard, Oregon Department of Transportation

By the time she started high school, Jerri Bohard had already lived in several different countries. With her father working for the State Department, bouncing around was the norm. Too young to form views on land use and transportation planning, Bohard nevertheless was struck by the multitude of ways people got around in Europe, particularly Belgium and Germany. "I remembered using other modes besides the car," she said. "There were a lot of trains."

Bohard, the interim deputy director of operations for the Oregon Department of Transportation, has worked to get the best use for the various modes in Oregon. She heads a reorganized team within the department whose members, representing their respective forms of transportation, once reported directly to the department's director.



"It puts all the modes together at one table," Board said, "so you can understand each of the modes' needs." "It's not highway, transit and rail," she said. "It's 'what are the best things to be doing for the transportation system.'"

Bohard has used her environmental and land-use background to inform her career in growth management planning for more than 20 years, including stints in Florida and Washington state.

"When I started with ODOT 11 years ago, I brought my land use experience into transportation," she said. "It's all about integrating land use and transportation."

OTREC is a National University Transportation Center sponsored by the U.S. Department of Transportation's Research and Innovative Technology Administration Website: otrec.us Email: askotrec@otrec.us