How Do We Choose Where to Live?
A Qualitative Investigation of Residential Location Choice

Deborah Salon, PhD
Associate Director, TOMNET UTC
Assistant Professor of Transportation
School of Geographical Sciences and Urban Planning
Arizona State University, Tempe, AZ

About the Talk
The neighborhoods we live in have an enormous impact on how we live. Urbanites live in small homes, but they have easy access to jobs, parks, a wide variety of goods, services, and activities. Suburbanites live in larger homes with private yards, but often the only way to access local amenities is to drive to them. Those who live in rural areas have more open space around them, but certain key amenities may not be available at all in their neighborhoods.

The choice of home neighborhood is important not only for the quality and type of life that the people want for themselves, but home neighborhood choice also has a large impact on residents’ environmental footprint, contribution to traffic congestion, and the cost of providing public services to them. Sometimes, neighborhood choice has opposite impacts for different members of the same household, making the selection process even more complicated.

This webinar will feature new findings from an interview-based study of residential location choice in Phoenix, AZ. Specifically, we will report on how recent homebuyers decided where to locate in the region, what this means for urban sustainability, and what our findings suggest might be missing from quantitative models of location choice.

About the Speaker
Deborah Salon is an Assistant Professor of Transportation in the School of Geographical Sciences and Urban Planning at Arizona State University and Associate Director of the TOMNET University Transportation Center. Salon studies transportation in cities with the goal of better understanding of how these systems work, and how policies and smart investments might improve them. The methods she uses range from qualitative, interview-based research to advanced econometric analysis. Dr. Salon holds a PhD in Agricultural and Resource Economics from the University of California, Davis. Before joining the faculty at ASU, she completed a post-doctoral fellowship at Columbia University’s Earth Institute and subsequently held a research appointment at UC Davis’s Institute of Transportation Studies.

The webinar will be webcast live and recorded. No registration is required. To connect, please join the following Zoom Meeting with your full name: https://zoom.us/join
Meeting ID: 540-242-755

TOMNET is a US Department of Transportation Tier I University Transportation Center that aims to develop new methods, tools, and algorithms for integrating attitudes, values, and perception variables in regional transportation planning models in an effort to enhance behavioral realism and sensitivity of travel forecasts when analyzing a wide variety of future scenarios. The Center is led by Arizona State University, and includes Georgia Tech, University of South Florida, and the University of Washington as consortium partners. The Center is conducting the TOMNET Leadership Webinar Series to help advance technology transfer, disseminate research, and foster workforce development.