

# Factors Affecting Livability of Freight-Centric Communities

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# Agenda

- Project Overview/Background
- Project Goals
- Research Approach
- Next Steps



# Project Overview

- This study is intended to develop a more holistic planning approach for livability that includes the impact of freight movement.
- The perception remains that communities that attract or retain industrial viability are considered less livable, but reducing, limiting, or mitigating freight operations have direct, measurable economic and social impacts.



# Principles of Livability

- Provide more transportation choices
- Promote equitable, affordable housing
- Enhance economic competitiveness
- Support existing communities
- Coordinate and leverage federal policies and investment
- Value communities and neighborhoods



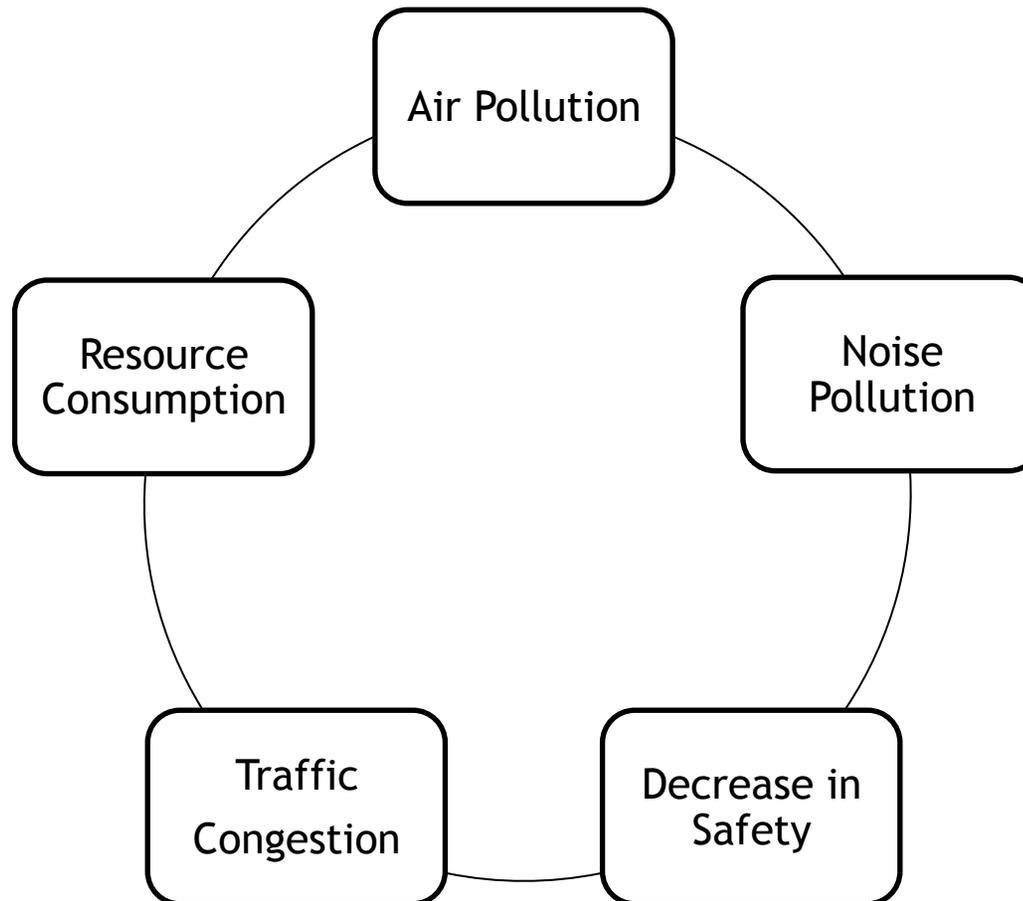
*Source: Partnership for Sustainable Communities*

# Freight-Centric Community

- High percentage of freight
- Proximity to freight traffic generator with lack of buffer
- Memphis, TN and Toledo, OH as test cases



# Externalities of Urban Goods Movement



# Project Goals

- To determine characteristics of freight-centric communities to be considered in livability assessment
- To evaluate stakeholder perceptions of livability in freight-centric communities
- To evaluate the potential of advanced technologies to improve livability in freight-centric communities



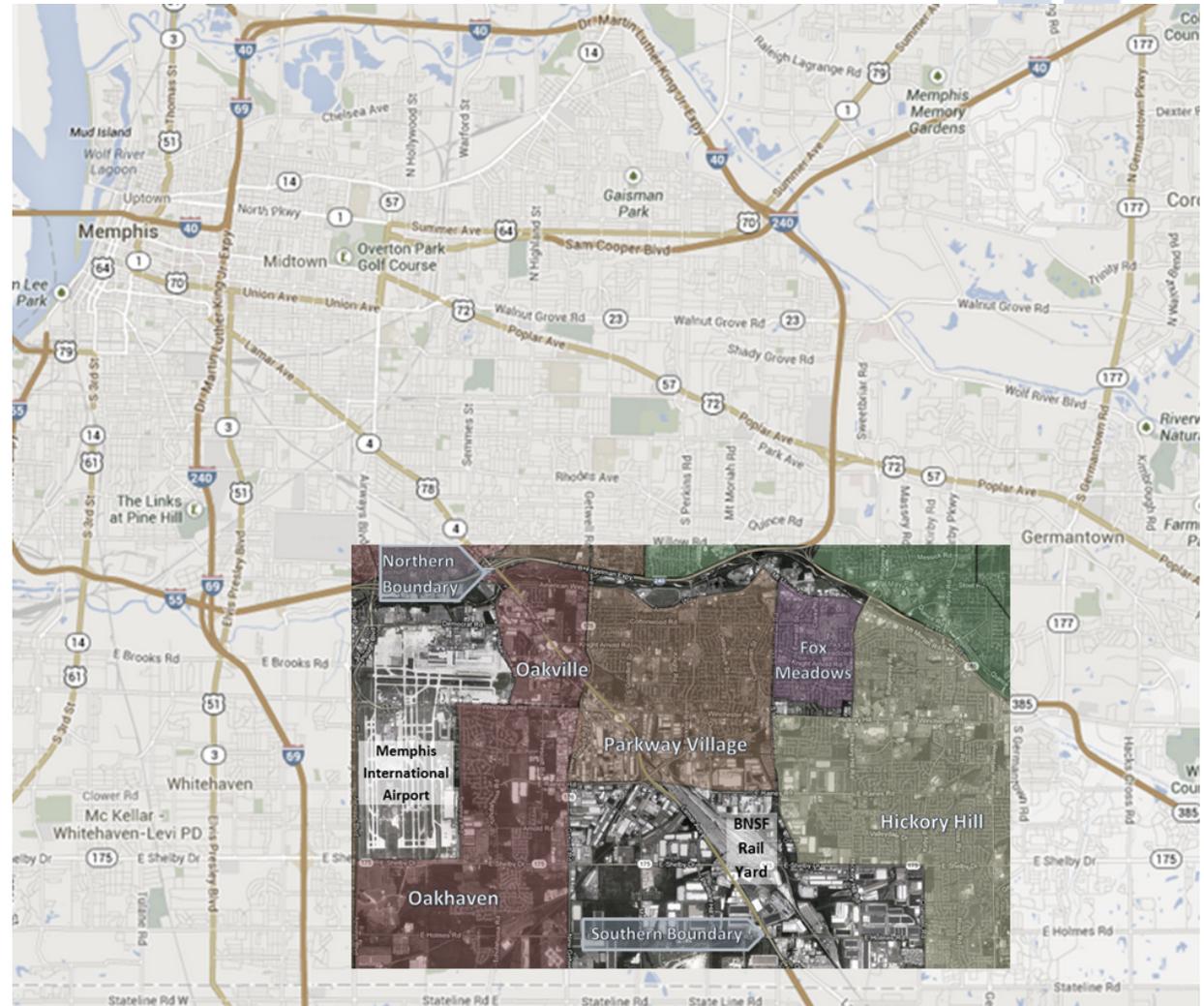
# Research Approach

- Study site selection
- Survey/focus groups with stakeholders
- Simulation along study corridors
- Recommendations for strategies to improve livability

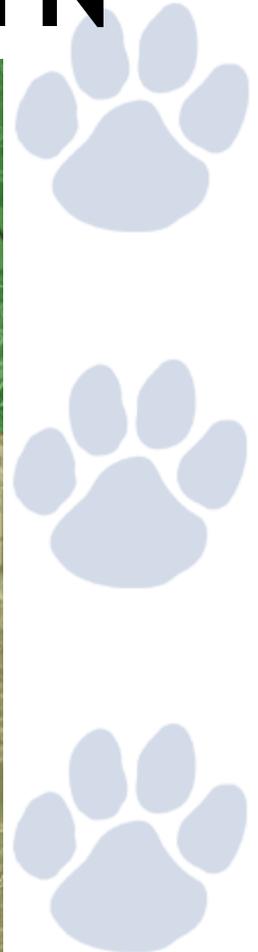
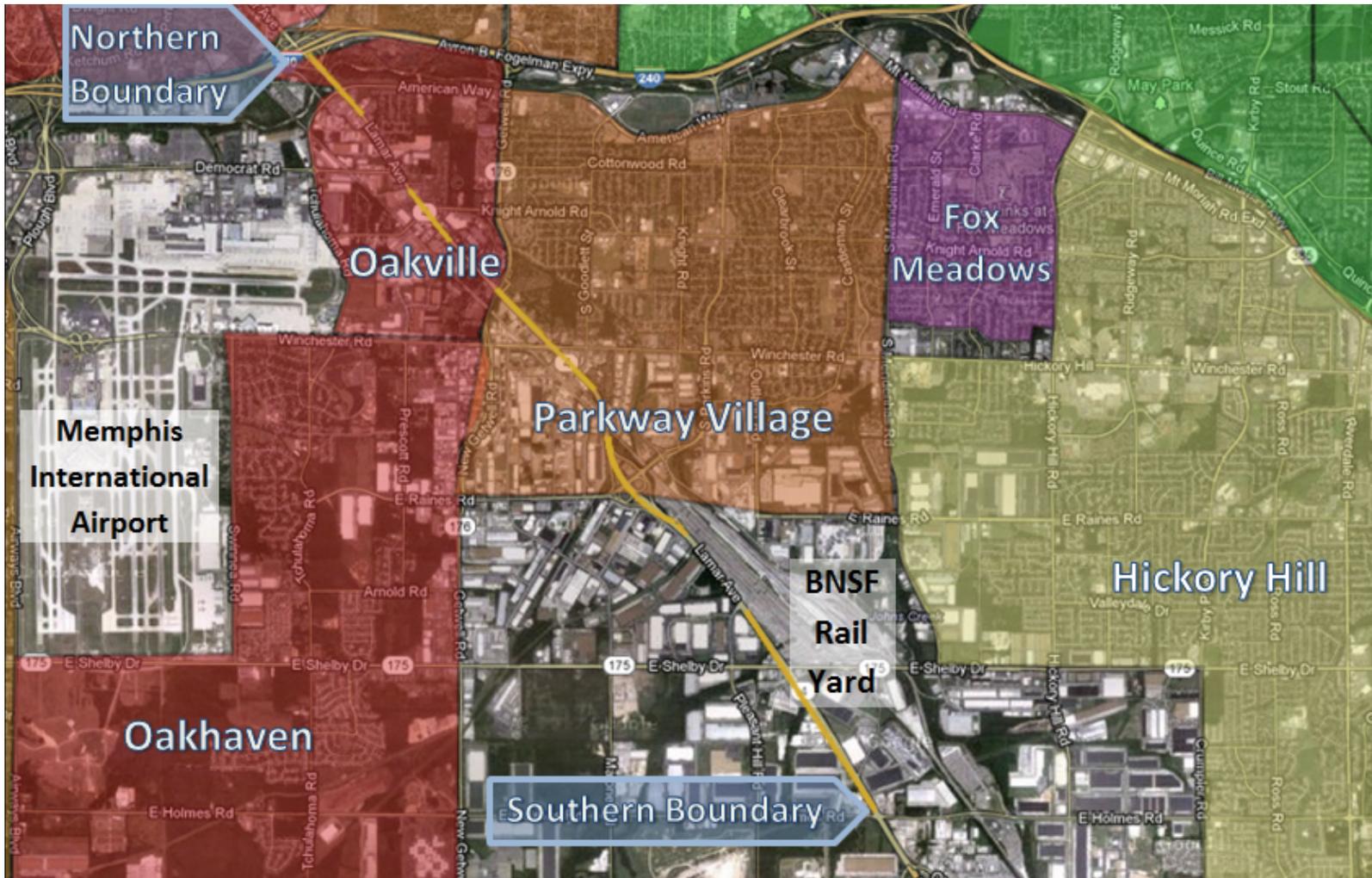


# Lamar Corridor Study Area

- 6.5 mile long corridor in southeast Memphis, Tennessee
- connects I-240 to the north to E Holmes Rd to the south



# Lamar Corridor in Memphis, TN



# What does Livability mean to Lamar's Stakeholders?



- Residential Survey
  - Door-to-door and focus group sessions
- Industry Representatives
- Public/municipal officials

A graphic featuring a close-up of orange and grey textured pavement. A green rounded rectangle is overlaid on the right side, containing text about a focus session on livability.

## Residents of the Lamar Corridor Area

Let your opinion be heard by attending a focus group to help understand livability in your area!

A Focus Session on Livability in Your Neighborhood:

- Date**
- Time**
- Location**

For more information about how to get involved, contact [neighborhood association contact information].

# What does Livability mean to Lamar's Stakeholders?

- How do various stakeholders define livability?
- Factors most affecting livability of study corridors?
  - Ranking of factors through AHP survey
  - Focus group for detail regarding neighborhood changes, barriers, importance of livability, specific contribution of freight.



# Next Steps

- Focus group sessions
- Neighborhood survey events
- Industry Surveys
- Simulation
- Best Practices



# Questions?

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