

# Linking People's Mobility and Place Livability: Implications for Rural Communities

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# Primary Research Question(s)

## Research questions

- What are the factors driving different distributions of migration by age group in rural and urban counties?
- What are the key livability factors increasing people's inflow to rural communities?

## Implications

- What can rural governments do to retain and increase rural population?

# Data & Methodology

## Net migration distributions: County to county migration 2011-2015

The number of migrants from one county to another by age group

## Place livability:

### **Economy** (American Commuting Survey 2011-2015)

Factor score: labor participation, education (bachelor or more), per capita income

### Housing (American Commuting Survey 2011-2015)

**Accessibility** (% renter-occupied houses), **Cost** (median housing cost)

### Amenity

**Natural amenity** (% land covered by open water and forest (2011 Environmental Summaries)

AARP Livability indicator

**Neighborhood** (access to life, work and play)

**Health** (prevention, access and quality)

**Engagement** (internet access, voting rate, volunteer, culture, arts, and entertainment institutions)

# Results, Policy, & COVID-19 Implications

What can local government do to retain and increase the population in rural communities?

Quality of life drives rural net-migration for families and older adults

- Natural environment, neighborhood and engagement promote net-migration

  - Engagement is key

  - Social layer makes up for lack in physical layer

  - An inclusive community are key to retaining and increasing population

- Housing cost reduces net-migration

  - Rural areas need more affordable housing

COVID-19 Implications

- Increase broadband access and delivery services

- The importance of civic institutions and cross-agency collaboration