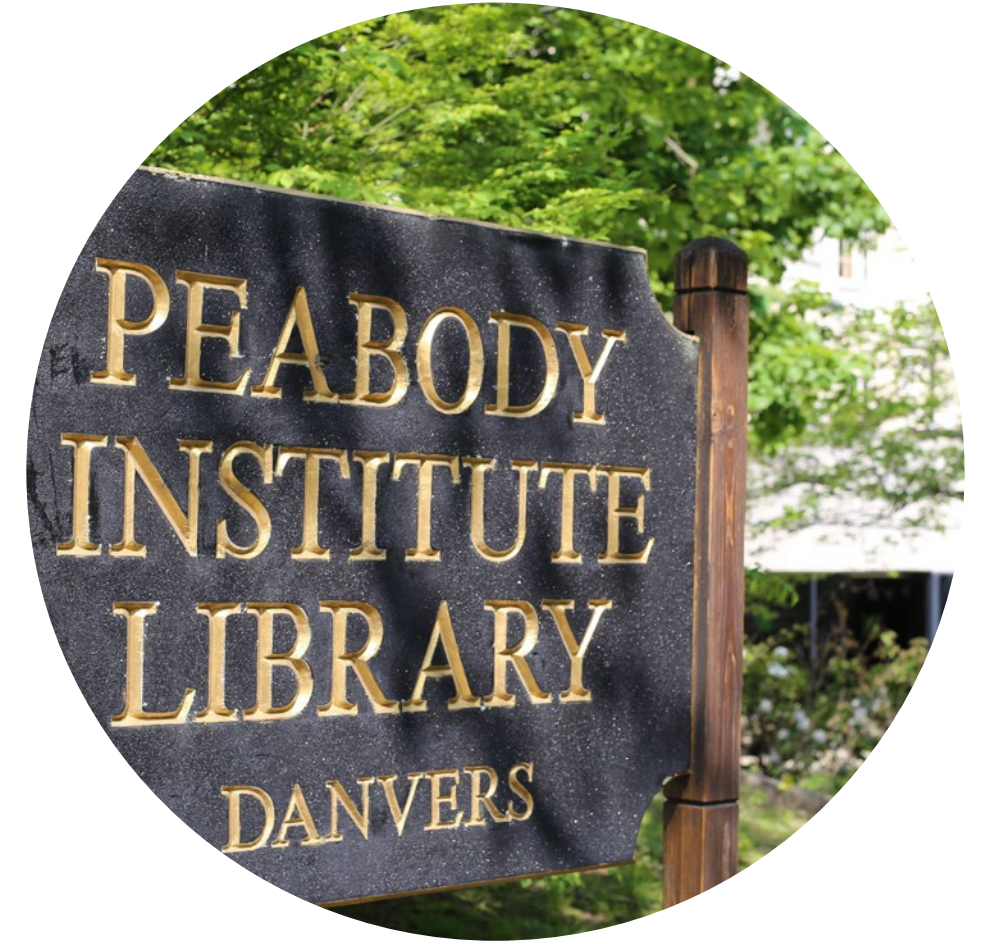


What is Strategic Danvers?

Danvers continues to change and evolve as a community. The Town is creating its first community-wide strategic plan to help navigate these shifts which offer both opportunities and challenges.



Strategic Danvers is a community planning process looking to 2030 and beyond to:

- Understand trends influencing our present and future
- Develop a shared vision for the future with the public
- Address growth and development topics
- Identify opportunities and understand trade-offs to balance competing priorities
- Develop an action plan to guide Town decision-making and investment

With community support for planning and implementation strategies, Danvers can capture new opportunities and address emerging challenges in ways that will pay rich dividends in **quality of life, economic opportunity, equity and inclusion, and environmental responsibility.**

Our Process



Sep - Dec 2022

Jan - Sep 2023

Oct - Dec 2023

Dec - Feb 2024

Mar - Apr 2024



Danvers at a Glance

Population

- 28,087 people (Census 2020)
- +6.0% 2010-20 (1,600 people)

Households

- 10,652 households (ACS 2016-20)
- +3.6% 2010-20 (373 households)

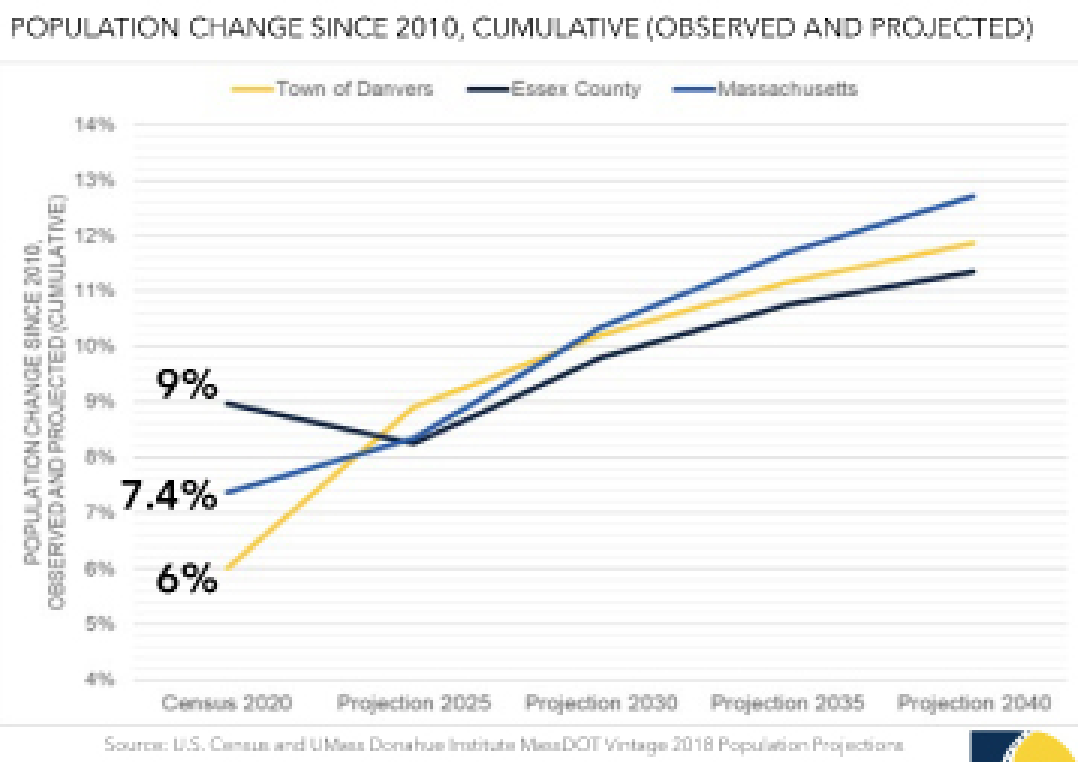
Housing

- 11,763 housing units (Census 2020)
- +5.6% 2010-20 (630 units)

POPULATION

Danvers grew at a slower rate than Essex County or Massachusetts since 2010

- Danvers grew by 1,600 people between 2010 and 2020 (6%)
- Projections made in 2018 estimate adding another 1,250 to 1,550 people by 2040



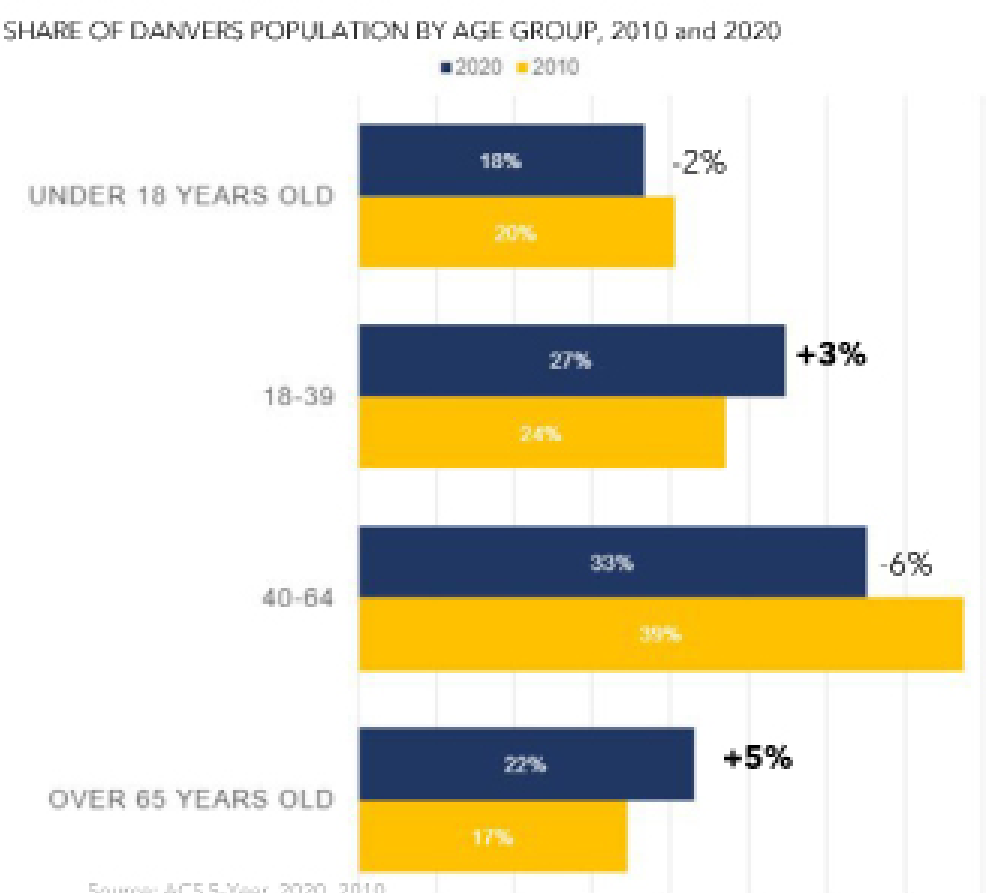
Strategic Danvers

16

POPULATION

Danvers is growing older

- The population 65 years and older grew by over 1,400 people from 2010 to 2020
- Median age of 45 is 4-5 years older than Essex County or Massachusetts



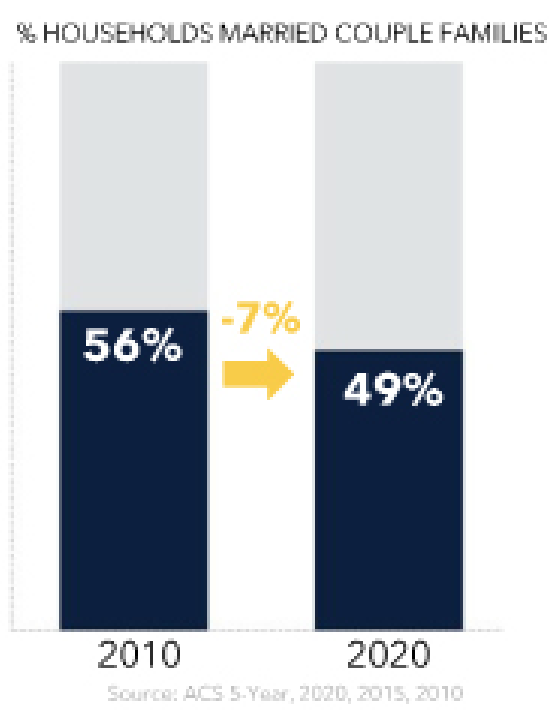
Strategic Danvers

17

POPULATION

The share of Danvers households that are traditional married-couple families is shrinking

29% of all Danvers households are one-person households



Strategic Danvers

21

POPULATION

There are fewer children in Danvers in 2020 than in 2010

- The school-age population in Danvers (ages 5-19) declined by about 10% from 2010 to 2020.
- Danvers Public Schools enrollment is down 6.3% from the most recent peak in FY2015.

28% of all Danvers households have children

Sources: U.S. Census Bureau, 2006-2010 and 2016-2020 American Community Survey 5-Year Estimates; Massachusetts Department of Education.

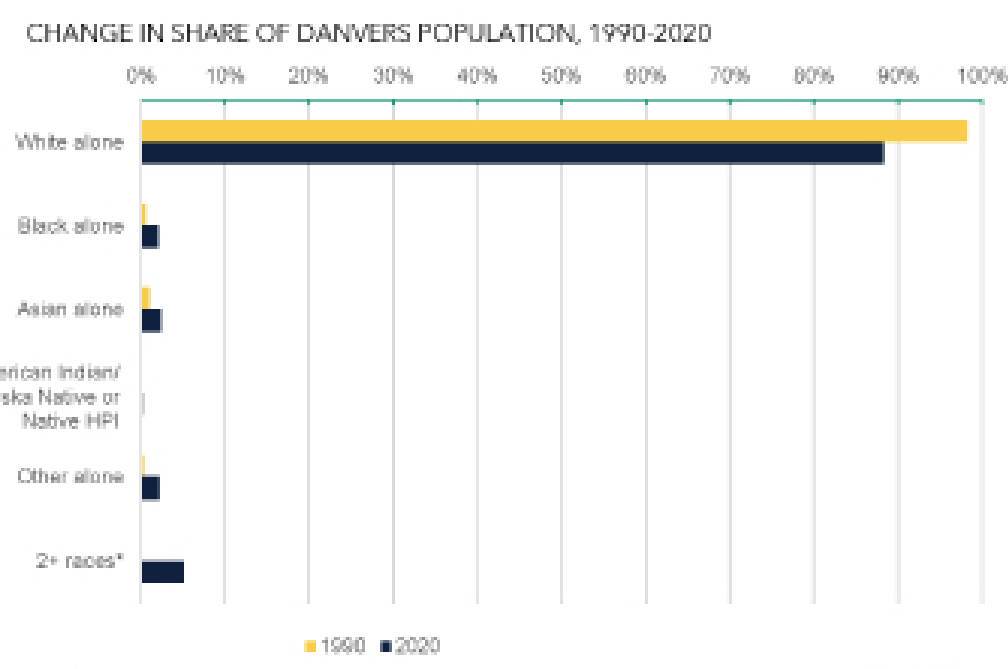
Strategic Danvers

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POPULATION

Danvers is more racially diverse than it has ever been

- The population identifying as white-alone was ~98% in Danvers in 1990 and was ~92% in 2020. This share is declining in MA and US as well.
- As a share (%) of the total population in Danvers, change since 1990:
 - Black population has increased 4x (0.5% to 1.9%)
 - Asian population has doubled (1% to 2%)
 - 2+ races now 5%*



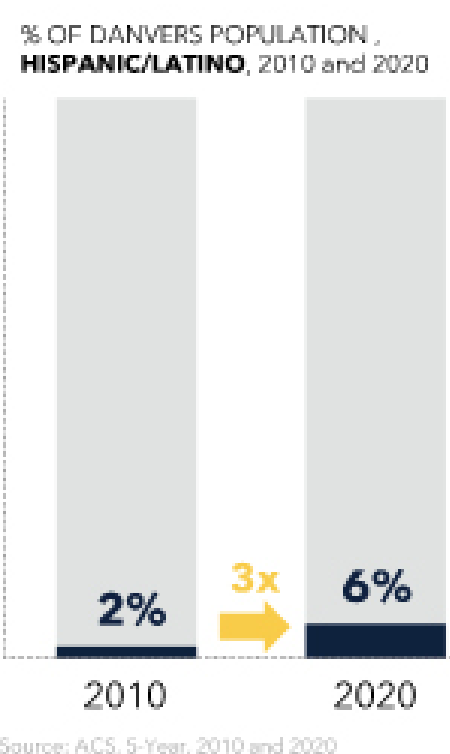
Strategic Danvers

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POPULATION

Danvers is also more ethnically diverse than it has been.

- In Danvers, the share of the population identifying as Hispanic/Latino (any race) has increased almost 3x (2.1% to 5.8%) from 1990 to 2020.
 - In Massachusetts: from 5% to 13%.
 - In the US: from 9% to 19%.



Strategic Danvers

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HOUSING

Danvers has a mismatch between housing types and population characteristics

14% Studio and 1-bedroom units	Vs.	29% One-person households
25% 4+ bedroom units	Vs.	2.5 Average household size
60% Single-family detached houses	Vs.	28% Households with children

Strategic Danvers

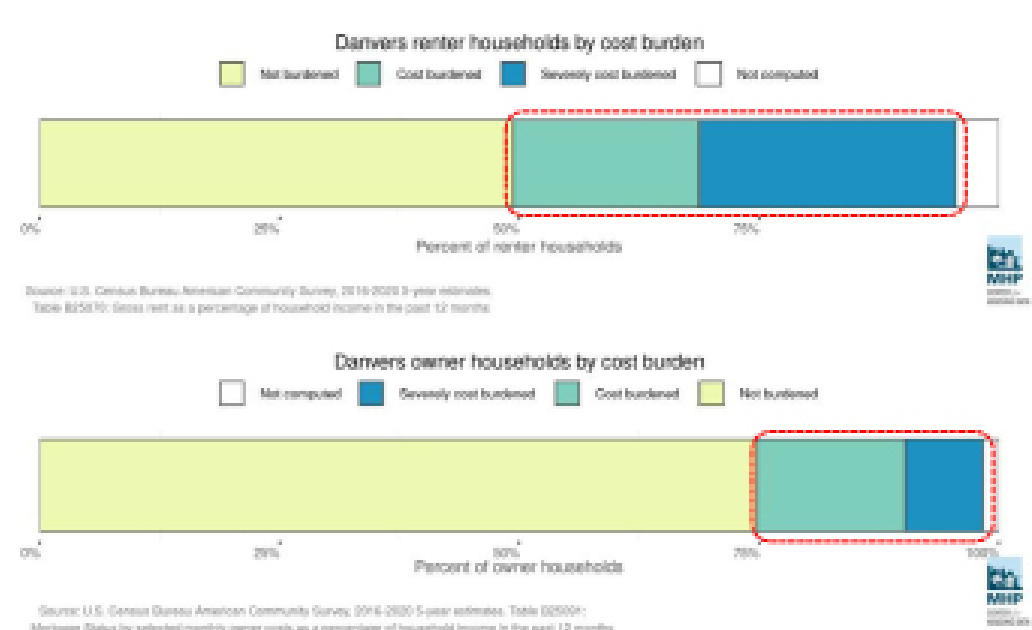
23

HOUSING

Nearly half of renters and one-quarter of homeowners are cost-burdened

Housing cost burden reduces what households can spend on other essential expenses like food, medicine, and transportation.

- 'Cost burdened' households spend between 30 and 50 percent of their income on housing expenses
- 'Severely cost burdened' households spend more than 50 percent of their income on housing expenses



Strategic Danvers

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ECONOMY

Top 5 highest-employment industries in Danvers are the same in 2021 as 2010

- Other industries in top 5:
- Trade, Transportation, and Utilities
 - Manufacturing
 - Leisure and Hospitality

+21%
Education and Health Services
(+1,242 jobs 2010-2021)

+9%
Professional and Business Services
(+292 jobs 2010-2021)

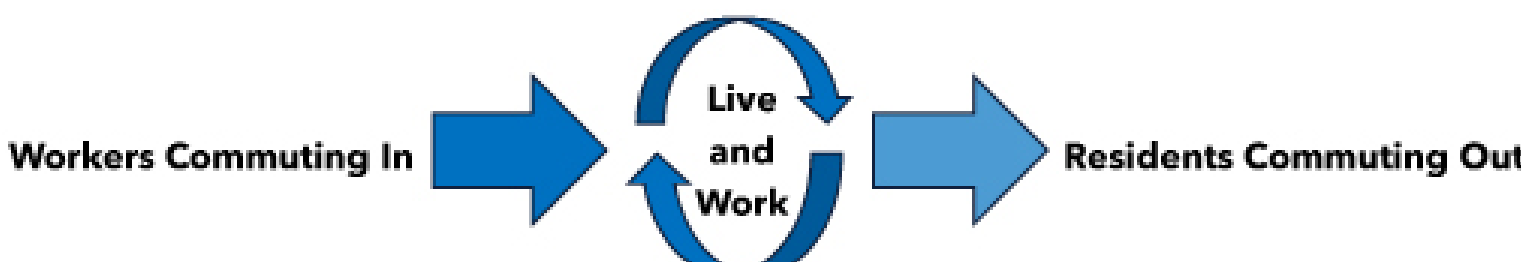
Post-pandemic job recovery still continuing

Strategic Danvers

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ECONOMY

About 2,000 people both live and work in Danvers



WHERE DANVERS WORKERS LIVE, 2019		
	#	%
Danvers	2,057	8.5%
Lynn	1,791	7.4%
Peabody	1,668	6.9%
Beverly	1,203	5.0%
Salem	1,068	4.4%
All other locations	16,420	67.8%

Source: On The Map, U.S. Census Bureau

Strategic Danvers

WHERE DANVERS RESIDENTS WORK, 2019		
	#	%
Danvers	2,057	14.7%
Boston	1,958	14.0%
Beverly	1,228	8.8%
Peabody	791	5.6%
Salem	647	4.6%
All other locations	7,349	52.4%

Source: On The Map, U.S. Census Bureau

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Public Engagement by the Numbers

680
Survey Responses

82
Interactive Map Respondents

242
Summer Engagement Poll Participants

50+
Vision Forum Attendees

40+
Focus Group Participants

1,000+
Total Engagement So Far

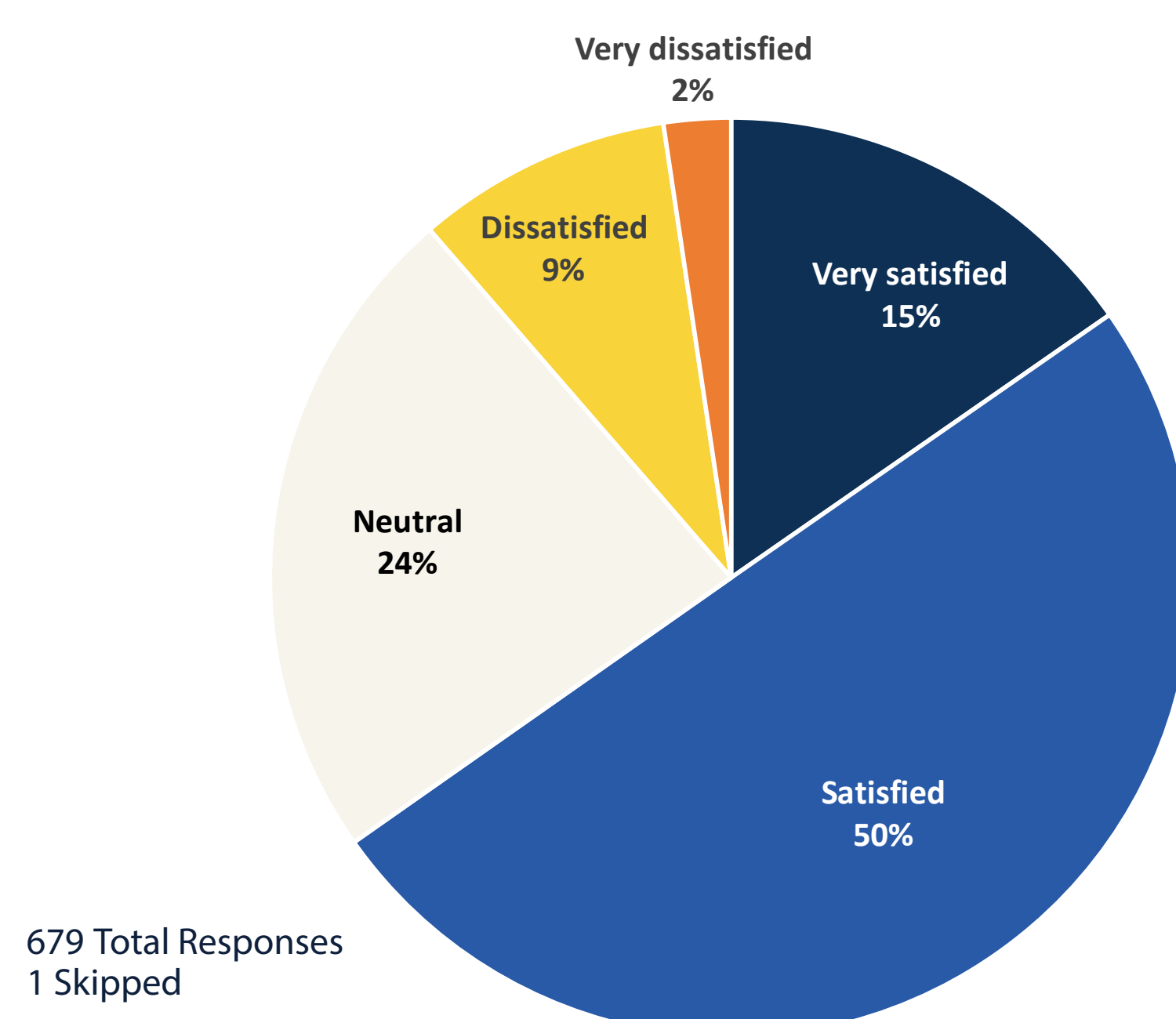
Public Engagement So Far



**STRATEGIC
DANVERS**
Our Roadmap to 2030

SURVEY HIGHLIGHTS

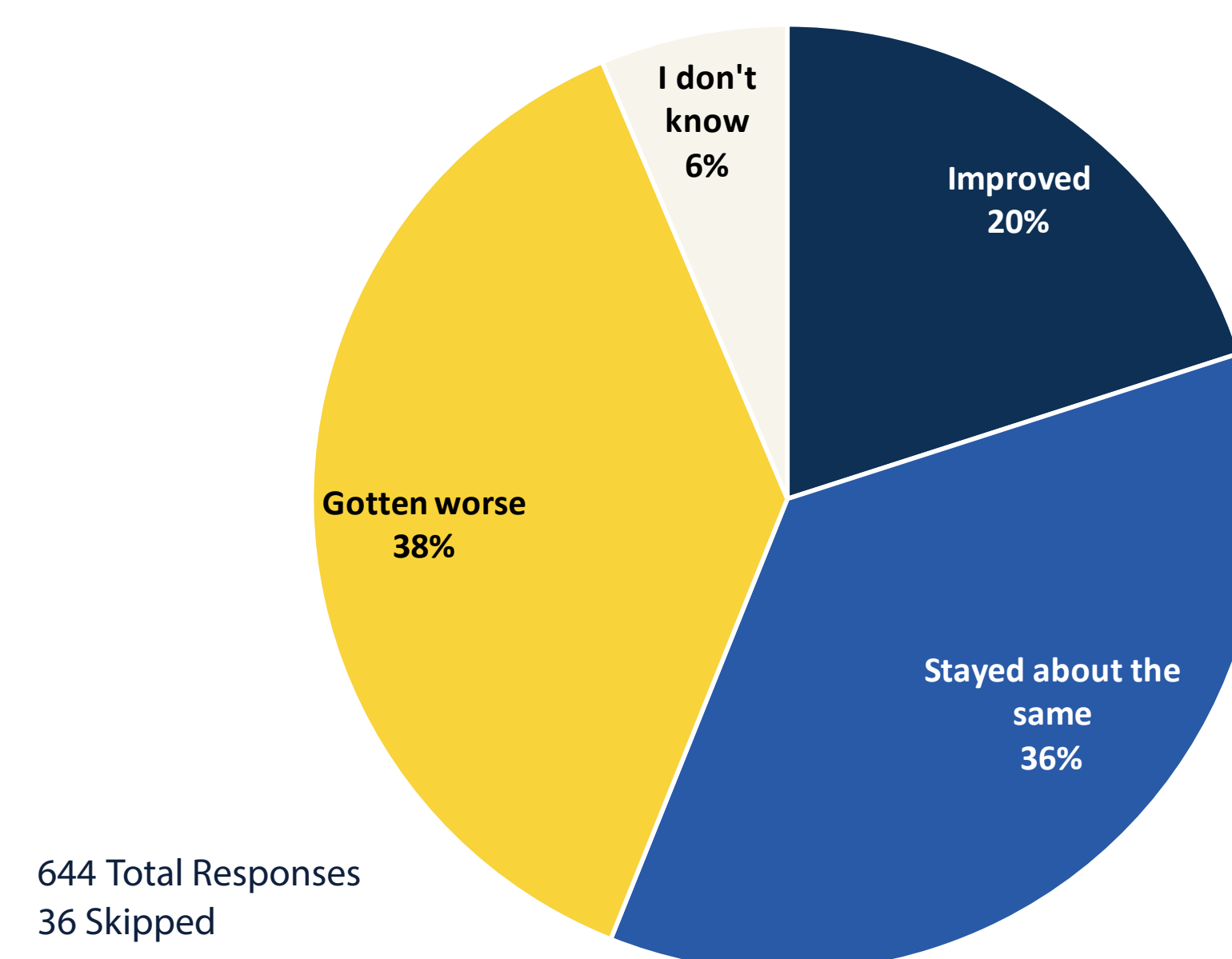
Quality of Life



65% Satisfied or Very Satisfied

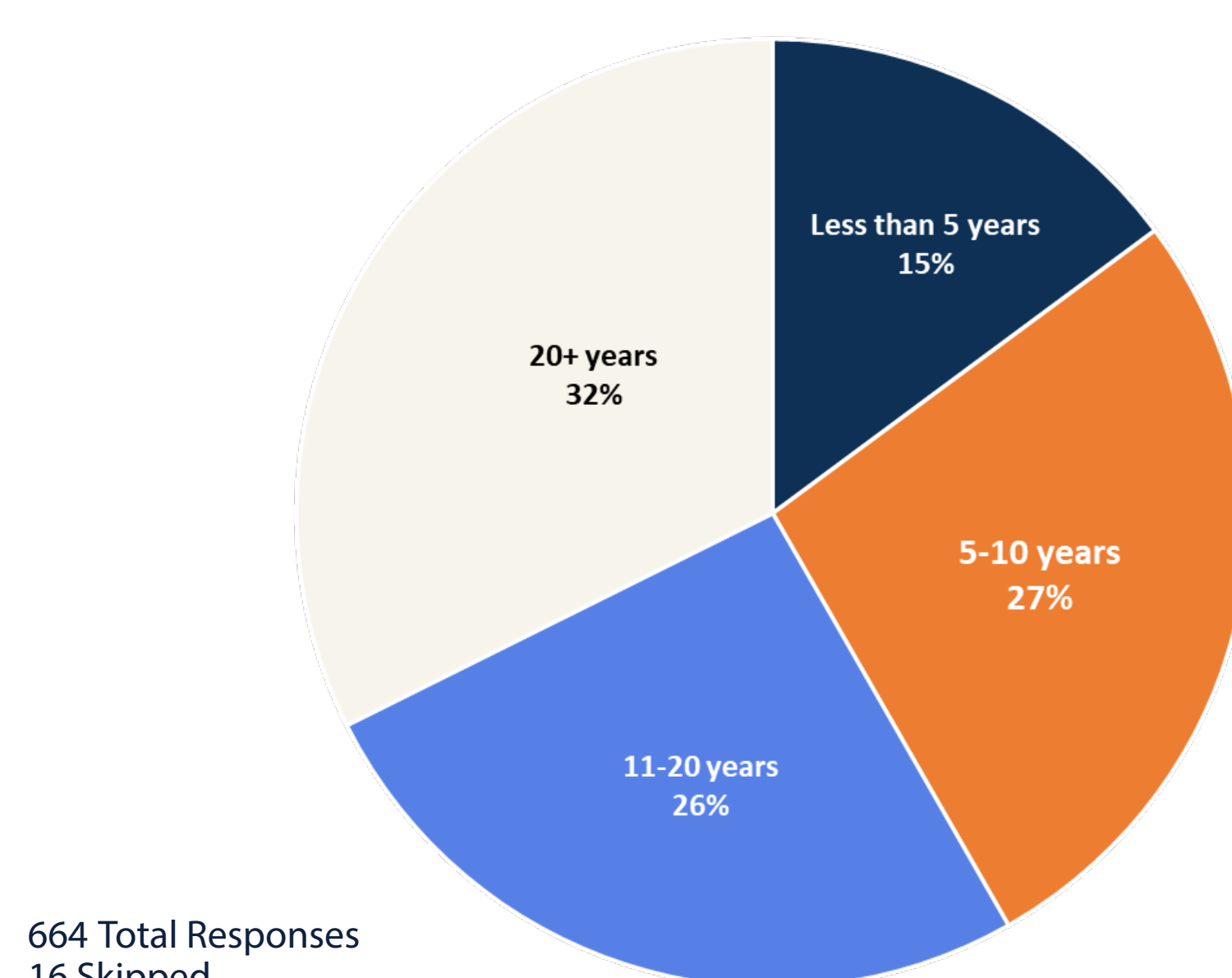
Comparable to national average:
65% very/somewhat satisfied (Gallup 2023)

Change Over Time in Danvers



56% Improved or Stayed About the Same

How Long Have You Lived in Danvers?



The visioning survey reached everyone from newcomers to life-long residents.

What You Love About Danvers

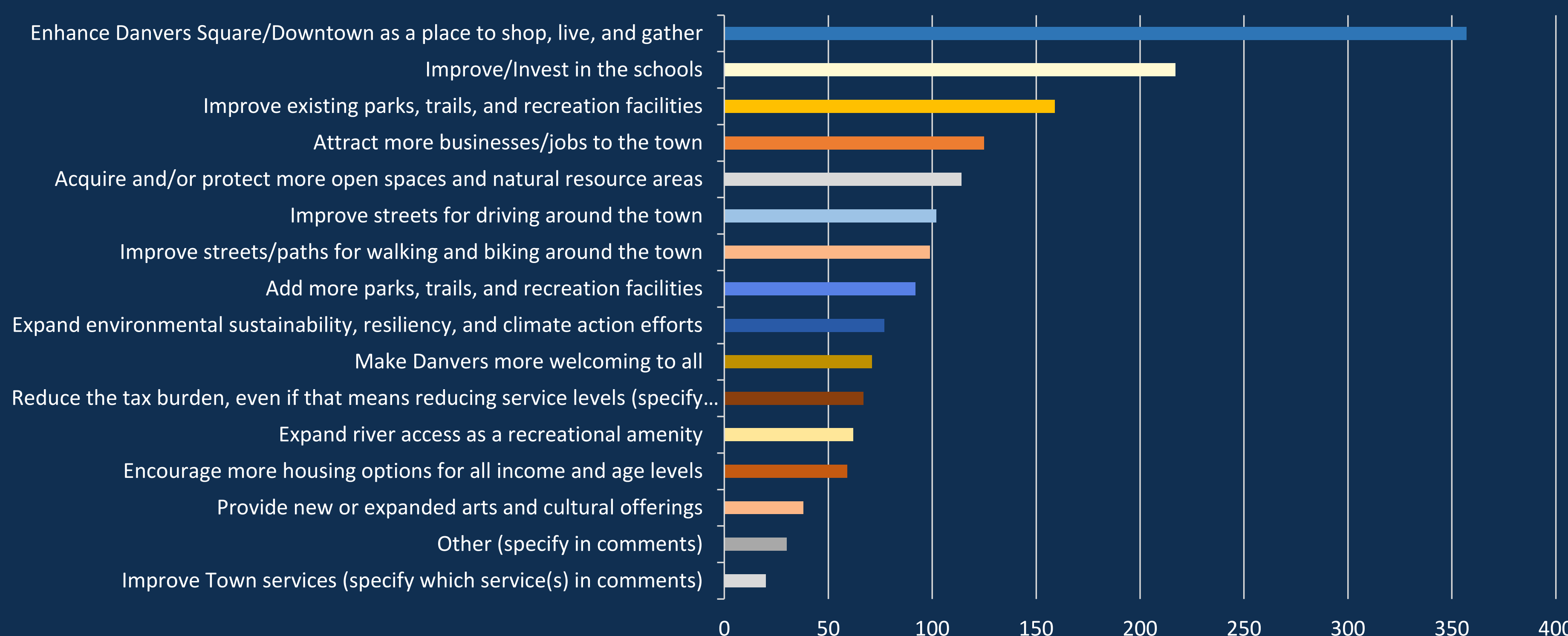


Community feel, outdoor/green spaces, location, "small town"

Potential Improvements

The survey provided a list of potential improvements and asked survey-takers to identify their top 3. The results:

1. Enhance Danvers Square/ Downtown as a place to shop, live, and gather
2. Improve/ Invest in the schools
3. Improve existing parks, trails, and recreation facilities



Public Engagement So Far



Interactive Map

The online interactive map allowed residents to share their ideas and suggestions for improvement by placing comments on a map.



Map Highlights:

148 *unique respondents*
1,469 *votes from respondents*

80

Places to Improve or Change

52

Big Ideas/ Suggestions

16

Places to Preserve or Enhance

Summer Engagement

The Strategic Danvers team continued hearing from people throughout the summer at Downtown Rewind in June and the summer concert series in July and August.

4

Events
Attended

242

Community
Members
Participated

1,214

Total Votes Cast

Participants were each given 5 votes to promote their priorities for the future of Danvers. The top 3 were similar to the online visioning survey findings:



206

Votes to Improve and Add Parks, Trails, & Recreation Areas



156

Votes to Invest in Schools



124

Votes to Enhance Downtown Shopping, Living, & Gatherings

Most Voted Map Comments

Make our beach **usable!** [Sandy Beach] This is a golden opportunity for Danvers residents to have a **special place by the water.**

- 48 likes

There are a lot of the same types of businesses/restaurants downtown currently. We need **variety** and to generally embrace diversity [...] **Public art and activities downtown** will draw people into the square.

- 46 likes

The Rail Trail is a **community treasure.** We should leverage this existing infrastructure to make Danvers into a **highly walkable town.**

- 35 likes