



Strategic Danvers

VIRTUAL KICKOFF

November 9, 2022





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02 // HEARING FROM YOU

03 // TRENDS INFLUENCING DANVERS

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Strategic Danvers - What is it?

Why a Strategic Plan?

Community process to plan for the future (2030 and beyond) and how to get there

- Understand trends influencing present and future
- Develop a shared vision with the public
- Address growth and development topics
- Identify opportunities and understand trade-offs
- Balance competing priorities



Core Values

The Town has **five** core values underlying this effort:

- Inclusion
- Integrity
- Accountability
- Positivity
- Collaboration



Vision for the Future

We'll talk with residents, staff, and other stakeholders to develop a shared vision for the future of Danvers in 2030.



Priorities, Strategies, and Metrics

Once the vision is established:

- What do we want to achieve by 2030 (and beyond)?
- How will we achieve it? Who will take the lead?
- How will we measure progress?



Our Process



Two Plans, One Goal: Guiding Our Future

Resilient Danvers



Climate change will affect all of us. Danvers is stepping up to make sure our community can thrive despite the challenges ahead. *Resilient Danvers* will address complex problems with solutions that work for everyone. The final plan is our pathway to achieve bold goals for reducing our contribution to climate change and supporting a resilient and healthy community.

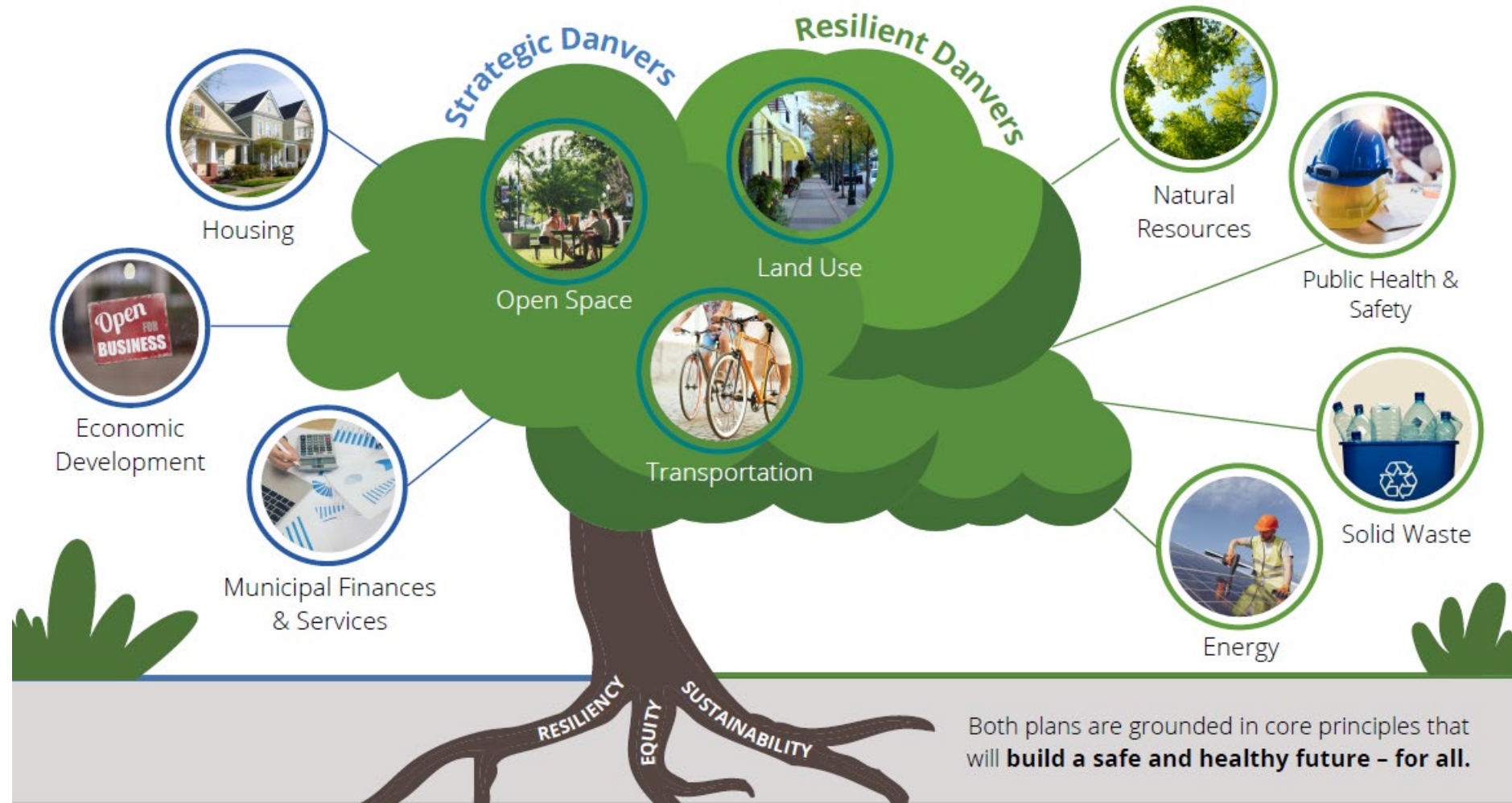
Visit [RESILIENT.DANVERSMAGOV](https://resilient.danversma.gov) to learn more



Resilient. Strategic. Guiding Our Future, Together

Started:
Spring 2022
Community
survey and focus
groups:
Summer/Fall
2022

**Public
comment on
draft plan:
Early 2023**



Both plans are grounded in core principles that will **build a safe and healthy future – for all.**

02 //

Hearing From You

Community Input is Key

We want to hear from a broad range of community members throughout the process

- Series of public events and meetings
- Interactive project website
- Focus groups and stakeholder interviews
- Presence at local events



Listening to Many People

- Make it **fun** using **interactive** formats
- Reach out to **community partners**
- Create a consistent **feedback loop** of information



In-Person and Virtual: Events

Major plan events:

1. Virtual Kickoff
2. Visioning Forum
3. Topic Workshops
4. Draft Plan Open House

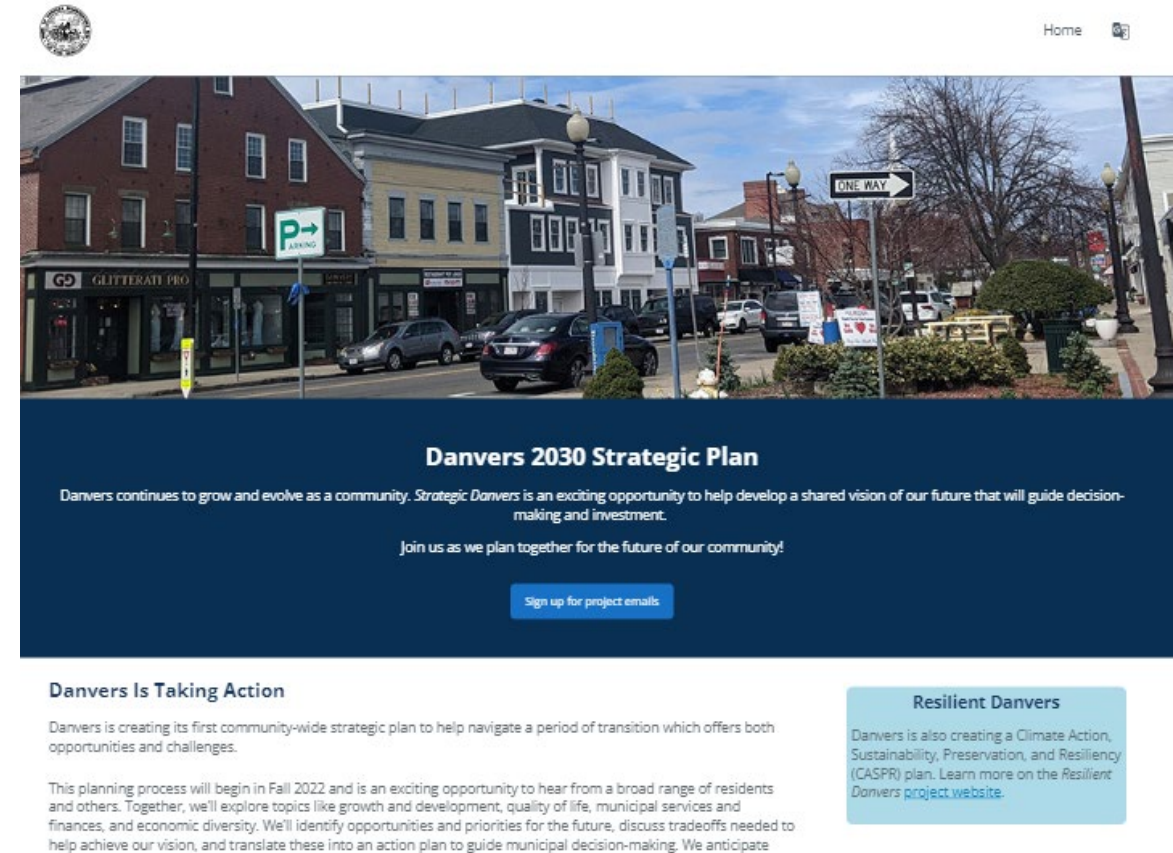


Online: Strategic Danvers Website

<https://strategic.danversma.gov>

Participate on your own schedule:

- Interactive map
- Surveys
- Ideas forum
- Budgeting/prioritization
- Draft documents
- Meeting summaries



In-Depth: Focus Groups

Opportunity for in-depth conversation and sampling of diverse opinions. For example,

- High school students
- Young professionals
- Seniors
- Business owners
- Property owners and developers
- Town leadership and staff



03 //

Trends Influencing Danvers

The **transformative trends** that were reshaping cities and suburbs in the decades before the pandemic are precursors for two decades of more far-reaching change, particularly the accelerating pace of:

- Demand for living in walkable places due to evolving demographics
- Relocation of creative and knowledge economies to walkable urban and suburban places coupled with the growing interest in hybrid work
- Mobility innovations
- Awareness of the shared responsibility to address resiliency needs



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

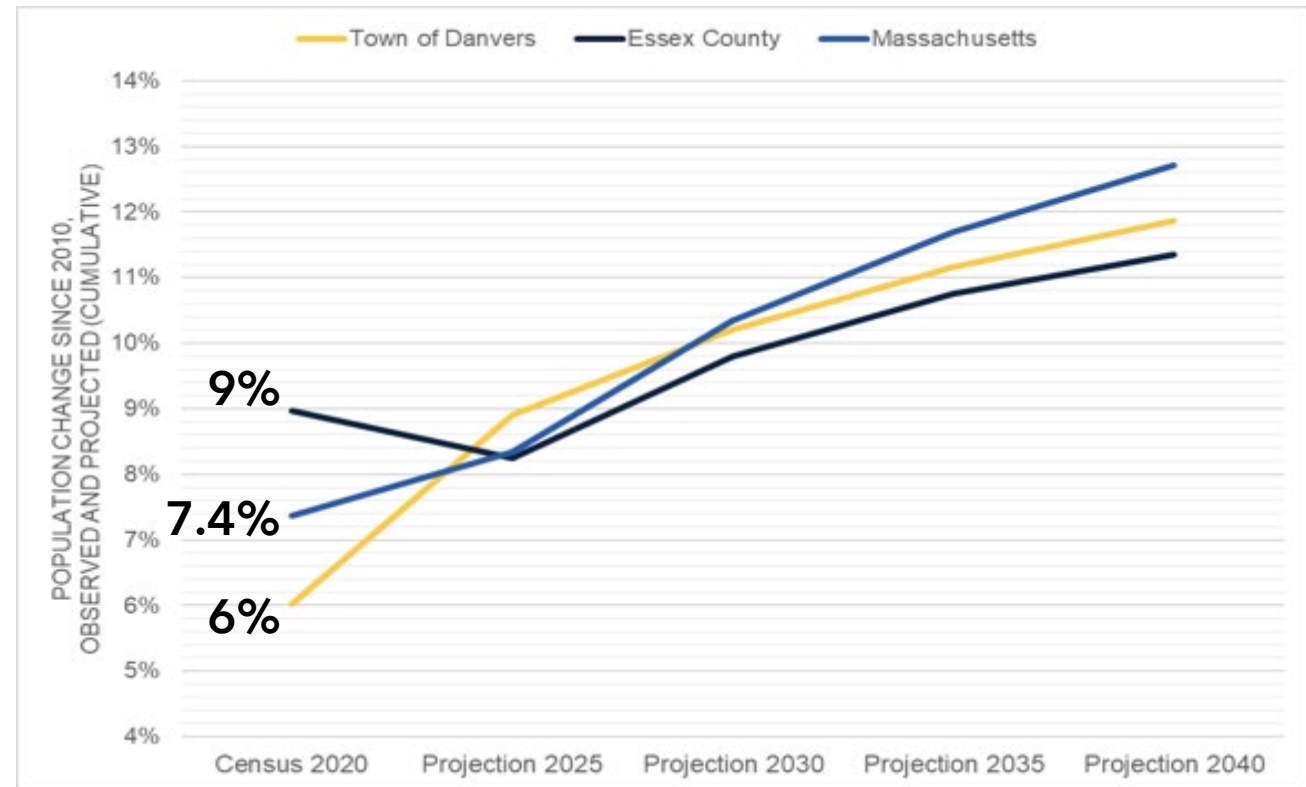
- 11,763 housing units (Census 2020)
- +5.6% 2010-20 (630 units)



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

- Projections made in 2018 anticipate a faster local growth rate over next five years before slowing.

POPULATION CHANGE SINCE 2010, CUMULATIVE (OBSERVED AND PROJECTED)



Source: U.S. Census and UMass Donahue Institute MassDOT Vintage 2018 Population Projections

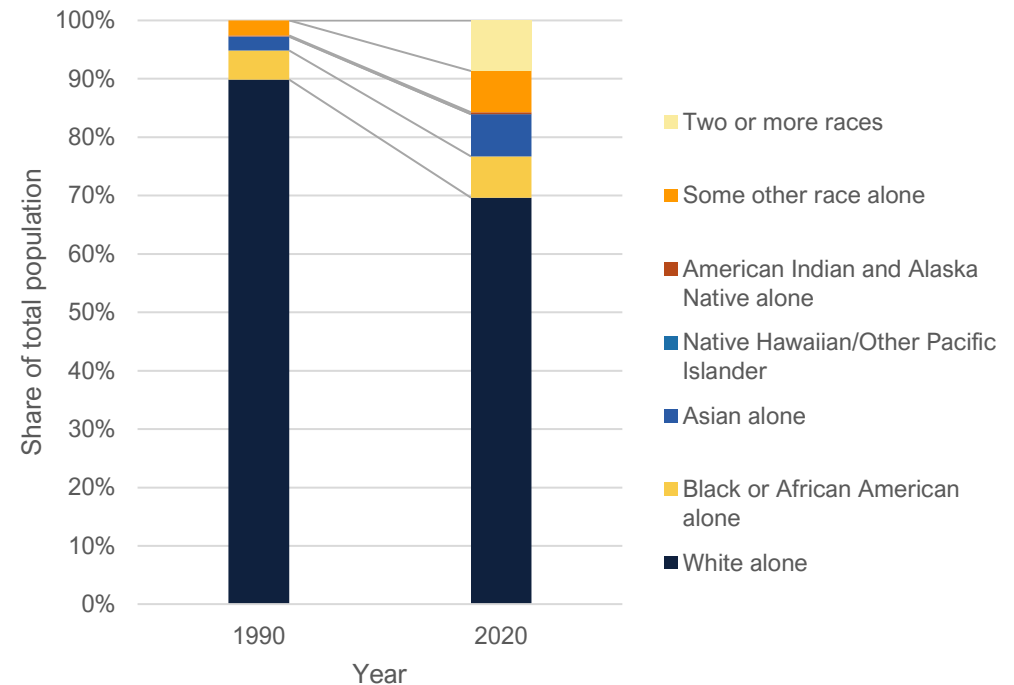


Danvers is more racially diverse than it has ever been.

- 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%*

* 2 or more races was not measured in 1990 Census

SHARE OF TOTAL MASSACHUSETTS POPULATION BY RACE, 1990 AND 2020



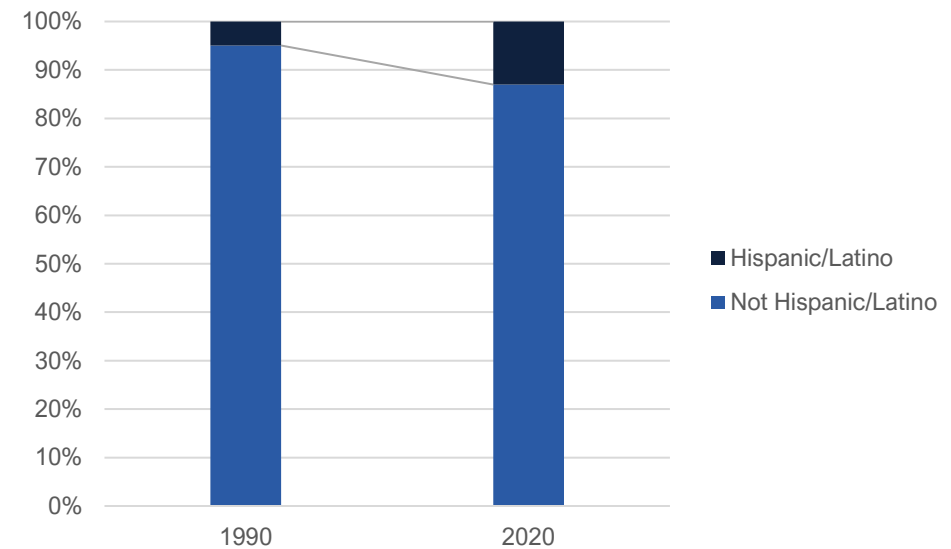
Source: U.S. Census



Danvers is also growing 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%.

SHARE OF TOTAL MASSACHUSETTS POPULATION IDENTIFYING AS HISPANIC/LATINO, 1990 AND 2020



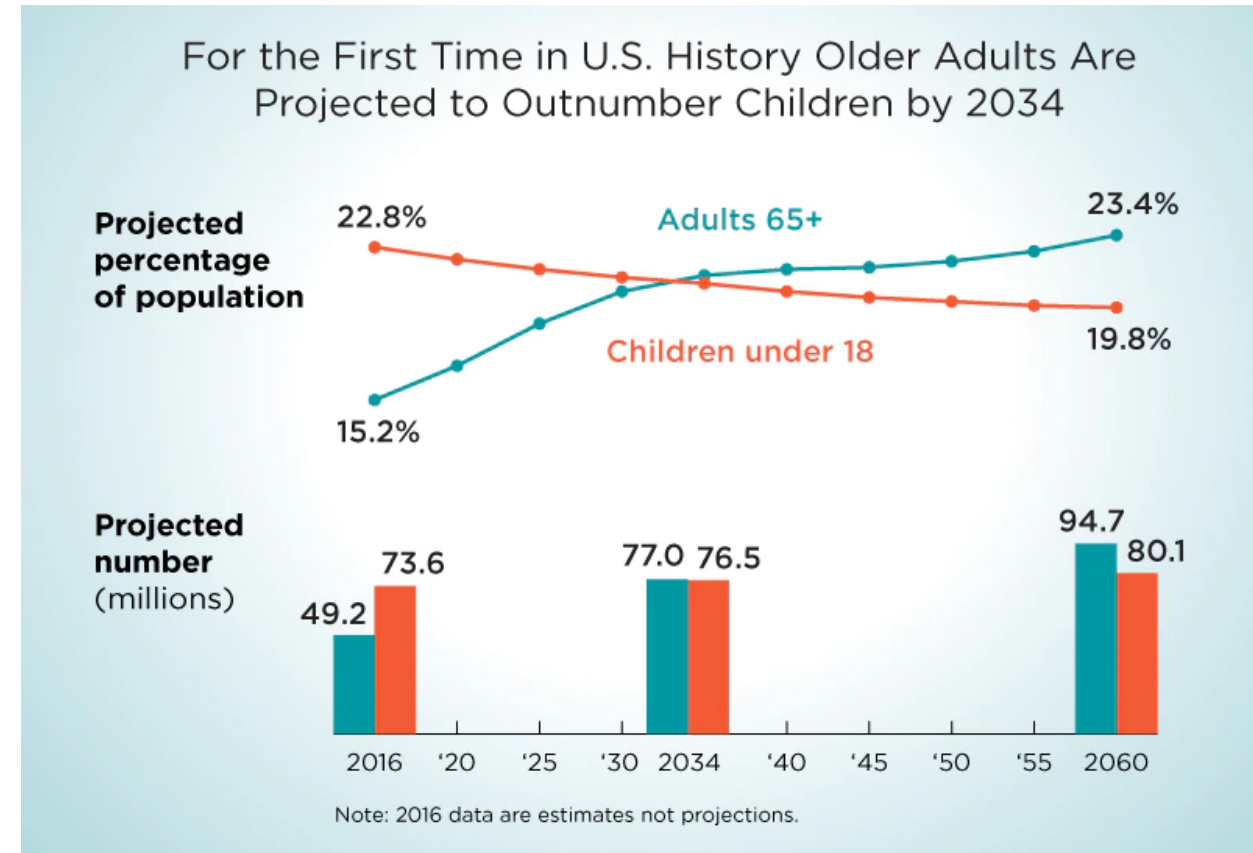
Source: U.S. Census



1 in 5 people in the US will be 65+ by 2030.

- For the first time in US history, adults ages 65+ are projected to outnumber children under 18 by 2034
- **It has likely already happened in Danvers:** 2020 estimates indicate about 5,600 children and 5,900 older adults

Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.



Source: U.S. Census Bureau, National Population Projections, 2017 (updated 2019)



Today a smaller share of US and MA households are married couple families or have children than in 1990.

- The school-age population in MA has declined by 3.4% since 2010, and is projected to drop an additional 5% by 2040.
- In Danvers, the decrease in children ages 5-19 is about 10% between 2010 and 2020.

Since 1990...

-13%

Decrease in share of married couple households in the US

Source: U.S. Census Bureau

-19%

Decrease in share of households with own children in the US

Source: U.S. Census Bureau

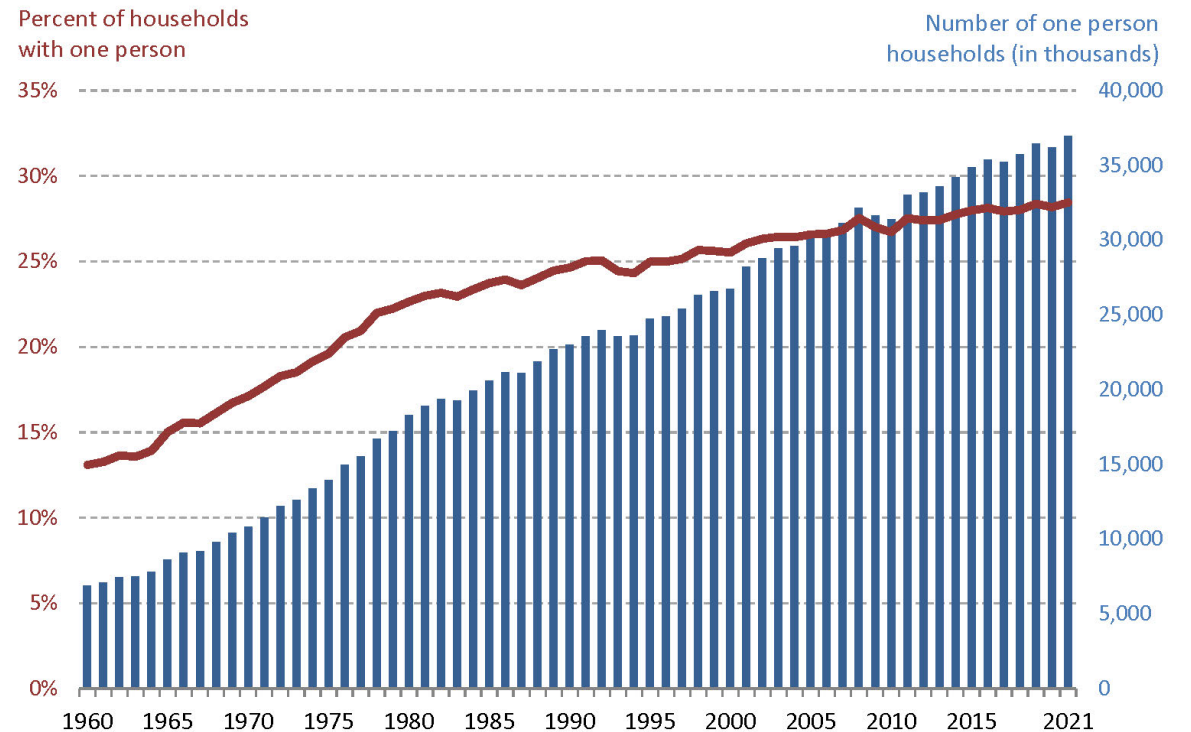
Sources: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates.
UMass Donahue Institute MassDOT Vintage 2018 Population Projections



The share of one-person households has been growing for decades.

- The share of one-person households has increased slightly in MA since 1990 (from 26% to 28%).
- One-person households in Danvers have caught up to MA (from 22% to 29% between 1990 and 2020).

The National Rise of Living Alone



Source: U.S. Census Bureau, Current Population Survey, Annual Social and Economic Supplements, 1960 to 2021.



04 //

What's Next?

Visioning Forum

January 2023

- Interactive community conversation
- Local trends influencing Town's present and future
- Launch of vision survey

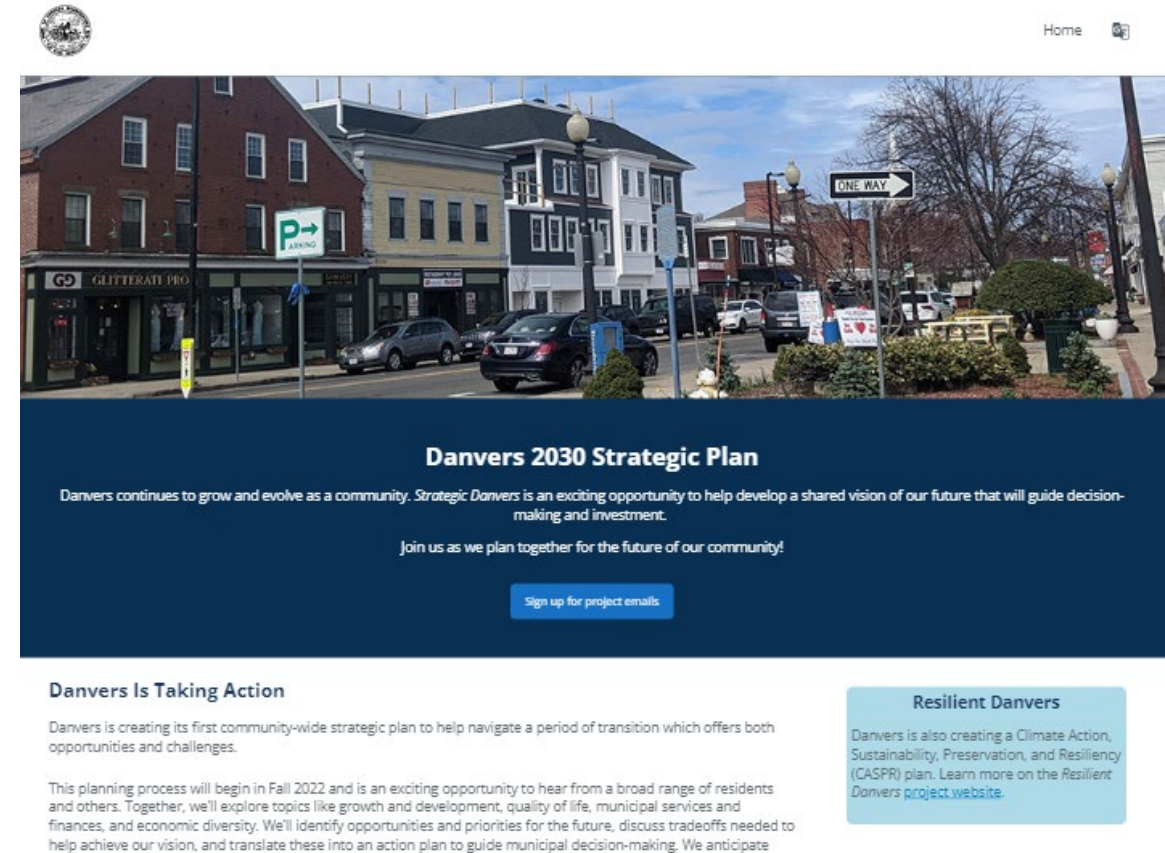


Visit our Website

<https://strategic.danversma.gov>

Available now...

- Leave a comment on our interactive map – and see what others are saying
- Review this meeting presentation
- Sign up for project emails



The screenshot shows the homepage of the Strategic Danvers website. At the top left is the City of Danvers seal, and at the top right is a 'Home' link with a magnifying glass icon. The main header image is a street scene in Danvers with colorful historic buildings, a 'P' parking sign, and a 'ONE WAY' sign. Below the image is a dark blue banner with the title 'Danvers 2030 Strategic Plan' in white. The text below the title reads: 'Danvers continues to grow and evolve as a community. Strategic Danvers is an exciting opportunity to help develop a shared vision of our future that will guide decision-making and investment.' followed by 'Join us as we plan together for the future of our community!' and a blue button labeled 'Sign up for project emails'. Below the banner, there are two columns of text. The left column is titled 'Danvers Is Taking Action' and describes the community-wide strategic plan process. The right column is titled 'Resilient Danvers' and describes the Climate Action, Sustainability, Preservation, and Resiliency (CASPR) plan.

Danvers 2030 Strategic Plan

Danvers continues to grow and evolve as a community. Strategic Danvers is an exciting opportunity to help develop a shared vision of our future that will guide decision-making and investment.

Join us as we plan together for the future of our community!

[Sign up for project emails](#)

Danvers Is Taking Action

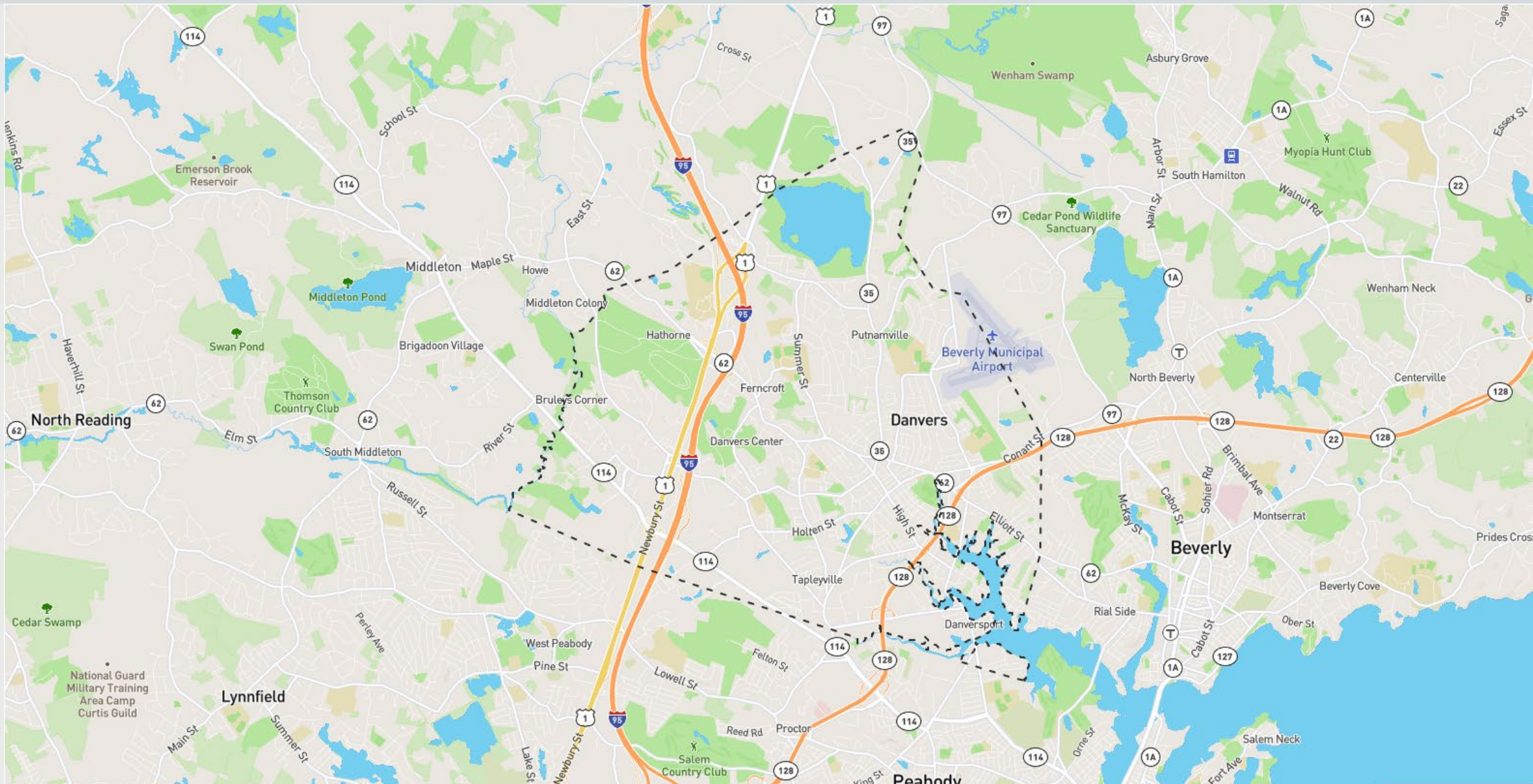
Danvers is creating its first community-wide strategic plan to help navigate a period of transition which offers both opportunities and challenges.

This planning process will begin in Fall 2022 and is an exciting opportunity to hear from a broad range of residents and others. Together, we'll explore topics like growth and development, quality of life, municipal services and finances, and economic diversity. We'll identify opportunities and priorities for the future, discuss tradeoffs needed to help achieve our vision, and translate these into an action plan to guide municipal decision-making. We anticipate

Resilient Danvers

Danvers is also creating a Climate Action, Sustainability, Preservation, and Resiliency (CASPR) plan. Learn more on the [Resilient Danvers project website](#).







Drag to
comment



Places to
Improve or
Change



Big Ideas/
Suggestions



Places to
Preserve or
Enhance

About

Activity

What places should be preserved or enhanced?

Tell us about a specific location that should be preserved or enhanced by 2030.

Comment* (Required)

First name

Philip

Last name

Last name

Attach an optional photo



Attach

Supports png, jpg/jpeg, gif and heic

Leave your comment here

Your email * (Required)

☐ Remember

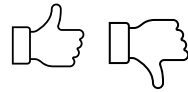
☐ I agree my comment will be used as indicated in the
[terms and conditions](#) * (Required)

Add Comment

Click for more information about this tool

Click to see list of comments on map

Or click pin on map to read comment and react



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☐ Remember

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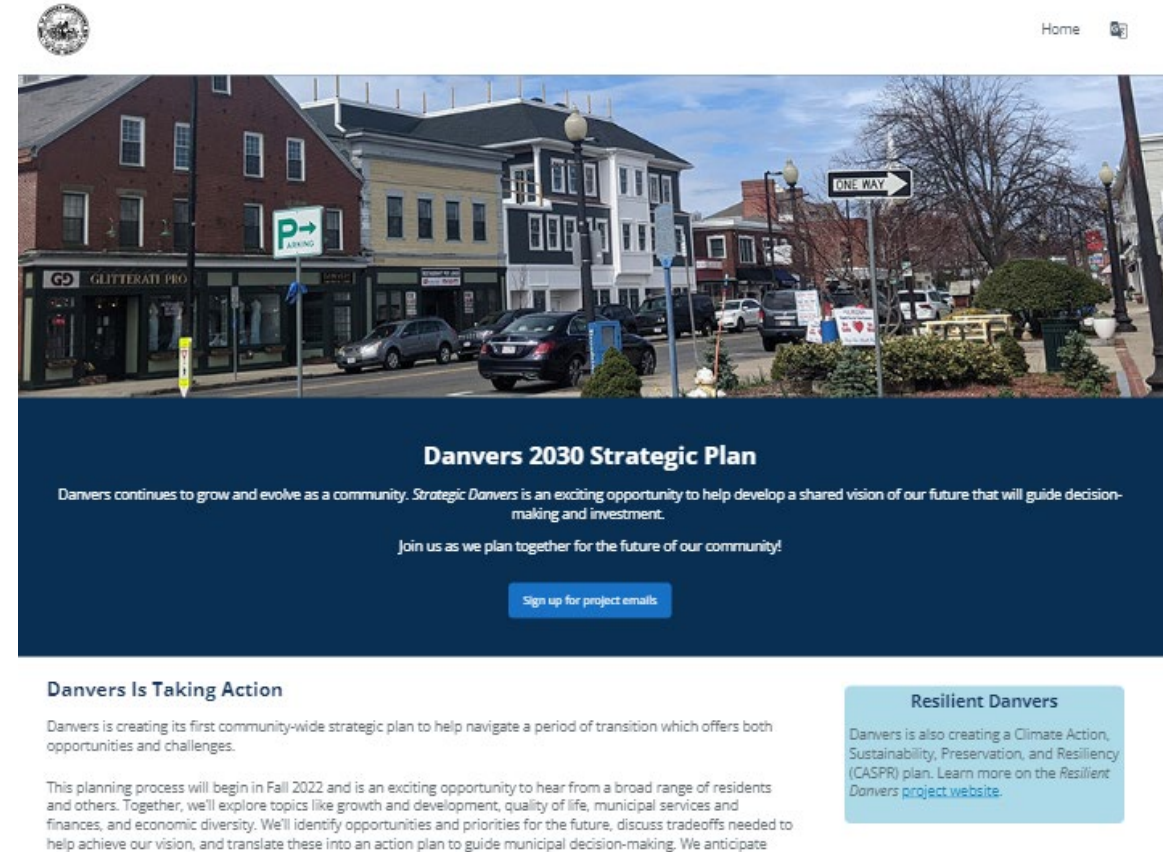
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Q+A