



# Strategic Danvers

**VISIONING FORUM**

January 19, 2023







**00 // GETTING STARTED**

**01 // STRATEGIC DANVERS – WHAT IS IT?**

**02 // TRENDS INFLUENCING DANVERS**

**03 // SMALL GROUP DISCUSSIONS**

**04 // GROUP REPORT BACK**

**05 // WHAT'S NEXT?**



00 //

# Getting Started

# Agreements

- Speak from “I” – Remember you are an expert in your own experience, but your experience is not universal.
- Engage with the idea, not the person – Assume good intentions when you can, and avoid personal attacks on people who share.
- Share the floor – Everyone has different styles and levels of engagement. Be sure to make space for folks who need more time to process, and support the participation of everyone.
- Understand tonight’s purpose – to provide a space to reflect on the current community and generate areas to focus on during the Strategic Plan process.



01 //

# Strategic Danvers - What is it?

# Why a Strategic Plan?

A Select Board priority to plan for the future (2030 and beyond) and how to get there through a community-led process

- 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



# Create a Vision for the Future

We're talking with residents, business owners, students, and other stakeholders to develop a shared vision for the future of Danvers in 2030.





# Identify Priorities, Strategies, and Metrics

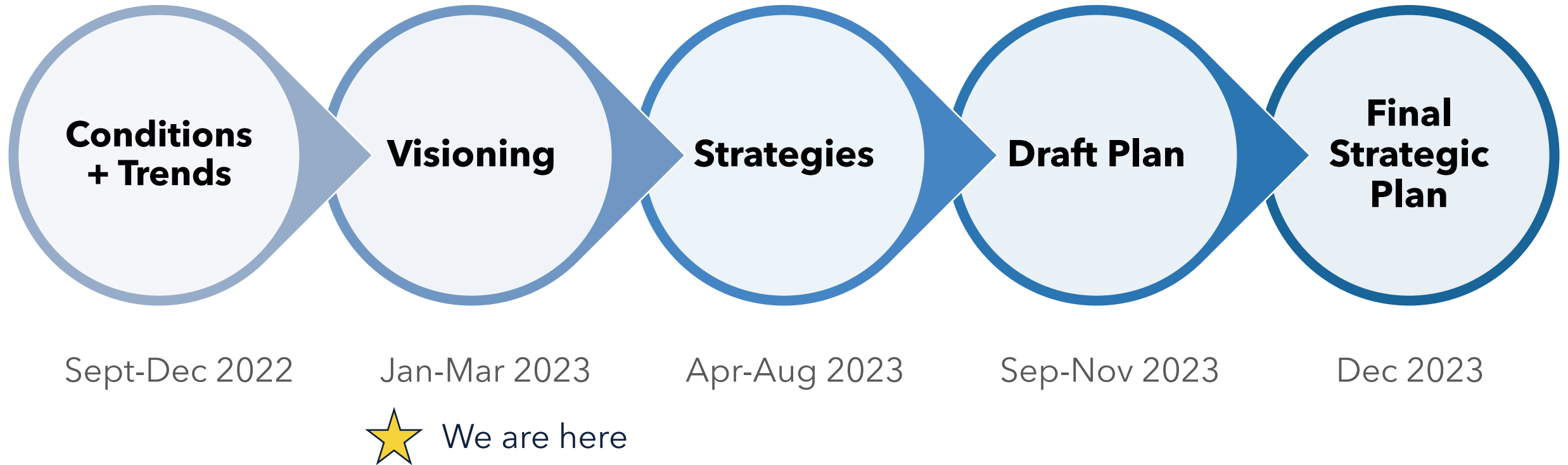
Once the vision is established:

- We'll evaluate tradeoffs and identify priorities together
- 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 Planning Process



# 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
- Presence at local events



# In-Person and Virtual: Events

Major plan events:

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

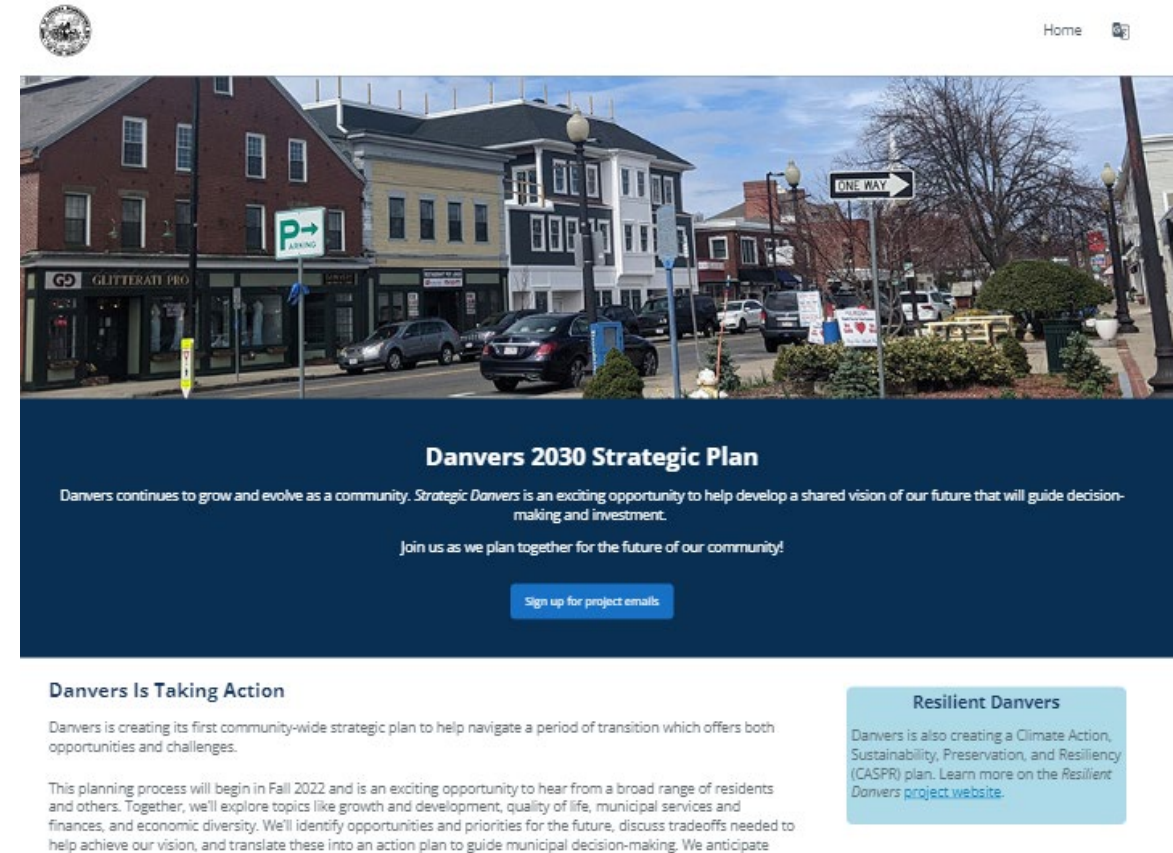


# Online: Strategic Danvers Website

<https://strategic.danversma.gov>

Participate on your own schedule:

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





02 //

# Trends Influencing Danvers

The **transformative trends** that were reshaping towns 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)

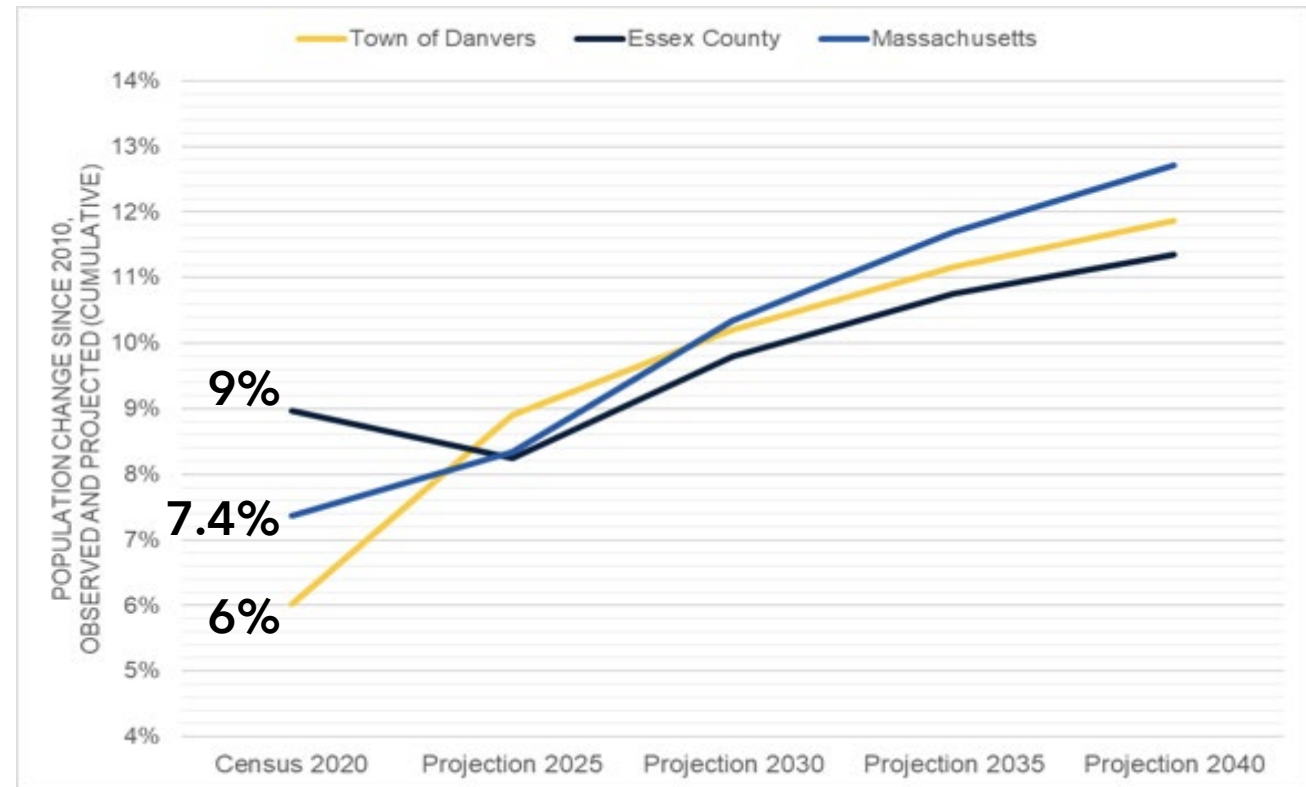


Winter at Endicott Park

# 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

POPULATION CHANGE SINCE 2010, CUMULATIVE (OBSERVED AND PROJECTED)



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

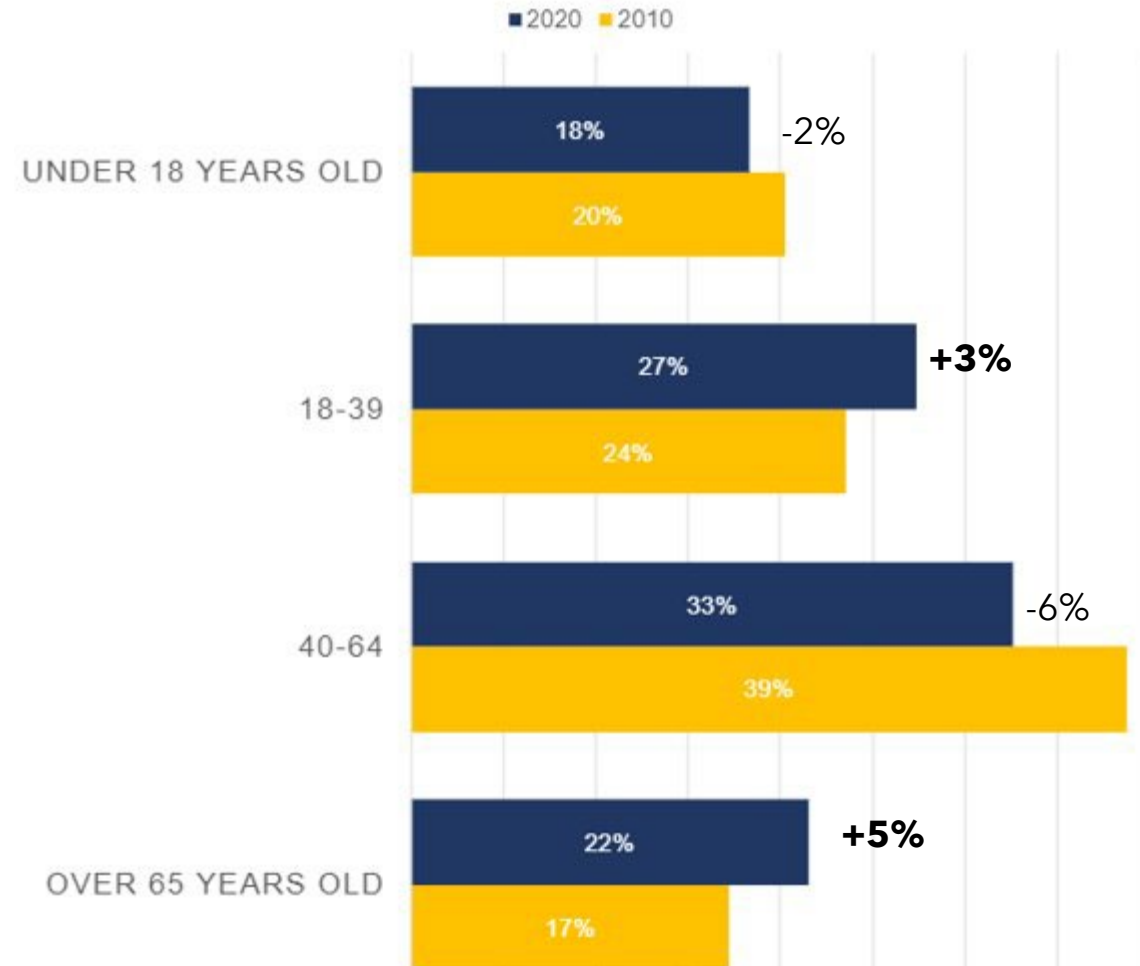




# Danvers is growing older

- 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

SHARE OF DANVERS POPULATION BY AGE GROUP, 2010 and 2020



Source: ACS 5-Year, 2020, 2010

# 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

Source: ACS 2020

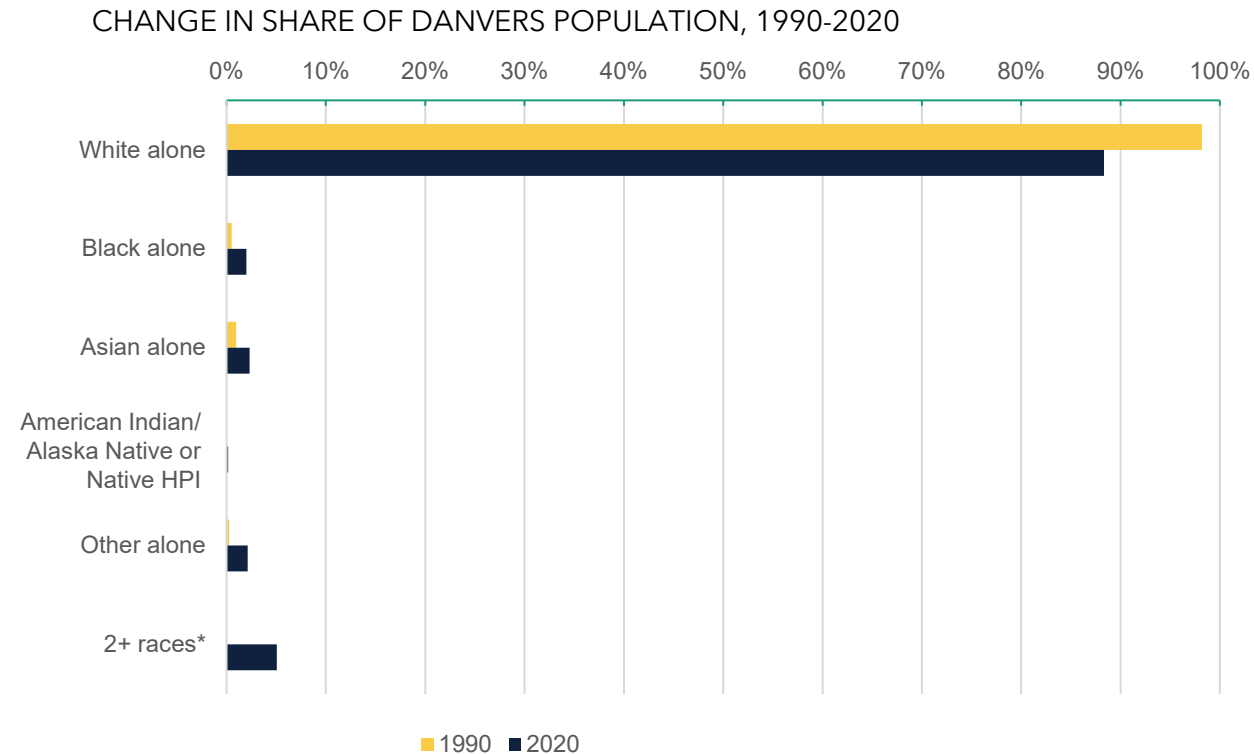
Sources: U.S. Census Bureau, 2006-2010 and 2016-2020 American Community Survey 5-Year Estimates; Massachusetts Department of Education.



# 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



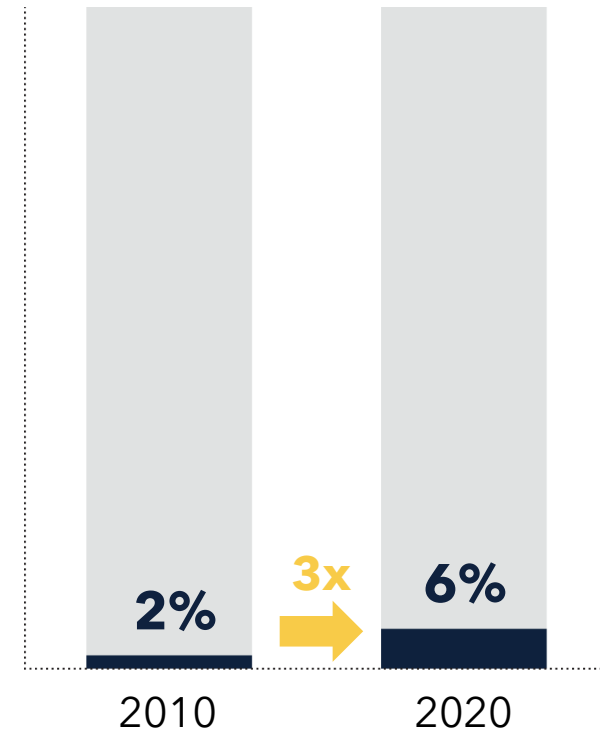
Source: U.S. Census



# 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%.

% OF DANVERS POPULATION ,  
**HISPANIC/LATINO**, 2010 and 2020



Source: ACS, 5-Year, 2010 and 2020





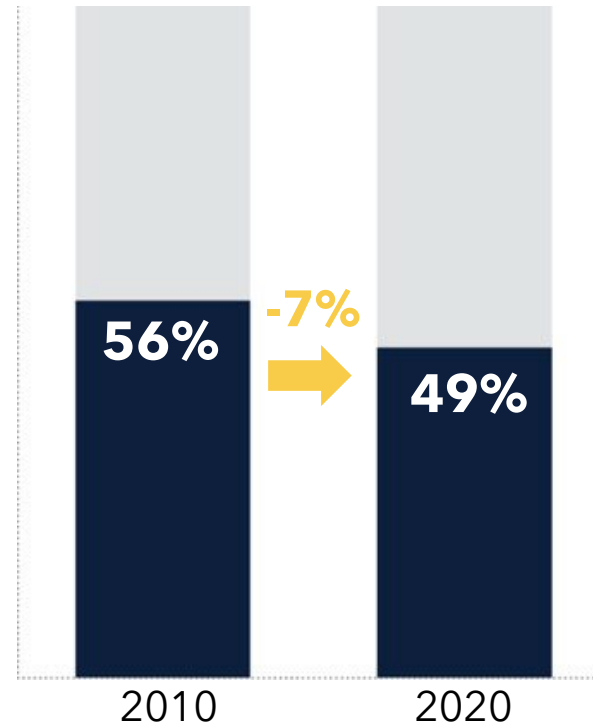
# The share of Danvers households that are traditional married-couple families is shrinking

**29%**

of all Danvers households are one-person households

Source: ACS 2020

% HOUSEHOLDS MARRIED COUPLE FAMILIES



Source: ACS 5-Year, 2020, 2015, 2010





Maple Square



Page House





# 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%**

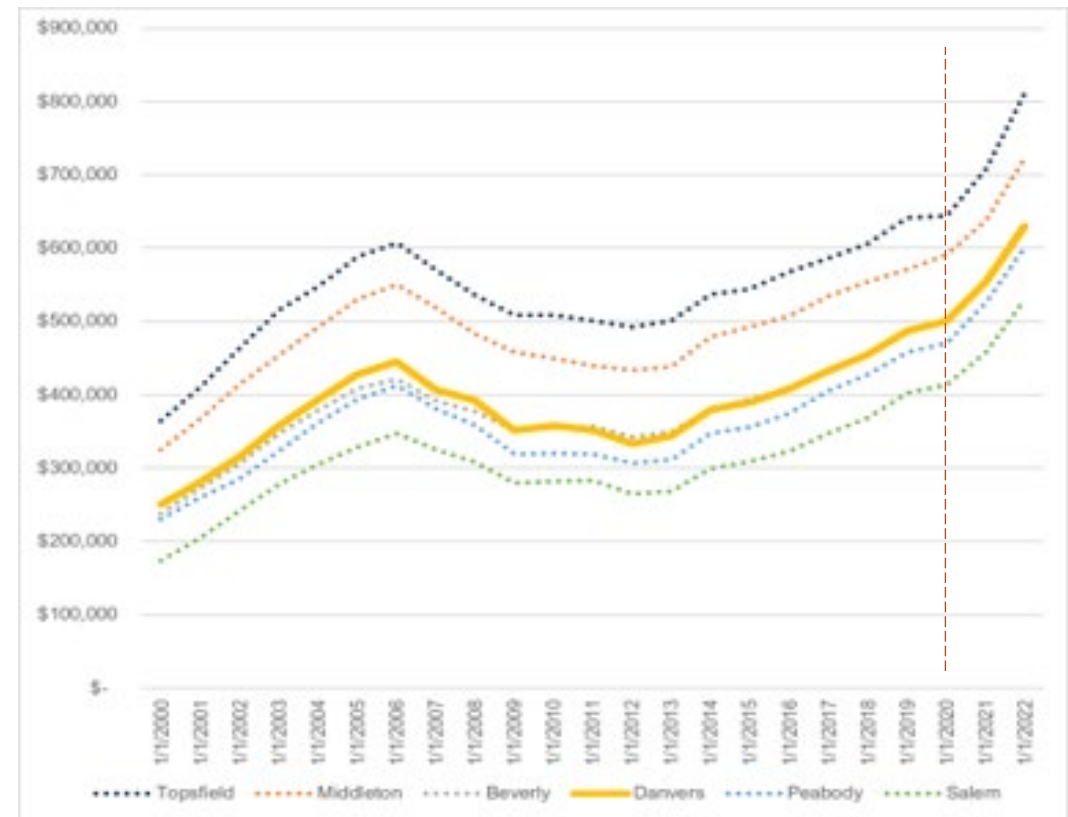
Households with children



# Average home prices in Danvers have risen 30% since the pandemic began

- Average home price \$633,000 in late-2022
- Adjusting for inflation, Danvers' home prices have increased about 50% since 2000.

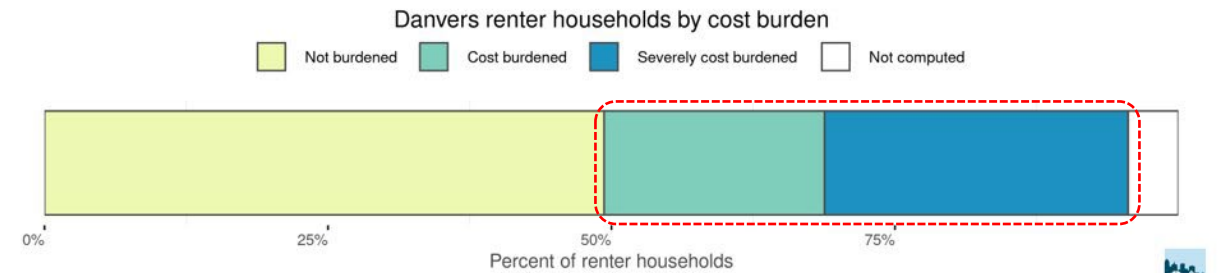
AVERAGE HOME PRICE, UNADJUSTED, 2000-2022,  
DANVERS AND NEIGHBORING COMMUNITIES



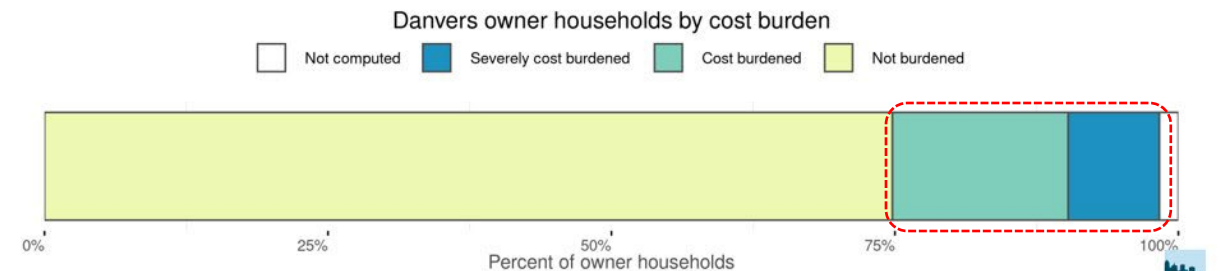
# Nearly half of renters and one-quarter of homeowners are cost-burdened

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



Source: U.S. Census Bureau American Community Survey, 2016-2020 5-year estimates.  
Table B25070: Gross rent as a percentage of household income in the past 12 months



Source: U.S. Census Bureau American Community Survey, 2016-2020 5-year estimates. Table B25091:  
Mortgage Status by selected monthly owner costs as a percentage of household income in the past 12 months









# 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

Post-pandemic job recovery still continuing

## +21%

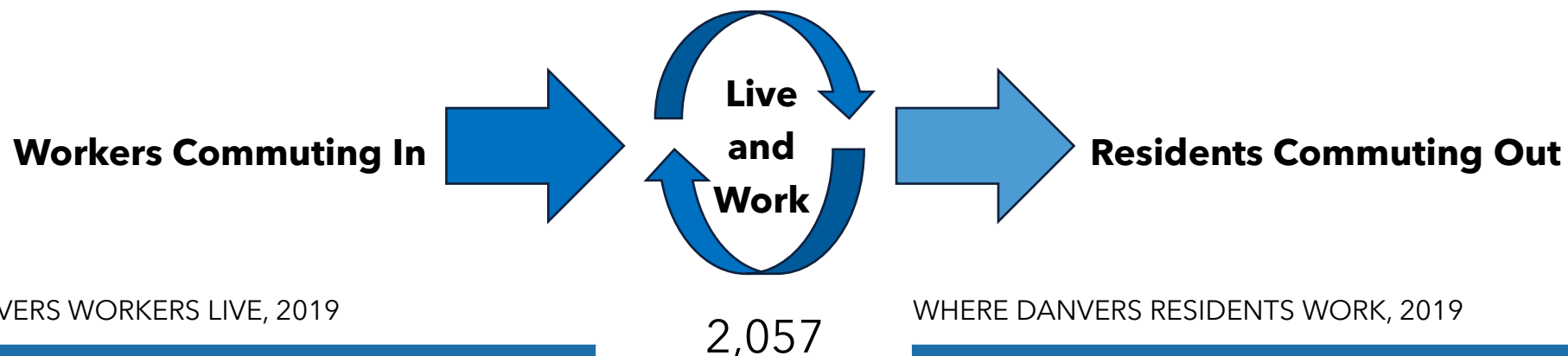
**Education and Health Services**  
(+1,242 jobs 2010-2021)

## +9%

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



# 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%

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%

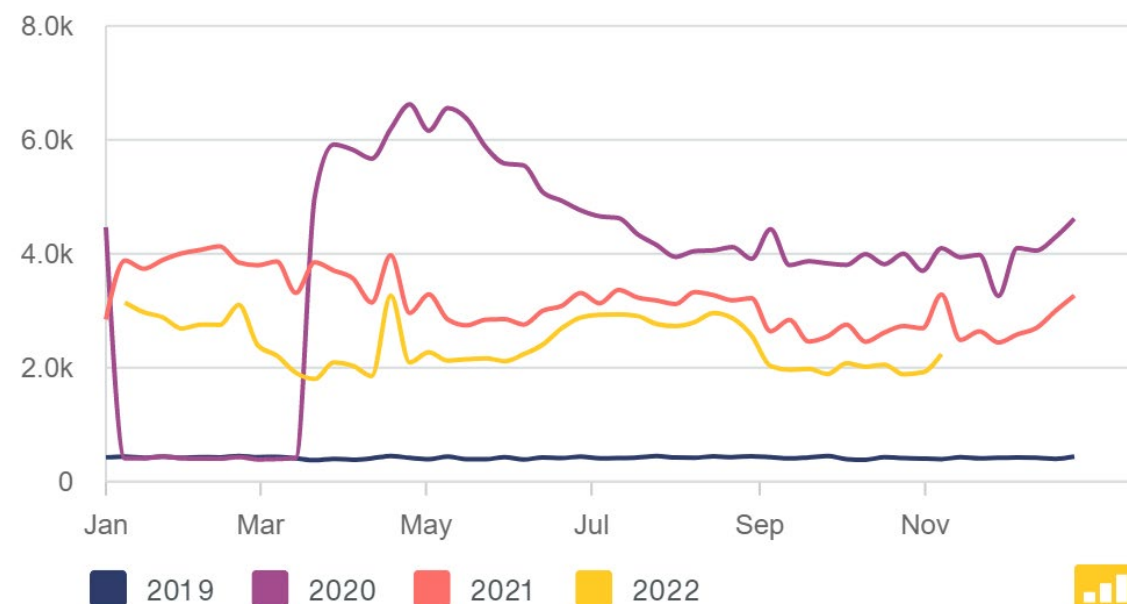


# Working-from-home has increased 5x in Danvers since 2019 (pre-pandemic)

## ~2,000

Danvers residents working from home  
on a typical weekday in 2022

DANVERS RESIDENTS WORKING-FROM-HOME, TYPICAL WEEKDAY  
2019 - 2022



Source: Replica









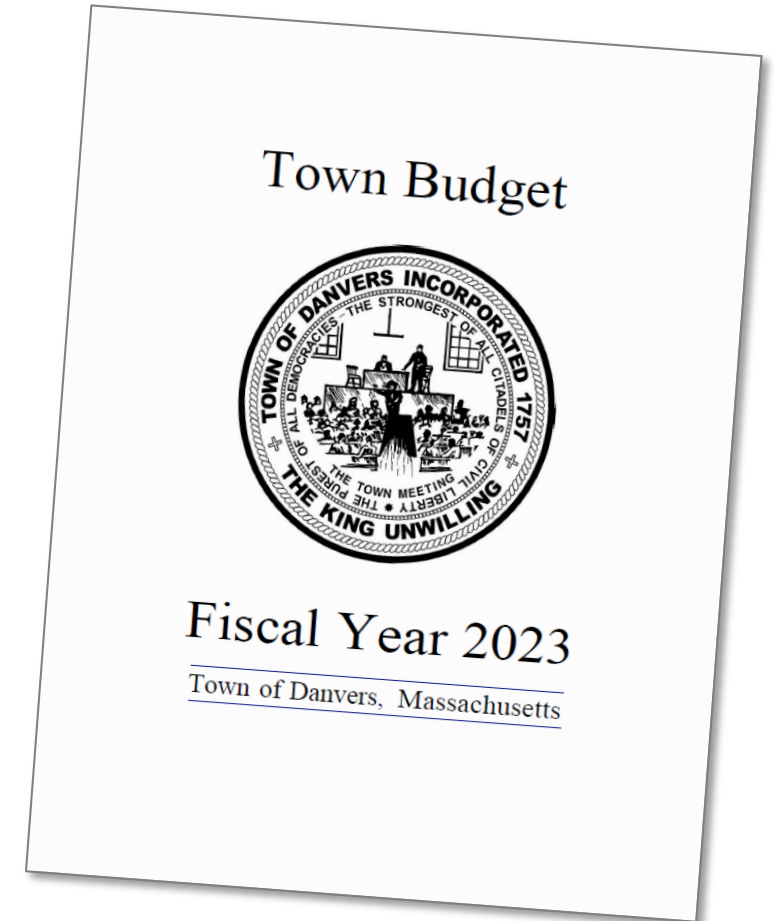
# Town near overall tax levy limit

- In FY2023 the Town was \$50,000 (0.06%) from its \$89.74M levy limit

## \$2.8M

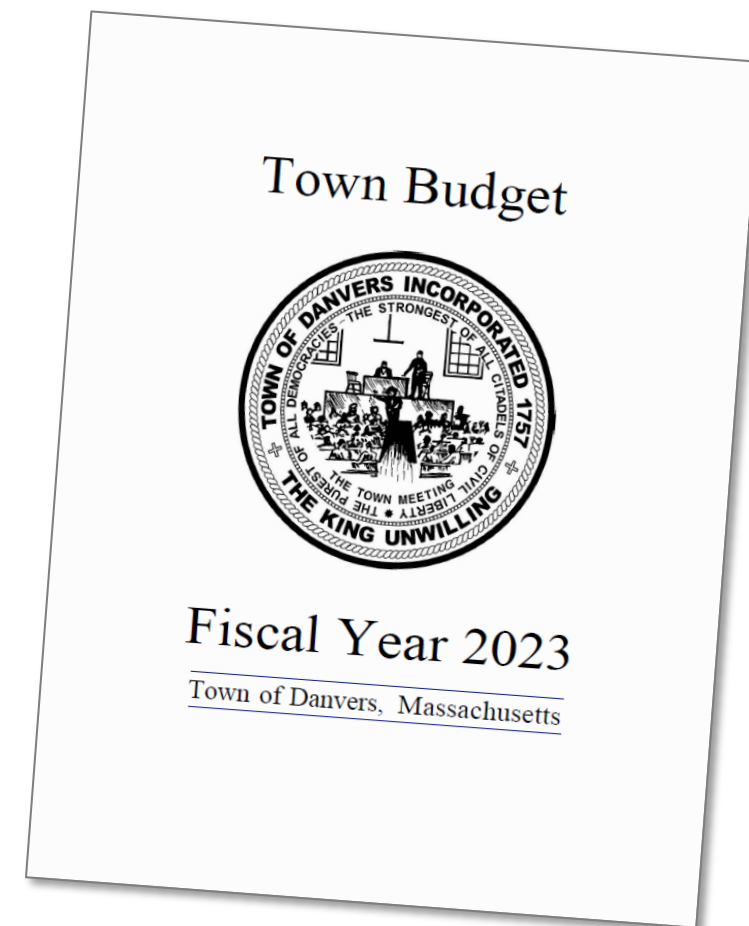
Funds available to maintain service levels across the Town, Schools, and Library for the upcoming budget

- Danvers has a Triple-A (AAA) bond rating and good fund balance
- The Town has adequate debt capacity—but making debt payments within budget is an issue



# When planning for the future...

- Danvers controls some budget items like Capital Improvement Plan (CIP), staffing, and others
- Town does not control other major budget items – most notably healthcare costs, pensions, and Essex Tech assessment



# Several quality of life projects lack adequate funding

**Lebel's Grove**



An unprotected open space purchased by Town in 2012, seen to be vulnerable to development because it is sewered.

Strategic Danvers

**Sandy Beach**



A swimming beach that sees regular closures due to bacteria levels.

**Open space protection**



Desire to acquire additional open space for permanent protection and/or public access.

**Public Works Yard**



Critical Town facility for public works and utilities facing age and flooding issues.



03 //

# Focus Group Feedback

# What we're starting to hear

"Lots of great businesses in this town"

"I hope people get involved to discuss changes"

"We want transformational change, not merely transitional change to check a box"

"Danvers is a town, I don't want to see it become like a city"

"Danvers is the place I live but not a home"

"A great town to live in and raise a family"

"Downtown leaves a lot to be desired"





04 //

# Small Group Discussions

# Hearing from each other

In your small groups...

- Write a brief personal vision for the future of Danvers – *5 min*
- Discuss these visions with the group and identify shared themes – *20 min*
- Use the map to identify locations to preserve and to change – *20 min*
- Imagine a 2030 headline describing the impact of the *Strategic Danvers* plan – *5 min*



# Hearing from other groups

Report backs: 3-4 minutes per group

- What shared vision themes did your group identify?
- What locations did your group prioritize to preserve and to change?

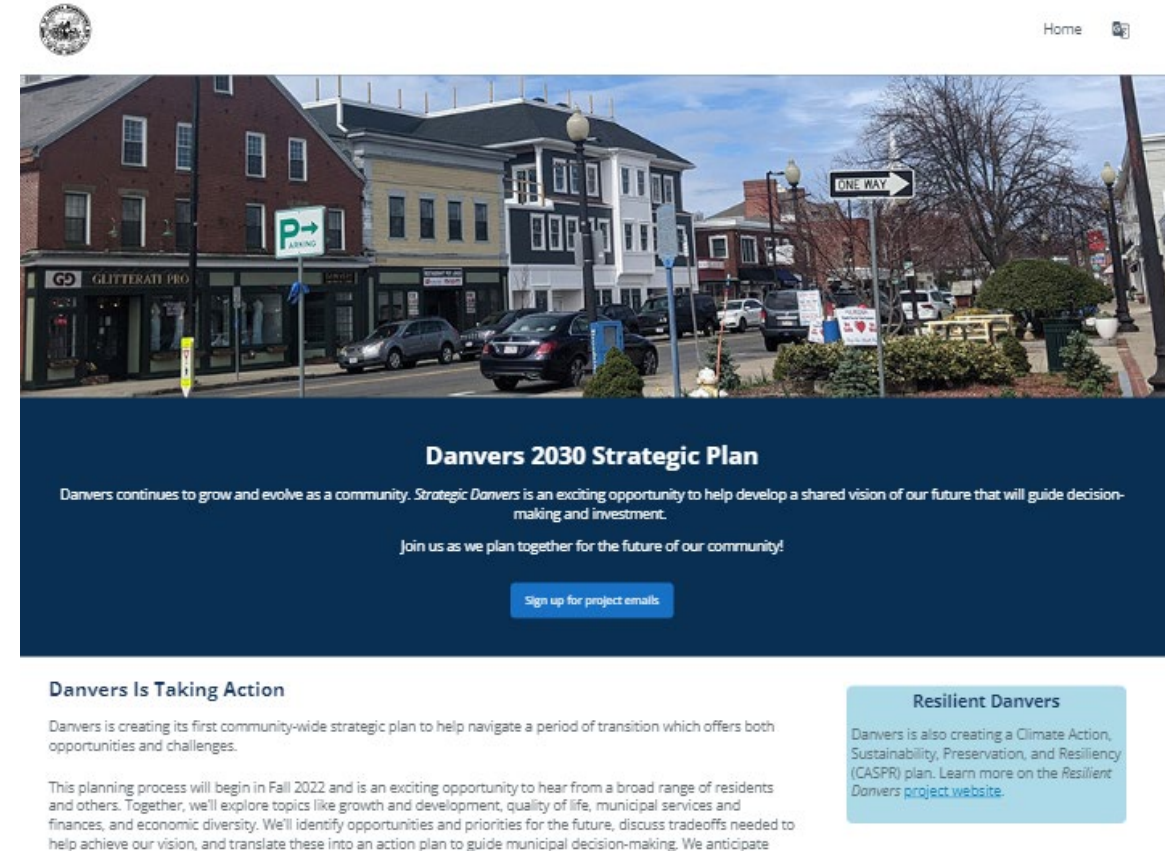


# Visit our Website

<https://strategic.danversma.gov>

Available now...

- Sign up for project emails
- Leave comments on our interactive map – and see what others are saying
- Take the visioning survey
- Review the “Danvers Today” report



05 //

# What's Next?

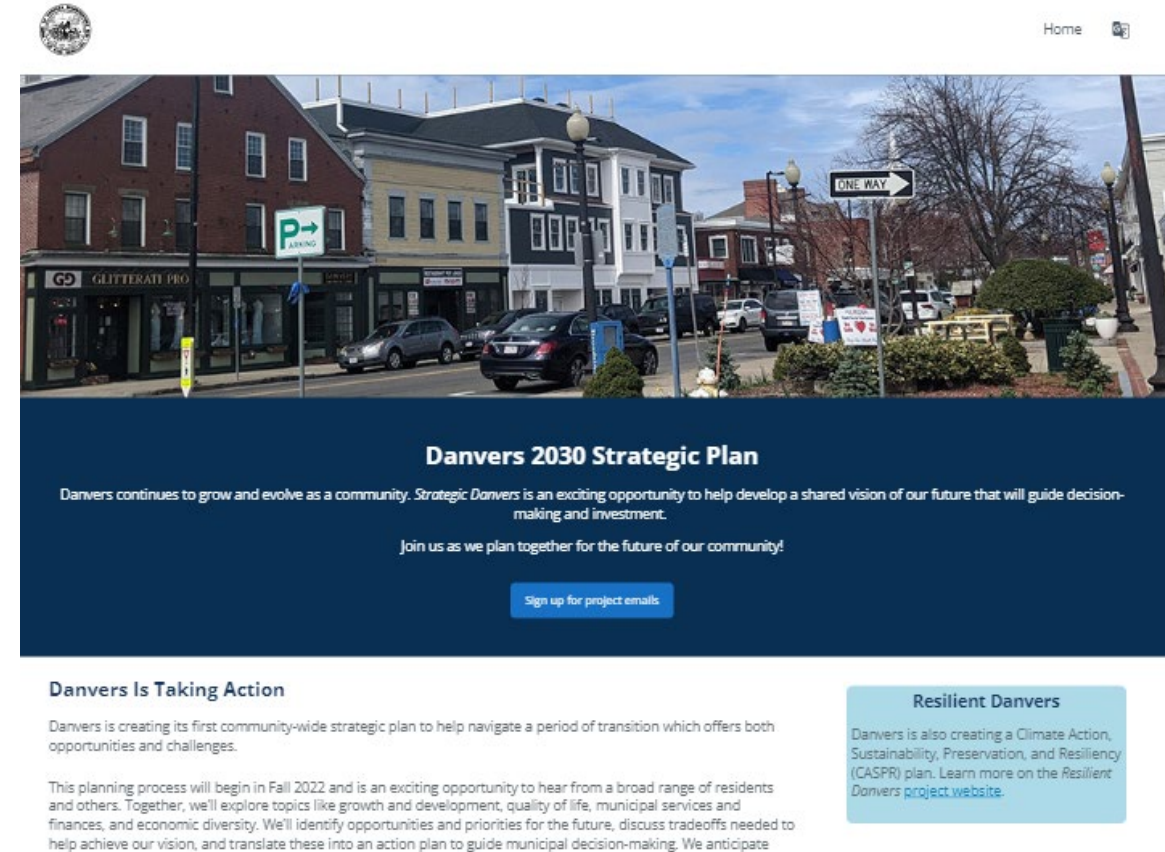


# Visit our Website

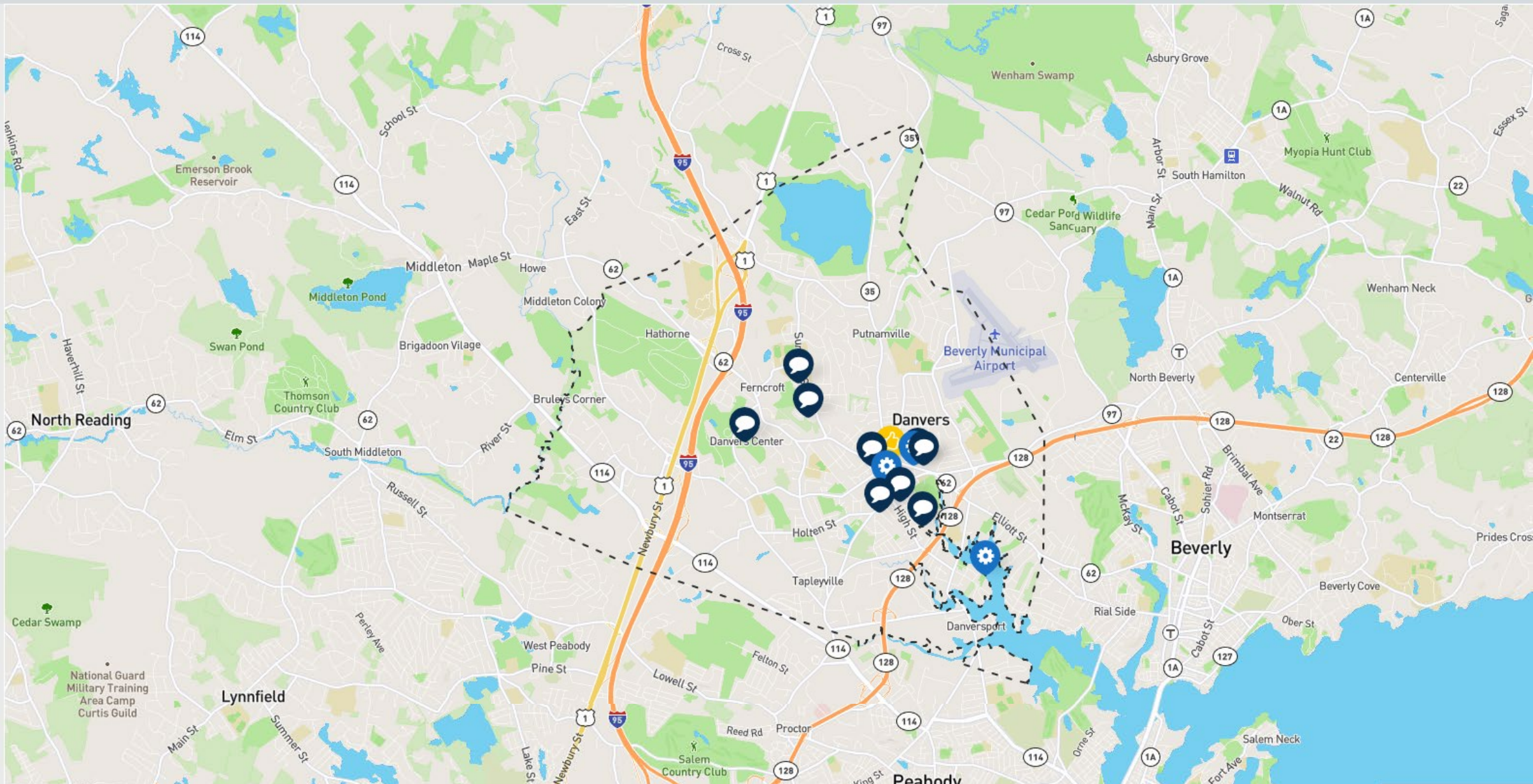
<https://strategic.danversma.gov>

Available now...

- Sign up for project emails
- Leave comments on our interactive map – and see what others are saying
- Take the visioning survey
- Review the “Danvers Today” report











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)

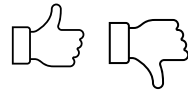
Add Comment



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



### 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

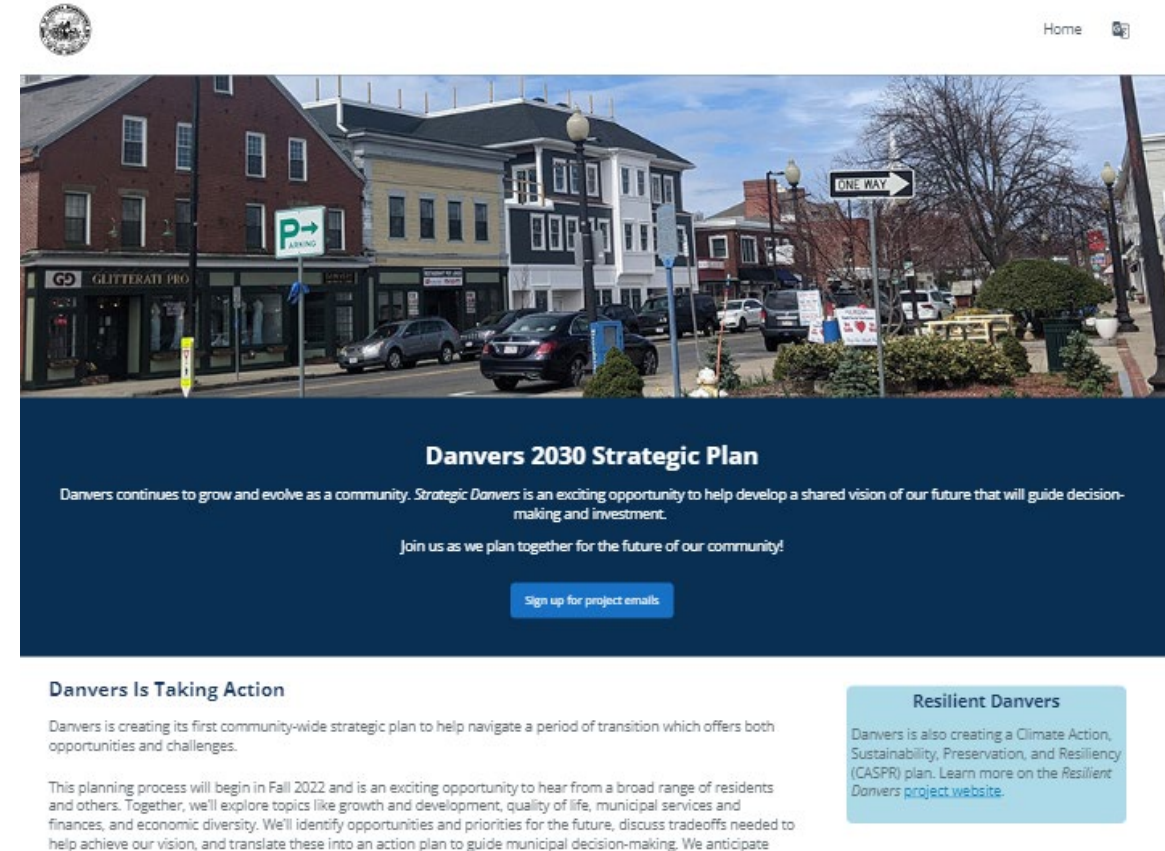
# Visit our Website

<https://strategic.danversma.gov>

Meeting presentations and summaries will be online

Coming later...

- Budgeting/prioritization
- Surveys
- Ideas forum
- Draft documents



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. Below the header is a large banner image of a street scene in Danvers. Overlaid on the bottom half of the banner is a dark blue section with white text. The main heading is 'Danvers 2030 Strategic Plan'. Below it, a paragraph states: '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.' This is followed by the text 'Join us as we plan together for the future of our community!' and a blue button that says 'Sign up for project emails'. Below the banner, there are two columns of text. The left column is titled 'Danvers Is Taking Action' and contains two paragraphs about the strategic planning process. The right column is titled 'Resilient Danvers' and contains a paragraph about the Climate Action, Sustainability, Preservation, and Resiliency (CASPR) plan, with a link to the 'Resilient Danvers project website'.

**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](#).





# 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



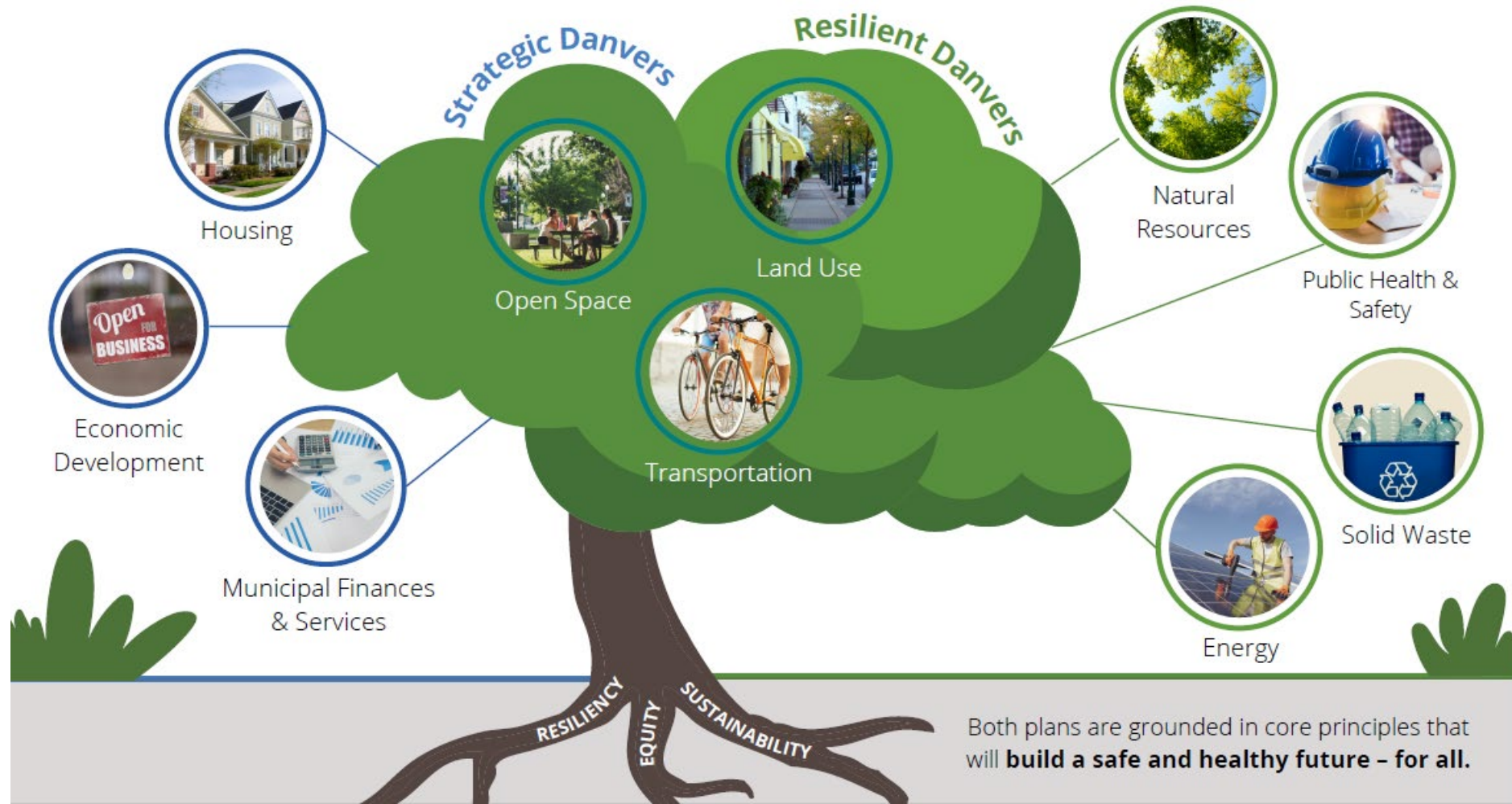
# Resilient. Strategic. Guiding Our Future, Together

## Resilient Danvers

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.**

# Thank You!



<https://strategic.danversma.gov>