

Cherry Hill Industrial Park Analysis: Workforce, Housing, & Transportation Connections

Prepared for the Northeast Regional Labor Market
Blueprint Coalition by the Metropolitan Area
Planning Council

12/28/2021

Executive Summary

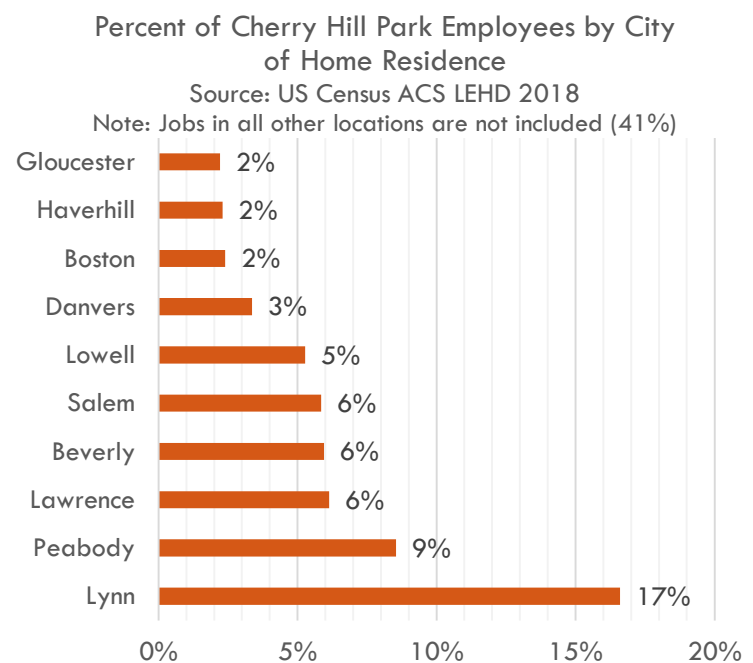
In 2019 the Northeast Regional Labor Market Blueprint Coalition began a series of planning exercises with the Metropolitan Area Planning Council (MAPC) to explore the connections between workforce development, transportation networks, and housing in the region. Through a series of activities ranging from priority industry heatmapping to regional workshops, the Coalition has built its knowledge base around the intersection of housing and transportation with workforce development, and has committed to finding ways to engage in these important issue areas.

As the next step in this body of work, the Northeast Coalition requested that MAPC explore if, and how, transportation and housing barriers are impacting the supply of labor that employers in the Beverly/Danvers Cherry Hill Industrial Park, and able to access. The Cherry Hill Industrial Park was selected by the executive directors of the North Shore, Greater Lowell, and Merrimack Valley Workforce Investment Boards (WIB's) due to documented challenges in hiring, specifically within the manufacturing sector. MAPC included an assessment of childcare accessibility as an addition to this effort as many of the stakeholders involved in the project highlighted the critical role that childcare access is having on the labor market.

With more than 80 businesses and 3,000 employees, the Cherry Hill Industrial Park is one of the North Shore's critical employment centers. The firms concentrated in the park are clustered in medical device manufacturing, biotech R&D, and engineering industries – making it a production-heavy area with a significant amount of manufacturing jobs. Businesses in the Cherry Hill Park fared the pandemic well, with only a slight uptick in vacancy from 3.6% to 4.4%¹. From June 2020 to June 2021, there were more than 750 postings for jobs in the park at a variety of educational and wage levels.

The majority of workers commuting to Cherry Hill come from the Gateway Cities in the region – namely Lynn where nearly 20%² of workers in the park travel from – but also Peabody, Lawrence, Lowell, and Salem along with Beverly. The park is completely inaccessible via public transit, requiring all commuters to travel by personal vehicle, a potential barrier to many residents of the region who rely on public transportation.

Further, the high cost of housing in the region and the lack of rental housing in many nearby communities makes it challenging for workers in the Cherry Hill park, specifically the production and assembly workers, to live within reasonable commuting distance. Even though the wages in Cherry Hill Park are relatively strong, most paying at least \$18/hr, the median cost of a two-bedroom apartment is about \$2,140³ - a cost that is unaffordable for nearly half of the workers employed in the park.



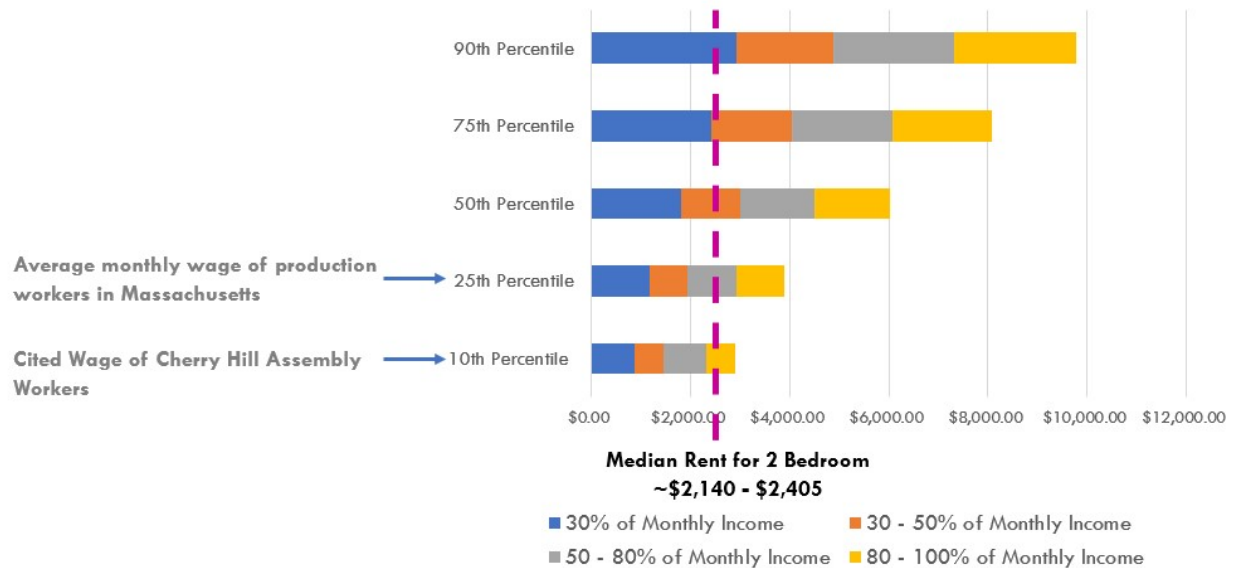
¹ CoStar Real Estate Database, accessed November 2021.

² US Census ACS LEHD, Accessed via On the Map, September 2021

³ MAPC Rental Listings Database

Figure IV: Cherry Hill Labor Shed: Median Rent for 2 Bedroom Apartment Compared to Cherry Hill Wages by Percentile

Source: Burning Glass, BLS QCEW, MAPC Rental Market Listing Database



Further, the analysis presented in this report indicates a significant gap in childcare availability in the region. Data from Childcare Aware America shows that the communities supplying the majority of labor to Cherry Hill Park are the most in need of additional childcare seats and services. Stakeholder interviews with HR Directors for Cherry Hill Park businesses confirmed this need as a critical barrier to employment in the region.

Equipped with this data, the Northeast Regional Labor Market Blueprint Coalition can play a leadership role in coordinating the appropriate partners to address some of these identified barriers, and in doing so improve transportation and housing access in the region.

Specific recommendations detailed further in this document include:

- Establishing a direct shuttle or vanpool from the communities of Lynn, Peabody, and Lawrence to the Cherry Hill industrial park.
- Explore Micro Transit options that better connect Cherry Hill Park with local destinations like Beverly Depot and nearby shopping, services, and residential areas.
- Participate in zoning processes related to the new Multi-Family Zoning Requirement for MBTA Communities.
- Conduct an on-site childcare feasibility study for the Cherry Hill Park

Introduction

Project Background

The following analysis is a continuation of work related to the intersection of workforce development, housing, and transportation conducted by the Metropolitan Area Planning Council (MAPC) on behalf of the Northeast Regional Labor Market Blueprint coalition. This study builds upon earlier exercises to understand the role workforce development stakeholders can play in issues regarding housing and transportation – a specific goal outlined in the regional blueprint itself⁴. Previous work on this topic includes the heat mapping of regional priority occupations⁵, the development of the Job Equity Data Index (JEDI) tool⁶, and a series of convenings undertaken in late 2019/early 2020 between housing, workforce development, and transportation professionals to discuss the intersection of their work.

Building upon those earlier efforts, this study aims to assess specific barriers to accessing labor stemming from housing and transportation issues for employers in the Cherry Hill industrial park. The Cherry Hill industrial park was selected by the executive directors of the North Shore, Greater Lowell, and Merrimack Valley Workforce Investment Boards due to documented challenges in hiring, specifically within the manufacturing sector. MAPC included an assessment of childcare accessibility as an addition to this effort as many of the stakeholders involved in the project highlighted the critical role that childcare access is having on the labor market.

Through this project, the Northeast Regional Labor Market Blueprint hopes to strengthen partnerships identified during earlier phases of the Workforce Housing Transit effort with a broader aim of increasing successful job placements in target sectors such as healthcare, manufacturing, and information technology (IT).

Research Questions and Methodology

MAPC explored the workforce-transportation-housing relationship in the Cherry Hill park through the following research questions and corresponding research methodology:

Workforce transportation accessibility: Where are workers coming from? What are their characteristics?

MAPC used spatial mapping of travel-time needed to reach the study area using the Central Transportation Planning Services Transit Area Zone data set to develop travel bands at 15, 30, and 45-minute distances from the study area⁷. This data is compared and contrasted against the existing laborshed, i.e. where workers employed in the park reside, using the US Census' On the Map data explorer. This analysis provides insight into the travel accessibility dilemmas faced by existing and potential entrants in the workforce.

Housing affordability: Who can afford to live in those travel bands and do the jobs complement these needs?

⁴ “Identify action steps that regional Workforce Development stakeholders (Workforce Investment Boards, Community Colleges, and Vocational Technical Schools) can take to participate in transportation and housing policy/activity.”

⁵ See Appendix D for original heatmaps of priority industries

⁶

<https://metroboston.maps.arcgis.com/apps/webappviewer/index.html?id=e1c1d65e73bd4dbd85218ff4815d2e1f>

⁷ MAPC created two travel bands around the study area signifying 30-minute and 60-minute drive times to the study area during morning rush hour. Using Central Transportation Planning Staff (CTPS) data, MAPC conducted an analysis to determine the travel times from the centroid of each Travel Analysis Zone (TAZ) to the centroid of the TAZ containing the study area. All TAZ's with 30 minutes or less as their travel time were aggregated into a travel band, and those with 60 minutes or less were aggregated into a separate travel band. In order to complete the analysis delineated below on the municipal level, each of the two travel bands were associated with the municipalities which they overlapped, resulting in 38 municipalities within the 30-minute time band, and 71 municipalities within the 60-minute time band. There were no travel bands calculated for transit since there are no travel stopped located within a mile radius of the study area.

For this analysis, MAPC mapped housing rents⁸ within each travel band, as described above. A year's worth of job-posting data from Burning Glass was used to identify the posted wages for jobs in Cherry Hill to compare housing affordability for workers in the labor shed against.

Lack of Affordable Childcare: What is the supply/demand for childcare in the region? What impact is childcare affordability having on the labor force?

MAPC utilized data generated by a study⁹ conducted by the Childcare Aware of America which mapped the gap between childcare supply & demand in Massachusetts. Using Census as well as state's licensed care center data, the study examined three key issues around childcare supply and demand: overall supply of childcare slots compared to the number of working parents across the state; whether Childcare Development Fund subsidies mirror the demand for those subsidies; and the availability of licensed care for parents working nontraditional hours, or shift work, in Massachusetts. We highlight the findings from this report to specifically identify the state of childcare demand and supply within the Northeast Regional Labor Market Blueprint area.

Coordination and collaboration between various stakeholders: MAPC informed this study's technical analysis through ongoing discussions with the North Shore Workforce Investment Board, Cherry Hill businesses, municipal stakeholders from both Danvers and Beverly as well as other surrounding municipalities, and regional stakeholders like the North Shore Transit Management Authority and Mass Workforce Association.

Cherry Hill Industrial Park Study Area Overview

The Cherry Hill study area is a 350-acre industrial/office park located north of Route 128 on Cherry Hill Drive, straddling the municipal borders of the Town of Danvers and the City of Beverly.



Map 1: Cherry Hill Industrial Park Study Area

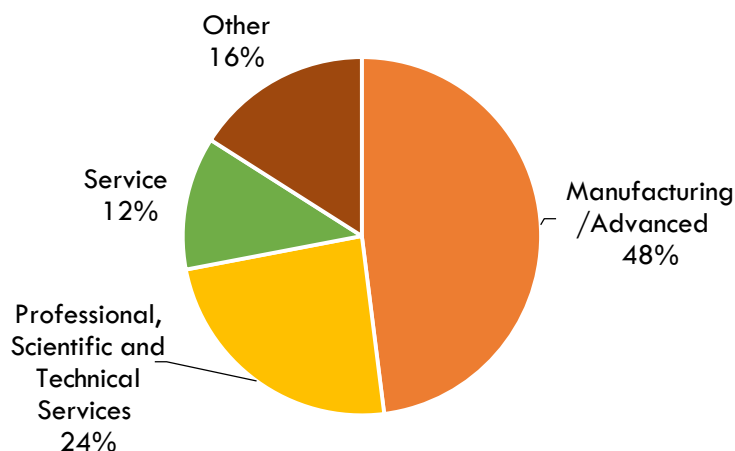
⁸ Housing data sourced from Padmapper

⁹ Mapping the Gap: Exploring Child Care Supply & Demand in Massachusetts, accessed at <https://arcg.is/89Gei>

The Cherry Hill Industrial Park lies within two of the larger communities within the North Shore Workforce Investment Board region; Beverly with a workforce of 23,889 and Danvers with a workforce of 15,722. With more than 80 businesses, Cherry Hill is a strong regional job center that employs approximately 3,015 people¹⁰.

Figure I: Businesses by Sector in Cherry Hill Study Area

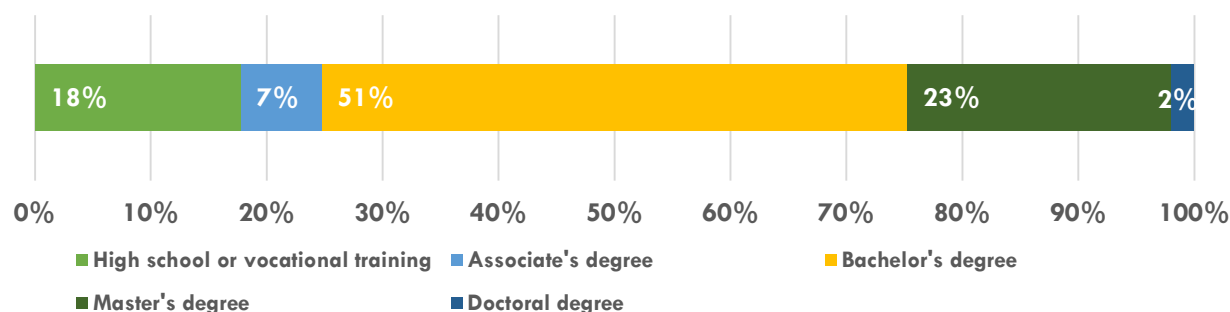
Source: Burning Glass, ESRI Business Analyst



The largest industry sector in Cherry Hill is manufacturing, employing 1,853 workers. The next largest sectors are professional, scientific, and technical services (534 workers) and finance and insurance (132 workers). From January 2020 to January 2021, there were more than 850 postings for jobs in Cherry Hill, 50% of which had market salaries of less than \$72,000 a year¹¹.

Approximately 25% of the jobs advertised that included educational requirements required only an associate's degree or high school diploma.

Figure 1 Educational attainment levels required in job postings (Source: Burning glass data analysis)



Workforce, Housing, and Transportation Accessibility

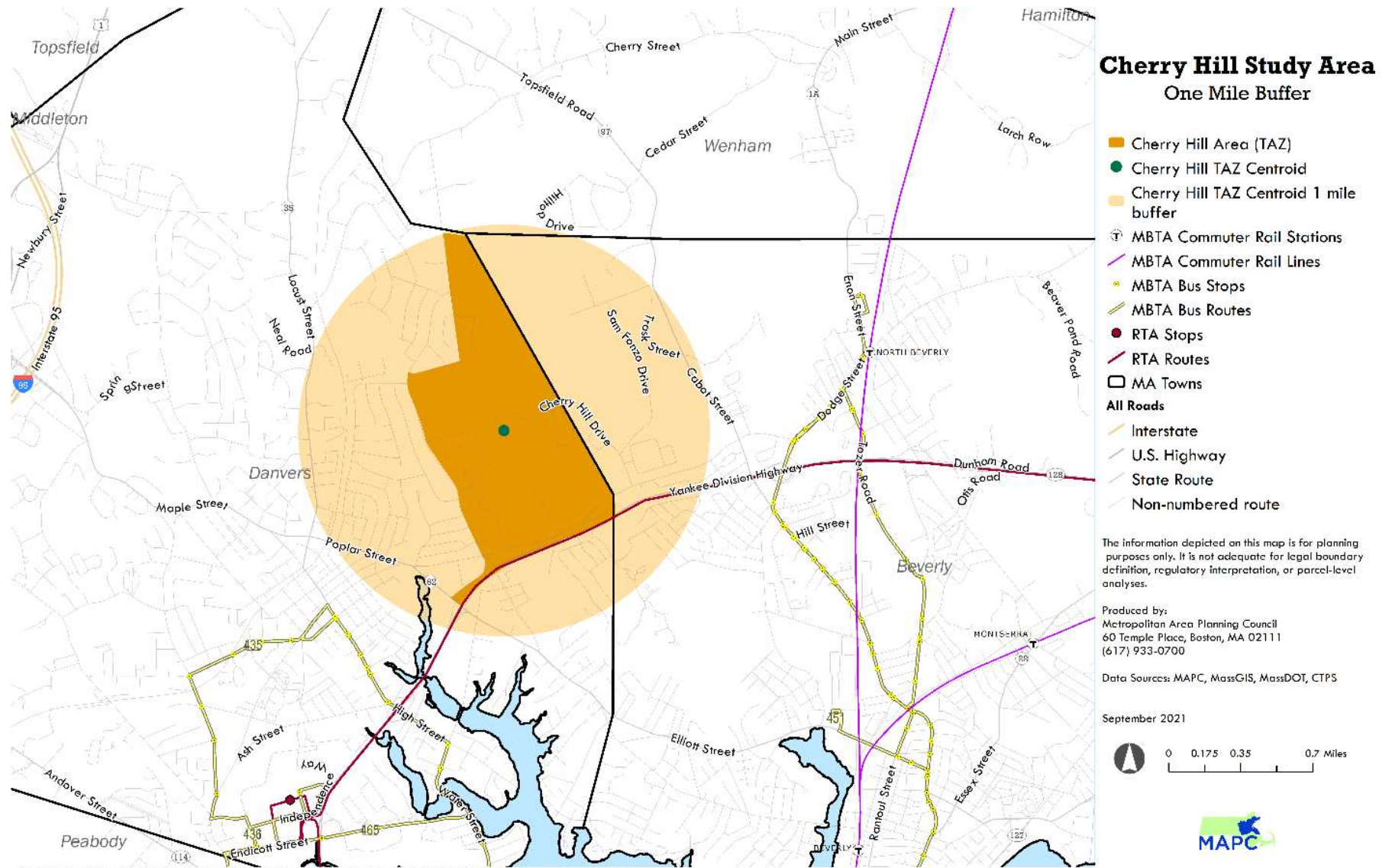
Key Finding I: The Cherry Hill Industrial Park cannot be accessed by public transit.

Analysis shows that the study area has no existing connections to public transportation networks, with the closest transit on the MBTA's 451 bus 2 miles away¹². The average headway times, or the time difference between any two successive buses at these stops, is close to 90 minutes with complicated service hours for weekday vs weekend service days. Moreover, most services are not available for 2nd or 3rd shift workers and headways are even longer on weekends. All of these factors lead to an assessment that under current conditions workers can't access the Cherry Hill industrial park without a personal vehicle.

¹⁰ ESRI Business Analytics

¹¹ Source: Labor Insight, Burning Glass Technologies

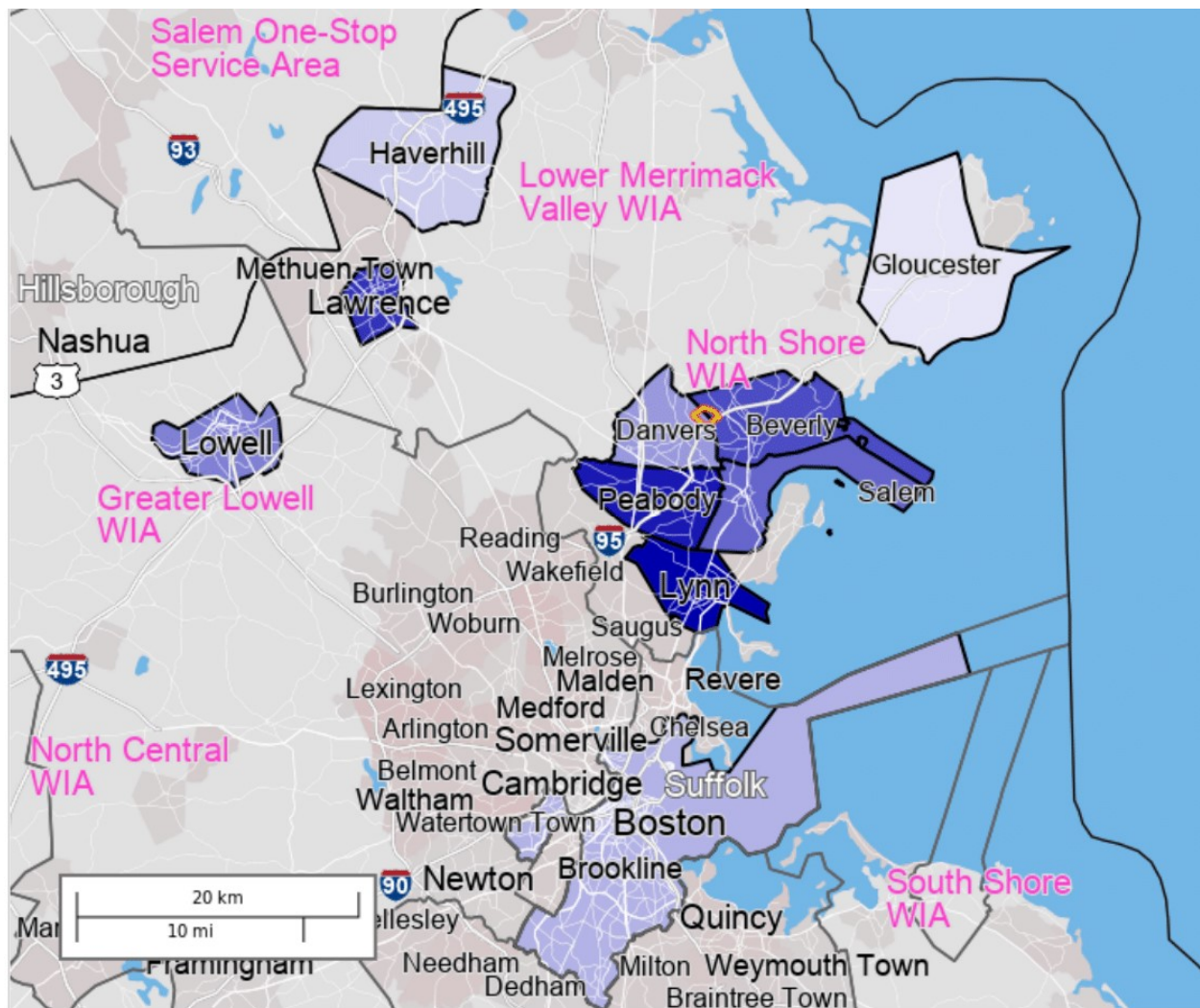
¹² See Appendix A for full list of proximate stops and headways to the study area



Map 2 Proximate Transit Lines to Cherry Hill Industrial Park

Key Finding II: The Cherry Hill Industrial Park attracts the majority of its workers from Lynn, with high percentages of workers commuting from Beverly, Peabody, Lawrence, Salem, and Lowell as well.

Map 3 shows the density of workers employed at the park by their community of residence, highlighting the geographic distribution of workers commuting to Cherry Hill from across the region. These workers are employed within the good-producing industry sectors, primarily manufacturing firms, which is the largest industry sector in the park. As seen in Figure 3, the highest number of employees commuting to the Cherry Hill Industrial Park reside in Lynn (17% of all workers). The nearby community of Peabody is also home to 9% of goods-producing workers in the Cherry Hill Park, followed by Lawrence where 6% of workers commute from. While there are rail and bus services that connect Lynn to Danvers and Beverly, and bus service between Peabody and Danvers, these nearest stops are more than a mile from Cherry Hill.

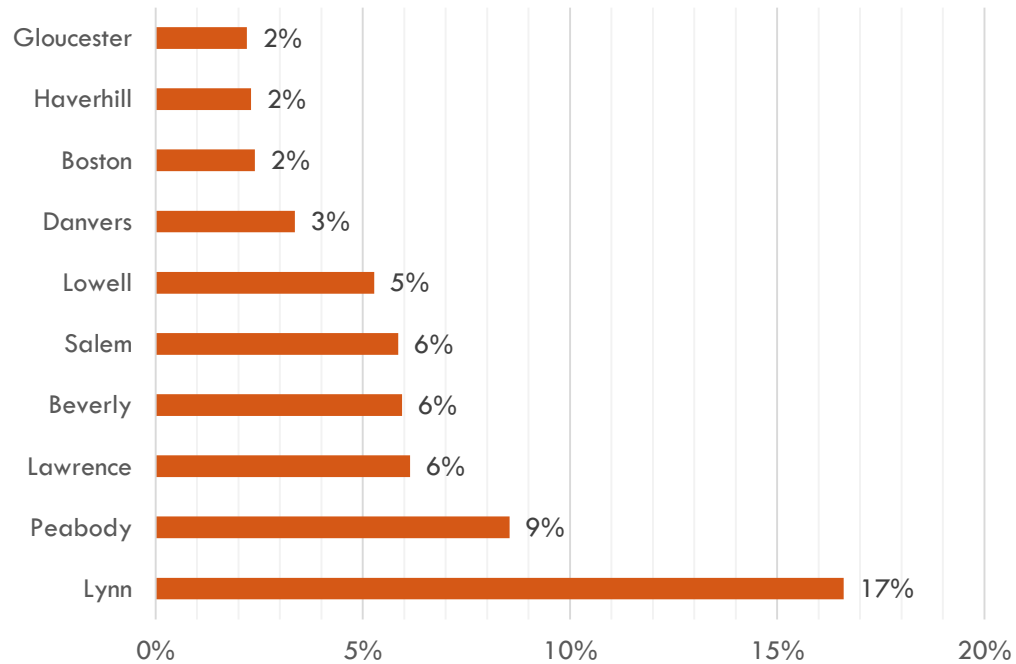


Map 3 Home places of workers employed at Cherry Hill Park (Source: Census Bureau OnTheMap)

Figure 3: Percent of Cherry Hill Park Employees by City of Residence

Source: US Census ACS LEHD 2018

Note: Jobs in all other locations are not included (41%)

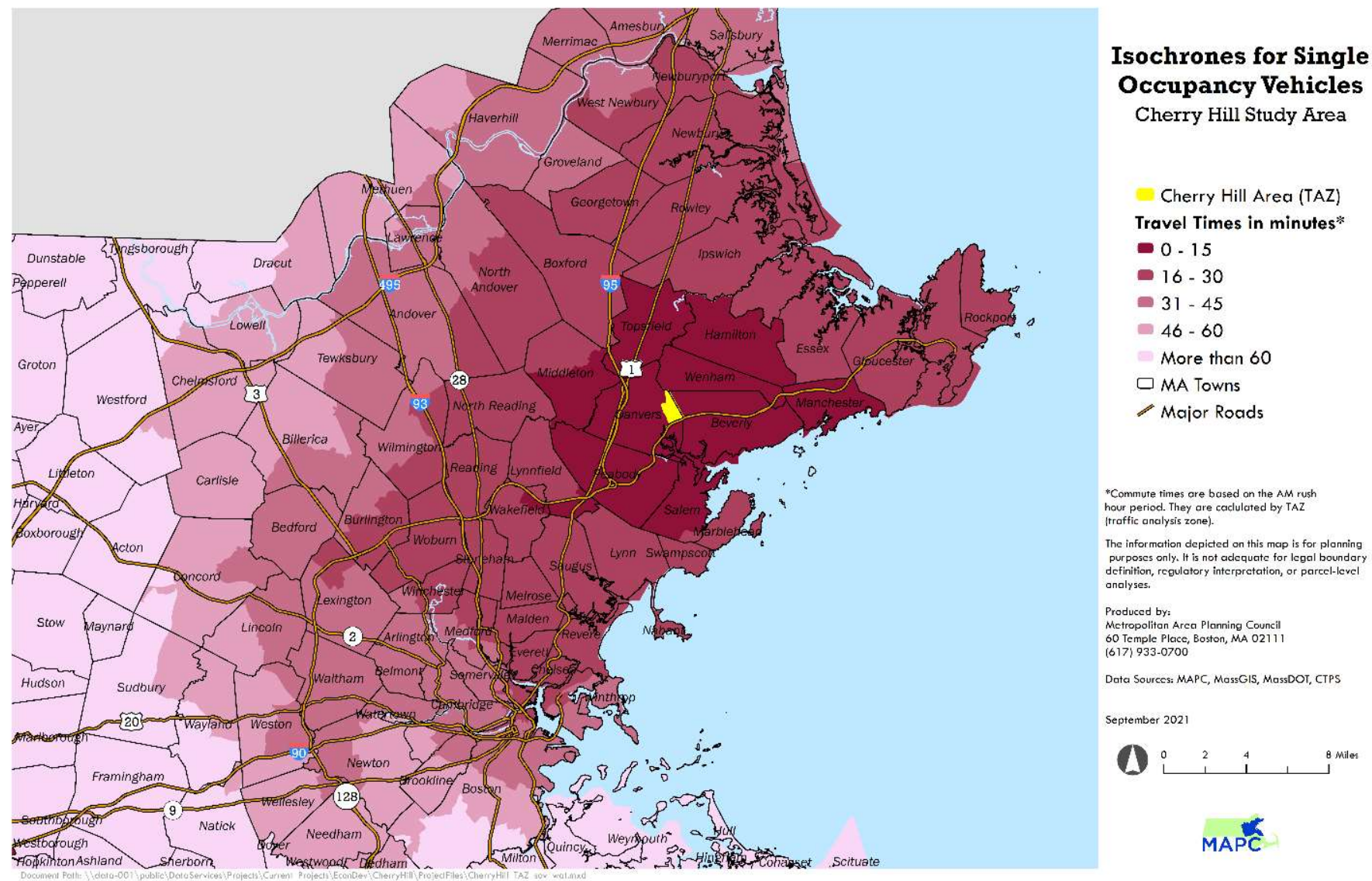


The communities of Lynn, Lawrence, and Lowell should all be targeted by the Cherry Hill employer base for recruiting as these three cities have the highest share of production workers as a percent of the overall workforce compared with all other communities in the region (Lawrence 30%, Lynn 19%, Lowell 18%)¹³

¹³ See Appendix C

Key Finding III: Travel times of workers commuting by own vehicles are high with some traveling upwards of 45 mins by car.

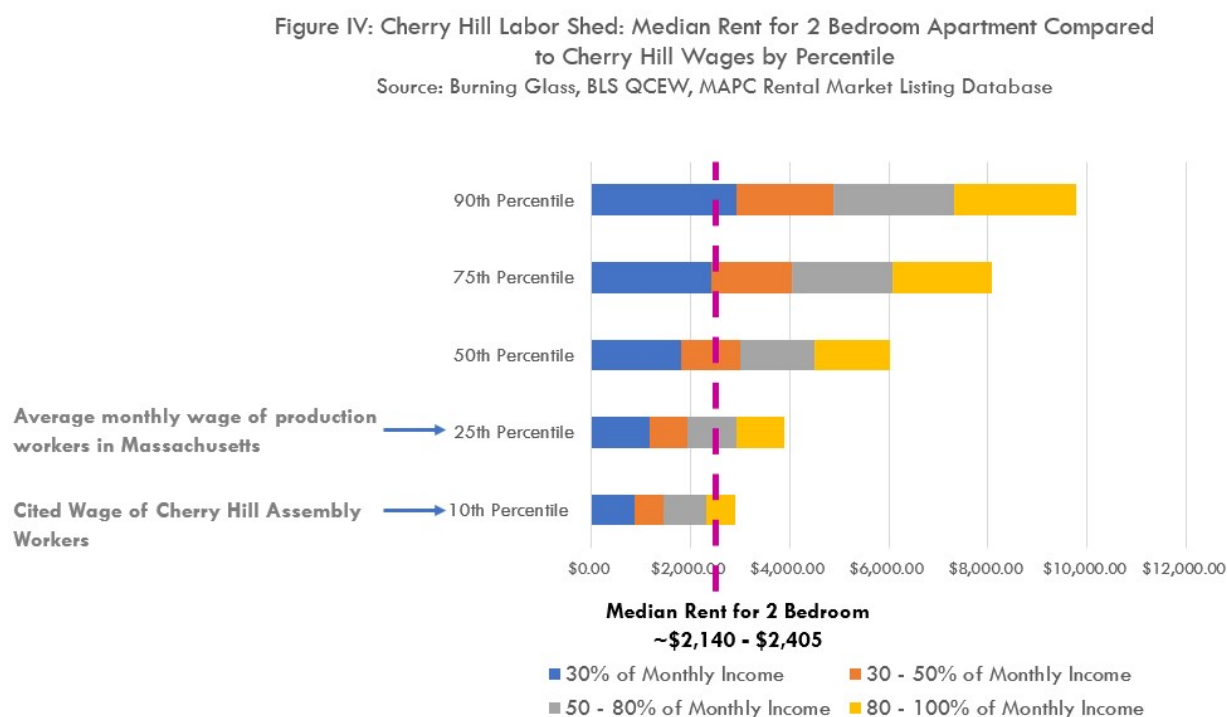
Map 4 shows travel-time bands for single-occupancy vehicles traveling to Cherry Hill Park. Based on existing laborshed (shown in Map 3), workers living in Lynn have 15-30 min long commutes while those living in Lawrence, Lowell, and Haverhill have 46-60 min long commutes.



Map 4 Home places of workers employed at Cherry Hill Park (Source: Census Bureau OnTheMap)

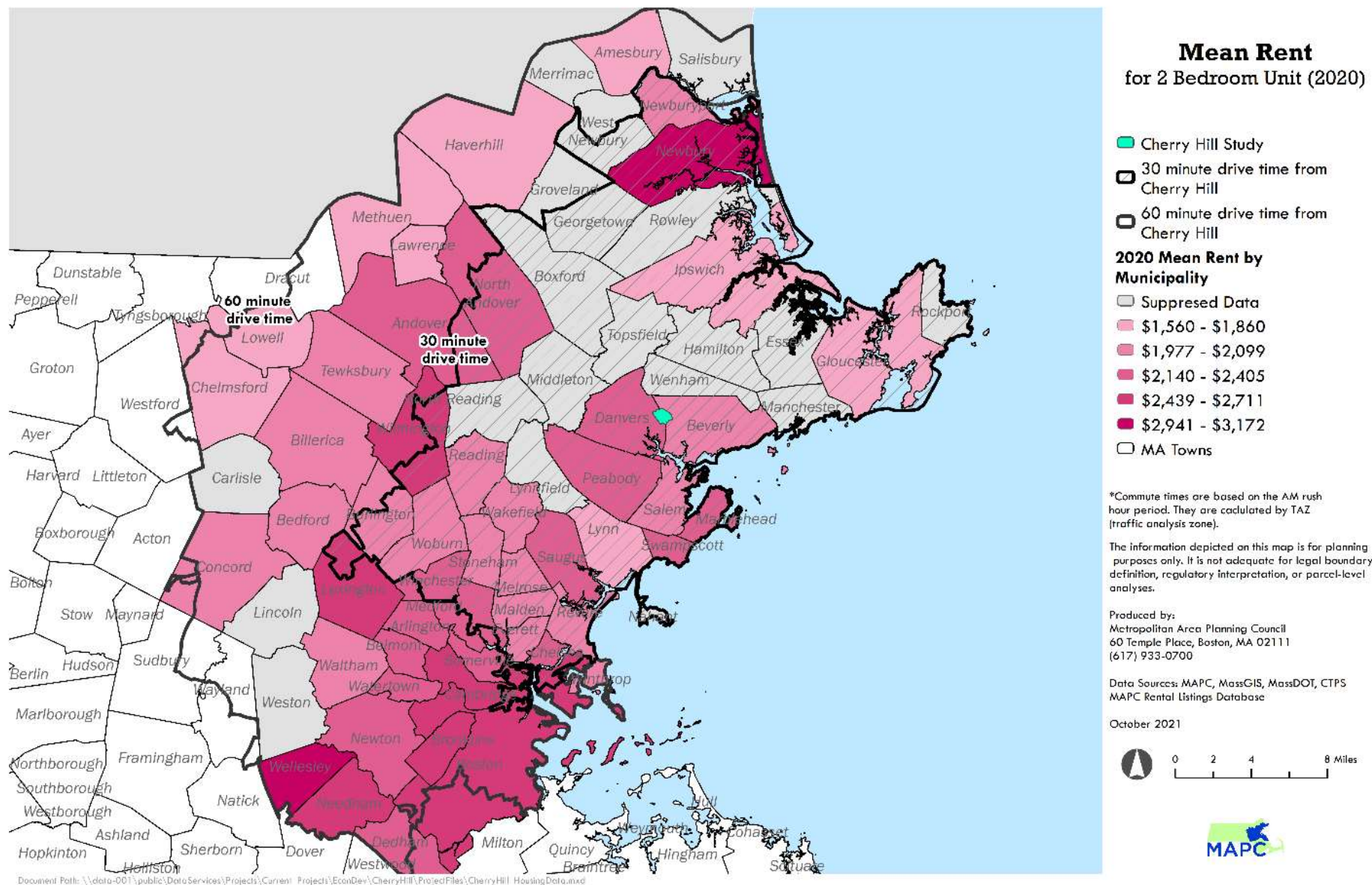
Key Finding IV: Housing options are limited for high percentage of workers employed at the park.

When comparing the wages associated with job postings for businesses in the study area with median rental costs it is clear that many workers will be cost-burdened, or severely cost-burdened¹⁴. As demonstrated in Figure IV, those workers engaged in production or assembly occupations which represent the majority of the park's employment fall into the two lowest percentile of wages for jobs posted.



Further, as demonstrated by Map 4, many of the communities north adjacent to Beverly and Danvers don't have enough rental housing to have median rents captured in MAPC's Rental Listing Database. An exploration of the Department of Housing and Community Development's (DHCD) Subsidized Housing Inventory (SHI) reveals that many of these communities are far below their 10% SHI mandate. For those communities with enough rental housing to be captured in the Rental Listing Database, housing prices are most affordable in the outer travel bands of 30, 45, and 60+ minute commute times.

¹⁴ HUD defines cost-burdened families as those "who pay more than 30 percent of their income for housing" and "may have difficulty affording necessities such as food, clothing, transportation, and medical care." Severe rent burden is defined as paying more than 50 percent of one's income on rent. These estimates are useful housing affordability measures.



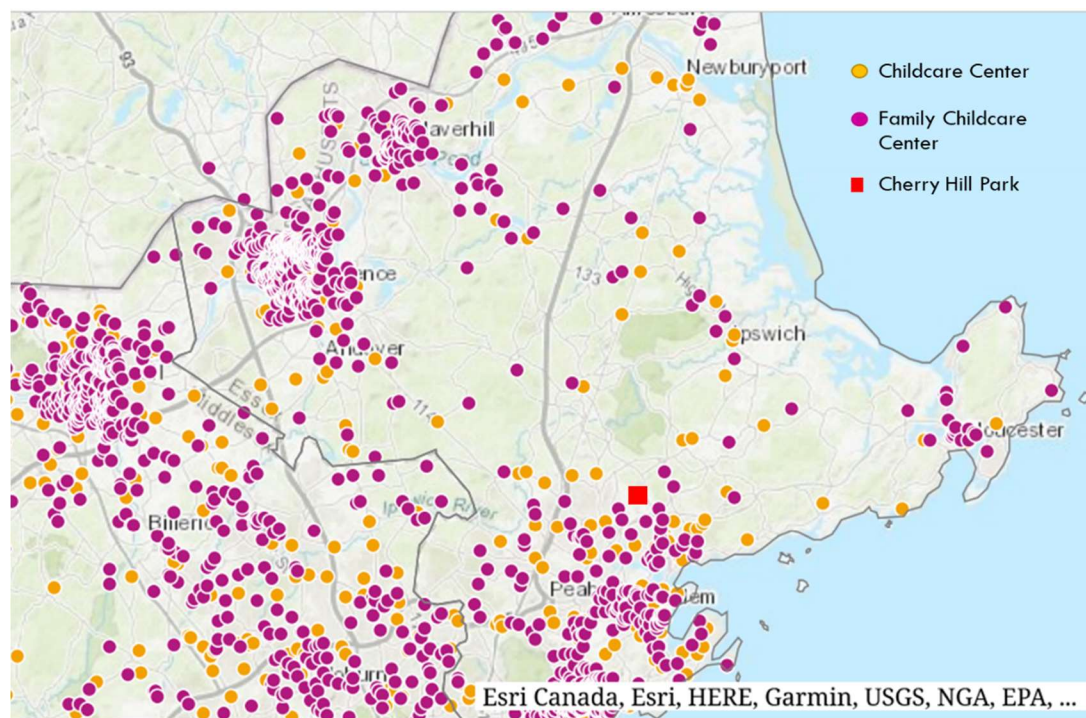
Map 5 Mean rental prices for 2 bedroom apartment by municipality (Source: MAPC Rental Listing Database)

Childcare Accessibility

A 2018 study conducted by Childcare Aware America¹⁵ that mapped the childcare gaps in Massachusetts, found that the annual cost of childcare in Essex County for infant in center-based care was approximately \$19,000 per year, and for 4-year-old in center-based care was approximately \$33,000 per year. Compounding the issue of rent burden, the report found that families were spending around 16% of their annual income on childcare services¹⁶.

Map 6 shows the locations of licensed childcare and family childcare centers in the region around Cherry Hill Park. High concentrations of childcare centers exist closer to Boston, Lynn, Salem as well as in the urban communities such as Lowell, Lawrence, and Haverhill. This overall supply of centers reflects the population density in the region. However, when compared to the number of working parents in the Cherry Hill labor shed, as illustrated in Map 7, it is clear that there is significant unmet demand for childcare services. Another aspect of this unmet demand is the need for childcare services during non-traditional hours (center open before 6 am, after 6 pm, or on weekends) which can often be required by employees working night/early shifts in the facilities.

Conversations with several Cherry Hill business human resources staff and members of the North Shore WIB's board members highlighted the critical role that lack of childcare is having on the workforce. Specifically, these conversations highlighted that many working families in the region, particularly those working nontraditional shift work do not have adequate and affordable childcare options.

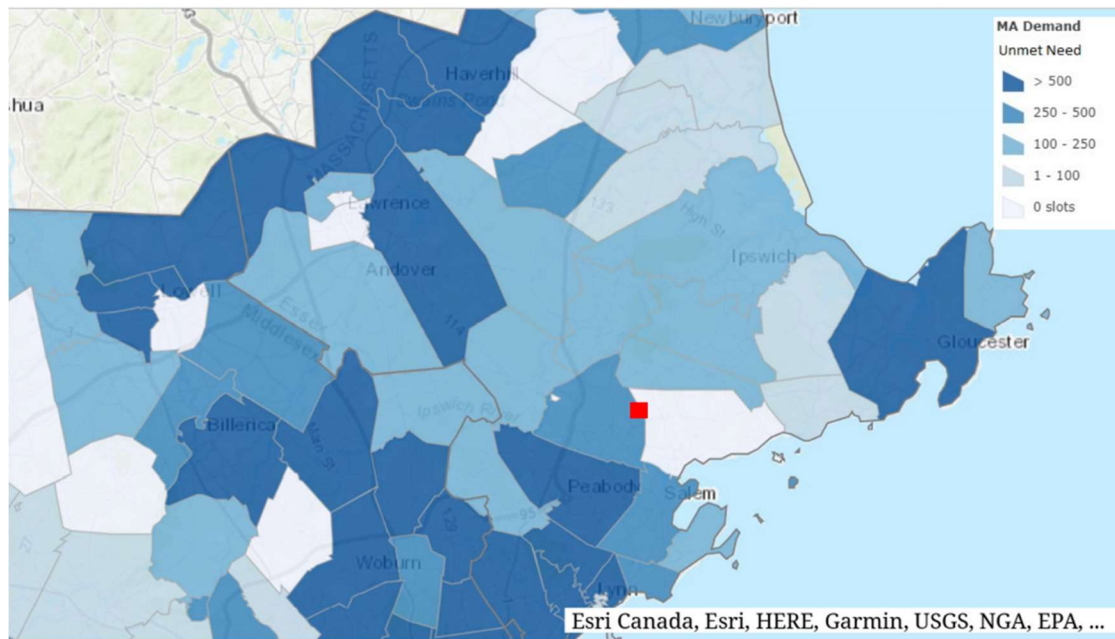


Map 6 Licensed child care centers proximate to the Cherry Hill Industrial Park (Source: Childcare Aware America)

¹⁵ Mapping the Gap in Massachusetts – Childcare Aware (2018)

<https://cqaoo.maps.arcgis.com/apps/MapSeries/index.html?appid=6df9ec3e264c4255b4b69d7888dec979>

¹⁶ County's median income as reported by the U.S. Census Bureau's American Community Survey.



Map 7: Unmet Demand for Childcare in Communities Near The Cherry Hill Industrial Park (Source: Childcare Aware America)

Recommendations

Based on the preceding analysis, MAPC has developed the following set of recommendations for the Northeast Regional Labor Market Blueprint Coalition to pursue, in partnership with regional stakeholders.

Transportation Recommendations

Providing transit connections to the Cherry Hill Industrial Park will be an important first step in increasing the available labor pool for businesses in the park. Due to the ongoing COVID pandemic, the MBTA and local RTA's have been cutting service and will likely not be able to fill the gaps in the existing transit network. The North Shore Workforce Board should work collaboratively with the North Shore TMA to identify the best possible transit connections and funding options to increase connectivity to Cherry Hill.

The North Shore TMA (NSTMA) works with municipalities, businesses, and commercial/residential developments to provide transportation programs and services within the communities of Beverly, Danvers, Lynn, Peabody, and Salem. The organization is uniquely situated to develop and implement coordinated, cost-effective transportation services to help fill the gaps for employees commuting to Cherry Hill. In partnership with the NSTMA, the North Shore WIB should explore the following transportation options:

1. Establish a direct shuttle or vanpool from the communities of Lynn, Peabody, and Lawrence to the Cherry Hill industrial park.

Due to the high density of current workers employed in Cherry Hill Park, there are likely more job opportunities that could be filled by residents of Lynn, Lawrence, and Peabody if there were better transit options connecting residents to the park. The North Shore WIB should coordinate with municipal planners and the North Shore TMA to identify a central departure location such as schools, community colleges, or downtown transit hubs. The timing of the shuttle or vanpool departures should be informed by business and employee needs, and potential connections to existing training programs like the Lynn Vocational-Technical Schools Co-Op program.

Fixed Route shuttles are ideal to accommodate those employees who work a fixed schedule. If possible, these shuttles should have limited stops (if any) before arriving at Cherry Hill and can be used to connect

the Cherry Hill Industrial Park with transit connections and local apartment complexes. While fixed-route shuttles can be expensive, vanpools are an excellent cost-effective option for travel for employees between Cherry Hill for all shifts but in particular for those working 2nd and 3rd shifts when it is unlikely that public transit is available for one or both ends of the shift. Vanpools are typically organized by an employer or a group of businesses via their membership in a TMA. Costs are typically covered by the riders/drivers (employees) and the employer.

2. Explore Micro Transit options that better connect Cherry Hill Park with local destinations like Beverly Depot and nearby shopping, services, and residential areas.

Coordinating services between the Salem Skipper, the reimagined North Shore Wave, and the forthcoming Peabody Micro Transit initiative could provide trips to Cherry Hill coming from a pre-determined radius and support workers returning from jobs access shopping, services, and other destinations within these communities.

Next Steps: Key individuals from the Northeast Regional Labor Market should coordinate follow-up activities with the municipal planning staff in key commuter communities, the North Shore TMA, and other stakeholders to assess the financial and logistical feasibility of a shuttle or vanpool and coordinate actions regarding regional micro-transit.

Housing Recommendations

While it is outside the typical range of activities executed by stakeholders in the workforce development field to engage in housing issues, the data in this report highlight the importance of housing affordability as related to supplying labor for businesses. The following recommendation outlines a cursory step that members of the Regional Labor Market Blueprint coalition can take to become more involved in housing issues.

3. Participate in zoning processes related to the new Multi-Family Zoning Requirement for MBTA Communities.

Massachusetts' new Multi-Family Zoning for MBTA Communities¹⁷ requirements will mandate communities served by the MBTA's bus, commuter rail, or subway to implement new zoning districts that allow multi-family housing by right, at a minimum density of 15 units per acre. This new state ordinance will have a significant impact on creating much-needed new housing in many of the communities near Cherry Hill Park. As these communities begin to plan to meet this new mandate, active participation from members of the Northeast Regional Labor Market Blueprint coalition could be critically important in driving decision-making related to the size, location, and relationship to employment that these communities will need to make.

Next Steps: Invite municipal planners, planning board members, and housing advocates to upcoming Blueprint Planning meetings to provide updates to the group on their plans and progress for zoning implementation. Identify a sub-committee group of the coalition that can provide testimony and input during these zoning processes.

Childcare Recommendations

As with the topic of housing, childcare is an issue area that has not typically been addressed by actors in the workforce development community. Given its increasing importance to increasing female participation

¹⁷ <https://www.mass.gov/info-details/multi-family-zoning-requirement-for-mbta-communities#what-is-an-%22mbta-community%22?>

in the workforce, the Northeast Regional Labor Market coalition should engage in activities to increase the availability of childcare providers in, or near, job dense areas like the Cherry Hill industrial park.

4. Conduct an on-site childcare feasibility study for the Cherry Hill Park

Similar to the TMA model where businesses jointly fund transportation services, there are models of jointly funded employer childcare operations. In partnership with the local business community, municipalities, and local childcare providers, the Northeast Regional Labor Market Blueprint Coalition should commission a feasibility study to assess the specific conditions that would be necessary to incentivize a childcare facility to open in Cherry Hill industrial park. This analysis should include both market demand, business engagement, and an assessment of existing zoning and real estate availability.

Next Steps: Coordinate follow up analysis regarding the feasibility of onsite childcare with local businesses, municipal stakeholders, and regional childcare providers.

Appendix A: Public Transit Networks and Headways Proximate to Cherry Hill Industrial Park

Proximate Public Transit Networks and Headways					
Service Name	Route	Route Service Endpoints	Nearest Stop to Cherry Hill Park	Service Schedules	Average Headway
MBTA Bus	451	North Beverly to Salem Depot	Dodge St @ Enon St (2 mi)	M-F 6 AM – 10 AM & 3:45 PM – 7:20 PM	80 min
MBTA Bus	435/436	Lynn Station to Liberty Tree Mall (Danvers) via Peabody	Liberty Tree Mall (3 mi)	M-F 6:40 AM – 11:15 PM Sat 9 AM – 11:15 PM Sun 10:15 AM – 8 PM	M-F 20-60 min Sat 45-60 min Sun 60-90 min
CATA	Beverly Commuter	Rockport Commuter Rail Station to Beverly Depot	Beverly Depot (3.5 mi)	M-F one run Rockport/Gloucester to Beverly 6 AM; one run Beverly Depot to Gloucester/Rockport 6 PM (upon request)	N/A
City of Beverly	Beverly Shuttle	Loop/multiple points in City limits	Balch St Apts on weekdays (2 mi) North Beverly Plaza on Sat (1.2 mi)	M-F 7 AM – 5 PM; Sat 7:30 AM – 4:30 PM	60 min
MBTA Commuter Rail	Rockport/Newburyport Line	Rockport/Newburyport and North Station (Boston)	North Beverly (2.1 mi) Beverly Depot (3.5 mi)	M-F 5 AM – 11:45 PM Sat/Sun 5:30 AM – 11:30 PM	North Beverly: M-F 60-90+ min; Sat/Sun 120 min; Beverly Depot: M-F 30-60 min; Sat/Sun 60 min

Appendix B List of employers within the Cherry Hill Park complied using paid and public data sources.

Business/Employer	Approx. # of Employees
Axcelis Technologies Inc	500
Medtronic Inc	400
Cell Signaling Technology Inc	376
Abiomed Inc	350
Ixys Integrated Circuits Div	149
Amphenol Pcd	140
Krohne Messtechnik Gmbh	70
General Mills Inc	70
Inor Transmitter Inc	51
Krohne Inc	50
Connolly Brothers Inc	45
Brookwood Financial Partners	43
Shawmut Communications Group	42
Windover Development	42
Wells Fargo Advisors	35
American Chemet Export Corp	35
G & F Medical Inc	35
Sun'n Golf Ctr	28
Freudenberg Medical	27
New England Academy	25
Danvers Industrial Pkgng Corp	23
Appleby & Wyman	22
Human Resources & Admin	21
Highres Biosolutions	20
Cherry Farm Creamery	20
Acculab Measurement Standards	17
Northeast Dermatology Assoc Pc	17
Partners Home Care	15
Colonial Gardens Retirement	13
Brookdale Danvers	13
Connolly Development Llc Cafe	12
Stilla Technologies Inc	12
Wafer Llc	12
Brookwood Cp li Llc	12
Mortgage Financial Svc	12
Emtex Inc	11

Business/Employer	Approx. # of Employees
Activmed Practices & Research	10
Professions	10
North of Boston Library Exch	10
Tuv America Inc	10
Banner Industries of Ne	10
Bridgewell	10
Meridian Associates Inc	9
Allied Electronics	8
Lahey Health Primary Care	8
Stop3.org Inc	7
Baker-Polito 2019 Inaugural	7
Us Advisory Group	7
Merck & Co Inc	7
Beacon Benefits Inc	6
Beverly Beverage Co Texas Inc	6
Ledvance	6
Axis New England	6
Wilson Sporting Goods Co	5
Krohne America Inc	5
Ambrose Environmental Mgmt Inc	5
North Shore Chamber-Commerce	5
Truegrit Realty Llc	4
Rrs Insurance	4
Windover Construction Inc	3
Easterly Capital	3
Greeley Co Llc	3
Cherry Hill Corporate Llc	3
Westways Ventures	3
Shear Jeanius	3
Cherry Hill Corporate Ctr Llc	3
Wmsj Co Inc	3
240 Conant Apartments Leasing	2
Recruiter's Alliance	2
Credit Solution	2
High Resolution Engineering	2
International Protective Svc	2
Tsig Consulting	2
Millipore	NA
Home Enhancements & Remodeling	NA
Mark E Baker & Assoc	NA
Nolij	NA
North Shore Cane Corso Inc	NA

Business/Employer	Approx. # of Employees
Silveri & Wilson Llc	NA
Clear Creek Capital Llc	NA
Electric Charging Station	NA
Mr Tempo	NA
Atm	NA
Digital River Inc	NA
Interactive Mcdougall	NA
Grand Total	2968

Appendix C Primary occupations of workers within 30-minute and 60-minute travel bands from Cherry Hill Park. (Source: ACS 5-year estimates 2015-2019)

Municipality	Within 30min travel band	Total workers	% Workers in management occupations	% Workers in service occupations	% Workers in sales and office occupations	% Workers in natural resources, construction, maintenance occupations	% Workers in production, transportation and material moving occupations
Amesbury Town city	No	8,050	48%	13%	20%	10%	8%
Andover town	No	15,350	69%	9%	15%	2%	5%
Arlington town	No	21,862	69%	10%	16%	3%	3%
Bedford town	No	5,846	72%	10%	15%	1%	3%
Belmont town	No	11,129	73%	8%	15%	2%	3%
Beverly city	Yes	17,539	50%	17%	19%	6%	8%
Billerica town	No	19,792	46%	15%	21%	10%	9%
Boston city	No	310,031	51%	20%	19%	4%	7%
Boxford town	Yes	3,558	66%	7%	21%	4%	2%
Brookline town	No	24,635	78%	7%	12%	1%	2%
Burlington town	Yes	11,958	53%	13%	21%	7%	6%
Cambridge city	No	53,033	76%	8%	12%	2%	3%
Carlisle town	No	2,072	75%	8%	11%	5%	1%
Chelmsford town	No	15,409	60%	10%	20%	5%	5%
Chelsea city	Yes	17,431	24%	31%	16%	9%	20%
Concord town	No	6,697	75%	6%	13%	3%	2%
Danvers town	Yes	12,144	46%	15%	22%	6%	10%
Dedham town	No	11,376	54%	12%	22%	6%	6%
Essex town	Yes	1,607	56%	9%	19%	10%	5%
Everett city	Yes	21,138	27%	29%	18%	11%	15%
Georgetown town	Yes	4,052	51%	15%	20%	9%	6%
Gloucester city	Yes	12,526	42%	19%	19%	10%	10%
Groveland town	No	2,800	46%	14%	20%	11%	8%
Hamilton town	Yes	3,228	63%	9%	16%	9%	3%
Haverhill city	No	28,357	36%	20%	23%	8%	13%
Ipswich town	Yes	5,676	54%	15%	20%	5%	6%
Lawrence city	No	29,598	17%	29%	17%	7%	30%
Lexington town	No	13,081	80%	6%	10%	1%	3%
Lincoln town	No	2,105	80%	9%	9%	0%	1%
Lowell city	No	44,142	32%	23%	19%	8%	18%
Lynn city	Yes	37,968	24%	28%	20%	10%	17%
Lynnfield town	Yes	4,987	53%	11%	27%	3%	6%
Malden city	Yes	27,694	45%	22%	18%	6%	9%
Manchester town	Yes	2,151	60%	8%	25%	4%	3%
Marblehead town	Yes	8,437	59%	12%	21%	3%	5%

Medford city	Yes	27,816	58%	14%	18%	4%	6%
Melrose city	Yes	13,230	64%	11%	17%	4%	5%
Merrimac town	No	2,997	49%	12%	24%	4%	11%
Methuen Town city	No	21,667	34%	20%	23%	8%	15%
Middleton town	Yes	3,407	51%	14%	22%	6%	7%
Nahant town	Yes	1,622	56%	13%	22%	3%	6%
Needham town	No	11,998	68%	8%	18%	3%	3%
Newbury town	Yes	2,860	54%	7%	20%	11%	8%
Newburyport city	Yes	8,043	62%	11%	19%	3%	5%
Newton city	No	35,050	71%	9%	16%	2%	2%
North Andover town	Yes	12,481	57%	12%	20%	4%	7%
North Reading town	Yes	6,963	54%	13%	24%	7%	2%
Peabody city	Yes	21,519	40%	19%	24%	7%	10%
Reading town	Yes	11,635	66%	8%	18%	5%	4%
Revere city	Yes	23,802	28%	31%	18%	10%	13%
Rockport town	Yes	2,674	51%	14%	19%	10%	6%
Rowley town	Yes	2,865	48%	11%	26%	6%	9%
Salem city	Yes	18,866	42%	22%	22%	5%	9%
Salisbury town	No	4,062	40%	19%	24%	7%	11%
Saugus town	Yes	12,172	40%	16%	25%	9%	10%
Somerville city	No	45,183	65%	13%	14%	3%	5%
Stoneham town	Yes	10,918	53%	13%	18%	9%	8%
Swampscott town	Yes	6,771	64%	9%	16%	6%	5%
Tewksbury town	No	14,147	48%	14%	22%	9%	7%
Topsfield town	Yes	2,437	65%	9%	21%	1%	4%
Wakefield town	Yes	12,829	55%	12%	22%	5%	6%
Waltham city	No	29,191	53%	16%	20%	5%	6%
Watertown Town city	No	19,036	63%	11%	18%	4%	4%
Wellesley town	No	8,650	68%	8%	21%	1%	2%
Wenham town	Yes	1,528	51%	17%	26%	3%	3%
West Newbury town	No	1,872	56%	12%	25%	4%	4%
Weston town	No	3,759	72%	5%	17%	3%	3%
Wilmington town	No	10,671	50%	12%	22%	7%	9%
Winchester town	Yes	9,117	72%	7%	16%	3%	2%
Winthrop Town city	No	9,013	42%	17%	29%	6%	7%
Woburn city	Yes	19,019	45%	19%	20%	7%	8%
Total (30 min band)		1,267,329	46%	18%	20%	7%	9%
Total (60 min band)		424,668	52%	17%	19%	5%	8%

Appendix D Educational attainment levels of populations residing within 30-minute and 60-minute travel bands from Cherry Hill Park. (Source: ACS 5-year estimates 2015-2019)

Municipality	Within 30 min travel band	Total Population	Less than high school diploma		High school graduate		Some college or associate's degree		Bachelor's degree or higher	
			% Employed	% Unemployed	% Employed	% Unemployed	% Employed	% Unemployed	% Employed	% Unemployed
Amesbury	No	9707	3.2	6.1	22.8	11.0	26.8	51.1	47.2	31.8
Andover	No	18853	1.1	0.0	5.6	3.0	12.3	9.7	81.1	87.3
Arlington	No	25780	0.9	4.1	8.2	16.1	10.7	23.3	80.2	56.5
Bedford	No	7185	2.4	0.0	5.1	19.5	14.2	0.0	78.3	80.5
Belmont	No	13758	0.9	0.0	4.8	6.4	9.4	12.0	84.9	81.6
Beverly	Yes	21660	2.5	0.0	16.3	24.3	20.5	26.0	60.8	49.6
Billerica	No	24638	3.7	4.7	26.5	29.6	25.0	41.2	44.7	24.5
Boston	No	394914	7.4	18.3	16.0	28.6	17.4	25.2	59.2	27.8
Boxford	Yes	4285	1.3	39.1	6.9	0.0	15.0	0.0	76.8	60.9
Brookline	No	30885	1.1	3.8	3.0	4.3	6.6	12.4	89.3	79.5
Burlington	Yes	14525	1.8	6.6	16.0	26.6	17.8	9.4	64.4	57.3
Cambridge	No	66283	1.7	5.8	5.7	13.3	7.4	14.4	85.2	66.4
Carlisle	No	2685	0.6	0.0	1.5	0.0	6.8	0.0	91.1	100.0
Chelmsford	No	18741	1.3	0.0	14.2	23.6	20.6	15.7	63.8	60.7
Chelsea	Yes	22469	28.3	37.7	30.7	28.1	18.9	16.6	22.2	17.6
Concord	No	9615	0.7	0.0	5.6	0.0	7.1	9.4	86.5	90.6
Danvers	Yes	14472	2.9	7.9	17.0	17.9	28.4	42.6	51.7	31.6
Dedham	No	13746	2.2	0.0	13.7	13.8	21.9	28.6	62.1	57.7
Essex	Yes	1984	1.4	0.0	9.1	24.5	24.3	26.5	65.2	49.0
Everett	Yes	26406	14.2	29.8	34.2	28.9	27.9	31.6	23.7	9.7
Georgetown	Yes	4818	1.9	0.0	15.5	52.4	22.7	11.1	59.9	36.5
Gloucester	Yes	16228	4.9	5.0	23.9	57.7	26.8	24.1	44.4	13.2
Groveland	No	3367	0.0	0.0	15.7	36.7	25.5	15.2	58.8	48.1
Hamilton	Yes	4217	0.2	0.0	10.3	0.0	15.4	5.5	74.0	94.5
Haverhill	No	35385	5.8	13.8	28.0	37.3	32.6	38.2	33.7	10.7
Ipswich	Yes	6947	1.9	3.4	14.7	27.3	21.9	39.0	61.4	30.3
Lawrence	No	41342	24.0	38.0	32.6	35.8	30.6	20.1	12.8	6.1
Lexington	No	16236	0.7	0.0	3.3	0.0	4.7	1.9	91.3	98.1
Lincoln	No	3293	1.9	0.0	3.5	0.0	15.9	7.1	78.7	92.9
Lowell	No	59879	10.4	18.1	33.6	45.7	26.3	20.2	29.7	16.0
Lynn	Yes	50235	19.9	26.7	31.5	32.7	26.3	29.9	22.4	10.6
Lynnfield	Yes	6148	1.7	4.9	12.4	17.3	18.4	44.0	67.4	33.8
Malden	Yes	35709	7.6	16.7	24.6	26.0	23.2	18.4	44.6	39.0
Manchester-by-the-Sea	Yes	2569	0.0	0.0	5.6	0.0	12.4	0.0	82.0	100.0

Marblehead	Yes	10236	0.6	0.0	7.1	8.3	15.0	3.4	77.3	88.3
Medford	Yes	32881	3.3	2.0	14.0	19.1	18.1	19.7	64.5	59.2
Melrose	Yes	15486	1.9	3.0	9.9	34.2	16.2	41.2	72.0	21.6
Merrimac	No	3557	1.1	34.3	13.8	24.8	27.6	11.4	57.5	29.5
Methuen	No	26730	6.5	33.4	27.7	26.3	33.0	26.0	32.8	14.3
Middleton	Yes	5249	3.9	0.0	15.9	23.0	24.4	29.7	55.7	47.3
Nahant	Yes	1918	3.3	0.0	15.9	60.0	20.3	40.0	60.5	0.0
Needham	No	14711	1.1	0.6	6.8	5.2	10.1	7.6	82.1	86.6
Newbury	Yes	3483	0.7	27.8	15.1	9.0	23.8	0.0	60.4	63.2
Newburyport	Yes	9680	1.1	7.7	12.9	38.5	18.6	13.8	67.4	40.1
Newton	No	42239	1.3	1.2	5.2	4.2	8.9	17.1	84.7	77.5
North Andover	Yes	15250	1.7	4.9	12.6	14.3	19.2	19.5	66.5	61.2
North Reading	Yes	8728	2.0	0.0	17.0	23.6	19.2	42.4	61.8	34.0
Peabody	Yes	27517	5.2	13.5	26.1	41.2	27.8	19.9	40.9	25.3
Reading	Yes	13433	1.0	9.7	9.2	0.7	14.2	16.0	75.6	73.5
Revere	Yes	31269	13.2	9.9	37.5	55.3	21.4	22.6	28.0	12.1
Rockport	Yes	3415	0.6	35.2	16.7	0.0	25.7	8.6	57.0	56.2
Rowley	Yes	3419	1.6	0.0	19.0	1.2	27.2	56.5	52.3	42.4
Salem	Yes	23506	5.1	18.1	21.9	16.4	22.8	37.0	50.2	28.6
Salisbury	No	5228	3.0	22.9	25.7	48.9	30.5	9.2	40.8	19.1
Saugus	Yes	15413	4.8	0.0	33.1	56.5	27.7	15.9	34.5	27.6
Somerville	No	52594	5.4	8.2	10.0	21.5	11.3	18.5	73.3	51.8
Stoneham	Yes	12982	1.8	5.0	19.3	35.0	24.5	24.1	54.4	36.0
Swampscott	Yes	7894	0.9	2.3	14.3	27.9	23.0	13.0	61.8	56.7
Tewksbury	No	17085	1.5	2.3	23.8	32.0	27.9	35.8	46.8	29.9
Topsfield	Yes	3146	0.7	0.0	8.0	0.0	15.5	55.7	75.8	44.3
Wakefield	Yes	15066	2.8	8.5	15.5	18.2	21.8	18.5	59.9	54.7
Waltham	No	34145	5.6	18.6	15.2	21.0	17.2	19.5	62.1	40.9
Watertown	No	22122	2.1	3.5	10.0	7.9	13.8	22.3	74.1	66.3
Wellesley	No	11708	0.4	10.8	2.5	0.0	5.0	14.2	92.1	75.1
Wenham	Yes	1892	0.1	0.0	6.5	0.0	14.5	68.9	79.0	31.1
West Newbury	No	2325	1.2	17.7	9.5	0.0	18.4	0.0	70.9	82.3
Weston	No	5213	0.1	0.0	5.2	0.0	3.7	9.6	90.9	90.4
Wilmington	No	12541	2.0	0.0	19.4	43.4	23.1	30.2	55.6	26.4
Winchester	Yes	11099	0.1	0.0	7.1	13.7	8.2	0.0	84.7	86.3
Winthrop	No	10919	3.1	0.0	26.7	27.9	24.3	47.9	46.0	24.1
Woburn	Yes	22668	3.0	11.5	21.3	24.9	21.3	22.3	54.4	41.3
Total (60 min)		1585711	6.0	14.6	17.4	26.9	18.9	23.5	57.8	1.8
Total (30 min)		528302	6.7	13.6	21.1	29.5	21.8	24.4	50.3	3.4

Appendix D: Northeast Priority Industry Heatmaps

