

Cherry Hill Park Beverly / Danvers

Workforce, Transit, Housing Assessment

Sukanya Sharma, Regional Land Use Planner II

Josh Eichen, Senior Economic Development Planner

Metropolitan Area Planning Council

Regional Workforce Heatmapping and Facilitated Analysis

Project Goal

- Identify 2 – 3 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.

Greater Boston Workforce Planning Blueprint



Northeast Labor Market Blueprint

A Regional Planning Initiative of the
Massachusetts Workforce Skills Cabinet

Submitted on March 30, 2018

Regional Workforce Heatmapping and Facilitated Analysis

Three Phases of Work

1. Spatial Mapping

- Industry Clusters
- Demographics
- Transportation Infrastructure
- Housing Affordability and Availability

2. Facilitated Analysis

- Series of three group workshops with Workforce, Housing, and Transportation stakeholders

3. Action Steps

- Targeted steps and activities for Workforce Stakeholders to engage in housing and or transportation policy/ programs.

Greater Boston Workforce Planning Blueprint



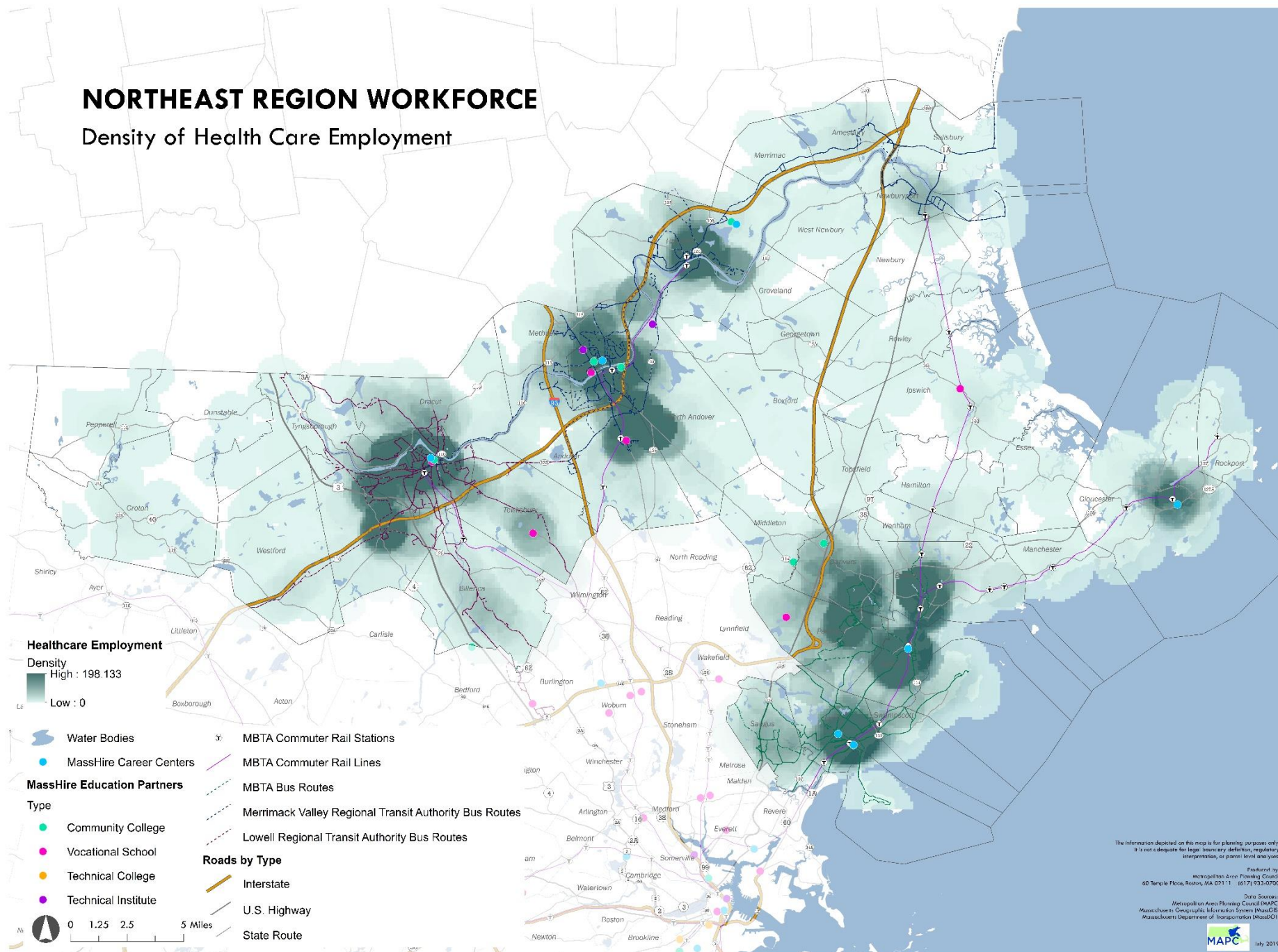
Northeast Labor Market Blueprint

A Regional Planning Initiative of the
Massachusetts Workforce Skills Cabinet

Submitted on March 30, 2018

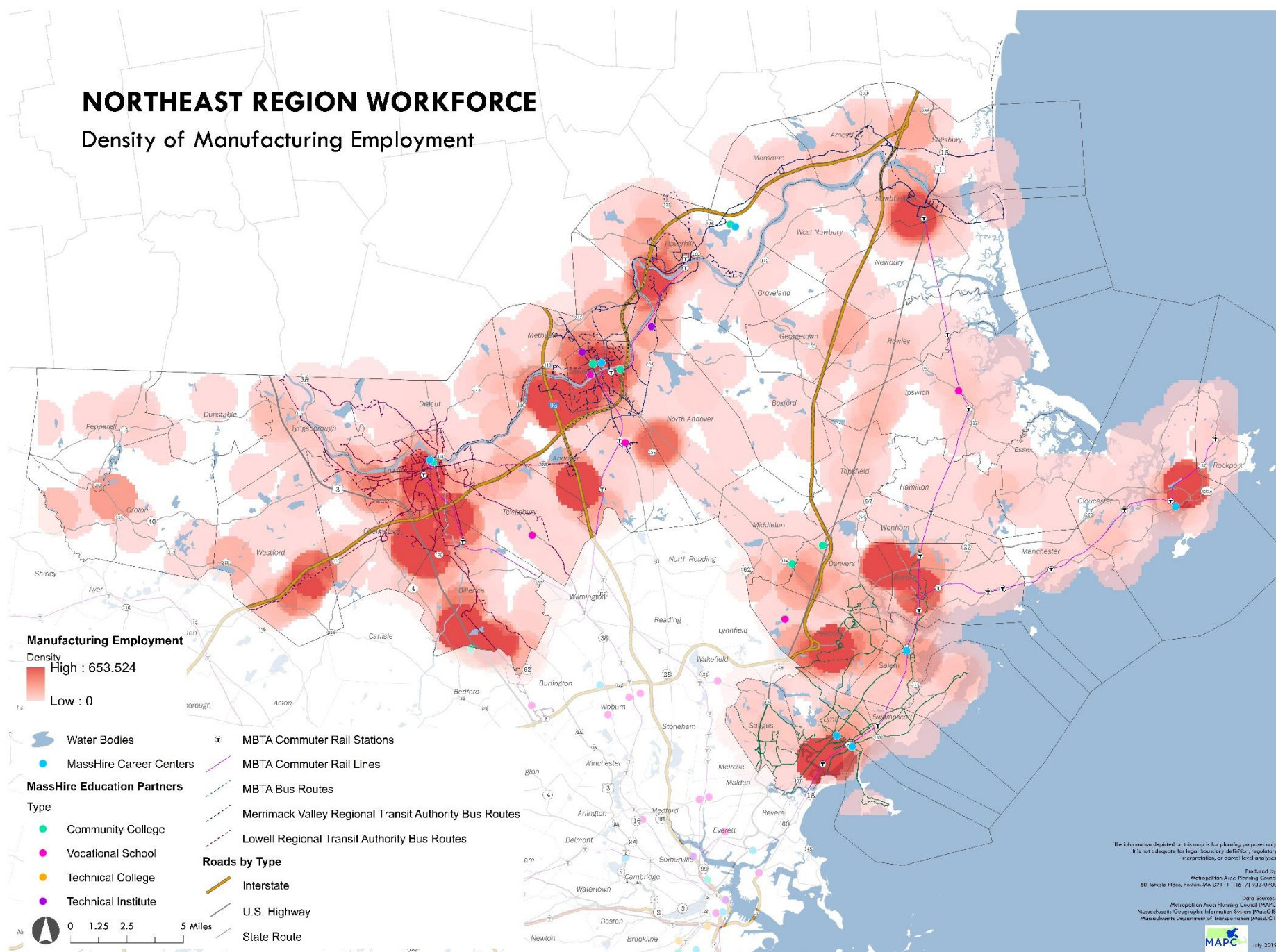
NORTHEAST REGION WORKFORCE

Density of Health Care Employment

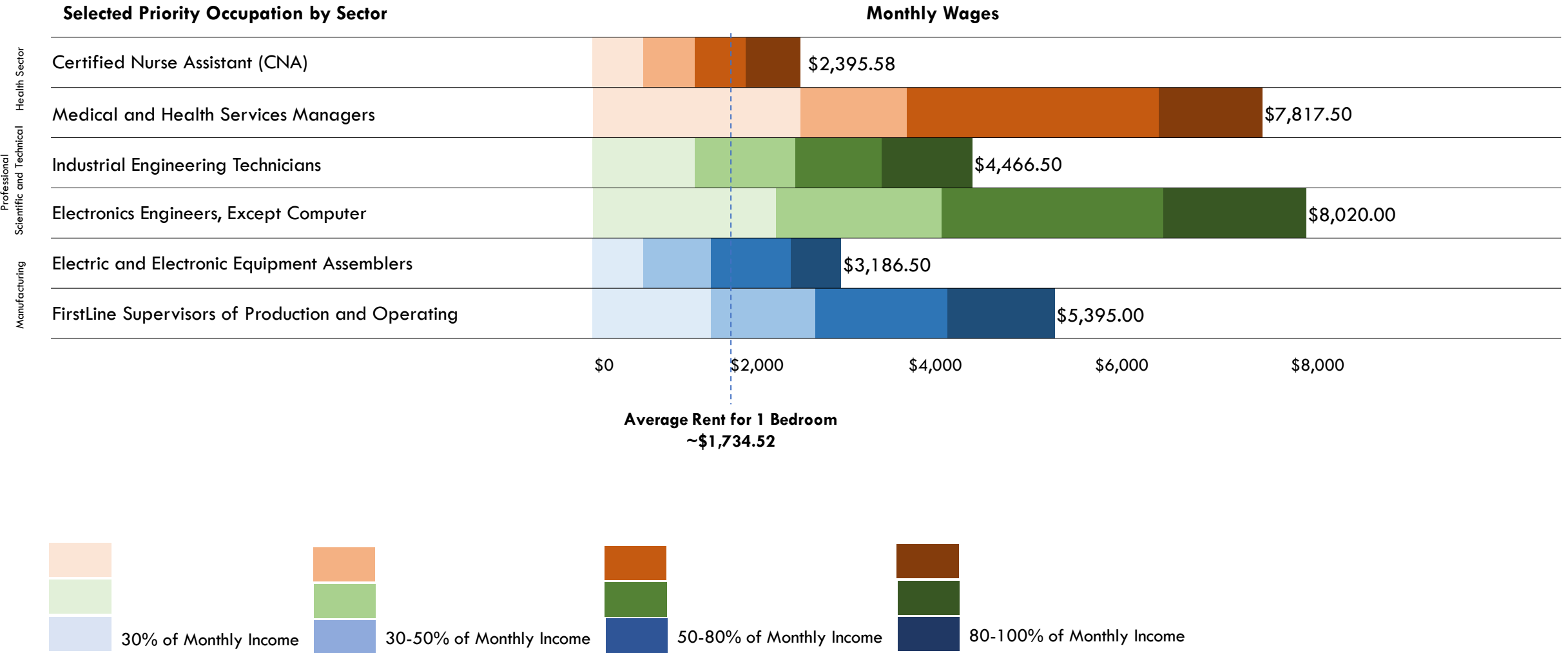


NORTHEAST REGION WORKFORCE

Density of Manufacturing Employment

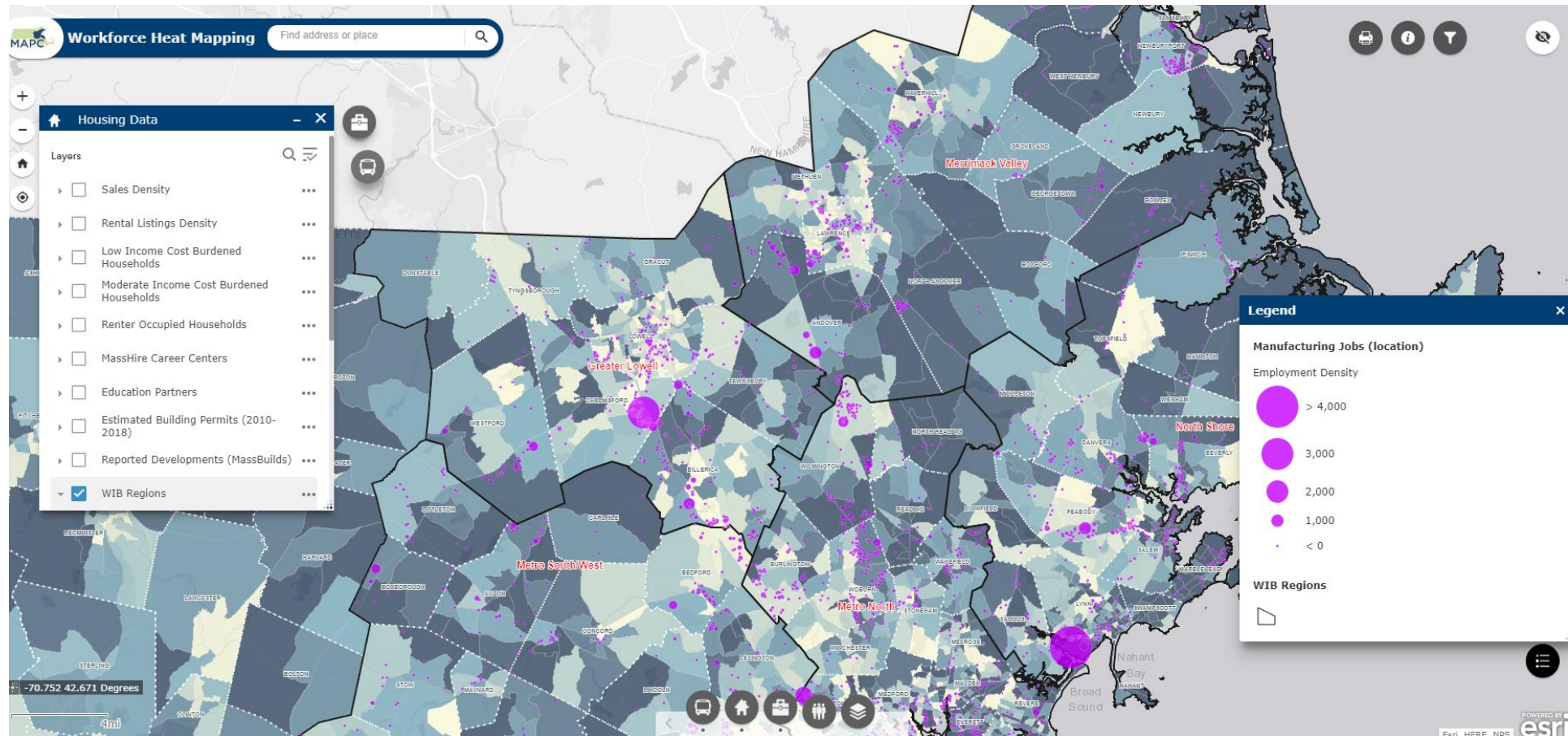


Northeast Region: Average Rent for 1 Bedroom

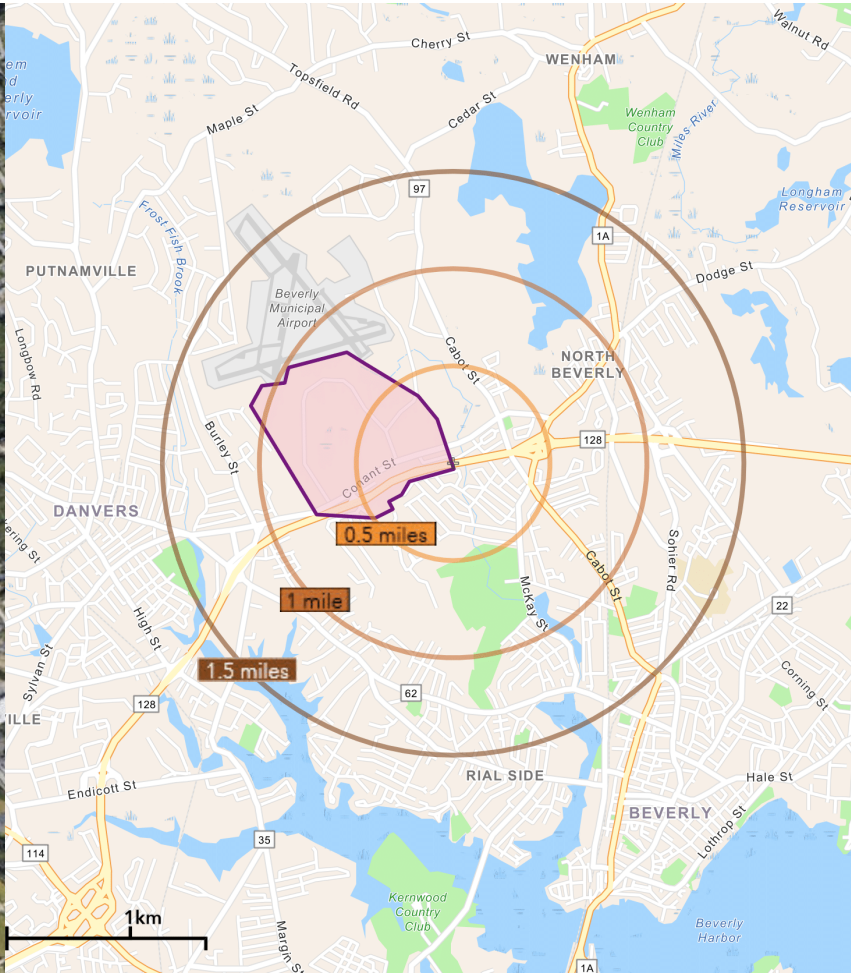
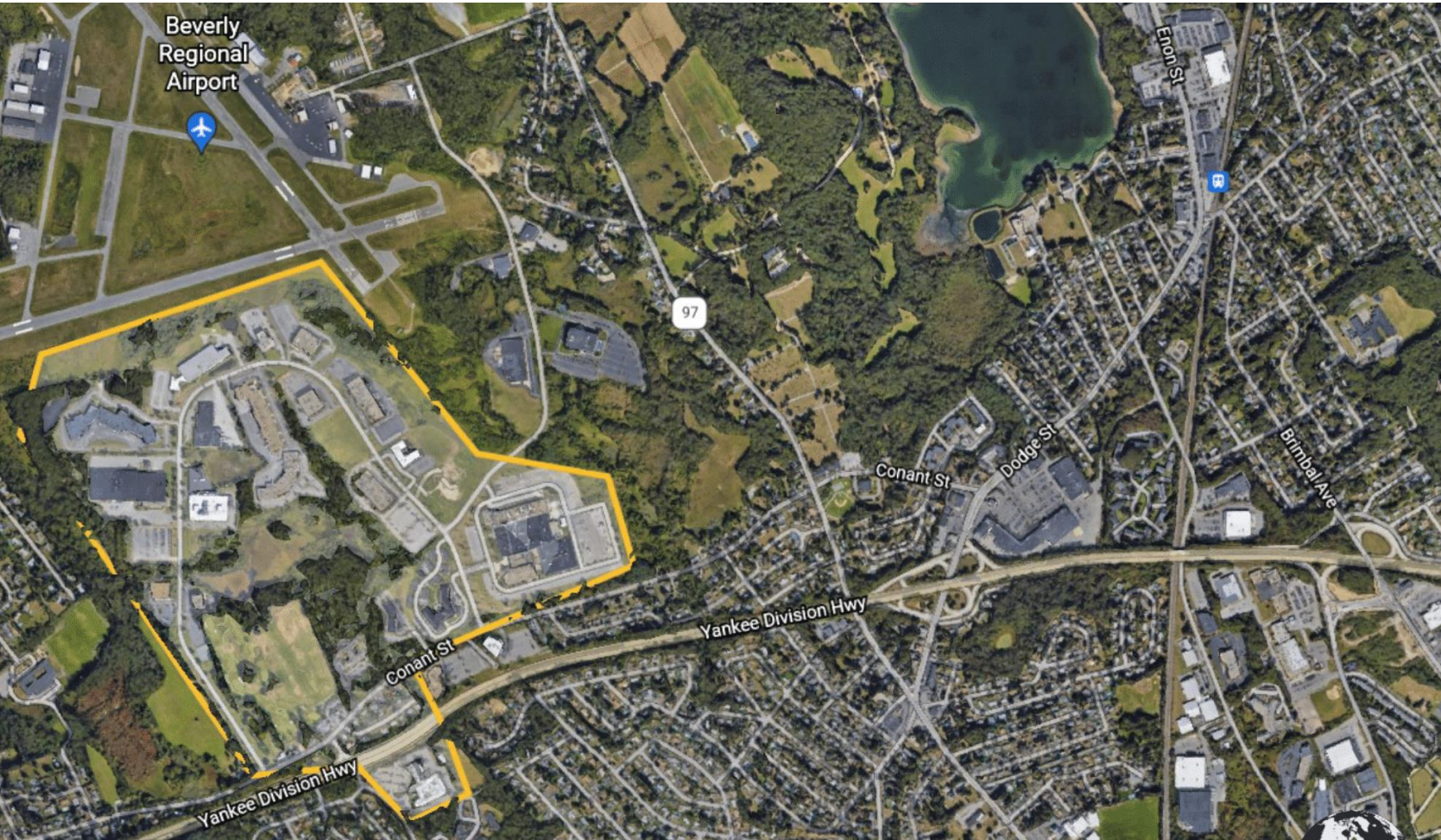


Jobs Equity Data Index (JEDI) Tool

Jobs / Commute Times – bit.ly/MAPCJEDI



Cherry Hill Office Park

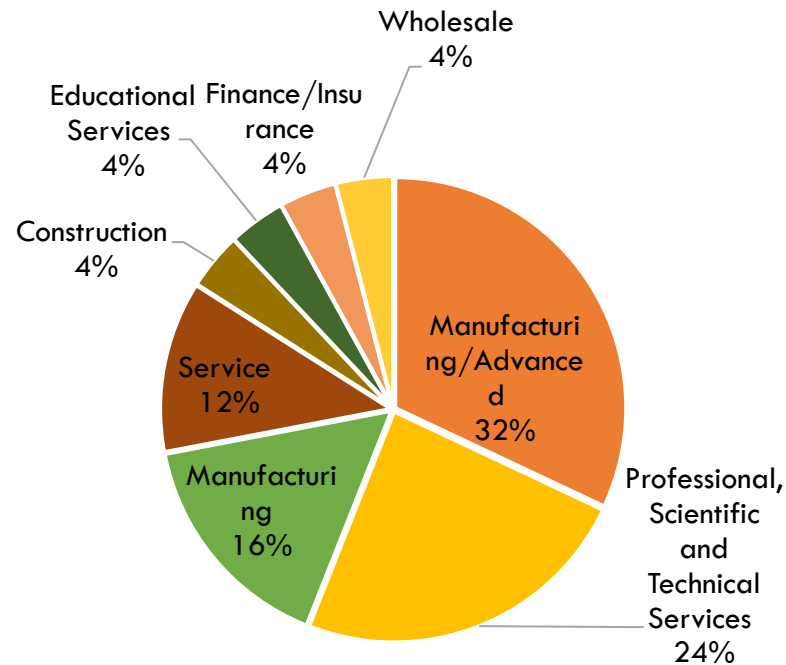


- Furthering the work undertaken with the JEDI tool into a specific site - Cherry Hill Office Park through a quick analysis of barriers faced by workforce.
- Job dense center with high demand to hire labor in target industries outlined in the Blueprint.
- How to we get workers to the park?

- **Thriving Business Environment**
with businesses seeking to expand
and new businesses setting shop



Industry Types within Cherry Hill
Source: Burning Glass, ESRI Business Analyst

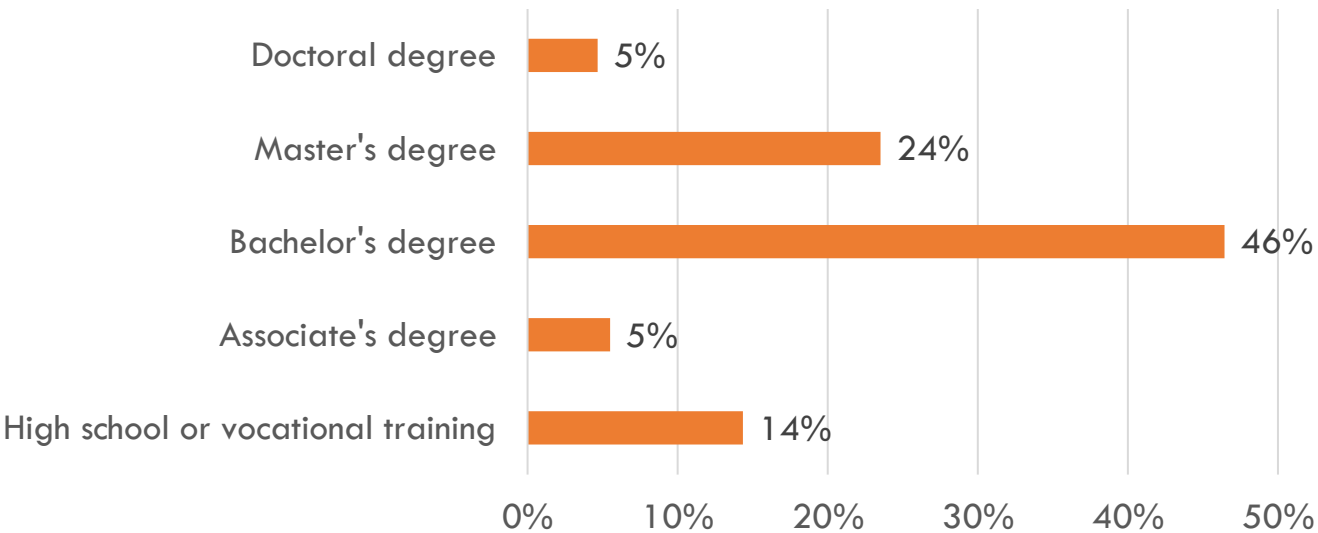


- **Business are seeking workforce**

750+ job
postings in the
last 1 year

One-fifth of those postings are jobs only require high-school diploma or an associates degree.

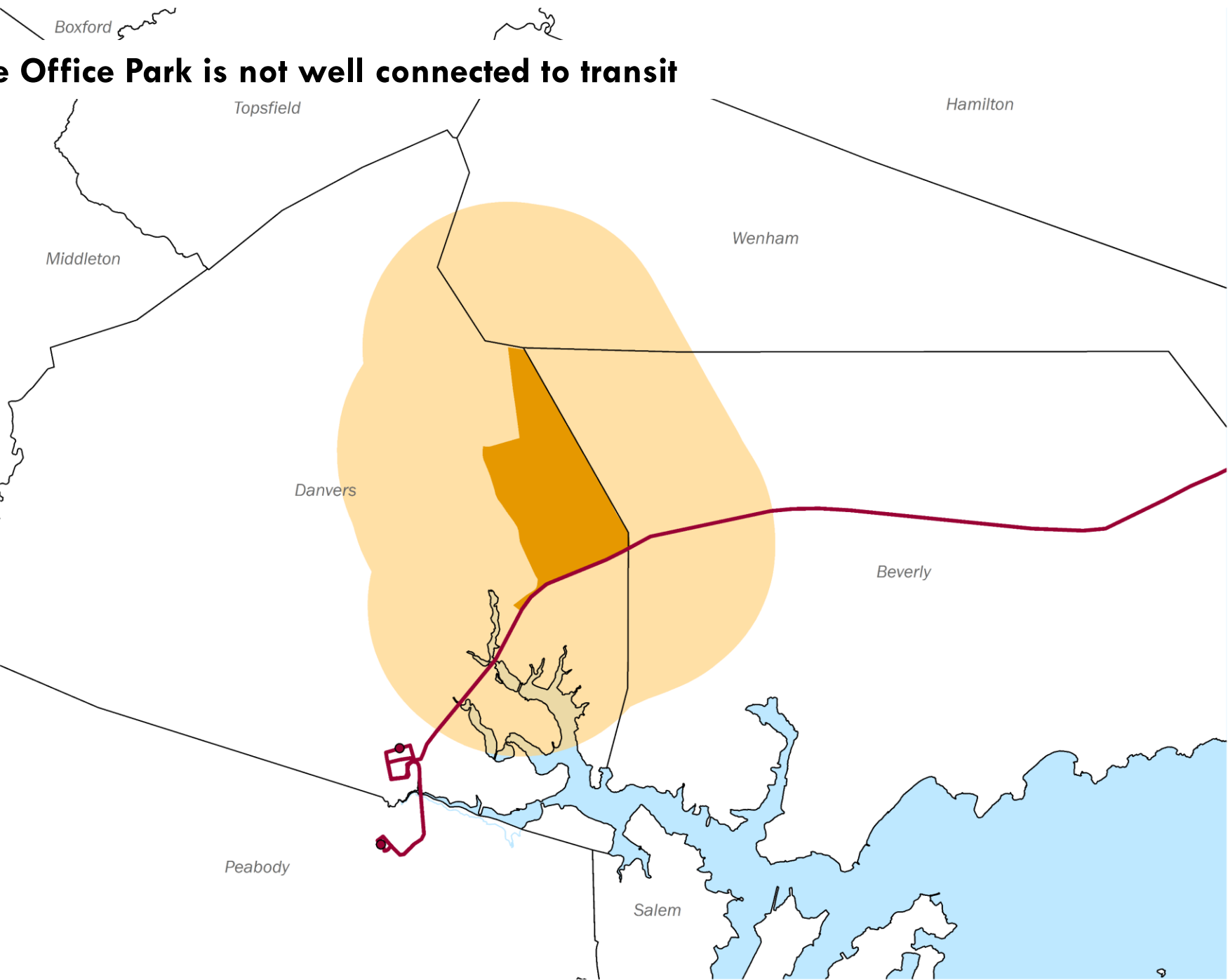
Educational levels sought by businesses that are hiring



MARKET SALARY PERCENTILE	SALARY
10th Percentile	\$34,955
25th Percentile	\$46,759
50th Percentile	\$72,205
75th Percentile	\$97,052
90th Percentile	\$117,246

The Office Park is not well connected to transit

Cherry Hill Study Area One Mile Buffer



- Cherry Hill Area (TAZ)
- One mile buffer
- RTA Stops
- RTA Routes
- MA Towns

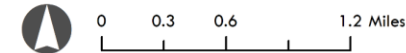
*Commute times are based on the AM rush hour period. They are calculated by TAZ (traffic analysis zone).

The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analyses.

Produced by:
Metropolitan Area Planning Council
60 Temple Place, Boston, MA 02111
(617) 933-0700

Data Sources: MAPC, MassGIS, MassDOT, CTPS

August 2021



Investigations



Workforce Transit

Where are workers coming from? What are their characteristics?

Theoretical laborshed based on travel bands.

Understanding the mismatch.



Housing submarkets and affordability and other barriers

Who can afford to live in those travel bands?

Does that match with the worker characteristics?



Coordination and collaboration

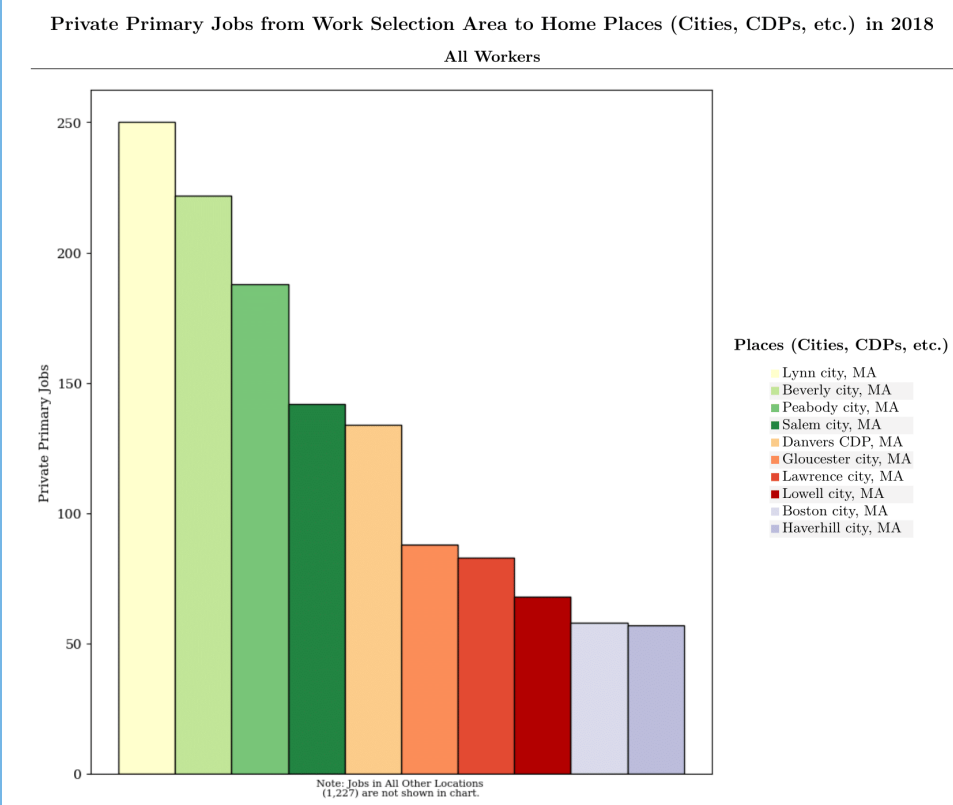
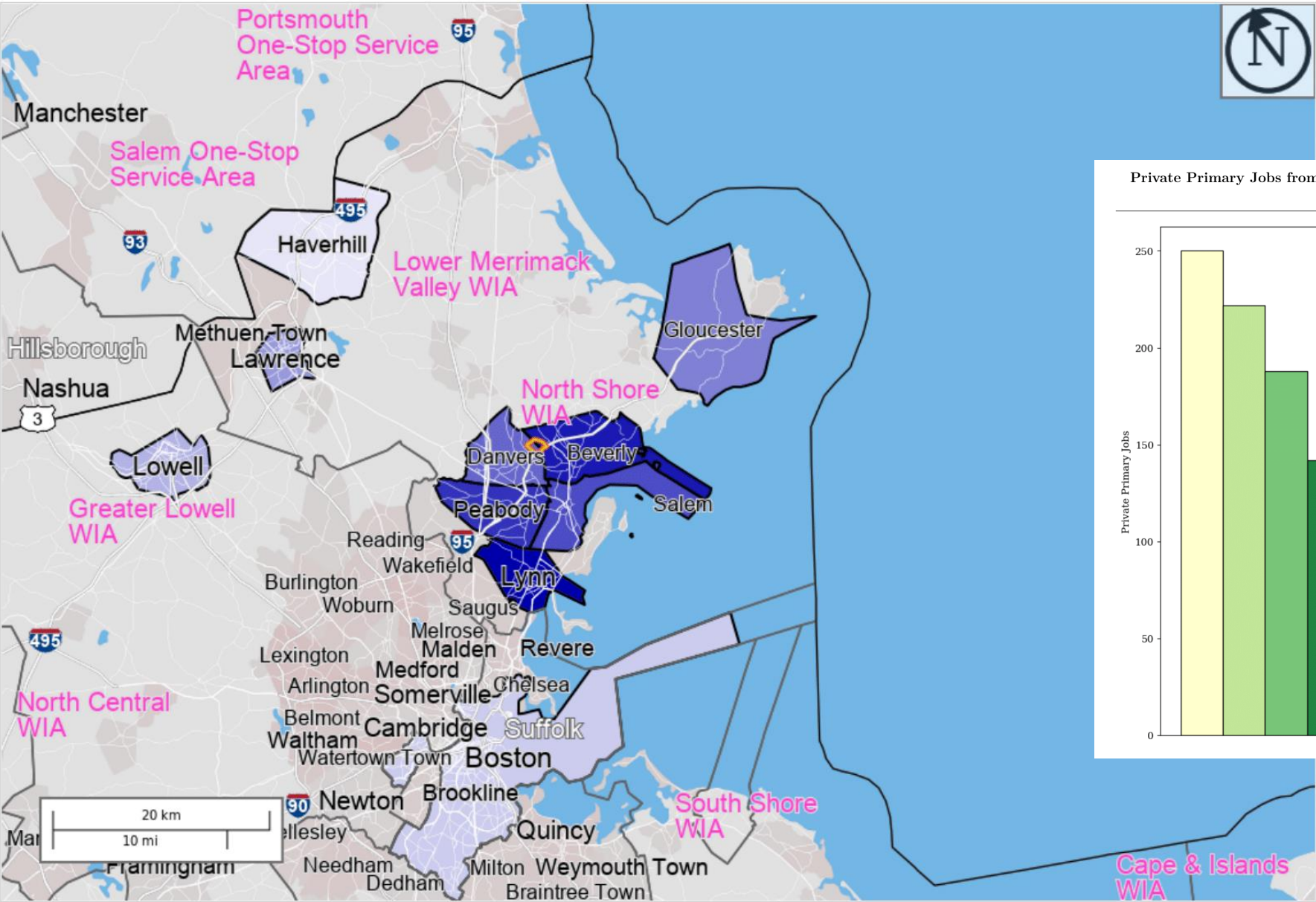
Workforce board

Municipal stakeholders

Regional stakeholders like transit management authority

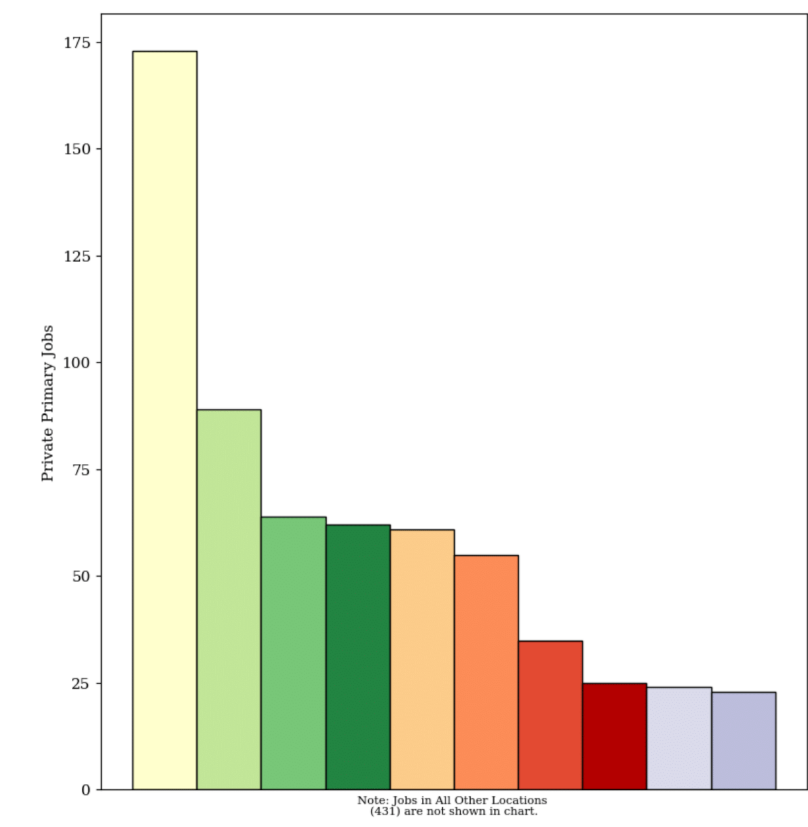
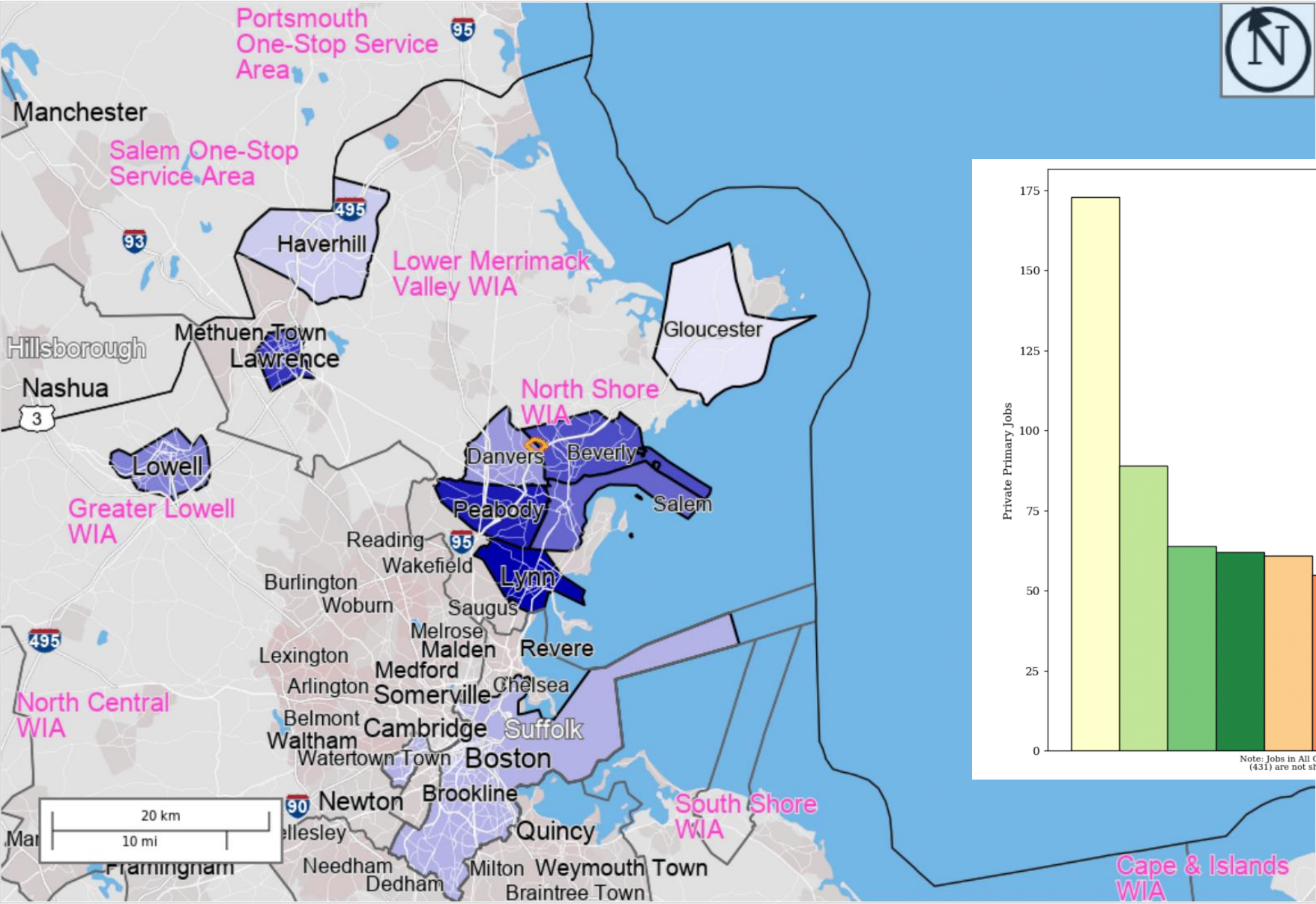
Counts of Private Primary Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.) in 2018

All Workers



Counts of Private Primary Jobs from Work Selection Area to Home Places (Cities, CDPs, etc.)
in 2018

Goods Producing



Places (Cities, CDPs, etc.)

- Lynn city, MA
- Peabody city, MA
- Lawrence city, MA
- Beverly city, MA
- Salem city, MA
- Lowell city, MA
- Danvers CDP, MA
- Boston city, MA
- Haverhill city, MA
- Gloucester city, MA

Isochrones for Single Occupancy Vehicles

Cherry Hill Study Area

- Cherry Hill Area (TAZ)
- Travel Times in minutes*
- 0 - 15
- 16 - 30
- 31 - 45
- 46 - 60
- More than 60
- MA Towns
- Major Roads

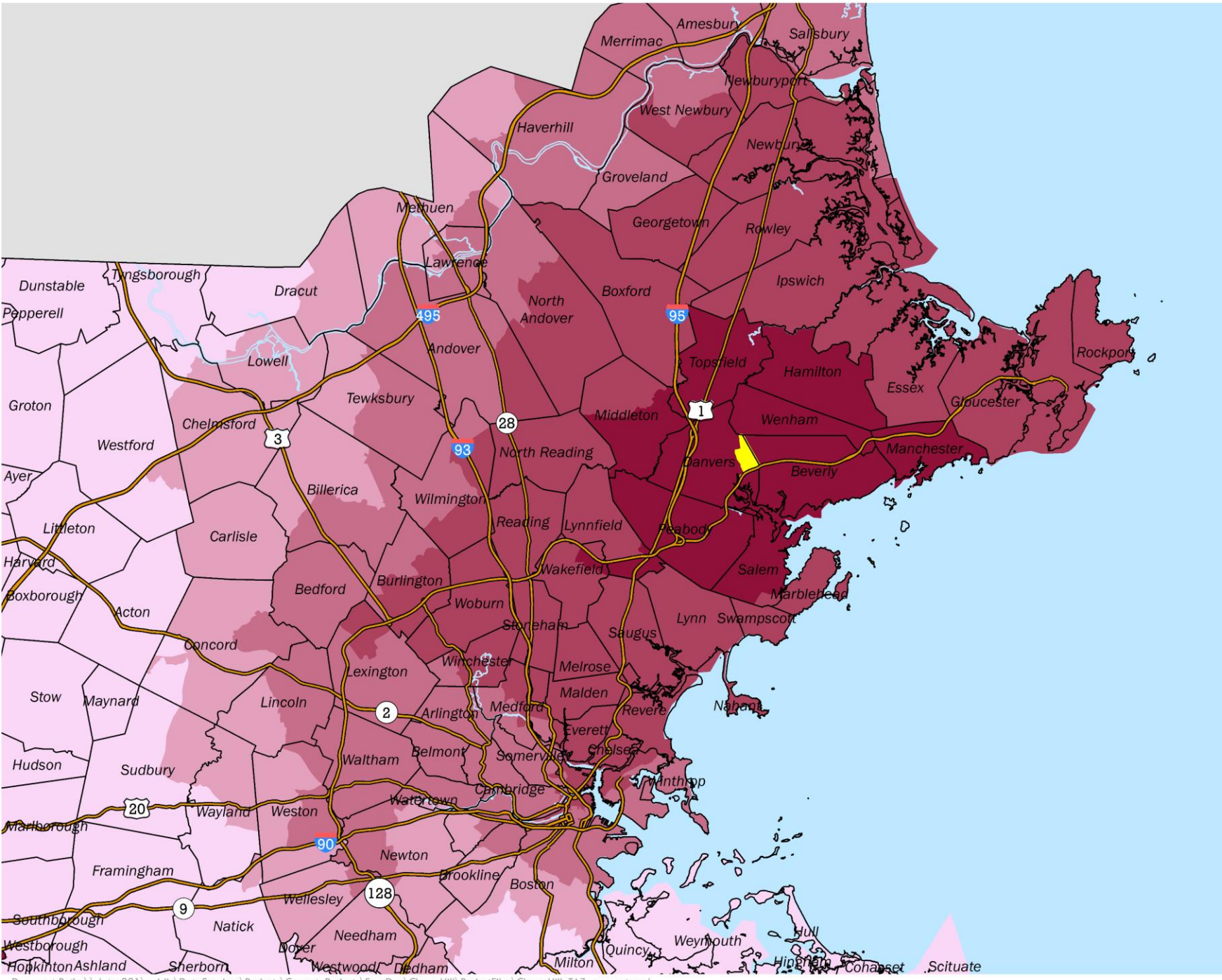
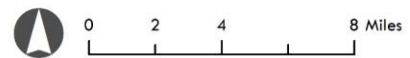
*Commuter times are based on the AM rush hour period. They are calculated by TAZ (traffic analysis zone).

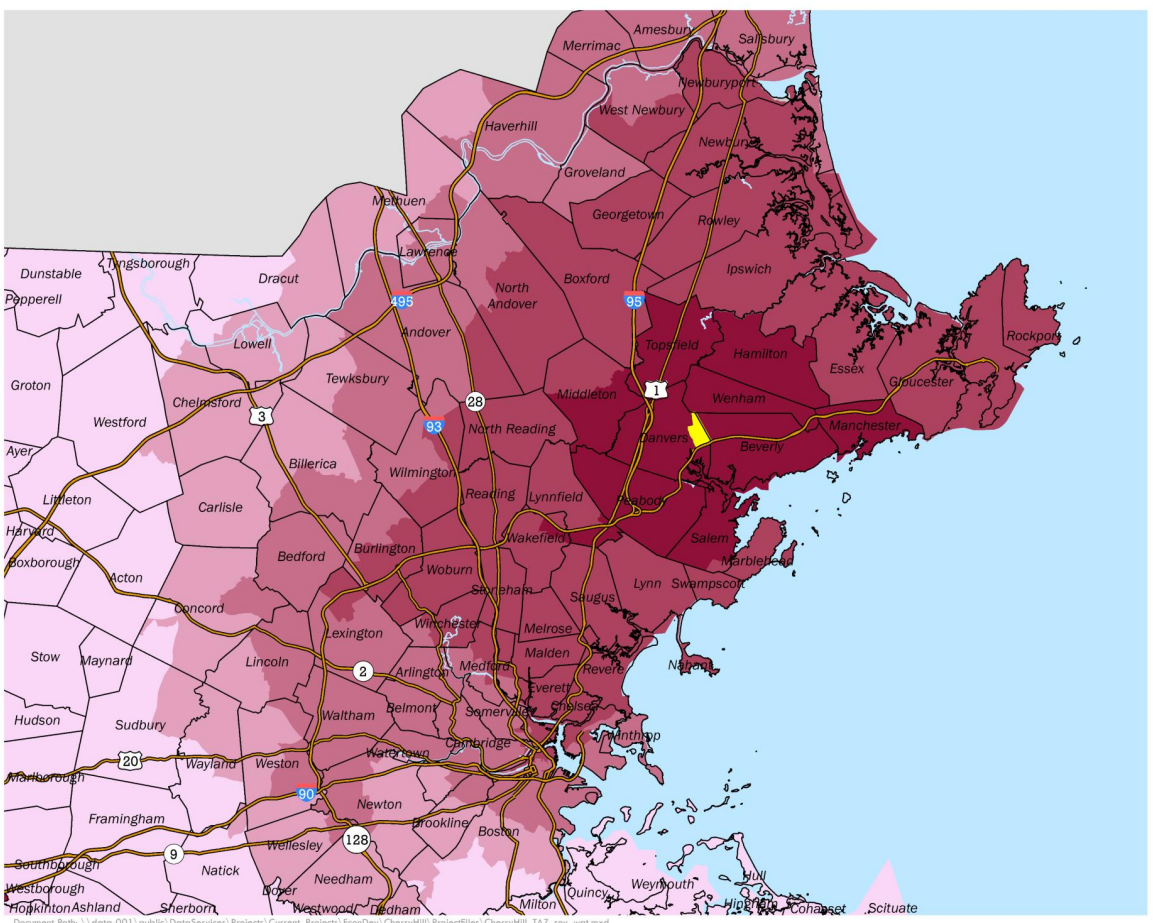
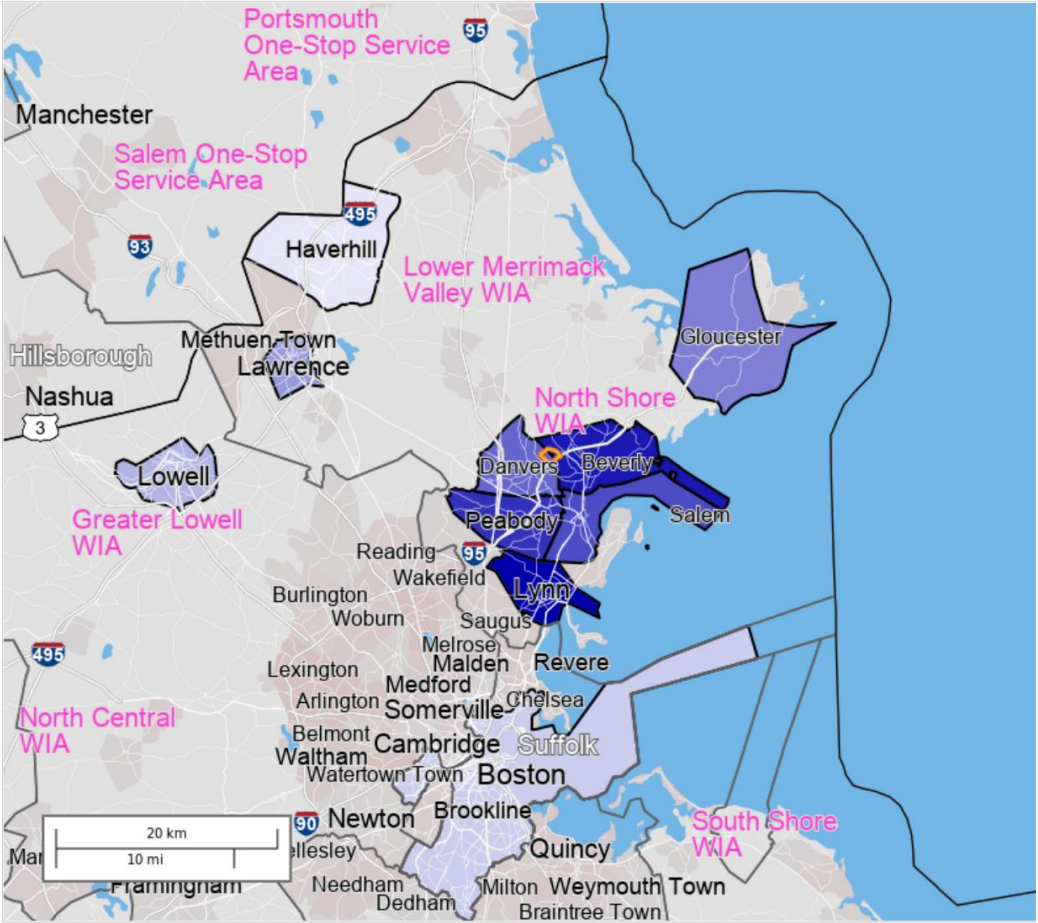
The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analyses.

Produced by:
Metropolitan Area Planning Council
60 Temple Place, Boston, MA 02111
(617) 933-0700

Data Sources: MAPC, MassGIS, MassDOT, CTPS

September 2021





Questions

- What are your experiences?
- What do you hear from your employees?
- Specifically talking about other barriers
 - Childcare
 - Education Levels
 - Age
 - Language Isolation
 - Other?
- How might you use this information?