



24-hour Community

Action: Develop and promote services, recreation, and amenities to attract/keep people on Devens beyond the workday.

DESCRIPTION OF ACTION	Expand the available services, recreation options, and other amenities to encourage Devens-based employees to stay beyond the workday and others to seek out Devens as a place to visit and spend time.
CHAMPION	MassDevelopment

IMPLEMENTATION STEPS	PLANNING CONSIDERATIONS	
	Timeframe ¹	Key Partners
Conduct outreach to residents and employees about what amenities they would like to see in Devens through an online survey and a public brainstorming workshop	Short	<ul style="list-style-type: none"> Nashoba Valley Chamber of Commerce Devens Enterprise Commission Residents Businesses
Encourage the expansion of local food and beverage attractions (e.g. opening of a brewery or additional restaurants, continuation and expansion of the farmers market)	Long	<ul style="list-style-type: none"> Dick’s Market Garden Existing restaurants and services Little Leaf Farms Nashoba Valley Chamber of Commerce Devens Recreation Surrounding towns Farms and Markets
Encourage public transportation for the late/ swing shift while increasing multimodal and connected transportation system options	Medium	<ul style="list-style-type: none"> Neighboring communities Montachusett Regional Transportation Authority MBTA Private Shuttle Services Devens Engineering and Public Works Regional Transportation groups like Littleton Landline Group
Publicize trails, open space, wellness programs, and recreation options	Short	<ul style="list-style-type: none"> Devens Enterprise Commission Devens Open Space and Recreation Advisory Committee Montachusett Regional Planning Agency Nashua River Watershed Association MassAudubon US Fish and Wildlife Service MA Fish and Wildlife Dragonfly Wellness Center Recreation/sports clubs MassDevelopment MRPC Trails Committee

¹ * Short = less than 1 year; Medium = 1-3 years; Long = 4-5years

24-HOUR COMMUNITY (CONT.)

FUNDING RESOURCES	TECHNICAL RESOURCES
<ul style="list-style-type: none"> • MassDOT’s Workforce Transportation Program • MA Complete Streets Program • MassWorks 	<ul style="list-style-type: none"> • Montachusett Regional Planning Commission’s T Committee • MRPC Trails Committee
LINKS TO OTHER PLANS & ACTIONS	EQUITY CONSIDERATIONS
<p>How does this action connect to other Devens goals?</p> <ul style="list-style-type: none"> • Expanding diversity of the local economy • Creating a thriving 24-hour community • Relevant STAR Objectives: Arts & Culture, Community Cohesion • Relevant LEED Credits: Compact, Mixed Use and Transit Oriented Development 	<p>How can the community incorporate equity into the implementation of this action?</p> <ul style="list-style-type: none"> • Ensure affordable late shift transportation options • Expand offerings of free community events • Accept SNAP and HIP benefits at farmers market
MEASURING SUCCESS	ENGAGING THE COMMUNITY
<p>How can we measure the progress and success of this action?</p> <p>Outputs</p> <ul style="list-style-type: none"> • Resident and employee surveys • Print and online brochures highlighting local service and recreational options <p>Outcomes</p> <ul style="list-style-type: none"> • # of local establishments providing recreational/entertainment services • # of local and regional events hosted in Devens 	<p>How can we engage the populations that benefit from implementing this action?</p> <ul style="list-style-type: none"> • Publicize community events at businesses to attract the workforce • Provide shuttle information to residents and employees • Increase the marketing and promotion of services and attractions in Devens • In the wake of COVID-19, advertise the great potential for safe, socially distant activities in Devens