Bloomberg American Sustainable Cities

**Hampton
March 26, 2025**

What is Bloomberg American Sustainable Cities?

- Hampton is one of 25 cities selected to join Bloomberg American Sustainable Cities.

- Bloomberg American Sustainable Cities is a three-year initiative supporting 25 U.S. cities' efforts to proactively build cleaner, more resilient, and economically thriving communities through local leadership.

- The initiative launched in March 2024
  - City Applied – September 2023
  - City Selected – September 2024

HAMPTON
VIRGINIA

Bloomberg American Sustainable Cities

- Akron, OH
- Atlanta, GA
- Birmingham, AL
- Buffalo, NY
- Charlotte, NC
- Chattanooga, TN
- Cincinnati, OH
- Cleveland, OH
- Columbus, OH

- Dayton, OH
- **Hampton, VA**
- Jackson, MS
- Kansas City, MO
- Lansing, MI
- Memphis, TN
- Montgomery, AL
- Nashville, TN
- Newport News, VA

- Oakland, CA
- Philadelphia, PA
- Pittsburgh, PA
- Raleigh, NC
- Rochester, NY
- Savannah, GA
- St. Louis, MO

Support will help cities develop solutions to address unique priorities

Example Strategies and Outcomes

Developing or retrofitting affordable housing and increasing home-ownership

Connecting communities with benefit programs that reduce housing, energy, and transit costs

Advancing skills training support in historically redlined neighborhoods

Addressing air quality in communities with high asthma rates, while building local businesses

HAMPTON
VIRGINIA

BLOOMBERG AMERICAN
SUSTAINABLE CITIES

All cities are provided a three-member local innovation team (i-team), which work on top priorities for residents and the mayor

📊 i-team Directors	⚙️ i-team Civic Designers	🔍 i-team Data Analysts
• Senior city leaders driving innovation and problem-solving.	• Lead design-based innovation to support city teams and communities.	• Essential in data-driven cities, supporting innovation teams.
• Champion i-team & innovation portfolio across sectors.	• Drive a rigorous innovation process with research, data synthesis, and prototyping.	• Gather, analyze, and organize qualitative & quantitative data.
• Generate ideas & solutions to address resident needs.	• Support city leaders and practitioners across departments.	• Develop insights to identify problems and solutions.
• Lead impactful activities & project implementation.	• Facilitate idea generation and problem-solving.	• Measure initiative results to track impact and progress.
• Facilitate cross-department collaboration.		

HAMPTON VIRGINIA

- Addressing flood-related damages and future resilience and response in flood-prone areas

- Develop scalable and replicable action plans

- Pilot Areas:
  - Aberdeen Gardens
  - Briarwood Terrace
  - West Shell Area of Greater Wythe

Exploring Challenges

HAMPTON
VIRGINIA

Hampton Partnership Table

i-team
Director
Civic Designer
TBD

City Staff Team
City Manager's Office,
Community Development,
Economic Development,
Marketing, Human Services,
Emergency Management,
Diversity, Equity & Inclusion
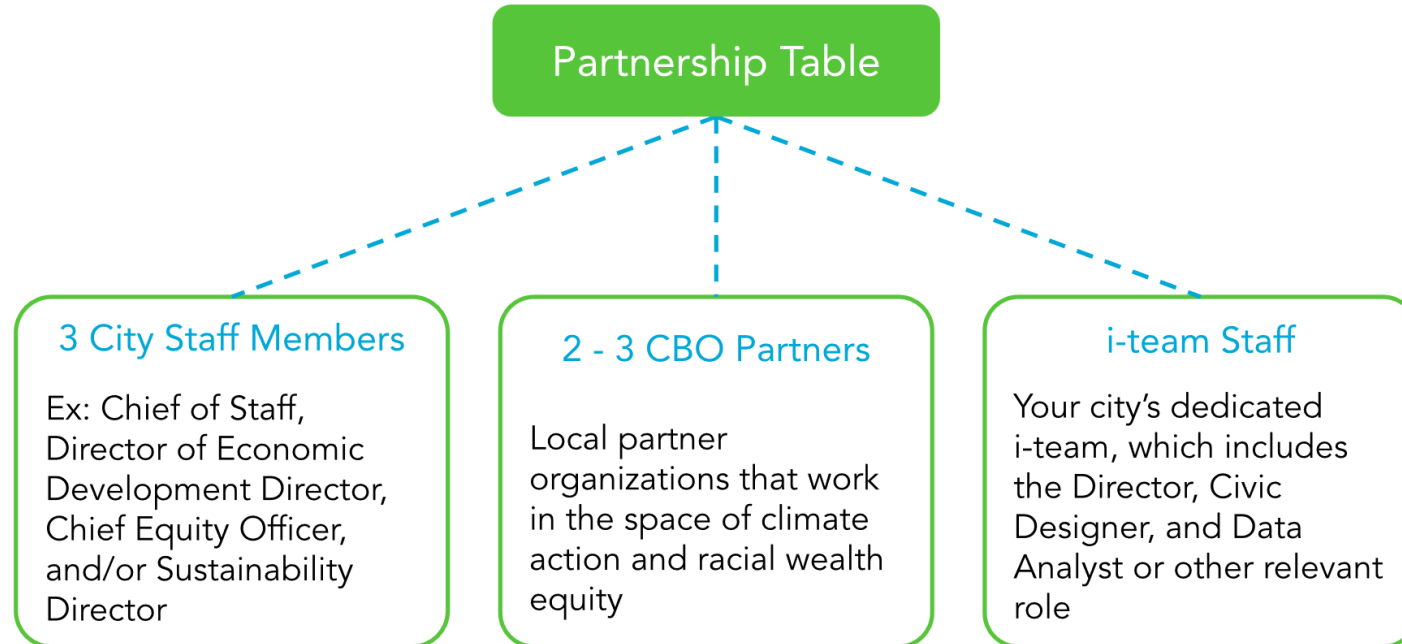
**Initial
Local Partners**
Neighborhood Coalition
Wetlands Watch
Greater Peninsula CARES

**Initiative
Partners**

PolicyLink
BCPI

HAMPTON
VIRGINIA

Hampton Partnership Table

Each Bloomberg American Sustainable Cities city has a Partnership Table that aims to strengthen city-community partnerships and advance transformative solutions

Partnership Table

3 City Staff Members

Ex: Chief of Staff, Director of Economic Development Director, Chief Equity Officer, and/or Sustainability Director

2 - 3 CBO Partners

Local partner organizations that work in the space of climate action and racial wealth equity

i-team Staff

Your city's dedicated i-team, which includes the Director, Civic Designer, and Data Analyst or other relevant role

The Partnership Table serves as the local organizing hub for the initiative and ensure that the strategies to address climate change and racial wealth inequities are relevant to local contexts, data-informed, and community-driven.

Hampton Partnership Table

As the local organizing hubs for the initiative, the Partnership Table will…
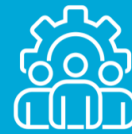
1 Position city staff and CBOs to shape the policies, projects, and practices developed through the initiative

2 Build the capacity of city staff and CBOs to lead work at the intersection of racial wealth equity and climate action

3 Resource CBOs to support their work to build/grow the relational infrastructure in cities, so that they are better positioned to solve problems in the future

4 Increase the capacity of city staff to develop, strengthen, and engage community partnerships

Progress to Date

During the last few months the City of Hampton and the iteam have done the folowing:

- Partnership Table communication
- Memphis City and Community Workshop
- Connecting i-team to City leadership

Funding Support

- $120,000 grant to support the work of the i-team and city over the three years

- $230K Implementation Grant to develop a Climate Action Plan with sustainabilty components (consultant)

- Technical assistance to apply for federal grants

- Additional opportunities for future grants

Hampton i-team

Chad Sanders

Director

Demetrius Keilu

Civic Designer

TBD

i-team Office Hours

Think of office hours as your space to brainstorm, troubleshoot, or explore new ideas with our design team. Each week, City employees can meet with us for a quick consultation—whether you need feedback on a project, a nudge in the right direction, or insights on how service design can shape your work, we're here for you.

Contact the iteam to schedule a 30 minute consultation.

HAMPTON
VIRGINIA

Workshops

In order to provide more services to the City of Hampton Agencies the i-team wants to offer workshops around building design capacity within municipal government.

Because of our primary partnership duties with the City of Hampton, we can only offer **2 workshops a month**, contact us if you have any interest in building your design tool capacity by better understanding:

- User Personas
- Journey Maps
- Collecting User Insights

HAMPTON
VIRGINIA

i-team Contacts

For any questions, contact:

Chad Sanders, i-team Director:
chad.sanders@hampton.gov

Demi Lashawn Keilu, i-team Designer:
demetrious.keilu@hampton.gov

HAMPTON
VIRGINIA

Next Steps

- Start to engage residents and other partners

- Work together to refine the vision for Hampton and identify priority areas

- Hire a third i-team member (e.g., Data Analytics Manager) to assist with research, analysis, and progress tracking

- Support new projects and grant applications

- Continue to learn from City partners and residents

- Install i-team Office Hours to serve Hampton City Agencies