



Strategic Plan Update

January 14, 2026

BACKGROUND

- ▶ Hampton developed its first community-based strategic plan in the 1980s
- ▶ Critical process for getting the community engaged in shaping the future vision and key priorities for the City
- ▶ City periodically reviews and updates the strategic plan to make sure it is relevant as times change
- ▶ Success of the plan is driven by all elements of the community - City is not the sole solution provider
 - ▶ Public and private service providers, community members, businesses, etc., all need to be engaged to move the City forward

THE STRATEGIC PLAN: FROM VISION TO ACTION



Vision

Where we want to go



Priorities

What matters most



Goals

What success looks like



Strategies

How we get there



Measures

How we track progress

► **Timeframe**
5-7 years

► **Purpose**
Guides the community's vision and priorities for community improvement

► **Focus**
Community goals, service delivery, and performance

► **Approach**
Collaborative, flexible, and updated regularly

► **Includes**
Vision, mission, goals, strategies, and performance measures

PAST SUCCESSES

- ▶ New hotel investment
- ▶ Revitalization of key districts
 - ▶ Coliseum Central
 - ▶ Buckroe Beach waterfront
 - ▶ Downtown investments
- ▶ Youth engagement initiatives
- ▶ Sports tourism
- ▶ 311 Call Center
- ▶ Etc.



CURRENT CHALLENGE

Period of rapid change driven by technology, societal changes, disruptions of historical behaviors impacting:



How we interact
(social media)



How we work
(telecommuting)



Where we live
(housing costs)



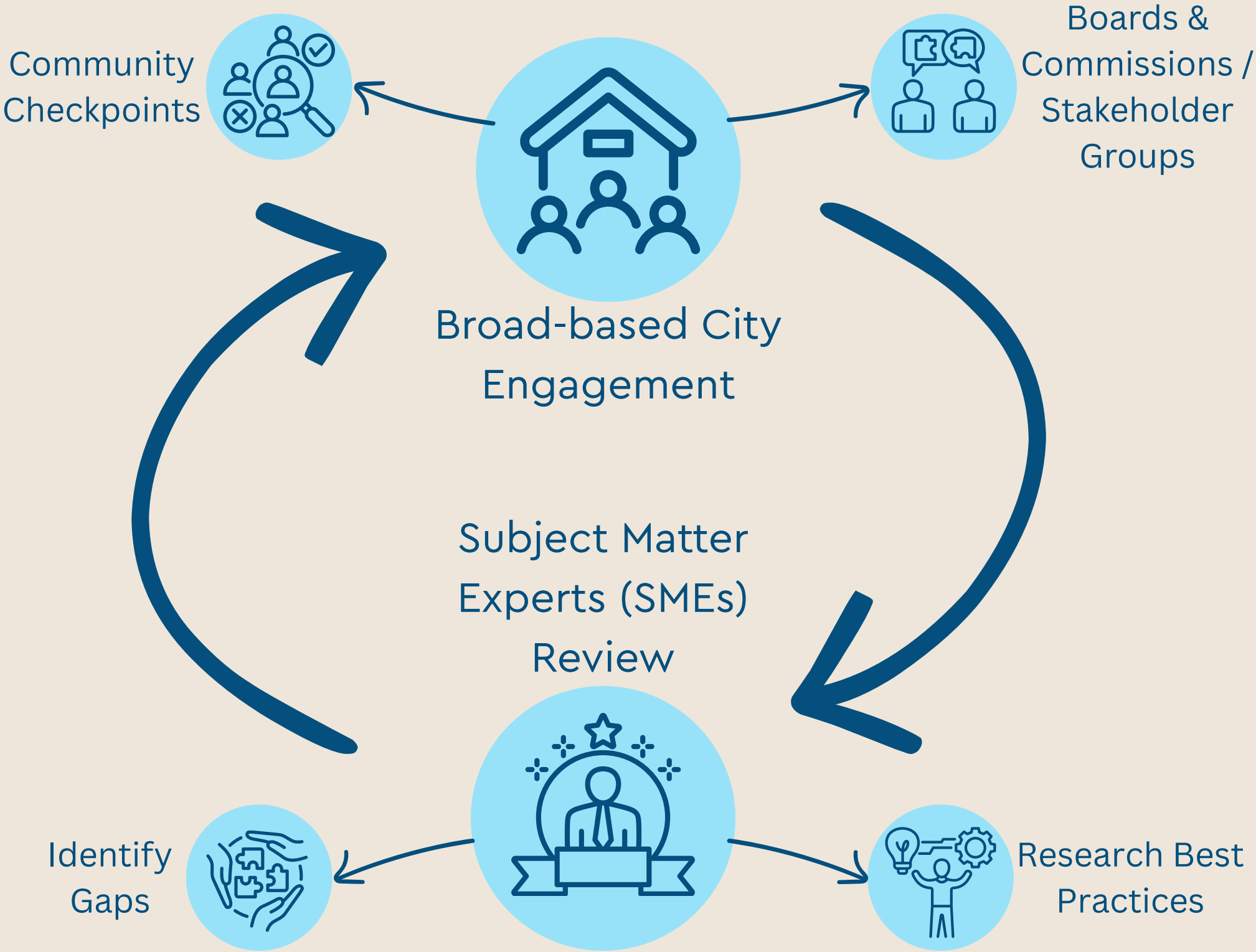
How we shop
(online)



How we get
things done
(AI)

...and more

STRATEGIC PLAN UPDATE PROCESS



FOUNDATION: CITY VISION, MISSION & VALUES



Vision

We are Hampton, a vibrant waterfront community, celebrating and embracing more than 400 years of history and innovation, to create an even more dynamic future.



Mission

By working better together, we provide outstanding public service that makes Hampton a place where people love to live, learn, work, and play.



Values

Accountability

Collaboration

Creativity

Customer Service

Integrity

Respect

Trust

FOUNDATION: STRATEGIC PRIORITY AREAS



Economic Growth

Leonard Sledge



Educated Citizenry

Nicole Clark



Excellence in Government

Jenn Green

Family Resilience &
Economic Empowerment

Lateshia Handie



Living With Water

Hui-Shan Walker



Placemaking

Neva White



Safe & Clean Community

Angelique Shenk



ECONOMIC GROWTH



Hampton propels economic growth and innovation, from the sea to the stars.

Attract and support a
diverse, thriving
business community.

- Recruit industries that align with Hampton's strengths — including emerging tech - while helping new industries take root.
- Invest in infrastructure, such as roads, utilities, and internet connections to ensure that sites are development-ready.
- Expand incentives to encourage redevelopment of aging or vacant spaces into vibrant centers of activity.
- Strengthen coaching, mentoring, and support for small businesses so they can grow and compete.
- Promote Hampton's strengths with fresh, compelling marketing that shows why this is a great place to do business.
- Streamline permitting to be the fastest, most customer-friendly in the region.
- Support businesses in adopting renewable energy and environmentally friendly practices.
- Attract companies that increase business travel and weekday hotel stays, strengthening the local hospitality sector.

Hampton's water economy
is thriving and growing.

- Support seafood businesses by connecting them with the latest research and innovation.
- Redevelop waterfront sites into vibrant, accessible destinations that can be reached by land and water.
- Partner with businesses to expand recreational, cultural, and commercial uses along our shorelines.

Help residents and
businesses succeed
through strong workforce
development.

- Build strong education-to-career pathways for high school and college students.
- Strengthen partnerships between employers, schools, and workforce organizations to connect residents with better job opportunities.
- Expand access to innovative job training, reskilling programs, and professional development.
- Help veterans translate military experience into civilian careers and support military spouses seeking local employment.

ECONOMIC GROWTH



Hampton propels economic growth and innovation, from the sea to the stars.

Create a high quality of life
that attracts residents,
talent, and investment.

- Support housing development that meets the needs of residents of all incomes and life stages.
- Invest in amenities and activities that strengthen neighborhoods and build community.
- Expand trails, parks, and outdoor spaces that promote health and attract new businesses.
- Encourage more mixed-use development in commercial corridors, older office parks, and older shopping centers to create modern and vibrant destinations.
- Expand retail options — especially local and neighborhood serving shops — to strengthen business districts.

Make Hampton a premier
destination for history and
sports.

- Invest in facilities, hotels, and infrastructure to maintain Hampton's leadership in youth sports tourism.
- Establish Hampton as a national destination for Black history, working with local and regional partners.
- Expand Hampton's role as a history destination on par with Williamsburg, Yorktown, and Jamestown.
- Celebrate and protect Fort Monroe's history in partnership with state and federal partners, while supporting appropriate development.
- Promote museums, entertainment venues, beaches, restaurants, festivals, and sporting events to attract visitors from across the region and beyond.

EDUCATED CITIZENRY



Hampton is a diverse community of learners for life.

Build strong relationships that strengthen education in Hampton.

- Grow career and employment opportunities for students by building stronger partnerships with local employees and organizations.
- Build community trust in our schools and programs by improving communication and sharing more stories of success.
- Make better use of shared resources — like facilities, public spaces, and local talent — to help schools and community partners do more with less.

Provide innovative, accessible learning opportunities across the community.

- Expand hands-on, community-based learning programs outside traditional classrooms - including micro-credentials, credit-for-learning pathways, library makerspaces, and digital skills bootcamps.
- Invest in arts, museums, and neighborhoods to create cultural experiences that bring people together and spark curiosity.
- Increase opportunities for adult learners to gain new skills, prepare for careers, and succeed in an evolving job market.

Ensure lifelong learning opportunities are accessible for everyone.

- Make learning opportunities easier to access by offering multiple locations, flexible hours, and better transportation options.
- Improve affordability and expand support services — including transitional services and paid training — through stronger partnerships and increased public investment.
- Increase access to high-quality, affordable early childhood education and childcare so families feel supported and children enter school ready to learn.

EXCELLENCE IN GOVERNMENT



Hampton is a leader in innovative, collaborative, and effective governance.

Hampton embraces new ideas and tools that make services faster, simpler, and more innovative for residents.

- Foster a culture where fresh, forward-thinking ideas are encouraged, celebrated, and put into action.
- Seek out, embrace, and adapt promising trends and proven best practices that improve services.
- Streamline systems so continuous improvement becomes a natural part of how we operate.
- Strengthen public-private partnerships that help achieve shared community goals.
- Enhance tools and resources to plan effectively and respond to changing economic, social, and environmental conditions.
- Improve efficiency across internal and public-facing services so processes are transparent, accessible, and user-friendly.

Residents and their government work side-by-side — openly, honestly, and in ways that help the whole community thrive.

- Expand transparency and make information, services, and data easier to access and understand.
- Improve systems to ensure clear, timely responses to resident inquiries with meaningful follow-through.
- Offer a wide range of opportunities for residents to connect, participate, and share their voice.
- Deliver consistent, coordinated communication across all channels.
- Use technology and proactive engagement to strengthen shared decision-making.
- Celebrate community and government achievements through storytelling, outreach, and public recognition.
- Support residents with the knowledge and tools they need to meaningfully shape local decisions.

EXCELLENCE IN GOVERNMENT



Hampton is a leader in innovative, collaborative, and effective governance.

Hampton invests in the people who serve our community — helping them grow, succeed, and stay.

- Maintain and enhance competitive compensation that rewards talent and commitment.
- Invest in innovative recruitment strategies that bring in highly skilled, mission-driven employees.
- Increase retention through clear career pathways, growth opportunities, and recognition of excellence.
- Foster a workplace culture that inspires teamwork, belonging, and pride in serving Hampton.
- Embrace adaptive workforce practices that meet the needs of employees and the community.
- Cultivate leaders at all levels who champion high-quality service and model Hampton's values of respect and responsiveness.

Hampton uses resources wisely, plans for the future, and manages services in ways residents can trust and see.

- Align city investments with the goals and outcomes residents care about most.
- Maintain strong management practices that protect long-term fiscal stability and effective service delivery.
- Advance performance-based accountability and celebrate exceptional results.
- Adopt tools that strengthen communication, coordination, and collaboration across complex projects.
- Cut unnecessary bureaucracy and eliminate inefficiencies that slow progress.
- Maintain safe, modern, resilient facilities that support high-quality service.
- Integrate emergency-readiness and resilience planning across all major operations.
- Use data and performance metrics to track progress, share results publicly, and refine strategies for greater impact.
- Prioritize employee safety and well-being through secure facilities, proper equipment, and workplace practices that protect physical, mental, and emotional health.

FAMILY RESILIENCE & ECONOMIC EMPOWERMENT



Hampton's families and neighborhoods are healthy, connected, and thriving.

Every Hampton family deserves a safe place to call home, strong support systems, and easy access to resources that support health and well-being.

Hampton families have real opportunities to earn a good living, build small businesses, and achieve financial stability close to home.

- Share information in clear, welcoming ways — using neighborhood voices, trusted partners, and positive stories that reach families where they are.
- Bring together the city, trusted community leaders, and service partners, so no one falls through the cracks — from reentry and housing to family support.
- Create more fun, creative, and educational spaces where people of all ages can connect, learn, and enjoy time together.
- Reflect Hampton's diversity by ensuring programs are welcoming and accessible for all cultures, ages, and newcomer families.
- Make it okay to ask for help by ensuring counseling, peer support, and health care are easy to find and free of stigma.
- Help families put healthy food on the table by strengthening local gardens, food banks, and neighborhood grocery options.

- Create clear, supported pathways to jobs and business ownership that offer stability and room to grow.
- Provide training for in-demand careers, with childcare and flexible schedules, so parents can fully participate and succeed.
- Partner with local employers to ensure training leads directly to hiring, apprenticeships, and long-term careers.
- Help families build everyday skills — from managing finances to using technology — while expanding small business support in neighborhoods across the city.

FAMILY RESILIENCE & ECONOMIC EMPOWERMENT



Hampton's families and neighborhoods are healthy, connected, and thriving.

Every resident, from young people to older adults, has a voice and a meaningful role in shaping Hampton's future.

- Elevate neighborhood voices through storytelling, listening sessions, and community conversations that build trust and belonging.
- Support and celebrate resident-led projects that bring neighbors together, share local stories, and strengthen community pride.
- Create events where families and youth take the lead, share culture, and celebrate community together.
- Help newcomers feel welcome through community ambassadors, family gatherings, and easy-to-navigate connections.
- Train and support neighbors as community guides — trusted messengers who help families find resources and make their voices heard.

Hampton's neighborhoods are places where people feel safe, can get where they need to go, and stay connected to one another.

- Transform vacant or underused spaces into welcoming community hubs with affordable homes, small businesses, and opportunities for local entrepreneurs.
- Expand safe, affordable transportation options so families can reach work, school, and health care — especially in neighborhoods that need it most.
- Make it easier and safer to walk, bike, and ride by connecting people to jobs, parks, schools, and each other.

LIVING WITH WATER



Hampton is a thriving, innovative, waterfront community, serving as a national model for environmental stewardship and coastal resiliency.

Hampton thrives with vibrant natural systems woven throughout the city, strengthening resilience and ecological health.

- Protect, restore, and expand forests, marshes, and other natural systems that buffer flooding and strengthen resilience.
- Restore and protect oysters, fish, and native wildlife to support healthier waterways and ecological balance.
- Reconnect fragmented natural areas using innovative policies and practices to create thriving, continuous ecosystems.
- Advance initiatives that improve water quality and ensure cleaner, safer waterways for future generations.

Hampton's waterways and waterfronts are vibrant, welcoming, and accessible to all residents and visitors.

- Remove physical, social, and economic barriers so every resident can access the water.
- Improve the quality and usability of existing waterfronts, parks, and access points.
- Create connected networks of greenways and blueways linking households, neighborhoods, and destinations to the water.
- Preserve waterways for recreation and commerce while protecting the natural habitats that make them special.

Hampton leads by example in reducing the causes of climate change and promoting cleaner, more sustainable ways of living.

- Develop and adopt a community-wide climate action plan in partnership with regional and local stakeholders.
- Foster a shared culture of responsibility where every resident plays a part in reducing emissions.
- Improve efficiency in public and private buildings, making Hampton a leader in sustainable energy use.
- Expand climate-friendly transportation options that improve health and reduce pollution.

LIVING WITH WATER



Hampton is a thriving, innovative, waterfront community, serving as a national model for environmental stewardship and coastal resiliency.

Hampton is resilient, prepared, and adaptive in the face of coastal flooding and major storms.

- Complete and implement watershed-based Water Plans to assess risk and guide resilience solutions.
- Pioneer adaptation strategies tailored specifically to Hampton's coastal environment.
- Protect or acquire flood-prone and environmentally sensitive parcels to restore natural floodplains and reduce repetitive damage.
- Support residents in taking flood resilience actions on their own properties.
- Deploy innovative stormwater, coastal flooding, and shoreline management solutions that provide long-term benefits.

Hampton builds a resilient future grounded in its waterfront heritage and informed by long-term vision.

- Establish resilience design standards for new development, infrastructure, and public facilities.
- Implement a citywide Green Infrastructure Plan that includes actions across residents, businesses, and institutions.
- Expand and diversify renewable energy use and improve the efficiency of city facilities and operations.
- Integrate future risk projections into land-use decisions to guide sustainable growth and protect vulnerable areas.

PLACEMAKING



Hampton is a diverse, coastal community, celebrating our history, culture, and connections through meaningful, shared spaces.

Hampton builds on its local strengths to grow economic, social, and environmental opportunities.

- Support development that creates lively, walkable neighborhoods with spaces where people can live, work, and gather.
- Build on Hampton's natural beauty, location, and culture to grow new opportunities for people and businesses.
- Bring new life to public spaces in under-resourced areas by working hand-in-hand with the community.
- Inspire district and neighborhood-level gatherings and events that strengthen social ties and enliven public spaces.

Hampton supports and strengthens the community's ability to share, care for, and celebrate common spaces and resources.

- Make it easy for community groups to improve, care for, and activate public spaces.
- Use clear, consistent messaging to highlight the unique character of Hampton's neighborhoods and destinations.
- Partner with federal, state, and private organizations to preserve historic assets and protect them for future generations.

PLACEMAKING



Hampton is a diverse, coastal community, celebrating our history, culture, and connections through meaningful, shared spaces.

Hampton's neighborhoods and districts are connected through welcoming, safe, and accessible routes.

- Make it easier for people to walk and bike across waterways, busy roads, and train tracks.
- Expand local and regional connections through new trails, parks, greenways, and water-access routes.
- Develop design guidelines that expand public access to the waterfront — especially Downtown, Phoebus, and Buckroe.
- Bring transit stops and nearby areas to life through small-scale placemaking projects.

Hampton's public spaces are inviting, active, accessible, and beautiful — reflecting the creativity and character of our community.

- Bring public spaces to life with inclusive design, art, events, and features that make them more useful and enjoyable for everyone.
- Protect neighborhoods' historic character with zoning tools, design standards, preservation partnerships, and historic district designations.
- Invest in enhanced maintenance of public facilities and spaces to strengthen pride and the overall visitor experience.
- Sustain Hampton's commitment to placemaking by aligning development regulations and master plans with community-driven visions.

SAFE & CLEAN COMMUNITY



Hampton is an inclusive, diverse community that provides safe, clean environments where residents and businesses can thrive.

Hampton prevents and reduces crime through proactive safety measures, effective enforcement, and strong community partnerships.

- Encourage residents and businesses to share responsibility for community safety.
- Educate residents about personal and neighborhood safety to strengthen shared responsibility.
- Implement innovative traffic-calming strategies to reduce reckless driving and increase safety.
- Strengthen regional coordination to reduce retail theft through information sharing.
- Build the next generation of public safety professionals through targeted outreach and school partnerships.

Hampton reduces youth violence by addressing root causes and expanding positive pathways to create safe spaces and opportunities.

- Expand mentoring, family support, positive activities, and youth employment opportunities.
- Partner with community organizations on violence-interruption strategies that break cycles early.
- Provide at-risk youth with coordinated services including housing, employment, and emergency support.
- Strengthen neighborhood resource centers as hubs for youth and violence-prevention services.
- Enhance rapid response communications across first responders, law enforcement, courts, and partner agencies.

Hampton invests in enhancing its physical appearance to create a safer, cleaner, and more welcoming community.

- Mobilize volunteers to care for and beautify neighborhoods and public spaces.
- Adopt policies and programs that promote well-lit, well-used, and inviting public spaces.
- Partner with residents and volunteers to maintain safe, well-kept residential communities.
- Reduce blight through a balanced approach of enforcement and incentives.



SAFE & CLEAN COMMUNITY

Hampton is an inclusive, diverse community that provides safe, clean environments where residents and businesses can thrive.

Hampton is a city where every resident and visitor feels safe, welcome, and connected.

- Connect with all residents through inclusive outreach, educational campaigns, and personal engagement that reflects the city's diversity.
- Increase civic engagement to give residents and community leaders a voice in decisions.
- Create more opportunities for residents to connect with one another and build community relationships.
- Empower youth to lead and shape initiatives that impact their lives.
- Encourage intergenerational volunteerism to build meaningful relationships across age groups.

Hampton fosters a culture of open communication and dialogue where valuable information is shared.

- Strengthen trust and relationships between the police and the community.
- Share stories that highlight community-led safety and beautification successes.
- Increase awareness of, and participation in, community events and programs.
- Promote safety, preparedness, and prevention through education and outreach initiatives.

Hampton prepares for the future by meeting the needs of an aging population.

- Work with regional partners on an age-friendly emergency plan that supports older adults.
- Train public safety staff on older adult care and compassionate communication.
- Expand neighborhood resource centers to support senior well-being and social connection.
- Provide assistance to help seniors maintain their homes and prevent property decline.
- Strengthen service capacity to ensure public safety response levels remain strong as demand grows.

2026 MILESTONES



January 14

City Council
Briefing on
Strategic Plan
Update



January 22

Community
Checkpoint
Meeting



Jan-Feb

Incorporate
Feedback
Received into
Final Plan



February 25

City Council
Adoption of
Strategic Plan



**Post
Adoption**

Develop
Implementation
Plan with
Performance
Measures

Strategic Plan Community Update



Join the City of Hampton for the Strategic Plan Community Update, where we'll share the revised draft plan shaped by extensive community input. This is your chance to hear directly from City leadership and gain insight into the priorities guiding Hampton's future. This is your opportunity to share feedback before we move forward.

We are excited to welcome Mitchell Silver, a nationally recognized urban planner with decades of experience helping communities create vibrant, people-centered places.

Be part of the conversation and help shape the future of Hampton.

DATE: Thursday, January 22, 2026

TIME: 6:30 PM (doors open at 6:00 PM)

LOCATION: Hampton Roads Convention Center

LIGHT REFRESHMENTS WILL BE SERVED



Register at hampton.gov/strategicplan or scan QR Code



LEARN MORE

Interested in learning more about the plan?
Visit the Strategic Plan website to see how we're
working to put the strategies into action and to
learn how you can get involved.

[HAMPTON.GOV/STRATEGICPLAN](https://hampton.gov/strategicplan)

