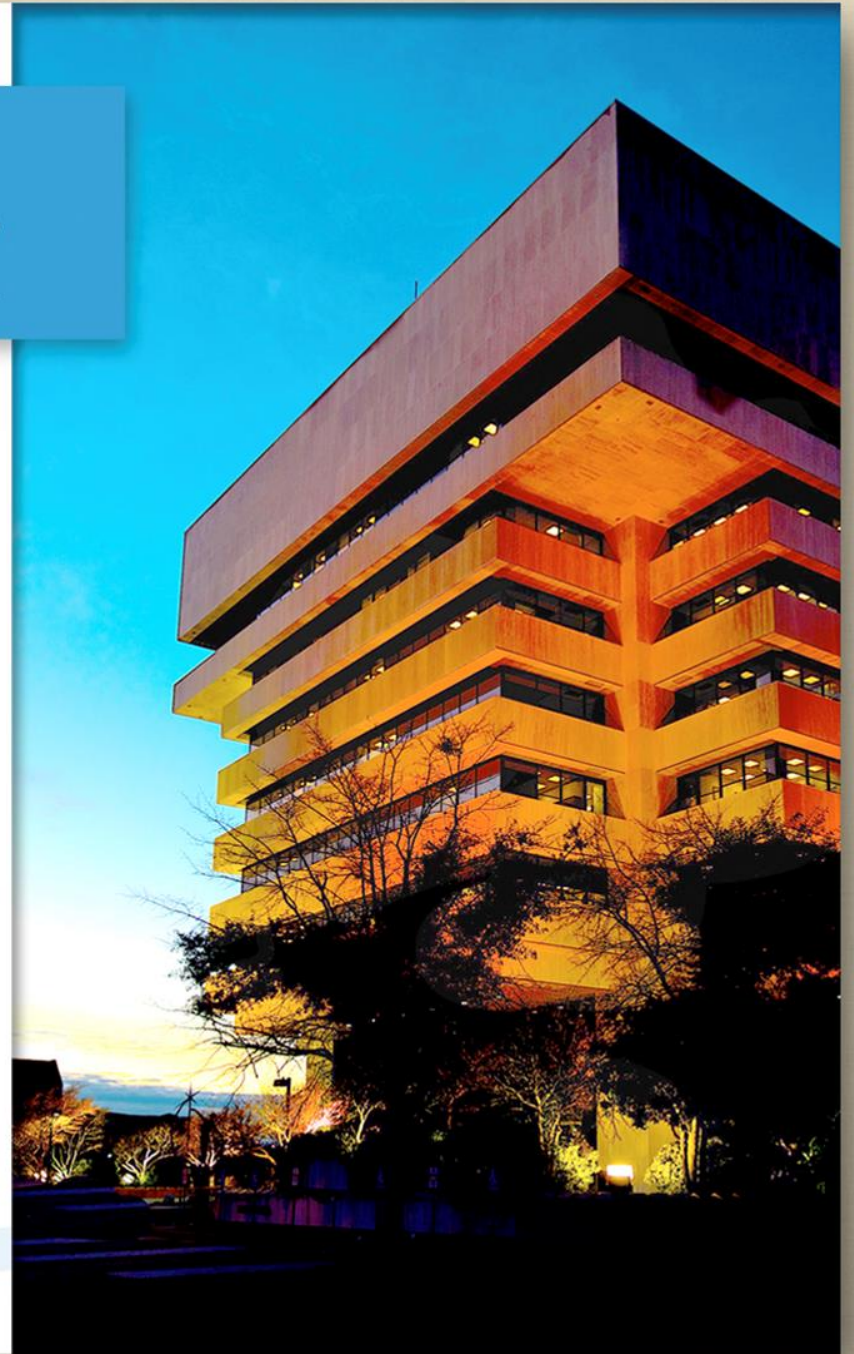


# HAMPTON VA

## Council Priority Projects Update

Hampton City Council

November 12, 2015



# Agenda

- ***Vision*** – declaration of an organization's objectives intended to guide its internal decision-making
- ***Strategic Priorities*** – organizational goals or desired results that help to convert a vision statement from a broad vision into more specific plans and projects
- ***Initiatives*** – Strategic priority categories that organize and connect the tactics to the organizational goals
- ***Tactics*** – Specific projects or programs used to implement the initiatives to advance the strategic priorities and achieve the vision

# Vision

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



# Strategic Priorities

- *External/Community Focus*
  1. *Economic Growth, including: Housing & Fort Monroe*
  2. *Place Making*
  3. *Living with Water*
  4. *Education*
  5. *Safety & Clean Community*
- *Internal Focus:*
  1. *Good Government*



# Refining Our Strategic Priorities

- **Economic Growth** – generating the resources necessary to support the services the community desires and produce quality jobs for our citizens
- **Place Making** – creating vibrant and authentic places that reflect and celebrate the unique culture, history, and character of our community
- **Living with Water** – addressing coastal resiliency, reoccurring flooding, waterways, and environmental sustainability while enhancing our tax base and quality of life

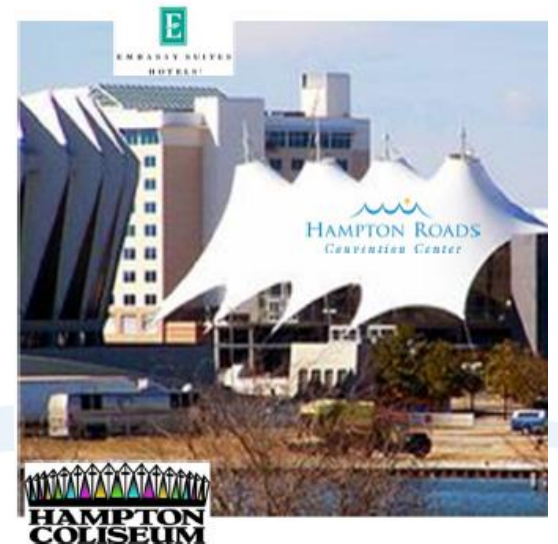
# Refining Our Strategic Priorities

- **Educated & Engaged Citizenry** – partnering with the Schools System, Hampton University, Thomas Nelson Community College and other formal and informal educational providers to keep, develop and attract a talented citizenry that will have a positive impact on their community and be able to succeed in the global economy
- **Safe & Clean Community** – ensuring that all Hampton citizens and businesses are safe, healthy, and secure in their persons and property
- **Good Government** – attracting, retaining, developing and rewarding high quality public servants that are committed to being stewards of community resources and trust, providing great customer service and demonstrating the highest level of ethical conduct

# Economic Growth Initiatives & Tactics

- *Jobs*
  - Science Park at Hampton Roads Center
  - Aquaculture/Seafood Center
  - Develop, keep and attract talented workforce and entrepreneurs
  - Business retention, expansion & attraction
- *Tourism*
  - Improve Hotel Stock
  - Build on sports tourism

*Note: Initiatives and Tactics are largely funded with Strategic Priority funds.*



# Economic Growth Initiatives & Tactics

- ***Higher Value Housing & Revitalization***
  - RFPs on City Land (ex. Pressey Otley & Harbour Square)
  - Housing Venture – upgrade existing housing
  - Position neighborhoods with smaller homes to appeal to millennials & empty nesters seeking to downsize
- ***Retail***
  - Work with private property owners to revitalize older properties



*Note: Initiatives and Tactics are largely funded with Strategic Priority funds.*



# Place Making Initiatives & Tactics

- *Creating Great Public Spaces*
  - Central Park along Newmarket Creek
  - Neighborhood Centers
  - Micro-projects
    - History Walk
    - Lights
    - Crabs on King & Queen
    - Splash Park

*Note: Initiatives and Tactics are largely funded with Strategic Priority funds.*



# Place Making Initiatives & Tactics

- *Activate Existing Spaces*

- Enhance use of waterways (boating, etc.)
- Festivals (smaller more frequent)
- Outdoor amenities (porch swings, beach fun, etc.)



- *Branding*

- Develop integrated branding with national reach
- Interstate signage



*Note: Initiatives and Tactics are largely funded with Strategic Priority funds.*

# Living with Water Initiatives & Tactics

- *Infrastructure improvements that enhance economic growth & place making*
  - Dutch Dialogues (Innovative Adaptation Strategies)
- *Coastal Resiliency/Hazard Mitigation*
  - Home elevations
  - Enhanced stormwater capacity
- *Shoreline Protection Strategies*
  - Breakwaters
  - Living Shoreline projects



*Note: Initiatives and Tactics are largely funded with operating, Stormwater and Wastewater funds.*



# Educated & Engaged Citizenry Initiatives

- *Strengthen Education Provider Partnerships*
- *Develop, keep and attract talented workforce as employees and residents*
- *Support Life Long Learning*

Note: *Tactics in development with partners.*





# Safe & Clean Community Initiatives

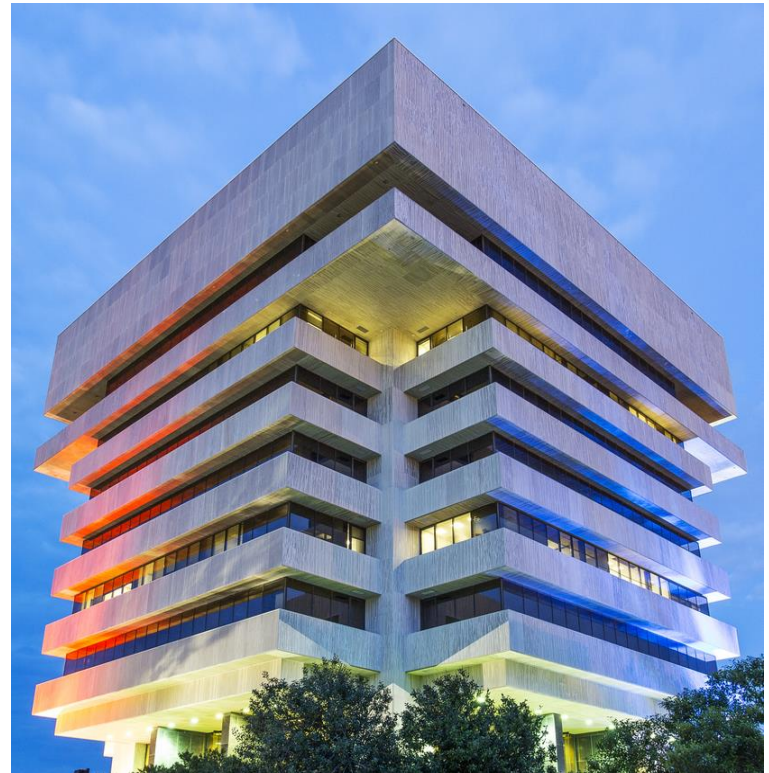
- *21<sup>st</sup> Century Policing*
- *White House Open Data program*
- *Positive youth engagement/Youth violence prevention*
- *Neighborhood blight removal and prevention*



Note: Initiatives and Tactics are largely operational and incorporated into the day-to-day activities of various departments.

# Good Government Initiatives & Tactics

- *Attract, retain and develop a top quality workforce*
  - Pay and Classification Study implementation
- *Great customer service*
- *Maximize organizational efficiency & effectiveness*



Note: Initiatives and Tactics are largely operational and incorporated into the day-to-day activities of various departments.

# Vision

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

