

Strategic Plan Update 2026

THE HAMPTON WAY

Hampton's vision is one that our residents helped shape. It reaches far beyond city government and reflects what makes our entire community special. By listening to what matters to you, we identified Hampton's strengths and the opportunities that will guide where we go from here.

Hampton is home to nationally recognized public schools, world-class higher education institutions — including one of the nation's top historically Black universities — and strong medical providers. We're proud of our federal partners, NASA, and Joint Base Langley-Eustis, whose missions matter to the nation and whose workforce helps drive our local economy. And across the city, small businesses, entrepreneurs, and innovators are growing new ideas every day. We continue working to keep our neighborhoods safe, protect our waterways from pollution and rising seas, and make the most of our limited land in a fully built-out city. While most households are economically stable, rising costs place a heavy burden on many families who are working hard to stay afloat.

One of Hampton's greatest strengths is our long tradition of listening. For decades, we've brought residents into the decision-making process, earning national awards and recognition — including being named an All-America City five times. We know that when government and residents work together, we create a better Hampton and ensure tax dollars support the goals we all share.

Over several years, we gathered your ideas in neighborhood meetings, civic groups, online forums, small discussions, and large community gatherings. Every voice mattered. Every idea was heard. Each person brought unique perspectives and hopes for the future. Our work was to bring these perspectives together into a shared vision of what Hampton can become.

You told us what you love about Hampton — our culture, our history, our festivals, our parks, our beaches, and the sense of community that sets us apart. You shared hopes for safer streets, more business opportunities, more housing choices, and clearer paths to good jobs. You told us you wanted both innovation and transparency in government. You wanted a city that works efficiently, listens, and keeps you informed.

Themes began to emerge in those conversations and were then formed into the city's key strategic focus areas. Then working groups made up of residents, city staff, experts, and community partners dug deeper into each of these areas. Their task was to take thousands of comments and turn them into clear goals and strategies — a roadmap for a Hampton that continues to grow stronger, safer, more connected, and more vibrant.

Together, we shaped a plan for Hampton's future. And together, we will make Hampton an even better place to live, learn, work, and play.

ECONOMIC GROWTH

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

Hampton's economy is rooted in its history on the sea and in the air. From maritime trade and seafood, to aviation and space exploration, Hampton has long adapted to change while preserving the character that defines us. That same resilience drives today's growth as we expand into new industries and create high-skill, high-wage opportunities.

Our economy is broad and evolving — spanning defense, technology, manufacturing, healthcare, higher education, sports tourism, retail, and the maritime economy. Hampton's strategic location, diverse workforce, and strong infrastructure position us as a hub for commerce and innovation, while our legacy of resilience ensures we remain competitive in a shifting world.

Opportunity for all is essential to Hampton's future. We invest in entrepreneurs, small businesses, and workforce programs that connect residents to careers and help ideas grow. The waterfront remains both our past and future, with redevelopment and public spaces that adapt to modern needs while preserving our natural and cultural resources.

As a mature city, Hampton's growth depends on reimagining what we already have. Transforming older properties into vibrant destinations and neighborhoods attracts new residents and businesses while strengthening our established communities. Tourism amplifies this work, combining world-class sports facilities with Hampton's unique history — from Black heritage to Fort Monroe and NASA — to tell a story that connects us to the nation and the world.

Hampton continues to adapt to economic shifts and environmental impacts while preserving what makes us unique, shaping an economy rooted in our past and ready for the future.

Economic Growth Goals and Strategies

Economic Growth Goal 1: Retain, attract new and support a diverse, thriving business community.

Strategies:

- EG 1.1** Retain existing and recruit new companies that align with Hampton's strengths — including emerging tech — while helping new companies take root.
- EG 1.2** Invest in infrastructure, such as roads, utilities, and internet connections to ensure that sites are development-ready.
- EG 1.3** Expand incentives to encourage redevelopment of aging or vacant spaces into vibrant centers of activity.
- EG 1.4** Strengthen coaching, mentoring, and support for small businesses so they can grow and compete.

- EG 1.5** Promote Hampton’s strengths with fresh, compelling marketing that shows why this is a great place to do business.
- EG 1.6** Streamline permitting to be the fastest, most customer-friendly in the region.
- EG 1.7** Support businesses in adopting renewable energy and environmentally friendly practices.
- EG 1.8** Expand and attract new companies that increase business travel and weekday hotel stays, strengthening the local hospitality sector.
- EG 1.9** Expand programs to support the growth of SWaM businesses.

Economic Growth Goal 2: Hampton’s water economy is thriving and growing.

Strategies:

- EG 2.1** Support seafood businesses by connecting them with the latest research and innovation.
- EG 2.2** Redevelop waterfront sites into vibrant, accessible destinations that can be reached by land and water.
- EG 2.3** Partner with businesses to expand recreational, cultural, and commercial uses along our shorelines.

Economic Growth Goal 3: Help residents and businesses succeed through strong workforce development.

Strategies:

- EG 3.1** Build strong education-to-career pathways for high school and college students.
- EG 3.2** Strengthen partnerships between employers, schools, and workforce organizations to connect residents with better job opportunities.
- EG 3.3** Expand access to innovative job training, reskilling programs, and professional development.
- EG 3.4** Help veterans translate military experience into civilian careers and support military spouses seeking local employment.

Economic Growth Goal 4: Create a high quality of life that attracts residents, talent, and investment.

Strategies:

- EG 4.1** Support housing development that meets the needs of residents of all incomes and life stages.
- EG 4.2** Invest in amenities and activities that strengthen neighborhoods and build community.
- EG 4.3** Expand trails, parks, and outdoor spaces that promote health and attract new businesses.

- EG 4.4** Encourage more mixed-use development in commercial corridors, older office parks, and older shopping centers to create modern and vibrant destinations and entertainment districts.
- EG 4.5** Expand retail options — especially local and neighborhood serving shops — to strengthen business districts.

Economic Growth Goal 5: Make Hampton a premier destination for history and sports tourism.

Strategies:

- EG 5.1** Invest in facilities, hotels, and infrastructure to maintain Hampton’s leadership in youth sports tourism.
- EG 5.2** Establish Hampton as a national destination for Black history, working with local and regional partners.
- EG 5.3** Expand Hampton’s role as a history destination on par with Williamsburg, Yorktown, and Jamestown.
- EG 5.4** Celebrate and protect Fort Monroe’s history in partnership with state and federal partners, while supporting appropriate development.
- EG 5.5** Promote museums, entertainment venues, beaches, restaurants, festivals, and sporting events to attract visitors from across the region and beyond.

EDUCATED CITIZENRY

Vision: Hampton is a diverse community of learners for life.

Education is more than a priority in Hampton — it’s part of who we are. Our community believes in learning at every age, and that belief has shaped our city for generations.

Hampton has always led the way in educational opportunities. From the Syms-Eaton School, the first free public school in the original colonies, to Hampton Institute opening doors for African Americans, our city has long been a place where learning creates opportunity. NASA’s “human computers” worked here, and Mercury astronauts trained here — proof that the brilliance of our community reaches to the stars.

That tradition continues today through the Academies of Hampton, where students connect what they learn in school to real careers. With some of the region’s highest on-time graduation rates and recognition as Virginia’s first and only Ford Next Generation Learning community, Hampton continues to lead with courage and creativity.

Our goal is simple: to be known as a community where education thrives and where strong, seamless K-12 partnerships open doors for every child. Guided by the Hampton City Schools Strategic Plan, we are committed to preparing every student for lifelong success and supporting the educators and partners who make that possible. But our vision includes more than K-12 education.

To be a community of learners for life means opportunity for every citizen, at every age. From quality childcare that supports working families, to workforce training at Virginia Peninsula Community College and Hampton University, education in Hampton is lifelong and life changing. Our libraries, museums, and cultural spaces bring history, technology, and art together, reminding us that learning is also joy, connection, and discovery.

Educated Citizenry Goals and Strategies

Educated Citizenry Goal 1: Build strong relationships that strengthen education in Hampton.

Strategies:

- EC 1.1** Cultivate partnerships among the City, universities, and employees to align workforce needs, expand career pathways, and retain local talent.
- EC 1.2** Grow technical and vocational employment opportunities for students by building stronger partnerships with local employees and organizations.
- EC 1.3** Make better use of shared resources — like libraries, public spaces, and local talent — to help schools and community partners do more with less.
- EC 1.4** Build community trust in our schools and programs by improving communication and sharing more stories of success.

Educated Citizenry Goal 2: Provide innovative, accessible learning opportunities across the community.

Strategies:

- EC 2.1** Expand hands-on, community-based learning programs outside traditional classrooms — including micro-credentials, credit-for-learning pathways, library makerspaces, and digital skills bootcamps.
- EC 2.2** Invest in libraries, museums, arts, and neighborhoods to create cultural experiences that bring people together and spark curiosity.
- EC 2.3** Increase opportunities for adult learners to gain new skills, prepare for careers, and succeed in an evolving job market.

Educated Citizenry Goal 3: Ensure lifelong learning opportunities are accessible for everyone.

Strategies:

- EC 3.1** Make learning opportunities easier to access by offering multiple locations, flexible hours, and better transportation options.
- EC 3.2** Increase access to high-quality, affordable early childhood education and childcare so families feel supported and children enter school ready to learn.
- EC 3.2** Improve affordability and expand support services — including transitional services and paid training — through stronger partnerships and increased public investment.

EXCELLENCE IN GOVERNMENT

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

Every day, residents interact with their city — whether it's getting a permit, calling for help, finding information, or simply navigating their neighborhood. Excellence in Government is our promise to make those moments easier, friendlier, and more helpful. It means showing up with clarity, kindness, and transparency so every person feels supported and confident in their city.

Hampton's strength has always come from how we solve problems together. From neighborhood committees to large community conversations, residents have shaped city decisions for decades. This spirit of openness is why Hampton has been recognized as an All-America City five times — and it continues today as we update our systems, expand communication, and make it easier for people to access what they need. Excellence in Government reflects something Hampton has always valued: working together with creativity, openness, and care to deliver great customer service.

It also means preparing for the future while delivering exceptional service today. That means investing in the people who serve our community, improving our buildings and technology, and making sure our systems are ready for whatever comes next. From everyday needs to major challenges, we want every interaction with the city to reflect who we are: helpful, responsive, and committed to making Hampton a place people truly love.

Excellence in Government is our commitment to keep improving as Hampton grows — listening, simplifying, innovating, and keeping residents at the center. When we invest in our people, strengthen partnerships, and stay open to new ideas, government becomes a true partner in building the community residents envision.

Excellence in Government Goals and Strategies

Excellence in Government Goal 1: Residents and their government work side-by-side — openly, honestly, and in ways that help the whole community thrive.

Strategies:

- EIG 1.1** Expand transparency and make information, services, and data easier to access and understand.
- EIG 1.2** Improve systems to ensure clear, timely responses to resident inquiries with meaningful follow-through.
- EIG 1.3** Offer a wide range of opportunities for residents of all ages and abilities to connect, participate, and share their voice.
- EIG 1.4** Deliver consistent, coordinated communication across all channels.
- EIG 1.5** Use technology and proactive engagement to strengthen shared decision-making.
- EIG 1.6** Celebrate community and government achievements through storytelling, outreach, and public recognition.

- EIG 1.7** Support residents with the knowledge and tools they need to meaningfully shape local decisions.

Excellence in Government Goal 2: Hampton embraces new ideas and tools that make services faster, simpler, and more innovative for residents.

Strategies:

- EIG 2.1** Foster a culture where fresh, forward-thinking ideas are encouraged, celebrated, and put into action.
- EIG 2.2** Seek out, embrace, and adapt promising trends and proven best practices that improve services.
- EIG 2.3** Streamline systems so continuous improvement becomes a natural part of how we operate.
- EIG 2.4** Strengthen public-private partnerships that help achieve shared community goals.
- EIG 2.5** Enhance tools and resources to plan effectively and respond to changing economic, social, and environmental conditions.
- EIG 2.6** Improve efficiency across internal and public-facing services so processes are transparent, accessible, and user-friendly.

Excellence in Government Goal 3: Hampton invests in the people who serve our community — helping them grow, succeed, and stay.

Strategies:

- EIG 3.1** Maintain and enhance competitive compensation that rewards talent and commitment.
- EIG 3.2** Invest in innovative recruitment strategies that bring in highly skilled, mission-driven employees.
- EIG 3.3** Increase retention through clear career pathways, growth opportunities, recognition of excellence, and a culture of accountability.
- EIG 3.4** Foster a workplace culture that inspires teamwork, belonging, pride in serving Hampton, and community volunteerism.
- EIG 3.5** Embrace adaptive workforce practices that meet the needs of employees and the community.
- EIG 3.6** Cultivate leaders at all levels who champion high-quality service and model Hampton's values of respect and responsiveness.
- EIG 3.7** Maintain safe, modern, resilient facilities that support high-quality service.
- EIG 3.8** Prioritize employee safety and well-being.

Excellence in Government Goal 4: Hampton uses resources wisely, plans for the future, and manages services in ways residents can trust and see.

Strategies:

- EIG 4.1** Align city investments with the goals and outcomes residents care about most.

- EIG 4.2** Maintain strong management practices that protect long-term fiscal stability and effective service delivery.
- EIG 4.3** Adopt tools that strengthen communication, coordination, and collaboration across complex projects.
- EIG 4.4** Cut unnecessary bureaucracy and eliminate inefficiencies that slow progress.
- EIG 4.5** Integrate emergency-readiness and resilience planning across all major operations.
- EIG 4.6** Use data and performance metrics to track progress, share results publicly, and refine strategies for greater impact.
- EIG 4.7** Maintain and improve the roads, utilities, and infrastructure residents rely on every day.

FAMILY RESILIENCE & ECONOMIC EMPOWERMENT

Vision: Hampton’s families and neighborhoods are healthy, connected, and thriving.

Hampton is a city on the rise — hopeful about the future and clear-eyed about the work ahead — as we focus on strengthening families and neighborhoods. With low unemployment and some of the most affordable housing in Hampton Roads, our city continues to be a place where families can put down roots, build stability, and thrive.

Because families make up a large share of Hampton’s ALICE (Asset Limited, Income Constrained, Employed) and poverty populations — especially households with children and single parents — we are intentionally centering our efforts around them. Meeting these challenges requires a holistic, family-centered approach built on strong partnerships and shared responsibility. By focusing on families who are close to stability but struggling with rising costs, we have a powerful opportunity to strengthen economic security across the entire city.

The Human Services Department continues to provide critical support for residents experiencing poverty, while the new Office of Economic Empowerment & Family Resilience is dedicated to helping ALICE households move toward long-term stability.

Hampton is bringing together economic empowerment efforts like skills training and entrepreneurship support with family-focused services such as childcare, parenting education, and accessible transportation. By doing so, the city is positioning itself as a model for whole-family, whole-community well-being.

Family Resilience & Economic Empowerment Goals and Strategies

Family Resilience & Economic Empowerment Goal 1: Every Hampton family deserves a safe place to call home, strong support systems, and easy access to resources that support health and well-being.

Strategies:

- FREE 1.1** Share information in clear, welcoming ways — using neighborhood voices, trusted partners, and positive stories that reach families where they are.
- FREE 1.2** Bring together the city, trusted community leaders, and service partners, so no one falls through the cracks — from reentry and housing to family support.
- FREE 1.3** Create more fun, creative, and educational spaces where people of all ages and abilities can connect, learn, and enjoy time together.
- FREE 1.4** Promote an environment where people can seek counseling, peer support, and health care that are easy to find and free of stigma.
- FREE 1.5** Help families put healthy food on the table by strengthening local gardens, food banks, and neighborhood grocery options.
- FREE 1.6** Strengthen coordinated community efforts to support individuals experiencing homelessness and promote pathways to stability, well-being, and housing.

Family Resilience & Economic Empowerment Goal 2: Hampton families have real opportunities to earn a good living, build small businesses, and achieve financial stability close to home.

Strategies:

- FREE 2.1** Create clear, supported pathways to jobs and business ownership that offer stability and room to grow.
- FREE 2.2** Provide training for in-demand careers, with childcare and flexible schedules, so parents can fully participate and succeed.
- FREE 2.3** Partner with local employers to ensure training leads directly to hiring, apprenticeships, and long-term careers.
- FREE 2.4** 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 Goal 3: Hampton’s neighborhoods are places where people feel safe, can get where they need to go, and stay connected to one another.

Strategies:

- FREE 3.1** Transform vacant or underused spaces into welcoming community hubs with affordable homes, small businesses, and opportunities for local entrepreneurs.
- FREE 3.2** Expand safe, affordable transportation options so families can reach work, school, and health care — especially in neighborhoods that need it most.
- FREE 3.3** Make it easier and safer to walk, bike, and ride by connecting people to jobs, parks, schools, and each other.
- FREE 3.4** Help newcomers feel welcome through community ambassadors, family gatherings, and easy-to-navigate connections.
- FREE 3.5** Train and support neighbors as community guides — trusted messengers who help families find resources and make their voices heard.

LIVING WITH WATER

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

Water has always shaped Hampton — our culture, our landscape, and our way of life. Our tidal rivers and bays have sustained communities for centuries, powering our seafood industry, our military installations, and our identity as a coastal city. Yet, these same waters bring challenges. As sea levels rise and storms intensify, Hampton faces increased flooding, shoreline erosion, habitat loss, and higher insurance costs for families and businesses.

Hampton is meeting these challenges head-on — drawing on its community strengths, embracing innovation, and preparing for a future where we don't simply withstand water, but live successfully with it. Our approach balances respect for our 400-year history with forward-thinking strategies that protect our people, enhance our natural systems, and preserve the coastal character that defines us.

Much of Hampton's waterfront has been filled in or developed over centuries, reducing the land's natural ability to handle rising waters. Today, we stand at a defining moment: How do we honor our heritage while shaping a future where people and water coexist safely and sustainably? By treating water as an asset — not a barrier — we can build a resilient city ready to thrive for generations to come.

Living with Water Goals and Strategies

Living with Water Goal 1: Hampton thrives with vibrant natural systems woven throughout the city, strengthening resilience and ecological health.

Strategies:

- LWW 1.1** Protect, restore, and expand forests, marshes, and other natural systems that buffer flooding and strengthen resilience.
- LWW 1.2** Restore and protect oysters, fish, and native wildlife to support healthier waterways and ecological balance.
- LWW 1.3** Reconnect fragmented natural areas using innovative policies and practices to create thriving, continuous ecosystems.
- LWW 1.4** Advance initiatives that improve water quality and ensure cleaner, safer waterways for future generations.

Living with Water Goal 2: Hampton's waterways and waterfronts are vibrant, welcoming, and accessible to all residents and visitors.

Strategies:

- LWW 2.1** Remove physical, social, and economic barriers so every resident can access the water.
- LWW 2.2** Improve the quality and usability of existing waterfronts, parks, and access points.

- LWW 2.3** Create connected networks of greenways and blueways linking households, neighborhoods, and destinations to the water.
- LWW 2.4** Preserve waterways for recreation and commerce while protecting the natural habitats that make them special.

Living with Water Goal 3: Hampton leads by example in reducing the causes of climate change and promoting cleaner, more sustainable ways of living.

Strategies:

- LWW 3.1** Develop and adopt a community-wide climate action plan in partnership with regional and local stakeholders.
- LWW 3.2** Foster a shared culture of responsibility where every resident plays a part in reducing emissions.
- LWW 3.3** Improve efficiency in public and private buildings, making Hampton a leader in sustainable energy use.
- LWW 3.4** Expand climate-friendly transportation options that improve health and reduce pollution.

Living with Water Goal 4: Hampton is resilient, prepared, and adaptive in the face of coastal flooding and major storms.

Strategies:

- LWW 4.1** Complete and implement watershed-based Water Plans to assess risk and guide resilience solutions.
- LWW 4.2** Pioneer adaptation strategies tailored specifically to Hampton's coastal environment.
- LWW 4.3** Protect or acquire flood-prone and environmentally sensitive parcels to restore natural floodplains and reduce repetitive damage.
- LWW 4.4** Support residents in taking flood resilience actions on their own properties.
- LWW 4.5** Deploy innovative stormwater, coastal flooding, and shoreline management solutions that provide long-term benefits.

Living with Water Goal 5: Hampton builds a resilient future grounded in its waterfront heritage and informed by long-term vision.

Strategies:

- LWW 5.1** Establish resilience design standards for new development, infrastructure, and public facilities.
- LWW 5.2** Implement a citywide Green Infrastructure Plan that includes actions across residents, businesses, and institutions.
- LWW 5.3** Expand and diversify renewable energy use and improve the efficiency of city facilities and operations.

PLACEMAKING

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

Placemaking is about more than buildings, parks, or streetscapes — it's about creating places where people feel connected, welcomed, and inspired. Hampton's most vibrant spaces reflect our physical, social, and cultural character, inviting people to live, work, explore, and build memories together. When spaces are designed with people in mind, they spark pride, strengthen relationships, and help neighborhoods grow more resilient.

Placemaking also fuels economic growth. Beautiful, active public spaces attract visitors, encourage investment, and anchor thriving local businesses. They increase foot traffic, support entrepreneurs, and create hubs of energy and activity. When people enjoy spending time somewhere, they return more often — and their presence strengthens the businesses and cultural experiences around them. This activity helps create jobs, boost property values, and support long-term, sustainable development.

But placemaking is as much about people as it is about place. A lively waterfront, a neighborhood park, or a historic plaza becomes the heart of a community when it reflects its people — inviting connection, storytelling, reflection, and celebration. Placemaking empowers residents, businesses, community groups, and local government to shape shared spaces together, fostering ownership, pride, and a sense of belonging.

Most importantly, great places inspire hope. When we invest in spaces where people feel safe, welcomed, and connected, we nurture healthier, happier communities. These places become catalysts for creativity, joy, and opportunity — and they show what's possible when we work together. Placemaking builds the spirit of a community, one space at a time.

Placemaking Goals and Strategies

Placemaking Goal 1: Hampton builds on its local strengths to grow economic, social, and environmental opportunities.

Strategies:

- PL 1.1** Support development that creates lively, walkable neighborhoods with spaces where people can live, work, and gather.
- PL 1.2** Build on Hampton's natural beauty, location, and culture to grow new opportunities for people and businesses.
- PL 1.3** Bring new life to public spaces in under-resourced areas by working hand-in-hand with the community.
- PL 1.4** Inspire district and neighborhood-level gatherings and events that strengthen social ties and enliven public spaces.
- PL 1.5** Cultivate a culture of civic engagement by encouraging and supporting City and corporate employees to contribute their time and talents to community service.

Placemaking Goal 2: Hampton supports and strengthens the community's ability to share, care for, and celebrate common spaces and resources.

Strategies:

- PL 2.1** Make it easy for community groups to improve, care for, and activate public spaces.
- PL 2.2** Use clear, consistent messaging to highlight the unique character of Hampton's neighborhoods and destinations.
- PL 2.3** Partner with federal, state, and private organizations to preserve historic assets and protect them for future generations.

Placemaking Goal 3: Hampton's neighborhoods and districts are connected through welcoming, safe, and accessible routes.

Strategies:

- PL 3.1** Make it easier for people to walk and bike across waterways, busy roads, and train tracks.
- PL 3.2** Expand local and regional connections through new trails, parks, greenways, and water-access routes.
- PL 3.3** Develop design guidelines that expand public access to the waterfront — especially Downtown, Phoebus, and Buckroe.
- PL 3.4** Bring transit stops and nearby areas to life through small-scale placemaking projects.

Placemaking Goal 4: Hampton's public spaces are inviting, active, accessible, and beautiful — reflecting the creativity and character of our community.

Strategies:

- PL 4.1** Bring public spaces to life with inclusive design, art, events, and features that make them more useful and enjoyable for everyone.
- PL 4.2** Protect neighborhoods' historic character with zoning tools, design standards, preservation partnerships, and historic district designations.
- PL 4.3** Invest in enhanced maintenance of public facilities and spaces to strengthen pride and the overall visitor experience.
- PL 4.4** Sustain Hampton's commitment to placemaking by aligning development regulations and master plans with community-driven visions.
- PL 4.5** Create and sustain public spaces, programs, and events that are welcoming, accessible, and reflective of the diverse populations we serve, including seniors, college students, the LGBTQ+ community, and individuals with varying abilities.

SAFE & CLEAN COMMUNITY

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

A safe and clean Hampton is essential to the city's overall well-being. Safety and cleanliness reach far beyond reducing crime or picking up litter — they shape how residents feel in their neighborhoods, how businesses grow, and how public spaces build pride. When residents feel secure, connected, and supported, every part of the city is strengthened.

Creating this type of environment takes everyone working together. Public safety agencies, public works, housing teams, youth programs, schools, the Unity Commission, and the Clean City Commission all play critical roles. Businesses, nonprofits, faith partners, and residents contribute by taking care of their neighborhoods, building relationships, and supporting one another. Each effort, big or small, adds up to a city that feels safe, clean, and welcoming.

Maintaining well-kept neighborhoods and public spaces also influences how people perceive opportunity and possibility. Clean and cared-for places signal that the city values its communities and invests in their future. This shared pride is just as important as the services provided — it encourages residents to stay engaged, participate, and help shape the city's growth.

Looking forward, Hampton is also preparing for emerging challenges. A growing senior population will increase demand for emergency services at a time when recruiting police, fire, and EMS professionals is increasingly difficult nationwide. The city is exploring creative staffing strategies, investing in youth, and strengthening community partnerships to build long-term resilience.

Safe & Clean Community is more than a program — it is a shared promise. Together, residents and community partners are shaping a system of care that strengthens neighborhoods, bridges generations, and ensures Hampton remains the vibrant, welcoming community we all want to call home.

Safe & Clean Community Goals and Strategies

Safe & Clean Community Goal 1: Hampton prevents and reduces crime through proactive safety measures, effective enforcement, and strong community partnerships.

Strategies:

- SCC 1.1** Encourage residents and businesses to share responsibility for community safety.
- SCC 1.2** Educate residents about personal and neighborhood safety to strengthen shared responsibility.
- SCC 1.3** Use data-driven approaches to identify and support individuals and populations at greatest risk of involvement in crime, either as victims or offenders.
- SCC 1.4** Develop targeted crime reduction strategies informed by trends, patterns, and characteristics identified through public safety data analysis.
- SCC 1.5** Enhance community safety through consistent enforcement and prevention.
- SCC 1.6** Implement innovative traffic-calming strategies to reduce reckless driving and increase safety.

- SCC 1.6** Strengthen regional coordination to reduce retail theft through information sharing.
- SCC 1.7** Build the next generation of public safety professionals through targeted outreach and school partnerships.

Safe & Clean Community Goal 2: Hampton prevents youth violence by addressing root causes and expanding positive pathways to create safe spaces and opportunities.

Strategies:

- SCC 2.1** Expand mentoring, family support, positive activities, and youth employment opportunities.
- SCC 2.2** Partner with community organizations on violence-interruption strategies that break cycles early.
- SCC 2.3** Provide at-risk youth with coordinated services including housing, employment, and emergency support.
- SCC 2.4** Strengthen neighborhood resource centers as hubs for youth and violence-prevention services.
- SCC 2.5** Create dynamic programs and activities that offer meaningful alternatives to risky behaviors.
- SCC 2.6** Enhance rapid response communications across first responders, law enforcement, courts, and partner agencies.

Safe & Clean Community Goal 3: Hampton is a city where every resident and visitor feels safe, welcome, and connected.

Strategies:

- SCC 3.1** Connect with all residents through inclusive outreach, educational campaigns, and personal engagement that reflects the city's diversity.
- SCC 3.2** Increase civic engagement to give residents and community leaders a voice in decisions.
- SCC 3.3** Create more opportunities for residents of all ages and abilities to connect with one another and build community relationships.
- SCC 3.4** Empower youth to lead and shape initiatives that impact their lives.
- SCC 3.5** Encourage intergenerational activities and volunteerism to build meaningful relationships across age groups.

Safe & Clean Community Goal 4: Hampton invests in enhancing its physical appearance to create a safer, cleaner, and more welcoming community.

Strategies:

- SCC 4.1** Mobilize volunteers to care for and beautify neighborhoods and public spaces.
- SCC 4.2** Adopt policies and programs that promote well-lit, well-used, and inviting public spaces.
- SCC 4.3** Partner with residents and businesses to maintain safe, well-kept residential communities and commercial corridors.

- SCC 4.4** Encourage community pride and beautification through recognition, incentives, and civic engagement.
- SCC 4.4** Reduce blight through a balanced approach of enforcement and incentives.

Safe & Clean Community Goal 5: Hampton fosters a culture of open communication and dialogue where valuable information is shared.

Strategies:

- SCC 5.1** Strengthen trust and relationships between the police and the community.
- SCC 5.2** Share stories that highlight community-led safety and beautification successes.
- SCC 5.3** Increase awareness of, and participation in, community events and safety programs.

Safe & Clean Community Goal 6: Hampton prepares for changing community needs by ensuring residents can age safely, remain connected, and access the support services they need to thrive.

Strategies:

- SCC 6.1** Work with regional partners to develop age-friendly emergency preparedness and response strategies.
- SCC 6.2** Equip public safety personnel with training that supports compassionate communication and service delivery for older adults.
- SCC 6.3** Strengthen neighborhood resource centers as hubs for social connection, wellness, and community support.
- SCC 6.4** Expand and promote programs that help older adults safely maintain their homes and prevent property decline.
- SCC 6.5** Ensure public safety services keep pace with the community's growing and changing needs.