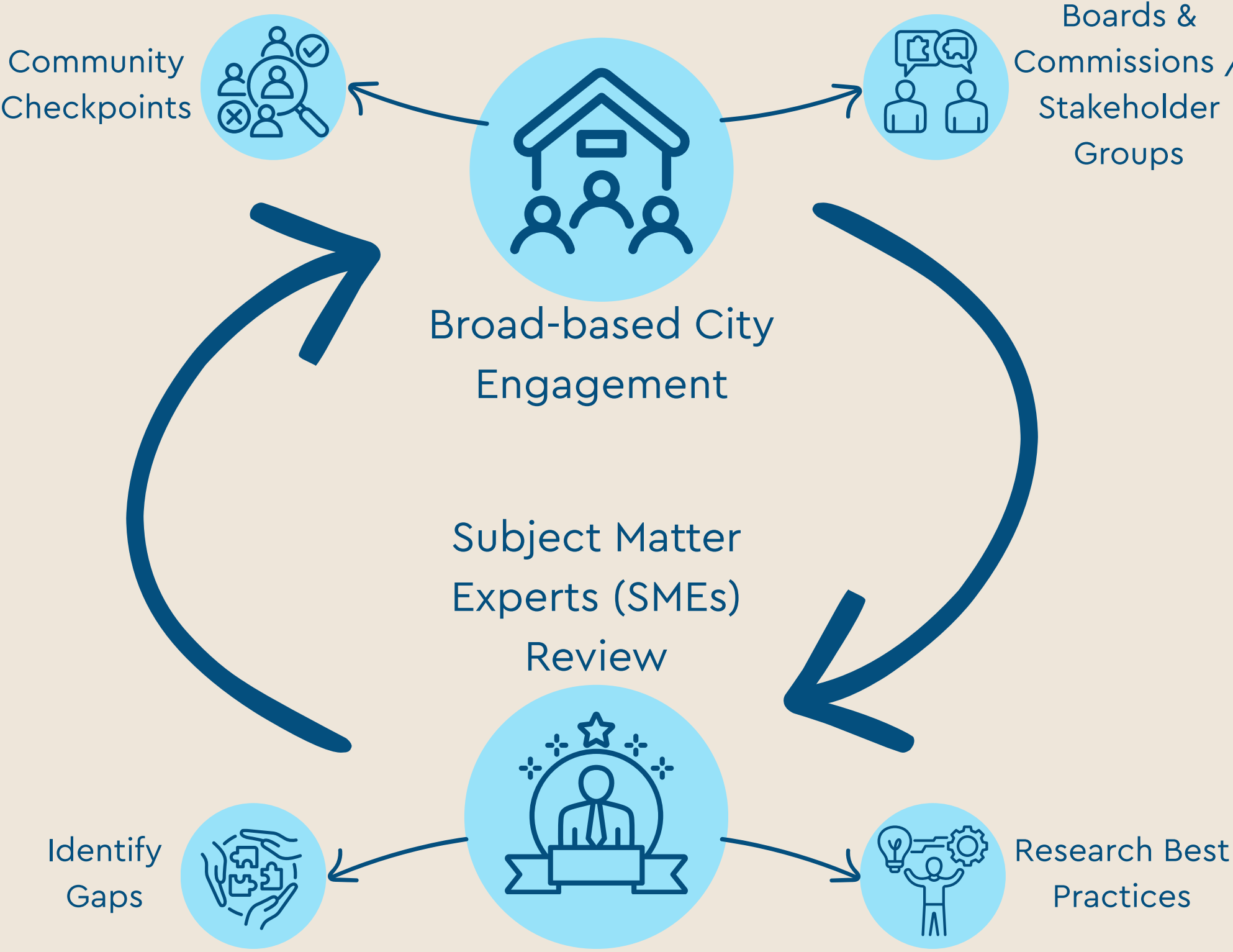




Strategic Plan Update

July 2026

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



Living With Water
Hui-Shan Walker



Placemaking
Neva White



Safe & Clean Community
Angelique Shenk



ADDITIONAL COMMUNITY FEEDBACK SESSIONS

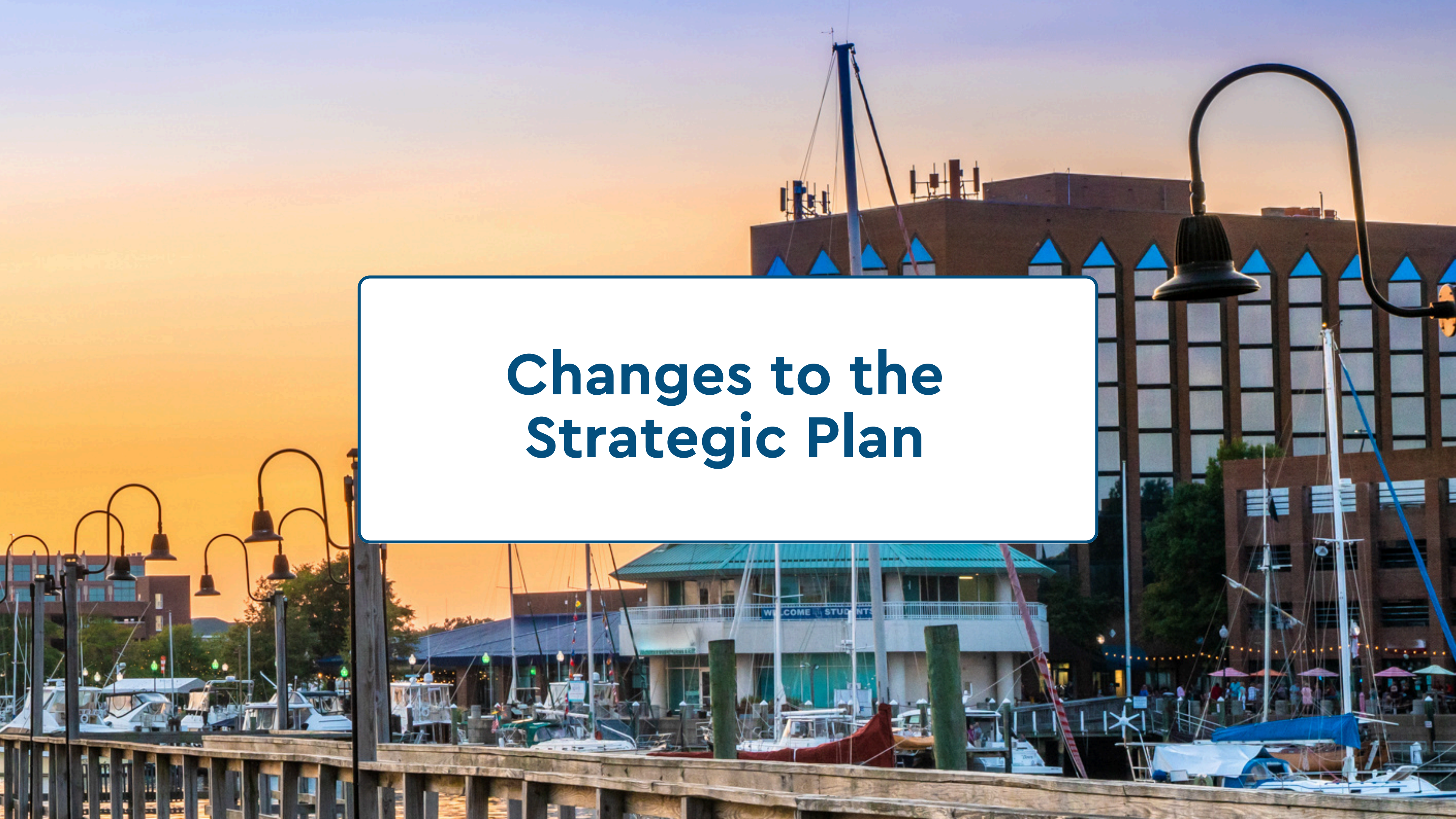


- ▶ **Online survey of community members**
- ▶ **In person feedback sessions with all Hampton City Schools Senior Government classes**
- ▶ **Focus groups with college students (HU, VPCC, B&S)**
- ▶ **Focus group with military**
- ▶ **Hampton hiring fair**



HOW WE GATHERED FEEDBACK

Audience	Discussion Focus
Online Community Survey Hiring Event	• Overall agreement with the Strategic Plan • Feedback on each of the seven strategic priorities • Highest priority for City action
High School & College Students	• Overall agreement with the Strategic Plan • What would encourage you to remain in Hampton after graduation? • How do you get information about events or news?
Military Community	• Overview of the Strategic Plan and its priorities • What do you look for when you relocate to a new base? • Open discussion about experiences, perceptions, and needs in Hampton • Questions, observations, and suggestions to inform the plan

A scenic view of a harbor at sunset. In the foreground, a wooden pier with several black, curved lamp posts runs across the frame. Several sailboats are docked at the pier. In the background, a large, multi-story brick building with a grid of windows and blue-tinted triangular accents is visible. The sky is a mix of orange, yellow, and blue, indicating the time is either sunrise or sunset. A white rectangular box with a dark blue border is centered over the image, containing the text "Changes to the Strategic Plan".

Changes to the Strategic Plan

ECONOMIC GROWTH: CHANGES TO THE PLAN



- ▶ Added reference to the retention of existing businesses to emphasize support of those who have already chosen Hampton.
- ▶ Created a new goal to expand programs to support the growth of SWaM businesses.
- ▶ Added reference to entertainment districts to support the desire of the community to have more fun things to do.

EDUCATED CITIZENRY: CHANGES TO THE PLAN

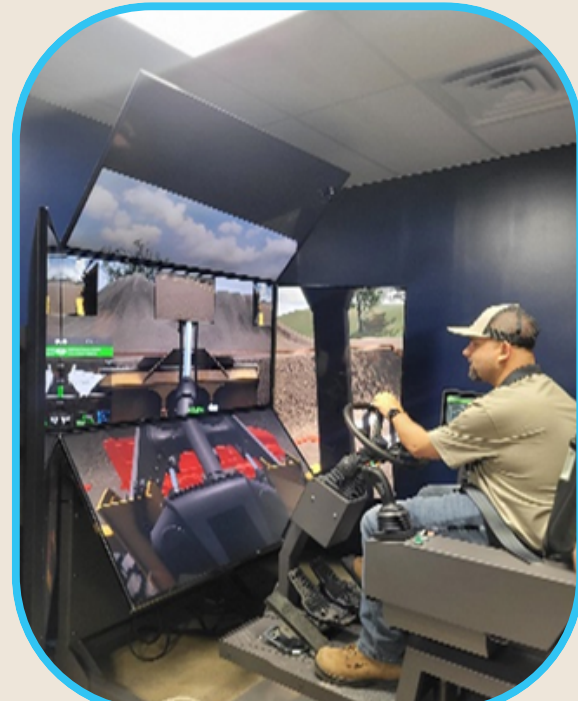
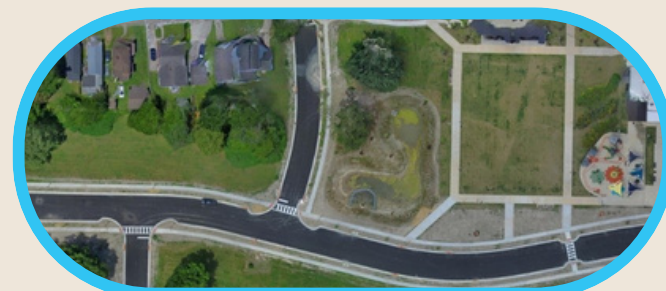


- ▶ Added reference to apprenticeship programs to support those seeking opportunities outside traditional education venues.
- ▶ Added reference to libraries to emphasize their importance to lifelong learning.

EXCELLENCE IN GOVERNMENT: CHANGES TO THE PLAN



- ▶ Used more inclusive language.
- ▶ Combined some strategies to avoid repetition.
- ▶ Added reference to community volunteerism, a direct request from employees.
- ▶ Moved some strategies under a different goal for better alignment.
- ▶ Created a new strategy specifically related to maintaining and improving infrastructure.



FAMILY RESILIENCE & ECONOMIC EMPOWERMENT: CHANGES TO THE PLAN



Building Community

BLOOMBERG
Center for Public Innovation
AT JOHNS HOPKINS

- ▶ Created a new strategy to strengthen coordinated community efforts to support unhoused individuals.
- ▶ Moved some strategies under a different goal in FREE for better alignment.
- ▶ Moved some strategies under a different priority area where appropriate.

LIVING WITH WATER: CHANGES TO THE PLAN



► Community input reinforced existing goals and strategies.



PLACEMAKING: CHANGES TO THE PLAN



- ▶ Created a new strategy related to civic engagement, encouraging and supporting City and corporate employees contributing their time and talents to community service.



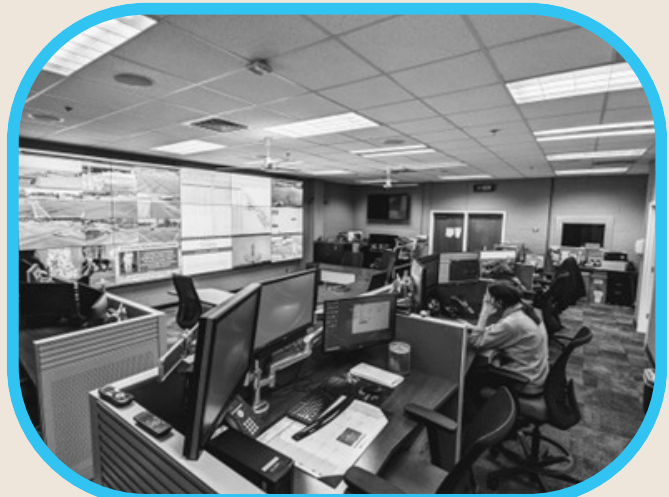
- ▶ Created a new strategy to make sure that our events and spaces are welcoming to all populations.



SAFE & CLEAN COMMUNITY: CHANGES TO THE PLAN



SUMMER YOUTH EMPLOYMENT PROGRAM



- ▶ Created new strategies emphasizing data-driven crime prevention, targeted interventions, and a balanced approach of enforcement and prevention.
- ▶ Shifted the focus from reducing youth violence to preventing it.
- ▶ Used more inclusive language.
- ▶ Broadened safe, clean, and welcoming to explicitly include the business community and commercial corridors.
- ▶ Expanded a goal to address changing community needs by supporting residents as they age safely, stay connected, and access needed services.

NEXT STEPS





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)

