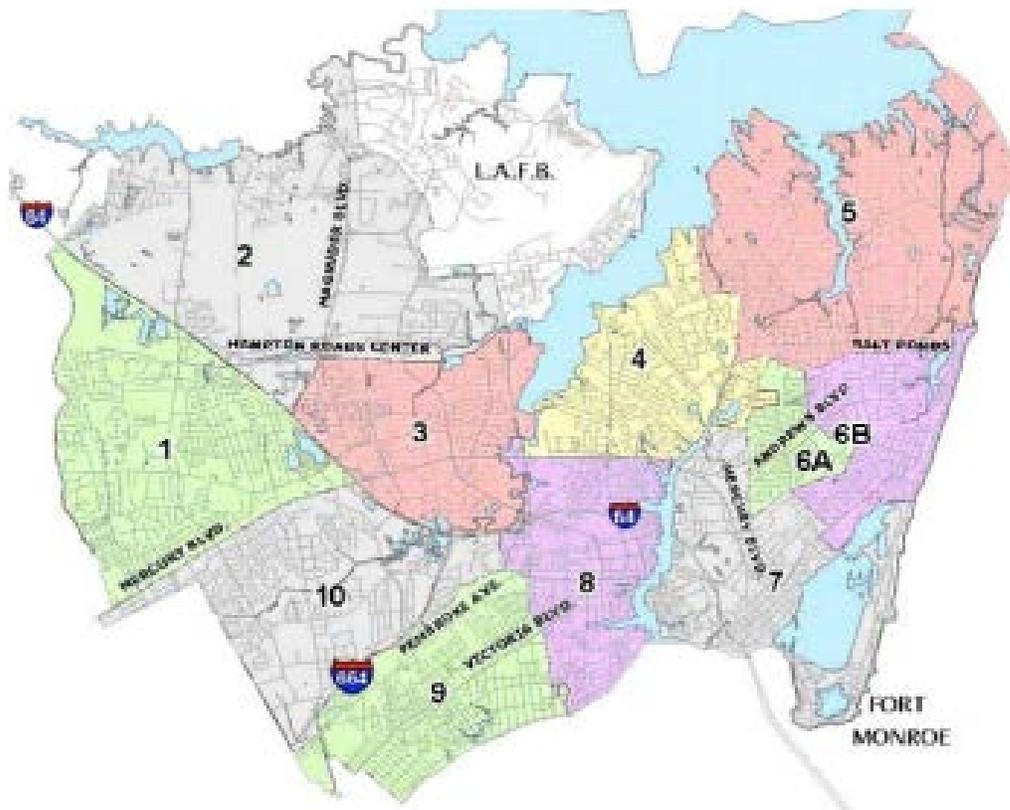




## City of Hampton 2023 Situation Analysis Report



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Summary of community issues and Extension office response

Priority Issue	Planned Unit Response
<p><b>Youth Social Emotional Wellness</b></p>	<ul style="list-style-type: none"> <li>• The 4-H Youth Development Program will collaborate with Academies of Hampton City Schools, Community Builders are Network Coalition and other youth serving organizations/agency to provide 4-H Youth educational opportunities and programs aimed at equipping youth with coping tools, resources, and skill needed to influence a positive outcome for mental health.</li> <li>• The 4-H Agent, 4-H Youth Development Associate and volunteers will utilize the following curriculums; Your Thoughts Matter, Your Feelings Matter, Mindful Me, GEM: Get Experience in Mindfulness, and 4-H Yoga to aid youth in recognizing the connections between feelings (stress and mood) and healthy habits (sleep, healthy eating, and exercise) while developing and practicing coping skills to better their social and emotional wellness.</li> <li>• 4-H and ANR will collaborate to provide interdisciplinary programs on gardening therapy to improve youths mental and physical health.</li> </ul>
<p><b>Youth Violence</b></p>	<ul style="list-style-type: none"> <li>• The 4-H Program will collaborate with the Hampton Office of Youth and Young Adults Opportunities, Academies of Hampton City Schools, Hampton Parks and Recreation, Community Builders Network Coalition, Faith-base Organizations and other youth serving organization /agencies to provide youth with positive outlets and giving them a chance to interact with others while participating in an engaging educational opportunities aimed at equipping youth with tools, resources, and skill needed to influence a positive behaviors.</li> <li>• 4-H curriculums such as Character Counts, Guide to Bully preventions and Citizenship targeting the underlying issues of good decision making, problem solving, and conflict resolution will be utilized to increase youth protective factors and reduce risk factor associated with violence.</li> <li>• 4-H and ANR will collaborate to provide interdisciplinary programs on gardening therapy to improve youths engagement in the community.</li> </ul>
<p><b>Climate Change, Coastal Resiliency, Water Quality</b></p>	<ul style="list-style-type: none"> <li>• Hampton Natural Green Infrastructure Steering Committee – This is an effort to identify potential green spaces in Hampton and create feasible</li> </ul>

	<p>actions to create those green spaces. As we continue to work with this committee, the Resiliency office has asked Extension to provide technical assistance to residents. We are unsure what specific programs are necessary because we are so early in the process, but I have assured our partners that we are ready for the task. Please note that this committee was formed in November 2023 and is in the initial phases of producing feasible goals and programs for the city to implement.</p> <ul style="list-style-type: none"> <li>• VCE Hampton Master Gardener Tree Steward site visits – The Hampton Extension Master Gardener Tree Stewards provided technical assistance on the use of trees in stormwater best management practices (BMPs).</li> <li>• The VCE Hampton Master Gardeners Tree Stewards work with National Parks Service ranger Aaron Firth to educate patrons on the trees at Fort Monroe. This includes not only giving tours, the VCE Hampton Master Gardeners also created the site bulletin and tree facts brochures for the 36 different types of trees within the Fort Monroe moat area. Tours are held on the 3rd Saturday of the month.</li> </ul>
<p><b>Stormwater Education</b></p>	<ul style="list-style-type: none"> <li>• Healthy Virginia Lawns – Healthy Virginia Lawns (HVL) is a stormwater management program that seeks to decrease the amount of fertilizer runoff on residential properties. It works to educate homeowners on the best management practices for fertilizing and caring for their lawn with an in-depth home visit. Unlike agricultural and municipal-owned acreages, homeowners are not regulated under Virginia law concerning nutrient management on their property.</li> <li>• Rain Barrel Workshops - Rain Barrels can be attached to downspouts to capture roof runoff. The water stored in the rain barrel can be used to water gardens or lawns. Rain barrels can also help control stormwater runoff, which can cause erosion and degrades our streams.</li> <li>•</li> </ul>
<p><b>Helping consumers make healthy food choices on a limited budget</b></p>	<ul style="list-style-type: none"> <li>• The Family Nutrition Program will teach limited-resource families and seniors on how to make healthier food choices and become better managers of available food resources for optimal health and growth. The focus will be on basic nutrition, physical activity, safe food handling, and thrifty food shopping.</li> </ul>

	<p>The ANR program will focus on the following:</p> <ul style="list-style-type: none"> <li>• Plant A Row for the Hungry in collaboration with the Virginia Peninsula Foodbank – Plant a Row for the Hungry is a public service program of GardenComm, formerly the Garden Writers Association (GWA). Garden writers are asked to encourage their readers/listeners to plant an extra row of produce each year and donate their surplus to local food banks, soup kitchens and service organizations to help feed America’s hungry.</li> <li>• Gardening Bootcamp for Educators – Gardening Bootcamp for Educators was created in response to the many inquiries received by the Hampton Extension office for assistance with youth gardens. This class was directed towards educators, both formal and informal, looking to establish or renovate a school or community garden.</li> <li>• Community Garden at Langley Village Senior Apartments – Continuing into 2024, the VCE Hampton Master Gardeners successfully assisted the resident-volunteers in renovating their community garden at Langley Village Senior Apartments in 2022. Through a grant received through Virginia Cooperative Extension’s Family Nutrition program, residents harvested tomatoes, peppers, cooking greens, beets, and many more vegetable crops. Residents enjoyed gardening in their community area, with some sharing stories and interacting with other residents</li> </ul>
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## Introduction

The Hampton Extension Office conducted a comprehensive situation analysis during the months of May 2023 through December 2023. Two advisory committees were formed by the Agents, the 4-H Youth Development Advisory Committee and the Agriculture and Natural Resources Advisory Committee to assist in the situation analysis process. Both committees collaborated with VCE-Hampton City staff members to develop, plan and implement the situation analysis process in developing a Hampton Unit Profile, conducting focus groups and key informant interviews as well as implementing community & key stakeholders surveys to gather their perspectives on issues and problems in the city. Data and information were analyzed by the prospective committees and priority issues were identified. VCE-Hampton City staff met two times during the situation analysis process. At the first meeting, an overview of the situation analysis process was discussed. In addition, an initial situation analysis plan was developed that included tasks and timelines for VCE-Hampton City staff. At the second meeting, VCE-Hampton City staff reviewed and discussed the data from the VCE Situation Analysis Resource website and data provided from the Hampton City planning and development department to devise a plan of action to move forward in the situation analysis process.

The 4-H Youth Development Advisory Committee and the Agriculture and Natural Resources Advisory Committee both met separately to organize and analyze the data. Both committees discussed and recorded implications and trends found from the data and a unit profile was developed. Several issues were identified by

both committees. Based on the findings, both committees determined that the best way to gather perspectives from the community & key stakeholders would be to conduct focus group sessions, key informant interviews and a community survey. The key findings from the unit profile, focus groups, community & key stakeholders surveys and key informant interviews were all utilized to prepare the Hampton Situation Analysis report. The report addresses priority issues that were identified for the City of Hampton as well as including those that could be addressed with current VCE resources and those that were outside the scope of current VCE resources.

## Unit Profile

The City of Hampton is in the coastal region of Virginia, approximately 70 miles from Richmond. The City of Hampton is the 8th largest city in Virginia with a population of 138,030 as of July 1, 2023. Hampton ranks in the upper quartile for Population Density and Diversity Index when compared to the other cities, towns and Census Designated Places (CDPs) in Virginia.

### Hampton, VA Data & Demographics (As of July 1, 2023)

POPULATION		HOUSING	
Total Population	138,030 (100%)	Total HU (Housing Units)	63,505 (100%)
Population in Households	134,363 (97.3%)	Owner Occupied HU	30,460 (48.0%)
Population in Families	104,437 (75.7%)	Renter Occupied HU	27,969 (44.0%)
Population in Group Quarters <sup>1</sup>	3,667 ( 2.7%)	Vacant Housing Units	5,076 ( 8.0%)
Population Density	2,682	Median Home Value	\$241,407
Diversity Index <sup>2</sup>	66	Average Home Value	\$274,367
		Housing Affordability Index <sup>3</sup>	99

INCOME		HOUSEHOLDS	
Median Household Income	\$60,409	Total Households	58,429
Average Household Income	\$88,041	Average Household Size	2.30
% of Income for Mortgage <sup>4</sup>	24%	Family Households	35,700
Per Capita Income	\$37,385	Average Family Size	3.00
Wealth Index <sup>5</sup>	73		
Socioeconomic Status Index <sup>6</sup>	Moderate (48.9)		

#### NOTES

1. Group Quarters - a place where people live or stay in a group living arrangement. Includes college residents halls, nursing facilities, military barracks, and correctional facilities.
2. The Diversity Index is a scale of 0 to 100 that represents the likelihood that two persons, chosen at random from the same area, belong to different races or ethnic groups. If an area's entire population belongs to one race AND one ethnic group, then the area has zero diversity. An area's diversity index increases to 100 when the population is evenly divided into two or more race/ethnic groups.
3. The Housing Affordability Index base is 100 and represents a balance point where a resident with a median household income can normally qualify to purchase a median price home. Values above 100 indicate increased affordability, while values below 100 indicate decreased affordability.
4. The % of Income for Mortgage quantifies the percentage of median household income dedicated to mortgage payments on a home priced at the median value (assuming a 30-year mortgage and a 20% down payment).
5. The Wealth Index is based on a number of indicators of affluence including average household income and average net worth, but it also includes the value of material possessions and resources. It represents the wealth of the area relative to the national level. Values above or below 100 represent above-average wealth or below-average wealth compared to the national level.
6. The Socioeconomic Index ranges from zero (lowest relative status) to 100 (highest relative status). This measure quantifies disparities in social position of an area's inhabitants and is built from a broad range of demographic, housing, and socioeconomic inputs. More information on this measure can be found in [Esri's SEI tutorial](#).

## Population Key Trends:

Hampton city's population has already reached its peak and is showing a trend of decline:

The peak population was 146,479 in the year 2000

From 2000 to 2010, Hampton city's population decreased by 9,061 (6.19%), as compared to the national growth of 9.63%.

From 2010 to 2020, Hampton city's population decreased by 142 (0.10%), according to Census Bureau's Population Estimates Program. For the same period, the rate of growth for the United States was 7.17%.

Between the year 2000 and 2022, Hampton city's population was lowest in year 2018 at 134,800.

Hampton city's population has become increasingly diverse:

Racial distribution of Hampton city population: 39.41% are White, 49.42% are Black or African American, 0.38% are American Indian and Alaska Native, 2.18% are Asian, 0.11% are Native Hawaiian and other Pacific Islander, 1.95% are some other race and 6.56% are multiracial.

By ethnicity, 8,647 is Hispanic or Latino (of any race), and 128,101 (93.68% of the total population) is Non-Hispanic.

The largest racial group in Hampton city is Black or African American with a population of 67,576 (49.42% of the total population).

## **Hampton city's population is young compared to the rest of the country:**

The median age in Hampton city is 36.3, compared to 38.8 nationwide, according to the American Community Survey 2017 - 2021 5 Year estimates.

Hampton city's population under 18 was 21.37%, compared to the 22.51% nationwide.

Hampton city's elderly or the senior population (over 65 age) was 15.28% as compared to 16.04% nationwide.

Of the total population in Hampton city, 17.87% were under the age of 15, 23.33% aged 15 to 29, 43.52% aged 30 to 64, 13.58% aged 65 to 84, and 1.70% were 85 years of age and older.

Gender:

There are 4,630 more females than males in Hampton city:

The female percentage in the USA is 50.5% while the male percentage is 49.5%, compared to 51.69% females and 48.31% males in Hampton city, VA.

The Hampton city, VA gender ratio is 93.5:100 i.e. 93.5 men to 100 women (0.935).

For male population, the largest age group is 20-24 years with a population of 6,144.

For the female population, the largest age group is 25-29 years with a population of 5,434.

Source: U.S. Census Bureau [American Community Survey \(ACS\)](#) 2017-2021 5-Year Estimate

U.S. Census Bureau Population Estimates [Population Estimates Program \(PEP\)](#)

# Community and Resident Perspectives

## Horticulture and Natural Resource

Through a series of interviews and focus groups with Hampton Extension Master Gardener volunteers, residents, and partner organizations, the following key issues were identified: (1) climate change and coastal resiliency, (2) promotion of water quality and/or storm water education, (3) a decreased appreciation for the environment, (4) more youth programming, (5) More native plant and pollinator education, (7) more funding for Bluebird Gap Farm, (8) school and community garden education, (9) violence, (10) more science-based communication efforts, (11) pesticide education, and (12) the dissolution of the family structure.

## 4-H Youth Development

Three focus group sessions were conducted with Community Builders Network Coalition, Hampton 4-H Teen Club/Hampton Youth Advisory Group and Hampton 4-H Advisory Committee. The 4-H Advisory Committee is composed of collaborating youth organizations and community stakeholders (Hampton City Council members, Two 4-H Youth, Faith-Based Community Leaders, Community Builders Network Coalition, Alternative Inc., Hampton Healthy Families, Hampton School Age Program, Hampton Unity Commission, Hampton Office of Youth and Young Adults, Hampton City School, Hampton Parks, Recreation, and Leisure Services and Virginia Cooperative Extension 4-H Program Associates & Unit Administrative Assistant. The first focus group was conducted with the 4-H Advisory Committee and based on the unit profile data, surveys and group discussions the focus groups identified key issues concerning youth in the City. Key issues identified were (1) youth social and emotional wellness (2) youth violence, (3) youth underage use of tobacco, alcohol and drugs (4) lack of youth engagement in their communities and (5) youth unhealthy eating habits. The second focus group was conducted with Community Builders Coalition, which is a youth and adult partnership focusing on working together to build a better healthier community. Based on the unit profile data, surveys and group discussions the focus groups identified key issues concerning youth in the City were (1) youth social and emotional wellness (2) underage use of tobacco, alcohol and drugs (3) youth violence, (4) lack of youth engagement in their communities. The third focus group was conducted with youth from the Hampton 4-H Teen Club and Hampton Youth Advisory Group. Based on the unit profile data, surveys and group discussions the focus groups identified key issues concerning youth in the City. Key issues identified were (1) youth social and emotional wellness (2) underage use of tobacco, alcohol and drugs (3) youth violence, (4) need positive places to go and things to do (5) lack of youth engagement in their communities.

In addition, four key informant interviews were conducted with the following stakeholders of the Hampton 4-H Youth Development Program: Steve Bond, Assistant City Manager, two parents and Maria Perkins, Alternative Inc. Specific issues commonly identified included (1) youth violence (2) underage use of tobacco, alcohol and drugs (3) youth social and emotional wellness, (4) need positive places to go and things to do (5) lack of youth engagement in their communities.

Furthermore, a community online statewide survey was conducted to gather more insight on needs and issues in our community. The response success rate was not great but provided further insight. After data was analyzed it supported the focus groups and stakeholder interviews findings as well.

## Future Programming to Address Community Issues

### Horticulture and Natural Resource Priority Issues

#### Issues 1 & 2: Climate Change, Coastal Resiliency, Water Quality, and Stormwater Education

State and federal laws regulate storm water discharges from the City of Hampton. The city has implemented a public outreach and education program partly through its Clean City Commission (HCCC) to increase knowledge and change behaviors to impact pollution reduction. In addition, the latest Hampton Community Plan listed the need for enhanced education in the areas of Chesapeake Bay preservation, environmental stewardship, pollution

reduction, and shoreline protection. Despite continuous education programs, concerns about best management practices are still needed.

The majority of responses from this process focused on climate change and Hampton's ability to handle flooding from adverse weather events (e.g. hurricanes, tropical storms, nor'easters). The City of Hampton responded by creating Resilient Hampton within the Department of Community Development. Resilient Hampton's mission is to "envision, create, and empower Hampton to live and thrive with water and the impacts of climate change through approaches driven by data and values." This mission is directly connected to City Council's strategic priority of "Living with Water". Strategic priority "Living with Water" seeks to address coastal resiliency, reoccurring flooding, waterways, and environmental sustainability while enhancing Hampton's tax base and quality of life.

VCE – Hampton assisted both Resilient Hampton and the Chesapeake Bay Foundation with the Resilient and Innovative Neighbor (RAIN) pilot grant program in 2020. The Hampton Extension Master Gardener Tree Stewards provided technical assistance on the use of trees in stormwater best management practices (BMPs). However, the grant program wasn't renewed and discontinued after its debut. VCE – Hampton has since reconnected with Resilient Hampton, which is seeking to restart the RAIN grant program in the near future. This program will need continuing technical assistance from VCE – Hampton when it begins operation again. In the meantime, VCE – Hampton will continue with its Healthy Virginia Lawns, regional Extension Master Gardener Tree and Water Steward training, and rain barrel programs to address this strategic priority. We have since been invited to take part of the steering committee for the Hampton Natural Infrastructure Plan and will assist the City in developing goals for green infrastructure in the 2040 Community Plan

### **Issue 3: A decreased appreciation for the environment**

The second most raised issue was a decreasing appreciation and lack of empathy for nature and the environment, especially from our younger citizens. Key concerns included vandalism, improper disposal of trash and cigarettes, harassment of wildlife, and unsupervised children. One key informant noted that there is a lack of nature programming on the Lower Peninsula and people have expressed that they do not think they can personally make a difference. The Hampton VCE Master Gardeners do provide some outdoor programming opportunities for residents in the arboretum at Bluebird Gap Farm. Patrons to the arboretum have the opportunity to experience Wonderful Wednesdays, which provides visitors with a nature or garden themed craft, and tours to help residents learn about the many landscape and edible plants suitable for growing in our region. However, the marketing of these programs is abysmal and we seek to increase our marketing efforts moving forward. In addition, the Hampton Extension office is starting a seasonal nature club in 2024 to address this concern. We will also continue our relationship with Hampton Parks, Rec, and Leisure Services (HPRLS) through our presence at the annual Fall Festival.

### **Issue 4: More Youth Programming**

Increasing opportunities to engage youth is a hot topic with the seeming increasing violence around the country. The use of community garden programs has been long studied as a way to combat crime and stabilize neighborhoods in urban settings. Results have shown that community garden programs address healthy challenges, psychological disorders, substance abuse, civic detachment, and suicide rates in a positive setting. A study from Cornell University also noted that students also gained more positive attitudes about environmental issues and scored higher on science achievement tests after participating in a school garden program. In addition, multiple studies report school gardens can lessen negative feelings, anxiety, aggressive tendencies, etc. in youth with special needs.

Since our last situation analysis, Hampton City School's (HCS) Career and Technical Education (CTE) program has developed an agricultural education course for high schoolers interested in horticulture, agricultural business, natural resources management, agricultural machinery, and production agriculture. A priority of the VCE – Hampton ANR program is to outreach to and collaborate with the CTE program. We will continue working with the HCS teachers in developing school gardens through our "Gardening Bootcamp" program, which trains K-12 teachers on the best gardening management practices in an effort to encourage them to start, maintain, or refurbish a school garden. In addition, we are currently working with a new partner, the Hampton Roads Community Action Program to start offering the Junior Master Gardener program to adolescent clients in winter 2024. We are Virginia Cooperative Extension

also working with Bluebird Gap Farm to develop plans for the newly purchased property adjacent to the farm and provide educational opportunities including edible (fruits, vegetables, and herbs) gardening and garden therapy, among many ideas by farm management. This plan involves developing a large community garden plot, which will be available to residents. However, this collaboration is recent and full implementation of the plan is not expected in the short-term.

### **Issue 5: More native plant and pollinator education**

With continuing disapproval of grass and pesticides, residents are increasingly requesting native plant and pollinator education. The VCE – Hampton office offers an abundance of opportunities for residents to learn about these topics. Programs include our “Good Bugs” gardening series, which is presented by entomologist and Hampton Extension Master Gardener, Dr. Barbara Abraham, “Celebrating Pollinators Day” during National Pollinators Week (we celebrated pollinators and the native plants those pollinators favor), the Hampton Extension Master Gardeners spring and fall plant sales (which offers opportunities for the public to engage us in native plant discussions), and our tree and arboretum tours offers options to discuss native plants as well. In addition, the Bee City, USA – Hampton team offers pollinator programming and bee-friendly landscaping certification. Christopher Newport University’s Continuing Education program offers a gardening symposium annually and they have increasingly focused on native plant and pollinator programming as well. Native plant and pollinator education are seemingly well covered, but again, the marketing and timing of the programs may be missing its intended demographic.

## **4-H Youth Development Priority Issues**

### **Issue 1: Social and Emotional Wellness**

Post COVID has increased the number of youths that have mental health care needs. Youth are experiencing high levels of depression, anxiety and loneliness. Which has led to a high number of youth suicides. The Hampton City Schools and other youth serving organization have continued to seek support to ensure that youth with mental health challenges are being helped and programs are in place to assist youth with social and emotional wellness. 4-H can address the issue of social and emotional wellness of youth by working through schools, youth serving organizations and community recreation centers to provide youth with positive outlets and giving them a chance to interact with others while participating in an educational activity. Youth social and emotional wellness is a community problem and should be addressed using an interdisciplinary approach. 4-H Youth Development offers several educational opportunities aimed at equipping youth with coping tools, resources, and skill needed to influence a positive outcome for mental health. Programs such as Your Thoughts Matter, Your Feelings Matter, Mindful Me, GEM: Get Experience in Mindfulness, and 4-H Yoga are all programs that helps youth recognize connections between feelings (stress and mood) and healthy habits (sleep, healthy eating, and exercise) while developing and practicing coping skills to better their social and emotional wellness.

### **Issue 2: Youth Violence**

Although youth violence has decreased slightly it is still a major issue among at-risk youth and young adults in the City of Hampton. In addition, there are many youths that are not identified as at-risk youth that need prevention and early intervention services. Hampton Office of Youth and Young Adults Opportunities and Hampton City Schools continues to seek support from youth serving organization in deterring youth that are considered at-risk and providing support to families of youth who are delinquent, violent, have gang-related behavior, truancy, suspensions/expulsions from school, and substance use. Several youths stated during the focus groups that youth have become desensitized towards violence in school because it has become the new normal. Youth lured towards gang activity because they are searching for acceptance and are looking for an extracurricular activity. 4-H can address the issue of gang violence by working through schools and community recreation centers to provide youth with positive outlets and giving them a chance to interact with others while participating in an educational activity. Youth violence prevention is a serious concern and should be addressed using an interdisciplinary approach. 4-H Youth Development offers several educational opportunities aimed at equipping youth with tools, resources, and skill needed to influence a positive outcome as an adult. These programs such as Character Counts, Guide to Bully preventions and Citizenship targeting the underlying issues of good decision making, problem solving, and conflict resolution.

### **Issue 3: Underage Use of Tobacco, Alcohol and Drugs**

Hampton City School have seen a rise in students use of vaping, tobacco products, alcohol and drug use. Students are expelled from school if caught using any of the substance abuse products. Alcohol, tobacco, and drugs are a health risk to everyone, especially youth. They also are more harmful to youth because they affect proper development. Most people who smoke or use tobacco products today, began at a young age. Youth who use tobacco and/or alcohol are more likely to use drugs. This includes prescription and illegal drugs. Some youth go on to have substance abuse problems. The risk of this increases if the child:

- Begins using substances at an early age
- Has a family history of substance abuse
- Has friends who use or abuse substances
- Is sexually active

4-H Youth Development offers several educational opportunities aimed at equipping youth with tools, resources, and skill needed to influence a positive outcome. These programs such as Health Rocks and Citizenship targeting the underlying issues of good decision making, problem solving, and conflict resolution educates youth on making healthy decisions to avoid substance abuse.

Through all targeted 4-H programming successful impact would indicate through evaluation that youth are increasing protective factors, while reducing risk factors associated with negative behaviors such as youth violence, underage use of tobacco, alcohol & drugs and improving their social and emotional wellness.

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2024

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