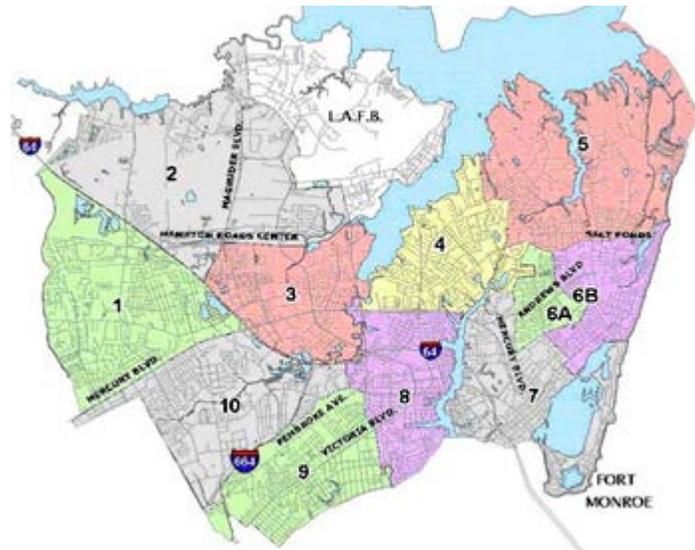




Situation Analysis Report



City of Hampton

2013

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Introduction

The Hampton Extension office conducted a comprehensive situation analysis during the calendar year 2013. The situation analysis process was led by the Hampton Extension staff and the newly formed Extension Leadership Council (ELC) sub-committee and involved the development of a Hampton City Unit Profile as well as gathering key leader's, partnering organizations and resident perspectives on issues and problems in the city. Data and information from these three activities were analyzed by the ELC subcommittee and VCE staff and priority issues were identified.

Due to the short turnaround time for the report to be conducted an ELC sub-committee and VCE staff met three times during the situation analysis process. At the first meeting, an overview of the situation analysis process was covered as well as the City of Hampton's 2011 Community Plan/Strategic Issues Update. An initial situation analysis plan was developed that included tasks and timelines for ELC members and VCE staff. Based on this, the first task was development of the unit profile. Using the data sets from the VCE Situation Analysis Resource website and the City of Hampton's 2011 Community Plan/Strategic Issues Update, the ELC sub-committee and VCE staff were organized to analyze assigned pieces of the data sets.

At a second meeting, the teams presented their findings from the data sets and a unit profile was developed. A number of issues were identified from this look at the city. Based on these findings, the ELC sub-committee determined that the best way to gather perspectives from residents was used the most current data obtained for the newly completed City of Hampton's 2011 Community Plan/Strategic Issues Update community focus group meetings. At the final meeting, key findings from the unit profile, focus groups, and key informant interviews were presented and discussed and the top priority issues for the City of Hampton identified, 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 located in the central part of Virginia, approximately 50 miles from Richmond.

Broad population trends in Hampton continue to mirror those identified in 2006 as well as tracking consistently with national trends. Since Hampton is a mature, fully developed community, our population has and will continue to remain fairly stable or perhaps decline somewhat as we begin the gradual redevelopment of certain parts of our community. Clearly, Hampton is no longer a “high growth” community which is consistent with what most mature built-out. The data indicated that from the 2007 to 2011, the population grew from 146,672 to 138,148 a decrease of 8,524 people. The City of Hampton’s 2011 Community Plan/Strategic Issues Update attributed the decrease mostly to the military being deployed in times of war and lack of employment in the area.

In addition to reflecting a stable population, Hampton mirrors the national trend of having an aging population. One of the fastest growing segments of our population is the 65 and older age group. This is coupled with a decline in the number of citizens who are in the 5-19 age groups. This increase led to further questions about available housing, health care facilities, and senior recreation activities in the city. Further investigation was needed.

The data also indicated that Hampton’s population is more racially diverse than the population of the region or the state. While the Hampton’s non-white population has increased during the most recent decade the white population experienced a decrease.

Information from the City of Hampton’s 2011 Community Plan/Strategic Issues Update showed the City now finds itself in year four of a historically significant housing downturn with no clear estimate as to when these trends will turn and no clear picture of what “normal” means for our local and national housing markets. Housing starts, housing values and home ownership rates have all declined significantly in the last several years; this, coupled with dramatically new and tougher lending policies, is expected to dramatically alter housing patterns in the future. These

shifting housing trends are important to understand so we can implement the appropriate housing and land use policies that will best position our community for the kind of success envisioned in this plan.

Similar to the housing trends, 2011 is a very different time for employment and job growth than was the case in 2006. Regionally, we have generally fared better than the nation as a whole; but Hampton has seen significant job losses especially with the closing of Fort Monroe and workforce reductions in local government over the last few years. The unemployment rate is slightly higher than that of the state and national. Further investigation is needed.

When compared to other Virginia cities and counties, Hampton ranks low in revenue capacity, high in revenue effort, and high in fiscal stress. Hampton per capita personal income (PCPI) in 2011 (\$21,715) was lower than the Peninsula portion of the region, the region as a whole and the State. Median household income 2011 was \$51,083. The percent of Hampton population living at or below the poverty level between 2007-2011 is 14%. The poverty rate in Hampton is slightly higher than the rates for the region and the State (10%).

Data indicates that 87.1% of people 25 years and over have at least graduated from high school and 22.5% have a bachelor's degree or higher. Thirteen percent were dropouts; they were not enrolled in school and had not graduated from high school. The total school enrollment in the City of Hampton was 39,688 in 2011. Nursery school, preschool and kindergarten enrollment was 3,936 and elementary or high school enrollment was 21,240 children. College or graduate school enrollment was 14,509.

Youth is about one third of Hampton's population. There has been an increase in youth criminal activity within the city of Hampton between 2006 and 2011 (robberies 72 to 96, drug charges 165 to 213 and burglaries 117-240). Hampton has over 24% of youth is single parent households. Data indicate that teenage pregnancies are 39% slightly higher than the state, region and nation.

Two of the more prominent “new issues” identified by our community focus groups were community health and waterways. There is a growing recognition and public awareness around community health issues such as obesity in adults and children over 35% of the population is obese. Hampton data indicates that the percentage of adult and youth obesity is higher than State and Nation. Over the last few years, significant research and data has begun to emerge educating us all regarding the potential implications to a community like Hampton from global climate change and sea level rise. Locally, this type of conversation has centered on gaining a better understanding of how and why issues such as tidal flooding, storm damage, and shoreline protection, as well as many other water related issues seem to have escalated over the last decade or two. For a water-oriented community like Hampton, it is easy to understand why this set of issues has surfaced as strategic in nature.

Community and Resident Perspectives

Based on issue areas identified in the unit profile, focus groups were conducted with partnering Organizations/agencies and the 4-H Hampton Teen Club audiences. Key informant interviews were also conducted with five key leaders in the community. We also used current data gathered from the City of Hampton’s 2011 Community Plan/Strategic Issues Update community meetings.

Two focus groups were held with the 4-H Hampton Teen Club: Both were held in the Extension Office conference room in Hampton. Twenty-five youth and adults attended the two sessions. Key issues identified were the need for youth leadership and civic engagement programs, workforce preparation, summer employment opportunities, prevention of risk behaviors among youth and character building among youth.

Two focus groups were conducted with partnering organizations/agencies (Community Builders Network, Hampton Parent Facilitators, Hampton Extension Leadership Council and Alternatives Inc. Fourteen adults attended the first session in Extension Office conference room in Hampton. Twenty-two adults attended the second session at Gospel Lights Church in Newport News. Key issues identified were the need for youth leadership and civic engagement

programs, workforce preparation, summer employment opportunities, prevention of risk behaviors among youth and character building among youth.

Four ELC members and staff interviewed seven key leaders in the community. The key informants were from the following agencies and organizations: VCE-Hampton Master Gardeners, Peninsula Master Naturalist Youth and Education Families, Hampton Clean City Commission, Hampton Planning and Economic Department, Second Chances Youth Services, LLC and Hampton Health Department.

Specific issues identified included child and adult obesity, water and air quality, environmental stewardship, youth civic engagement, youth leadership, opportunities for youth to participate in government and community organizations, need for available housing, health care facilities, and senior recreation activities in the city for our aging population and retaining our youth after high school and college in the community.

Priority Issues

Based on the unit profile and community perspectives data from above, the following top priority issues were identified for the City of Hampton.

Issue 1: Natural Resources Issues

The Hampton 2011 update and Strategic Plan lists Hampton as needing to expand and enhance education around; pollution and Chesapeake Bay preservation, environmental stewardship, the prevention of storm water pollution, protecting and revitalizing wetland and natural habitats, and alternative energy. Public education around these areas will help combat excessive nutrients in the waterways and to reduce general water pollution.

According to the Department of Environmental Quality's (DEQ) the Hampton River in the City of Hampton is not supportive of fish consumption due to man-made chlorinated industrial chemicals that are highly toxic to humans called PCB's. These chemicals can be found in multiple fish species according to the DEQ's 2008 303(d) Water Quality Assessment

Integrated Report under the list of impaired waters needing cleanup plans. The same report lists the James River Mainstream in the City of Hampton as having too much Chlorophyll-a concentrates which come from plankton due to the excessive nutrients in the water. The report lists the sources as Industrial Point Source Discharge (factories), Municipal Point Source Discharge (water treatment systems, and Non-Point Source (water runoff from land). Threats to Hampton's forests, waterways, and wildlife have raised concerns about conservation and management of natural resources. Public involvement can expand the locality's ability to educate and create projects that maintain, restore, and monitor natural resources while increasing the public's value for their surrounding environment. These efforts will help the City of Hampton reach its vision outlined in the 2011 update to the strategic plan "Hampton will exemplify sustainable environmental stewardship in a waterfront community for all to enjoy." ION. This issue is currently being addressed with current unit VCE resources and other City Agencies. Based on the situation analysis, no further action is required.

Issue 2: Teen Leadership and Community Involvement

The City of Hampton has, since 1990, placed a high priority on engaging young people in community decision-making and the overall life of the community. The City of Hampton has adopted a civic plan for youth and it is as follows; "All young people in Hampton are entitled to be seen, heard, and respected as citizens of the community. They deserve to be prepared, active participants in community service, government, public policy, or other decision-making which affects their lives and their well-being."

Young people are highly influenced by their surroundings when they are developing. Young people need to grow up with positive examples around them to better increase the chance that they will become successful. One method of categorizing and identifying these examples is through a system known as Developmental Asset-Building.

The 40 Developmental Assets were originally developed by Search Institute, a national organization based in Minneapolis and dedicated to providing leadership and research about young people across the country.

Since 1989 they have surveyed over 2 million young people across the United States and Canada leading to the creation of a tool known as the Developmental Assets. These assets were further divided into two broad categories, external assets and internal assets. External assets deal with the positive experiences young people receive from the world around them. These 20 assets are about supporting and empowering young people, about setting boundaries and expectations, and about positive and constructive use of young people's time. External assets identify important roles that families, schools, congregations, neighborhoods, and youth organizations can play in promoting healthy development.

Internal Assets are the twenty assets that identify those characteristics and behaviors that reflect positive internal growth and development of young people. These assets are about positive values and identities, social competencies, and commitment to learning. The internal Developmental Assets will help young people make thoughtful and positive choices and, in turn, be better prepared for situations in life that challenge their inner strength and confidence. These assets include the categories: commitment to learning, positive values, social competencies, and positive identity.

According to Search Institute's surveys, 62% of young people have fewer than 20 of the Developmental Assets. Overall, the average young person in America has only 19 assets! The program for increasing the total number of Developmental Assets among youth has been embraced by the City of Hampton over the past decade.

In addition, the City of Hampton is ensuring that all youth are "Ready By 21" to enter the workforce or into a post-secondary education program.

This issue is currently being addressed by VCE and/or other youth agencies in the City of Hampton. 4-H Youth Development provides educational support and training through its teen club and programs for youth agencies.

Issue 3: Youth and Adult Obesity

Virginia has the 29th highest childhood obesity rate in the United States. Currently 29.8% of youth in Virginia are overweight or obese. Obese children are more likely to become obese adults. And if you're overweight as a child, your obesity in adulthood is likely to be more severe. So the changes you make now can help your state provide the next generation with the most opportunities to live a longer and healthier life. According to the Centers for Disease Control and Prevention, 29.2 percent of adults in Virginia were obese in 2011. The report says that if rates continue on their current trajectories, the rate could reach 49.7 percent by 2030. That increase could contribute to millions of new cases of diabetes, heart disease, high blood pressure, arthritis and other obesity-related diseases over the next 20 years. And there port says the obesity-related health care costs in Virginia could climb by more than 23.8 percent during that time.

According to the US Centers for Disease Control and Prevention (CDC), in 2011, the area with the highest rate of obesity was Hampton City at 34.4%. Adult and childhood obesity has increased substantially in the last 30 years in the City of Hampton. Currently, 31% of adults and 18% of children are obese, as defined by their body mass index (BMI). This issue is currently being addressed by VCE or other agencies in the City of Hampton. Based on the situation analysis, no further action is required.

Issue 4: Family and Business Money Management

The City of Hampton, like most cities and counties in Virginia, is experiencing a recessions. When compared to other Virginia cities and counties, Hampton ranks low in revenue capacity, high in revenue effort, and high in fiscal stress. Hampton per capita personal income (PCPI) in 2011 (\$21,715) was lower than the Peninsula portion of the region, the region as a whole and the State. Median household income 2011 was \$51,083. The percent of Hampton population living at or below the poverty level between 20072011 is 14%. The poverty rate in Hampton is slightly higher than the rates for the region and the State (10%). In 2007, 16 percent of people

were in poverty and participating in government programs. Twenty-three percent of related children under 18 were below the poverty level, compared with 9 percent of people 65 years old and over. Twelve percent of all families and 34 percent of families with a female householder and no husband present had incomes below the poverty level.

This issue is not currently being addressed by VCE but could be appropriately addressed by VCE if appropriate resources were available (i.e. FCS Agent)

Issue 5: Aging/Caregiving

Providing services and programs that target an aging population was identified as the third most pressing issue in the City of Hampton. Due to the lack of resources and staffing many agencies are unable to provide programs and services that will assist the elderly. According to the U.S. Census 2007-2011 Hampton's population is becoming older on average as is the population of the U.S. Hampton's population is becoming older, reflecting the aging of the "Baby Boom" generation nationwide. In 2011, the median age was 35.5. In general, the age distribution of Hampton's residents in 2011 mirrored that of the Hampton Roads region. Forty-five percent of the population was between the ages of 25 and 54; of that, the greatest percentage was ages 35-44.

This issue is not currently being addressed by VCE or other agencies in the City of Hampton, but could be appropriately addressed by VCE if appropriate resources were available (i.e. FCS Agent). This issue is outside the scope of VCE to address but should be addressed.