



Peninsula Community Foundation of VIRGINIA

LET'S IMAGINE TOGETHER

Improving the quality of life for Peninsula residents.







ALL GONE TO LOOK FOR AMERICA!



How Bad is the Labor Shortage? Cities Will Pay You to Move There

“Relocate to Hamilton, Ohio and the city promises \$5,000 to help pay student loans. Pack up for Grant County, Ind., and claim \$5,000 toward buying a home. Settle in North Platte, Neb., and the Chamber of Commerce will hold a ceremony in your honor to present an even bigger check”.

Wall Street Journal April 30, 2018

A COMMUNITY IS THE SUM OF ITS PEOPLE



Hundreds of organizations doing great work



3 Measures for Quality of Life

1. Are more people moving in than moving out?
2. Are we becoming more educated?
3. Is citizen wealth increasing?

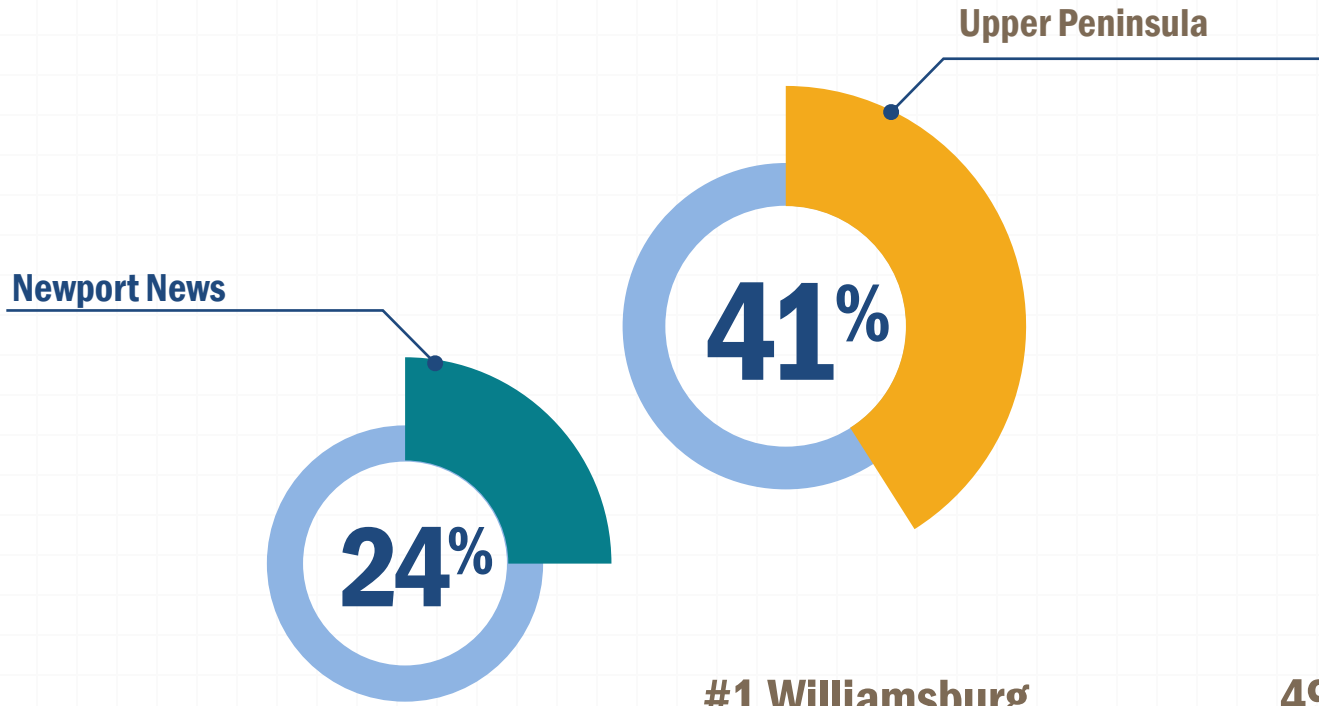
US Census: Estimated Population Shifts, April 2010-July 2015

Growth

Locality	Population Change	Natural Increase (Births-Deaths)	Net Migration
Hampton	-1,056	+3,675	-4,606
Newport News	+1,474	+7,631	-6,061
Williamsburg	+1,379	-45	+1,300
James City County	+5,746	+301	+5,336
York County	+2,646	+1,132	+1,422

2. EDUCATION

Are we as a people becoming more educated, skilled and talented?



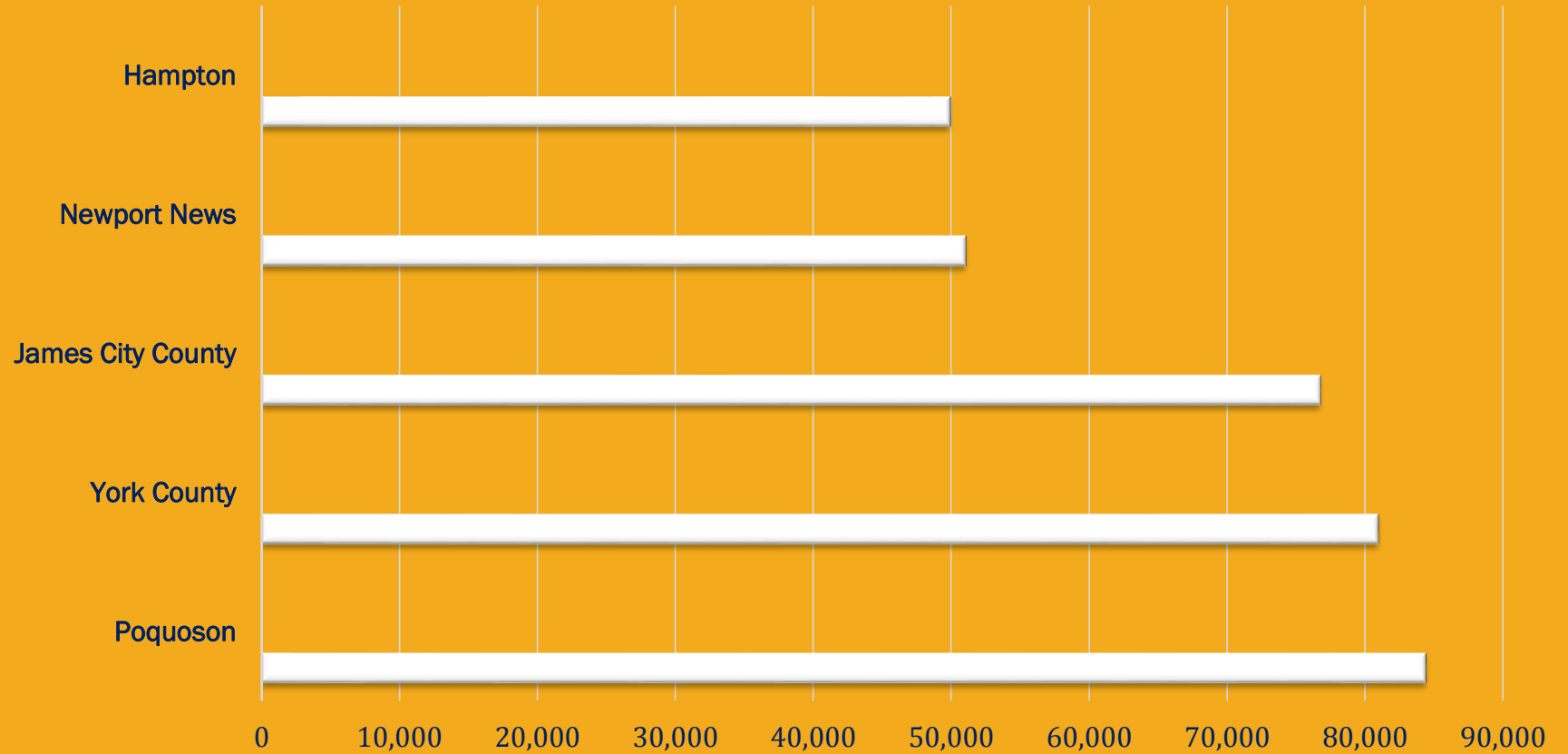
#1 Williamsburg	49%
#2 York County	42%
#3 James City County	36%
#4 Poquoson	36%
#5 Hampton	26%
#6 Newport News	24%

3. WEALTH

Are our citizens becoming better off economically?

LOW MEDIAN AND PER CAPITA INCOME ON THE PENINSULA

MEDIAN HOUSEHOLD INCOME



**What is your number one strategy
for improving quality of Life?**





2 CRITICAL ISSUES

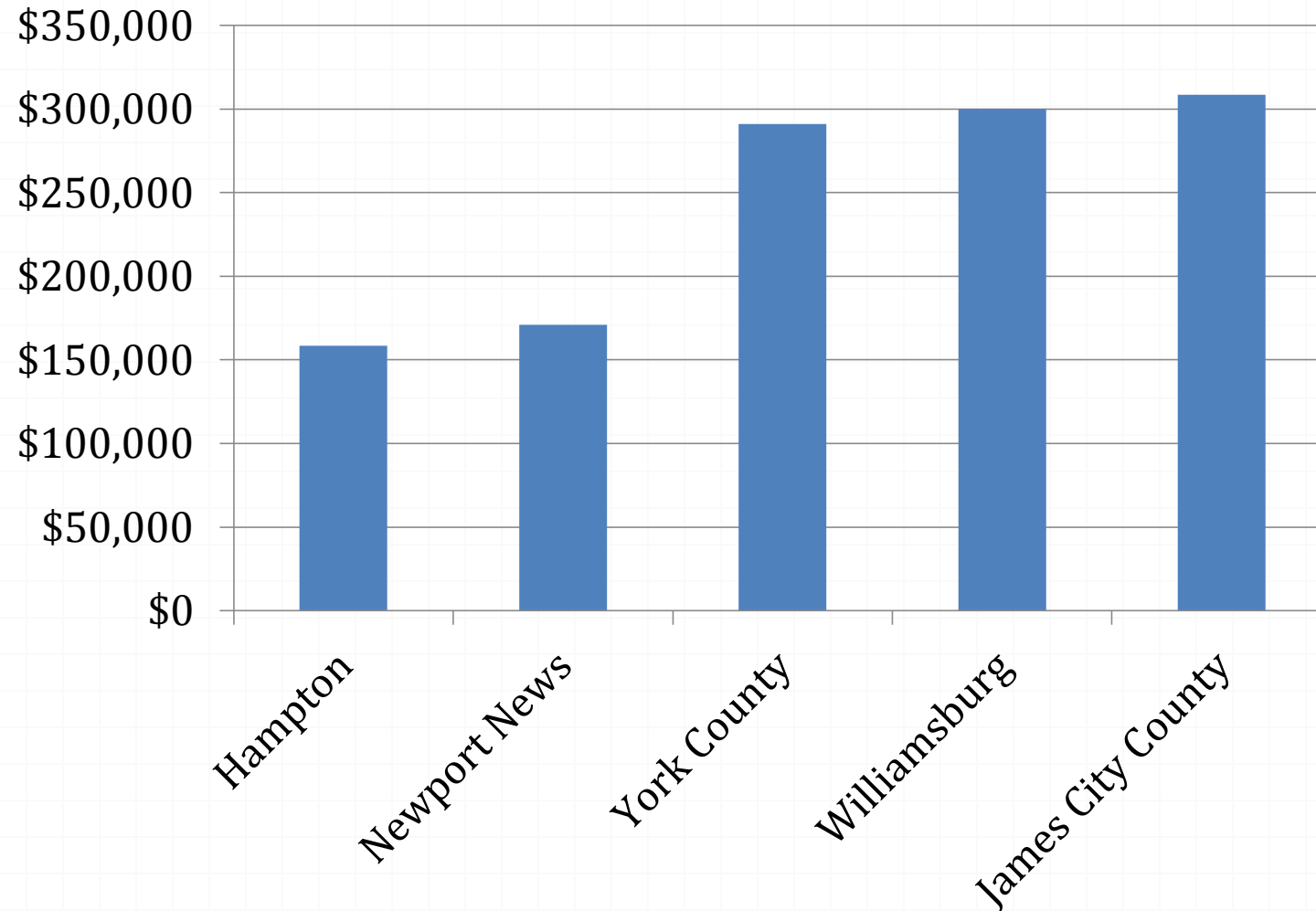
- 1. Housing**
- 2. Education**

HOUSING

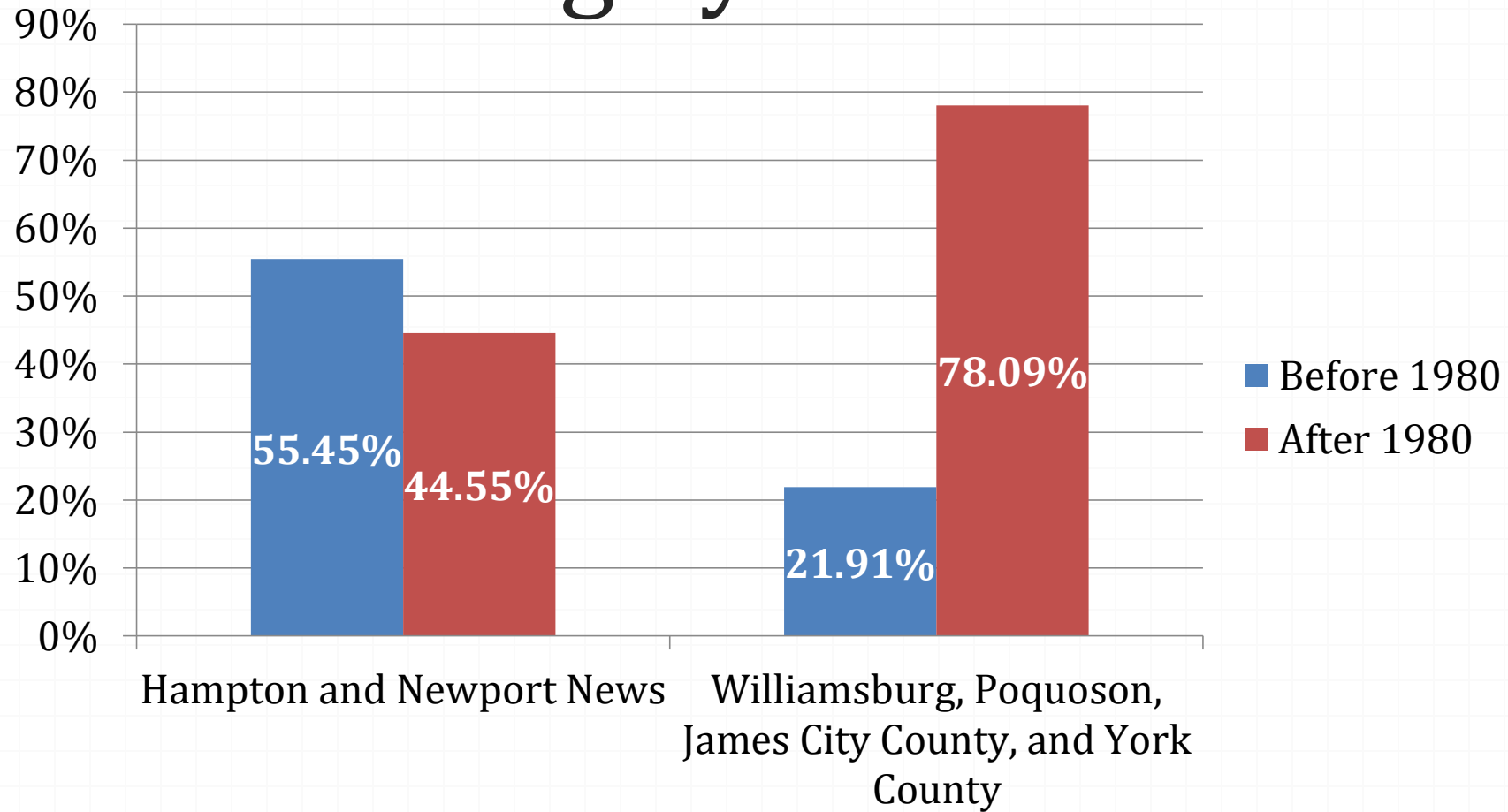
Oldest and least desirable housing inventory.



Median Home Values

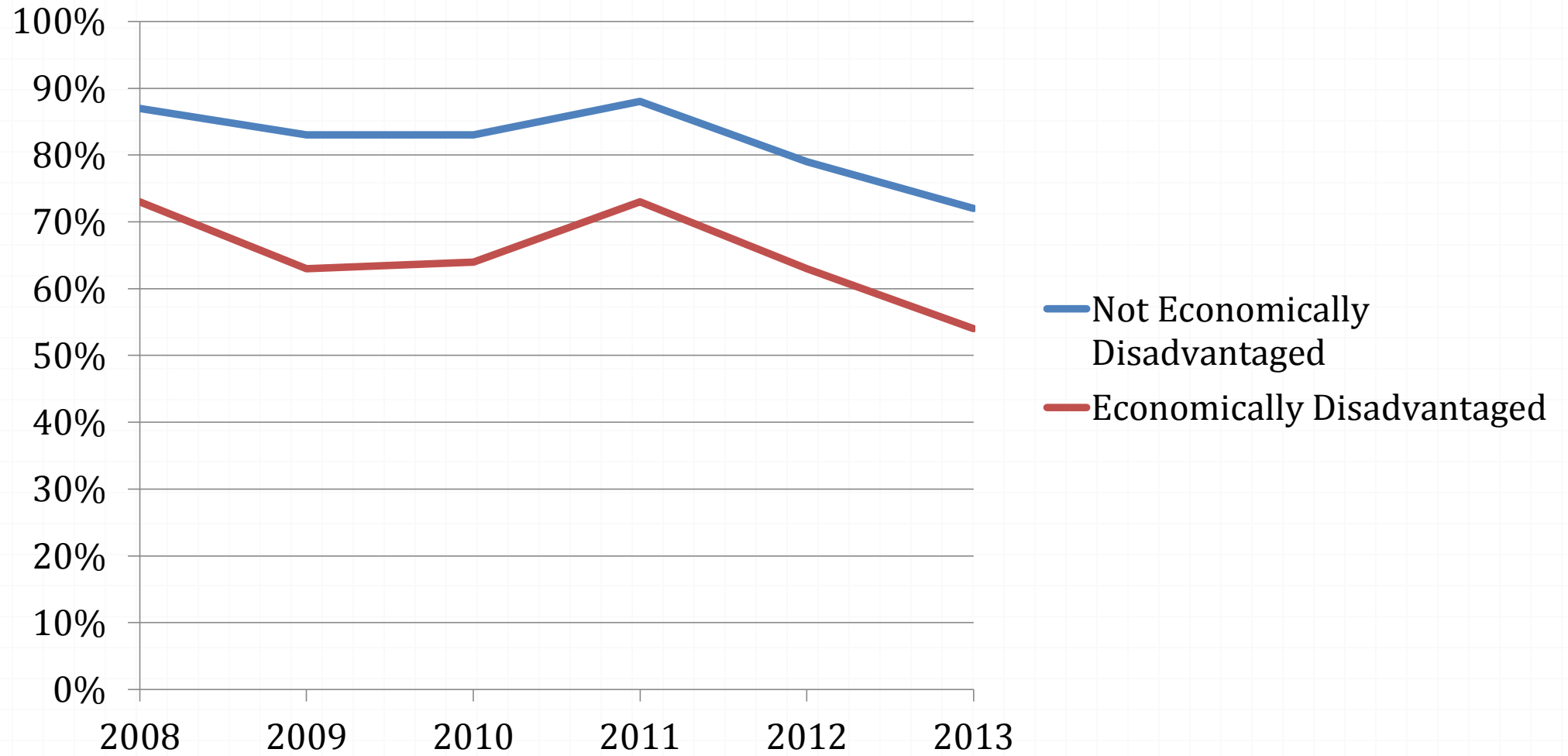


Housing by Year Built



Education

Percent of students passing the 3rd Grade Reading SOL by socio-economic status

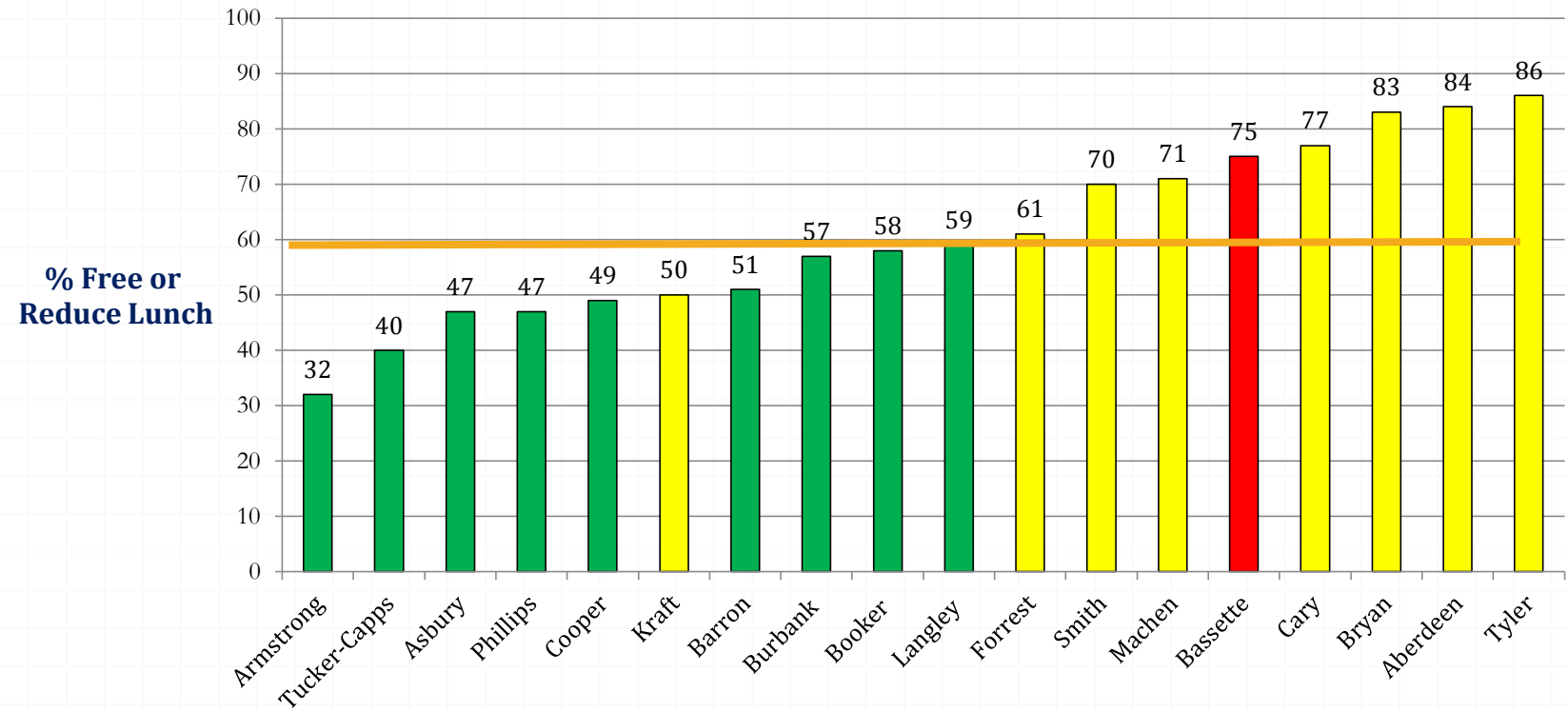


EDUCATION

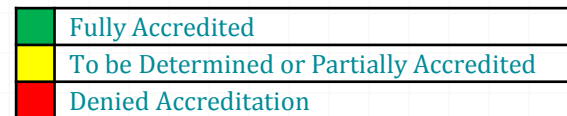
No school over 60% earned full accreditation.

2015-2016 School Year

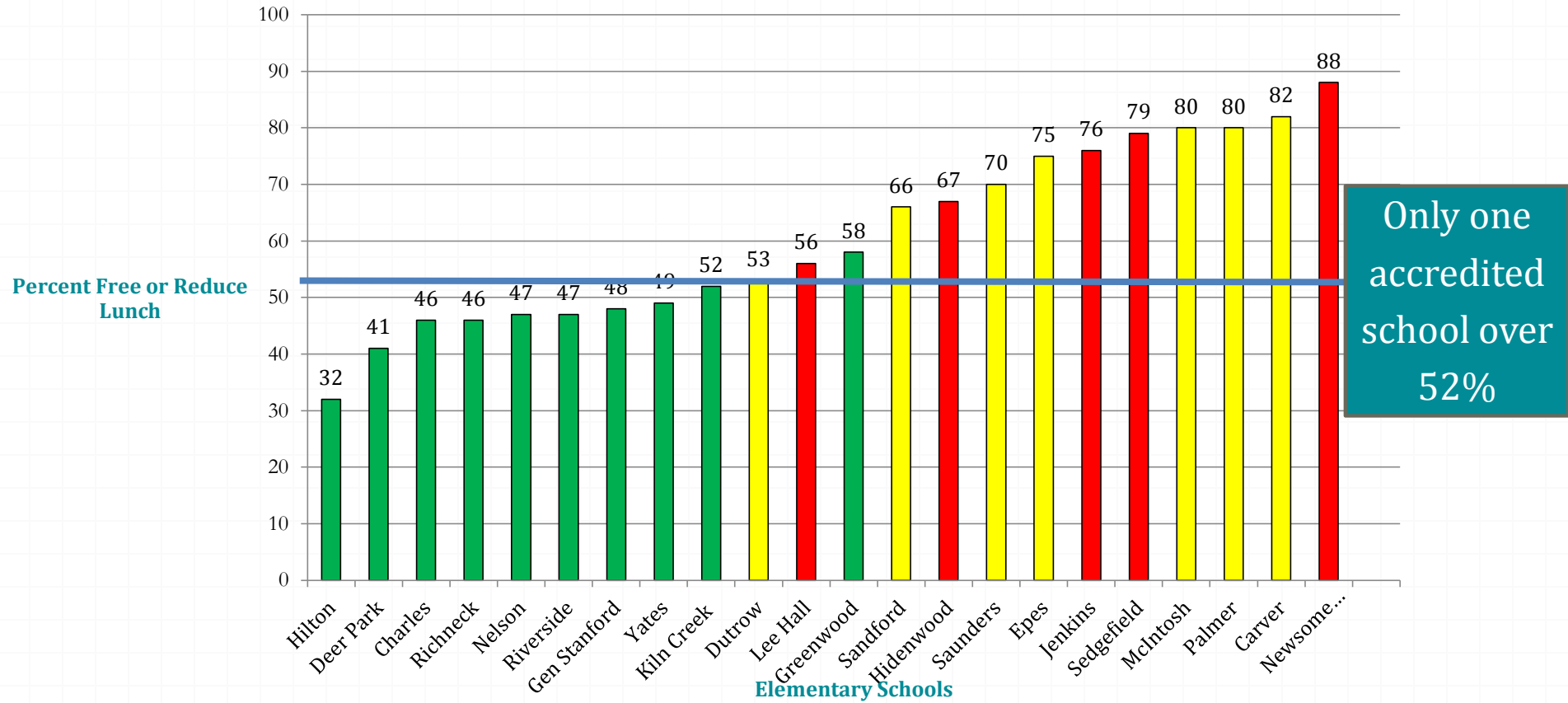
School Accreditation and Percent Students on Free or Reduced Lunch



Elementary Schools



School Accreditation and Percent Students on Free or Reduced Lunch



	Fully Accredited
	To be Determined or Partially Accredited
	Denied Accreditation

2 KEY STRATEGIES

HUMAN



**INVEST IN INCREASING THE EDUCATION, SKILLS
& WEALTH OF NEIGHBORHOOD RESIDENTS**

PHYSICAL



**INVEST IN PHYSICAL APPEARANCE OF
NEIGHBORHOODS**

OLDE HAMPTON PROJECT

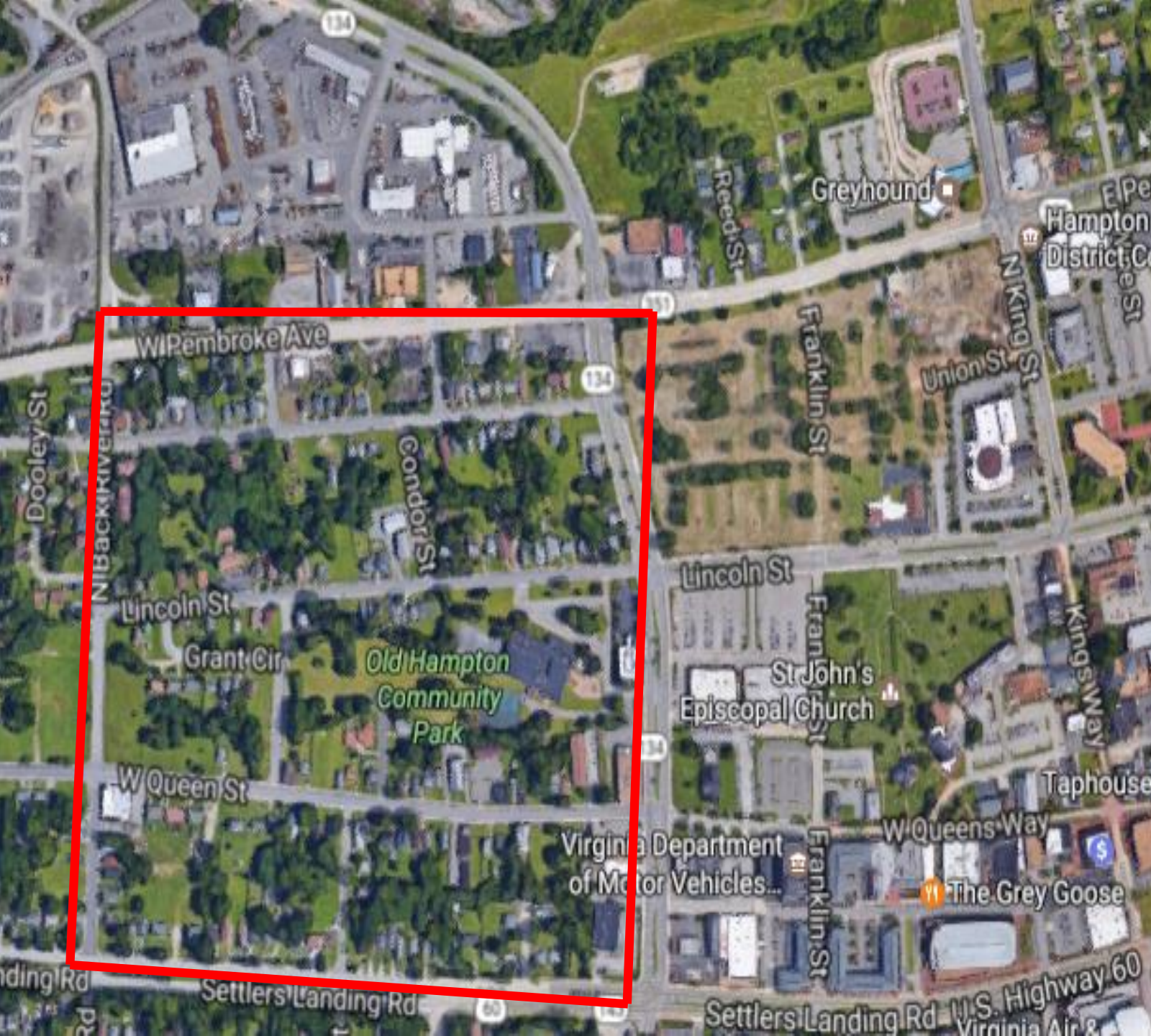

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Choose one neighborhood to make it happen.

- A learning laboratory for enhancing skills, wealth and physical redevelopment.
- Transform to a place that everyone would like to live.

OLDE HAMPTON



- PEMBROKE AVENUE
- N. BACK RIVER ROAD
- ARMSTEAD AVENUE
- SETTLERS LANDING ROAD



STRENGTHS

- Walking distance to downtown.



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- Sidewalks throughout.



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- **Diversity of housing stock.**



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- Walking distance to downtown.
- Sidewalks throughout
- Diversity of housing stock.
- **Opportunity for new homes & housing rejuvenation.**

WEAKNESSES

- History of poverty and crime.



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- **Neighborhood maintenance generally not good.**



WEAKNESSES

- History of poverty and crime.
- Neighborhood maintenance generally not good.
- Neighborhood schools include a non-accredited elementary school.



STRATEGY



- **Develop a collaborative process for increasing the wealth and quality of life of neighborhood residents.**
- **Develop a master plan for new development and redevelopment of the physical elements in Olde Hampton (partnering with Planning and Housing Authority).**

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CONVENED HUMAN SERVICES TASK FORCE

HAMPTON VA
HEALTHY FAMILIES



HAMPTON VA
HEALTH
DEPARTMENT



goodwill
JOB
CONNECTION



HAMPTON VA
COMMUNITY
DEVELOPMENT

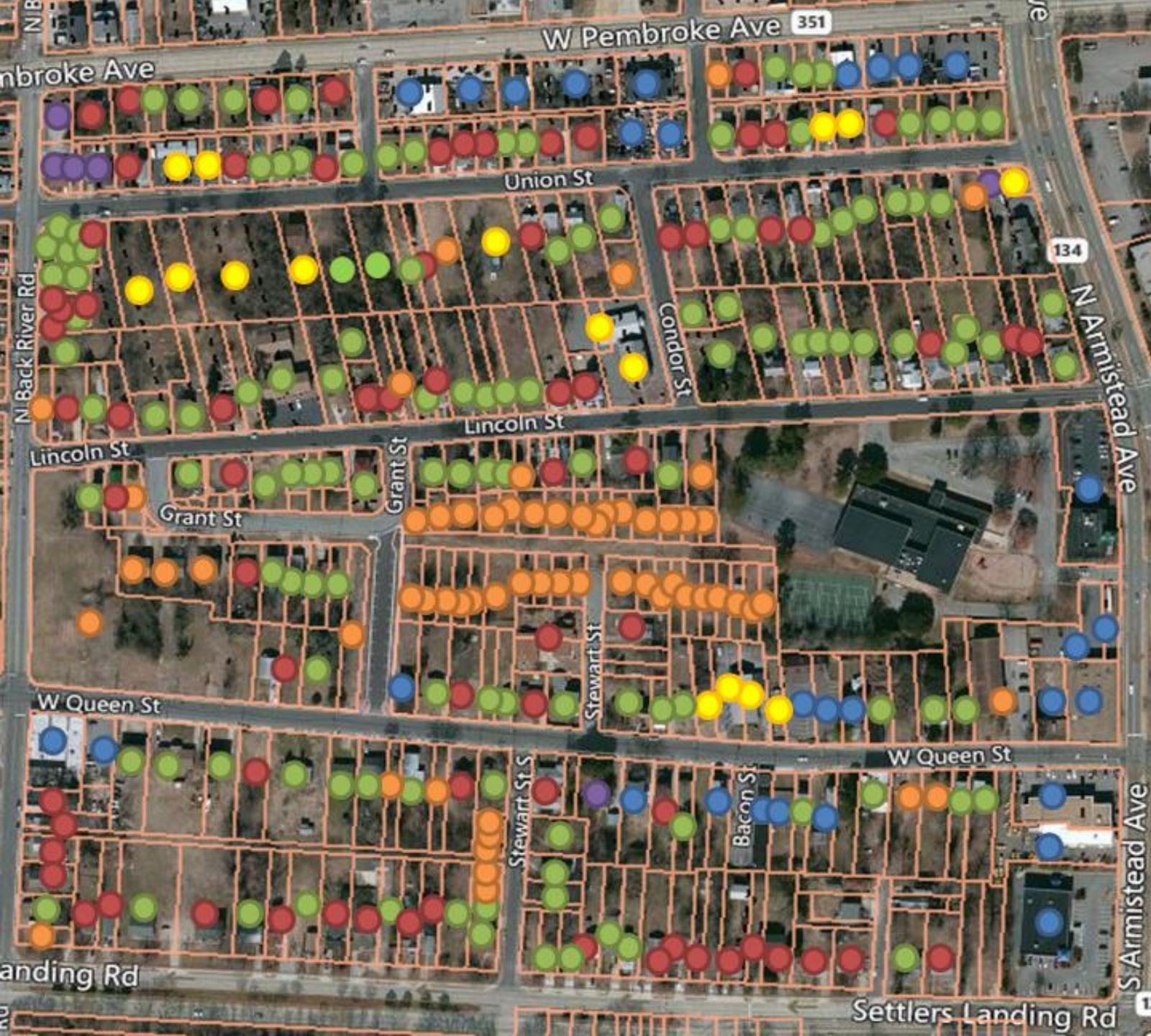
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AmericanJobCenter®
Peninsula Worklink

HAMPTON VA
HUMAN SERVICES

OLDE HAMPTON



- COMMERCIAL
- RELIGIOUS
- CITY/HRHA
- RENTAL/VACANT
- HOMEOWNER
- NON PROFIT

STRATEGY

- New desirable housing on city owned property



STRATEGY

- Redevelop housing on city owned property



STRATEGY

- New desirable housing on city owned property
- Homeowner investment incentives and support



CAUGHT WITH CURB APPEAL:
PRESERVING

OLDE HAMPTON VA



STRATEGY

- New desirable housing on city owned property
- Homeowner investment incentives and support
- Master landscape plan
- New road development
- **Street, sidewalk and lighting improvements**



STRATEGY

- New desirable housing on city owned property
- Homeowner investment incentives and support
- Master landscape plan
- New road development
- Street, sidewalk and lighting improvements
- **Neighborhood center function and design**



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