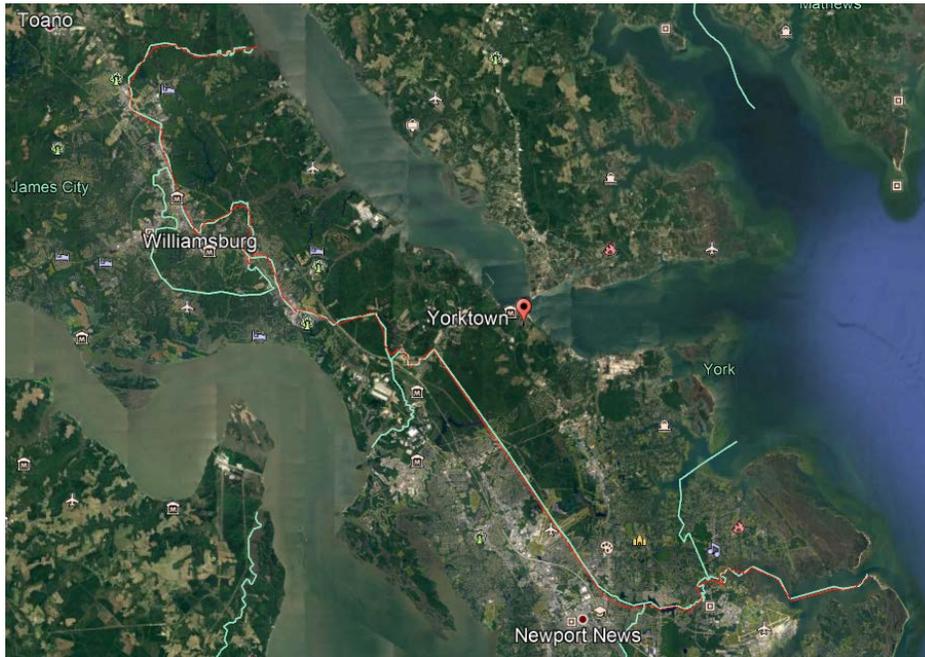




Situation Analysis Report



York County/City of Poquoson 2018

UNIT Extension Staff

Carl Frick, 4-H Youth Extension Agent
Yvonne Hurst, Unit Administrative Assistant
Megan Tierney, Agriculture and Natural Resources Extension Agent

Introduction

The York/Poquoson office conducted a comprehensive situational analysis during the fall of 2018. The staff used an online survey tool, the 2013 York County Comprehensive Plan including citizen survey responses, the 2011 City of Poquoson Comprehensive Plan and the 2017 City of Poquoson Citizen's Survey Data response summaries. Local Government personnel, key informants, stakeholders and general citizens were targeted to receive the survey. The survey link was placed on the York/Poquoson VCE unit website, the York County VCE website, York County Facebook, was handed out as bookmarks to the public and was emailed. This report is a culmination of all sources noted above.

Unit Profile

York County and the City of Poquoson are a suburban community of Hampton Roads that is surrounded by water. The combined county and city land totaling 284 square miles includes 400 miles of tidal shoreline on several bodies of water including the York River, Chesapeake Bay, Poquoson River and Back River. York County and the City of Poquoson are located in the southeast portion of the Commonwealth of Virginia situated on the north-northeast portion of the peninsula bordered by the City of Hampton to the southeast, City of Newport News to the west-southwest, and James City County to the north-northwest.

Approximately 60% of York County land is Federal, state or local government property. 25% of Poquoson's land mass is Federal land designated as the Plum Tree Island National Wildlife Refuge. York County houses Camp Perry Federal Training Facility, Yorktown Naval Weapons Station, Cheatham Annex Federal Facility, Yorktown Coast Guard Training Center, and National Park Service Lands. York County and Poquoson are surrounded by Fort Eustis Army Base (NN) as well as Langley Air Force Base (HPT) leading to a high percentage of military families. With the high amounts of military and federal employees the area is highly transient.

The US Census Bureau 2012-2016 American Community Survey 5-Year Estimates show York County and the City of Poquoson are 20.4% non-white and 79.6 %white. There is a potential 4-H youth population of 16,947 youths ages 5-19 years. There is a significant percent of African American (11%), Hispanic (5%) and Asian population (5%) in York/Poquoson. The median age for York County is 39.5 years and 43.4 years for the City of Poquoson. In the County of York and the City of Poquoson, 14.8 percent of the population is 65 years and over. According to the VA Department of Education, currently 15,111 students are enrolled in the York/Poquoson Public Schools. 481 students of the school age youth are home-schooled.

According to the US Census Bureau in 2017, the median household income in York County is \$83,410 and the City of Poquoson is \$84,643. This is well above Virginia's median household income of \$66,149. For the 2017-2018 school year, free and reduced lunches in York County

were 23.7% and the City of Poquoson was 18.1%. From CountyHealthRankings.org, 22% of York County and the City of Poquoson are single parent households.

The main industry in York County shifted over the last 40 years away from agriculture as the County became a suburb. In the latest Census Bureau data, the main industry in York County is Government based, including federal, state, and local entities. The main industry in the City of Poquoson is Local Government. York County and Poquoson's next greatest industry is Retail trade. 2012 Census Bureau data shows that York/Poquoson's retail sales are .008% for the state.

The Hampton Roads Area is known as a tourist destination drawing a considerable amount of national and foreign visitors each year. Tourism is a large industry for York County mainly concentrated in the Yorktown Battlefield Area.

County Health Ranking in 2018 noted the following as areas to explore based on reported statistics: Excessive drinking or Alcohol Impaired Driving. Areas of strength are low teen births and access to exercise possibilities. Poquoson and York are in the top ten in the State for overall balanced health outcomes.

Community and Resident Perspectives

Based on key informant and stakeholder completed surveys as well data from the 2013 York County Comprehensive Plan and the 2008 City of Poquoson Comprehensive Plan the following information stood out as needs for the community.

Our survey asked 5 questions and the results below are the top 5 responses based on each question.

Question#1: What are the greatest needs in your community?

- #1 Pedestrian Safety
- #2 Youth
- #3 Environment
- #4 Education
- #5 Community and Recreation

Question #2: What are the greatest concerns about youth in your community?

- #1 Activities
- #2 Pedestrian Safety
- #3 Drug Safety
- #4 Environment
- #5 Education

Question #3: What are the largest concerns about adults in your community?

- #1 Senior Citizens
- #2 Positive Communication
- #3 Safety
- #4 Activities
- #5 Health/Nutrition

Question #4 Do you have social, economic, environmental or health concerns about your community and if so, what are they?

- #1 Slow Development/Green Spaces
- #2 Exercise Opportunities
- #3 Water Quality
- #4 Pedestrian Safety
- #5 Connection to their Community

Question # 5 Virginia Cooperative Extension (VCE) is a partnership between Virginia Tech and Virginia State, our Land Grant Universities. Our mission is research based education, to help the public make more informed decisions. As a citizen of York County or the City of Poquoson, is there anything else you think our organization can address?

- #1 Environmental Education
- #2 Programs/Activities
- #3 Connection with Libraries
- #4 Community/Yard Beautification
- #5 Slow Development/Green Spaces

Priority Issues

Based on the Unit Profile and resident perspectives data from above as well as the City and County data, the following top priority issues were identified for York County and the City of Poquoson.

- **Community Building** was identified as the most prevalent theme through the survey and interview data. Both York County and Poquoson residents are generally looking to stay a smaller, friendlier population. The focused community needs based on that were communication, activities and programs. This theme is echoed in the York County Comprehensive Plan as well as the Poquoson Citizen's Survey. This focus can be an overarching theme throughout all of our VCE programming. Our volunteer programs bring together citizens to build community and to spread that to their neighbors and friends through educational programming and daily contacts.

- **Environmental Education** was identified heavily in the VCE survey and through goals in both York County and the City of Poquoson's Comprehensive plans. Key focuses are highlighted below:
 - Preservation/restoration of shellfish in local waters
 - stricter limits on paving and other development activities that increase storm water runoff
 - Preserve trees and open space over development
 - Invest in landscaping/trees along roadways/incentivize private landowners to plant trees and preserve woodlands
 - enhance public awareness and understanding of the importance of environmental conservation and preservation
 - provide training in proper maintenance and operation of private retention/detention ponds HOA etc.
 York/Poquoson VCE currently has programs that target these issues. Current programming efforts include Schoolyard Habitat Outreach, Watershed Education, Pesticide Safety, IPM, Healthy VA Lawns, VCE Master Gardeners and Peninsula VA Master Naturalists.

- **Youth Activities-** One of the top reasons people live in York/Poquoson is that they both have good school systems according to the VCE survey data and key informant responses. Responses from the Comprehensive Plans and VCE Survey are the following: Youth Park, such as something for youth other than sports, youth center, youth activities and youth entertainment.

VCE York/Poquoson provides youth programming during the summer in the form of 4-H camp. VCE York/Poquoson also provides in school activities for youth through the Schoolyard Habitat Program and is working to develop more in-school, after-school, and community based programming to meet this need.

- **Senior Citizen Support-** Supporting the impending growth in the senior population was listed in the York County Comprehensive Plan as an identified need as well as in the VCE Survey. The Master Gardener Program predominantly draws Senior Citizens and provides activities through volunteering that help educate the public.
- **Green Spaces-** Both the Comprehensive Plans, the 2017 City of Poquoson Citizen Survey and the VCE survey note the need to preserve and protect Community Green Space. The responses revolved around the need to provide sought after land use for York/Poquoson in the following forms: Public Parks/fields and community centers. VCE York/Poquoson manages three Community Green Spaces to date; The York County Community Garden, the York County Learning Garden, and the Poquoson Learning Garden.

References:

York County, VA Comprehensive Plan 2013 <https://www.yorkcounty.gov/200/Current-2013-Comprehensive-Plan>

Poquoson, VA Citizen Survey

<https://www.ci.poquoson.va.us/DocumentCenter/View/561/Comprehensive-Plan-2008-2028-Revised-June-2011?bidId=>

County Health Rankings: <http://www.countyhealthrankings.org/app/virginia/2018/overview>