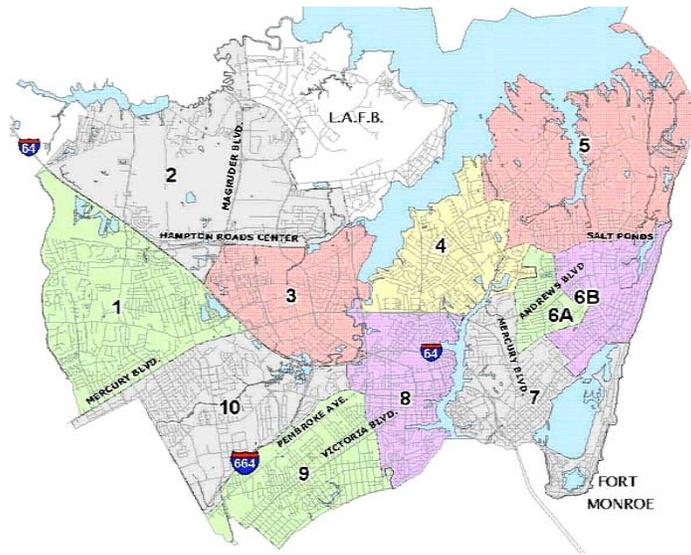




Situation Analysis Report



City of Hampton

2018

City of Hampton UNIT Extension Staff

Karen L. Baker, 4-H Youth Development Extension Agent & Unit Coordinator
Gaylynn Johnson, Agriculture and Natural Resources Extension Agent
Sherry Bazemore, Family and Consumer Sciences Extension Agent
Jakiya Lewis, Unit Administrative Assistant
Kaila Mullins, 4-H Youth Development Program Associate
Iyana Council, 4-H Youth Development Program Associate

City of Hampton UNIT Extension Leadership Council

4-H Youth Development Advisory Committee:

Vice Mayor James Gray
Councilwoman Chris Sneed
Ariana Allen (Youth)
Craig Wapples (Youth)
Alesha Brown
Nichole Dennis
Antone Green
Lateshia Handie
Heather LaRosse'
Maria Perkins
Elder Deloris Pettaway
Apostle David Pettaway
Daryl Rodgers
Synethia White
Anita Williams
VCE-Hampton Staff – Kaila Mullin, Iyana Council, & Jakiya Lewis

Agriculture and Natural Resources Advisory Committee:

Debbie Blanton
Dawn Currier
Wendy Iles
Jim Williams
Carol King
VCE Hampton Staff – Sherry Bazemore & Jakiya Lewis

Introduction

The Hampton Extension Office conducted a comprehensive situation analysis during months of October 2018 through February 2019. Two advisory committees were formed by the Agent's 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.

City of Hampton Unit Profile

The City of Hampton is located in the coastal region of Virginia, approximately 70 miles from Richmond.

Population Key Trends:

- The data indicated that from the 2010 to 2017, the population decreased from 146,437 to 137,43 a decrease of -6.15%. Broad population trends in Hampton continue to mirror those identified in 2010 as well as tracking consistently with national trends. Since Hampton is a mature, fully developed community, the population has and will continue to remain fairly stable or perhaps decline somewhat as it begins the gradual redevelopment of certain parts of our community. The older areas of the City lost population during the previous decade.
- The data indicated that Hampton's population is more racially diverse than the population of the region or the State.
- The community is racially diverse with demographics reported at 49.6% African American, 42.7% white, and the remainder made up of small percentages of biracial, Asian, American Indian and Hispanic households
- While the Hampton's non-white population has increased during the most recent decade the white population experienced a decrease.

Age & Gender Characteristics Key Trends:

- Hampton mirrors the national trend of having an aging population. One of the fastest growing segments of Hampton's 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 group.
- Information from the City Comprehensive plan showed that the school age population (5 to 19 years) is projected to decrease between 2010 and 2020.
- The data indicated that the population is becoming older on an average. Hampton has people 70 years of age or older in the mid-range of other places in the area at 8.9% of the total and is ranked in the middle of the group.
- Hampton shows it has 35.6 overall median age of all people.
- Total male population is about 7.3% smaller than total female population.
- Data indicate that median age of men compares as about 13.4% smaller than median age of women.
- Data indicate that the gender of the populations is 50/50 ratio of male to female.

Educational Attainment Key Trends:

- In 2017 Hampton became the first Ford Next Generation Learning Community in Virginia. The Academies of Hampton provide learning through the lens of a career.
- The school population is less balanced than the city at large with racial demographics reported at 59.7% African American, 25.3% white, 6.1% Hispanic, 6.2% bi- or multi-racial, 2.1% Asian and less than 1% American Indian or Hawaiian/Pacific Islander.
- Since economic downturn in 2008, there has been a slight decline in Hampton's population and an associated decline in school enrollment.
- As of August 2015, 40% of Hampton City Schools are accredited, down from 97% in 2010.
- Data indicate that Hampton has a slightly lower level of higher education in comparison to the Hampton Roads region.
- Hampton is in line with the rest of Hampton Roads on high school graduation/GED completion rates (91.82%) of population 25 years and older as of 2017.
- The data further indicate that the population has a slightly higher level of its population that has complete High school and has some college education but no degree.
- Hampton has started to close the gap in higher education levels (28.16%) of population 25 years and older: the region has 32.1% with a bachelors degree or higher, a difference of less than 4%; in 2008, the gap was closer to 5.5%.
- The percentage (61.76%) of students eligible for free and reduced lunch has gone up in the past ten years; however, peer localities have seen similar increases. Statewide, an average of 44.31% of students are eligible.
- The composite index scores (.2741) indicate a school division's ability to pay for education costs fundamental to the Commonwealth Standards of Quality. This number has been improving but is significantly lower than most of the region.

Housing Key Trends

- Average family size has been decreasing as part of the national trend of smaller families (3.08%).
- The median age of a home in Hampton is 53 years.
- Only 3.5% of housing was built in the last 10 years.
- 53.4% of housing is owner-occupied.
- Since 2013, single family home real property values have gone down, but between 2017-2018 median value rose slightly to \$157,900.
- Hampton is trying to increase our stock of high value housing - housing valued at \$375,000 or greater. Since 2006, the number of high value homes has risen 50.8%. Most of these properties are located along the water.

Economy Key Trends:

- Hampton (15.9%) consistently has higher levels of poverty than Hampton Roads (for the region in 2017 it was 12.3%), and numbers for both Hampton and the region are on the rise.
- ALICE (Asset Limited Income Constrained Employed) is a measure of working families and individuals who earn more than the official Federal Poverty Level but less than the basic cost of living. 57% of Hampton households are either below the poverty line, or more likely living paycheck to paycheck, versus only 41% of households in VA. This number has gone up over the past six years (2016).
- Unemployment (6.5%) levels are almost back to pre-recession levels, although the region consistently has lower unemployment levels than Hampton.
- Hampton has a consistently lower median household income than the region. Median Household Income is \$54,062.
- Fiscal stress indicates a locality's ability to generate additional local revenues. Across the state, cities are under greater stress than counties. Hampton is considered high stress, and its ranking (14th) has stayed consistent over the last decade.
- 19.79% of taxes come from our commercial base. The goal is 25%.
- In the past five years, more than \$106 million was invested in new construction activities.

Youth Key Trends:

- Data indicate that Hampton has lower rates of youth being child abuse and neglect than the region and State.
- As of August 2015, 515 students are classified as homeless, up from 211 in 2010.
- Data indicate a significant decrease in the number of teenage pregnancies from 2010 to 2016.
- A very substantial increase in domestic relations/child welfare complaints (custody, neglect and dependency request for protective orders, desertion/non-support and visitation).
- After a spike in 2008 and 2009, juvenile crime is down 53.8% since 2006, and young adult (18-24) crime is down 45.5%.
- 34% of teenagers ages 14-19 who are overweight or obese.
- 25% youth aged 14 to 19 had at least one drink of alcohol during the 30 days before the survey (Mach 2017).
- 17% youth aged 14 to 19 had used tobacco products during the 30 days before the survey (Mach 2017).

Community and Resident Perspectives

Agriculture & Natural Resources:

Two focus groups were conducted with the Hampton Extension Master Gardener volunteers and a horticultural advisory committee. The horticultural advisory committee is composed of collaborating organizations (Hampton Clean City Commission, Hampton Community Gardens Hampton Extension Master Gardeners, Hampton Parks, Recreation, and Leisure Services, and Virginia Cooperative Extension Family Nutrition Program) and a former Agriculture and Natural Resources Extension Agent. We met in the Pinewood Plaza office building's conference room for the first focus group to identify key issues needed for horticulture and natural resource programming in the city. Key issues identified were (1) small and tree fruit education, (2) promotion of water quality and/or storm water education, (3) the hiring of a city arborist, (4) tree care education, and (5) reduced replication of classes collaborating with city organizations.

A second focus group was held with 46 Hampton Master Gardeners at Sandy Bottom Nature Park in Hampton. Several key issues were identified including (1) more narrowed or specific topic trainings (specific rose care vs. general ornamental plant care), (2) citywide and more neighborhood outreach, (3) K-8 youth horticulture education, (4) water quality/water and land steward training, and (5) expansion of native plant and pollinator education.

In addition, four key informants were interviewed from the following agencies and organizations: Countryside Gardens, Hampton After-Schools Program, a Hampton Assistant City Manager, and Morris Lawn and Landscape. Specific issues commonly identified included (1) job training/vocational opportunities for youth and post-high school adults, (2) horticultural training for new employees, (3) educating new and temporary residents in appropriate plant care, (4) nutrition and gardening education, (5) storm water management, (6) litter education, and (7) outreach to underserve areas of Hampton (Shell Road Corridor and North Phoebus).

Furthermore, a survey was posted on the Hampton Extension Master Gardeners' Facebook page asking which horticulture and natural resources were a priority in Hampton. The survey was open for one and a half months and 65 people responded (81% residents, 19% associated with Hampton as a business owner, elected official, Master Gardener, or municipal employee not living in Hampton). Top priorities included (1) living shorelines and marsh vegetation, (2) pesticide education, (3) sustainable gardening, (4) community gardening, and (5) home lawn and landscape management.

Priority Issues

Issue 1: Horticulture and Natural Resource Issues – Storm water 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.

Focus groups, interviews, and surveys determined that private citizens needed more education in storm water best management practices. VCE, Hampton City and the Extension Master Gardeners frequently collaborates with Hampton Clean City Commission (HCCC) to assist in its objective of storm water education to residents. We provide assistance to the city's rain barrel program, training for beautification projects, organization of tree tours, and supplemental volunteers for litter education programs. In addition, both the agent and Master Gardeners have implemented the "Fescue Squad" to address residents' concerns with fertilizer application on lawns. This program seeks to decrease the amount of fertilizer runoff in the Chesapeake Bay and provide feedback to homeowners in best management practices in residential landscape care. We will continue to work with the Clean City Commission and homeowners to seek ways to increase participation in and expand storm water education programs.

Issue 2: Horticulture and Natural Resource Issues – Job Training/Vocational School for High School and Post-High School Adults

Hampton has four high schools, which hosts multiple career academies. Horticulture is not an academy in Hampton City Schools. However, horticulture is a major offered at Thomas Nelson Community College. While the need is met for students looking for a more advanced career in horticulture, many landscape and nursery businesses are concerned its labor challenges. Many stakeholders' express concerns about the lack of jobs available to graduating seniors. In addition, with only 22% of residents holding a bachelor's degree or higher, many residents are restricted to jobs requiring no more than a GED or high school diploma. Horticulture can provide an opportunity for those residents to gain employment.

There is increasing demand for horticultural services, which generates hiring, but new employees often require basic horticultural training that businesses cannot properly handle due to time constraints. Appropriate training includes pesticide certification, equipment handling, lawn and tree care, and pest and plant identification. These concerns are only partly addressed with annual pesticide recertification classes. There is room to collaborate with these businesses, other area agents, and, potentially, the schools to address the issue of properly trained horticulture labor force.

Issue 3: Home lawn and landscape management for new and temporary residents

Home lawn and landscape management serves at the basis for the horticulture and natural resource program for VCE, City of Hampton. Hampton's population has decreased, but there is an ever-growing need to outreach to new residents and temporary, military residents. Many residents are here from out-of-state and are unaware of plants appropriate to Hampton Roads. It leads to situations where an invasive plant, such privet (*Ligustrum*), or towering trees, such as sweetgum (*Liquidambar styraciflua*), are planted and cause interruptions in the future. Plantings

such as this can result in increased maintenance and removal costs for homeowners, and city personnel if found on municipal property. Large trees can also cause serious destruction to life and property during hurricane and severe wind events as well. Stakeholders see a need to outreach to new residents. The horticulture program has not addressed this issue in the past, but programming in 2019 seeks to respond to the need's assessment from stakeholders.

Issue 4: Youth (K-8) vegetable gardening opportunities, school gardens

Youth vegetable gardening is a hot topic around the country. A summary of research findings by Cornell University found that gardening “may affect students’ vegetable consumption, including improved recognition of, attitudes toward, preferences for, and willingness to taste vegetables. Gardening also increases the variety of vegetables eaten. Students also gained more positive attitudes about environmental issues after participating in a school garden program.” The review found that “students who participated in school gardening activities scored significantly higher on science achievement tests compared to students that did not experience any garden-based learning activities.” In addition, multiple studies report school gardens can lessen negative feelings, anxiety, aggressive tendencies, etc. in youth with special needs.

Government and K-8 stakeholders see a need for youth gardening and nutrition education in schools and youth related events, such as summer and winter break camps. The Hampton After-Schools program has expressed their desire to collaborate with Extension to implement vegetable gardens at all city schools. There is a need to outreach to youth during the school year and train staff to care for their gardens during summer break. We are in the initial steps of collaborating with the 4-H Program, Hampton After-Schools Program and Hampton Parks, Recreation, and Leisure Services to address the need.

4-H Youth Development Program:

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's distorted perception of personal values and character, (2) lack of life skills/40 developmental assets (3) youth violence, (4) need for engaging positive youth activities and (5) 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. Key

issues identified were (1) diversity in youth leadership city wide programs (2) underage use of tobacco, alcohol and drugs (3) youth violence, (4) need for engaging positive youth activities and (5) 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 shared leadership (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 and (6) youth perceive a lack of educational, social, civic, and recreational opportunities that provide essential life skills. .

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 shared leadership (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 and (6) lack of life skills/40 developmental assets.

Furthermore, a survey was conducted with the key community leaders and youth, youth serving organizations/agencies and the faith-based organizations to gather their insight on needs and issues plaguing youth and how best the 4-H program can provide programs to address the needs and issues identified. Over 100 surveys were issued with a return of 75 people responding to the survey. The 4-H Advisory Committee analyzed and discussed the data from the focus groups, key informant interview and surveys to identify the following overarching priority issues: (1) youth violence in the community and schools, (2) prevention of underage use of tobacco, alcohol and drugs, (3) lack of life skills and character development in schools and community, (4) negative influence of social media, (5) lack of awareness of 4-H program.

Priority Issues

Issue 1: 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 youth that are not identified as at-risk youth that are in need of prevention and early intervention services. Hampton Office of Youth and Young Adults 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 youth 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 2: 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.

Issue 3: Life Skills & Character Development for Youth

According the data collected is evident that the issue of raising youth with positive character traits and life skills was considered an important issue. Character development and education is a cornerstone of the Virginia 4-H program. This is an issue that should start with the parent in the home.

The 4-H Youth Extension agent can assist the school teachers and youth serving organizations by providing character education and life skills to youth between the ages of 5 and 19 in Hampton. Delivery methods may include community clubs, after school programming, military 4-H clubs, Cloverbud groups and 4-H camping. By providing positive character education using programs such as Character Counts! Youth will gain a better understanding of positive behavior and strive to model this behavior at home and school. Programs such as Reality Store and Leadership programs can help educate youth about the realities of living in the real world and budgeting teaches life skills. Programs such as Character Counts!, 4-H club involvement and leadership, and community service help teach youth the values of being a productive citizen of their community and give them the confidence to pursue other leadership roles in the future.

Issue 4: Negative Influences of Social Media

Social media is a way to digitally connect and communicate with others. The strength of social media is that it is built upon real relationships between people, with technology enabling people to easily connect with others in real time anywhere in the world. Social network sites are powerful tools that can improve a group's welfare and rate of information exchange (Skelly, 2005). However, if not utilized properly by youth can be dangerous. Data collected from the surveys and focus groups identified misuse of social media as a pressing issue plaguing youth in Hampton. Negative correlates of social media include, behavioral addiction, the decrease in real life social community participation and academic achievement, as well as relationship problems. Stalking and cyber bullying, identity theft, victimization to rumors, missing out attitude, aggressive and callous behavior and host of other mental and social abnormalities are also the result of excessive use of social media. Due to face book, mobile and tv, youth are forgetting basic values and culture, which leads to a social disconnect.

Social media contains powerful communication tools that can be of great benefit to forwarding the mission and the message of an organization. These tools can also have a significant impact on an organization and personal reputations. Parents and schools are tasked with policing youth use of school media. 4-H continues to partner with the school division to educate youth on the safe use of social media. 4-H offers several programs to educate youth on using social media safely such as; Take a Stand Program, Guide to Bully preventions Citizenship programs targeting the underlying issues of good decision making, problem solving, and conflict resolution.

Issue 4: Awareness of 4-H Program

It seems to be that 4-H is the best kept secret in the City of Hampton among some of the communities. Hampton 4-H can accommodate ages 5-19 through various delivery modes such; as community 4-H clubs, in school 4-H clubs, after school 4-H programming, military 4-H clubs, 4-H school enrichment, Clover bud 4-H groups, and 4-H camping. The data indicated a need for enhanced promotion of the programs 4-H can provide to the community. The data also indicated that many people are not aware of the urban programming efforts and still think of it as a 4-H program for livestock and showing animals when we have no livestock or large agriculture left in Hampton. Ensuring that youth have enriching educational experiences and an environment that is conducive to their development are essential. 4-H engages youth in hands-on learning activities in the areas of science, healthy living, and citizenship, leadership and character development that will aid them in became productive citizens in their community.

Through all reasonable efforts 4-H will utilize all media sources to inform the community of programs that can be provided to meet their youth development needs. Also, by utilizing volunteers to spread the word about 4-H program through actively engaging the community at town hall meetings, PTA meetings, faith-based events and City-wide events.