

### LIST OF STRATEGIES

**Introduction:** The ranking exercise is intended to provide insight into areas of emphasis that are judged to be of the highest potential benefit in improving quality of life and enhancing the competitiveness of the Hampton Roads region. Note that at this point in the project, these options are general areas of emphasis, not fully developed strategies. As development of the Strategic Plan progresses, action plans will be developed for the top regional priorities and at that point specific strategic and policy proposals will be developed. The following categories and strategy areas were compiled based on analysis of over 50 regional and local plans and are representative of efforts of local governments and regional organizations.

#### ECONOMY (E)

- **[E1 - Opportunity and Wage] *Increase Professional Opportunities and Wages*:** Economic development activities that are focused on increasing the diversity of professional opportunities available in the region and increasing the wages paid.
- **[E2 - Private Sector] *Grow the Private Sector of The Economy*:** Economic development activities that emphasize growing the private sector of our regional economy rather than expanding federal spending in the region.
- **[E3 - Innovation] *Expand Support for Entrepreneurship and Innovation*:** Efforts to expand training, support, and funding for new business development on the part of residents and leveraging businesses already present in the region.
- **[E4 - Federal Spending] *Leverage / Expand Federal Spending in the Region*:** This strategy includes both lobbying efforts to increase federal spending in the region and initiatives to grow elements of the private sector that support federal initiatives.

#### INFRASTRUCTURE (I)

- **[I1 – Public Transit] *Improve Public Transit (Bus, Rail, Trail)*:** This strategy includes expansion of all forms of public transit to provide a more functional alternative to driving.
- **[I2 – Road Network] *Improve Road Network (Connectivity, Safety, Accessibility)*:** This strategy involves continued emphasis on expanding the road network in Hampton Roads.
- **[I3 – Energy] *Improve Energy Supply and Infrastructure*:** Hampton Roads currently faces some limitations in energy availability in the face of growing demand. This strategy emphasizes expanding the energy portfolio available in the region through expansion of the grid, increased energy imports, and increased power generation within the region.
- **[I4 – Broadband] *Improve Broadband (High Speed Internet Accessibility)*:** This strategy involves continued efforts to build and expand the broadband infrastructure in the region and capitalizing on linkage to trans-Atlantic cables.

## NATURAL ENVIRONMENT (N)

- **[N1 – Flooding]** *Reduce Vulnerability to Flooding (Recurrent, Stormwater, Sea Level Rise)*: This strategy is focused on a range of initiatives to enhance resiliency to worsening flood threat associated with the increase in heavy rainfall events and sea level rise.
- **[N2 – Water Quality]** *Improve Water Quality (Fishable, Swimmable, Drinkable)*: This strategy includes a range of efforts to improve water quality through reduction of point source and non-point source pollution.
- **[N3 – Green Spaces]** *Preserve Green Spaces and Natural Habitat*: This strategy involves improvement of land conservation efforts to emphasize protection and restoration of areas that provide highest habitat and societal benefits.
- **[N4 – Public Access]** *Increase Public Access to Land and Water*: Expansion of public access opportunities to public lands and both tidal and non-tidal waters of Hampton Roads.

## RESIDENT WELL-BEING (R)

- **[R1 – Health]** *Improve Health Outcomes*: Efforts to increase health education and treatment for the residents of Hampton Roads. This strategy includes improvements in access to and affordability of medical care across incomes.
- **[R2 – Education]** *Improve Education System*: Improvements to access, quality of instruction and infrastructure for education in the region.
- **[R3 – Social Equity]** *Improve Social Equity and Cohesion*: Expansion of opportunities for advancement across the diverse range of cultural, ethnic, and income ranges present in the region.

## VISITOR APPEAL (V)

- **[V1 – Regional Marketing]** *Enhanced Marketing of The Region*: A coordinated regional effort to improve the visibility of the region. While slotted under visitor appeal, this strategy could also include marketing for economic development purposes.
- **[V2 – Amenities]** *Expand Portfolio of Visitor Amenities*: A coordinated regional effort to link, leverage and expand the range of amenities and associated support services available to visitors.

## HOUSING & COMMUNITY DEVELOPMENT (H)

- **[H1 – Housing]** *Improve Housing Availability, Affordability, and Access*: A suite of initiatives to expand the range of housing opportunities across the region. This would include increasing housing supply and increasing accessibility through education and support of residents.
- **[H2 – Placemaking]** *Improve Placemaking (Enhanced Public Spaces, Walkable Communities, Access to Parks)*: Improvements to urban design and resident engagement to enhance the quality of communities and public spaces throughout the region. Support for improved public health and social interaction would be emphasized.