



POPULATION NEEDS

Goals, Strategies and Actions

Goal:

Ensure that all citizens, *especially the youth and aging populations*, have ~~the opportunity to participate in a variety of activities offered~~ *access to healthy and safe communities* in the County and that facilities *and programs* are provided that accommodate a variety of activities *for different age groups*.

Strategies:

1. Provide the ability for as many citizens as possible to ~~utilize~~ *use* public and alternate transportation services and modes including the Williamsburg Area Transport *Authority* and future Greenway connections (*see also Transportation*).
2. Provide recreational activities and locations geared toward specific interests and ages of youth (also Parks and Recreation).
3. Ensure that cost does not prevent ~~and children~~ youth *or seniors* from participating in programs, services, and events, or from visiting facilities (*see also Parks and Recreation*).
4. Increase the coordination of programs and services for youth *and seniors* in James City County.

Actions:

1. Provide areas for public transportation and mobile services stops, within or adjacent to, new high density and multi-family housing *and senior living facility* communities (*see also Transportation*).
2. Retrofit existing high density and multi-family developments and *senior living facility* communities to provide stops for public transportation and mobile services (*see also Transportation*).
3. Encourage development patterns that make youth destinations more accessible from home or school, by foot or bicycle, by continuing to incorporate the Bikeway, Sidewalk, and Greenway Plans into the design of new development proposals (*see also Transportation*).

4. Continue to offer free rides for middle and high school students in James City County through the Williamsburg Area Transport Authority and expand marketing and cooperation within the school system (see also Transportation).
5. Explore new partnerships and alternative means to increase the ability to provide transportation services, possibly through public and private partnerships (see also Transportation).
6. Develop pedestrian and bikeway networks that serve youth destinations by using the Bikeway, Sidewalk, and Greenway Plans as guides (see also Transportation).
7. Ensure that children and youth have adequate and safe facilities where they may participate in programs and services, including day care and where appropriate, home based day care businesses (see also Parks and Recreation).
8. Continue to support quality pre-school services for all at-risk children.
9. Monitor recreational interests of County youth and form partnerships to create, or enhance, programs and facilities to serve these interests (see also Parks and Recreation).
10. ~~Encourage economic development that offers higher paying wages and full time employment with benefits.~~
11. Encourage businesses to offer youth oriented opportunities to include goods, services and employment.
12. Continue to pro-rate membership to community centers and cost of programs according to income (see also Parks and Recreation).
13. Establish communications tools to regularly consult with youth and seniors about issues affecting the County by increasing the role of the Youth Advisory Council and Senior Services Coalition in the community.
14. Implement the specific strategies proposed in the James City County Department of Community Services Strategic Plan for Children and Youth.
15. Explore objectively the need and the preferred development and operations model for youth centers in James City County given the character of our community.
16. Promote and educate citizens/youth about available physical health, mental health, and social services benefits.
17. Promote increase in the number of youth friendly gathering areas/activities.
18. Remove barriers to safe neighborhoods, such as vacant lots and buildings, dark streets and walkways, and overgrown vegetation (see also Land Use).

19. *Promote community design that encourages walking and outdoor recreation (sidewalks, crosswalks, and parks) (see also Land Use).*
20. *Promote community health care centers for persons of all ages and cultures within close proximity to where people live.*
21. *Promote affordable housing, including Continuing Care Retirement Communities (CCRCs) for all income levels (see also Housing).*
22. *Promote a range of transportation options to address the needs of individuals with special health issues and a variety of physical abilities (see also Transportation).*
23. *Promote community arts and recreational activities inclusive of all ages and cultures (see also Parks and Recreation).*
24. *Work with other organizations to monitor the needs of seniors, including information gathering on the types and amount of program participation needs.*