



POPULATION NEEDS

Goals, Strategies and Actions

Goal:

1. Ensure that all citizens, especially the youth and aging populations, have 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 and Actions:

- 1.1 Provide the ability for as many citizens as possible, *especially youth and seniors*, to use public and alternate transportation services and modes including the Williamsburg Area Transport Authority and future Greenway connections (see also Transportation).**

1.1.1 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).

1.1.2 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).

1.1.3 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).

~~1.1.4 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).~~

1.1.5 Explore new partnerships and alternative means to increase the ability to provide transportation services, possibly through public and private partnerships (see also Transportation).

1.1.6 Develop pedestrian and bikeway networks that serve youth destinations by using the Bikeway, Sidewalk, and Greenway Plans as guides (see also Transportation).

- 1.1.7 Promote community design that encourages walking and outdoor recreation (sidewalks, cross-walks, *bike paths* and parks) (see also Land Use).
- 1.1.8 Promote a range of *affordable* transportation options to address the needs of individuals with special health issues and a variety of physical abilities (see also Transportation).

1.1.9 *Implement the Greenway Master Plan.*

1.1.10 *Work with WATA to develop programs to increase ridership including, but not limited to:*

1.1.10.1 *Continue to offer riders for middle and high school students in James City County and expand marketing and cooperation within the school system.*

1.1.10.2 *Seek grant funding to expand service to unserved growth areas such as Jamestown Road and High Street.*

1.1.10.3 *Implement a transit pass system which offers reduced fare for riders who use the card instead of cash.*

1.1.10.4 *Conduct a comprehensive ridership analysis, including a rider survey, every three years to evaluate routes, hours of operation.*

1.2 Provide recreational activities and locations geared toward specific interests and ages of youth and seniors (also Parks and Recreation).

1.2.1 Ensure that children and youth have adequate and safe facilities where they may participate in programs and services, including *child day* care and where appropriate, home based *child day* care businesses (see also Parks and Recreation).

1.2.2 *Where appropriate, encourage and promote additional safe child care businesses, including home-based child care.*

1.2.3 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).

1.2.4 Explore objectively the need and the preferred development and operations model for youth centers in James City County given the character of our community.

1.2.5 Promote increase in the number of youth friendly gathering areas/activities.

1.2.6 Remove barriers to safe neighborhoods, such as vacant lots and buildings, dark streets and walkways, and overgrown vegetation (see also Land Use).

1.2.7 Promote community arts and recreational activities inclusive of all ages and cultures (see also Parks and Recreation).

1.2.8 *Provide funding to the Historic Triangle Senior Center contingent upon their expanding programs throughout the County.*

1.2.9 *Work with community organizations to establish at least three family learning centers.*

1.2.10 *All master plans for new parks will include input from youth and seniors.*

1.2.11 *The Youth Advisory Council shall conduct a survey every two years to identify and prioritize ideas for recreational activities/locations for youth.*

1.3 Ensure that cost does not prevent *citizens, especially* youth or seniors, from participating in programs, services, events, from visiting facilities, *or from accessing healthcare and housing* (see also Parks and Recreation and Housing).

1.3.1 Continue to pro-rate membership to community centers and cost of programs according to income (see also Parks and Recreation).

1.3.2 Continue to support quality pre-school services for all at-risk children.

1.3.3 Promote community health care centers for persons of all ages and cultures within close proximity to where people live.

1.3.4 Promote affordable housing, including Continuing Care Retirement Communities (CCRCs) for all income levels (see also Housing).

1.3.5 *Continue to offer free times at the James City/Williamsburg Community Center.*

1.3.6 *Continue to provide free access to the James River Community Center for youth.*

1.3.7 *Increase the number of eligible youth enrolled in FAMIS and Food Stamps.*

1.3.8 *Seek grant funding to construct another elderly housing complex.*

1.3.9 *Develop a program that allows youth to volunteer in exchange for free or reduced fees.*

1.3.10 *Increase funding for scholarships for recreation programs.*

1.3.11 *Increase the number of community special events.*

1.4 Increase the coordination of *public and private* programs and services for *citizens, especially* youth and seniors, in James City County and increase awareness of services.

~~1.4.1 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.~~

1.4.2 *Continue to* implement the specific strategies proposed in the James City County Department of Community Services Strategic Plan for Children and Youth.

~~1.4.3 Work with other organizations to monitor the needs of seniors, including information gathering on the types and amount of program participation needs.~~

1.4.4 Promote and educate citizens/~~youth~~ about available physical health, mental health, and social services benefits.

1.4.5 Encourage businesses to offer healthy and safe youth oriented opportunities to include goods, services and employment.

1.4.6 Work with the Senior Services Coalition to develop a Strategic Plan for Seniors.

1.4.7 Revise the Strategic Plan for Youth every five years.

1.4.8 County staff shall participate as appropriate in the development of community wide needs assessments and strategic plans initiated by community organizations and a process shall be developed for staff to report on the progress of these efforts to the Board of Supervisors.

1.5 Ensure that citizens have access to, and know how to use appropriate technological resources.

1.5.1 Work with citizens and commercial communications providers to inventory the coverage in the county, and identify neighborhoods and other areas that are not adequately served by communications technology.

1.5.2 Establish criteria, identify priorities, and work with commercial providers to extend or improve communications coverage in underserved areas of the county.

1.5.3 Work with public and private organizations to review existing education and outreach programs, and develop additional programs if necessary to ensure that all citizens have sufficient access to hardware, software and training to benefit fully from Web-based services and information.