



POPULATION NEEDS

Goals, Strategies and Actions

Goal:

1. Ensure that all citizens, especially youth and seniors, have safe, affordable and convenient access to beneficial programs, services and activities.

Strategies and Actions:

1.1 Provide public and alternative transportation services and modes including the Williamsburg Area Transport Authority and future Greenway connections (See also Transportation.)

1.1.1 Provide public transportation and mobile services stops, within or adjacent to, new high density and multi-family housing and senior living communities (See also Transportation.)

1.1.2 Retrofit existing high density and multi-family developments and senior living communities to provide stops for public transportation and mobile services (See also Transportation.)

1.1.3 Implement the Greenway Master Plan.

1.1.3.1 Make youth and senior destinations more accessible from home and school, by foot and bicycle, by implementing the Bikeway, Sidewalk, Greenway, and Parks and Recreation Master Plans into the design of new development proposals (See also Transportation.)

1.1.3.2 Interconnect and create pedestrian and bikeway networks that serve destinations by using the Bikeway, Sidewalk, and Greenway Plans as guides (See also Transportation.)

1.1.4 Develop new partnerships and alternative means to increase the County's ability to provide transportation services (See also Transportation.)

- 1.1.5 Promote a variety of transportation options to address the needs of individuals with special health issues and a range of physical abilities (See also Transportation.)
- 1.1.6 Work with Williamsburg Area Transit Authority (WATA) to develop programs to increase ridership including, but not limited to:
 - 1.1.6.1 Continuing to offer rides for middle and high school students in James City County and expanding marketing and cooperation within the school system.
 - 1.1.6.2 Seeking grant funding to expand service to underserved growth areas such as Jamestown Road and High Street.
 - 1.1.6.3 Implementing a transit pass system which offers reduced fare for riders who use the card instead of cash.
 - 1.1.6.4 Conducting a comprehensive ridership analysis, including a rider survey, every three years to evaluate routes and hours of operation.

1.2 Provide recreational activities and locations geared toward specific interests and ages of youth, adults, and seniors (See 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 care and where appropriate, home based child care businesses (See also Parks and Recreation.)
- 1.2.2 Collaborate with Child Development Resources to promote the importance of quality preschool service and affordable day-care as referenced in its plan, "Virginia's Plan for Smart Beginnings."
- 1.2.3 Ensure that seniors have adequate and safe facilities where they may participate in programs and services, including adult care and where appropriate, home based adult care businesses.
- 1.2.4 Encourage and promote additional safe child care businesses, including home-based child care.
- 1.2.5 Encourage and promote additional safe adult care businesses, including home-based adult care.
- 1.2.6 Assess recreational interests of County youth and seniors and form partnerships to create or enhance programs and facilities to serve these interests, and explore the preferred development and operations model for these programs and facilities given the character of the community (See also Parks and Recreation.)

- 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 Include input from youth and seniors in all master plans for new parks (See also Parks and Recreation.)
- 1.2.11 Conduct a survey every two years through the Youth Advisory Council to identify and prioritize ideas for recreational activities/locations for youth.

1.3 Advocate costs that promote all citizens', especially youth's or senior's, ability to participate in programs, services, and events; to visit facilities; and to access 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 senior housing options, from independent living to Continuing Care Retirement Communities (CCRCs) and skilled care, for all (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 participation of eligible families enrolled in the Family Access to Medical Insurance Security Plan (FAMIS) and Food Stamps programs by increasing their awareness of the plans.
- 1.3.8 Seek grant funding to construct senior housing.
- 1.3.9 Develop a program that allows youth to volunteer in exchange for free or reduced fees for recreational programs.
- 1.3.10 Increase funding for scholarships for recreation programs.

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

1.4.1 Implement the specific strategies proposed in the James City County Department of Community Services Strategic Plan for Children and Youth.

1.4.2 Educate and promote citizens about available physical health, mental health, and social services benefits.

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

1.4.4 Revise the Strategic Plan for Youth every five years.

1.4.5 Participate in the development of community wide needs assessments and strategic plans initiated by community organizations and develop a process for staff to report on the progress of these efforts to the Board of Supervisors.

1.5 Promote citizen access to, and knowledge about technological resources.

1.5.1 Facilitate extension or improvement of communications coverage in under-served areas of the county.

1.5.2 Provide access to hardware, software and training so that all citizens can benefit fully from Web-based services and information.