

AGENDA REVISED TO REFLECT THE ADDITION OF ITEM 7(a)



Town of Hilton Head Island **PUBLIC PLANNING COMMITTEE MEETING** Thursday, October 28, 2021, 3:00 PM **REVISED AGENDA**

The Public Planning Committee meeting will be conducted virtually and can be viewed on the [Town of Hilton Head Island Public Meetings Facebook Page](#)

1. **Call to Order**
2. **FOIA Compliance** Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
3. **Roll Call**
4. **Approval of the Agenda**
5. **Approval of the Minutes**
 - a. Special Meeting - September 28, 2021
6. **Appearance by Citizens** Citizens who wish to address the Committee may do so by contacting the Town Clerk at 843.341.4701, no later than 2:00 p.m. the day of the meeting. Citizens may also submit written comments via the [Town's Open Town Hall Portal](#). The portal will also close at 2:00 p.m. the day of the meeting. Comments submitted through the portal will be shared with the Committee and made part of the official record.
7. **Unfinished Business**
 - a. Monthly Update on the Short-Term Rental Ordinance Initiative
 - b. Parking Study Master Plan - Direction on Implementation
8. **Adjournment**

Please note, a quorum of Town Council may result if four (4) or more of their members attend this meeting.



Town of Hilton Head Island
Public Planning Committee Special Meeting
September 28, 2021, at 9:00 a.m. Virtual Meeting
MEETING MINUTES

Present from the Committee: Chairman David Ames, Tamara Becker, Alex Brown, Glenn Stanford

Absent from the Committee: None

Others Present from Town Council: Bill Harkins

Present from Town Staff: Chris Yates, Interim Community Development Director; Teri Lewis, Deputy Community Development Director; John Tuttle, Technology & Innovation Director; Rene Phillips, Web Developer; Krista Wiedmeyer, Town Clerk; Teresa Haley, Senior Administrative Assistant

1. Call to Order

Chairman Ames called the meeting to order at 9:00 a.m.

2. Freedom of Information Act Compliance – Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Approval of Minutes

a. Regular Meeting – July 21, 2021

b. Workshop – August 10, 2021

Chairman Ames asked for a motion to approve the minutes of the Regular Meeting of July 21, 2021, and the Workshop of August 10, 2021. Mr. Stanford moved to approve. Ms. Becker seconded. By show of hands, the motion passed by a vote of 4-0-0.

4. Appearance by Citizens

Public comments concerning agenda items were to be submitted electronically via the Town's Open Town Hall portal. There were no comments of record. Citizens were also provided the option to comment on agenda items during the meeting by phone. There were no callers for this meeting.

5. Unfinished Business

a. Staff Update and Presentation of the Current Status of the Short-Term Rental Ordinance

Teri Lewis referenced the meeting held in June when Staff reviewed the results of research regarding existing short-term rental ordinances in over 20 communities. She noted the Committee shared they had concerns related to the impact of short-term rentals on neighborhoods particularly relating to noise, safety, parking, trash, and the lack of a contact person regarding such. The Committee also felt occupancy should be limited, safety inspections completed, and the definition of a short-term rental should be very

clear. Ms. Lewis informed the Committee there are approximately 33,000 residential units on Hilton Head Island with 9,500 potentially being identified as short-term rentals which makes it clear that changes need to be made regarding short-term rentals on the Island. Ms. Lewis introduced the consultants for this project, White and Smith, LLC, to conduct a presentation to the Committee regarding moving forward with attaining those changes.

Mr. Tyson Smith, Principal in Charge conducted a brief overview of White and Smith Planning and Law Group. He explained his group handles code projects for cities and counties across the country on all manners of land use issues and have had the opportunity to attack the short-term rental issue. He explained they worked with Kiawah Island among others regarding their short-term rental ordinance. He introduced Kelly Cousino, Project Manager to conduct her presentation.

Ms. Cousino conducted an extensive presentation covering the Scope of Work which includes: Public Planning Committee Workshop; Focus Group Sessions; Outline of Proposed Short-Term Rental (STR) Approach; STR Ordinance Drafts; Staff review; LMO Committee, Planning Commission, and PPC review; Town Council first and second readings; and Final for codification.

Mr. Smith explained the reason for acting is to clarify the rules and have consistent enforcement while finding a balance for such. He said it is important to have a tailored program for Hilton Head Island that will be durable. He added that residential purposes need to be defined and pointed out the need to deal with the gated and non-gated communities. Mr. Smith reviewed the common approaches regarding short-term rentals in detail. He reviewed the STR regulations in Kiawah Island and how they approach the issue and handle enforcement of the ordinance.

Ms. Cousino reviewed various STR regulations and approaches for Kiawah Island, City of Charleston, York County, Mount Pleasant and Charleston County.

The Committee made comments and inquiries regarding: residential homes on Hilton Head Island have become commercial enterprises rather than a single family home; neighborhoods being overwhelmed with short-term rentals; any current ability to regulate short term rentals; the need to limit or reduce the number of short-term rentals; the need for public input; a definition of the stakeholders to be approached; how other communities fare the challenges of regulating short-term rentals; the need for balance; impact on property values; the need to seek out studies done on impact regarding property values; the need for a problem statement; concern regarding absentee owners; impact of long-term rentals converting to short-term rentals; and the impact of residents quality of life.

After discussion, the Committee requested that staff review Our Plan to identify which aspects of the Plan are impacted by STR.

Chairman Ames requested that Staff write a Problem Statement to be submitted to the Committee for review.

It was the consensus of the Committee they would like to assist in the project and would need a list of the focus groups to review and subsequently contribute additional names or groups to be contacted. The Committee asked Staff to provide a contact person the members can provide when contacting individuals and/or groups.

Mr. Smith reviewed the time frame for the project noting the hope to have it completed by June 2022.

Ms. Cousino concluded with a summary of the next steps and stated she would provide the Committee with a list of those that have been contacted to date.

6. New Business

a. Consideration of the Proposed Calendar Year 2022 Meeting Dates

Chairman Ames asked for a motion to approve the Proposed Calendar Year 2022 Meeting Dates. Mr. Stanford moved to approve. Ms. Becker seconded. By way of roll call, the motion passed by a vote of 4-0-0.

7. Adjournment

The meeting was adjourned at 10:48 a.m.

Submitted by: Vicki Pfannenschmidt, Secretary

Approved: [DATE]

DRAFT



TOWN OF HILTON HEAD ISLAND

Executive Department

TO: Town Council Members
FROM: Joshua A. Gruber, - Deputy Town Manager
VIA: Marc Orlando, ICMA-CM – Town Manager
DATE: 09/20/2021
SUBJECT: Beach Parking Master Plan Implementation

Background:

In October of 2019, the Town issued a Request for Qualifications (RFQ) soliciting credentials from firms to conduct a parking analysis and develop a comprehensive parking plan that would help to better address the Town's current and future parking needs, particularly with the opening of the new Lowcountry Celebration Park.

The Town received submissions from several vendors and ultimately selected Walker and Associates to perform this project. Walker and Associates conducted several site visits and inventory surveys, met directly with Town staff and Town Council members, and held several community engagement meetings to obtain public comment and feedback. Additionally, the Town solicited public comments through its Open Town Hall portal and received more than 860 individual citizen comments.

Based on the information and data that they were able to collect, Walker and Associates developed a proposed beach are Parking Master Plan that was presented to Town Council at a workshop on October 27, 2020. On November 4, 2020, Town Council voted 7-0 to accept the report as submitted with the understanding that specific action items identified within the report would need to be further discussed and acted upon by Town Council prior to being implemented.

On November 19, 2020, and on February 25, 2021, the Public Planning Committee met to review the Walker and Associates Parking Master Plan and to understand what next steps would need to be taken in pursuit of this matter. After detailed discussions regarding what some of those steps might look like, the Committee charged staff to sequence the immediate action items and begin drafting a plan of execution to bring back to the Committee for review and further discussion.

Recommendation:

The Parking Master Plan identifies various short-term, mid-term, and long-term actions that are necessary to implement the recommendations contained within the report. While each of those items are discussed individually in the following analysis, the short-term recommendations have been given the most examination as they would likely be implemented first with both mid-term and long-term recommendations being acted upon in sequential order at a later point in time.

If Town Council is supportive of implementing the actions identified within Parking Master Plan, then the following items should be considered for adoption.

Short-Term Recommendations

A. Establish a Parking Enterprise Fund within the Town's Financial System.

The Parking Master Plan recommends that the beach parking functions of the Town should be a self-supporting government fund which operates solely for the purpose of regulating and managing public beach parking. To show that it is truly self-sufficient, an enterprise fund is recommended to allow for a transparent accounting of all parking related revenues and expenditures. This promotes budget transparency, allowing the public to see the actual cost to provide and manage public beach parking, and understand the rationale behind established parking rates. The utilization of an enterprise fund allows surplus revenues generated from public beach parking to be reinvested in important Town infrastructure upgrades that will enhance the public beach parking infrastructure as well as the greater beach going experience.

Actions necessary to accomplish this objective include giving a presentation of this information at the Finance and Administrative Committee and/or Public Planning Committee and the adoption of a Resolution by Town Council authorizing the creation of an enterprise fund.

B. Establish Paid Parking Zones at all Beach Access Points via Resolution.

Town Council possess the ability to implement paid parking zones by Resolution. Section 12-3-111 of the Hilton Head Island Town Code states as follows:

The town council may establish by resolution, from time to time as traffic conditions require, zones to be known as parking meter zones upon such streets of the town as are selected by the town council for the location of such meters; and, in such parking meter zones, the town manager shall cause parking meters to be installed and parking meter spaces to be designated as hereinafter provided.

The Parking Master Plan recommends that Town Council adopt a Resolution designating all public beach access parking lots identified in the consultant's report as paid parking locations. The report also provides a recommended fee schedule that would be an initial discussion point for Town Council to consider.

Actions necessary to accomplish this objective include giving a presentation of this information at the Finance and Administrative Committee and/or Public Planning Committee and the adoption of a Resolution by Town Council authorizing the modification of parking meter zones as suggested above.

C. Amend Town Code via Ordinance Adoption to Allow for Parking Technology Solutions.

Town Council will need to make amendments to some of its current parking regulations contained within the Town Code. The current language contained within the code does not account for technology improvements that may be proposed such as allowing for electronic or mobile application payments instead of coin-operated machinery. The amendments should be accomplished using broad language to ensure that if the Town chooses to contract with a

third-party for parking management and other operational services, it will not preclude the use of any proprietary parking related technology/infrastructure.

Actions necessary to accomplish this objective include adopting an Ordinance updating the language of its current parking regulations to consider technological advances in parking infrastructure and electronic payment services that may be utilized as part of a parking management program.

D. Amend the Town Code Via Ordinance Adoption Relative to Parking Enforcement to Allow for Administrative Citations.

Currently, Town Code allows for the issuance of a notice to the owner of a vehicle that the vehicle has been parked in violation of the Town's parking regulations and stating the bond amount set by the town for said violation. This amount is set forth in the Code as being up to \$500.00 per offense and/or 30 days in jail. However, in the transition from the Town's Municipal Court to the County's Magistrate Court, Town staff has been informed that they may not bring forward any citation that has not otherwise been personally served on the individual receiving the citation. As such, the use of these types of citations for parking enforcement purposes is not practical.

South Carolina State Code Section 56-7-80 allows the Town to create and manage a municipal citation program similar to other South Carolina municipalities such as Greenville, Beaufort, Folly Beach, and Charleston. The parking fine structure would adhere to municipal ordinance language which, if amended, would allow a parking fine to fall under an administrative infraction versus a criminal infraction. As such, the constitutional due process requirements necessary to remain enforceable would allow these matters to be heard through an internal administrative appeal process. At no point would a violator ever be subject to criminal prosecution. All outstanding parking fines and fees would be enforceable through the towing and impoundment of offending vehicles or through other authorized civil collection means.

E. Create Policy via Ordinance Adoption that Empowers the Town Manager to Administer the Parking Policies Adopted by Town Council.

The Town should draft an ordinance that allows the Town Manager to create administrative public parking policies, reviews, appeals, exceptions, procedures, establish administrative fees, potentially enter into contracts with a parking authority if appropriate, and generally oversee enforcement of any provision of Title 12; Chapter 3 – Parking.

F. Assess and Implement Administration/Management/Enforcement Services for Parking Related Functions.

Staff must work to develop a project scope that effectively addresses the need for administrative functions, enforcement functions, technology deployment and usage, and capital investment necessary to accomplish the Town's parking management objectives. While oversight of the parking administration program could remain within the Town organization to ensure effective public service delivery, the Town may want to explore the possible pros and cons of outsourcing some, or all, of the day-to-day operations and enforcement of this program to a professional parking management firm.

Actions necessary to accomplish this objective include issuing a public Request for Qualifications specifying the skills, abilities, resources, and a prior track record of success that a qualified firm would need to possess to effectively administer the Town's parking administration program. Qualified vendors could be initially vetted by Town staff with a subsequent recommendation to Town Council for designating a preferred firm. Alternatively, the Town could review the operating and administrative services to be provided by an outside vendor and determine that it is in the Town's best interest to retain management and oversight of all parking administration functions internally.

F. Implement Usage of Dynamic Wayfinding Signage.

In conjunction with Item E above, a dynamic wayfinding solution should be paired with real-time mobile payment transactions and a vehicle counting technology solutions to provide real-time communications to motorists in advance of their destination arrival. This will help inform off-island travel decisions and reduce on-island traffic congestion by easily identifying available parking opportunities particularly during peak times.

Actions necessary to accomplish this objective would including issuing a request for proposals to provide the necessary technology solutions. Alternatively, this could be contracted directly through the Town's parking management firm if within their capabilities.

G. Ancillary Considerations.

a. Beach Pass Eligibility/Terms

Town staff needs additional guidance on how eligible Island residents should be identified to purchase an annual beach pass. Given the recommendation within the Parking Master Plan that all valid beach pass holders should be allowed to park at any of the Town's designated beach parking areas without charge, this consideration becomes even more important to understand. Issues such as identifying primary vs. secondary residences are involved as well as identifying what types of property ownership qualify for a "resident" permit acquisition (i.e., cemetery plots, boat slips, time share deeds). Additional considerations such as specific vehicle identification, transfers among vehicles from the same or separate households, and addressed location of a vehicle's registration have proven difficult to implement as well. Lastly, the length of term and associated purchase costs of beach passes should be reviewed as a part of any potential policy changes that may be implemented. Once all policy aspects of the permitting eligibility have been identified, a new online/electronic platform should be utilized to allow for the expedited receipt, processing, issuance, and enforcement of beach pass requests.

Mid-Term Recommendations

It is anticipated that the recommendation identified as being mid-term within the report would be implemented sometime in the 6 to 12 months following the completion of the objectives identified in the short-term recommendations.

A. Invest Enterprise Fund Revenues in Expanding Bicycle Parking Options.

The Town could proceed with upgrades to the bicycle facility infrastructure through the utilization of parking enterprise fund revenues. The opportunity to provide additional bike parking capacity at each beach access parking location will allow on-island residents and vacationers to take advantage of the 64 miles of paved pathways instead of relying upon the use of their vehicle, thereby lessening traffic congestion, and encouraging alternative forms of transportation.

Actions necessary to accomplish this objective would include designing and constructing additional bicycle infrastructure at appropriate beach access locations via an approved Capital Improvement Project.

Long-Term Recommendations

This recommendation is identified within the report as being within the long-term objective of the Master Plan implementation. As such, it is anticipated that it would be implemented sometime in the 2 to 3 years following the completion of the objectives identified in the short-term recommendations.

A. Utilize Parking Enterprise Funding to Expand Enforcement Within the Greater Community.

The Parking Master Plan study recommends that the Town utilize revenues from the Parking Enterprise Fund to assist commercial and/or residential property owners who may be impacted by the paid parking system changes. Allowing the same parking management firm to oversee the potential commercial and/or residential enforcement responsibilities that arise from the implementation of this program will help to create a uniform level of service with a well-branded look and feel.

Attachments:

1. Walker Consultants Parking Master Plan
2. Walker Consultant Task 1 Deliverable - Initial Stakeholder Intake/Public Parking Inventory and Market Conditions
3. Walker Consultant Task 2 Deliverable - Evaluation of Financial Model, Current Assets and Programs
4. Walker Consultant Task 3 Deliverable - Impact of Lowcountry Celebration Park and Future Parking Needs



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Charlotte, NC 28277

704.247.6230
walkerconsultants.com

August 17, 2020

(sent via Email: joshg@hiltonheadislandssc.gov)

Mr. Joshua A. Gruber
Assistant Town Manager
Town of Hilton Head Island
One Town Center Court
Town of Hilton Head Island, SC 29928

Re: *Coligny Area and Beach Access Parking Study*
Task 1: Initial Stakeholder Intake/Public Parking Inventory and Market Conditions
Walker Project No. 19-001205.00

Dear Josh:

The Town of Hilton Head Island has hired Walker Consultants to prepare the following summary that supports the Task 1 Scope of Services for the Coligny Area and Beach Access Parking Study. The information contained herein represents our summary of the initial staff, external community, and Town Council stakeholder intake sessions. Additionally, the highlights of our May 2020 site visit observations have been provided in the Public Parking Inventory and Market Conditions section at the end of this analysis.

We appreciate the opportunity to be of service to you on this initial project deliverable. If you have any questions or comments, please do not hesitate to call.

Sincerely,

WALKER CONSULTANTS

A handwritten signature in blue ink, appearing to read "Jim Corbett", is written over a light blue circular watermark.

Jim Corbett, CAPP
Director of Parking Studies

Cc: Joey Rowland, P.E., Walker Consultants
Geoff Posluszny, CPP, Walker Consultants
Tom Szubka, CAPP, CPP, Walker Consultants



Coligny Area & Beach Access Parking Study

Task 1:

Initial Stakeholder Intake

Public Parking Inventory and Market Conditions

August 17, 2020

Prepared for:

The Town of Hilton Head, SC



WALKER
CONSULTANTS

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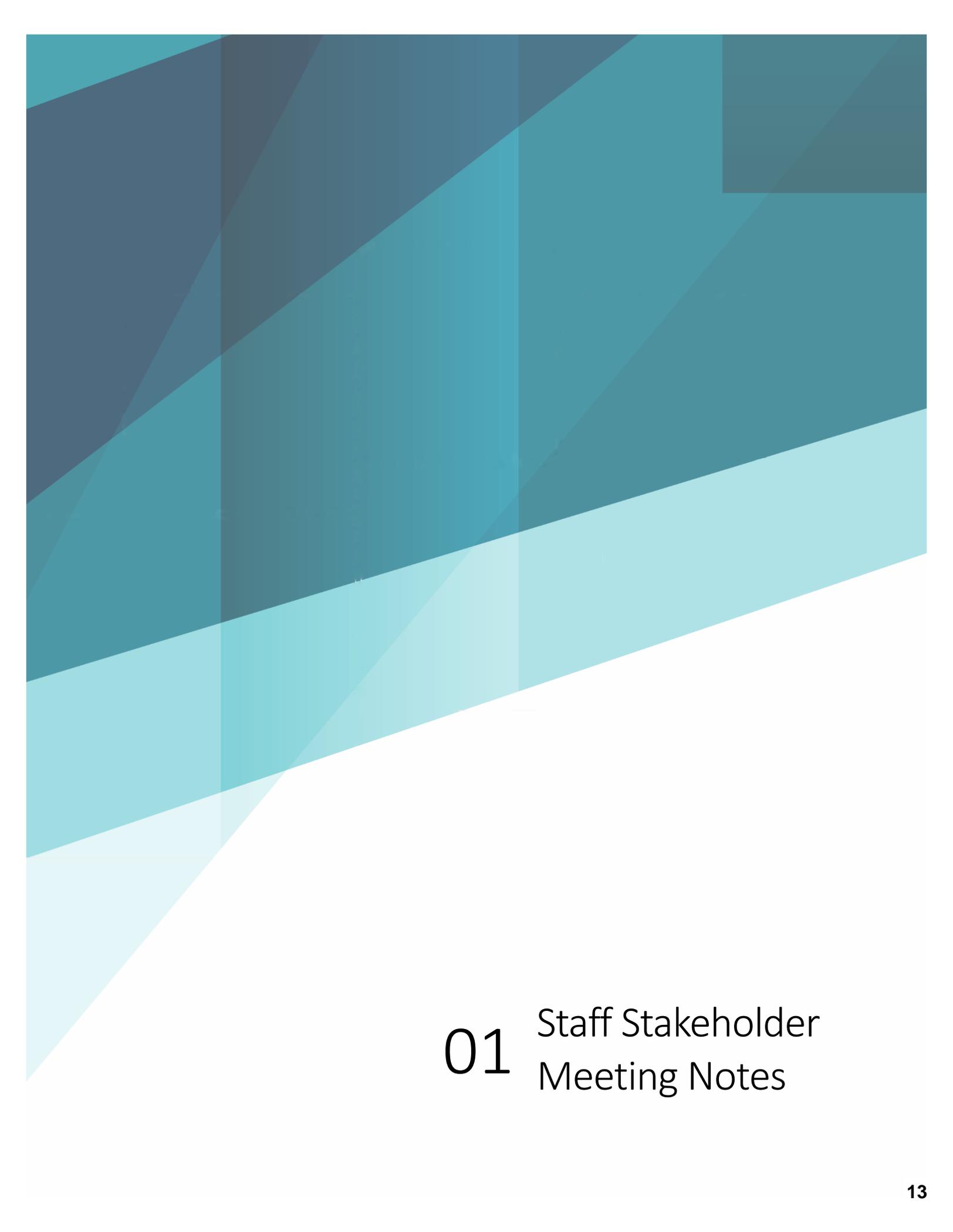
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Appendices

Appendix 1: Stakeholder Meeting Presentation June 2020
Appendix 2: Public Parking Inventory Verification



01 Staff Stakeholder Meeting Notes

Introduction

Walker Consultants participated in five (5) video conference meetings with several staff members and departments from the Town of Hilton Head Island during two scheduled Friday afternoons in May. Beginning with a scheduled project kickoff meeting on the afternoon of Friday, May 1st, Walker conducted two additional meetings that same afternoon, and two more meetings on the following Friday afternoon of May 8th. The following is a summary of notes and discussion topics for each meeting.

Project Kickoff Meeting

Friday May 1st (1:00pm ET)

Town of Hilton Head Attendees:

Steve Riley – Town Manager
Josh Gruber – Assistant Town Manager
Charles Cousins – Assistant to the Town Manager
Scott Liggett – Director of Public Projects
Shawn Colin – Director of Community Development
Stephen Ryan – Staff Attorney

Walker Consultant Attendees:

Jim Corbett, CAPP – Project Manager
Tom Szubka, CAPP, CPP – Strategy Advisor
Geoff Posluszny, CPP – Technology Advisor
Isaac Anderson, MSP – Urban Planner/Analyst

Discussion items:

1. Revised 17-week project schedule (May 1st through August 31st)
2. Final Deliverable – Week of September 7th
3. Project Goals and Objectives:
 - a. Parking Facility Management – Best Practice
 - b. Parking Facility Enforcement – Best Practice
 - c. Technology Options – Best Practice
 - d. Parking System Financial Stability/Sustainable Enterprise
4. Weekly Progress Management Calls (Walker and Town) – Friday 10:30am
5. Virtual Stakeholder Meetings – Schedule (Early June)
 - a. Coligny Plaza Merchants
 - b. Property Ownership Association Groups (POA)
 - c. Town Council Members
 - d. Open House Meeting

Executive Department

Friday May 1st (1:30pm ET)

Town of Hilton Head Attendees:

Steve Riley – Town Manager
Josh Gruber – Assistant Town Manager
Charles Cousins – Assistant to the Town Manager

Walker Consultant Attendees:

Jim Corbett, CAPP – Project Manager
Tom Szubka, CAPP, CPP – Strategy Advisor
Geoff Posluszny, CPP – Technology Advisor
Isaac Anderson, MSP – Urban Planner/Analyst

Discussion items:

1. Beach Access – resident virtual permit and contactless visitor parking
 - a. Currently 3,500± registered beach parking passes for limited parking inventory, inventory now growing with COVID reopening plan (resident beach parking pass only)
 - b. Airport uses pay-by-plate with pay station and ParkMobile pay-by-phone app
2. Coligny Plaza Retail – restrict beach parking access (time limit enforcement?)
3. Coligny Beach and Lowcountry Celebration Park
 - a. Manage event parking separate from beach access parking
 - b. Promote shuttling of event patrons from remote lots
4. Resident Parking District – how does the “McMansion” affect the demand in competition with the modest home?
5. Parking and Mobility Program
 - a. Brand Identity – parking facilities
 - b. Wayfinding and Guidance – digital messaging for motorists coming on to the island
 - c. Financial Model – suggest parking and mobility enterprise fund
 - d. Management and Enforcement – subcontract with professional parking management firm
 - e. Create a compliance culture versus a punitive environment

Community Development Department

Friday May 1st (2:00pm ET)

Town of Hilton Head Attendees:

Shawn Colin – Director of Community Development

Jennifer Ray – Deputy Director

Teri Lewis – Deputy Director

Walker Consultant Attendees:

Jim Corbett, CAPP – Project Manager

Tom Szubka, CAPP, CPP – Strategy Advisor

Geoff Posluszny, CPP – Technology Advisor

Isaac Anderson, MSP – Urban Planner/Analyst

Discussion items:

1. Lowcountry Celebration Park – planned use?
 - a. Peak season seems to be getting shorter while demand is getting greater (longer)
 - b. Events which are not “sanctioned” by the Town often assume the ability to use beach parking
 - c. What is the event application process?
2. Coligny Plaza
 - a. Employees park at beach access parking lot in lieu of Coligny Plaza parking areas
 - b. Employee parking needs should be addressed, remote parking? alternate means?
3. Resident Parking Districts
 - a. Code enforcement reports to the Town Manager
 - b. Only a problem during peak season
 - c. In the process of redesigning the Town towing ordinance
4. Alternative Transportation Measures
 - a. Breeze Trolley
 - b. Resort Shuttles
 - c. Gold Level Bike Program – enhanced bike

Public Projects/Facilities Management/Island Rec Center

Friday May 8th (1:00pm ET)

Town of Hilton Head Attendees:

Scott Liggett – Director of Public Projects and Facilities/Chief Engineer

Jeff Buckalew – Town Engineer

Darrin Shoemaker – Traffic and Transportation Engineer

Julian Walls – Facilities Manager

Alice Derian – Assistant Facilities Manager

Frank Soule – Executive Director (Island Recreation Center)

Walker Consultant Attendees:

Jim Corbett, CAPP – Project Manager

Tom Szubka, CAPP, CPP – Strategy Advisor

Geoff Posluszny, CPP – Technology Advisor

Isaac Anderson, MSP – Urban Planner/Analyst

Discussion items:

1. Dedicated beach parking space requirement by island-wide beach nourishment agreement. The original agreement required 2,400 spaces only to have a subsequent year agreement reduction to a minimum requirement of 1,400 spaces.
2. Issues at Burkes Beach and Chaplin Park when there are recreation events and games on Saturday mornings and some evenings.
3. Replacement of metered technology with mobile app payment, enforcement and real-time parking availability.
4. Facilities management technicians perform daily inspections for meter repair and maintenance, meter revenue collections, quarterly preventive maintenance and assist with enforcement considerations.
5. Meter revenues are collected every day, counted in office then deposited, and reconciled once per month with finance and parking trax system.
6. Parking Area Cameras – IT Department
 - a. Planned for 50 more installations
 - b. No one is actively watching, 2 week recording span then records over previous
 - c. Intended to deter poor behavior and may be used if prior day behavior issue occurs
7. Parking districts were created in the 1990s as a result of overflow parking in districts from paid parking areas. With the removal of paid parking, the issue only appears problematic during peak season.

8. Forest Beach Parking District
 - a. Higher call volume during peak season due to non-residents parking in rights of ways in district
 - b. Individual property owner is required to request temporary visitor permits but doesn't always get done. Creates enforcement and quality of life frustration.
9. Parking Meter Lifespan
 - a. Staff concerned that meters may not last this season. Would prefer Walker push mobile payment app sooner than later. Worried the Town will not be able to collect parking revenues if something happens to the meters.
10. Parking Demand Management
 - a. Create parking pricing variable to promote greater use of remote parking facilities

Code Enforcement

Friday May 8th (2:30pm ET)

Town of Hilton Head Attendees:

Stephen Ryan – Staff Attorney
Wendy Conant – Code Enforcement Officer
Todd McNeill – Code Enforcement Officer

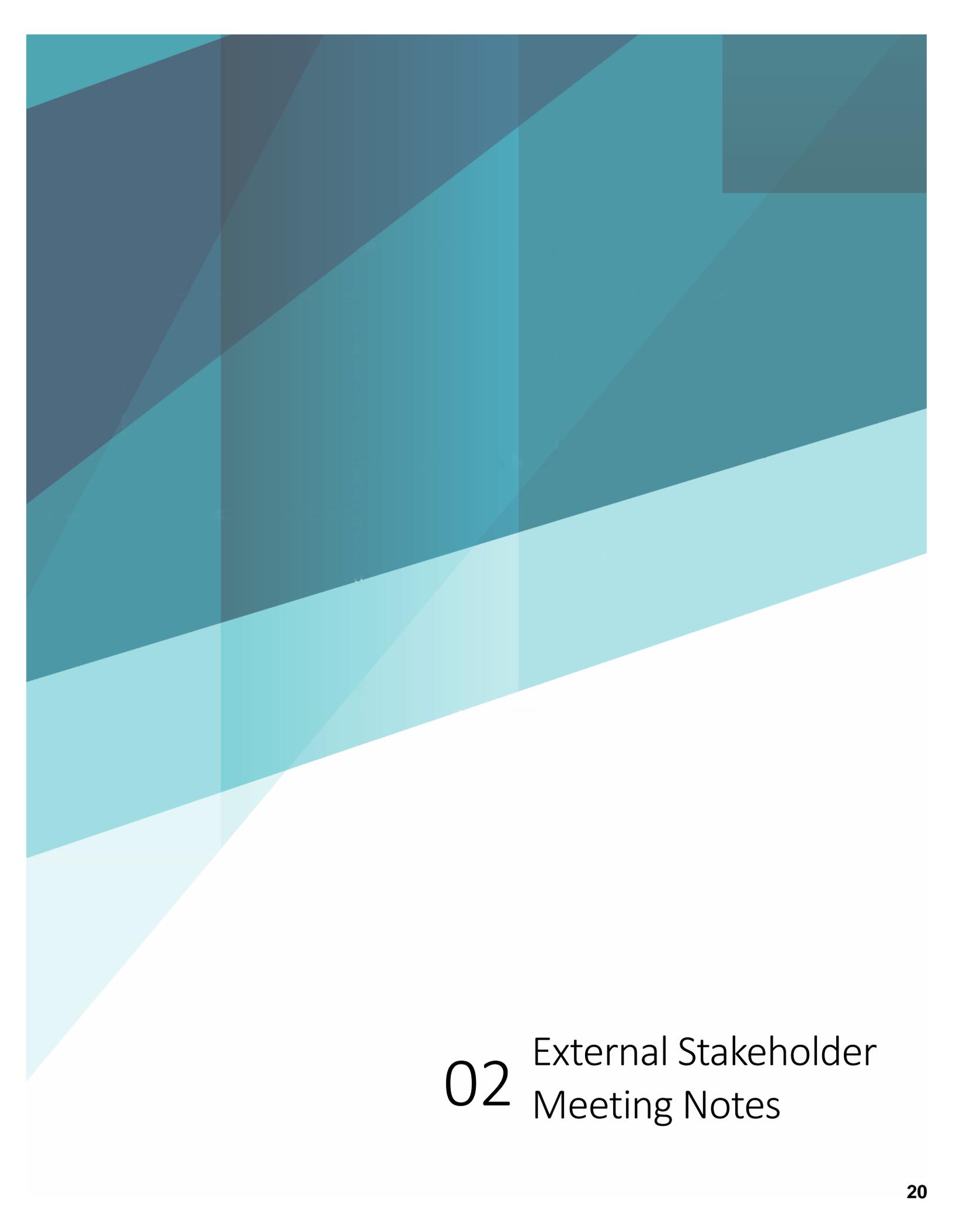
Walker Consultant Attendees:

Jim Corbett, CAPP – Project Manager
Tom Szubka, CAPP, CPP – Strategy Advisor
Geoff Posluszny, CPP – Technology Advisor
Isaac Anderson, MSP – Urban Planner/Analyst

Discussion items:

1. Hilton Head parking citations fall under criminal citation guidelines, not administrative or civil.
2. Historically \$20 citation for no parking area, \$5 citation for expired meter
3. Citations must go to County magistrate for hearing appeal, TOHHI disbanded municipal court in 2019 and Town currently does not issue parking citations for this chain of events and reasons.
4. Immobilization is not preferred due to liability of vehicle damage when immobilization device is attached to vehicle. Technology options are available.
5. Towing is preferred measure of enforcement; code enforcement officer must wait by the vehicle until tow company arrives. Not the best use of time.
6. Code language should change to create a civil citation program over a criminal citation program; Tybee Island, GA recently converted their process to civil and it may be worthwhile to speak with Charleston, Greenville, Columbia and Beaufort to learn of their best practice for parking enforcement.
7. Staff suggest an ideal situation for enforcement best practice would be to issue something stronger than a warning but less than a \$200 tow.

8. Alder Lane beach parking continues to be a sore spot. Often used by Marriott timeshare employees and hard to control without proper enforcement tool.
9. No dedicated parking for RVs. Should consider this option in findings.
10. Resident Parking Districts – no decals issued, so difficult to determine which vehicles to enforce; generally enforcement is only occurring for emergency access issues.
11. Coligny Plaza – Coastal Security is contracted by plaza management to “drive off” obvious beach goers.
12. Locals tend to cause the biggest enforcement issues as they know the streets and know where to park; the next biggest offenders are the day trippers that drive on the island from nearby cities – these often repeat visitors know what they can and cannot get away with.
13. Parking enforcement could be handled more efficiently by a contracted professional operator and allow code enforcement to handle traditional code enforcement issues. Worth exploring state laws for this extension of a municipal government activity.
14. Open to digital messaging technology for DOT rights of way advertisement.



02 External Stakeholder Meeting Notes

Introduction

Walker Consultants participated in a video conference meeting with several external stakeholders consisting of local business owners and property owners in the Town of Hilton Head Island on a Wednesday afternoon in early June. The stakeholders were given a presentation that included the findings and observations of the Walker project team from a site visit in May as well as the initial direction of recommendations that will be developed. The following is a summary of notes and discussion topics for each meeting.

External Stakeholder Meeting

Wednesday, June 3rd (3:00pm ET)

External Stakeholder Attendees:

James Richardson – Coligny Plaza Shopping Center
Lee Lucier – Coligny Plaza Shopping Center
David Carpio – Circle Center Shopping Center
John Kelsey - Rollers Total Beverage
John Snodgrass – Forest Beach Property Owners Association
Larry LaBlanc – Forest Beach Property Owners Association
Jack Daly
Jason Goins – Wright Investments

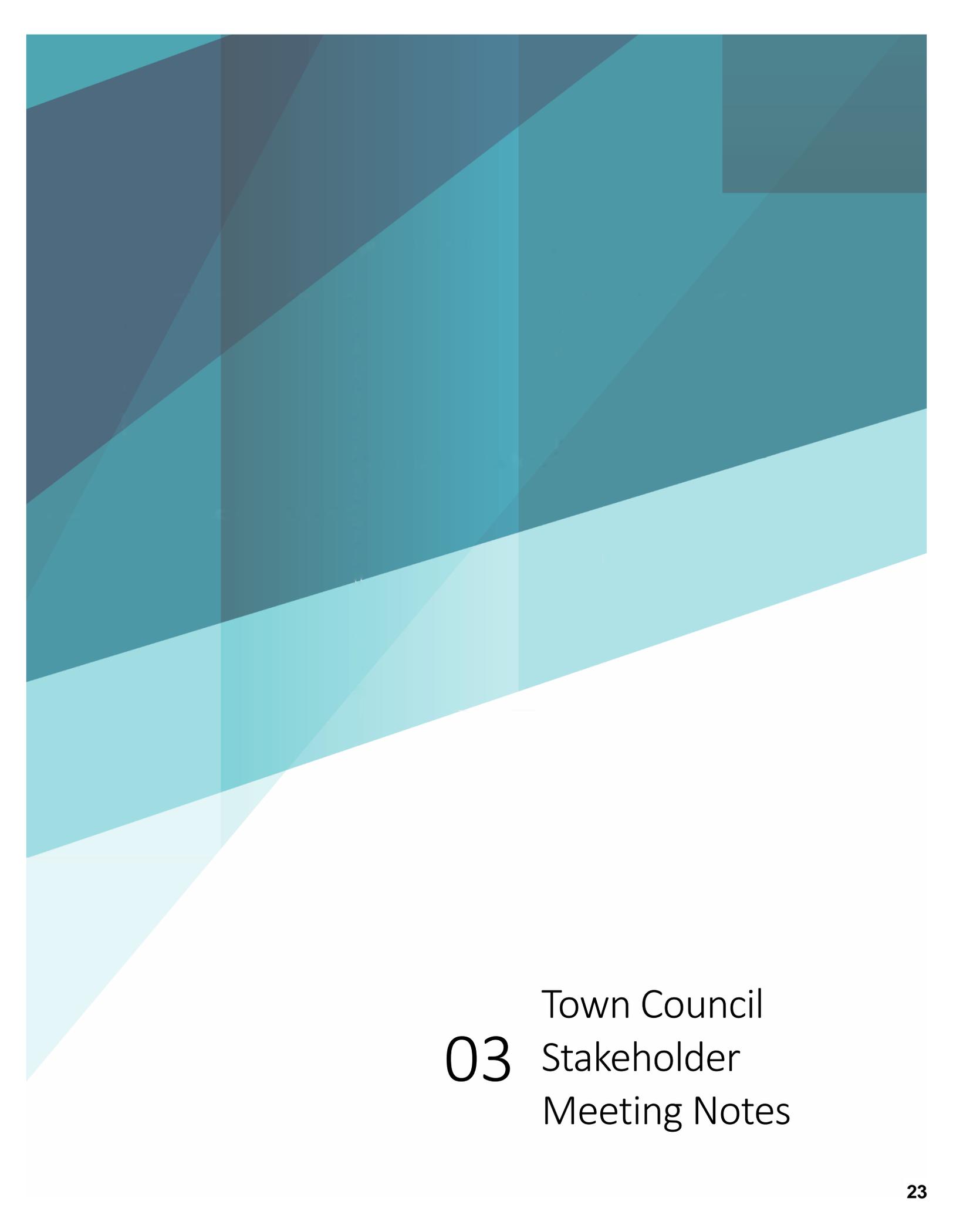
Walker Consultant Attendees:

Jim Corbett, CAPP – Project Manager
Tom Szubka, CAPP, CPP – Strategy Advisor
Geoff Posluszny, CPP – Technology Advisor
Isaac Anderson, MSP – Urban Planner/Analyst

Discussion items:

1. Walker Presentation
 - a. Identification of study area locations
 - i. Parking inventory and operations
 - ii. Bicycle parking observations
 - b. Best practice considerations
 - i. Parking program
 - ii. User fees vs General Fund
 - iii. Operating expenses
 - iv. Net income

- c. Introduction to Transportation Demand Management (TDM) concept
 - i. Alternative inventory – use of parking in other areas
 - ii. Alternative locations – use of underutilized areas
 - iii. Pricing concepts – demand-based, time-based, season-based
 - iv. Transportation alternatives – Micro transit, bicycle, ride share
 - d. Virtual Permitting and Compliance
 - i. License plate as a credential
 - ii. Enforcement
 - e. System Management – 3rd Party considerations
 - f. Wayfinding and Branding
2. Discussion from Participants
- a. Capacity is an issue and there is support for the building of a parking deck to accommodate
 - b. Paid parking will drive demand in the retail areas, requiring additional security and illicit parking
 - c. Paid parking is seen as another hurdle to retailers
 - d. Parking should be considered part of the infrastructure, and any costs associated (current or expanded) should be included in taxes and overall town funding.
 - e. Beachgoers with accoutrements (coolers, chairs, umbrellas, inflatables, etc.) cannot easily take a trolley/shuttle
 - f. The new Coligny Park is anticipated to generate demand year-round
 - g. Church parking lots are not feasible as they will be in use during peak, beach demand.
 - h. New development has not been building enough parking for employees
 - i. The Town should not wait for a positive income solution, add additional parking even if it is a loss at first.



03

Town Council Stakeholder Meeting Notes

Introduction

Walker Consultants participated in five (5) video conference meetings, individually with five (5) of the six (6) town council members over the course of two Friday afternoons in June. The council members were given a presentation that included the findings and observations of the Walker project team from a site visit in May as well as the initial direction of recommendations that will be developed. The following is a summary of notes and discussion topics for each meeting.

Town Council Stakeholder Meetings

Friday, June 5th (1:00pm, 2:00pm, 3:00pm ET)

Friday, June 12th (1:00pm, 2:00pm ET)

Town of Hilton Head Council Members:

David Ames – Ward 3

Thomas Lennox – Ward 5

Glenn Stanford – Ward 6

William Harkins – Ward 2

Tamara Becker – Ward 4

Walker Consultant Attendees:

Jim Corbett, CAPP – Project Manager

Tom Szubka, CAPP, CPP – Strategy Advisor

Geoff Posluszny, CPP – Technology Advisor

Isaac Anderson, MSP – Urban Planner/Analyst

Discussion items:

1. Walker Presentation
 - a. Identification of study area locations
 - i. Parking inventory and operations
 - ii. Bicycle parking observations
 - b. Best practice considerations
 - i. Parking program
 - ii. User fees vs General Fund
 - iii. Operating expenses
 - iv. Net income

- c. Introduction to Transportation Demand Management (TDM) concept
 - i. Alternative inventory – use of parking in other areas
 - ii. Alternative locations – use of underutilized areas
 - iii. Pricing concepts – demand-based, time-based, season-based
 - iv. Transportation alternatives – Micro transit, bicycle, ride share
 - d. Virtual Permitting and Compliance
 - i. License plate as a credential
 - ii. Enforcement
 - e. System Management – 3rd Party considerations
 - f. Wayfinding and Branding
2. Discussion with Town Council Members
- a. Primary issue is the Coligny area. Large demand during season
 - b. It is observed that many parked vehicles have license plates from out of state, and those from in-state represent several other counties.
 - c. There is considerable off-island residential growth that considers themselves to be similar to residents of the island.
 - d. If more free parking inventory is provided (i.e. – new parking deck) it will attract more daily visitors, thus creating a bigger capacity issue rather than solving the current issue
 - e. It should be determined the level of responsibility towards residents and daily visitors, and how the considerations should be balanced. Residents should take priority.
 - f. The local experience should be considered in all decisions.
 - g. Daily visitors enjoy the amenities of the area, but do not necessarily contribute resources proportionally
 - i. What is the Towns’ responsibility towards this segment?
 - ii. How can they contribute to their fair share?
 - h. Is there opportunity for cross-jurisdictional alliances with surrounding areas/counties whose residents utilize the beaches
 - i. If a fee is charged for parking, can a fee be implemented for visitors and not residents?
 - j. If parking fees are implemented, implement across the board.
 - k. Northern beaches should have incentives to increase utilization.
 - l. Can amenities be added mid-island to encourage utilization?
 - m. Better controls on illegal parking
 - n. Is there value to a parking concession? Is the Town equipped to manage or monitor a parking enterprise?
 - o. Wayfinding could be improved.
 - p. Expand on micro-transit and bicycle use.
 - q. Improve bicycle parking and rental access
 - r. Maintain the Town of Hilton Head Island “brand”
 - s. Effective controls should be implemented.
 - t. A parking deck, if built, can and should be attractive

- u. The trolley service has not been effective
 - i. Still need to determine if making the service free to riders improves utilization
- v. Safety and Security should be paramount

A complete copy of the stakeholder intake presentation slides has been provided in Appendix 1 - Stakeholder Meeting Presentation June 2020



04 Public Parking Inventory and Market Conditions

Introduction

Walker Consultants proposed to observe and verify the Town of Hilton Head Island’s public parking inventory specific to the following list of beach park access points and community parks.

- Alder Lane Beach Access (2 Woodward Avenue)
- Burkes Beach (60 Burkes Beach Road)
- Chaplin Community Park (11 Castnet Drive)
- Coligny Beach Park (1 Coligny Circle)
- Coligny Beach Park Access Lot (102 Pope Avenue)
- Driessen Beach Park (64 Bradley Beach Road)
- Fish Haul Beach Park/Barker Field Expansion (124 Mitchelville Road)
- Folly Field Beach Park (55 Starfish Drive)
- Historic Mitchelville Freedom Park (10 Fish Haul Creek)
- Islanders Beach Park (94 Folly Field Road)

With the construction of the new Lowcountry Celebration Park occurring in the Coligny area, Walker also observed market conditions surrounding this development site to include the potential demand impacts for the Coligny Plaza and Circle Center retail centers, as well as several commercial condominiums and other similar resort organizations in close proximity to the Coligny area.

Additionally, the Town currently provides for two residential parking districts in the Forest Beach and Folly Field communities. Walker reviewed these areas to determine if any additional regulations or enforcement mechanisms may need to be considered in conjunction with any actions involving public parking facilities.

Site Visit

Walker conducted surveys on two consecutive days in May following the Memorial Day weekend. (Wednesday, May 27th and Thursday, May 28th) Public parking inventory was observed and recorded as follows:

Location	Inventory
Alder Lane Beach Access	23
Burkes Beach	13
Chaplin Community Park (includes remote surface lot parking)	417
Coligny Beach Park	13
Coligny Beach Park Access Lot	400
Driessen Beach Park	206
Fish Haul Beach Park/Barker Field Expansion	169
Folly Field Beach Park	54
Historic Mitchelville Freedom Park	47
Islanders Beach Park	160
Total	1,502

Source: Walker Consultants; May 2020

In addition to these public parking inventory observations, Walker also reviewed and verified the planned public parking inventory internal to the Lowcountry Celebration Park, the Coligny area overflow parking specific to the University of South Carolina Beaufort Hospitality Campus, as well as recorded the available public on-street parking spaces in the Coligny area. This additional public parking inventory was identified and recoded as follows:

Location	Inventory
Lowcountry Celebration Park	99
University of South Carolina Beaufort Hospitality Campus (Coligny Overflow Shuttle Lot)	228
On-Street Parking (Nassau Street)	19
On-Street Parking (Lagoon Road)	12
On-Street Parking (North Forest Beach Drive)	12
Total	370

Source: Walker Consultants; May 2020

When the two inventory lists are combined, Walker notes a total of 1,872± public parking spaces designed to support the specific community parks and beach access points. A visual representation of these parking inventory locations has been provided in the following exhibit.

Exhibit 01: Town of Hilton Head Island Public Parking Facility Locations



Walker recognizes three (3) unique public beach access areas along the Island's Atlantic coastline. Each of these unique clusters of park and beach access facilities provide a potential opportunity to manage activity and utilization through the use of Transportation Demand Management (TDM) best practice strategies.

Source: Town of Hilton Head Island – Town Boundaries Map; Walker Consultants; May 2020

Public Parking Location Profiles

During the two-day site visit, Walker staff visited each of the community park and beach access parking areas previously identified with a focus on the facility’s general location on Hilton Head Island, overall and type of parking inventory, accessibility, operating implications, and potential for opportunities to enhance site characteristics. For an understanding of our observations and findings, a summary profile of the market conditions for each location has been provided over the following pages.

Alder Lane Beach Access

- Location:** 2 Woodward Avenue (South Forest Beach Drive)
- Public Parking Spaces:** 22 metered parking spaces; 1 ADA (handicap) parking space
- Parking Rate:** \$1.00 per hour/\$.25 per each 15 minutes
- Bicycle Storage:** Rental Only
- Pathway Access:** Yes
- Food Truck Vendor:** No

The southernmost public parking facility on the Island, Alder Lane Beach Access offers 22 metered parking spaces on a first-come, first served basis with parking durations defined by 8- and 12-hour limits. The location meets ADA code requirements providing one designated ADA parking space for disabled parking motorist needs. There are no posted parking restrictions for special user groups. Authorized lifeguards may park free of daily charge at this location while displaying a valid Beach Patrol Lifeguard On Duty dashboard placard.

The location was difficult to find while driving south on South Forest Beach Drive. A municipal-green public parking sign served the purpose of an arrival marque directing the motorist to turn right into the parking area. The location provides a bicycle storage rack that appeared heavily utilized with public bicycle rental inventory, most likely for the nearby Marriot Grande Ocean resort vacation rentals. In order for a beach patron to access the beach, they must pay the meter and walk south on South Forest Beach Drive until approaching the Alder Lane Beach Access path.



Burkes Beach

Location: 60 Burkes Beach Road

Public Parking Spaces: 13 metered parking spaces

Parking Rate: \$1.00 per hour/\$.25 per each 15 minutes

Bicycle Storage: Yes

Pathway Access: Yes

Food Truck Vendor: Yes

Located adjacent to Chaplin Community Park, Burkes Beach Road provides a unique parking challenge. Only 13 perpendicular right of way parking spaces are provided at this location. Parking privileges at these public spaces are regulated with the use of electronic parking meters which only accept coins at the rate \$.25 per each 15 minutes. Parking along the northern right of way side of the road is prohibited with no parking signs and mostly restricted by pine and palm tree plantings. Rights of way east of Castnet Drive along the southern side of Burkes Beach Road appears to be maintained with white pavement markings, suggesting an opportunity for non-regulated overflow parking. The width of this right of way area is not adequate for vehicular utilization as many motorists have parallel parked within the vegetation areas to allow for pedestrian loading and unloading in Burkes Beach right of way.

A multi-bike “wave design” bicycle rack has been installed at this location and a gravel access area has been reserved for food truck vendors. An opportunity exists to eliminate parking inventory at this location in exchange for improved bicycle storage facilities and additional food truck vendor spaces. Due to the prescribed twenty-five mile per hour roadway speed limits, this location could also support a micro-transit golf cart option.



Chaplin Community Park

Location: 11 Castnet Drive and Overflow Parking Lot

Public Parking Spaces: 399 unregulated public parking spaces; 18 ADA parking spaces

Parking Rate: Free of Charge

Bicycle Storage: Limited

Pathway Access: Yes

Food Truck Vendor: Potential

Chaplin Community Park provides an athletic campus that also serves as a multi-use park for the Town of Hilton Head Island. The park's amenities include basketball courts, beach access, a dog park, multi-purpose fields, outdoor showers, picnic pavilion, playground, restrooms, tennis courts, and trails. Chaplin Community Park provides 282± parking spaces that are available to the public on a first-come, first served basis. Additional right of way parking is available along Castnet Drive and marked through the use of painted curbs detailing where parking is not permitted. Signage exists within the park to move motorists to the remote parking lot located south of Singleton Beach Road.



In addition to the Chaplin Community Park public parking inventory, the Town provides an additional 135± public parking spaces in an overflow parking lot location on Castnet Drive. Just south of Singleton Beach Road, these overflow public parking spaces support community park activity and may be used for other nearby beach access parts. Singleton Beach Road connects the parking area with Singleton Beach, however the residences at Singleton Place have a sign posted designating the neighborhood as a private oceanfront community with no beach parking or turnarounds permitted in driveways.



Coligny Beach Park

Location: 1 Coligny Circle

Public Parking Spaces: 5 unregulated public parking spaces; 8 ADA parking spaces

Parking Rate: Free of Charge

Bicycle Storage: Yes

Pathway Access: Yes

Food Truck Vendor: No

The Coligny Beach Park access area is uniquely qualified for groups and individuals in need of loading and unloading at Coligny Beach Park as efficiently as possible. One characteristic that makes the small lot an asset is the pickup and drop off loop. This vehicular loop functions as a stop for the Palmetto Breeze Trolley as well as allowing other transport vehicles and opportunity to serve commuter and park and ride needs. To the north of the vehicular loop, five (5) standard public parking spaces and eight (8) ADA parking spaces are available on a first-come, first serve basis to provide premium access to residents and visitors with mobility needs. All spaces are free of parking fee charges with no time-limit or otherwise restrictions. Public parking is prohibited on the vehicular pickup and drop off loop.



Coligny Beach Parking Lot

Location: 102 Pope Avenue

Public Parking Spaces: 393 unregulated public parking spaces; 7 ADA parking spaces

Parking Rate: Free of Charge

Bicycle Storage: Site under construction/Lowcountry Celebration Park

Pathway Access: Yes

Food Truck Vendor: Potential

Known as the primary public parking location for residents, and visitors destined to explore Coligny Beach, the Coligny Beach Parking Lot offers a total of 400± public parking spaces. Walker noted arrival and wayfinding signage from the street to the pedestrian walkways informing locals and visitors how to quickly and efficiently park and access the beach and neighborhood amenities. Walker also noted several 8-foot posts with directional cameras located throughout the parking and pedestrian areas. Similar to all of the other parking locations we surveyed, walker learned these cameras are installed throughout the public access areas, serving a limited security purpose by recording activity in these areas. We also noticed a number of signs posted to this effect, indicating the camera presence and function. The network system designed for these cameras may also provide a platform by which occupancy technology could be introduced for communicating parking utilization information to user groups in advance of arriving at this public parking location.

Access to this parking location may be gained from South Forest Beach Drive and the newly renovated Lagoon Road access road which will be shared with the eastern arrival terminus to the Lowcountry Celebration Park. When the Lowcountry Celebration Park opens, we believe it will be important to manage the blended public parking areas under similar operational procedures and policies.



Driessen Beach Park

Location: 64 Bradley Beach Road

Public Parking Spaces: 168 metered public parking spaces; 28 reserved for resident beach pass (8:00am to 3:00pm daily); 7 ADA parking spaces; 3 Bus/RV public parking spaces

Parking Rate: \$.50 per hour (pay by space)

Bicycle Storage: Yes

Pathway Access: Yes, from Hwy 278 and Bradley Beach Road

Food Truck Vendor: Potential

Providing access to 206± public parking spaces, Driessen Beach Park offers a mixed-use parking designation for hourly patrons, residents with beach parking permits, and bus/RV parking. The designated resident beach pass parking spaces require a physical beach parking decal to be displayed on the bottom left hand corner of the vehicle's rear bumper. The parking decals are purchased from the Town for a fee of \$30 and provide unlimited parking privileges for a two year period. Walker understands valid resident beach parking decals may park in any beach access parking location without the need to pay additional prevailing hourly or daily parking fees. Ample bicycle storage facilities exist at this location with a potential to add more storage racks in the areas adjacent to the public restroom and outdoor shower facilities. Walker also noted, seasonal lifeguards are stationed at this location and seasonal beach rentals are also available for public consumption. Public parking is available at this location for an hourly fee of \$.50 per hour using a pay-by-space program.



Fish Haul Beach Park/Barker Field Expansion

Location: 124 Mitchelville Road

Public Parking Spaces: 93 unregulated public parking spaces; 4 ADA parking spaces; plus 70 unregulated public parking spaces and 2 ADA parking spaces at the Barker Field Expansion location

Parking Rate: Free of Charge

Bicycle Storage: Limited

Pathway Access: Yes, from the Barker Field Expansion location

Food Truck Vendor: Potential

Fish Haul Beach Park is located in the historic Mitchelville neighborhood, on the northern tip of the Island. This beach access park offers outdoor showers and restrooms with an additional benefit of a short walk to the beach. Public parking is free of charge in this location and available on a first-come, first served basis. An extension of the Pathway system connects this location with the Barker Field Expansion allowing an additional 72± public parking spaces to be shared with this beach access park when competing parking needs are not in play. The Barker Field location is advertised as managed separately by Beaufort County Recreation. When combined, nearly 165± public parking spaces may be available to the public. Walker noted this beach access park location was not advertised to motorists while traveling along the Hwy 278 corridor, suggesting the location may serve the needs of the local resident population versus the visitors traveling from off the Island.



Folly Field Beach Park

Location: 55 Starfish Drive

Public Parking Spaces: 51 metered public parking spaces; 3 ADA parking spaces

Parking Rate: \$1.00 per hour; \$.25 per each 15 minutes

Bicycle Storage: Yes

Pathway Access: Yes

Food Truck Vendor: No

Located in the Folly Field neighborhood, this location provides a convenient access to the beach for residents and vacationers. With the limited number of 53± public parking spaces, we noted the parking area filled quickly and recognized the location may be better served to balance the needs of bicycle patrons with motorists. As a result of this, Walker saw significant bike utilization as patrons elected to walk or ride bikes from the surrounding neighborhood. It also became quickly apparent that the limited bicycle facility storage supply was not enough to meet the peak season demand. Walker observed patrons utilizing the pay-by-space meter with relative convenience. The fee to pay at this location is \$1.00 per hour. Regulatory signs were present and functional in their description.



Historic Mitchelville Freedom Park

Location: 10 Fish Haul Creek

Public Parking Spaces: 45 unregulated public parking spaces; 2 ADA parking spaces

Parking Rate: Free of Charge

Bicycle Storage: Limited

Pathway Access: Yes

Food Truck Vendor: Potential

Representing the proud Gullah history, Historic Mitchelville Freedom Park is the site where the first African American community was planned in 1862. What currently stands are a few monuments and structures dedicated to and in the original layout of the Mitchelville community. The public parking supply is adequately designed to serve the visitor and group function needs of this park location. Amenities include several historic buildings and placards, an observation deck, restrooms, trails, and picnic pavilions. The layout of the parking area has been designed in a circular fashion allowing functional traffic flow to occur throughout the location. All public parking inventory at this location is free of charge.



Note: Subsequent discussions with the Town staff have resulted in the removal of this iconic park from the future available beach access and community park inventory as a result of potential development plan activity.

Islanders Beach Park

Location: 94 Folly Field Road

Public Parking Spaces: 125 resident beach parking pass only parking spaces; 6 ADA parking spaces; 25 metered parking spaces; 4 special use parking spaces (lifeguard and sea turtle patrol)

Parking Rate: resident beach parking permit \$30 for two years; \$1.00 per hour meter rate

Bicycle Storage: Yes

Pathway Access: Yes

Food Truck Vendor: Potential

Islanders Beach Park provides an option for residents and visitors to avoid the crowd congestion associated with the primary destination beach access locations. Recent pandemic conditions have suspended access to the metered parking spaces at this location requiring the display of a valid Town of Hilton Head Island resident beach parking decal to access the parking inventory. Three parking spaces at this location are dedicated to the Hilton Head Island Sea Turtle Patrol and one parking space is reserved for the lifeguard on duty. During non-pandemic operations there are 25± metered parking spaces allocated for transient or visitor use. These metered parking spaces require payment of a \$1.00 an hour rate.

Patron amenities at this location include a seasonal lifeguard, outdoor showers, public restrooms, picnic shelters and grills, a playground and a boardwalk. Both Islanders Beach Park and Driessen Beach Park offer a suitable option for year round residents and peak season vacation rentals. Adding additional amenities such as multiple food truck vendor options to these locations could provide an opportunity to manage beach access demand throughout the Island.



Lowcountry Celebration Park

Location: Pope Avenue

Public Parking Spaces: 94 public parking spaces; 5 ADA parking spaces

Parking Rate: Under Construction

Bicycle Storage: Under Construction

Pathway Access: Yes

Food Truck Vendor: Under Construction

The design of the Lowcountry Celebration Park seeks to become an economic and entertainment incubator for Hilton Head Island for years to come. The Town projects the park will create a cultural destination attracting music acts and community festivals from the region and across the country. The amenities will include walking trails, restrooms, a large playground, public art, and an amphitheater serving a great lawn. The project is designed to have 94± public parking spaces and 5 ADA parking spaces. Final adjustments on site may affect this projection. From the available documents and site visit, it is undetermined if a fee to park at the location will be charged.



Source: Town of Hilton Head Island; Wood Partners, Inc.; 2015

University of South Carolina Beaufort Hospitality Campus (Coligny Overflow Shuttle Lot)

Location: 1 Sand Shark Drive

Public Parking Spaces: 220 unregulated public parking spaces; 8 ADA parking spaces

Parking Rate: Free of Charge

Bicycle Storage: Yes

Pathway Access: Yes

Food Truck Vendor: Potential

Providing a total of 228± public parking spaces, the University of South Carolina Beaufort Hospitality Campus (USCB) offers an overflow parking option for the Town of Hilton Head Island during peak season and peak weekend activity periods. Residents and daily visitors have the option to park in the USCB lot and take The Palmetto Breeze Trolley to and from their preferred destination. This seasonal option has provided a viable alternative to accessing the primary destination locations when nearby public parking locations reach capacity. The lot provides adequate lighting, bicycle storage facilities and electric vehicle charging stations making the location an attractive overflow parking option and valuable community partner for the Island to meet the vehicular demands during peak season.



Source: University of South Carolina Beaufort Hospitality Campus; Google Earth; 2020

On-Street Parking (Nassau Street)

Location: Nassau Street (Pope Avenue to Tanglewood Drive)

Public Parking Spaces: 19 unregulated public parking spaces

Parking Rate: Under Construction

Located within the public right of way and along the western entrance to the Lowcountry Celebration Park, Walker verified the potential for as many as 19± parallel parking spaces designed to serve the public parking needs of the neighborhood. At present, the spaces are under construction and it is not known whether a parking fee will be charged to park in these spaces or if any of the spaces will be reserved for specific use.

On-Street Parking (Lagoon Road)

Location: Lagoon Road (Pope Avenue to Avocet Road)

Public Parking Spaces: 12 unregulated public parking spaces

Parking Rate: Free of Charge

Located within the public right of way and along the western entrance to the Coligny Plaza Shopping Center, Walker verified the 12 parallel parking spaces designed to serve the public parking needs of the neighborhood. At present, the spaces are unregulated and available for public parking on a first-come, first served basis. Because of the May pandemic conditions, several spaces were reserved for takeout and delivery service needs.

On-Street Parking (North Forest Beach Drive)

Location: North Forest Beach Drive (Pope Avenue to Avocet Road)

Public Parking Spaces: 12 unregulated public parking spaces

Parking Rate: Free of Charge

Located within the public right of way and along the eastern entrance to the Coligny Plaza Shopping Center, Walker verified the 12 parallel parking spaces designed to serve the public parking needs of the neighborhood. At present, the spaces are unregulated and available for public parking on a first-come, first served basis.

Shared Parking Opportunities

During Walker's site visit, we identified two Coligny area churches suggesting an opportunity for sharing an existing parking resource for evening and weekend events at the Lowcountry Celebration Park. Walker understands this inventory may not be available as needed due to conflicting scheduled events hosted by the church communities but suggests an opportunity to plan and share this inventory in partnership with the Town's special event needs. The following location information has been provided to assist with an understanding of these additional neighborhood overflow parking options.

Holy Family Catholic Church

Location: 24 Pope Avenue

Public Parking Spaces: 228 unregulated public parking spaces; 6 ADA parking spaces; 4 reserved parking spaces for staff; and 1 electric vehicle charging station parking space

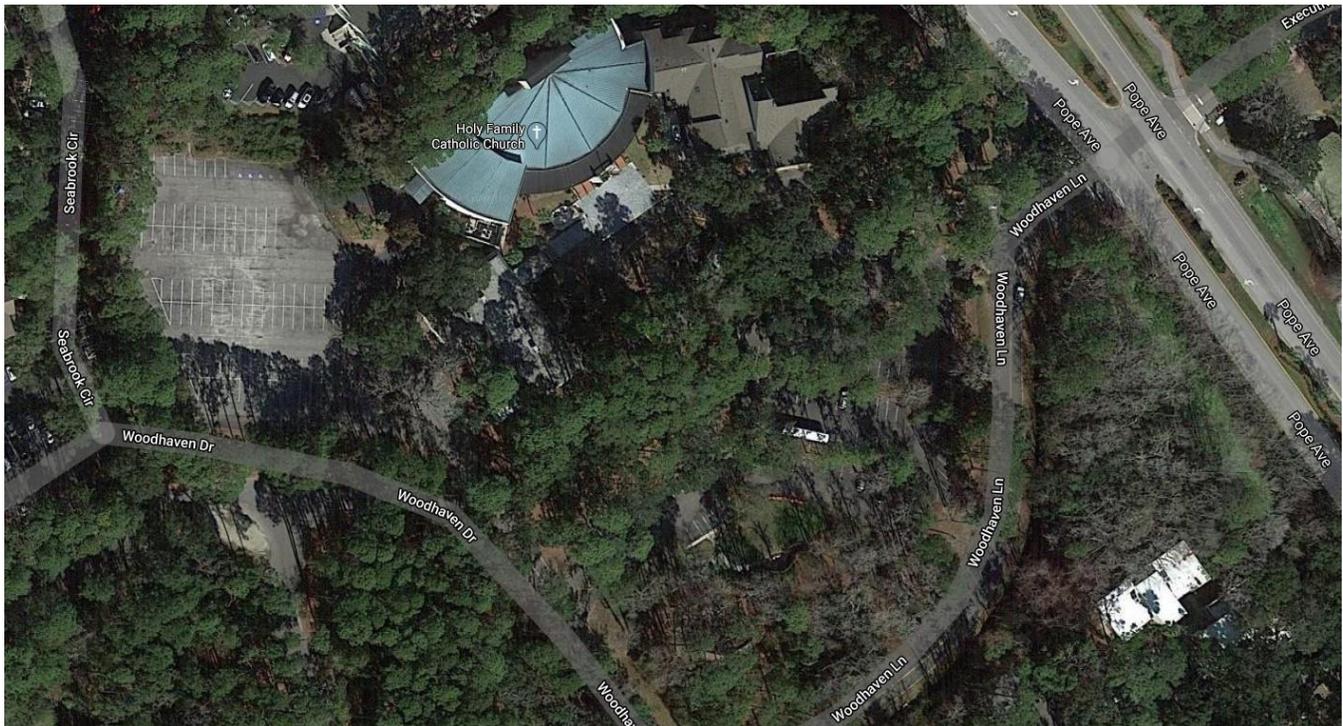
Parking Rate: Free of Charge

Bicycle Storage: Yes

Pathway Access: Yes

Food Truck Vendor: Potential

The Holy Family Catholic Church provides a unique opportunity for additional parking surplus with a manageable distance from Lowcountry Celebration Park and the Coligny Beach drop off loop. Any park or beach patron seeking to access the park or the beach, traveling east towards Coligny Circle would enter the location from Pope Avenue. A walking distance of less than one mile to Coligny Circle, this location could be suitable for peak demand periods. The parking area suggests a meandering vehicular path that provides shade and protection from the sun for vehicles and pedestrians. There are two surface parking locations at this location, one lot serves a main church entrance and an accessory lot for overflow.



Source: Aerial of Holy Family Catholic Church; Google Earth; 2020

St. Luke's Church

Location: 50 Pope Avenue

Public Parking Spaces: 112 unregulated public parking spaces; 8 ADA parking spaces

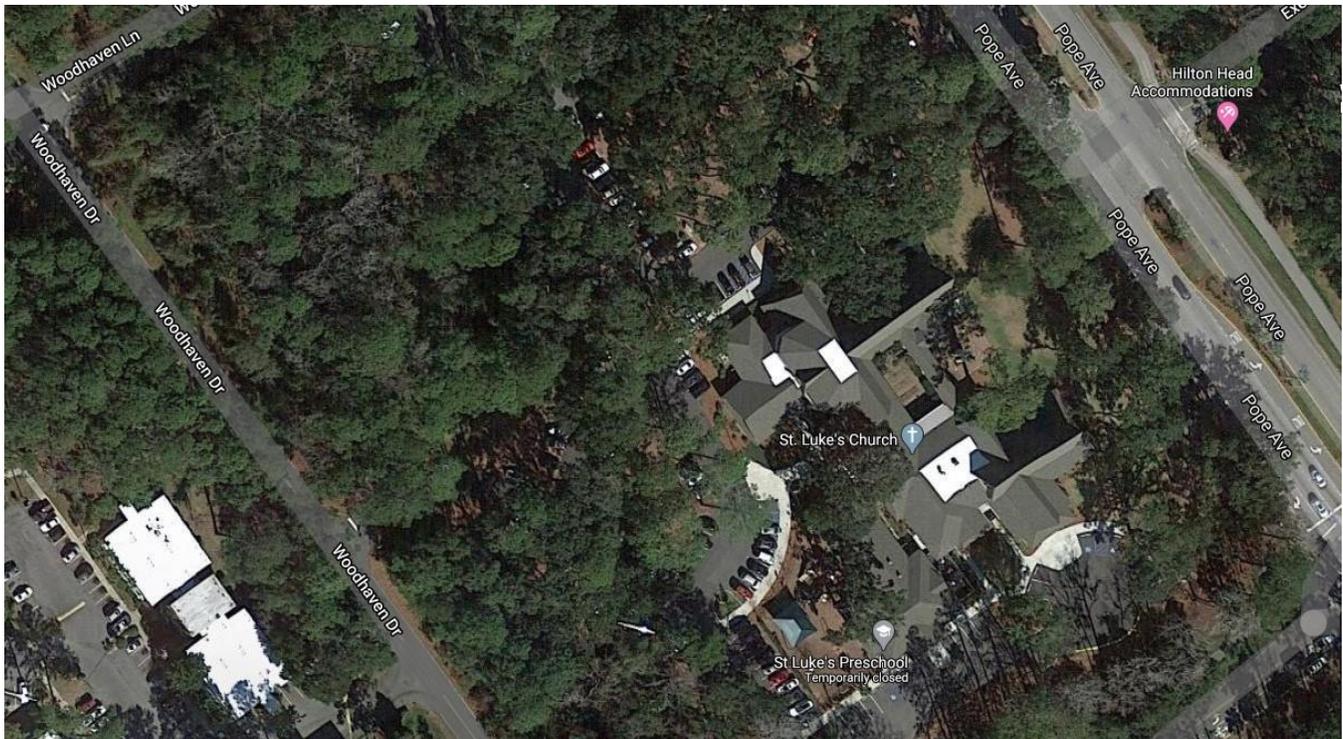
Parking Rate: Free of Charge

Bicycle Storage: Yes

Pathway Access: Yes

Food Truck Vendor: Potential

Another unrealized parking inventory resource that Walker identified as a viable alternative is the public parking supply at St. Luke's Church. Located along the Pope Avenue corridor, just west of Cordillo Parkway, adding the St. Luke's Church parking inventory would simply mean adding an additional trolley stop before Lowcountry Celebration Park and Coligny Circle. St. Luke's Church is also less than one mile from these locations, making travel convenient for walking from this alternate parking location. Additionally, St. Luke's parking facility is open and easily identifiable from the road. A motorist would take a right turn from Pope Avenue to access the parking area.



Source: St. Luke's Church; Google Earth; 2020

For a detailed inventory of the public parking and shared parking locations please refer to Appendix 2 – Public Parking Inventory Verification.



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Appendix: Stakeholder
Meeting Presentation
June 2020



WALKER
CONSULTANTS

COLIGNY AREA & BEACH ACCESS PARKING STUDY

PUBLIC STAKEHOLDER MEETINGS

June 2020

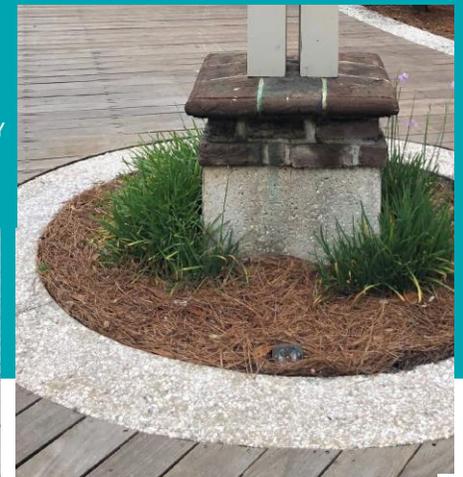
BUILDING ENVELOPE

FORENSIC RESTORATION

PARKING DESIGN

PARKING & MOBILITY

OPERATIONS & TECHNOLOGY



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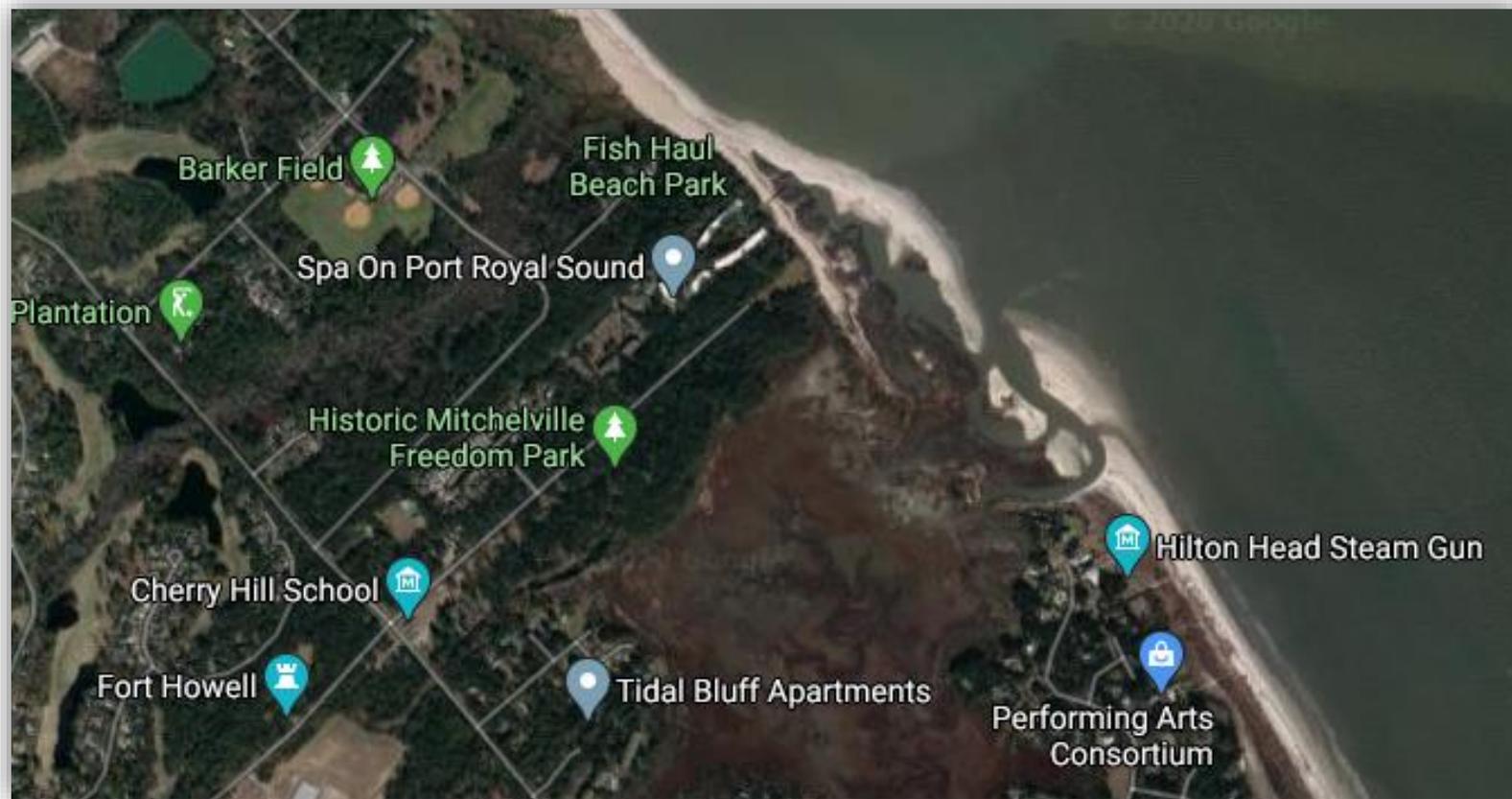
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FISH HAUL – BARKER FIELD – HISTORIC MITCHELVILLE



Fish Haul Beach Park

Mitchelville Road

97 Parking Spaces (No fee required)

Barker Field

Mitchelville Road

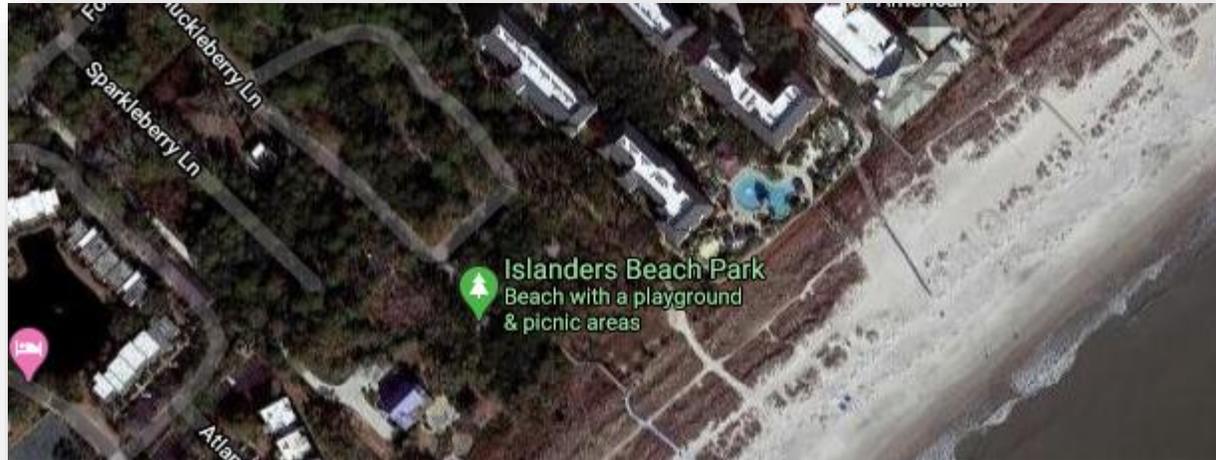
72 Parking Spaces (No fee required)

Historic Mitchelville Freedom Park

Beach City Road

47 Parking Spaces (No fee required)

ISLANDERS BEACH – FOLLY FIELD BEACH



Islanders Beach Park

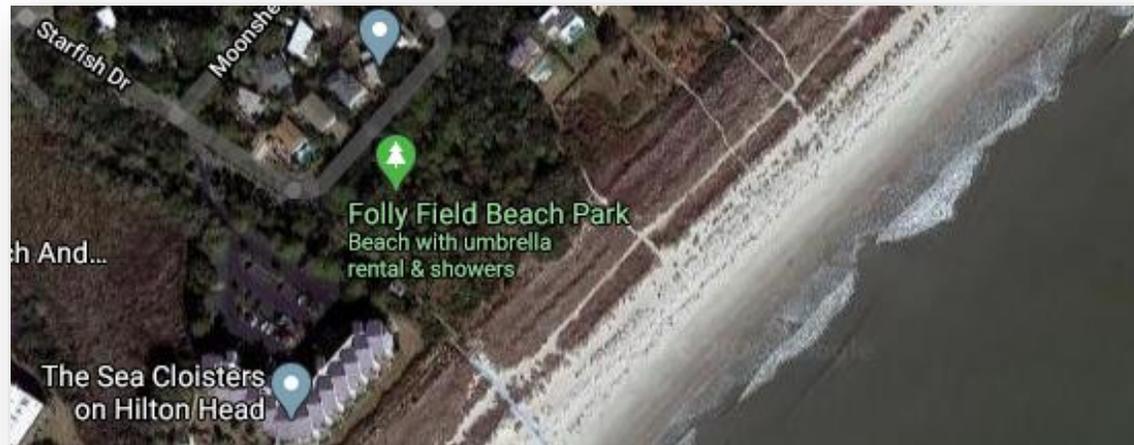
Folly Field Road

160 Parking Spaces

(Resident Beach Parking Permit Required)

25 Metered Spaces

\$1.00 per Hour



Folly Field Beach Park

Folly Field Road and Starfish Drive

51 Metered Parking Spaces (3 ADA)

\$1.00 per Hour

DRIESSEN BEACH



Driessen Beach Park

Bradley Beach Road

168 Metered Parking Spaces

\$.50 per Hour

28 Reserved Resident Pass Spaces

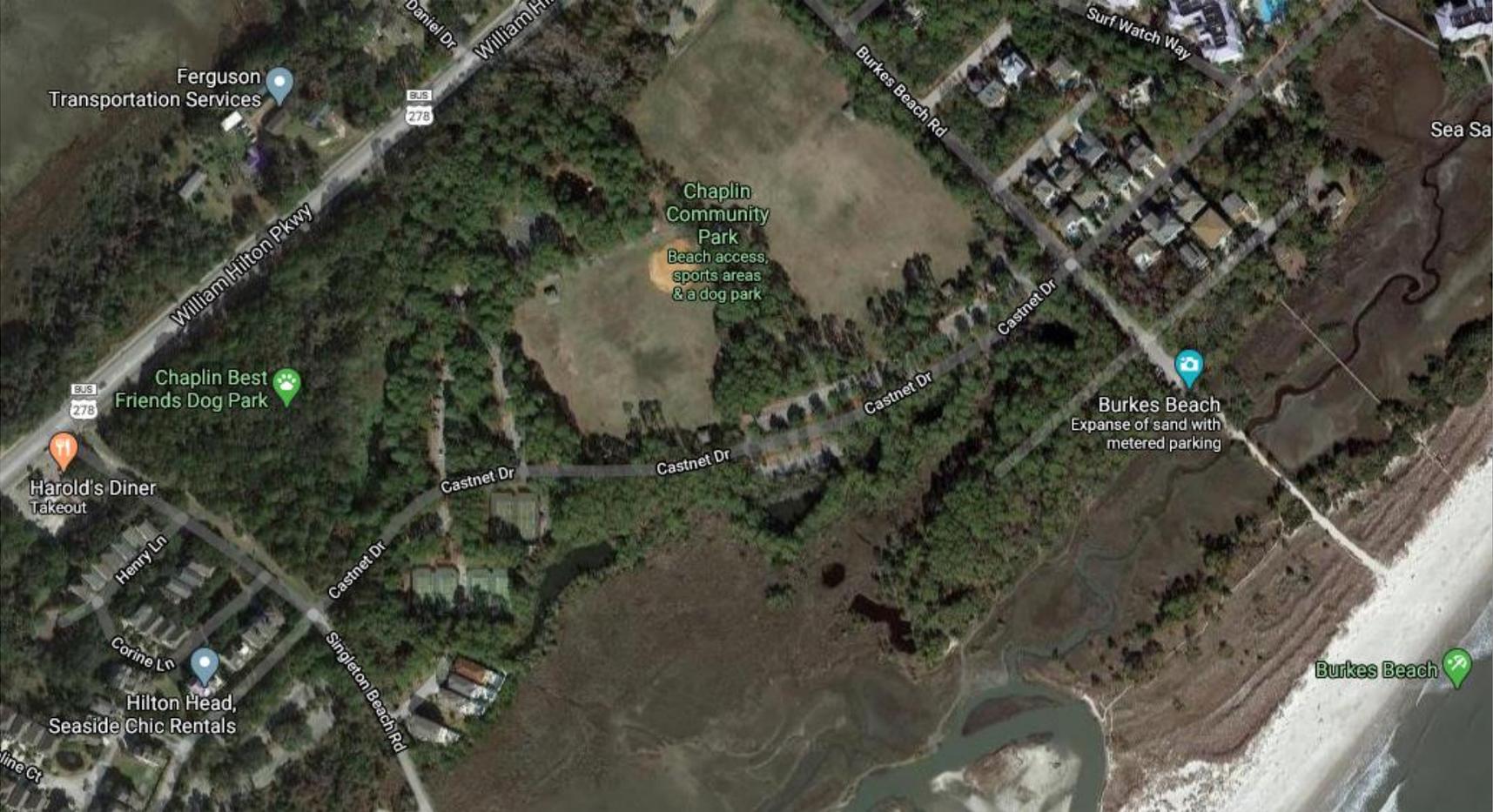
(Resident Beach Parking Permit Required)

7 ADA Spaces

3 Recreational Vehicle Spaces

206 Total Parking Spaces

BURKES BEACH – CHAPLIN COMMUNITY PARK

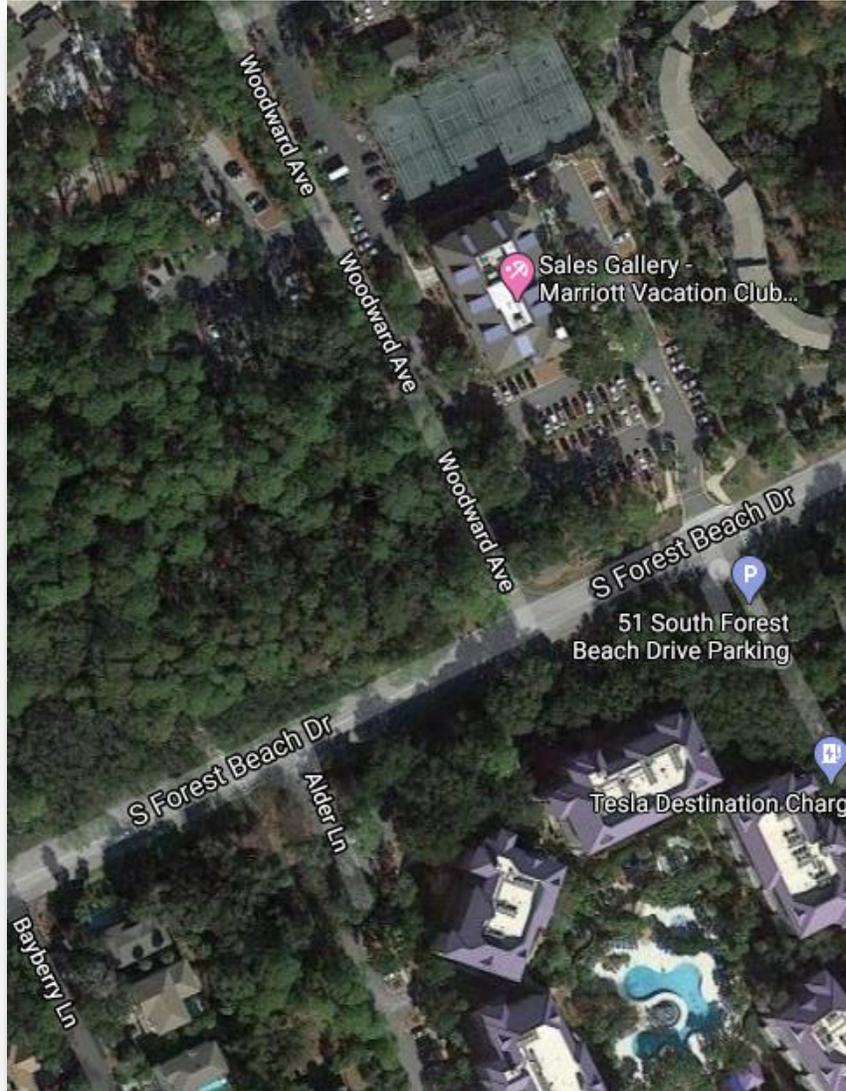


Burkes Beach Park
Burkes Beach Road
13 Metered Parking Spaces
\$1.00 per Hour

Chaplin Community Park
Castnet Drive
282 Parking Spaces
(No fee required)

Chaplin Community Park (Overflow Lot)
Castnet Drive and Singleton Beach
135 Parking Spaces
(No fee required)

ALDER LANE BEACH



Alder Lane Beach Access

Woodward Avenue

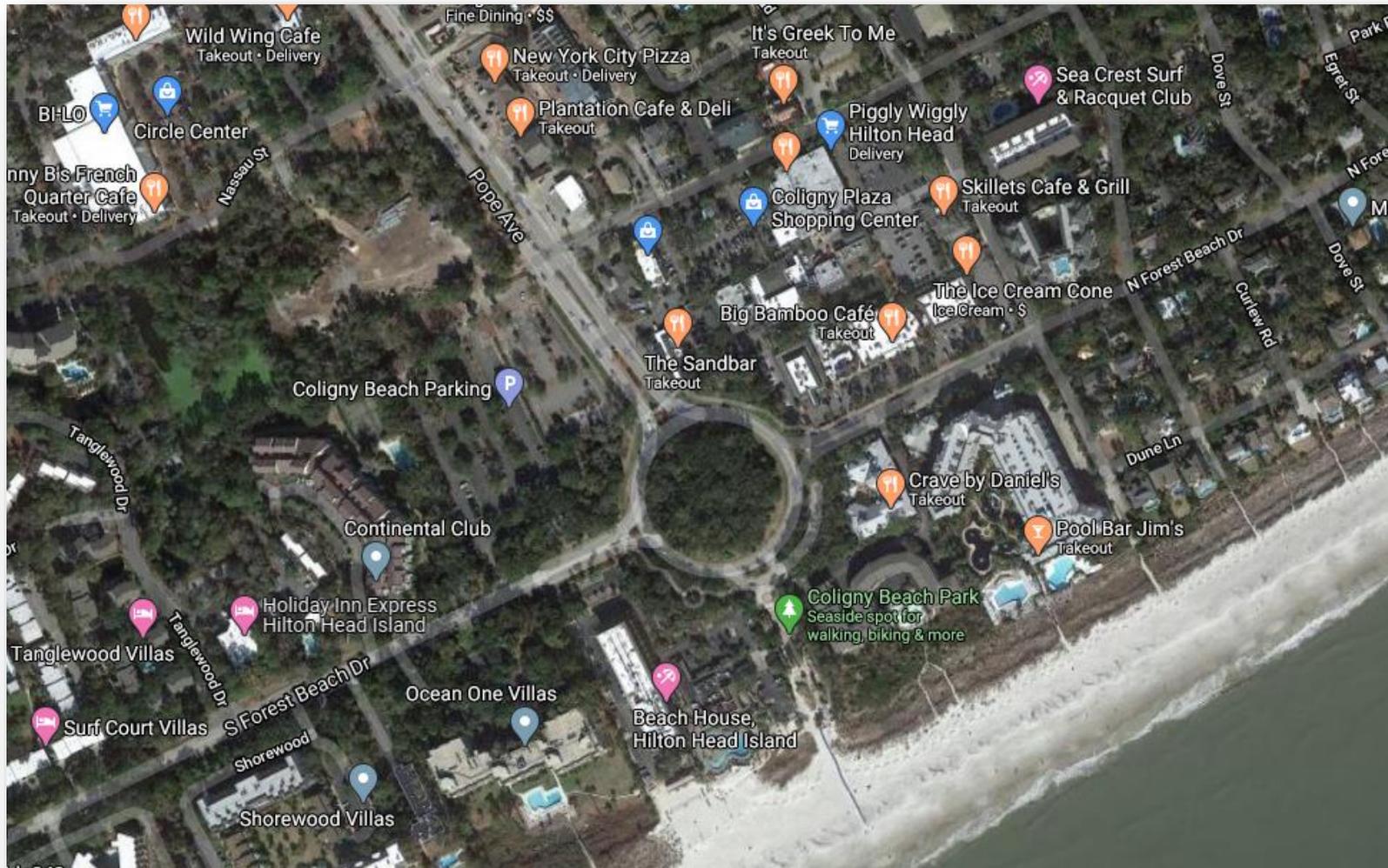
22 Metered Parking Spaces

\$1.00 per Hour

1 ADA Parking Space



COLIGNY AND LOWCOUNTRY CELEBRATION PARK



Coligny Beach Park
Pope Avenue Surface Lot
400 Parking Spaces (7 ADA)
(No fee required)

Coligny Oceanside
Coligny Circle - Oceanside
13 Parking Spaces (8 ADA)
(No fee required)

**Lowcountry
Celebration Park**
Pope Avenue
63 On-Site Parking Spaces
19 On-Street Spaces (Nassau)
(No fee required)

Coligny Area
12 On-Street Spaces (Lagoon)
12 On-Street Spaces (N. Forest)
(No fee required)

GOLD LEVEL RECOGNITION

- The top 25 bicycle-friendly communities in the United States and one of 21 to achieve the Gold Level Bicycle Friendly Community (BFC) award from the League of American Bicyclists.
- The Town is the only Gold Level community in the Southeast and only one of two on the East Coast to receive this designation.



MICRO-TRANSIT OPTIONS

APPROXIMATE TROLLEY TIMES:

EVERY DAY OF THE WEEK (ALL TIMES P.M.)

SOUTHBOUND (SHELTER COVE TO COLIGNY)

1	2	3	4	5	6	7	8
1:00	1:03	1:08	1:11	1:15	1:18	1:20	1:25
1:30	1:33	1:38	1:41	1:45	1:48	1:50	1:55
2:00	2:03	2:08	2:11	2:15	2:18	2:20	2:25
2:30	2:33	2:38	2:41	2:45	2:48	2:50	2:55

TROLLEYS CONTINUE OPERATING ON SAME SCHEDULE ARRIVING AT EACH STOP APPROXIMATELY EVERY 30 MINUTES.

9:30	9:33	9:38	9:41	9:45	9:48	9:50	9:55
10:00	10:03	10:08	10:11	10:15	10:18	10:20	10:25

NORTHBOUND (COLIGNY TO SHELTER COVE)

8	9	10	5	11	12	1
1:00	1:02	1:04	1:10	1:15	1:18	1:25
1:30	1:32	1:34	1:40	1:45	1:48	1:55
2:00	2:02	2:04	2:10	2:15	2:18	2:25
2:30	2:32	2:34	2:40	2:45	2:48	2:55

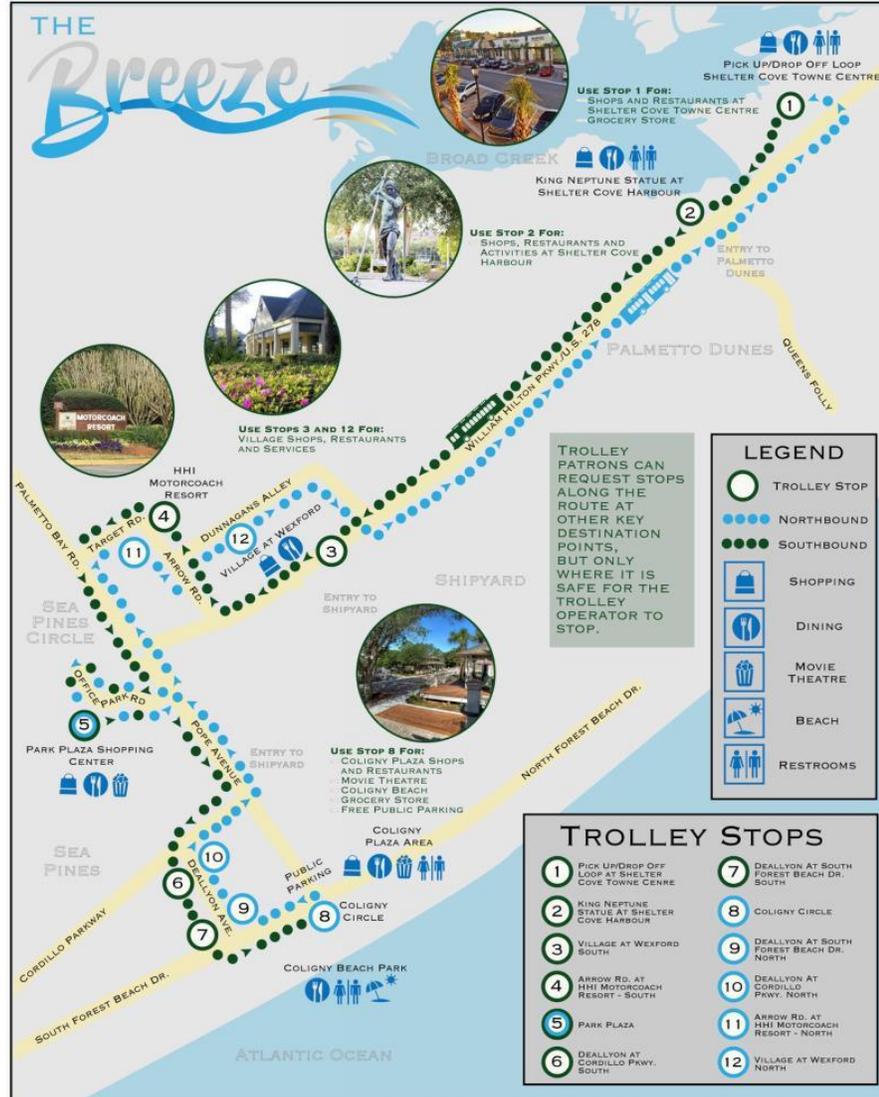
TROLLEYS CONTINUE OPERATING ON SAME SCHEDULE ARRIVING AT EACH STOP APPROXIMATELY EVERY 30 MINUTES.

9:30	9:32	9:34	9:40	9:45	9:48	9:55
10:00	10:02	10:04	10:10	10:15	10:18	10:25

TROLLEYS RUN UNTIL MIDNIGHT EVERY FRIDAY AND SATURDAY.

TROLLEY AMENITIES:

- FREE WI-FI
- BICYCLE RACKS
- AIR CONDITIONING
- 100% ACCESSIBLE LOW-FLOOR VEHICLES
- DEPLOYABLE RAMP FOR EASY BOARDING
- NOSTALGIC WOOD INTERIORS AND SEATING
- PAYMENT AND TRACKING APPS



BEST PRACTICE CONSIDERATION

Town of Hilton Head Island Parking Program

- Self-supporting program
- Ease of access, user-friendly, and barrier free
- Provides measurable goods and services to the public for a user fee

User Fees versus General Fund Draw

- Beach pass permits
- Hourly parking fees for visitors

Operating Expenses

- Dedicated facility maintenance
- Utility costs
- Dedicated enforcement personnel
- Pavement markings and signs

Net Income

- Capital projects
- Community reinvestment - aesthetics



TRANSPORTATION DEMAND MANAGEMENT (TDM)

TDM is the application of strategies and policies to reduce travel demand or redistribute the demand with the existing space and time of day. Strategies may include:

- Alternative Inventory
- Alternative Locations
- Pricing
- Transportation Alternatives

Encourage the use of parking in other areas

Encourage use of under utilized areas

Higher prices for greater demand areas, or time of day

Bike, Trolley, Ride Share



TRANSPORTATION DEMAND MANAGEMENT (TDM)

Alternative Inventory

Location

USC Beaufort Campus

Holy Family Catholic Church

St. Luke's Church

Option

Park & Ride

Park & Ride or Walk

Park & Ride or Walk

Distance

1.1 miles

.8 miles

.7 miles

1 Sand Shark Drive



24 Pope Avenue



50 Pope Avenue



TRANSPORTATION DEMAND MANAGEMENT (TDM)

Alternative Location



Public Parking Inventory

North

97 Spaces (Beach)
72 (Park)

Central

433 Spaces (Beach)
417 Spaces (Park)

South

436 Spaces (Beach)
66 Spaces (Park)
43 Spaces (On-Street)
587 Spaces (Ancillary)

TRANSPORTATION DEMAND MANAGEMENT (TDM)

Pricing

Location
Based

Highest Demand
Highest Rate

Standardized
Rates

Time
Based

Early Morning
No Rate

10:00 AM –
8:00 PM

Seasonal
Based

Rates Reflective of
Season Demand

Separate
Off-Season Rate

Payment
Facilitation

Virtual Permit
Pay-By-Phone

Use of Vehicle
License Plate

TRANSPORTATION DEMAND MANAGEMENT (TDM)

Transportation Alternatives

Micro Transit



Bike Storage Facilities



VIRTUAL PERMITTING AND COMPLIANCE

License Plate Credential

- Resident and Annual Beach Parking
- Hourly Visitor Parking



Enforcement

- Mobile Enforcement
- License Plate Recognition



<small>Office Use Only</small>		FEE: \$30 PER VEHICLE	<small>Office Use Only</small>	
Replacement Pass # _____			Receipt # _____	
Issuing Officer _____			Issuing Officer _____	
Receipt # _____			Payment: Cash _____ Check # _____ CC _____	
Date _____	Pass Year: _____	TOWN OF HILTON HEAD ISLAND 12A Gateway Circle Hilton Head Island SC 29926		Date Issued: _____

2020-2021 BEACH PARKING PASS APPLICATION

You must LIVE or OWN property WITHIN THE TOWN LIMITS to qualify. Questions? Call 843-342-4580

Name _____ Phone # (____) _____ - _____

Local Address _____ Zip _____

Mailing Address _____ Zip _____

Driver's License #: _____ Driver's License Expiration Date: _____ State _____

Vehicle 1	Beach Pass # _____
Vehicle Year _____ Make _____ Model _____ Color _____	
License Plate# _____ State _____ Vehicle License Plate Expiration Date: _____	

Vehicle 2	Beach Pass # _____
Vehicle Year _____ Make _____ Model _____ Color _____	
License Plate# _____ State _____ Vehicle License Plate Expiration Date: _____	

To purchase a beach parking pass you **MUST PROVIDE A DRIVERS LICENSE and VEHICLE REGISTRATION(S)**

- A valid SCDMV golf cart registration must be provided to obtain a beach parking pass for a golf cart.
- **Non-resident property owners must provide the above and proof of property ownership** (i.e. current utility bill, tax receipt, long-term lease, or property ownership card - with applicant name).
- A beach parking pass is valid from January 1, 2020 through December 31, 2021 at designated Town of Hilton Head Island Beach Parking Lots only.
- A beach parking pass is valid for reserved parking only. Reserved parking for a beach pass is available at the following two locations: ISLANDERS BEACH PARK 135 spaces, with 25 additional metered spaces that beach pass holders are authorized to use at no additional cost on a first-come/ first-served basis; and DRIESSEN BEACH PARK - 20 spaces. Annual pass holders will be directed where to park if all reserved spaces are filled.
- Parking is reserved at Islanders Beach Park at all times. Parking is reserved at Driessen Beach Park from 8:00 A.M. – 3:00 P.M. however, annual pass holders may continue to use them without further fees.
- No vehicles with beach parking passes will be permitted to park in metered spaces at Folly Field, Burkes, or Alder Lane, unless otherwise directed by a Town of Hilton Head Island representative. Residents who wish to park in these metered spaces will be required to pay the normal rates.
- A temporary beach pass may be available for leased or rental cars for current beach pass holders who have flown into the area or their registered vehicle is under repair. Please call 843-342-4580 for details.
- **The beach parking pass is only authorized for the vehicle for which it is issued. Transfer of the decal to another vehicle invalidates the pass and subjects the decal to removal by a Town of Hilton Head Island representative.**
- When purchasing a new vehicle or replacement of a bumper, remove the current pass from the bumper and return it for a replacement pass at no charge. Failure to follow these procedures will result in the need to purchase a new pass for \$30.00. **You MUST turn in a current beach pass to receive a replacement.**
- The beach parking pass must be placed on the driver side rear bumper. The beach pass must be affixed by the adhesive on the sticker, otherwise it is invalid. If instructions are not followed, the beach pass will be removed and you are subject to a parking citation. **Do not tape beach pass to the window or bumper.**

I have read and understand the conditions under which this Beach Parking Pass is issued, and I certify that I am a resident or property owner within the municipal boundaries of the Town of Hilton Head Island.

Signature: _____ Date: _____

Rev: 1/1/2020

SYSTEM MANAGEMENT

Unified Professional Parking Operator

- Coordinates operational oversight of public and private parking facilities
- Governed by public/private advisory board
- Flexible by seasonal demand need
- Lowcountry Celebration Park special event and peak weekend parking needs
- Individual management agreements with public and private parking facilities
- Certified parking management ambassador and enforcement organizations



REEF



Charleston, SC

WAYFINDING



BRANDING





2 Appendix: Public Parking Inventory Verification

Town of Hilton Head Island Parks	Address or Location	Number on Map	Total Parking Spaces	Unregulated	ADA	Metered	Special Use	Reserved (Beach Pass)	Bus/RV Parking	EV Parking
Alder Lane Beach Access	2 Woodward Ave	13	23		1	22				
Barker Field	70 Baygall Road	1	72	70	2					
Burkes Beach Access	60 Burkes Beach Road	7	13			13				
Chaplin Community Park	11 Castnet Drive	8	282	269	13					
Chaplin Community Park - Remote Lot	11 Castnet Drive	9	135	130	5					
Coligny Beach Park	1 Coligny Circle	10	13	5	8					
Coligny Beach Park Access Lot	102 Pope Avenue	11	400	393	7					
Driessen Beach Park	64 Bradley Beach Road	6	206		7	168		28	3	
Fish Haul Beach Park	124 Mitchelville Road	2	97	93	4					
Folly Field Beach Park	55 Starfish Drive	5	54		3	51				
Historic Mitchelville Freedom Park	10 Fish Haul Creek	3	0	0	0					
Islanders Beach Park	94 Folly Field Road	4	160	125	6	25	4			
Lowcountry Celebration Park	Pope Avenue	12	99	94	5					
			Total Parking Spaces	Unregulated	ADA	Metered	Special Use	Reserved (Residents or Staff)	Bus/RV Parking	EV Parking
SUB TOTAL			1,554	1,179	61	279	4	28	3	0
Shared Parking Opportunity Locations	Address or Location		Total Parking Spaces	Unregulated	ADA	Metered	Special Use	Reserved (Staff)	Bus/RV Parking	EV Parking
Holy Family Catholic Church	24 Pope Avenue		239	228	6			4		1
South Carolina Campus - Beaufort	1 Sand Shark Drive	14	228	220	8					
St. Luke's Church	50 Pope Avenue		120	112	8					
			Total Parking Spaces	Unregulated	ADA	Metered	Special Use	Reserved (Residents or Staff)	Bus/RV Parking	EV Parking
SUB TOTAL			587	560	22	0	0	4	0	1
Public On-Street Parking	General Location		Total Parking Spaces	Unregulated	ADA	Metered	Special Use	Reserved (Residents or Staff)	Bus/RV Parking	EV Parking
Nassau Street	Pope Avenue to Tanglewood Drive	R1	19	19						
Lagoon Road	Pope Avenue to Avocet Road	R2	12	12						
North Forest Beach	Pope Avenue to Avocet Road	R3	12	12						
			Total Parking Spaces	Unregulated	ADA	Metered	Special Use	Reserved (Residents or Staff)	Bus/RV Parking	EV Parking
SUB TOTAL			43	43	0	0	0	0	0	0
			Total Parking Spaces	Unregulated	ADA	Metered	Special Use	Reserved (Residents or Staff)	Bus/RV Parking	EV Parking
GRAND TOTAL			2,184	1,782	83	279	4	32	3	1



13860 Ballantyne Corporate Pl, Suite 140
Charlotte, NC 28277

704.247.6230
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August 28, 2020

(sent via Email: joshq@hiltonheadislandsc.gov)

Mr. Joshua A. Gruber
Assistant Town Manager
Town of Hilton Head Island
One Town Center Court
Town of Hilton Head Island, SC 29928

Re: *Coligny Area and Beach Access Parking Study*
Task 2: Evaluation of Financial, Current Assets and Programs
Walker Project No. 19-001205.00

Dear Josh:

The Town of Hilton Head Island has hired Walker Consultants to prepare the following summary that supports the Task 2 Scope of Services for the Coligny Area and Beach Access Parking Study. The information contained herein represents our evaluation of the current parking financial model, current enforcement approach and parking system responsibilities. Our evaluation highlights a list of recommendations for potential future parking revenues, security and wayfinding needs, proposed parking districts, and technology options for customer service enhancements.

We appreciate the opportunity to be of service to you on this project. If you have any questions or comments, please do not hesitate to call.

Sincerely,

WALKER CONSULTANTS

A handwritten signature in blue ink, appearing to read "Jim Corbett", is positioned below the typed name.

Jim Corbett, CAPP
Director of Planning Studies

Cc: Joey Rowland, P.E., Walker Consultants
Geoff Posluszny, CPP, Walker Consultants
Tom Szubka, CAPP, CPP, Walker Consultants



Coligny Area & Beach Access Parking Study

Task 2:
Evaluation of Financial, Current Assets and Programs

August 28, 2020

Prepared for:
Town of Hilton Head Island, SC



WALKER
CONSULTANTS

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Executive Summary

The scope of services for the Coligny Area and Beach Access Parking Study requires the consultant to review the Town of Hilton Head Island's (Town's) current parking financial model, current parking enforcement approach, and parking responsibilities. Additional requirements include the review of current parking fees and potential future revenues.

In response to these scope of service requirements, Walker has prepared a summary and list of recommendations for these topics, as well as provided additional recommendations for customer service improvements related to technology options, security concerns, and wayfinding solutions. We address the evaluation of one or more geographic footprints for a proposed parking district through the need to establish a procedural process before recommending the development of these districts. The following is a list of our findings and recommendations for the Town's Task 2 deliverable requirements.

Overview of Findings and Recommendations

Based on past findings, current observations, and our experience with parking policies in barrier island communities, at this time we recommend the Town take the following policy measures to manage parking issues.

1. Charge an hourly fee to park at the Town's beach access parking facilities

With a goal toward developing a strategic action plan that will enable the Town to best meet the needs of the residents in the Coligny Beach Area as well as other public parking facilities, Walker recommends charging a fee to park at the Town's beach access parking facilities. Residents will be afforded the opportunity to purchase a biennial beach access parking pass and non-residents will be required to pay the prevailing hourly parking rates at these locations.

2. Maintain allowance for resident free parking with the purchase of a Resident Beach Parking Pass

Purchase and use of a Resident Beach Parking Pass shall enable the pass holder to opportunity park free of additional parking fees at any Town-owned and operated public parking location, except when Town special event conditions are publicly advertised, and special event parking fees apply.

The peel-and-stick adhesive decal will be replaced with the use of the applicant's vehicle license plate as a virtual parking permit credential. Resident applicants will be afforded the option to purchase their permit online, using a document scan and upload feature to demonstrate proof of residency and registration. As golf carts are not required to display a license plate, the use of the SCDMV registration decal will be incorporated in the virtual permit solution.

3. Charge a fee for the Coligny Area on-street parking spaces

To assist with a best practice need for short-term parking turnover, we recommend the utilization of these neighborhood on-street spaces be limited to a duration of two hours using the same \$4.00 per hour fee in the peak season and \$2.00 per hour during the non-peak activity season. Residents with a valid beach access parking pass credential will be able to park free of charge up to the two-hour time limit. Non-residents may be permitted to extend their parking duration by one additional hour using the mobile payment application and paying the additional hourly fee increment, however time limits beyond this three-hour permission may not be extended. This practice will ensure short-term parking will be available during peak activity periods.

Preliminary Five-Year Financial Model

Charging a fee to park at the Town’s beach access parking facilities will enable the Town to fund the operation and maintenance of its beach access parking facilities through the use of parking system user fees, replacing the sole reliance on the Town’s general fund and hospitality tax resources. Use of a sustainable model approach will allow for the creation of a Parking and Mobility Enterprise Fund, which may provide an additional funding source for neighborhood and community enhancements. Walker’s preliminary financial model (shown in greater detail in Section 7 of this report) reflects the following five-year net operating income.

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues					
Alder Lane Beach Access	\$ 65,757	\$ 67,730	\$ 69,762	\$ 71,854	\$ 74,010
Burkes Beach	\$ 27,875	\$ 28,712	\$ 29,573	\$ 30,460	\$ 31,374
Chaplin Community Park	\$ 493,178	\$ 507,973	\$ 523,212	\$ 538,908	\$ 555,076
Coligny Beach Park	\$ 37,167	\$ 38,282	\$ 39,430	\$ 40,613	\$ 41,832
Coligny Beach Park Access Lot	\$ 1,143,600	\$ 1,177,908	\$ 1,213,245	\$ 1,249,643	\$ 1,287,132
Driessen Beach Park	\$ 441,716	\$ 454,967	\$ 468,616	\$ 482,674	\$ 497,155
Fish Haul Beach/Barker Field Expansion	\$ 241,586	\$ 248,833	\$ 256,298	\$ 263,987	\$ 271,907
Folly Field Beach Park	\$ 115,790	\$ 119,263	\$ 122,841	\$ 126,526	\$ 130,322
Islanders Beach Park	\$ 53,606	\$ 55,214	\$ 56,871	\$ 58,577	\$ 60,334
Lowcountry Celebration Park	\$ 283,041	\$ 291,532	\$ 300,278	\$ 309,287	\$ 318,565
Coligny Area On-Street	\$ 122,937	\$ 126,625	\$ 130,424	\$ 134,337	\$ 138,367
Non-Resident Hourly Parking Total	\$ 3,026,252	\$ 3,117,039	\$ 3,210,550	\$ 3,306,867	\$ 3,406,073
Resident Beach Access Pass	\$ 60,000	\$ 61,800	\$ 63,654	\$ 65,564	\$ 67,531
Civil Parking Citations	\$ 856,382	\$ 882,074	\$ 908,536	\$ 935,792	\$ 963,866
Total Revenues	\$ 3,942,634	\$ 4,060,913	\$ 4,182,740	\$ 4,308,222	\$ 4,437,469
Total Operating Expenses	\$ 1,051,153	\$ 1,081,607	\$ 1,112,976	\$ 1,145,285	\$ 1,178,564
Net Operating Income	\$ 2,891,481	\$ 2,979,305	\$ 3,069,764	\$ 3,162,937	\$ 3,258,905

Walker recommends the net operating income generated from the parking system be allocated to a combination of the system’s capital improvement budget, future inventory expansion, neighborhood infrastructure to include pedestrian and micro-transit amenities, as well as a increases to the 3rd party parking management contract to provide for parking enforcement coverage within the Coligny Plaza and Circle Center shopping plazas.

4. Implement a pay-by-cell only paid parking program

This technology is highly encouraged for implementation by the Town as it is the most streamlined solution to utilize and manage the parking program revenues and provide convenience to customers. As the current use of parking meters is limited, it allows the Town to “skip ahead” to use this technology solution without inconveniencing too many patrons that have been accustomed to use of the meters. Further, many patrons that would utilize the meters as a payment method are from elsewhere, may already utilize these services, and will be more accepting of changes of payment options.

5. Residential Parking District Procedure

The decision to develop and establish a residential parking district program should not fall to the responsibility of the Town Manager or the municipality¹. Instead, residents should choose to participate in a Residential Parking District Program (RPD) and request the restrictions that they feel will accommodate the parking needs of their respective neighborhoods. Using a best practice policy guideline, residents of an established Property Owners Association (POA) should be required to submit a notification to the Town requesting that the appropriate Town staff members participate in an informational community meeting consisting of residents of the surrounding POA streets and boundaries. In the absence of an established POA, Walker recommends allowing a provision for accepting a formal neighborhood petition from a minimum number of adjacent residential households.

After evaluating advantages and disadvantages of the RPD program that are explained in the meeting, residents are then asked to make an informed decision regarding the applicability of the RPD program to their needs. (Please refer to Section 6 of this report for further details)

6. Eliminate the peel-and-stick adhesive parking decals

Walker recommends a best practice initiative requiring the elimination of the adhesive bumper decals with the use of the vehicle license plate as the standardized parking credential. Eliminating the physical parking decal will reduce annual operating costs for permit purchase, inventory, and distribution efforts.

7. Develop a consistent and efficient parking enforcement program

Walker recommends a best practice initiative developing a consistent and efficient enforcement program. Implementing an ambassador-friendly approach with the practice of enforcement of parking permissions by license plate recognition will increase the effectiveness of the overall program as well as garner the respect of the residents and visitors.

8. Establish a municipal parking citation program

In addition to the Town’s established towing ordinance, Walker recommends a best practice approach toward reimplementing a municipal parking citation program. Establishment of this program would require a change to the local Town ordinances that allow for the practice of issuing civil citations for

¹ Title 12 – Motor Vehicles and Traffic Control; Chapter 3 – Parking; Sec. 12-3-311; Municipal Code of the Town of Hilton Head Island, South Carolina

parking infractions and appropriate adjudication measures for dispute resolution. Outsourcing the management of this program to a third-party parking management firm will provide a dedicated resource toward handling the day to day responsibilities.

9. Third-party professional parking management firm

Before working with individual POA organizations, Walker recommends the Town first proceed with the implementation of the paid parking program, using a third-party professional parking management firm to oversee the daily operations. Implementing a consistent parking management solution will enable the Town to observe the effects of the new program and work with any adversely affected POAs to understand any new challenges and opportunities.

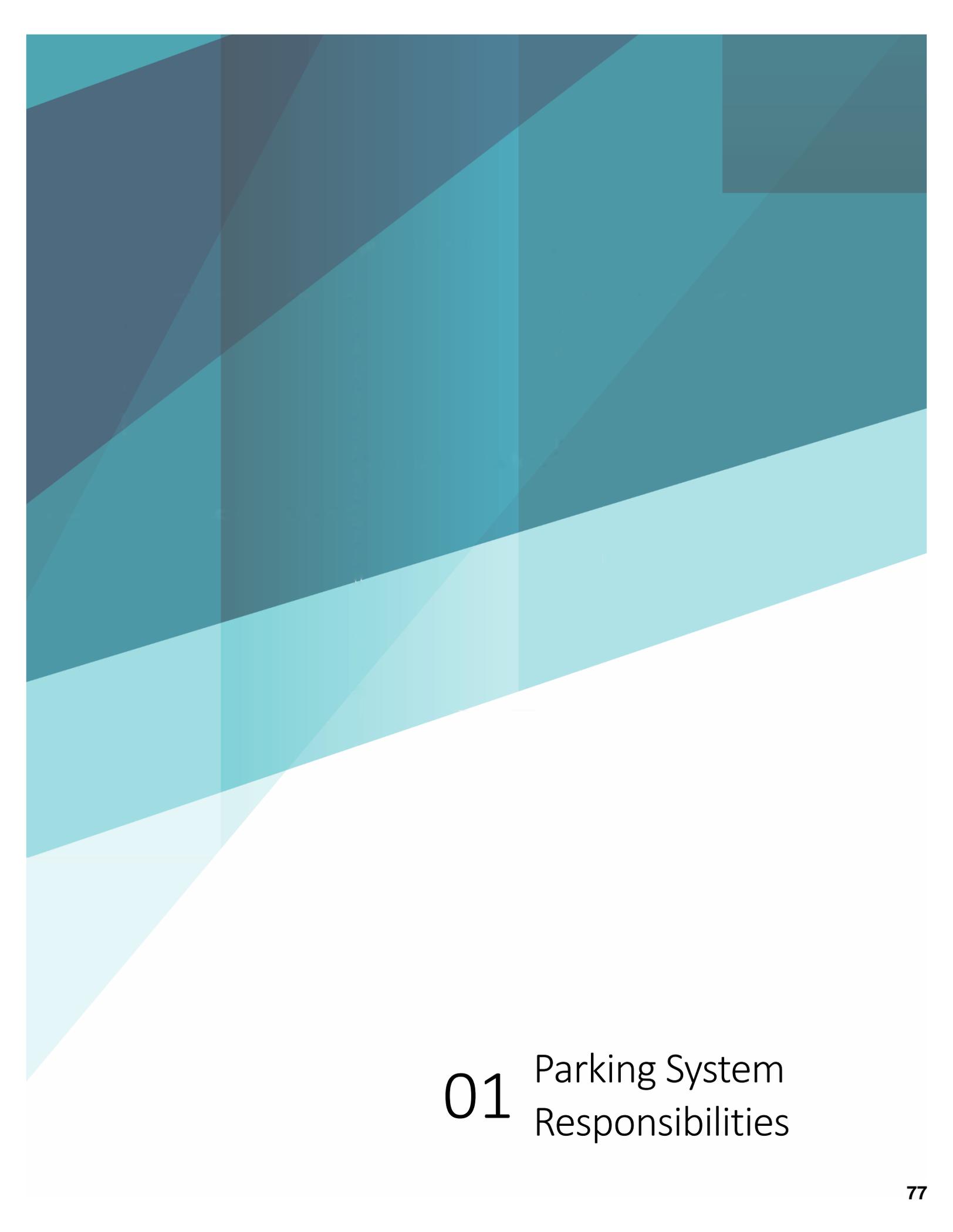
10. Implement a dynamic wayfinding solution

A critical component to implementing an efficient paid parking program, Walker recommends a need for the Town to implement a dynamic wayfinding solution that is paired with real-time mobile payment transactions and camera-based activity. Use of camera-recorded vehicle counts at parking facility entrance and exit lanes will enable the Town to monitor the use of specific location inventory throughout the course of the day. Communicating this information to motorists in advance of their destination arrival will help inform off-island travel decisions and reduce on-island traffic congestion.

Open Town Hall Forum

Walker Consultants worked with the Town's website administrator to develop a 24-question survey for the public to provide their opinions and comments regarding the Coligny area and other beach access parking facilities. The survey was available on the Town's website from Monday, July 6, 2020 through Sunday, July 19, 2020. Over 1,000 attendees viewed the survey providing a record of 863 documented responses. A record of the survey is available for review with a request through the Town's website administrator. Some of the notable responses include:

- 73.5% are permanent residents.
- 76.9% use their personal vehicle to drive to their beach access destination.
- Friday is the most popular day to visit the beach access areas.
- 67.5% say the addition of mobile food and refreshment options would not sway their decision on which beach to visit.
- 61.9% would not support the development of a parking structure on the island.



01 Parking System Responsibilities

Parking System Responsibilities

Inventory Obligation

In 1989, the Town of Hilton Head Island received a \$6,200,000 grant from the State of South Carolina for a beach re-nourishment project. As part of this agreement, the Town committed to providing between 2,000-3,000 beach parking spaces on the Island, with all of the facilities being within 1,000 feet of public beach access points.

The Town's original 1991 Beach Management Plan detailed public access parks, undesignated private parking areas, privately-owned beach access points (hotels, condominiums and beach clubs), neighborhood access points, future public beach parks and facilities, and emergency vehicular access points. This was approved by the State and included a commitment of 2,000-2,500 parking spaces.

In 1998, the Beach Management Plan was amended by the Town and approved by South Carolina Department of Health and Environmental Control to include a Beach Access Plan, which outlined a plan to construct a total of 1,400 public parking spaces by December 2008, reducing the previous 2,000-2,500 parking spaces in the earlier plan. This plan included the construction of spaces that could be reserved for Island residents and property owners; however, such spaces are not counted when the State designates "full and complete public access" areas on the beach, which can impact grant eligibility.²

With the removal of Mitchelville Freedom Park from the beach access parking inventory, Walker identified 1,455± beach access parking spaces in the Task 1 deliverable, of which 1,285± were observed as open to the general public of the State. Restrictions for public parking access were only noted at Islanders Beach Park and Driessen Beach Park. In addition to these identified public parking spaces, Walker counted an additional 99± public parking spaces under construction at the new Low Country Celebration Park.

Beach Access Oversight

The Town contracts with a private company to provide lifeguard services during certain times of the year. The service also includes litter patrol, recycling, and beach rental items. Under the Town's Department of Public Projects and Facilities, the Facilities Management Division operates and maintains Town-owned beach parks, beach accesses, pathways, highway medians, transfer stations, buildings and grounds. Other services offered by the Division include management of beach parking passes and parking enforcement of Town-owned properties.³

Seasonal beach rules are currently in effect from April 1st through September 30th each year restricting fishing, surfboards, team sports and games with metal components in designated swimming areas between the hours of 10:00am and 6:00pm. These guidelines are in effect for the added protection of sunbathers and swimmers.

Hilton Head Island parking regulations are enforced by Facilities Management staff, Code Enforcement staff and the Beaufort County Sheriff. Beach access parking violations fall under criminal citation guidelines and must be

² Town of Hilton Head Island Beach Management Plan; Inventory of Existing Conditions; August 2017

³ Town of Hilton Head website; 2020

served to the vehicle operator in lieu of placing under the vehicle’s windshield in an administrative or civil fashion. Citation appeals are required to go before the Beaufort County magistrate for hearing appeal as the Town recently disbanded its municipal court services in 2019. Due to this chain of events, the Town prefers the use of its Towing and Immobilization ordinance which states that any vehicle parked in violation of posted or marked restrictions of the Town’s municipal code is declared to be a public nuisance. Any vehicle identified as a public nuisance under the municipal code may be impounded by the Town by giving authorization to a commercial towing or wrecker service to tow the vehicle away and store it in a safe place until claimed by the owner. Storage of any towed vehicle by a towing or wrecker company must be in a secure lot in or within twenty-five (25) miles of the municipal limits of the town.⁴

Responsibilities

In accordance with the 1988 South Carolina Beach Management Act, the Town of Hilton Head Island is required to prepare local comprehensive beach management plans in coordination with the South Carolina Department of Health and Environmental Control’s Office of Ocean and Coastal Resource Management (DHEC OCRM). The local plans must be updated once every five years and should be adopted as part of the Town’s Comprehensive Plan. The Town last updated its Beach Management Plan as of July 18, 2017, which was subsequently approved by the State on August 30, 2017. Amidst several other requirements, the plan requires the Town to identify inventory of public beach access and attendant parking along with a plan for enhancing public access and parking.

The following sections of this report have been created to assist the Town with the development of a strategic action plan that will enable the Town to best meet the needs of the residents in the Coligny Beach Area as well as other public parking facilities. In this report we will demonstrate the following key opportunities for improvement:

- Potential for future parking revenue opportunities designed to offset parking operating and capital costs;
- Technology options for customer service enhancement;
- An ambassadorial enforcement approach using civil penalties in lieu of criminal penalties;
- Recommendation of professional parking management firm;
- Active and passive security measures for parking access areas;
- Implementation of a native wayfinding solution to communicate parking availability;
- Policy and procedural recommendations for the development of Parking Districts; and
- Development of an Enterprise Fund financial model for a sustainable public parking future.

⁴ Title 12 – Motor Vehicles and Traffic Control; Chapter 3 – Parking; Sec. 12-3-412 and Sec. 12-3-413; Municipal Code of the Town of Hilton Head Island, South Carolina



02 Future Parking Revenues

Future Parking Revenues

Walker was asked to conduct a review of current parking fees and potential future revenues that could be generated from parking activities. Our review consists of an evaluation of the resident beach parking pass, the residential parking district pass and the public beach access parking areas where hourly metered fees are being charged to the public. The following summarizes our findings and recommendations.

Resident Beach Parking Pass

The current biennial Resident Beach Parking Pass application requires applicants to live or own property within the Town limits to qualify. The applicant must provide a valid driver's license and vehicle registration. The permit takes the form of a peel-and-stick adhesive decal which a resident must apply to the driver side rear bumper of the vehicle for which it is issued. Permits may not be taped to the window or bumper. A valid South Carolina Department of Motor Vehicle (SCDMV) golf cart registration may also be provided to obtain a beach parking pass for a resident golf cart.

To apply for the Resident Beach Parking Permit, the applicant must download the application from the Town's website, provide proof of residency or property ownership and fill out the required information, sign, and submit a \$30 check to cover the biennial fee. Applications may be mailed, dropped off at Town Hall or the Facilities Management offices, or applied for in person during Town business hours of operation. Cash and credit cards are accepted when applying in person.

At current, Resident Beach Parking Passes are valid for parking at any public beach access parking location. However, it is understood vehicles displaying a Resident Beach Parking Pass are required to pay the prevailing rate when parking in the metered spaces at Folly Field, Burkes, and Alder Lane.

Walker Recommendation:

Purchase and use of a Resident Beach Parking Pass shall enable the pass holder to opportunity park free of additional parking fees at any Town-owned and operated public parking location, except when Town special event conditions are publicly advertised, and special event parking fees apply.

The peel-and-stick adhesive decal will be replaced with the use of the applicant's vehicle license plate as a virtual parking permit credential. Resident applicants will be afforded the option to purchase their permit online, using a document scan and upload feature to demonstrate proof of residency and registration. As golf carts are not required to display a license plate, the use of the SCDMV registration decal will be incorporated in the virtual permit solution.

Open Town Hall Online Public Survey (July 6th through July 19th) - 80% of survey respondents agree the cost of the resident beach parking pass is reasonably priced at \$30 every two years.

Resident

Must provide a valid driver’s license, vehicle registration, and proof of residency (i.e. current utility bill, lease agreement, property tax receipt); unlimited number of vehicles

Non-Resident Property Owner

Must provide a valid driver’s license, vehicle registration, and proof of property ownership (i.e. current utility bill, tax receipt, long-term lease, or property ownership card); limit 1 vehicle

Short-Term Resident (Interval Occupancy)

Resident Beach Parking Passes should be limited to the use of seasonal and full-time residents, as well as non-resident property owners. Allowing short-term, interval occupancy use of this resident amenity will most likely contribute toward beach access parking congestion during peak season and fall short of adequately addressing demand management concerns at beach access parking locations. Walker recommends the short-term, interval occupancy user be required to pay the prevailing hourly rate or elect to take advantage of the Island’s bicycle and mobility program services when commuting to and from beach access areas.

Resident Beach Parking Pass records provided by the Town reflect the following historical counts and revenues. The substantial increase reflected in FY 2019-20 speaks to the COVID-19 pandemic impact and limited public beach access, limited by resident beach parking pass only.

	FY 2017-18	FY 2018-19	FY 2019-20
Resident Beach Parking Pass	\$ 82,410	\$ 90,225	\$120,480
# of Resident Beach Parking Passes Issued	2,747	3,007.5	4,016

Source: Town of Hilton Head Island, Facilities Management Division; July 2020

Residential Parking District Pass

The current annual Residential Parking Pass application requires applicants to live or own property within an established residential permit parking district. The applicant must provide a valid driver’s license and vehicle registration. Similar to the Resident Beach Parking Pass, a valid decal must be displayed when the registered vehicle is parked on-street within the district.

To apply for the Residential Parking District Pass, the applicant must download the application from the Town’s website, provide proof of district residency or property ownership and fill out the required information, sign, and submit a \$5 check to cover the annual fee for each vehicle. Applications may be mailed, dropped off at Town Hall or the Facilities Management offices, or applied for in person during Town business hours of operation. Cash and credit cards are accepted when applying in person.

Walker understands there are currently no active Residential Parking Districts on Hilton Head Island at this time and therefore no parking pass revenues are being collected and reported.

Walker Recommendation:

The decision to develop and establish a residential parking district program should not fall to the responsibility of the Town Manager or the municipality⁵. Instead, residents may choose to participate in a Residential Parking District Program (RPD) and request the restrictions that they feel will accommodate the parking needs of their respective neighborhoods. Using a best practice policy guideline, residents of an established Property Owners Association (POA) should be required to submit a notification to the Town requesting that the appropriate Town staff members participate in an informational community meeting consisting of residents of the surrounding POA streets and boundaries. In the absence of an established POA, Walker recommends allowing a provision for accepting a formal neighborhood petition from a minimum number of adjacent residential households.

After evaluating advantages and disadvantages of the RPD program that are explained in the meeting, residents are then asked to make an informed decision regarding the applicability of the RPD program to their needs. If the neighborhood decides to move forward with the action, a majority approval of the POA residents must be considered for the RPD program to be implemented. (Please refer to Section 6 of this report for further details)

Similar to the Resident Beach Access Pass, the Town should pursue the development of an online application program using the license plate credential in a virtual permit environment.

Resident

- Must provide a valid driver's license, vehicle registration, and proof of residency (i.e. current utility bill, lease agreement, tax receipt); unlimited number of vehicles
- Annual parking pass is valid from January 1 through December 31st of each calendar year
- Increase ordinance *Sec. 12-3-312 - Issuance of permits* to \$10.00 per term per registered vehicle

Visitor

On the application of any resident of the restricted district:

- Resident must amend their online RPD account to add a visitor parking pass credential
- Visitor pass term limited to 2-weeks
- Increase ordinance *Sec. 12-3-313 - Visitor permits* to \$5 per term per vehicle

Short-Term Rental (Interval Occupancy)

On the application of any resident of the restricted district:

- Resident must amend their online RPD account to add an interval occupancy parking pass credential for their short-term rental tenants
- Only one interval occupancy pass may be active for any two-week period
- Increase ordinance *Sec. 12-3-313 - Visitor permits* to \$10 per annual visitor vehicle

Walker suggests a peak season program criteria. Other than typical "no parking" designations, the program may not be active during non-peak season (October through March)

⁵ Title 12 – Motor Vehicles and Traffic Control; Chapter 3 – Parking; Sec. 12-3-311; Municipal Code of the Town of Hilton Head Island, South Carolina

Public Beach Access Parking Areas

As a follow up to the information delivered in Walker’s Task 1 Parking Inventory and Market Conditions Report, we have identified the following beach access and neighboring community park locations which are known to be impacted by future parking activity. Specific to Burkes Beach and Coligny Park access needs, we’ve included the potential impact of Chaplin Community Park and the new Lowcountry Celebration Park. Due to their adjacent public beach access proximity, we foresee future non-resident revenue opportunities for each of these locations. Electing to keep these community parks free of charge for non-residents may allow for an unwanted parking demand at peak activity periods.

Walker Recommendation:

With a goal toward developing a strategic action plan that will enable the Town to best meet the needs of the residents in the Coligny Beach Area as well as other public parking facilities, Walker recommends charging a fee to park at the Town’s public parking facilities. Residents will be afforded the opportunity to purchase a biennial beach access parking pass and non-residents will be required to pay the prevailing hourly parking rates at these locations.

Open Town Hall Online Public Survey (July 6th through July 19th) - 85% of survey respondents agree that all public beach access parking locations should charge a fee to park for non-residents, while allowing island residents with a valid resident beach parking pass to park free of any additional hourly or daily parking fees.

Paid Parking Rate Comparison

A search of Walker’s database for paid parking in South Carolina and nearby coastal communities reveals the following parking rates for similar coastal towns and cities.

Location	Hourly Rate	Daily Rate/Max	Weekend Rate	Notes
Folly Beach	South Carolina	\$7.00		
Edisto Beach State Park	South Carolina	\$5.00		Also considered an admission fee. Discounted rates for children and seniors
Isle of Palms	South Carolina	\$10.00	\$15.00	Rate of \$2/hr after 4pm. Enforced March - October
Myrtle Beach	South Carolina	\$1.50 - \$2.00	\$8.00 - \$10.00	March - October
Surfside Beach	South Carolina	\$1.75	\$10.00	
Kiawah Island	South Carolina	\$10.00	\$15.00	May - September. \$5 Nov-Feb. \$5/\$10 March & October.
Wrightsville Beach	North Carolina	\$5.00	\$25.00	March - October
Tybee Island	Georgia	\$3.50		8am - 8pm
Jekyll Island	Georgia	\$8.00		Access Fee to the island.
St. Augustine Beach	Florida	\$10.00		Discounts for disabled and active military
Gulf Shores Beach	Alabama	\$5.00	\$10.00	March - November

Source: Walker Consultants; 2020

A summary of the rates shown above provide a range of \$1.50 per hour to \$5.00 per hour with daily maximum parking rates equivalent to a range of \$5.00 to \$25.00 per day. Walker notes the most recent edition of paid parking in South Carolina is the Town of Isle of Palms. Beginning next year, beachgoing visitors will be required to pay for the use of parking in the Town using a meter-less and paperless approach requiring the use of a smartphone app-based solution.

Coligny Beach Park/Alder Lane Beach Access

Supporting high-demand beach access parking needs in the Coligny area, these locations are considered primary parking destinations by non-residents during the peak activity season. To manage the parking demand during this period, Walker recommends implementing a paid parking rate for non-residents of \$4.00 per hour during the months of June through September. With an average beach stay of 4 to 6 hours the projected parking revenue for a non-resident would be \$16 to \$24 to park. To maintain consistency throughout the non-peak activity months of October through May, we recommend relaxing the hourly rates at this location to \$2 per hour.

Resident Rate:

- \$0.00 with valid resident beach access parking pass credential

Non-Resident Hourly Rate:

- June through September \$4.00 per hour or portion thereof;
- October through May \$2.00 per hour or portion thereof;
- Hours of Operation - 9:00am to 6:00pm; Sunday through Saturday

Lowcountry Celebration Park

An adjacent extension of the Coligny Beach Access Parking Lot, the parking inventory surrounding the new Lowcountry Celebration Park should be required to support an hourly parking rate for non-residents. Electing to keep the parking inventory for this community park free for all users will allow first-come, first served users of this parking inventory to park without time-limited restrictions, affecting parking turnover and access levels throughout the day.

Walker recognizes the need to address parking privileges for patrons of the Sandbox Children’s Museum, a planned tenant of the Lowcountry Celebration Park. During Walker’s recent dialogue with the business owner, it was shared the organization has a membership base of 300± active members, some of which reside on-island and others within the off-island Beaufort County limits. During the peak season activity of June through September, it has been recognized that as many as 86% of the attendees are tourist visitors.

At present, the Museum uses a pre-booking ticketing reservation system which allows members and visitors to arrange their visits in advance of arrival. Walker has confirmed the ticketing reservation system could provide a parking validation solution to allow for patron parking privileges, which would coincide with the timed ticketing solution for patrons. Any scheduled evening activity would most likely fall outside of the paid parking hours.

Resident Rate:

- \$0.00 with valid resident beach access parking pass credential

Non-Resident Hourly Rate:

- June through September \$4.00 per hour or portion thereof;
- October through May \$2.00 per hour or portion thereof;
- Hours of Operation - 9:00am to 6:00pm; Sunday through Saturday

Burkes Beach/Chaplin Community Park

Promoting the use of Burkes Beach access as a public beach access location almost certainly requires the need to utilize a portion of the Chaplin Community Park parking inventory. At present, only thirteen (13) public parking spaces are available at Burkes Beach, creating an immediate capacity challenge during beach activity periods. Without the use of a portion of the Chaplin Community Park parking inventory, this limited beach access location will not allow for an alternative solution to the Coligny Beach access area.

Shared use of Chaplin Community Park's surface parking inventory (located closest to the intersection of Burkes Beach Road and Castnet Drive) of up to 230± parking spaces will enable the Town to suggest this public beach access location as an alternative solution to the Coligny Beach area. So as not to conflict with scheduled community events at the park, we recommend implementing and coordinating the use of a wayfinding program that allows an opportunity to communicate beach parking availability through mobile parking application. When daytime events are scheduled for this park location, motorists would be directed to park elsewhere. More information on this technology recommendation may be found in the following sections of this report.

For neighborhood residents electing to use the Chaplin Community Park for daily activities, to include dog walking, tennis, and playground activity, Walker suggests the need for residents to purchase a biennial Resident Beach Access Parking Pass. Similar to the Coligny Beach Access Parking Lot and the Lowcountry Celebration Park, the Resident beach Access Parking Pass will ensure no additional beach access parking fees will be required of the resident when visiting this location.

Use of the additional 135± remote surface lot spaces serving Chaplin Community Park, will require a seasonal micro-transit solution. Walker understands pedestrian access to nearby Singleton Beach requires the need to negotiate Singleton Beach Road and proceed through the Singleton Beach private community to have access to the beach from the north end of Collier Beach Road. This option may not be generally supported by the private community residents, suggesting the use of the remote surface lot parking spaces be designed to support the Burkes Beach Access located at the north end of Chaplin Community Park.

Resident Rate:

- \$0.00 with valid resident beach access parking pass credential

Non-Resident Hourly Rate:

- June through September \$3.00 per hour or portion thereof;
- October through May \$1.50 per hour or portion thereof;
- Hours of Operation - 9:00am to 6:00pm; Sunday through Saturday

Driessen Beach Park

Also located in the mid-island beach access area, Driessen Beach Park offers 200± surface parking spaces as another suitable alternative for the Coligny Beach area. Coordinating the use of these two public beach access areas with a proposed wayfinding program will enable motorists to have a choice of public beach access parking locations when planning their day trips to the island. To further support the use of Burkes Beach and Driessen Beach Park, Walker encourages the opportunity for mobile food and beverage vendors to provide food service amenities at these locations during peak season activity periods.

Resident Rate:

- \$0.00 with valid resident beach access parking pass credential

Non-Resident Hourly Rate:

- June through September \$3.00 per hour or portion thereof;
- October through May \$1.50 per hour or portion thereof;
- Hours of Operation - 9:00am to 6:00pm; Sunday through Saturday

Folly Field Beach Park

Walker recommends Folly Field Beach Park remain the northernmost public beach access option for non-residents in the mid-island area of Hilton Head Island. With only 54 spaces at this location, we would not recommend this public beach access for motorists traveling on and off the island each day. Similar to Burkes Beach, we believe this location would face immediate capacity challenges during peak activity periods. Due to the limited parking supply and availability for public beach access, we recommend keeping the parking rates similar to the other mid-island beach access parking locations.

Resident Rate:

- \$0.00 with valid resident beach access parking pass credential

Non-Resident Hourly Rate:

- June through September \$3.00 per hour or portion thereof;
- October through May \$1.50 per hour or portion thereof;
- Hours of Operation - 9:00am to 6:00pm; Sunday through Saturday

Islanders Beach Park

Located in a remote mid-island location, Islanders Beach remains an ideal public beach access for residents only. We recommend keeping this location for the sole use of island residents who have purchased the biennial resident beach parking pass. Walker also understands the twenty-five (25) metered parking spaces at this location serve the Town's obligation a state-issued grant for providing public parking access to this location. For this reason, the public parking access will need to be maintained and limited to the public on a first-come, first served basis.

Resident Rate:

- \$0.00 with valid resident beach access parking pass credential

Non-Resident Hourly Rate:

- June through September \$3.00 per hour or portion thereof;
- October through May \$1.50 per hour or portion thereof;
- Hours of Operation - 9:00am to 6:00pm; Sunday through Saturday

Fish Haul Beach Park/Barker Field Expansion

Representing the northernmost public beach access on Hilton Head Island, we recommend this location be designed for use by beachgoers seeking a remote location experience. Open to both island residents and non-residents, a reduced hourly rate has been suggested for this location to assist with non-resident demand disbursement.

Resident Rate:

- \$0.00 with valid resident beach access parking pass credential

Non-Resident Hourly Rate:

- June through September \$2.00 per hour or portion thereof;
- October through May \$1.00 per hour or portion thereof;
- Hours of Operation - 9:00am to 6:00pm; Sunday through Saturday

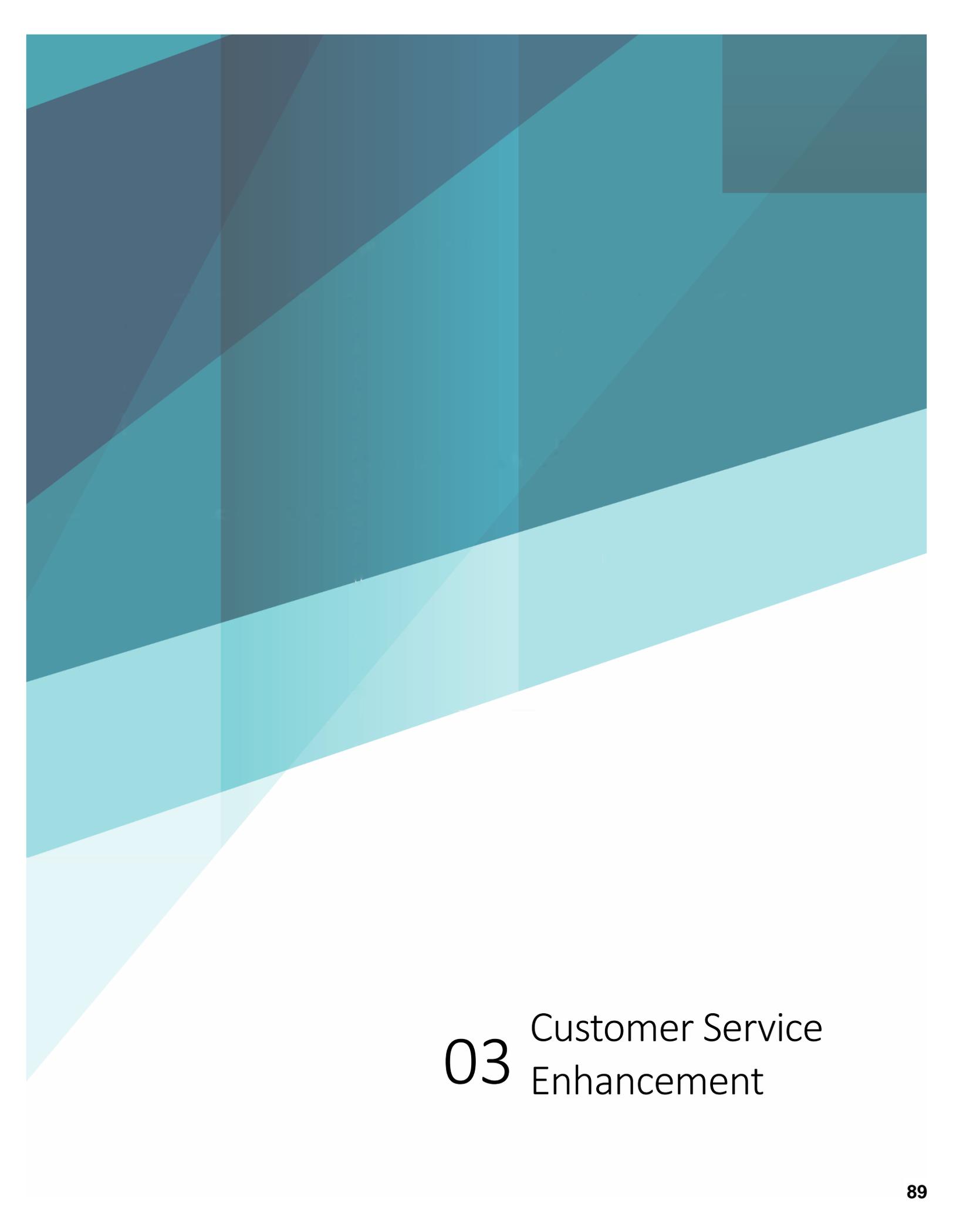
Coligny Area On-Street Parking Areas

As previously identified in our Task 1 deliverable, the Coligny Area offers 43± delineated on-street parking spaces on Nassau Street, Lagoon Road and North Forest Beach Drive. At present, there are no parking regulations governing the use of these marked spaces. Similar to the initial design of the Lowcountry Celebration Park parking inventory, these spaces are available on a first-come, first served basis and may be occupied by a single user all day long.

Walker Recommendation:

To assist with a best practice need for short-term parking turnover, we recommend the utilization of these neighborhood on-street spaces be limited to a duration of two hours using the same \$4.00 per hour fee in the peak season and \$2.00 per hour during the non-peak activity season. Residents with a valid beach access parking pass credential will be able to park free of charge up to the two-hour time limit. Non-residents may be permitted to extend their parking duration by one additional hour using the mobile payment application and paying the additional hourly fee increment, however time limits beyond this three-hour permission may not be extended. This practice will ensure short-term parking will be available during peak activity periods.

Open Town Hall Online Public Survey (July 6th through July 19th) - 57% of survey respondents agree that all public beach access parking locations should charge the same hourly rate for non-residents to park.



03 Customer Service Enhancement

Customer Service Enhancement

The proper use of technology for parking and mobility in the Town will help make it easier for people to reach their destination, improve asset management and supply/demand balancing, and optimize customer service and program revenues. To that end, it is important to identify and select technologies that integrate seamlessly so that the program will be easy to manage by Town staff and agents and create a unified customer experience. Solutions described in the following pages will identify technologies that will support the goals of the Town Parking and Mobility program.

No matter the technology or solutions employed, it is important to have a clear and effective communications plan. Focus should be on the benefits of the program and how it will ultimately serve the community. An effective and comprehensive public awareness approach about the program and how to use it will play a key role in successful implementation of these technologies.

License Plate as a Credential

Use of a vehicle license plate as a credential has many uses in parking, as every vehicle has a unique license plate for identification. These uses include virtual permits, revenue control and enforcement. In conjunction with License Plate Recognition (LPR) technology, this solution can help streamline the effectiveness of the parking program and facilitate the customer's ability to self-manage their parking account/credentials. Application of LPR can:

- Verify payment for parking
- Verify access to authorized parkers (permits)
- Expedite enforcement of parking program violations

All technology solutions described and recommended are based on this industry best practice of using the license plate as a credential in conjunction with LPR solutions.

Walker Recommendation:

Walker recommends a best practice initiative requiring the elimination of the adhesive bumper decals with the use of the vehicle license plate as the standardized parking credential. Eliminating the physical parking decal will reduce annual operating costs for permit purchase, inventory, and distribution efforts.

Revenue Collection

The most successful parking programs always ensure that they facilitate the payment process for its customers. Often, customers do not consider the fees involved, as it is part of the experience, if the process to pay is easy to understand, easy to use and is reliable.

While providing payment options to customers is important, it is not recommended to allow the use of cash as an option for payment. The cost to collect, process, and secure cash payments has increased over the years, and often affects the reliability and security of the collection devices. Most customers will have the ability to use a credit or debit card, and can set up a payment option in advance, thus eliminating the need for cash.

Meters

The Town is currently utilizing a combination of single space meters and multi-space meters.

Single Space Meters

The single space meters are past their useful life and create a challenge to maintain. These single space meters are unreliable and are limited to coin collection only. The Town parking program would not have a reasonable cause to continue to utilize the single space meter, even with upgraded technology, and movement towards industry best practices of multi-space meters and mobile payment methods will be encouraged.

Multi-Space Meters

The multi-space meters are in reasonable condition and appear to function as intended. While the user interface is not aligned with what is currently available in the market, it is simple and effective. Modern offerings have color displays, touch screens, and the ability to offer multiple rate choice, multiple product choices (parking pass, boat pass, chair rentals, etc.), and text receipt options. If the Town elects to continue to utilize multi-space meters, recommendations would include:

- Elimination of cash as a form of payment. Credit card payments only.
- Elimination of paper receipts. Text receipts only.
- Upgrade of current devices to more modern platform to improve customer interface and program management (daily rates, event rates, permit sales).
- Addition of devices to each parking area to create consistency in the parking program.

Walker's proposed payment solution does not include the continued support of single space and multi-space meter programs. The following sections of this report have been provided to detail our recommended payment, permit management and enforcement solutions.

Mobile Payments

Often referred to as Pay-by-Cell or Pay-by-App, mobile payments are becoming a best practice method of payment in the parking and mobility industry. By shifting the payment platform from the Town to the customer, the Town reduces the need to maintain revenue collection devices while providing an element of convenience to the customer. In addition, fees for this service are typically borne by the customer as a "convenience fee" currently at \$0.15 - \$0.35 per transaction for most simple paid parking transactions.

Customers would simply download the mobile payment app, create an account, and populate their account information that would include vehicle license plate(s) and payment method (credit/debit/payment service). When ready to pay for their parking session the customer will:

- 1) Open the app,
- 2) Confirm their vehicle license plate, or enter a new/additional license plate,
- 3) Choose their parking lot/zone,
- 4) Choose their duration,
- 5) Confirm payment.

As the parking program is based on the license plate as a credential, the vehicle will be identified as paid and the cloud-based system will communicate status to enforcement officers.

Walker Recommendation:

This technology is highly encouraged for implementation by the Town as it is the most streamlined solution to utilize and manage the parking program revenues and provide convenience to customers. As the current use of parking meters is limited, it allows the Town to “skip ahead” to use this technology solution without inconveniencing too many patrons that have been accustomed to use of the meters. Further, many patrons that would utilize the meters as a payment method are from elsewhere, may already utilize these services, and will be more accepting of changes of payment options.

Mobile apps can be authorized for use in markets through the traditional procurement process, and until recently have been limited to one solution provider per market. Current trends and best practices are beginning to encourage environments in which multiple solutions co-exist, where customers can continue to use their favorite mobile app from prior experience. Technology is now developed that will allow municipalities to manage multiple vendor solutions through one aggregator-type solution that will aid in rate manipulation and reporting tools.

Permit Management and Enforcement

In the parking and mobility industry, it is typical that permit management and enforcement solutions reside under a single platform.

Permit Management

Permit management software solutions operate with the same function regardless of the permit type, the only difference are the operating parameter/rules of the permits. Permit considerations for the Town program will include resident permits and beach access parking passes.

The permit management solution will operate under an account-based system. This means that every address/resident will have an account. With this account established, the Town can validate residency (tax records, utility bills, etc.) at periodic intervals, send electronic invoices and/or renewal notices for permits, and allow residents to purchase additional temporary passes if desired. Vehicle information and permit status is managed in a cloud-based software solution that is accessed by enforcement solutions.

Residents can self-manage their account, adding and removing vehicle license plate information, updating payment card information, and updating contact information (email, cell, etc.). The system will allow operational business rules to be set to limit the number of permits sold in any given category or location, and create a self-managed, online system that will improve the current manual permit issuing process.

In the event residents do not have a means toward self-managing their account through an online software solution, the Town will need to offer a customer service solution whereby a resident may visit Town Hall during business hours to obtain their parking credential permissions. Similar to the current application process, staff will need to manually manage the process for this exception.

Resident Parking District Permits

The resident parking district permit is intended to allow and control on-street parking in residential areas, primarily where parking inventory is limited. When the system is implemented, the business rules will be established to define number of permits issued per account, cost of permits issued, and duration of permit. If permitted, the resident can self-manage vehicle and license plate information, make payments, and submit items for account verification.

Resident Beach Access Parking Pass

The resident beach access parking pass is intended to allow and control the residents' ability to park in the Town beach lots. Similar to the resident permit, business rules will be established during solution implementation and can be used to define the number of permits issued per account, cost (if any) of passes issued, and duration of parking pass. The resident can self-manage vehicle and license plate information, make payments (if any) and submit items for account verification.

Short-Term Permits (Interval Occupancy)

Within established Resident Parking Districts, Short-Term Permits should be offered to rental companies and rental property owners for their renters' convenience, but also compliance with parking ordinances. A property located within a Parking District; whether a rental unit or owner occupied, should be able to purchase temporary passes for their renters or family/guests in the case of owner-occupied units for the duration of their stay. This would allow compliance in the Parking District and allow visitors to have the convenience of parking where they belong; however, there should be an additional fee for these permits.

Enforcement

Enforcement of parking regulations is required to ensure the success of any parking management plan. The goal is not to write citations; but rather, to ensure users follow the established policies so the system is fair to all users. Enforcement can be viewed as only punitive, but it can also be used as a tool to educate and provide service to patrons of the area. To accomplish this, the Town can adopt an "Ambassador Approach" model for the enforcement of the parking regulations. This approach is considered a best practice in the industry and many of its principles have been adopted by large and small municipalities successfully. Ambassadors will first seek to educate, allowing patrons who may not be familiar with program rules to comply before citations are issued. Typically, an ambassador will be trained in customer service techniques to complement their enforcement certification and have a more welcoming uniform design (i.e. Polo shirt and shorts).

Enforcement technology will primarily use license plate recognition (LPR) to validate the status of a vehicle. The officer/ambassador will be issued a handheld device in which the vehicle license plate can be scanned or manually entered. The device will have cellular data connectivity which will allow the license plate to be compared to the permit system database as well as the payment platform database (meters and/or mobile payment) to validate status within seconds. If the vehicle is valid, the officer/ambassador will move on to the next vehicle, if not valid, the device will allow the officer to populate the citation information, take photos, and print the citation with a portable, Bluetooth enabled printer. The officer will place the citation on the vehicle windshield and move to the next vehicle.

In addition to a handheld device, a mobile LPR vehicle should be considered. This type of vehicle (typically a small pick-up truck, small sedan, or electric golf cart is used) will be equipped with LPR cameras and lighting which will allow the officer/ambassador to more efficiently patrol the parking areas. As the vehicle drives through the area, the LPR cameras capture the images of the vehicle license plates, translates the image to text files, and compares that data to the permit system database as well as the payment platform database within seconds. If the vehicle is valid, the officer/ambassador will move on to the next vehicle. If not valid, the system will allow the officer to populate the citation information, take photos, and print the citation with a portable, Bluetooth enabled printer. The officer will place the citation on the vehicle windshield and move the next vehicle.

The permit and enforcement software solution will also allow the violator to pay online or submit an adjudication application request. With direction to a system website, through a link from the Town website or direct access, the violator will be able to look up the citation record, pay via credit card or payment service, or dispute through allowed program methods.

Walker Recommendation:

Walker recommends a best practice initiative developing a consistent and efficient enforcement program. Implementing an ambassador-friendly approach with the practice of enforcement of parking permissions by license plate recognition will increase the effectiveness of the overall program as well as garner the respect of the residents and visitors.

Wayfinding and Inventory Data

Traditional, static wayfinding is simply a way to communicate the location of an intended destination. This is currently being practiced in the Town in a limited fashion. However, with the advent of parking and mobility technology, the ability to communicate the supply of parking inventory is possible. Communicating the availability of parking inventory can be as simple as adding a digital OPEN / FULL or a digital numerical sign to current wayfinding signs.

Wayfinding can also be communicated through mobile wayfinding and parking apps. When the patron activates their app, they are provided the information that needs to be considered when deciding to proceed to their destination.

The data that feeds digital signs and mobile apps is obtained by vehicle counting systems either native to mobile payment and meter payment platforms or independent systems that integrate with these apps.

Counting solutions native to revenue collection platforms are convenient in that they are providing the service ancillary to the primary features of revenue collection. However, there are limitations to the accuracy of the data in that the vehicle counts are dependent on active interaction with those platforms and are transaction based. This means that vehicles that do not interact with the system by choosing not to pay or those that may have a pre-authorized permit, will not appear in the count data. Solutions providers may attempt to improve accuracy by developing algorithms to their software that will help forecast actual counts, however there will always be an element of inaccuracy in the data.

Independent solutions can be more accurate in that they are dedicated to counting vehicles as they physically enter a location and are not dependent on transactions or algorithms. Camera-based systems have been quickly improving in the marketplace and can provide the most reasonable level of accuracy as long as the cameras have the proper sightlines to capture images.

Walker Recommendation:

A critical component to implementing an efficient paid parking program, Walker recommends a need for the Town to implement a dynamic wayfinding solution that is paired with real-time mobile payment transactions and camera-based activity. Use of camera-recorded vehicle counts at parking facility entrance and exit lanes will enable the Town to monitor the use of specific location inventory throughout the course of the day. Communicating this information to motorists in advance of their destination arrival will help inform off-island travel decisions and reduce on-island traffic congestion.

Open Town Hall Online Public Survey (July 6th through July 19th) - 81% of survey respondents find real-time parking space availability information helpful in their travel decision process.

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04 Enforcement Approach

Enforcement Approach

Enforcement of parking regulations is required to ensure the success of any parking management plan. The goal is not to write citations; but rather, to ensure users follow the established polices so the system is fair to all users. Enforcement can be viewed as only punitive, but it can also be used as a tool to educate and provide service to patrons of the area.

Ambassador Approach

To provide the friendliest approach to compliance, the Town can adopt an “Ambassador Approach” model for the enforcement of the parking regulations. This approach is considered a best practice in the industry and many of its principles have been adopted by large and small cities successfully.

Ambassadors will first seek to educate, allowing patrons who may not be familiar with program rules to comply before citations are issued. Typically, an ambassador will be trained in customer service techniques to complement their enforcement certification and have a more welcoming uniform design (i.e. Polo shirt and shorts). The ambassador will show customers how to use the solutions intended for program compliance with both face-to-face interaction and educational collateral that can be provided to customers for future reference.

Current enforcement methods are limited the towing ordinance (Article 4. Towing and Immobilization) that provides for violators to be towed and impounded by an authorized towing company for any vehicle that is considered a public nuisance that is primarily identified as a violator of the parking restrictions identified in Article 2 (Sec. 12-3-211. Parking in violation of posted or marked restrictions declared unlawful.) This level of enforcement is difficult to employ in that it takes a significant amount of time for a Town staff member to identify and remain with the vehicle in violation until the towing agent arrives and is practically reserved for violations that may affect life and safety of the public. Further, this type of penalty is largely inconvenient for the violator as they will need to identify what has occurred, identify where their vehicle has been impounded, and find a way to get to the impound lot to retrieve their vehicle. This is a very unfriendly method of enforcement for typical parking program infractions and should not be employed in a robust parking program as it will negatively impact the ambassadorial approach that the Town should consider.

Municipal Citation Program

The South Carolina State Code (Section 56-7-80. County or Municipal Uniform Ordinance Summons.) has provisions that will allow the Town to create and manage a municipal citation program, similar to other South Carolina municipalities such as Greenville, Beaufort, Folly Beach and Charleston.

A municipal citation program is useful to enhancing a parking and mobility program as it will allow the Town the ability to encourage compliance, without being too ‘heavy-handed’ for violations, thus promoting an ambassadorial approach. A municipal citation program will also allow for fines to be paid conveniently while promoting and controlling an adjudication process that is more efficient than moving through the county court system.

Walker Recommendation:

In addition to the Town's established towing ordinance, Walker recommends a best practice approach toward reimplementing a municipal parking citation program. Establishment of this program would require a change to the local Town ordinances that allow for the practice of issuing civil citations for parking infractions and appropriate adjudication measures for dispute resolution. Outsourcing the management of this program to a third-party parking management firm will provide a dedicated resource toward handling the day to day responsibilities.

Third Party Management

Without a robust parking program, a municipal citation program is difficult maintain, as is evident by the recent disbanding of the municipal citation program by the Town. As the creation of a parking program is recommended, re-evaluation of a municipal citation program should be considered. Knowing that Town staff and resources are limited, it is encouraged that the third party used to manage the parking program also manage the municipal citation program with the same oversight by a parking committee. Professional parking operator firms are familiar with the management of municipal citation programs and are adept with the technology solutions that should be employed. The parking operator will hire and manage enforcement staff, administrative staff, and management staff as well as contract with a special magistrate to hear disputes through the adjudication process. Additionally, the operator will contract with a collection agency to facilitate payment of outstanding violations.

Town staff should periodically review and audit the third-party operator for both process and financial activities. If staff resources are limited, contracts with outside audit or consultant firms can be obtained to assist with this important function.

Citation Issuance and Fines

As part of the overall parking program and in addition to parking revenues collected, citation fines would fund the parking program. While not to be considered a primary revenue stream, over time, a significant portion of parking funds will be attributed to parking citations.

Citation fines should be set at a level that will encourage the compliance of parking program rules and payment of set parking rates. For example if a parking rate is set at \$5 dollars a day, a citation fine of \$6 is not sufficient to encourage payment of the parking rate as the patron who chooses not to comply may see value in "taking a chance" of not receiving a citation for a difference of only \$1. If the citation is set at \$10, then the patron may re-think the position towards voluntary compliance. In general, most patrons will pay if payment methods are well advertised, easy to understand, and easy to use. The citation fine is set to encourage the ambivalent patron to reconsider compliance.

As citation fines will be a significant source of funding, proper management tools and software should be procured. Permit and Citation technology solutions are now web-based, database management systems that will track citations, from issuance to payment, provide auditable records, and integrate with the Department of Motor Vehicles (DMV) and/or license plate look-up services. The solutions providers in this space are trending towards significant reductions in the cost of the software as a solution (SaaS) permit and citation services if they can bundle the cost of collection services for outstanding citation payments. Permit and enforcement software solutions can also manage and track the adjudication process.

Adjudication Process

Proper management of a municipal citation program should provide the opportunity for a patron to dispute a violation. With modern permit and enforcement SaaS solutions, this can be accomplished virtually online.

When a patron goes online to review their citation record, they will have the opportunity to select a dispute button. They would then provide relevant information as well as their explanation for their dispute. Under a first-level dispute resolution policy, a designated staff member of the third-party operator (typically a supervisor or manager) will review the dispute and overturn the citation, reduce the fine, or uphold the citation and provide the patron a reason for the action via email.

The process can end here, or further opportunity for dispute can be provided with the aid of an independent magistrate to review and rule on the status of the citation. This process can also be conducted online via written correspondence or through virtual video conferencing. The magistrate can work directly with the software solution to input their decision, which will directly be applied to the citation record and provide a seamless update of the process.

The third-party parking operator would be responsible for interviewing and contracting with the special magistrate, typically a local judge or attorney with experience in municipal claims adjudication. The operator will provide the magistrate with information on code, citation records and software system operating procedure. Setting regularly scheduled times for hearings is typically best for all parties involved (i.e. first Tuesday of each month).

As this would be a newly created municipal citation program, and that it is reasonable to expect that the majority of violators will be non-island residents, it is suggested that an on-line, virtual adjudication process be implemented, enhancing the customer service level as patrons can dispute from anywhere virtually.

Outstanding or uncollected citations should be processed through the citation management system and a third-party collection agency. Many of the permit and citation solutions providers have collection solution offerings for which use can offset the cost for the management software. These third party collection agencies maximize the ability to collect in-state and out-of-state delinquencies through established relationships with U.S. DMV agencies and skip tracing waterfall procedures that streamline the use of electronic information, automated lists, and networks of vendors to obtain the appropriate contact information and begin the collections process for each delinquent citation.

Open Town Hall Online Public Survey (July 6th through July 19th) - 71% of survey respondents support the implementation of a civil citation program, whereby parking compliance is encouraged through the use of issuing a civil parking citation to the owner of the registered vehicle license plate.



05 Security and Wayfinding

Security

Parking Ambassador and LPR Rounds Presence

As discussed earlier in Section 4 of this report, an effective parking program will rely on Enforcement, which is described and recommended in the form of an Ambassador program rather than a punitive approach. This approach indicates the presence of a parking ambassador during normal business hours to assist patrons with the payment process, directional assistance, and even friendly recommendations for appropriate behavior.

Should the Town also implement mobile license plate recognition (LPR) technology for added enforcement of parking requirements, these vehicles will add to the onsite presence of parking ambassadors. The LPR enabled vehicles should primarily be assigned to any unattended parking location known to require more enforcement rounds in those locations than the attended locations. This will add a tremendous sense of security and wellbeing to the more remote or less frequented parking areas.

As these ambassadors and LPR rounds are present in the parking area this will increase the level of security tremendously, both in reality and perceptual aspects. The public generally feel they are in a safer environment when others are present, even if the others are not security personnel. This general sense of security and an inviting parking facility will offset any negative appeal to the requirement of payment to park.

Cash Handling / Alternate Payments

Also discussed earlier in this report were alternate payment methods to reduce or eliminate the use of cash. The elimination of cash will increase the security of the parking facilities, not only for the parking patron, but the Town's cash collection personnel. With the use of payment by mobile phone, there will be no concern for the parking patron as they will not be fumbling with cash and subject to risk. This holds true for staff, as they will no longer be removing and transporting cash throughout the parking facilities and back to a secure money counting facility.

Wayfinding (Parking Availability)

Native Payment Solution

Counting solutions native to revenue collections platforms (multi-space meters or mobile payment apps) are convenient in that they are providing the service ancillary to the primary features of revenue collections. However, there are limitations as the data only applies to payment locations and does not account for pre-registered motorists like beach pass holders that do not inform the parking system of their presence in the parking facility. This method would be adequate if the parking spaces are all dedicated as payment spaces but would not account for non-paid parking violators. Walker does not recommend separating paid parking vs. beach pass parking as these parking assets should be shared and therefore allow a greater utilization and efficiency.

Alternative Solutions

Alternative solutions to parking availability will provide more accurate data as these methods pertain to all vehicles parking in a facility; paid, non-paid violators, and beach pass holders. Two methods will be discussed below:

Facility Counts

Facility counts pertain to the whole parking facility and provide one (1) overall space availability count. As we know, Coligny Beach Parking Lot provides an inventory of 400 parking spaces. Sensors placed at the entry and exit points to the parking lot will track vehicles as they enter and exit. These sensors can be in the form of in-ground vehicle detection loops, magnetic sensors, LIDAR (Light Detection and Ranging), or stationary cameras.

As a vehicle enters the parking area the counts will be reduced by one (1) from 400 to 399. As this count changes, the wayfinding software can communicate this information to electronic signage at the entry, but also to websites or mobile parking applications on patrons' smart phones. As the counts lower to a pre-determined threshold, the software will update the parking facility to "Full" or "Closed". This count system does not differentiate reserved or dedicated parking spaces as it does not know "where" the vehicle parked, so therefore, spaces like Americans with Disability Act (ADA) or Electric Vehicle (EV) only spaces can't be properly monitored.

Single-Space Counts

Single-space count solutions can monitor each space in the parking facility. This is by far the most accurate solution as it does differentiate from "regular" spaces and reserved or dedicated (ADA or EV) spaces. If the parking facility is further defined with paid and beach pass spaces, these two user groups can also be defined. With these spaces being monitored individually the associated information can be provided to the signage, website, and mobile applications: "Beach Pass", "Public", "Disabled", and/or "EV" Spaces.

This technology comes in three forms, magnetic, ultrasonic, or camera-based sensors. The magnetic and ultrasonic sensors are small "pucks" that are embedded in the asphalt in each parking space. When a vehicle parks in the space, the sensor detects its presence and communicates wirelessly to a controller box. The camera-based sensors are mounted atop poles in the parking area and monitor multiple spaces individually at the same time. Depending on the mounting height of the pole and the vision available (no tree canopy or other obstructions) these cameras can monitor up to 30-80 spaces each.

Utilization

The above wayfinding and parking availability data can be used to direct parking patrons to the available parking locations. This information can be disseminated on the Town's website (or others) and through a mobile parking application. This technology is useful in many ways, but perhaps the most valuable is the impact this can have on the environment.

As an example, let's say a hotel guest staying on the north side of the island wishes to patronize the beach. They can review the parking availability before leaving. If the Coligny parking area is full, they could choose an alternate location to access the beach. This reduces emissions from this beach goer by not having them drive all the way to the Coligny area, drive around looking for a parking space, and then abandoning their search to head

elsewhere. This decision can be made in the beginning, with no excess emissions and time wasted. This would prove beneficial to both the parking patron and the Town residents as it would reduce emissions and excess traffic. Hotels and resorts in the area could have this data displayed live on a video monitor in their lobby as an added convenience to their patrons.

This parking availability information can also be transmitted wirelessly through cellular services to electronic messaging signage to display “Open” or “Full” messages at key decision points along the roadways on Hilton Head Island. These signs could be tastefully adorned with the Town’s seal or logo. The technology exists to have these be light sensitive as well and turn off at night when demand is low, and most locations would be available. They can also be programmed to turn off unless a specific location is full, allowing a message to be displayed.

Open Town Hall Online Public Survey (July 6th through July 19th) - 40% of survey respondents rate the current public beach access parking areas with a “Good” quality rating. Roughly 12.5% of the survey respondents rate the current public beach access parking areas with an “Excellent, no significant issues” quality rating.

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06 Proposed Parking District

Proposed Parking District

The intent of a Residential Parking District (RPD) review is to promote the balance of limited neighborhood parking availability with the development impact created by adjacent commercial activity. The Town and its neighborhood residents recognize the economic value created through the use of effective and planned commercial activity. The following steps describe a recommend procedure for establishing a RPD within the Town of Hilton Head Island:

1. The Property Owners Association (POA), or group of neighborhood residents (Neighborhood), submits a formal request to the Assistant Town Manager indicating interest and requesting a RPD review meeting.
2. Under the direction of the Assistant Town Manager, leadership staff members representing the Public Projects and Facilities Department, to include the Facilities Management Division and the Engineering Division, will host a publicly-advertised meeting with the POA/Neighborhood to learn of the specific concerns and identify the proposed RPD boundaries (by streets) within the larger neighborhood street boundaries. Public concerns and boundary requests will be shared through the use of an organized POA/Neighborhood leadership presentation to Town staff and the collective POA/Neighborhood membership.
3. As a follow up to the POA/Neighborhood request, on-street parking occupancy surveys will be performed by the Engineering Division to determine the appropriate parking regulations for the proposed RPD street boundaries. If the occupancy study results support the need for further RPD evaluation, then the Public Project and Facilities Department shall provide a concept design of the RPD plan. The concept design will formalize the on-street parking inventory using the Town's established code or ordinances and identify implementation costs associated with regulatory signs and pavement markings, if necessary.
4. The Public Project and Facilities Department will host a follow up meeting with the POA/Neighborhood to present the findings associated with the proposed RPD plan. During this publicly-advertised meeting, the Town will seek approval for the final concept design from a majority vote of the POA/Neighborhood. An authorized voting ballot will accompany the public meeting notice mailed to each registered address on file with the Town's property tax database.
5. Meeting minutes from the publicly-advertised meeting will be mailed to the POA/Neighborhood residents and business owners with the use of the registered address on file with the Town's property tax database.
6. The Director of Public Project and Facilities Department submits a written recommendation to the Town's Executive Department requesting agenda approval by Town Council to add the RPD boundaries to the code of ordinances for the Town of Hilton head Island.
7. Once approved by Town Council, the RPD boundaries are added to the established schedule of fees for parking rated activities under Title 12 – Motor Vehicles and Traffic Control; Article 3 – Parking Districts. within the Town of Hilton Head Island code of ordinances. A detailed sign package design, including the preparation of individual work order requests, will be conducted by the Public Project and Facilities Department.

8. Within 60-days of Town Council approval, the Public Project and Facilities Department will complete the required work order requests and oversee the installation of the signs and any necessary pavement markings.
9. The parking management team will begin the process of administering RPD permits with the intent to begin enforcement of the program once the signs and markings have been installed.

Walker Recommendation:

Before working with individual POA/Neighborhood organizations, Walker recommends the Town first proceed with the implementation of the paid parking program, using a third-party professional parking management firm to oversee the daily operations. Implementing a consistent parking management solution will enable the Town to observe the effects of the new program and work with any adversely affected POA/Neighborhoods to understand any new challenges and opportunities. Areas which may be affected by the impacts of the new paid parking solution may include the following:

- North Forest Beach Drive Neighborhood
- Folly Field Road Neighborhood
- Bradley Beach Road Neighborhood
- Fish Haul and Mitchellville Road Neighborhood

We suggest adopting and promoting the recommended procedure for establishing a RPD within the Town of Hilton Head Island.

Open Town Hall Online Public Survey (July 6th through July 19th) - 62% of survey respondents would not support the development and construction of a parking structure on an existing parking lot to provide additional public parking inventory in areas where peak season capacity demands.



07 Financial Model

Financial Model

The following provides a categorization of our proforma assumptions for the development of an Enterprise Fund designed to sustain public parking operations on Hilton Head Island. Parking revenues have been forecasted to include varying utilization of the public parking spaces based on seasonality.

Revenue Projections

Utilization Factors

For this model we assumed the availability of the public parking spaces for use by residents, vacationers, and non-resident beach visitors. All spaces and permits are assumed to be unreserved. Revenue is assumed to be generated from the following space allocations and categories:

Parking Inventory

Parking Facility	Parking Inventory
Alder Lane Beach Access	23
Burkes Beach	13
Chaplin Community Park ⁶	230
Coligny Beach Park	13
Coligny Beach Park Access Lot	400
Driessen Beach Park	206
Fish Haul beach Park/Barker Field Expansion	169
Folly Field Beach Park	54
Islanders Beach Park (includes 25 public parking spaces per state grant)	160
Lowcountry Celebration Park	99
Coligny Area On-Street parking	43

Source: Walker Consultants 2020

Occupancy

Occupancy is the estimation of the use of the space during operating hours and averages the total use including days of the week and time of year. The following represents the projected paid parking occupancy percentages we applied to the model for each month of the year.

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Occupancy	10%	20%	30%	50%	60%	90%	90%	90%	60%	30%	20%	10%

⁶ Chaplin Community Park and its overflow parking lot offers a total of 417± public parking spaces. Walker suggests the use of 230± parking spaces to supplement Burkes Beach parking access needs when planned park events are not scheduled.

Parking Space Turnover Rate

To project parking space turnover per operating day, Walker used a multiplier of 1.5. When this multiplier is paired with the individual parking facility inventory and occupancy percentages, we may begin to interpret typical daily utilization levels. For example, the Coligny Beach Park Access Lot provides 400± public parking spaces. When paired with the June paid parking occupancy percentage of 90%, we project a typical daily utilization of 540± paid parking vehicles. (400± spaces x 90% average occupancy x 1.5 turnover rate = an average of 546± paid parking vehicles per day in the month of June)

Revenue Factors

For this model, the following rates are assumed:

Resident Beach Access Permits – valid for all public parking	\$30 per 2 years
Off-Season Hourly Visitor Rate – pay per use	\$1 to \$2/ hour
In-Season Hourly Visitor Rate – pay per use	\$3 to \$4 / hour
Fish Haul Visitor Hourly Rate (Off-Season / In-Season) – pay per use	\$1 / \$2 per hour
Off-Season Average Visitor Duration of Stay	2 hours
In-Season Average Visitor Duration of Stay	4 hours
Civil Parking Citation Volume	5% of possible transactions
Civil Parking Citation Fee	\$50
Civil Parking Citation collection rate	60%
3% annual growth	

Resident Beach Access Permits Issued 4,000 per month based on issued permits as of July 2020.

Understanding that the permits issued is inflated due to COVID-19 effects, it is anticipated that the volume will remain at this level given the additional benefits that are suggested as well as the predictable intent that once a resident has obtained the permit initially, they will be more likely to renew.

Projected Annual Hourly Visitor Parking Revenues by Location and Month

Location	January	February	March	April	May	June	July	August	September	October	November	December
Alder Lane Beach Access	\$ 214	\$ 580	\$ 1,283	\$ 2,070	\$ 3,850	\$ 14,904	\$ 15,401	\$ 15,401	\$ 9,936	\$ 1,283	\$ 621	\$ 214
Burkes Beach	\$ 91	\$ 246	\$ 544	\$ 878	\$ 1,632	\$ 6,318	\$ 6,529	\$ 6,529	\$ 4,212	\$ 544	\$ 263	\$ 91
Chaplin Community Park	\$ 1,604	\$ 4,347	\$ 9,626	\$ 15,525	\$ 28,877	\$ 111,780	\$ 115,506	\$ 115,506	\$ 74,520	\$ 9,626	\$ 4,658	\$ 1,604
Coligny Beach Park	\$ 121	\$ 328	\$ 725	\$ 1,170	\$ 2,176	\$ 8,424	\$ 8,705	\$ 8,705	\$ 5,616	\$ 725	\$ 351	\$ 121
Coligny Beach Park Access Lot	\$ 3,720	\$ 10,080	\$ 22,320	\$ 36,000	\$ 66,960	\$ 259,200	\$ 267,840	\$ 267,840	\$ 172,800	\$ 22,320	\$ 10,800	\$ 3,720
Driessen Beach Park	\$ 1,437	\$ 3,893	\$ 8,621	\$ 13,905	\$ 25,863	\$ 100,116	\$ 103,453	\$ 103,453	\$ 66,744	\$ 8,621	\$ 4,172	\$ 1,437
Fish Haul Beach/Barker Field Expansion	\$ 786	\$ 2,129	\$ 4,715	\$ 7,605	\$ 14,145	\$ 54,756	\$ 56,581	\$ 56,581	\$ 36,504	\$ 4,715	\$ 2,282	\$ 786
Folly Field Beach Park	\$ 377	\$ 1,021	\$ 2,260	\$ 3,645	\$ 6,780	\$ 26,244	\$ 27,119	\$ 27,119	\$ 17,496	\$ 2,260	\$ 1,094	\$ 377
Islanders Beach Park	\$ 174	\$ 473	\$ 1,046	\$ 1,688	\$ 3,139	\$ 12,150	\$ 12,555	\$ 12,555	\$ 8,100	\$ 1,046	\$ 506	\$ 174
Lowcountry Celebration Park	\$ 921	\$ 2,495	\$ 5,524	\$ 8,910	\$ 16,573	\$ 64,152	\$ 66,290	\$ 66,290	\$ 42,768	\$ 5,524	\$ 2,673	\$ 921
Coligny Area On-Street	\$ 400	\$ 1,084	\$ 2,399	\$ 3,870	\$ 7,198	\$ 27,864	\$ 28,793	\$ 28,793	\$ 18,576	\$ 2,399	\$ 1,161	\$ 400
Total	\$ 9,844	\$ 26,674	\$ 59,064	\$ 95,265	\$ 177,193	\$ 685,908	\$ 708,772	\$ 708,772	\$ 457,272	\$ 59,064	\$ 28,580	\$ 9,844

Source: Walker Consultants; 2020

Projected Annual Permit Revenues by Permit Type and Month

Permit Type	January	February	March	April	May	June	July	August	September	October	November	December
Short-Term Rental Permit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Resident Beach Access Permit	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Total	\$ 5,000											

Source: Walker Consultants; 2020

Projected Annual Civil Parking Citation Revenue by Month

Citation	January	February	March	April	May	June	July	August	September	October	November	December
Estimated # of citations issued	9,844	17,783	29,532	47,633	59,064	85,739	88,596	88,596	57,159	29,532	19,053	9,844
Estimated citation collection rate	518	936	1,554	2,507	3,109	4,513	4,663	4,663	3,008	1,554	1,003	518
Total	\$ 15,543	\$ 28,078	\$ 46,630	\$ 75,209	\$ 93,259	\$ 135,377	\$ 139,889	\$ 139,889	\$ 90,251	\$ 46,630	\$ 30,084	\$ 15,543

Source: Walker Consultants; 2020

Expense Projections

Expense Factors

In collaboration with Client, Walker provides the following expense assumptions:

Expense Assumptions:

Credit card Processing Fees – Estimated at 2.5% of revenues.

Utilities @ \$12 per space per year (includes electricity and water) – assumption provided by the Town of Hilton Head Island Facilities Management to assume sharing resource with building operations.

Insurance @ \$18 per space per year (includes Garage Keeper Legal Liability (GKLL) for protection during storage and General Liability insurance for premise liability, products and advertising liability and completed operations for services rendered).

Repairs and Maintenance @ \$24 per space per year - Small repairs, trash removal, cleaning, painting and sweeping).

Management Fee @ \$24,000 per year - Professional parking operator base fee for service.

Management Incentive Fee @ \$12,000 per year – Professional parking operator service incentive fee, paid upon contract compliance with established annual goals and key performance indicators.

Supplies @ \$6 per space per year - Simple sign repairs, lamp replacement, pavement and marking supplies, enforcement ticket paper supply.

Uniforms @ \$300 per year – Each field manager, ambassador, and maintenance tech position to account for 12 annual field employees. Office personnel will dress according to professional office dress code.

Enforcement Equipment –

Immobilization Device / Barnacle@ 250 per device per month – Subscription/Lease program for 6 devices to provide immobilization equipment and violator release services.

Enforcement Handhelds/kits @ \$2,000 per kit – Initial purchase of six enforcement kits to include handheld device, mobile printer, and protective case

Enforcement Data @ \$180 per month – Mobile data subscription at \$30 per device per month.

Mobile LPR @ \$70,000 per unit – Hardware and installation of LPR vehicle, not including the cost of the vehicle.

Software@ \$per year –

\$100,000 per year for permit and enforcement software management system.

\$12,000 per year for mobile LPR software management system.

Vehicle Fleet @ \$1,200 per month – Leases for three vehicles including: one LPR enforcement vehicle, one staff vehicle, one maintenance vehicle

Office Rent @ 1,500 per month – Parking operation office

3% annual increase

Labor Assumptions

The following graphic provides a summary detail of the proposed labor requirement Walker estimates will be required to effectively manage the Town of Hilton Head Island public parking program.

Labor Cost Assumptions

Position	#	Type	Rate/Hour	Hours/week	Annual Wages
Project Manager	1	Full-time	\$30	40	62,571
Assistant Manager	1	Full-time	\$22	40	45,886
Ambassador	4	Full-time	\$15	40	125,143
Ambassador	2	Part-time	\$15	20	31,286
Seasonal Ambassador	2	Part-time	\$13	40	18,274
Maintenance Tech	2	Full-time	\$14	40	58,400
Bookkeeper/Auditor	1	Full-time	\$20	40	41,714
Receptionist / Adjudication	1	Full-time	\$16	40	33,371
Total FTE's	14				\$416,646

Source: Walker Consultants

Project management coverage will be provided with salaried employees allocated to the parking system. The pay rate for the full-time Project Manager will be \$30 per hour plus benefits for 1 employee. The pay rate for the full-time Assistant Project Manager will be \$22 per hour plus benefits for 1 employee.

Ambassador coverage will be provided with hourly employees allocated to the parking system. The pay rate for full-time Ambassador will be \$15 per hour plus benefits for 4 employees. The pay rate for part-time Ambassador will be \$15 per hour plus benefits for 2 employees. The pay rate for seasonal Ambassadors will be \$13 per hour plus benefits for 2 employees.

Maintenance coverage will be provided with hourly employees allocated to the parking system. The rate of pay for the maintenance technician classification will be \$14 per hour plus benefits for 1 employee.

Bookkeeper / Auditor coverage will be provided with an hourly employee allocated to the parking system. The rate of pay for the bookkeeper classification will be \$20 per hour plus benefits for 1 employee.

Receptionist / Adjudication coverage will be provided with an hourly employee allocated to the parking system. The rate of pay for the Receptionist classification will be \$16 per hour plus benefits for 1 employee

Taxes and Benefits are assumed to be 40% of associated payroll and will account for health insurance, paid time off, holidays, and all associated payroll taxes.

Proposed Paid Parking Program – Annual Revenue Projections by Month

	January	February	March	April	May	June	July	August	September	October	November	December
Revenues												
Alder Lane Beach Access	\$ 214	\$ 580	\$ 1,283	\$ 2,070	\$ 3,850	\$ 14,904	\$ 15,401	\$ 15,401	\$ 9,936	\$ 1,283	\$ 621	\$ 214
Burkes Beach	\$ 91	\$ 246	\$ 544	\$ 878	\$ 1,632	\$ 6,318	\$ 6,529	\$ 6,529	\$ 4,212	\$ 544	\$ 263	\$ 91
Chaplin Community Park	\$ 1,604	\$ 4,347	\$ 9,626	\$ 15,525	\$ 28,877	\$ 111,780	\$ 115,506	\$ 115,506	\$ 74,520	\$ 9,626	\$ 4,658	\$ 1,604
Coligny Beach Park	\$ 121	\$ 328	\$ 725	\$ 1,170	\$ 2,176	\$ 8,424	\$ 8,705	\$ 8,705	\$ 5,616	\$ 725	\$ 351	\$ 121
Coligny Beach Park Access Lot	\$ 3,720	\$ 10,080	\$ 22,320	\$ 36,000	\$ 66,960	\$ 259,200	\$ 267,840	\$ 267,840	\$ 172,800	\$ 22,320	\$ 10,800	\$ 3,720
Driessen Beach Park	\$ 1,437	\$ 3,893	\$ 8,621	\$ 13,905	\$ 25,863	\$ 100,116	\$ 103,453	\$ 103,453	\$ 66,744	\$ 8,621	\$ 4,172	\$ 1,437
Fish Haul Beach/Barker Field Expansion	\$ 786	\$ 2,129	\$ 4,715	\$ 7,605	\$ 14,145	\$ 54,756	\$ 56,581	\$ 56,581	\$ 36,504	\$ 4,715	\$ 2,282	\$ 786
Folly Field Beach Park	\$ 377	\$ 1,021	\$ 2,260	\$ 3,645	\$ 6,780	\$ 26,244	\$ 27,119	\$ 27,119	\$ 17,496	\$ 2,260	\$ 1,094	\$ 377
Islanders Beach Park	\$ 174	\$ 473	\$ 1,046	\$ 1,688	\$ 3,139	\$ 12,150	\$ 12,555	\$ 12,555	\$ 8,100	\$ 1,046	\$ 506	\$ 174
Lowcountry Celebration Park	\$ 921	\$ 2,495	\$ 5,524	\$ 8,910	\$ 16,573	\$ 64,152	\$ 66,290	\$ 66,290	\$ 42,768	\$ 5,524	\$ 2,673	\$ 921
Coligny Area On-Street	\$ 400	\$ 1,084	\$ 2,399	\$ 3,870	\$ 7,198	\$ 27,864	\$ 28,793	\$ 28,793	\$ 18,576	\$ 2,399	\$ 1,161	\$ 400
Daily Parking Total	\$ 9,844	\$ 26,674	\$ 59,064	\$ 95,265	\$ 177,193	\$ 685,908	\$ 708,772	\$ 708,772	\$ 457,272	\$ 59,064	\$ 28,580	\$ 9,844
Permit & Beach Pass	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Civil Parking Citations	\$ 15,543	\$ 28,078	\$ 46,630	\$ 75,209	\$ 93,259	\$ 135,377	\$ 139,889	\$ 139,889	\$ 90,251	\$ 46,630	\$ 30,084	\$ 15,543
Total Revenues	\$ 30,387	\$ 59,752	\$ 110,694	\$ 175,474	\$ 275,452	\$ 826,285	\$ 853,661	\$ 853,661	\$ 552,523	\$ 110,694	\$ 63,663	\$ 30,387

Source: Walker Consultants; 2020

Proposed Paid Parking Program – Annual Expense Projections by Month

	January	February	March	April	May	June	July	August	September	October	November	December
Expenses												
Salaries & Wages	\$ 33,834	\$ 30,560	\$ 33,834	\$ 32,743	\$ 38,440	\$ 37,200	\$ 38,440	\$ 38,440	\$ 32,743	\$ 33,834	\$ 32,743	\$ 33,834
Taxes & Benefits	\$ 13,534	\$ 12,224	\$ 13,534	\$ 13,097	\$ 15,376	\$ 14,880	\$ 15,376	\$ 15,376	\$ 13,097	\$ 13,534	\$ 13,097	\$ 13,534
Credit Card / Meter Processing Fees	\$ 760	\$ 1,494	\$ 2,767	\$ 4,387	\$ 6,886	\$ 20,657	\$ 21,342	\$ 21,342	\$ 13,813	\$ 2,767	\$ 1,592	\$ 760
Uniform Expense	\$ -	\$ -	\$ -	\$ -	\$ 3,600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Repairs & Maintenance	\$ 2,550	\$ 2,550	\$ 2,550	\$ 2,550	\$ 2,550	\$ 2,550	\$ 2,550	\$ 2,550	\$ 2,550	\$ 2,550	\$ 2,550	\$ 2,550
Utilities	\$ 1,275	\$ 1,275	\$ 1,275	\$ 1,275	\$ 1,275	\$ 1,275	\$ 1,275	\$ 1,275	\$ 1,275	\$ 1,275	\$ 1,275	\$ 1,275
Supplies & Tickets	\$ 259	\$ 468	\$ 777	\$ 1,253	\$ 1,554	\$ 2,256	\$ 2,331	\$ 2,331	\$ 1,504	\$ 777	\$ 501	\$ 259
Liability Insurance	\$ 1,913	\$ 1,913	\$ 1,913	\$ 1,913	\$ 1,913	\$ 1,913	\$ 1,913	\$ 1,913	\$ 1,913	\$ 1,913	\$ 1,913	\$ 1,913
Equipment	\$ 1,680	\$ 1,680	\$ 1,680	\$ 1,680	\$ 1,680	\$ 1,680	\$ 83,680	\$ 1,680	\$ 1,680	\$ 1,680	\$ 1,680	\$ 1,680
Fleet	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200
Software	\$ 9,333	\$ 9,333	\$ 9,333	\$ 9,333	\$ 9,333	\$ 9,333	\$ 9,333	\$ 9,333	\$ 9,333	\$ 9,333	\$ 9,333	\$ 9,333
Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Office Rent	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500
Management Fee	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
Management Incentive Fee	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Expenses	\$ 69,838	\$ 66,197	\$ 72,363	\$ 72,931	\$ 87,307	\$ 108,444	\$ 180,940	\$ 98,940	\$ 82,608	\$ 72,363	\$ 69,384	\$ 69,838
Net Operating Income	\$ (39,450)	\$ (6,444)	\$ 38,331	\$ 102,543	\$ 188,145	\$ 717,840	\$ 672,721	\$ 754,721	\$ 469,915	\$ 38,331	\$ (5,721)	\$ (39,450)

Source: Walker Consultants; 2020

Preliminary Five-Year Model

Proposed Paid Parking Program – Preliminary Five Year Model

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues					
Alder Lane Beach Access	\$ 65,757	\$ 67,730	\$ 69,762	\$ 71,854	\$ 74,010
Burkes Beach	\$ 27,875	\$ 28,712	\$ 29,573	\$ 30,460	\$ 31,374
Chaplin Community Park	\$ 493,178	\$ 507,973	\$ 523,212	\$ 538,908	\$ 555,076
Coligny Beach Park	\$ 37,167	\$ 38,282	\$ 39,430	\$ 40,613	\$ 41,832
Coligny Beach Park Access Lot	\$ 1,143,600	\$ 1,177,908	\$ 1,213,245	\$ 1,249,643	\$ 1,287,132
Driessen Beach Park	\$ 441,716	\$ 454,967	\$ 468,616	\$ 482,674	\$ 497,155
Fish Haul Beach/Barker Field Expansion	\$ 241,586	\$ 248,833	\$ 256,298	\$ 263,987	\$ 271,907
Folly Field Beach Park	\$ 115,790	\$ 119,263	\$ 122,841	\$ 126,526	\$ 130,322
Islanders Beach Park	\$ 53,606	\$ 55,214	\$ 56,871	\$ 58,577	\$ 60,334
Lowcountry Celebration Park	\$ 283,041	\$ 291,532	\$ 300,278	\$ 309,287	\$ 318,565
Coligny Area On-Street	\$ 122,937	\$ 126,625	\$ 130,424	\$ 134,337	\$ 138,367
Daily Parking Total	\$ 3,026,252	\$ 3,117,039	\$ 3,210,550	\$ 3,306,867	\$ 3,406,073
Permit & Beach Pass	\$ 60,000	\$ 61,800	\$ 63,654	\$ 65,564	\$ 67,531
Civil Parking Citations	\$ 856,382	\$ 882,074	\$ 908,536	\$ 935,792	\$ 963,866
Total Revenues	\$ 3,942,634	\$ 4,060,913	\$ 4,182,740	\$ 4,308,222	\$ 4,437,469
Expenses					
Salaries & Wages	\$ 416,646	\$ 429,145	\$ 442,019	\$ 455,280	\$ 468,938
Taxes & Benefits	\$ 166,658	\$ 171,658	\$ 176,808	\$ 182,112	\$ 187,575
Credit Card / Meter Processing Fees	\$ 98,566	\$ 101,523	\$ 104,569	\$ 107,706	\$ 110,937
Uniform Expense	\$ 3,600	\$ 3,708	\$ 3,819	\$ 3,934	\$ 4,052
Repairs & Maintenance	\$ 30,600	\$ 31,518	\$ 32,464	\$ 33,437	\$ 34,441
Utilities	\$ 15,300	\$ 15,759	\$ 16,232	\$ 16,719	\$ 17,220
Supplies & Tickets	\$ 14,273	\$ 14,701	\$ 15,142	\$ 15,597	\$ 16,064
Liability Insurance	\$ 22,950	\$ 23,639	\$ 24,348	\$ 25,078	\$ 25,830
Equipment	\$ 102,160	\$ 105,225	\$ 108,382	\$ 111,633	\$ 114,982
Fleet	\$ 14,400	\$ 14,832	\$ 15,277	\$ 15,735	\$ 16,207
Software	\$ 112,000	\$ 115,360	\$ 118,821	\$ 122,385	\$ 126,057
Miscellaneous	\$ -	\$ -	\$ -	\$ -	\$ -
Office Rent	\$ 18,000	\$ 18,540	\$ 19,096	\$ 19,669	\$ 20,259
Management Fee	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000
Management Incentive Fee	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000
Total Expenses	\$ 1,051,153	\$ 1,081,607	\$ 1,112,976	\$ 1,145,285	\$ 1,178,564
Net Operating Income	\$ 2,891,481	\$ 2,979,305	\$ 3,069,764	\$ 3,162,937	\$ 3,258,905

Source: Walker Consultants; 2020



13860 Ballantyne Corporate Pl, Suite 140
Charlotte, NC 28277

704.247.6230
walkerconsultants.com

October 12, 2020

(sent via Email: joshq@hiltonheadislandsc.gov)

Mr. Joshua A. Gruber
Assistant Town Manager
Town of Hilton Head Island
One Town Center Court
Town of Hilton Head Island, SC 29928

Re: *Coligny Area and Beach Access Parking Study*
Task 3: Impact of Lowcountry Celebration Park and Future Parking Needs
Walker Project No. 19-001205.00

Dear Josh:

The Town of Hilton Head Island has hired Walker Consultants to prepare the following summary that supports the Task 3 Scope of Services for the Coligny Area and Beach Access Parking Study. The information contained herein represents our evaluation of the impact of the Lowcountry Celebration Park and future parking inventory needs.

Our evaluation highlights multiple options for the development of a parking structure on the Coligny Beach Parking Lot, opportunities for sharing existing surface parking inventory with the Coligny Area church and worship communities, and the development of an electronic messaging system to assist off-island motorists with wayfinding opportunities for beach access parking as they arrive on Hilton Head Island.

We appreciate the opportunity to be of service to you on this project. If you have any questions or comments, please do not hesitate to call.

Sincerely,

WALKER CONSULTANTS

A handwritten signature in blue ink, appearing to read "Jim Corbett".

Jim Corbett, CAPP
Director of Planning Studies

Cc: Joey Rowland, P.E., Walker Consultants
Geoff Posluszny, CPP, Walker Consultants
Tom Szubka, CAPP, CPP, Walker Consultants



Coligny Area & Beach Access Parking Study

Task 3:
Impact of Lowcountry Celebration Park
and Future Parking Needs

October 12, 2020

Prepared for:
Town of Hilton Head Island, SC



WALKER
CONSULTANTS

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Executive Summary

The scope of services for the Coligny Area and Beach Access Parking Study requires the consultant to analyze the impact the new Lowcountry Celebration Park will have on surrounding businesses and parking areas as well as recommend any potential infrastructure needs that may be required to support the Coligny area.

In response to this scope of service requirement, Walker has prepared a summary and list of recommendations to address the potential impacts, as well as provided considerations for bicycle facility infrastructure and technological solutions to improve communication of parking availability and related information to the public. The following is a list of our findings and recommendations for the Town's Task 3 deliverable requirements.

Additional Inventory Options

To accommodate a need for increasing public parking inventory in the Coligny area, Walker has developed three parking structure design concepts for the Coligny Beach parking lot site. Each of the concepts provide a ground-level design with two supported levels. With a design to use the northernmost portion of the Coligny Beach parking lot, one option details a stand-alone parking structure. Two alternate options consider 1) a similar stand-alone structure design with adjacent street side retail, and 2) a similar structure design with adjacent street side retail and residential above. The total estimate of probable cost for each of these design options range between \$9.7mm and \$9.9mm with a potential to gain a range of 264± to 320± net parking spaces. Further specifics are detailed in the body of this report.

Community Partnerships

With the consideration of introducing paid parking to the Coligny area, Walker continues to support the need to establish community partnerships in the Coligny area. When combining the parking inventory use of Holy Family Catholic Church (239± spaces) and St. Luke's Church (120± spaces) with the existing University of South Carolina Beaufort location (228± spaces), the community gains the benefit of 587± surface parking spaces. Use of this inventory has the potential to provide a valuable infrastructure resource during peak season activity periods and could be permanent or temporary depending upon the desire to build a parking structure.

Bicycle Facility Infrastructure

The Town of Hilton Head Island is recognized as one of the top 25 bicycle-friendly communities in the United States and one of 21 to achieve the Gold Level Bicycle Friendly Community award from the League of American Bicyclists. The Gold Level distinction recognizes the Town's commitment to improving conditions for bicycling through its investment in bicycling promotion, education programs, infrastructure and pro-bicycling policies.

We believe the Town needs to continue to focus on building bicycle facility infrastructure to promote available, convenient, and secure bicycle parking with supportive end-of-trip amenities. We believe these efforts are critical to welcoming bicyclists and encouraging bicycling as a viable form of recreation and transportation, in turn reducing vehicle congestion and travel and parking demand.

Vehicular Wayfinding Solutions

As a critical component to implementing an efficient paid parking program, Walker is recommending a need for the Town to implement a dynamic wayfinding solution. This will allow the Town to monitor the use of specific location inventory throughout the day as well as communicate the information to motorists in advance of their destination arrival to inform off-island travel decisions and reduce on-island traffic congestion.

There are two components to the wayfinding solution as recommended by Walker:

- 1) Communication to Motorists: signs, mobile apps and websites
- 2) Data Generation: vehicle occupancy solutions to provide data to communicate

Further details regarding these findings and recommendations may be found in the body of this report.



01 Additional Inventory Options

Additional Inventory Options

Walker was asked to analyze the impact that the new Lowcountry Celebration Park will have on its own designated parking areas as well as parking in general for the surrounding area, and recommend any potential infrastructure needs that may be required to successfully support this area.

During the Coligny area merchant and resident virtual stakeholder meeting held in June, Walker received stakeholder feedback concerns that the redesigned 400± surface parking spaces at the Coligny Beach Access parking lot and the proposed 99± surface parking spaces at the new Lowcountry Celebration Park would not be suitable to handle the parking needs during peak season activity. It was shared that capacity was already an issue before the design of the Lowcountry Celebration Park was approved. Some participants voiced their concern that the use of existing surface parking inventory (i.e. neighborhood church and worship centers) would not lend itself to serving the peak season utilization needs on weekends as many off-island visitors desire immediate access to the beach and retail areas without having to transport their beach amenities (i.e. coolers and beach chairs) on a shuttle or trolley circulator.

To address these concerns, Walker has developed three (3) separate design concepts incorporating the use of a portion of the Coligny Beach Access parking lot for structured parking. The options are as follows:

Option 1 – Stand-Alone Parking Deck

- 464 Spaces in Deck (Displaced 144 surface spaces)
- 720 Total spaces combined on site (464 deck + 256 surface)
- Net Gain of 320 spaces

Option 2 – Parking Deck + Adjacent Retail Building

- 464 Spaces in Deck + 11 additional surface lot (Displaced 211 surface spaces)
- 664 Total spaces combined on site (464 deck + 200 surface)
- Net Gain of 264 spaces
- 8,800 SF of Retail

Option 3 – Parking Deck + Adjacent Retail Building with Residential Above

- 465 Spaces in Deck +11 additional surface lot (Displaced 211 surface spaces)
- 665 Total spaces combined on site (465 deck + 200 surface)
- Net Gain of 265 spaces
- 12,800 SF of Retail + 8 Residential Units
- (4) 2BR Units and (4) 1BR Units

Option 1: Stand-Alone Parking Deck

POPE AVENUE PARKING DECK
COLIGNY BEACH, SOUTH CAROLINA
CONCEPTUAL DESIGN



AERIAL

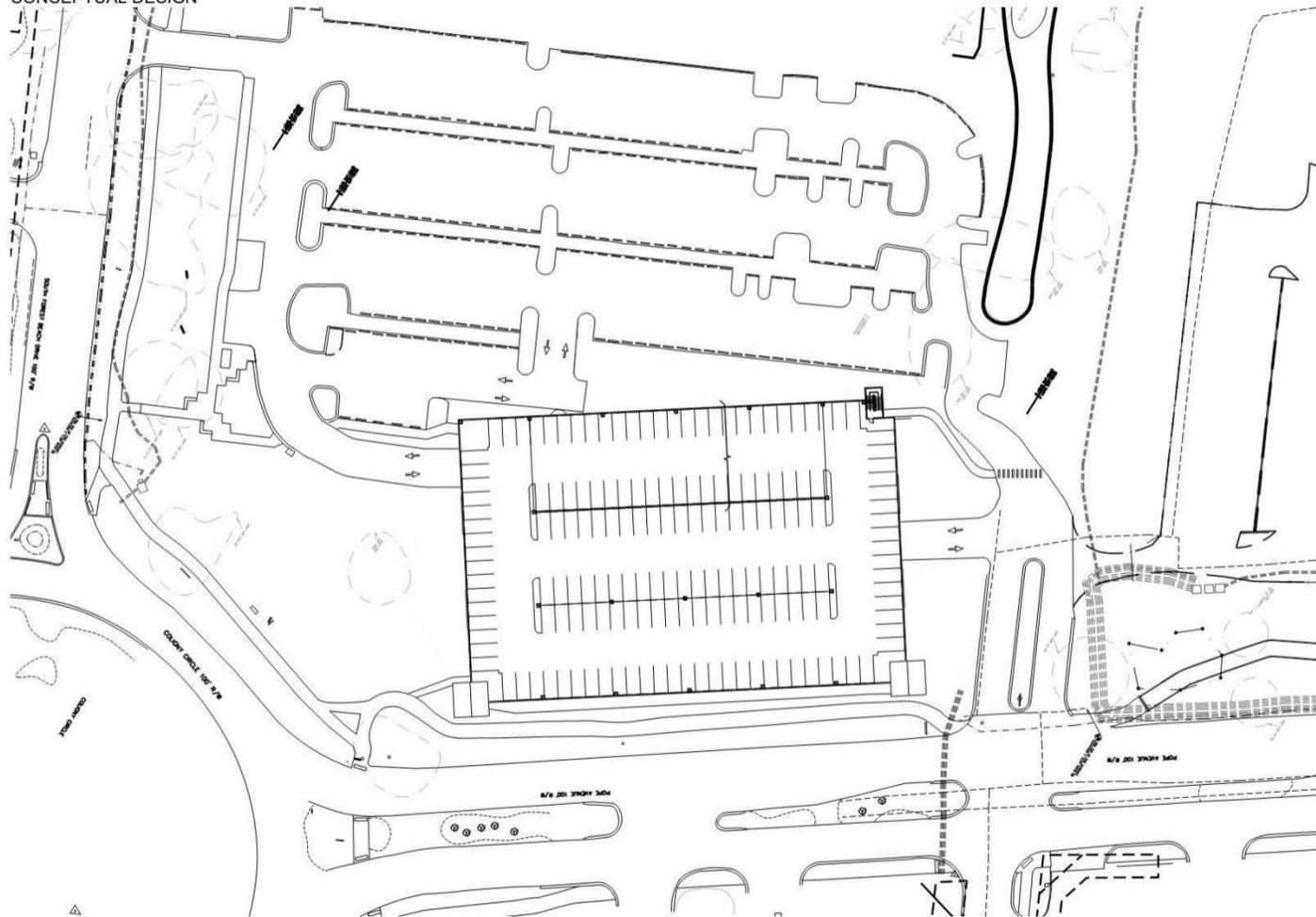
OPT 1 - P-100
19-001205.00



Option 1: Stand-Alone Parking Deck

POPE AVENUE PARKING DECK
COLIGNY BEACH, SOUTH CAROLINA

CONCEPTUAL DESIGN



SITE PLAN

OPT 1 - P-101
19-001205.00



Option 1: Stand-Alone Parking Deck

POPE AVENUE PARKING DECK
COLIGNY BEACH, SOUTH CAROLINA
CONCEPTUAL DESIGN



ELEVATION

OPT 1 - P-200
19-001205.00



Option 2: Parking Deck + Adjacent Retail Building

POPE AVENUE PARKING DECK
COLIGNY BEACH, SOUTH CAROLINA
CONCEPTUAL DESIGN



AERIAL

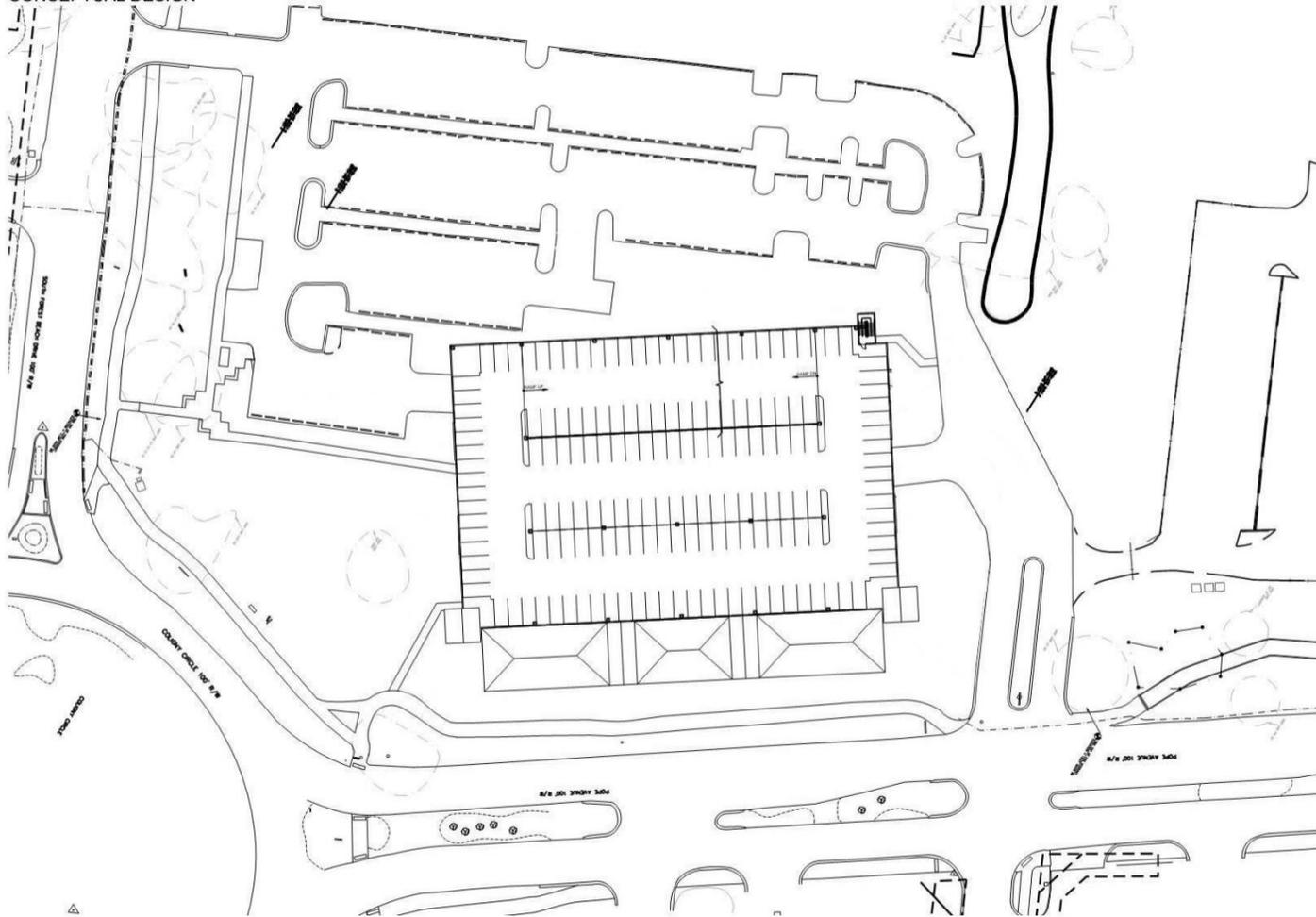
OPT 2 - P-100
19-001205.00



Option 2: Parking Deck + Adjacent Retail Building

POPE AVENUE PARKING DECK
COLIGNY BEACH, SOUTH CAROLINA

CONCEPTUAL DESIGN



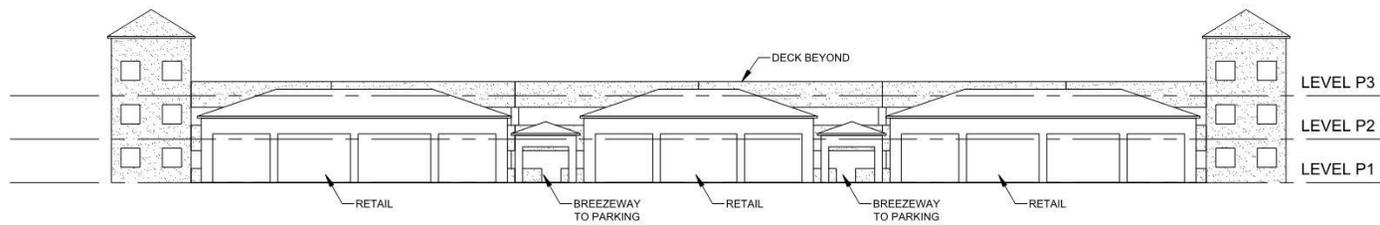
SITE PLAN

OPT 2 - P-101
19-001205.00



Option 2: Parking Deck + Adjacent Retail Building

POPE AVENUE PARKING DECK
COLIGNY BEACH, SOUTH CAROLINA
CONCEPTUAL DESIGN



ELEVATION

OPT 2 - P-200
19-001205.00



Option 3 – Parking Deck + Adjacent Retail Building with Residential Above

POPE AVENUE PARKING DECK
COLIGNY BEACH, SOUTH CAROLINA
CONCEPTUAL DESIGN



AERIAL

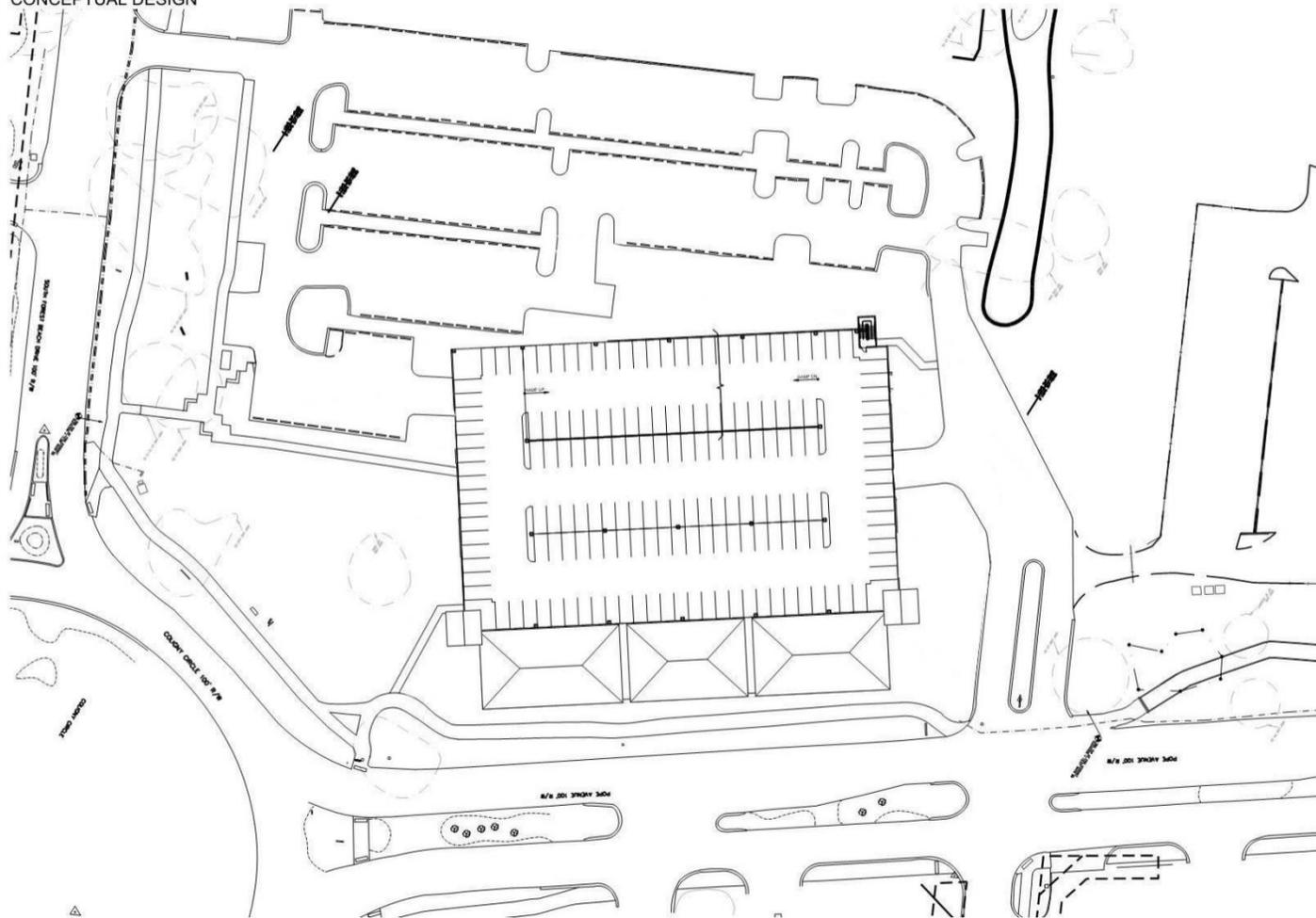
OPT 3 - P-100
19-001205.00



Option 3 – Parking Deck + Adjacent Retail Building with Residential Above

POPE AVENUE PARKING DECK
COLIGNY BEACH, SOUTH CAROLINA

CONCEPTUAL DESIGN



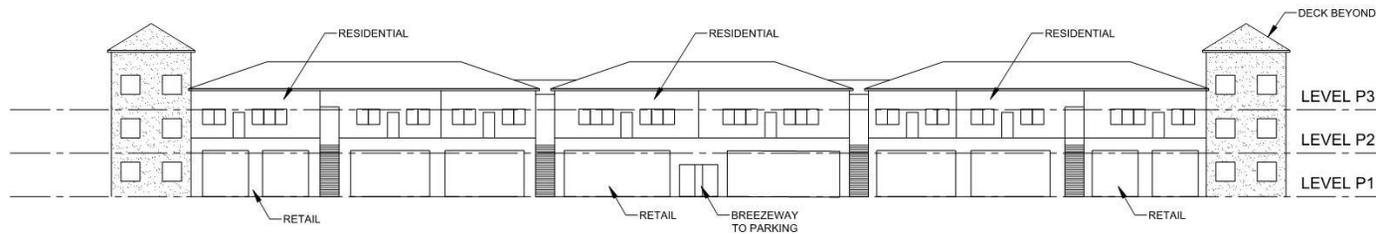
SITE PLAN

OPT 3 - P-101
19-001205.00



Option 3 – Parking Deck + Adjacent Retail Building with Residential Above

POPE AVENUE PARKING DECK
COLIGNY BEACH, SOUTH CAROLINA
CONCEPTUAL DESIGN



ELEVATION

OPT 2 - P-200
19-001205.00



Estimate of Probable Cost

The following estimates of probable cost have been provided to assist the Town with an understanding of construction cost per space for each of the parking structure options. The estimated costs below assumes an enhanced architectural façade in context with the Town of Hilton Head Island standards. The numbers below do not reflect the costs of the adjacent retail and combined retail/residential buildings.

Option 1 – Stand-Alone Parking Deck + Site Work

Land Disturbance	95,000 sf
Parking Deck Capacity	464
Estimated Construction Cost	\$9,794,229
Estimated Cost Per Space	\$21,108
Soft Costs + Contingency	12.6%
Total Estimated Project Costs	\$11,025,565
Total Spaces Gained	320
Total Cost per Space Gained	\$34,455

Option 2 – Parking Deck + Site Work + Retail Building Pad

Land Disturbance	117,400 sf
Parking Deck Capacity	464
Estimated Construction Cost	\$9,946,151
Estimated Cost Per Space	\$21,436
Soft Costs + Contingency	12.6%
Total Estimated Project Costs	\$11,194,959
Total Spaces Gained	264
Total Cost per Space Gained	\$42,405

Option 3 – Parking Deck + Site Work + Retail/Residential Building Pad

Land Disturbance	117,400 sf
Parking Deck Capacity	465
Estimated Construction Cost	\$9,737,162
Estimated Cost Per Space	\$20,940
Soft Costs + Contingency	12.6%
Total Estimated Project Costs	\$10,961,936
Total Spaces Gained	265
Total Cost per Space Gained	\$41,366



Pope Avenue Parking Deck
Coligny Beach, Hilton Head Island, SC
Option 1 - Parking Deck + Site Work



Engineer's Estimate of Probable Construction Costs

Ground Floor Sq. Ft. =	53,487	sf	No. Levels =	3
Elevated Area Sq. Ft. =	97,950	sf	No. Spaces =	464
Total Area =	151,437	sf	Efficiency =	326

Div.	Item	Unit	Unit Cost	Qty.	Cost	Cost/SF
02	Site Work and Utilities	SF	\$ 8.00	94,690	\$ 757,520	\$ 5.00
03	Foundations	SF	\$ 20.00	53,487	\$ 1,069,740	\$ 7.06
	Concrete Slab-on-Grade	SF	\$ 8.50	53,487	\$ 454,640	\$ 3.00
	Precast Structure - Base	SF	\$ 28.00	97,950	\$ 2,742,600	\$ 18.11
	Perimeter Architecture	SF	\$ 80.00	18,558	\$ 1,484,640	\$ 9.80
04	CMU Walls	SF	\$ 0.10	151,437	\$ 15,144	\$ 0.10
05	Stairs and Railings	EA	\$ 15,000	3	\$ 45,000	\$ 0.30
	Misc. Metals	LS	\$ 45,431	1	\$ 45,431	\$ 0.30
07	Waterproofing	LS	\$ 142,089	1	\$ 142,089	\$ 0.94
09	Striping	Space	\$ 35.00	464	\$ 16,240	\$ 0.11
	Misc. Painting	SF	\$ 0.15	97,950	\$ 14,693	\$ 0.10
10	Signage	SF	\$ 0.15	151,437	\$ 22,716	\$ 0.15
	Security Allowance	LS	\$ 100,000	1	\$ 100,000	\$ 0.66
14	Elevators	Stop	\$ 45,000	6	\$ 270,000	\$ 1.78
15	Fire Protection	SF	\$ 0.80	151,437	\$ 121,150	\$ 0.80
	Plumbing and Mech.	SF	\$ 1.20	151,437	\$ 181,724	\$ 1.20
16	Electrical	SF	\$ 4.00	151,437	\$ 605,748	\$ 4.00

TOTAL COST OF WORK = \$ 8,089,074 \$ 53.42

Estimate Contingency	5.0%	\$ 404,454	\$ 2.67
Escalation	2.5%	\$ 202,227	\$ 1.34
Construction Contingency	3.0%	\$ 242,672	\$ 1.60
Contractor Fees and General Conditions	10.58%	\$ 855,803	\$ 5.65

Total Construction Cost = \$ 9,794,229 \$ 64.68

Construction Cost Per Space =	\$ 21,108	per space
Construction Cost Per Sq. Ft. =	\$ 64.68	per sf

Soft Costs

Owner Reserves	5.0%	\$ 489,711	\$ 3.23
A/E Fees	6.5%	\$ 636,625	\$ 4.20
Geotechnical	LS	\$ 30,000	\$ 0.20
Special Inspections/Material Testing	LS	\$ 75,000	\$ 0.50

Sub-Total 12.6% \$ 1,231,336 \$ 8.13

Total Project Cost = \$ 11,025,565 \$ 72.81

Project Cost Per Space =	\$ 23,762	per space
Project Cost Per Sq. Ft. =	\$ 72.81	per sf



Pope Avenue Parking Deck
Coligny Beach, Hilton Head Island, SC
Option 2 - Parking Deck + Site Work + Retail Building Pad



Engineer's Estimate of Probable Construction Costs

Ground Floor Sq. Ft. =	53,487	sf	No. Levels =	3
Elevated Area Sq. Ft. =	97,950	sf	No. Spaces =	464
Total Area =	151,437	sf	Efficiency =	326

Div.	Item	Unit	Unit Cost	Qty.	Cost	Cost/SF
02	Site Work and Utilities	SF	\$ 8.00	117,400	\$ 939,200	\$ 6.20
03	Foundations	SF	\$ 20.00	53,487	\$ 1,069,740	\$ 7.06
	Concrete Slab-on-Grade	SF	\$ 8.50	53,487	\$ 454,640	\$ 3.00
	Precast Structure	SF	\$ 28.00	97,950	\$ 2,742,600	\$ 18.11
	Perimeter Architecture	SF	\$ 80.00	15,908	\$ 1,272,640	\$ 8.40
04	CMU Walls	SF	\$ 0.10	151,437	\$ 15,144	\$ 0.10
05	Stairs and Railings	EA	\$ 15,000	3	\$ 45,000	\$ 0.30
	Misc. Metals	LS	\$ 45,431	1	\$ 45,431	\$ 0.30
07	Waterproofing	LS	\$ 142,089	1	\$ 142,089	\$ 0.94
09	Striping	Space	\$ 35.00	464	\$ 16,240	\$ 0.11
	Misc. Painting	SF	\$ 0.15	97,950	\$ 14,693	\$ 0.10
10	Signage	SF	\$ 0.15	151,437	\$ 22,716	\$ 0.15
	Security Allowance	LS	\$ 100,000	1	\$ 100,000	\$ 0.66
14	Elevators	Stop	\$ 45,000	6	\$ 270,000	\$ 1.78
15	Fire Protection	SF	\$ 0.80	151,437	\$ 121,150	\$ 0.80
	Plumbing and Mech.	SF	\$ 1.20	151,437	\$ 181,724	\$ 1.20
16	Electrical	SF	\$ 4.00	151,437	\$ 605,748	\$ 4.00

TOTAL COST OF WORK = \$ 8,058,754 \$ 53.22

Estimate Contingency	5.0%	\$ 402,938	\$ 2.66
Escalation	2.5%	\$ 201,469	\$ 1.33
Construction Contingency	3.0%	\$ 241,763	\$ 1.60
Contractor Fees and General Conditions	12.92%	\$ 1,041,229	\$ 6.88

Total Construction Cost = \$ 9,946,151 \$ 65.68

Construction Cost Per Space =	\$ 21,436	per space
Construction Cost Per Sq. Ft. =	\$ 65.68	per sf

Soft Costs

Owner Reserves	5.0%	\$ 497,308	\$ 3.28
A/E Fees	6.5%	\$ 646,500	\$ 4.27
Geotechnical	LS	\$ 30,000	\$ 0.20
Special Inspections/Material Testing	LS	\$ 75,000	\$ 0.50

Sub-Total 12.6% \$ 1,248,807 \$ 8.25

Total Project Cost = \$ 11,194,959 \$ 73.92

Project Cost Per Space =	\$ 24,127	per space
Project Cost Per Sq. Ft. =	\$ 73.92	per sf



Pope Avenue Parking Deck
Coligny Beach, Hilton Head Island, SC
Option 3 - Parking Deck + Site Work + Retail/Residential Building Pad



Engineer's Estimate of Probable Construction Costs

Ground Floor Sq. Ft. =	53,487	sf	No. Levels =	3
Elevated Area Sq. Ft. =	97,950	sf	No. Spaces =	465
Total Area =	151,437	sf	Efficiency =	326

Div.	Item	Unit	Unit Cost	Qty.	Cost	Cost/SF
02	Site Work and Utilities	SF	\$ 8.00	117,400	\$ 939,200	\$ 6.20
03	Foundations	SF	\$ 20.00	53,487	\$ 1,069,740	\$ 7.06
	Concrete Slab-on-Grade	SF	\$ 8.50	53,487	\$ 454,640	\$ 3.00
	Precast Structure	SF	\$ 28.00	97,950	\$ 2,742,600	\$ 18.11
	Perimeter Architecture	SF	\$ 80.00	13,788	\$ 1,103,040	\$ 7.28
04	CMU Walls	SF	\$ 0.10	151,437	\$ 15,144	\$ 0.10
05	Stairs and Railings	EA	\$ 15,000	3	\$ 45,000	\$ 0.30
	Misc. Metals	LS	\$ 45,431	1	\$ 45,431	\$ 0.30
07	Waterproofing	LS	\$ 142,089	1	\$ 142,089	\$ 0.94
09	Striping	Space	\$ 35.00	465	\$ 16,275	\$ 0.11
	Misc. Painting	SF	\$ 0.15	97,950	\$ 14,693	\$ 0.10
10	Signage	SF	\$ 0.15	151,437	\$ 22,716	\$ 0.15
	Security Allowance	LS	\$ 100,000	1	\$ 100,000	\$ 0.66
14	Elevators	Stop	\$ 45,000	6	\$ 270,000	\$ 1.78
15	Fire Protection	SF	\$ 0.80	151,437	\$ 121,150	\$ 0.80
	Plumbing and Mech.	SF	\$ 1.20	151,437	\$ 181,724	\$ 1.20
16	Electrical	SF	\$ 4.00	151,437	\$ 605,748	\$ 4.00

TOTAL COST OF WORK = \$ 7,889,189 \$ 52.10

Estimate Contingency	5.0%	\$ 394,459	\$ 2.60
Escalation	2.5%	\$ 197,230	\$ 1.30
Construction Contingency	3.0%	\$ 236,676	\$ 1.56
Contractor Fees and General Conditions	12.92%	\$ 1,019,609	\$ 6.73

Total Construction Cost = \$ 9,737,162 \$ 64.30

Construction Cost Per Space =	\$ 20,940	per space
Construction Cost Per Sq. Ft. =	\$ 64.30	per sf

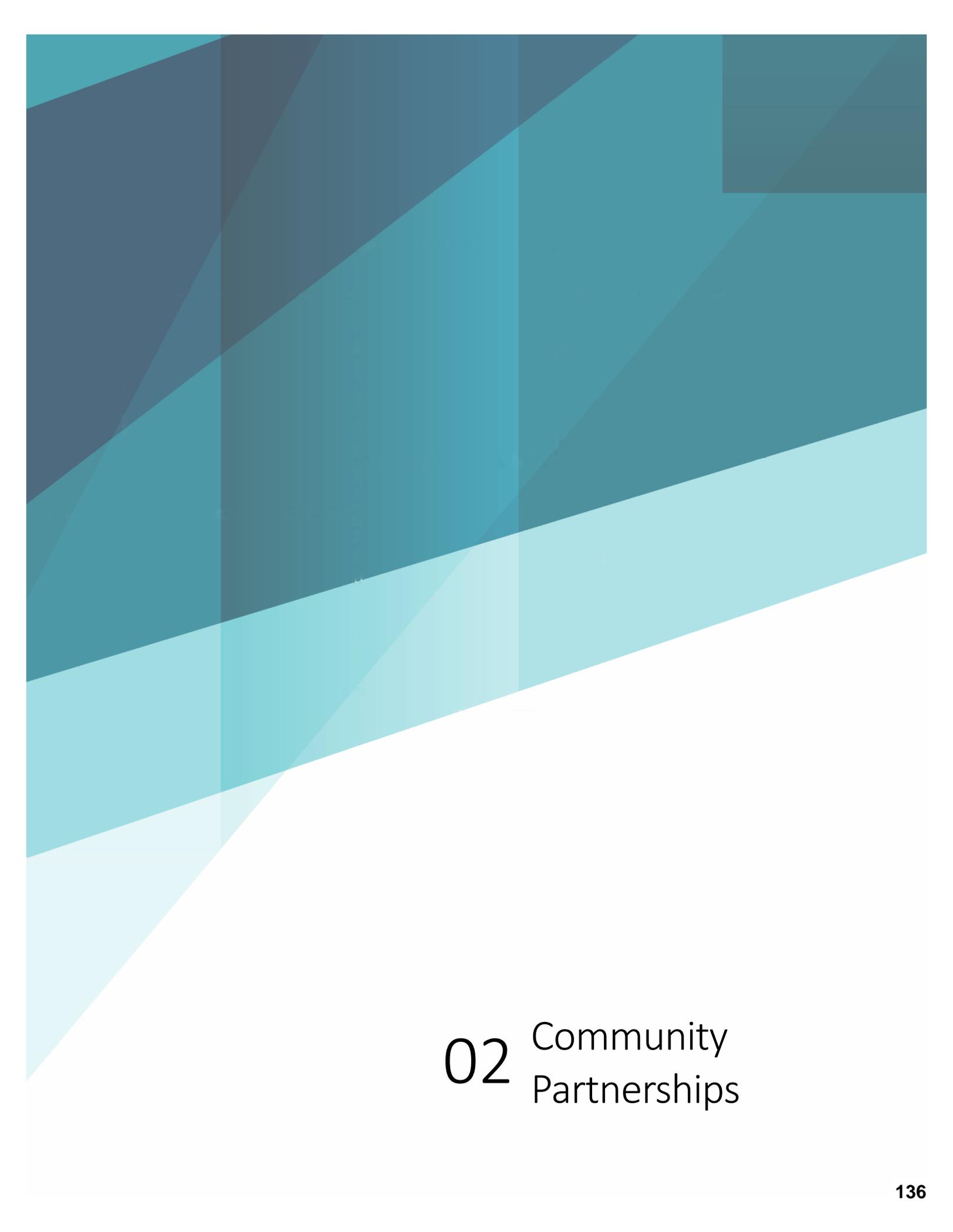
Soft Costs

Owner Reserves	5.0%	\$ 486,858	\$ 3.21
A/E Fees	6.5%	\$ 632,916	\$ 4.18
Geotechnical	LS	\$ 30,000	\$ 0.20
Special Inspections/Material Testing	LS	\$ 75,000	\$ 0.50

Sub-Total 12.6% \$ 1,224,774 \$ 8.09

Total Project Cost = \$ 10,961,936 \$ 72.39

Project Cost Per Space =	\$ 23,574	per space
Project Cost Per Sq. Ft. =	\$ 72.39	per sf



02 Community Partnerships

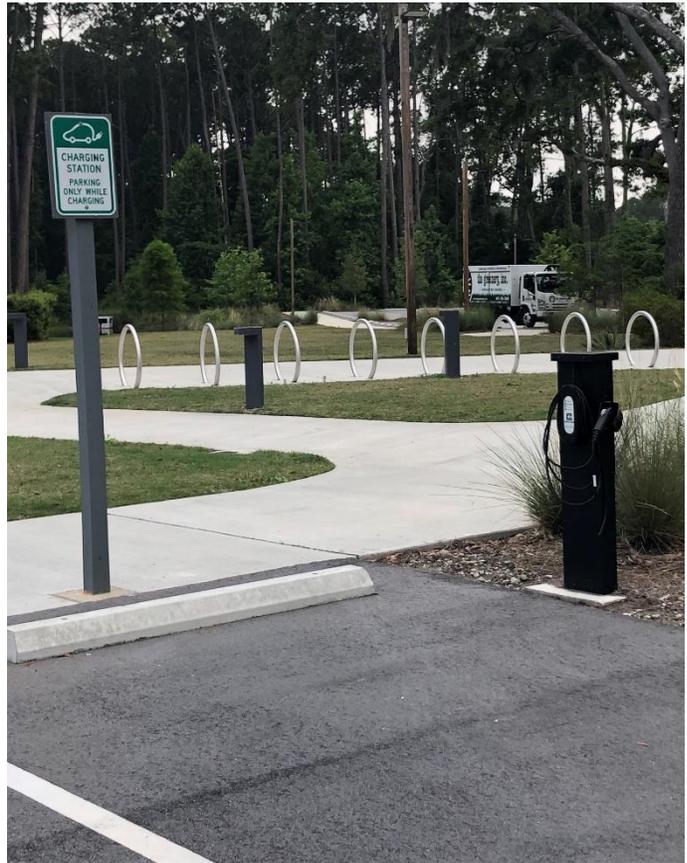
Community Partnerships

In an effort to utilize the available existing parking infrastructure, Walker supports the continued relationship with the University of South Carolina Beaufort campus located at 1 Sand Shark Drive. Approximately 1.1 miles from Coligny Circle and Coligny Beach Access, this location offers 228± paved parking spaces to include an electric vehicle charging stations and bicycle parking storage racks.

University of South Carolina Beaufort Location – Hilton Head Island



Walker Consultants; 2020



Currently, a free shuttle service is provided by Palmetto Breeze Transportation for users of this location at a daily cost to the Town. Walker understands initial costs for this service amounted to \$160 per day and \$3,200 for the 10-week season. The free services operates a continuous loop from 10 a.m. to 1 p.m. After 1 p.m., guests are able to ride the regularly scheduled Breeze Trolleys, which picks up guests from Coligny Beach Park and other locations on the island.

In addition to the University of South Carolina Beaufort location, Walker has reached out to two neighboring church properties located along the Pope Avenue corridor. St. Luke's Church located at 50 Pope Avenue has an estimated inventory of 120± surface parking spaces with vehicular access from Pope Avenue on the north, Cordillo Parkway on the east and Woodhaven Drive on the west. The location offers a .7 mile walk to Coligny Circle and a ¼ mile walk to the western entrance of the new Lowcountry Celebration Park.

Holy Family Catholic Church, located at 24 Pope Avenue, has an estimated inventory of 239± surface parking spaces with vehicular access from Pope Avenue on the north and Woodhaven Drive on the east. The location offers a .8 mile walk to Coligny Circle and a .26 mile walk to the western entrance of the new Lowcountry Celebration Park. Both of these locations are also located along the Pope Avenue bike pathway system.

Aerial Map of Community Partnerships



Walker Consultants; 2020

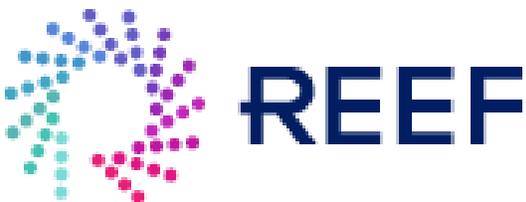
As of the date of this report, Walker is waiting to confirm interest from the community partners. We anticipate the ability to negotiate potential operational concepts, which will provide income opportunities and liability protection for these organizations.

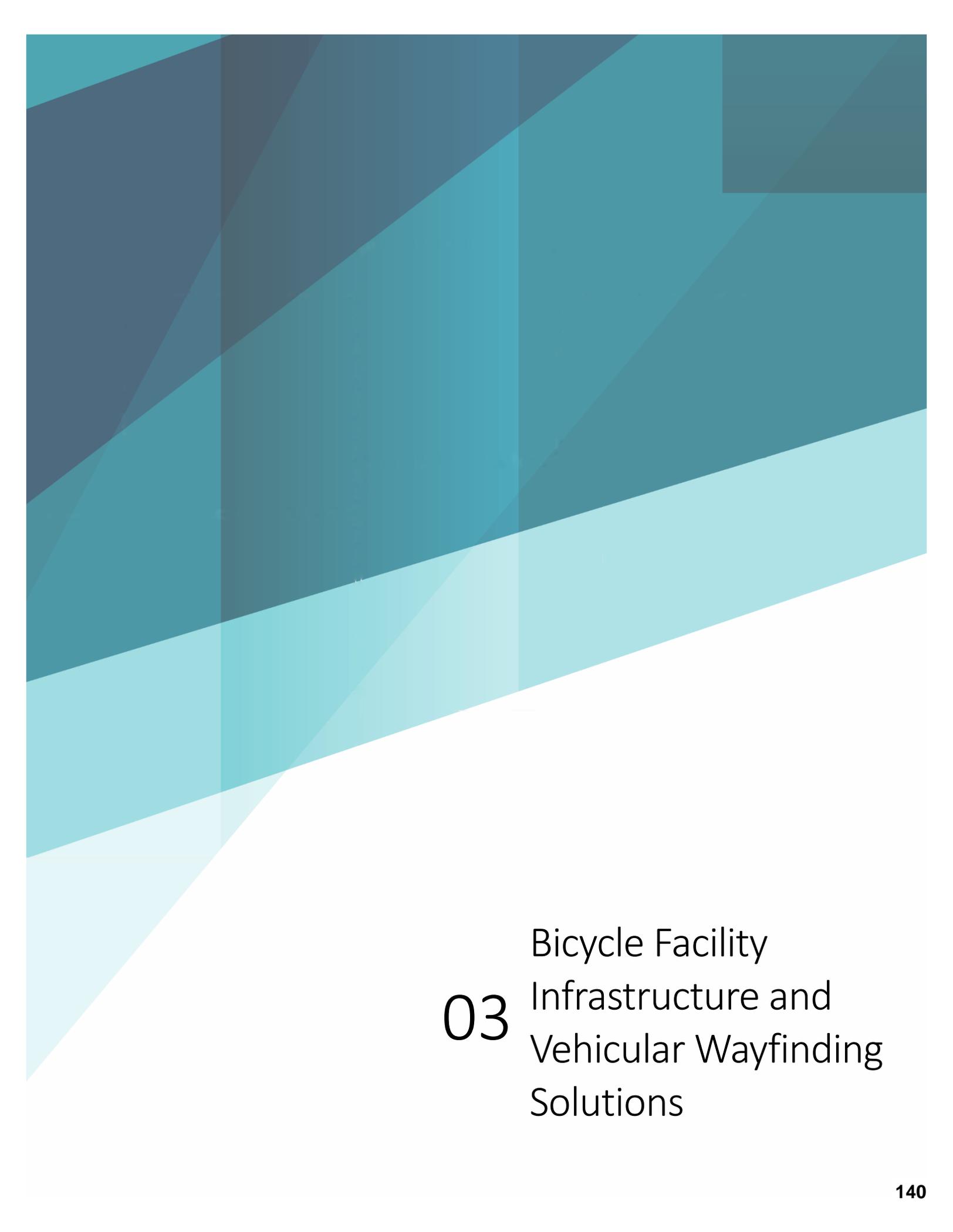
As discussed in Walker’s Task 2 deliverable, *Evaluation of Financial, Current Assets and Programs*, the pursuit of a professional parking operator to manage the Town’s beach access parking assets offers a unique opportunity to create a unified parking operation between the Town and its community partners.

Under this system, the Town’s contracted parking operator could also serve as the parking operator for the community partners, relieving these organizations from any daily operating obligations. Individual management agreements would be required of all partners, allowing for labor and operational cost savings between individual and collective operations. Location revenues generated for parking at the individual locations would be collected and deposited in separate owner bank accounts, keeping the Town’s parking revenues separate from the community partner revenues. The parking operator would report to a public/private advisory board, consisting of equal members from the Town and the community partners. Designated parking operation personell would be assigned to each organization and managed by a district manager with leadership responsibilities for the oversight of all public and private parking facilities.

At last count, at least two of the professional parking operators shown below are under contract with municipalities in the coastal areas of South Carolina. ABM Services contracts with the City of Charleston and SP+ Municipal Services contacts with the City of Beaufort. Walker recognizes the following firms as suitable options for contracting parkings services in the Town of Hilton Head Island.

Business Logos for National and Regional-Based Professional Parking Operator Firms





03 Bicycle Facility
Infrastructure and
Vehicular Wayfinding
Solutions

Bicycle Facility Infrastructure

With its commitment to bicycling promotion and infrastructure, the Town of Hilton Head Island is recognized as a Gold Level Bicycle Friendly Community by the League of American Bicyclists. Comfortable and convenient bicycle infrastructure is recognized as a key component of the identity of Hilton Head Island as a great place to live and visit. Much like bicycle routes, available, convenient, and secure bicycle parking with supportive end-of-trip amenities are critical to welcoming bicyclists and encouraging bicycling as a viable form of recreation and transportation, in turn reducing vehicle congestion and travel and parking demand.

Beach access points are popular destinations for bicyclists on Hilton Head Island, and the provision of high-quality bicycle parking in these locations is essential. Best practice considerations for providing bicycle parking and supportive amenities at these locations are included below.

Inverted-U Bicycle Parking

Inverted-U bike racks are recommended as the standard for all bicycle parking. These racks offer several benefits, including:

- Heavy-duty and intuitive to use;
- High-capacity, as one bicycle can be secured to both sides of each inverted-U station;
- Offer stable and secure bicycle parking (without the risk of bikes falling over and wheels bending), and allowing easy locking of both the bicycle's wheel and frame to the rack; and
- Relatively inexpensive, with the flexibility of adding as many inverted-U locking stations as appropriate for a given site.



Inverted-U bicycle rack. Photo credit: cyclesafe.com

Providing Additional Bike Parking Capacity

Walker recognizes bicycle parking limitations at several Hilton Head Island beach access points. A few relevant solutions for providing additional bicycle parking capacity are provided below for consideration.

High-Capacity Bicycle Parking

A variety of high-capacity bicycle parking options are available on the market, many of which include vertical and/or tiered bicycle parking components. These options are generally easy to use but may not be intuitive for those unfamiliar with their use. Nonetheless, they present a viable option for significantly



Two-tiered high-capacity bicycle rack. Photo credit: External Works

expanding bicycle parking capacity in high-demand locations. Solutions offered are free-standing and can be integrated into covered and/or enclosed bicycle parking areas if desired to blend bicycle parking areas in with the beach aesthetic and theme of the island.

Bicycle Corrals

A bicycle corral is the conversion of curb lane or parking spaces into protected bicycle parking areas. A typical bicycle corral can accommodate 10-20 bicycles in the area of a standard motor vehicle parking space, depending on how it is configured. Bicycle corrals are demarcated by removable bollards or planters, and movable bicycle racks can be used, making them flexible and easy to install and remove as needed.



Bike corrals. Photo credit: cyclesafe.com and NJ Bicycle and Pedestrian Resource Center

Bicycle Valet

Operating much like vehicle valet, bicycle valet services offer a way to accommodate a large volume of bicycles, which is particularly relevant at high-demand areas, during peak days and times, or during special events. Bicycle valet services offer a high degree of customer service as valet attendants handle parking for guests, and ensure bicycles are safe and secure during the parking session. This type of service is helpful to visitors who may be unfamiliar with an area. In popular beach access areas that offer appropriate locations and space (either on-site or nearby), a bike valet may be an appropriate option for enhancing service for visitors and significantly expanding bicycle parking capacity. The Town may wish to partner with local community or advocacy organizations to implement bicycle valet services on a limited or pilot basis.

Other Considerations

Branding Bicycle Facilities

Integrating color, artistic elements, and other elements specific to Hilton Head Island's identity into bicycle parking and amenities can help brand these facilities, promote the Town as a proponent of high-quality bicycle facilities, and assist visitors with recognition and wayfinding. Branding can include signage, markers, or decorative bicycle racks.



Branded bicycle parking in Myrtle Beach, SC. Photo credit: WPDE

Bicycle-Supportive Amenities

Several other considerations are offered below to enhance the experience of bicyclists traveling to and arriving at beach access points.

Covered Bicycle Parking

Covered bicycle parking offers protection from sun and weather elements and can enhance the bicyclist experience. Coverings can take a variety of forms and aesthetics, and integrate items like branding, signage, maps, wayfinding, and other information.

Lockers

Bicycle lockers offer secure storage of bicycles and are attractive for bicyclists desiring extra security and protection for their bicycle or needing to secure their bicycle for longer periods of time. Bicycle lockers are typically offered on a rental basis.

Bicycle Repair and Maintenance Stations

Bicycle repair and maintenance stations are fixed stations offering basic bicycle repair tools and air for bike tires. These facilities can be installed along bicycle routes, and near bicycle information kiosks and bicycle parking areas, and are a welcome amenity for bicyclists who have basic service needs.



Covered bicycle parking and bicycle lockers.
Photo credit: Lehigh University.



Bicycle air and maintenance station. Photo credit: publicworksgroup.com

Vehicular Wayfinding Solutions

As a critical component to implementing an efficient paid parking program, Walker is recommending a need for the Town to implement a dynamic wayfinding solution. This will allow the Town to monitor the use of specific location inventory throughout the day as well as communicate the information to motorists in advance of their destination arrival to inform off-island travel decisions and reduce on-island traffic congestion.

There are two components to the wayfinding solution as recommended by Walker:

- 1) Communication to Motorists: signs, mobile apps and websites
- 2) Data Generation: vehicle occupancy solutions to provide data to communicate

Communication to Motorists

Serving as the primary objective of wayfinding efforts, communicating to motorists should be strategic and simple. While the Town has already implemented static wayfinding to direct motorists to destination points, improving the wayfinding efforts would include communication of dynamic data (space availability) concerning

those destinations. Upgrading these efforts will present a higher-level amenity to motorists as they will have a better idea of what to expect prior to their arrival.

Signs

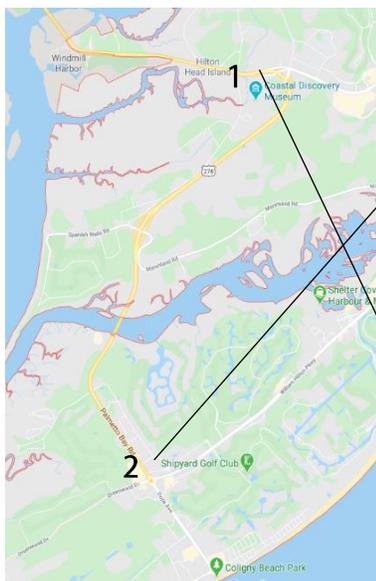
Understanding efforts to reduce sign pollution on the island, and given the stakeholder feedback during this study, the use of signs as a wayfinding solution should be very minimal. Monument and wayfinding signs should be kept simple in order to be effective in communicating to motorists in a quick and efficient way. Consideration also needs to be given to the ability for a motorist to safely read a sign while driving, process the information and decide prior to the decision-making point.

There are two decision points on the island for which Walker recommends monument signs that should communicate the space availability of multiple lots:

- 1) As the motorist arrives on the island via SR 278, at the junction of William Hilton Parkway and the Cross-Island Parkway. Communication at this decision point will allow motorists to choose a more direct route to the Coligny Beach area, or if unavailable, defer to the other northern and mid-island beach areas.
- 2) As the motorist approaches the Sea Pines Circle roundabout from Palmetto Bay Road (via the Cross-Island Parkway). Communication at this decision point will allow motorists to proceed to Coligny Beach area, or if unavailable, deter to William Hilton Parkway to access the mid-island and northern beach areas.

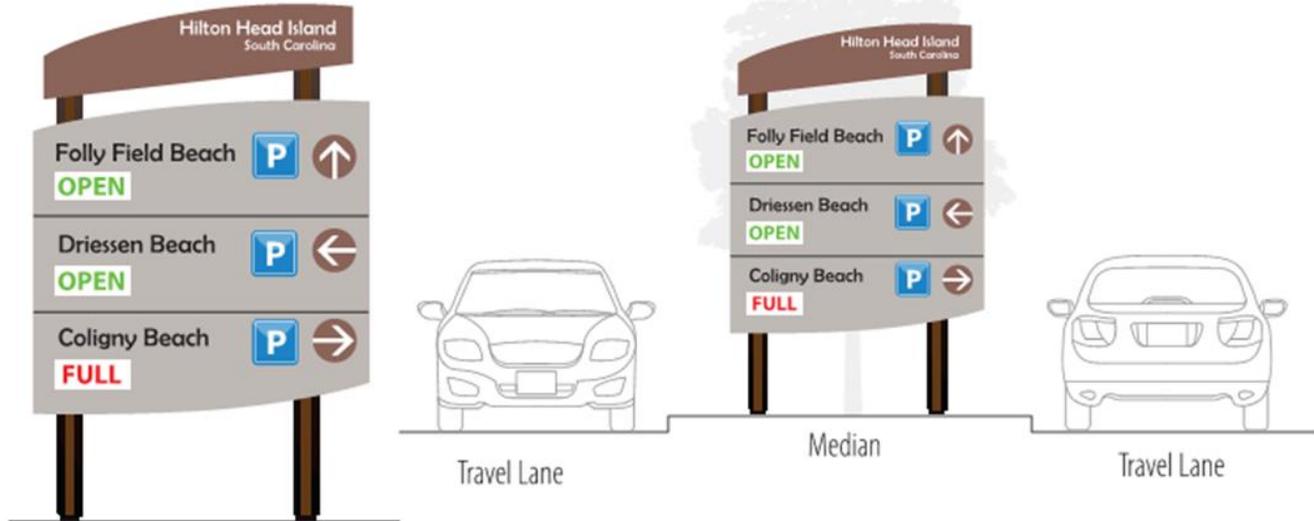
Additional availability signs should complement existing wayfinding signs that communicate the location of the various northern and mid-island beaches along William Hilton Parkway. A simple “OPEN / FULL” sign next to the beach name will allow the motorist the confidence that they will find parking available when arriving

Hilton Head Island Recommended Monument Wayfinding Sign Locations



Hilton Head Island Recommended Availability Wayfinding Sign Example

Conceptual Designs



Design courtesy of Walker Consultants; 2020

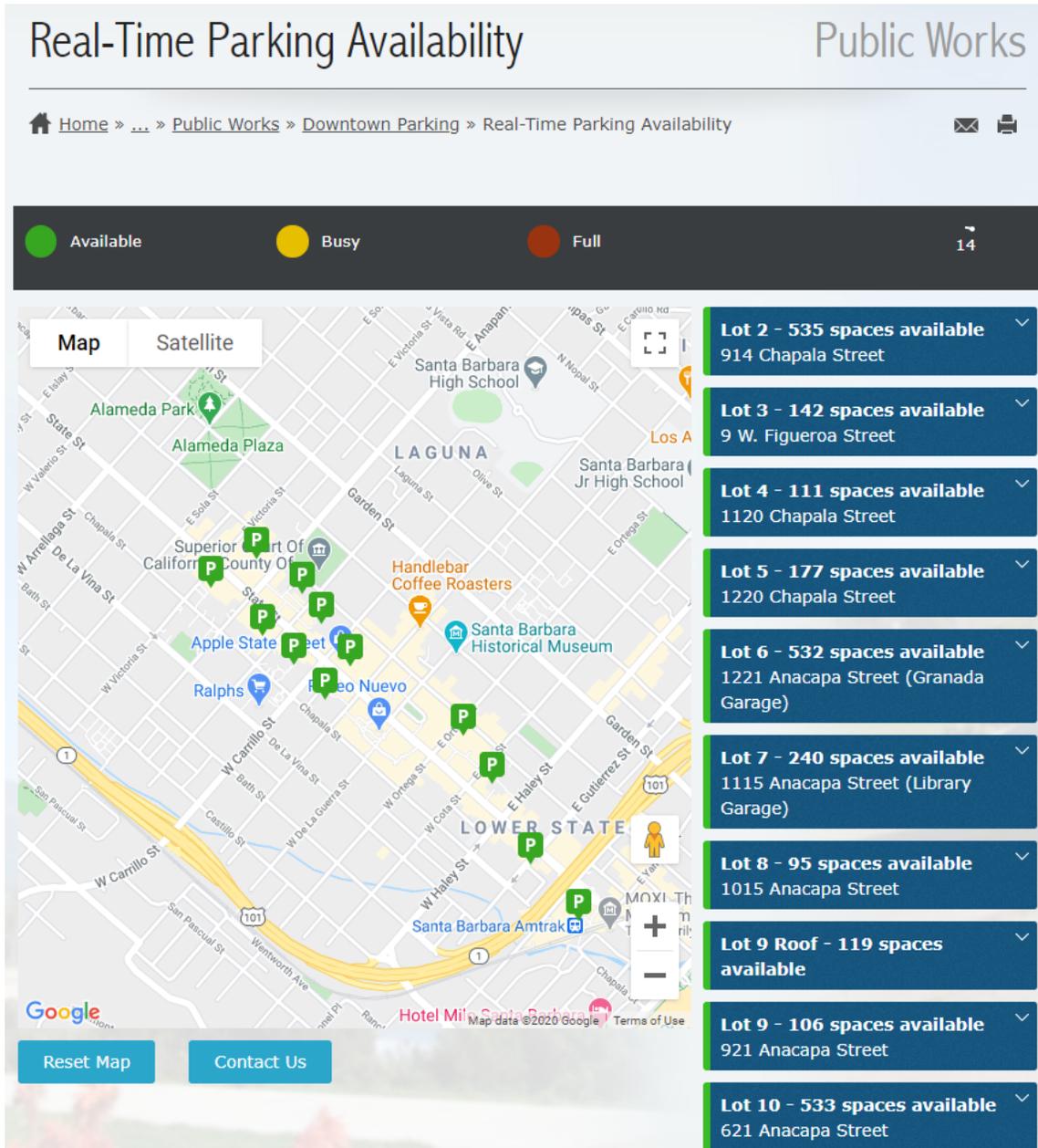
Mobile Apps

Used in conjunction with wayfinding signage, or independently, a mobile app can communicate availability to the motorist at any time, not just at decision points along the route. This would require the motorist to download an app, either a Town-specific app or use of the established ParkMobile brand parking payment app currently active at the airport. This method is certainly more discreet than wayfinding sign packages, which will complement the Town's efforts to reduce sign pollution, however, it will require motorists to be aware of the application and its wayfinding features. The Town will need to market the use of the app so that both the Town and the motorists will achieve the benefits of the wayfinding efforts. The mobile payment app solution should have wayfinding features as part of its solution scope and be able integrate with the occupancy counting solutions with which the Town will partner.

Town Website

A number of destination communities have enhanced the use of their parking and transportation website pages to provide a live look at real-time parking availability. The City of Santa Barbara, CA is one such community that has developed a dynamic map on their Public Works website that displays the name and address of each of their public parking locations, showing the available parking count every fifteen (15) seconds. Using a similar color scheme, parking lot "P" symbols turn green, yellow, and red as parking location availability changes from "available", to "busy", to "full". The following has been provided to demonstrate the design of the city's real-time parking availability.

City of Santa Barbara Real-Time Parking Availability



Source: City of Santa Barbara, California; 2020

Data Generation

Counting solutions native to revenue collections platforms (multi-space meters or mobile payment apps) are convenient in that they are providing the service ancillary to the primary features of revenue collection. However, there are limitations to the accuracy of the data as the vehicle counts are dependent on active interaction with those platforms and are transaction based. This means that vehicles that do not interact with the system by choosing not to pay, or those that may have a pre-authorized permit, will not appear in the count data.

Independent occupancy counting solutions will be more accurate as they are dedicated to counting vehicles when they physically enter a location and are not dependent on transactions or algorithms. LIDAR (Light Detection and Ranging) uses pulsed laser and sensors in a camera-based system to track movements and measure activity. Similar to the technology that is being developed with the use of autonomous vehicles, this form of technology is quickly improving in the marketplace and can provide the most reasonable level of accuracy as long as sightline conditions are met.

LIDAR Solutions

LIDAR devices mounted on posts or light poles at the entry and exit points of the surface lots will count vehicles as they enter and exit the lot and communicate the data to the back-end software solution. The software will calculate the data in real-time to assess the occupancy levels. The vehicle is counted when it drives through the lane and breaks the plane of the laser/sensor circuit. This solution will require defined lanes (entry and exit lanes are distinct) in order to provide the optimal accuracy levels.

The photo on the right has been provided to demonstrate the installation of a pole-mounted LIDAR device in a parking entry lane.



Photo courtesy of All Traffic Solutions

Camera-Based Solutions

Camera based solutions rely on well-placed cameras with line of sight of area in which vehicles are to be counted. These solutions can take two forms:

- 1) Cameras mounted strategically in a surface lot to capture images of the parking spaces. Images will be captured at a continuous or predetermined rate and the software will identify which spaces are occupied by a vehicle. This type of solution can identify to the level of occupancy by space. The most efficient manner to install this type of cameras is to locate them thirty feet above ground level on existing light post or post specific to this use. This solution would be a challenge with the tree canopies that exist in many of the Town's parking lots, and while this could be addressed with the use to additional cameras, the other solutions presented would be more efficient.

Example of Occupancy Counts by Camera Image Software



Photo courtesy of VADE Group, Inc.; 2020

- 2) Cameras mounted at the entry and exit points of the parking lot. Similar to a LIDAR solution, in this case the cameras will capture the movement of vehicles and the software will identify the vehicles and the direction of movement to determine if the vehicle is entering or exiting and calculate the occupancy on an aggregate basis. The software will then communicate data to the appropriate applications. This solution will require cameras to be placed in or near the entry and exit points with unobstructed lines of sight.

Example of Entry and Exit Photo Capture Software

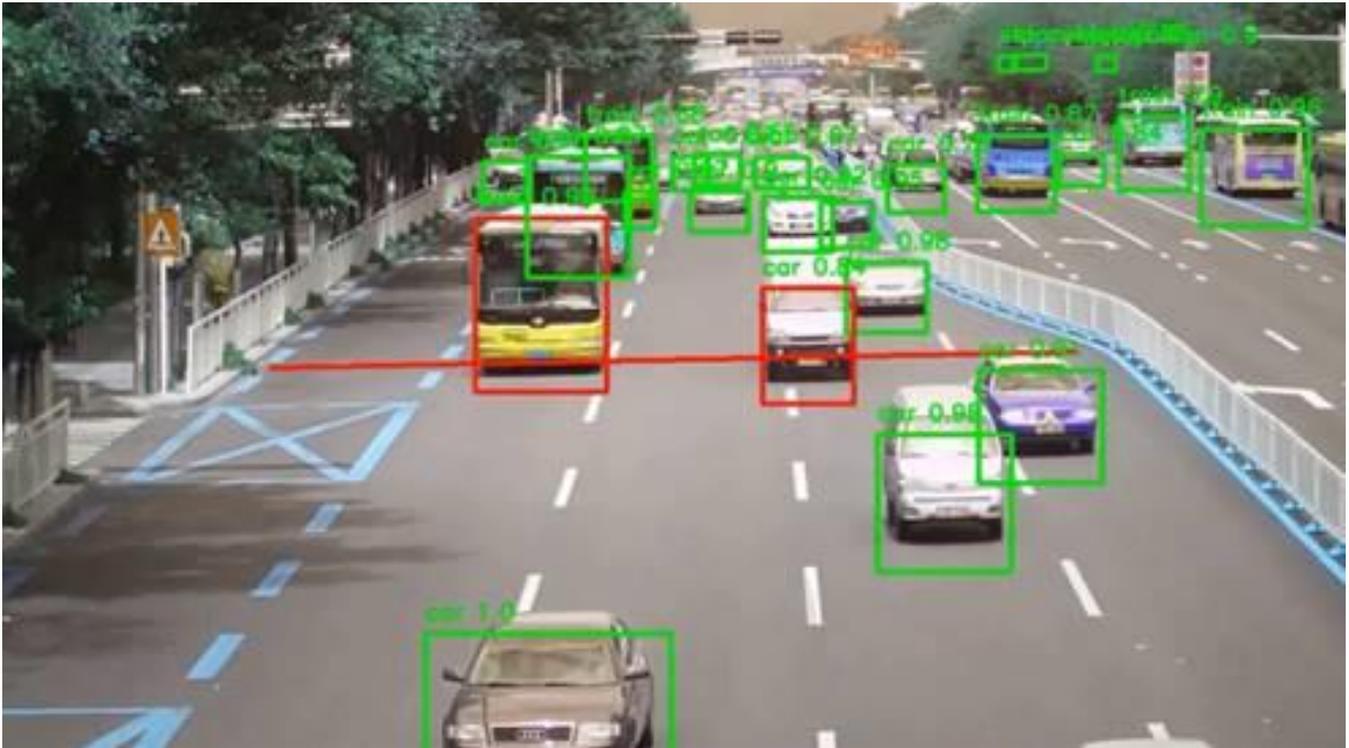


Photo courtesy of pythonawesome.com



13860 Ballantyne Corporate Pl, Suite 140
Charlotte, NC 28277

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October 12, 2020

(sent via Email: joshq@hiltonheadislandsc.gov)

Mr. Joshua Gruber
Assistant Town Manager
Town of Hilton Head Island
One Town Center Court
Town of Hilton Head Island, SC 29928

Re: *Coligny Area and Beach Access Parking Study*
Task 4: Development of a Parking Master Plan
Walker Project No. 19-001205.00

Dear Josh:

The Town of Hilton Head Island has hired Walker Consultants to prepare a unified and coordinated parking policy that will be used to effectively maximize public parking availability and usage within the Town. The information contained herein represents our development of a Parking Master Plan for the Town of Hilton Head Island. Our plan highlights the findings and recommendations developed from the previous three tasks outlined in the Town's scope of services. What follows is a sequential-step action plan to assist the Town with its implementation needs. The plan is defined by immediate, short-term, mid-term, and long-term action items.

We appreciate the opportunity to be of service to you on this project. If you have any questions or comments, please do not hesitate to call.

Sincerely,

WALKER CONSULTANTS

A handwritten signature in blue ink, appearing to read "Jim Corbett", is written over a light blue circular background.

Jim Corbett, CAPP
Director of Planning Studies

Cc: Joey Rowland, P.E., Walker Consultants
Geoff Posluszny, CPP, Walker Consultants
Tom Szubka, CAPP, CPP, Walker Consultants



Coligny Area & Beach Access Parking Study

Task 4:
Parking Master Plan

October 12, 2020

Prepared for:
Town of Hilton Head Island, SC



WALKER
CONSULTANTS

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Introduction

The scope of services for the Coligny Area and Beach Access Parking Study requires the consultant to provide a report to the Town that establishes a unified and coordinated parking policy, to include management, parking fee structure(s), resident pass issuance, regulatory scheme, and collections and enforcement mechanisms which will be utilized to effectively manage public parking availability and usage within the Town.

To satisfy the Town's scope of service requirements, Walker has prepared this final action plan for the Town to consider when implementing a recommended Parking Master Plan. As we have reached this final project milestone, we have strategically identified the actionable items from our initial task deliverables:

Task 1: Initial Stakeholder Intake/Public Parking Inventory and Market Conditions

Task 2: Evaluation of Financial, Current Assets, and Programs

Task 3: Impact of Lowcountry Celebration Park and Future Needs

The following items have been prioritized by immediate, short-term, mid-term, and long-term action items for the Town to consider.

Immediate Action Items (3 to 6 months)



Establish a Parking Enterprise Fund

Similar to a general fund model, an enterprise fund model operates as a Town department with a division manager or director and support staff. A parking division should be a self-supporting government fund solely for the purpose of operating and managing parking. Therefore, revenues generated by the parking division are deposited into the enterprise fund for the sole purpose of operating parking.

Because the parking division must be self-sufficient, an enterprise fund shows a true accounting of parking finances. This promotes budget transparency, allowing the public to see the actual cost to provide and manage parking, and understand the rationale behind parking rates and rate increases. Enterprise funds can retain revenue surplus and use these funds to issue bonds to invest back in the system. A self-funding capital program means parking does not have to compete with other Town programs for capital funds or investment. This allows parking to invest in important infrastructure upgrades to the system that it may not otherwise be able to accomplish under a general fund model. Parking should still be a department of the Town, which can lead to better integration of parking with land use and mobility plans than a parking authority, which is an independent entity.

Under a scenario with the Town of Hilton Head Island, we recommend the Parking Enterprise Fund be the responsibility of the Assistant Town Manager and his or her departmental oversight to include, Legal, Finance, Information Technology, Cultural Affairs and Communications.



Town Code – Title 12 Motor Vehicles and Traffic Control

Under the Municipal Code of the Town of Hilton Head Island, Town Council will need to establish by resolution, additional zones to be known as paid parking zones. The additional paid parking zones should include the beach access areas previously identified in the Task 2 deliverable. The proposed hourly rates are shown below by location and month.

Location	January	February	March	April	May	June	July	August	September	October	November	December
Alder Lane Beach Access	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$4.00	\$4.00	\$4.00	\$4.00	\$2.00	\$2.00	\$2.00
Burkes Beach	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$3.00	\$3.00	\$3.00	\$3.00	\$1.50	\$1.50	\$1.50
Chaplin Community Park	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$3.00	\$3.00	\$3.00	\$3.00	\$1.50	\$1.50	\$1.50
Coligny Beach Park	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$4.00	\$4.00	\$4.00	\$4.00	\$2.00	\$2.00	\$2.00
Coligny Beach Park Access Lot	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$4.00	\$4.00	\$4.00	\$4.00	\$2.00	\$2.00	\$2.00
Driessen Beach Park	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$3.00	\$3.00	\$3.00	\$3.00	\$1.50	\$1.50	\$1.50
Fish Haul Beach/Barker Field Expansion	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$2.00	\$2.00	\$2.00	\$2.00	\$1.00	\$1.00	\$1.00
Folly Field Beach Park	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$3.00	\$3.00	\$3.00	\$3.00	\$1.50	\$1.50	\$1.50
Islanders Beach Park	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$3.00	\$3.00	\$3.00	\$3.00	\$1.50	\$1.50	\$1.50
Lowcountry Celebration Park	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$4.00	\$4.00	\$4.00	\$4.00	\$2.00	\$2.00	\$2.00
Coligny Area On-Street	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$4.00	\$4.00	\$4.00	\$4.00	\$2.00	\$2.00	\$2.00

To accommodate the pay-by-cell phone solution, the Town shall modify Section 12-3-112, Section 12-3-113, and section 12-3-114 to allow for electronic means of payment in the absence of a parking meter requiring a deposit of coin. A written emphasis should be placed on paid parking zone and not parking meter.



Parking Fine Ordinance

The South Carolina State Code (Section 56-7-80 County of Municipal Uniform Ordinance Summons) has the provisions that will allow the Town to create and manage a municipal citation program similar to other South Carolina municipalities such as Greenville, Beaufort, Folly Beach, and Charleston. The parking fine structure should adhere to municipal ordinance language which allows a parking fine to fall under an administrative infraction versus a criminal infraction.

In coordination with Title 12, Article 2 – Parking Restrictions, the Town should establish a new ordinance to amend the parking fine structures. The recommended ordinance will increase the parking violation fine amounts from \$20 to \$50 for parking in violation of Town signs, to include no parking areas and metered parking areas. Under Section 12-3-121, Penalties for delinquent parking fines, the delinquent penalties shall remain unchanged at \$10.00 after 10-days and \$10 after every 30-days. A maximum penalty should be set at \$70.



Parking Enforcement Ordinance

Similar to ordinance language found in the municipal codes of the City of Myrtle Beach and the City of Beaufort, the Town should draft an ordinance subject to Town Council approval by resolution that allows the Town Manager to create administrative public parking policies, reviews, appeals, exceptions and procedures, establish fees, contract with a parking authority or authorize and contract for parking management and enforcement of any provision of Title 12; Chapter 3 – Parking.



Vehicle Immobilization Policy

In addition to the Town's towing ordinance, the Town should revisit a draft ordinance allowing for vehicle immobilization. Under this ordinance, a code enforcement officer or any parking management person certified and designated as under contract by Town Council ordinance shall have the ability to immobilize by the use of vehicle immobilization equipment, any vehicle which is parked in the public right of way, and for which there are three (3) or more outstanding, unpaid, overdue parking citations, the latest of which has been unpaid for a period sufficient of minimum adjudication protocols. An added benefit to the vehicle immobilization policy will allow the Town to address off-island parking scofflaws and repeat parking violation offenders.

Adherence to the Town's towing ordinance shall be executed upon instances where a vehicle is parked in a manner which creates a health and safety concern. Health and safety concerns may be related to no parking areas, overnight parking, or utility easement areas. All other parking violation matters should be handled with the use of the civil citation program.



Residential Parking District Policy

Under the Town's Code of Ordinances, Chapter 3 – Parking; Article 3 – Parking Districts, the Town should propose a policy recommendation to define the steps required to establish a residential parking district (RPD) within the Town. As shared in the Task 2 deliverable, Walker suggests the establishment of an RPD should originate from the neighborhood residents, requiring Town officials to address the formal request by hosting a publicly advertised meeting with the neighborhood representatives.

Similar to the resident beach access parking permit, Walker encourages the use of the vehicle license plate to serve as the virtual permit parking credential within these defined parking districts. Use of an on-line application solution will enable the residents to effectively manage their account, making changes as needed and adding residential visitor parking permits. To help defer the cost of the program (sign maintenance and software subscription fees) we suggest the annual fee for a residential permit be increased from \$5.00 to \$10.00 (Section 12-3-312 – Issuance of permits) and the cost of the resident visitor permit be increased from \$2.00 per vehicle for every two weeks to \$5.00 per vehicle. (Section 12-3-313 – Visitor permits)

Under the scenario whereby a resident wishes to rent their residence under a short-term rental agreement (Interval Occupancy), a policy should be designed to limit the number of interval occupancy permits to one permit per residence per week. We suggest the resident homeowner be responsible for managing this transaction through their on-line account. Similar to the proposed amended language in Section 12-3-312, the fee for an interval occupancy permit should be \$10.00 per year.

It is understood that some non-gated neighborhoods located near beach access areas may have a network of private roadways, limiting the Town's ability to regulate or manage rights of way activity. In these instances, it may be suitable to establish a "no parking" district, whereby no parking signs are simply enforced by the parking management operator.

Short-Term Action Items (6 to 12 months)



Pay-by-Cell Phone Payment Platform

Town officials should consult with the Beaufort County Aviation Authority on their procurement agreement with their pay-by-cell phone provider, ParkMobile USA. Taking advantage of a “piggyback” procurement opportunity may help expedite the process and allow for continuity of customer service between the two government agencies. Should the County’s agreement not meet the desired needs of the Town, we recommend drafting a mobile payment platform RFP and distributing the request for proposal to each of the mobile payment vendors. Once the new mobile payment solution sign package has been designed, the Town should proceed with a marketing and communications campaign and finalize a schedule to remove all remaining pay station kiosks and single-space parking meters upon activation of the new paid parking solution.

As suggested in Task 2, we encourage the Town to explore a best practice environment in which multiple solutions coexist, where customers can continue to use their favorite mobile app from prior experience. Technology is now being developed that will allow municipalities to manage multiple vendor solutions through one aggregator-type solution that will aid in rate manipulation and reporting tools.



Parking Operator Request for Proposal

Town officials should draft a request for proposal for a professional parking management firm to oversee the management of the Town’s public parking program. Professional parking management firms are familiar with the management of municipal citation programs and are adept with the technology solutions that should be employed. The parking operator will hire and manage ambassadorial staff, enforcement staff, administrative staff, and management staff as well as interface with the Town’s special magistrate to hear disputes through the adjudication process. Additionally, the operator will contract with a collection agency to facilitate payment of outstanding violations.

The ability to bring the leadership of the new parking management firm on board during the initial planning and preparation stages will relieve the Town resources from week to week implementation activity as the rollout of the new program approaches. Additionally, the new parking management operator will be able to recruit, hire, and train employees to be familiar with the program requirements before going live. In addition to their personnel services, the parking management operator will be in a position to incorporate their parking enforcement technology solutions, to include the use of electronic handheld devices and license plate recognition vehicles to optimize enforcement capabilities and efficiencies.



Communications Plan

Upgrading the parking program requires a significant investment of municipal resources. A clear and effective communications plan is imperative to the successful implementation and consumer adoption. It would be beneficial to the Town to discuss strategies of successful implementation with the parking system vendors during the interview portion of a request for proposal process.

Based on our experience with other cities and towns electing to upgrade their parking programs, the following list provides a number of key recommendations for communication activities prior to, during, and after implementation:

- Three (3) months prior to implementing the parking program changes, issue a regional and local news release announcing the planned changes for the new parking system.
- Conduct community outreach meetings with local stakeholders in advance of the planned changes.
- Deploy a website landing page with project updates and how-to instructions.
- Develop and provide informational and instructional handouts (card and/or fliers) throughout the commercial establishments and on the Town’s website, illustrating the requirements of the new parking system.
- Develop an instructional video for the Town’s website (YouTube).
- Issue a progress news release a few weeks prior to the new rollout.
- Install new signs with covers featuring the words “Coming Soon” so that consumers and residents can understand the locations of the new parking program.
- Position trained ambassadors throughout the parking system to assist patrons with using the new public parking solution.
- Provide citation warnings, rather than fines, for a short period of time following the new program deployment. Typically sixty to ninety days should suffice for warnings. The warnings should provide instructional “how-to” and “why” language for future parking sessions.



License Plate Permit Credential Program

Elimination of the adhesive bumper decals with the use of the vehicle license plate as the standardized parking credential will enhance the overall resident customer service experience. Providing an on-line application solution for residents to secure a residential beach access parking permit will most likely expedite the application process and reduce the wait times to receive a physical permit by mail.

Residents without the means toward self-managing their account through an online software solution will be afforded an opportunity to visit the parking management office during business hours to obtain their parking credential permissions. Similar to the current application process, the parking management operator will need to manually manage the process for this exception. Additionally, the elimination of the physical parking decal will reduce annual operating costs for permit purchase, inventory, and distribution efforts.

Once the parking management operator assumes the day to day management responsibilities of the parking system, we recommend the operator be responsible for implementing a permit management software solution that interfaces with their license plate enforcement technology. Pursuit of this software solution should remain an initial focus of the parking management operator's responsibilities during the initial period of their management contract with the Town.

Mid-Term Action Items (12 to 24 months)



Dynamic Wayfinding Solution

To develop the framework for a parking wayfinding solution, the Town should draft an RFP for a dynamic wayfinding solution that is paired with real-time mobile payment transactions and a vehicle counting solution. Use of counting solution (camera or LIDAR) at parking facility entrance and exit lanes will enable the Town to monitor the use of specific location inventory throughout the course of the day. Communicating this information to motorists in advance of their destination arrival will help inform off-island travel decisions and reduce on-island traffic congestion.

In conjunction with the mobile payment solution, the Town should draft an RFP for a vehicle counting system (camera or LIDAR) to record vehicle counts at parking facility entrance and exit lanes. The framework established during this effort will be used to populate a long-term action item for roadway wayfinding signs and the Town's website for parking availability.



Bicycle Facility Infrastructure

Within the initial operating year of the new paid parking program, the Town should proceed with upgrades to the bicycle facility infrastructure. As shared in the Task 1 deliverable, the opportunity to provide additional bike parking capacity at each beach access parking location will allow on-island residents and vacationers to take advantage of the 64 miles of paved pathways instead of relying upon the use of their vehicle.

We recommend a beach access location review be completed to determine where bike parking capacity and bicycle-supportive amenities may be enhanced. We recognize that in some locations, it may be appropriate to temporarily replace paved parking inventory with bicycle corrals and bicycle valet services during peak activity seasons.



Community Partnerships

As discussed in the Task 3 deliverable, once the paid parking program is up and running, the Town should offer the opportunity for the community partners to participate in the Parking Management Plan. Encouraging the local churches along Pope Avenue to offer their inventory in exchange for public parking fees during peak activity

periods will not only help resolve capacity issues but will also provide alternative options toward employee parking solutions and overflow needs.

Under this system, the Town's contracted parking operator could also serve as the parking operator for the community partners, relieving these organizations from any daily operating obligations. Individual management agreements would be required of all partners, allowing for labor and operational cost savings between individual and collective operations. Location revenues generated for parking at the individual locations would be collected and deposited in separate owner bank accounts, keeping the Town's parking revenues separate from the community partner revenues. The parking operator would report to a public/private advisory board, consisting of equal members from the Town and the community partners. Designated parking operation personnel would be assigned to each organization and managed by a district manager with leadership responsibilities for the oversight of all public and private parking facilities.

Long-Term Action Items (2 to 3 years)

Action items under the long-term category have been developed under the vision of using the net operating surplus revenues from the Parking Management Plan. As the components of the Parking Management Plan begin to have an impact on the surrounding neighborhoods and beach access communities, we suggest the following items be evaluated and considered.



Parking Enforcement Expanded Community Roles

Implementing a new paid parking solution in public access areas, may have a supply and demand affect in adjacent commercial areas where paid parking does not exist. Several of these commercial areas already have short-term limits of preferred customer parking initiatives enacted within their properties. Management and regulation of this activity requires the commercial property owner to hire a contract security firm to enforce these regulations during peak season activity periods.

To assist the commercial property owners impacted by the paid parking system changes, we encourage the Town to employ a portion of the net operating surplus revenues from the Parking Master Plan to expand the parking enforcement roles to the oversight of these time-limited commercial parking areas. Allowing the same parking management firm to oversee the neighborhood enforcement responsibilities will create a uniform level of service with a well-branded look and feel.



Wayfinding Infrastructure Solutions

Improving upon the current static wayfinding signs installed in the Highway 278 rights of way would include communication of dynamic data (space availability) concerning beach access destinations. Upgrading these efforts will present a higher-level amenity to motorists as they will have a better idea of what to expect prior to their arrival.

To improve upon the existing wayfinding program, we encourage the Town to work with South Carolina DOT toward the design and development of a series of appropriate digital display signs as visitors approach the Island and proceed to navigate the roadway system toward their beach access destinations. Consideration should be given to the ability for a motorist to safely read a sign while driving, process the information, and decide prior to the decision-making point. Additional availability signs should complement existing wayfinding signs that communicate the location of the various northern and mid-island beaches along William Hilton Parkway. A simple “OPEN / FULL” sign next to the beach name will allow the motorist the confidence that they will find parking available when arriving.

We encourage the Town to seek available DOT grant opportunities supporting this transportation demand management initiative and employ a portion of the net operating surplus revenues from the Parking Master Plan to upgrade the wayfinding infrastructure program.



Additional Parking Inventory Evaluation

A series of parking structure design options have been provided to the Town under the Task 3 deliverable. The options provide a stand-alone parking structure, stand-alone parking structure with adjacent retail, and stand-alone parking structure with adjacent retail and residential above. Each of the three options provide a net gain parking inventory of 264 to 320 spaces on the existing 400-space Coligny Beach surface parking lot.

Should parking demand continue to be an impact concern, we encourage the Town to seek available use of the Island’s Hospitality Tax funding option and employ a portion of the net operating surplus revenues from the Parking Master Plan when considering the design and construction costs for building additional structured parking inventory. Each of these identified income sources would support a best practice, pay-per-use funding option.

