

Town of Hilton Head Island PUBLIC PLANNING COMMITTEE MEETING Thursday, October 27, 2022, 10:00 AM AGENDA

The Public Planning Committee meeting will be held in-person at Town Hall in the Benjamin M. Racusin Council Chambers. The meeting can be viewed on the Town's Public Meetings Facebook Page, the Beaufort County Channel and Spectrum Channel 1304.

- 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 Minutes
 - a. Regular Meeting August 31, 2022
- 5. 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 4:30 p.m., Wednesday, October 26, 2022. Citizens may also submit comments on the agenda items via the eComment portal at Public Planning Committee Meeting Information.

6. New Business

- a. Update on Short-Term Rental Ordinance and Program
- **b.** Introduction of Strategic Plan Item to Identify Strengths, Weaknesses, Opportunities, and Threats of Hilton Head Island Resiliency
- c. Introduction of Strategic Plan Item to Identify Strengths, Weaknesses, Opportunities, and Threats of Hilton Head Island Solid Waste and Recycling
- **d.** Consideration of a Resolution Approved by the Greater Island Council Requesting Beaufort County and the Town of Hilton Head Island Work Jointly on Improvements to the Solid Waste and Recycling Facilities

7. 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** Wednesday, August 31, 2022, 10:00 a.m. **MEETING MINUTES**

Present from Committee: David Ames, *Chairman;* Alex Brown, Tamara Becker, Glenn Stanford, *Committee Members*

Present from Town Staff: Marc Orlando, *Town Manager;* Shawn Colin, *Assistant Town Manager – Community Development;* John Troyer, *Finance Director;* Bob Bromage, *Public Safety Director;* Carolyn Grant, *Communications Director;* Missy Luick, *Community Planning Manager;* Krista Wiedmeyer, *Town Clerk*

1. Call to Order

Chairman Ames called the meeting to order at 10:00 a.m.

2. FOIA Compliance

Ms. Wiedmeyer confirmed compliance with the SC Freedom of Information Act.

3. Roll Call

Ms. Wiedmeyer called the roll, confirming the attendance.

4. Approval of the Minutes

a. Regular Meeting – June 15, 2022

Mr. Stanford moved to approve. Mrs. Becker seconded. Motion carried 4-0.

5. Appearance by Citizens

James Ackerman addressed the Committee and stated that he was a local businessman working in short-term rental management. He expressed his willingness to work with the Town and the third-party short-term rental management vendor presenting to the Committee at the meeting.

6. New Business

a. Presentation from the Third-Party Short-Term Rental Management Vendor

Mr. Colin opened the discussion by reminding the Committee that Town Council adopted a Short-Term Rental Ordinance to help act as a "Good Neighbor" program. He noted that within the ordinance were specific provisions to set the standards for short-term rental operators to abide by. Mr. Colin reviewed the standards and introduced Ms. Alex Cohen, Account Executive with GovOS. Ms. Cohen, delivered a presentation of the GovOS management system to the Committee, answering questions as they were posed to her. She spoke about the processes of the system and how it can be configured to the needs of the Town of Hilton Head Island. Ms. Cohen then described what to expect for the setup and support from GovOS.

After her presentation, Ms. Cohen answered several questions from the Committee. She also provided in depth examples of customizations possible which address the Committee's concerns. Chairman Ames then called on the public to speak on the matter. Gerald Storin asked a few questions and Ms. Cohen returned to answer them. Ms. Cohen said she would provide the Committee an update on the questions she was not able to answer at the time of her presentation.

Following public questions, Mrs. Becker asked for clarification on the data collected and what is provided publicly. Ms. Cohen explained that, due to confidentiality reasons, GovOS cannot give public citizens access to any data gathered. However, the Town can provide metrics based on GovOS information to the public at its discretion. Chairman Ames opened the floor to public questions a second time and received no questions.

7. Adjournment

With no further business, the meeting adjourned at 10:56 a.m.

Drafted by: Brian Glover, Administrative Assistant

The recording of this meeting can be found on the Town's website at www.hiltonheadislandsc.gov



TOWN OF HILTON HEAD ISLAND

Public Planning Committee

TO:	Public Planning Committee
FROM:	STR Implementation Team
VIA:	Shawn Colin, AICP, Assistant Town Manager-Community
	Development
VIA:	John Troyer, <i>Finance Director</i>
DATE:	October 14, 2022
SUBJECT:	Short-Term Rental Ordinance Implementation Update

BACKGROUND:

Town Council approved the Short-Term Rental (STR) Ordinance on May 19, 2022, with an effective date of January 1, 2023. The Town executed a contract with a STR Monitoring Software vendor, GovOS, on August 17, 2022, to provide a variety of services related to short-term rentals, including verification and monitoring, permitting, and complaint collection and tracking. On September 1, 2022, Town staff began implementation of the STR Monitoring software and the Town's Short-Term Rental Program.

SUMMARY:

To prepare for the implementation of the Town's Short-Term Rental Program, staff formed an STR Implementation Team to execute and enforce the requirements of the Short-Term Rental Ordinance. The STR Implementation Team is currently working to:

- Hire three (3) full time temporary admin positions and two (2) Code Enforcement officers to assist with the anticipated volume of work.
- Work with GovOS to develop and implement the STR Permitting Portal.
- Develop interdepartmental workflows and processes for the program
- Develop solutions for the site plan requirement
- Finalize the Good Neighbor Brochure
- Develop workflows and scripts for the Complaint Hotline
- Launch a comprehensive STR Communication Plan next month that will include public and stakeholder meetings, educational materials, and news releases.
- Complete User Acceptance Testing and Training for the STR Permitting Portal to prepare for the "Go-Live" date of January 3, 2023.

ATTACHMENTS:

1. Presentation

SHORT-TERM RENTAL ORDINANCE IMPLEMENTATION UPDATES

Public Planning Committee | October 27, 2022



Meet the Short-Term Rental Implementation Team (STR)

- Barbara Wooster, Revenue Customer Service Manager
- April Akins, Revenue Services Manager
- John Troyer, Finance Director
- Missy Luick, Community Planning Manager
- Shea Farrar, Senior Planner
- Shawn Colin, Assistant Town Manager-Community Development
- Bob Bromage, Public Safety Director
- Jacob Deuel, Enterprise Applications Manager
- Lindsey Rambow, Data and Records Administrator
- Carolyn Grant, Communications Director
- Kelly Spinella, Communications & Marketing



Key Dates:

- May 19, 2022 Town Council approved the Short-Term Rental Ordinance.
- August 15, 2022 The Town hired the Revenue Customer Service Manager and the Director of Public Safety.
- August 17, 2022 The Town executed a contract with STR Monitoring Software Vendor, GovOS.
- September 1, 2022 Kick Off Meeting with GovOS

Current Progress (September/October):

- Working to hire additional staff (2) Code Enforcement Officers,
 (3) Full time temporary staff.
- Working with GovOS to develop and implement the STR Permitting Portal.
- Developing interdepartmental workflows and processes for STR program.
- Meeting weekly to ensure project timeline is met.
- Working on GIS Application for Site Plan requirement.
- Finalizing the Town's Good Neighbor Brochure.



On the Horizon

- November
 - Launch STR Public Communication Plan including public and stakeholder meetings, educational materials, and news releases.
 - Development of Complaint Hotline workflows and phone scripts.
- November/December
 - Software testing.
 - GovOS to train STR Implementation Team on software platform.
 - STR Implementation Team to establish processes and training for temporary admin positions.
- December
 - GovOS will prepare registration letters to mail to property owners in advan of portal opening.
- January 3, 2023
 - Short-term rental permit portal opening, or "Go-Live" date.

SHORT-TERM RENTAL ORDINANCE

QUESTIONS?

Public Planning Committee | October 27, 2022





TOWN OF HILTON HEAD ISLAND

Public Planning Committee

TO:	Public Planning Committee
FROM:	Jeff Buckalew, PE, Town Engineer
VIA:	Shawn Colin, AICP, Assistant Town Manager – Community
	Development
CC:	Marc Orlando, <i>Town Manager</i>
DATE:	October 27, 2022
SUBJECT:	Hilton Head Island Resiliency – Introduction to Strengths,
	Weaknesses, Opportunities and Threats (SWOT)

RECOMMENDATION:

Accept information and provide feedback on this Strategic Action Plan strategy.

BACKGROUND:

As Hilton Head Island is a barrier island subject to the impacts of sea level rise and other climate related affects, it is vital that a plan be developed to enhance resiliency of the island's infrastructure and developed areas against future storm events and potential sea level rise. In order to improve the resiliency of the island, the prudent application of climate change science and data to inform our administrative decisions, public policy, and infrastructure investments is critical. By using the most up to date models and sound information on future projections, we can assess vulnerabilities and enhance our adaptive capacity with tools and actions designed to protect the short and long-term interests of our residents and businesses and public infrastructure.

SUMMARY:

Town staff has outlined the plan and schedule for development of this Strategic Action Plan initiative. The attached overview of the preliminary SWOT framework explains status updates and how these issues shall be addressed with underlined text.

ATTACHMENTS:

1. Island Resiliency SWOT plan overview

Identify Strengths, Weaknesses, Opportunities & Threats (SWOT) of Hilton Head Island Resiliency

Start Date: FY 2022 Project Manager: Jeff Buckalew, *Town Engineer* Department: Community Development Schedule: 3rd Quarter 2022 - 1st Quarter 2024

Purpose:

As Hilton Head Island is a barrier island subject to the impacts of sea level rise and other climate related effects, it is vital that a plan be developed to enhance resiliency of the island's infrastructure and developed areas against future storm events and potential sea level rise. In order to improve the resiliency of the island, the prudent application of climate change science and data to inform our administrative decisions, public policy, and infrastructure investments is critical. By using the most up to date models and sound information on future projections, we can assess vulnerabilities and enhance our adaptive capacity with tools and actions designed to protect the short and long-term interests of our residents and businesses and public infrastructure.

Updates and planned work are underlined below.

Phase 1: 3rd Quarter 2022 – 2nd Quarter 2023

• Evaluate similar existing plans from other entities and agencies

Staff has compiled several existing plans to help guide our efforts in developing a Hilton Head Island specific plan.

• Outline the goals, objectives, extents, schedule, and stakeholders of the plan

Preliminary Goals and Objectives: Improve the resiliency of the island against the threats of climate change and sea level rise to better protect our residents, infrastructure, public and private assets, natural environment and quality of life, with recommendations for near, mid and long-term actions.

Extents: Town limits and the causeways and bridges to the mainland

Schedule: Phase 1 – July, 2022 – March 2023 (detailed schedule part of plan)

<u>Stakeholders:</u> <u>Citizens, property owners, utilities, local, state and federal government agencies, healthcare</u>

- Compile existing data and studies, local, regional and national, relevant to the plan <u>Research has begun on applicable studies, plans, and data sets that will be useful in</u> <u>development of our plan</u>
- Establish HHI tide gage and participate in statewide sea level monitoring program

Last summer, staff procured and installed a tide gage to be part of a statewide sea level monitoring program

• Facilitate partnership discussions with local, state and federal agencies regarding data sharing, grant funding

Will work with Beaufort County, and South Carolina Office of Resilience, South Carolina DHEC-OCRM, SC Sea Grant Consortium, NOAA, FEMA, etc. to seek out data sets, study information, grant/funding opportunities and other valuable information.

<u>Staff will work with the South Carolina Office of Resilience in collecting and assessing</u> <u>data, developing the study RFQ, and pursuing viable funding/grant opportunities</u>

A group of residents are pursuing development of a Sea Level Rise Symposium to be held this spring on Parris Island. Staff will work with group to participate and aid in making the symposium successful.

- Identify critical infrastructure and facilities
 <u>An outline of critical infrastructure and facilities has been developed and will be vetted
 and expanded with stakeholders through the study.

 </u>
 - <u>Utilities (power, water, wastewater, telecommunications)</u>
 - <u>Transportation Systems (roads, bridges, airport, marinas)</u>
 - <u>Storm Drainage Systems (pump stations, backflow prevention, closed pipe and open channel systems)</u>
 - <u>Public and Healthcare Buildings/Properties (schools, fire stations, police station, government buildings, hospital, nursing homes, solid waste recycling center, etc.)</u>
- Identify all Town ordinances and regulations that could be modified to increase future protections of property, infrastructure, and buildings <u>Staff has compiled a listing of Town ordinances and regulations that shall be further vetted as part of the Resiliency plan development.</u>

Phase 2: 2nd Quarter 2023 – 1st Quarter 2024

• Procure consultant(s) to model future sea level rise and storm scenarios to identify inundation impacts and a menu of mitigation actions, each with benefit costs analysis associated with varying levels of protection.

Advertise RFQ in early 2023 to procure a consultant contract in March, 2023. This RFQ shall deliver the Town its own Resiliency Plan for Climate Adaption and Sea Level Rise and focus heavily on use of existing data, modeling and information and provide detailed benefit-costs analysis associated with the varying levels of mitigation and protection options with recommendations and budgeting needs

• Evaluate and consider changes to zoning and building codes and other ordinance and regulatory changes that will better protect property, infrastructure and buildings against future impacts from sea level rise and climate change.

The Resiliency Plan for Climate Adaption and Sea Level Rise shall include assessments of all current codes and ordinance related to future potential impacts and changes shall be recommended to

- Develop recommendations and projected budget needs for future mitigation and protection projects, based on near, mid and long-term implementation schedule. <u>Prioritized projects and actions shall be included in the Resiliency Plan for Climate Adaption and Sea Level Rise</u>
- Identify and fund proactive investments in public actions which enhance resistance to and recovery from environmental challenges.
 <u>Public land acquisition efforts should endeavor to consider those lands which will aid</u> resilience and mitigation efforts.
- Continue to maintain and replenish appropriate levels of Town disaster relief funds.

Analyze long-term disaster relief funds and recommend adjustments with context of recommendations from Climate Adaption and SLR Resiliency Study.

- The Town Comprehensive Plan includes Goal No. 6 regarding Resilience -To prepare a plan for and to mitigate the effects of climate change and natural disasters.
 - 6.1 Develop and implement a resiliency or adaptation plan to address coastal flooding, sea level rise, and other issues the Island could face due to climate change.
 - 6.2 Adjust Town codes as appropriate to minimize the impacts of climate change and sea level rise on private property.
 - 6.3 Maintain all programs required to support and continue the beach renourishment program and dune reconstruction and protection projects.
 - 6.4 Continue to acquire or protect wetlands and other low-lying and flood-prone pieces of land in order to decrease development in flood-prone areas.
 - 6.5 Use Town communications and sustainability outreach resources to educate residents and visitors about climate change and how it will affect the Island.
 - 6.6 Develop and implement a resiliency plan to address all types of natural disasters or states of emergency that can impact the Island residents, visitors, and businesses.

Hilton Head Island Resiliency to Climate Adaption and Sea Level Rise S W O T Framework

Strengths	Committed team of professionals and strong public interest
	Current funding for initial studies and plan development in place
	GIS and survey data
	Established Beach Renourishment Program
	Established Storm Water Utility and flood protection infrastructure
	Beach and Wetland development protections
Weaknesses	Lack of a regional plan
	Need to update Ordinances
Opportunities	Funding from state and federal grants
	Provide regulatory guidance for new projects and development
	Land acquisition program – target low-lying areas
Threats	Degradation or failure of critical infrastructure
	Single vehicular access to the island (bridges and causeways)
	Property loss
	Increased flood insurance rates
	Increased coastal erosion
	Increased frequency and severity of all sources of flooding
	Increased frequency and severity of saline intrusion into freshwater systems
	Delays in implementing study recommendations

Hilton Head Island Resiliency to Climate Adaption and Sea Level Rise SWOT SCHEDULE

Phase 1: 3rd Quarter 2022 - 2nd Quarter 2023

- Done Compile similar existing plans from other entities and agencies (still need benchmarking analysis)
- Done Establish HHI tide gage participate in statewide sea level monitoring program
- Done Identify Town ordinances and regulations that could be modified to increase future protections of property, infrastructure, and buildings
- Nov 2022 Identify critical infrastructure and facilities
- Dec 2022 Outline the goals, objectives, extents, schedule, and stakeholders of the plan
- Jan 2023 Compile existing data and studies (local, regional and national)
- Jan 2023 Facilitate partnership discussions with local, state and federal agencies regarding data sharing, grant funding

Phase 2: 2nd Quarter 2023 – 1st Quarter 2024

- Mar 2023 Procure consultant contract to develop Town Resiliency Plan for Climate Adaption and Sea Level Rise.
- June 2023 Evaluate and consider changes to codes and ordinances that will better protect property, infrastructure, and buildings against impacts from sea level rise and climate change.
- Sep 2023Use Town communications and sustainability outreach resources to educate
residents and visitors about climate change and how it will affect the Island.
- Oct 2023 Develop recommendations and projected budget needs for future mitigation and protection projects, based on near, mid and long-term implementation schedules.
- Oct 2023 Develop prioritized projects and actions in the Resiliency Plan for Climate Adaption and Sea Level Rise.
- Oct 2023 Identify and fund proactive investments in public actions which enhance resistance to and recovery from environmental challenges.

Jan 2024 Continuing to maintain and replenish appropriate levels of Town disaster relief funds.

Island Resiliency – Climate Adaption and Sea Level Rise

TOWN OF HILTON HEAD ISLAND, SC

Public Planning Committee Meeting | October 27, 2022



Strategic Action Plan Initiative for FY 2023

Purpose Statement:

As Hilton Head Island is a barrier island subject to the impacts of sea level rise and other climate related affects, it is vital that a plan be developed to enhance resiliency of the island's infrastructure and developed areas against future storm events and potential sea level rise. In order to improve the resiliency of the island, the prudent application of climate change science and data to inform our administrative decisions, public policy, and infrastructure investments is critical. By using the most up to date models and sound information on future projections, we can assess vulnerabilities and enhance our adaptive capacity with tools and actions designed to protect the short and longterm interests of our residents and businesses and public infrastructure.

Town of Hilton Head Island Strategic Action Plan FY 2021-2022

Comprehensive Plan

The Town Comprehensive Plan includes Goal No. 6 regarding Resilience -To prepare a plan for and to mitigate the effects of climate change and natural disasters.

- 6.1 Develop and implement a resiliency or adaptation plan to address coastal flooding, sea level rise, and other issues the Island could face due to climate change.
- 6.2 Adjust Town codes as appropriate to minimize the impacts of climate change and sea level rise on private property.
- 6.3 Maintain all programs required to support and continue the beach renourishment program and dune reconstruction and protection projects.
- 6.4 Continue to acquire or protect wetlands and other low-lying and floodprone pieces of land in order to decrease development in flood-prone areas.
- 6.5 Use Town communications and sustainability outreach resources to educate residents and visitors about climate change and how it will affect the Island.
- 6.6 Develop and implement a resiliency plan to address all types of natural disasters or states of emergency that can impact the Island residents, visitors, and businesses.



Outline goals, objectives, extents, schedule, and stakeholders of the plan

<u>Preliminary Goals and Objectives:</u> Improve the resiliency of the island against the threats of climate change and sea level rise to better protect our residents, infrastructure, public and private assets, natural environment and quality of life, with recommendations for near, mid, and long-term actions.

Extents: Town limits and the causeways and bridges to the mainland

<u>Schedule:</u> Phase 1: 3rd Quarter 2022 – 2nd Quarter 2023 Phase 2: 2nd Quarter 2023 – 1st Quarter 2024 (detailed schedule part of plan)

<u>Stakeholders:</u> Citizens, property owners, visitors, utilities, local, state and federal government agencies, healthcare, business owners, et al.



Partnering

- Seek partnership opportunities with local, state and federal agencies regarding planning, data sharing, and grant funding.
- This shall include the South Carolina Office of Resilience, SC Sea Grant Consortium, NOAA, FEMA, and other government agencies.







Critical Infrastructure/Facilities

- Utilities (power, water, wastewater, telecommunications)
- Transportation Systems (roads, bridges, airport, marinas)
- Storm Drainage Systems (pump stations, backflow prevention, closed pipe and open channel systems)
- Public and Healthcare Buildings/Properties (fire stations, law enforcement center, government buildings, hospital, utility operations, schools, nursing homes, solid waste recycling center, etc.)





Existing Studies and Plans

- Compiled plans from other entities
- Conduct Benchmarking Analysis Trends, Timelines, Best Practices, etc.



HHI Tide Gage

Staff procured and installed a tide gage as part of the Southeast Coastal Communities Water Level Observation System project, and partly funded by SECOORA (Southeast Coastal and Ocean Observing Regional Association).





Town Ordinances

(Assess relative to Resiliency goals)

Sec. 16-5-112.- Flood Zone Standards Sec. 16-6-102.- Wetland Protection Sec. 16-6-103.- Beach and Dune Protection Sec. 16-5-109.- Stormwater Management Standards Sec. 16-10-12.- Rules of measurement

TITLE 15 – BUILDING AND BUILDING CODES Chapter 9 – FLOOD DAMAGE CONTROLS



Strengths

Committed team of professionals and strong public interest Current funding for initial studies and plan development in place GIS and survey data Established Beach Renourishment Program Established Storm Water Utility and flood protection infrastructure Beach and Wetland development protections

Weaknesses

Lack of a regional plan Need to update Ordinances



Opportunities

Funding from state and federal grantsProvide guidance new projects and developmentLand acquisition program – target low-lying areas

Threats

Degradation or failure of critical infrastructure
Property loss
Increased flood insurance rates
Increased coastal erosion
Increased frequency and severity of all sources of flooding
Increased frequency and severity of saline intrusion into freshwater systems
Delays or Funding issues in implementing study recommendations

Path Forward - SWOT Analysis Schedule

- Phase 1: 3rd Quarter 2022 2nd Quarter 2023
- Done Compile similar existing plans from other entities and agencies (still need benchmarking analysis)
- Done Establish HHI tide gage participate in statewide sea level monitoring program
- Done Identify Town ordinances and regulations that could be modified to increase future protections of property, infrastructure, and buildings
- Nov 2022 Identify critical infrastructure and facilities
- Dec 2022 Outline the goals, objectives, extents, schedule, and stakeholders of the plan
- Jan 2023 Compile existing data and studies (local, regional and national)
- Jan 2023 Facilitate partnership discussions with local, state and federal agencies regarding data sharing, grant funding

Path Forward - SWOT Analysis Schedule

Phase 2: 2nd Quarter 2023 – 1st Quarter 2024

- Mar 2023 Procure consultant contract to develop Town Resiliency Plan for Climate Adaption and Sea Level Rise.
- June 2023 Evaluate and consider changes to codes and ordinances that will better protect property, infrastructure and buildings against impacts from sea level rise and climate change.
- Sep 2023 Use Town communications and sustainability outreach resources to educate residents and visitors about climate change and how it will affect the Island.
- Oct 2023 Develop recommendations and projected budget needs for future mitigation and protection projects, based on near, mid and long-term implementation schedules.
- Oct 2023 Develop prioritized projects and actions in the Resiliency Plan for Climate Adaption and Sea Level Rise.
- Oct 2023 Identify and fund proactive investments in public actions which enhance resistance to and recovery from environmental challenges.
- Jan 2024 Continuing to maintain and replenish appropriate levels of Town disaster relief funds.

Questions?





TOWN OF HILTON HEAD ISLAND

Public Planning Committee

TO:	Public Planning Committee
FROM:	Jeff Buckalew, PE, <i>Town Engineer</i>
VIA:	Shawn Colin, AICP, Assistant Town Manager – Community
	Development
CC:	Marc Orlando, <i>Town Manager</i>
DATE:	October 27, 2022
SUBJECT:	Solid Waste and Recycling – Introduction to Strengths, Weaknesses,
	Opportunities and Threats (SWOT)

RECOMMENDATION:

Accept information and provide feedback on this Strategic Action Plan strategy.

BACKGROUND:

The Town's Our Plan document lays out several goals related to increasing capacity with regards to processing recyclable materials and ensuring the long-term viability of solid waste disposal for the Island. To achieve these objectives, the Town will need to work in coordination with Beaufort County as the agency responsible for household waste streams disposal for the entire county and jointly pursue opportunities that improve recycling and composting rates.

SUMMARY:

Town staff has established a partnership and recurring meetings with Beaufort County staff and members of the Greater Island Council's Sustainability Action Committee to work together on solid waste and recycling issues affecting the Town and County. The attached overview of the SWOT plan explains how these issues shall be addressed.

ATTACHMENTS:

1. Solid Waste and Recycling SWOT plan overview

Identify Strengths, Weaknesses, Opportunities & Threats (SWOT) of Hilton Head Island Solid Waste & Recycling

Start Date: FY 2023 Project Manager: Jeff Buckalew, Town Engineer Department: Community Development

Purpose:

The Town's **Our Plan** document lays out several goals related to increasing capacity with regards to processing recyclable materials and ensuring the long-term viability of solid waste disposal for the Island. To achieve these objectives, the Town will need to work in coordination with Beaufort County as the agency responsible for household waste streams disposal for the entire county and jointly pursue opportunities that improve recycling and composting rates.

Phase 1: 3rd Quarter 2022 - 3rd Quarter 2023

- Pursue promotional and educational efforts to foster recycling, composting, and litter control.
- Engage in dialogue with Beaufort County regarding their long-range solid waste disposal and recycle programs. If they undertake revisions or update to their long-range plans, actively participate in such discussions in order to represent the goals of the Island in these plans.
- Propose discussions with Beaufort County regarding the potential creation of an off-Island materials processing center that would facilitate increases recycling rates from within the Town and the greater region.
- Examine the creation of composting models at highly visible sites around the Town.

Identify Strengths, Weaknesses, Opportunities & Threats (SWOT) of Hilton Head Island Solid Waste & Recycling -Strategy and Schedule

Project Manager: Jeff Buckalew, *Town Engineer* **Department:** Community Development Phase 1: 3rd Quarter 2022 - 3rd Quarter 2023

Purpose:

The Town's <u>Our Plan</u> document lays out several goals related to increasing capacity with regards to processing recyclable materials and ensuring the long-term viability of solid waste disposal for the Island. To achieve these objectives, the Town will need to work in coordination with Beaufort County as the agency responsible for household waste streams disposal for the entire county and jointly pursue opportunities that improve recycling and composting rates.

1. Pursue promotional and educational efforts to foster recycling, composting, and litter control.

- A. <u>Assess current and future County plans and actions for promotion and education and disseminate on Town platforms.</u>
- B. <u>Establish what the Town can do in addition, to supplement the County efforts. Target the Non-Recyclers.</u> Talk to haulers/vendors about who and who does not sign up for recycling. Also focus on gated communities (via each POA), MF developments, businesses, schools, etc.
- C. <u>Work with Town Communications Division to promote this on our website and social</u> <u>media outreach platforms</u>
- D. Include the Hispanic community with Spanish language campaign ("Reciclando")
- E. <u>Town vehicles may include messaging to promote recycling.</u>
- F. <u>Consider more/improved public recycling bins/signs at public facilities (parks, beaches, pathways)</u>
- G. <u>Consider mandating recycling for applicants holding Town approved Special Events.</u> <u>These big crowds often produce large volumes of cans, bottles, etc. in one place. This</u> <u>reinforces to the public that recycling is important to the Town.</u>
- H. Consider revising the Town Code to requires haulers to provide educational materials
- I. <u>Gather current statistics on waste to landfill and recycling (HHI, Beaufort County, SC</u> <u>and national data on volumes).</u>

- 2. Engage in dialogue with Beaufort County regarding their long-range solid waste disposal and recycle programs. If they undertake revisions or update to their long-range plans, actively participate in such discussions to represent the goals of the Island in these plans.
- A. <u>Establish recurring meetings with County staff and Greater Island Council to address</u> solid waste and recycling issues on in the Town and County.
- B. <u>Document the Town's long-range goals for solid waste and recycling and seek to have</u> them incorporated into the County's. The Town needs a long-term agreement with the County to guarantee SW&R operations will continue at the Summit Drive convenience center.
- C. <u>Long-term landfill plan WM expansion of Hickory Hill facility. Meet with WM officials, Beaufort County Solid Waste Committee (BCSWC), etc. as needed to understand and their plans and convey any concerns that may not address HHI goals.</u>
- D. <u>Work with County staff and HHI representative on the Beaufort County Solid Waste</u> <u>Committee (BCSWC), to ensure HHI goals are included in the County's long-range</u> <u>plans.</u>
- E. <u>Consider modifications to the Summit Drive Convenience Center facility to improve</u> <u>usability and functionality (recyclable stations outside of the decal access only waste</u> <u>drop-off area, roadway/circulation improvements, etc.).</u>
- 3. Propose discussions with Beaufort County regarding the potential creation of an off-Island materials processing center that would facilitate increased recycling rates from within the Town and the greater region.
- A. <u>Discussions have begun with County, and they are currently working on a new</u> <u>Materials Recovery Facility (MRF) south of the Broad River. The operational goals,</u> <u>land acquisition and site design and under way.</u>

4. Examine the creation of composting models at highly visible sites around the Town.

- A. <u>Research the implementation opportunities and work with Facilities Management, the</u> <u>County, and vendors to develop a plan to implement composting models at Town sites in</u> <u>FY24. Design a standard site layout / bin that citizens could replicate on their own.</u>
- B. <u>Develop a How-To or DIY page on our web site to instruct citizens on building and maintaining their own composting bin/area.</u> Include social media outreach on the costs/benefits of self-composting. Reference health and sanitation codes that must be obeyed.
- C. <u>Encourage property owners associations to setup and offer composting areas within their</u> <u>communities.</u>

Solid Waste and Recycling S W O T

Strengths	Committed team of professionals, strong public interest and desire for improvements
Weaknesses	Lack of a southern County MRF Outdated Ordinance / consistent with County Ordinance Long-Term agreement for HHI Convenience Center operations Public education on recycling
Opportunities	Southern Beaufort County MRF Improved commercial recycling and public facilities recycling Improved curbside recycling and solid waste collection Public education and information campaigns Diversion credits for recycling
Threats	Landfill Constraints Delays in MRF Implementation Misinformation and lack of education regarding recycling

SW&R SWOT SCHEDULE

- Ongoing Establish recurring meeting s with Beaufort County solid waste and recycling staff and Greater Island Council (Sustainability Committee Develop objectives and schedule in coordination with Beaufort County and GIC
- Ongoing Hold discussions with Beaufort County staff (and GIC, et al) regarding the creation of an off-Island, south of the Broad, materials processing center (MRF) that would facilitate increased recycling rates from within the Town and the greater region (ongoing)
- Jan. 2023 Draft long-term agreement with Beaufort County to operate solid waste and recycling services at the Summit Drive Convenience Center
- Jan. 2023 Draft proposed amendment to Town Code solid waste and recycling section to be updated, comport with Beaufort County ordinance, and require more recycling information and education be done by private haulers
- Jan. 2023 Endorse the Greater Island Council Resolution to develop sustainable and viable long-term residential solid waste management and recycling agreement(s) to improve the efficiency of solid waste disposal, recycling, and composting on Hilton Head Island and in Beaufort County
- Feb. 2023 Develop plan and implement promotional and educational campaign to foster greater recycling, composting, and litter control on HHI
- Mar. 2023 Develop public outreach campaign on composting and implementation plan for composting models on Town sites
- May 2023 Work with Beaufort County on opportunities for improvements to residential solid waste and recycling operations on Hilton Head Island
- TBD Summit Drive HHI Convenience Center site improvements incorporate Recycling for all setup by segregating the recycling area from the decal only access for waste drop off, consider expanding recycling and composting opportunities, and improve traffic flow through and around convenience center (future CIP project).
TOWN OF HILTON HEAD ISLAND, SC

Public Planning Committee | October 27, 2022



Strategic Action Plan Initiative for FY 2023

Purpose Statement:

The Town's Our Plan document lays out several goals related to increasing capacity with regards to processing recyclable materials and ensuring the long-term viability of solid waste disposal for the Island. To achieve these objectives, the Town will need to work in coordination with Beaufort County as the agency responsible for household waste streams disposal for the entire county and jointly pursue opportunities that improve recycling and composting rates.

Town of Hilton Head Island Strategic Action Plan FY 2021-2022

Identify Strengths, Weaknesses, Opportunities, and Threats (SWOT) of HHI SW&R

The Strategic Plan Initiative - Phase 1: 3rd Quarter 2022 - 3rd Quarter 2023

- Pursue promotional and educational efforts to foster recycling, composting, and litter control.
- Engage in dialogue with Beaufort County regarding their long-range solid waste disposal and recycle programs. If they undertake revisions or update to their long-range plans, actively participate in such discussions in order to represent the goals of the Island in these plans.
- Propose discussions with Beaufort County regarding the potential creation of an off-Island materials processing center that would facilitate increases recycling rates from within the Town and the greater region.
- Examine the creation of composting models at highly visible sites around the Town.

Comprehensive Plan

Environmental Sustainability

- Waste To work towards a Town-wide zero waste model.
- 1.1 Examine waste collection options that take into account the unique aspects of the Island and maximize efficient collection.
- 1.2 Explore methods to improve recycling and composting rates.
- 1.3 Encourage Beaufort County to create an off-Island materials
- processing center and work with County leaders to identify long-term waste disposal and recycling capabilities for on and off island facilities, and within the region.
- 1.4 Pursue promotional and educational efforts to foster recycling, composting, and litter control.
 - 1.4.1 Facilitate composting models at highly visible sites, such as schools and Town facilities.
 - 1.4.2 Pursue new ways to disseminate information on waste and recycling to residents and visitors.
 - 1.4.3 Promote Beaufort County's recycling and litter control programs.
 - 1.4.4 Incorporate initiatives to reuse and up-cycle trash for art programs or with local artists.



Comprehensive Plan

Strategies and Tactics for Environmental Sustainability

- Waste To work towards a Town-wide zero waste model.
- 4.4 Cooperate with Beaufort County and appropriate agencies to seek funding sources to increase the capacity and level of service for recycling and solid waste management on the Island.



Partnering

- Two main partners in this initiative shall be Beaufort County and the Greater Island Council
 - **1. Beaufort County**
 - Staff (Cindy Carter Solid Waste and Recycling Director)
 - SW&R Board (Mike Bennett District 3 (HHI) Representative)
 - 2. Greater Island Council
 - Sustainability Advisory Committee (Peter Kristian Chairperson)



Beaufort County Solid Waste Management Plan

Approved June 2022

Goal 1: Progress towards State MSW disposal and recycling goals

Goal 2: Divert items banned from landfill

Goal 3: Secure disposal capacity

Goal 4: Transition to curbside collection for residents

Goal 5: Consider user fees for funding certain activities



Greater Island Council – Sustainability Advisory Committee

Chairman: Peter Kristian

Mission: Assist the Town of Hilton Head Island and Beaufort County with the education of residents and visitors to the Greater Hilton Head area on the benefits and opportunities to make our area more sustainable.

Created in 2011 from the Mayor's Task Force for the Island's Future Vision 2025, the SAC is working with the Beaufort County and the Town of Hilton Head Island to identify and advance policies and goals to improve the ways we deal with waste management on the island.

Sec. 9-6-20. Solid waste and recycling collection service. (amended in 2010 and 2014)

Sec. 9-6-40. Collection of recyclable materials.

Last amended in 2014.

Review in concert with the County Code and recommend amendments



Strengths Committed team of professionals, strong public interest and desire for improvements

Weaknesses

Lack of a southern County MRF Outdated Ordinance / consistent with County Ordinance Long-Term agreement for HHI Convenience Center operations Public education on recycling

Opportunities

Southern County MRF

Improved commercial recycling and beach recycling Improved curbside recycling and solid waste collection Public education and information campaigns Diversion credits for Recycling

Threats

Landfill Constraints

Delays in MRF Implementation Misinformation and Lack of Education regarding Recycling



Path Forward - SWOT Analysis Schedule

- Ongoing Establish recurring meeting s with Beaufort County solid waste and recycling staff and Greater Island Council (Sustainability Committee Develop objectives and schedule in coordination with Beaufort County and GIC
- Ongoing Hold discussions with Beaufort County staff (and GIC, et al) regarding the creation of an off-Island, south of the Broad, materials processing center (MRF) that would facilitate increased recycling rates from within the Town and the greater region (ongoing)
- Jan. 2023 Draft long-term agreement with Beaufort County to operate solid waste and recycling services at the Summit Drive Convenience Center
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Questions?



THE END





Beaufort County Solid Waste Management Plan

Goal 1: Progress towards State MSW disposal and recycling goals The State of South Carolina has established long-term goals to:

- Recycle at least 40 percent of its MSW; and
- Reduce MSW disposed to 3.25 pounds per person per day.

Beaufort County shares these goals locally in support of a long-term zero waste initiative.

In FY20, the County reported 18.73 percent of MSW was recycled and an average of 3.73 pounds per person per day of MSW was disposed.

In FY20, HHI (District 3) reported 7.61 percent of MSW was recycled and an average of 3.01 pounds per person per day of MSW was disposed.



Sec. 9-6-20. Solid waste and recycling collection service. (amended in 2010 and 2014)

(a) Waste haulers may provide waste and recycling collection service to all residential dwellings and commercial establishments.

(b) Waste haulers shall provide a reasonable voluntary single-stream recycling collection service to all residential dwellings which they service (excluding dumpster-based multifamily dwellings), and such recycling service shall be offered at a minimum one (1) time per week and shall be included in the base price for collection services of any waste hauler operating in the town. As determined by the town manager or designee, any failure by a waste hauler to provide a reasonable voluntary single-stream recycling collection service to any residential dwelling(s) (excluding dumpster-based multifamily dwellings), by any failure by a waste hauler to offer such recycling service at a minimum of one (1) time per week, or any failure by a waste hauler to include such recycling service in its base price, may result in the suspension and/or revocation of any such waste hauler's business license in accordance with Town Municipal Code Section 10-1-10, et al.

Sec. 9-6-20. Solid waste and recycling collection service. (continued...)

(c) The adequacy and reasonableness of the waste and recycling collection service shall be determined by the town manager or designee through an annual review.

(d) Waste haulers shall file a semiannual report (providing information for the six-month period of operation ending December 31 and June 30 of each calendar year) on February 1 and August 1 with the town that shall include the following information:

(1) Waste hauler's fee schedules and frequency of pickup for residential and commercial recycling;

(2) Number of residential solid waste customers and the percent using the hauler's recycling service;

(3) Number of commercial solid waste customers and the percent that are using the hauler's recycling service; and

(4) Tonnage of recycling from residential customers and tonnage of recycling from commercial customers. (Ord. No. 2010-22, § 1, 11-17-10; Ord. No. 2014-02, § 1, 1-7-14)

Editor's note(s)—Section 1 of Ord. No. 2014-02, adopted Jan. 7, 2014, repealed former § 9-6-20, which pertained to general conditions for granting franchise agreements for solid waste and recycling collections, and derived from Ord. No. 2010-22, § 1, adopted Nov. 17, 2010. Said ordinance amended and renumbered former § 9-6-40 as § 9-6-20.

Sec. 9-6-40. Collection of recyclable materials.

(a) It shall be unlawful for any person to place any material not designated for recycling in section 9-6-30 in the recyclable material receptacles.

(b) All information on proper procedures for disposal of recyclable materials and collection dates shall be provided by the waste hauler.

(c) All materials listed in section 9-6-30 shall be collected in a manner compliant with a single-stream method.

(d) For improperly set-out recyclables, waste haulers will affix to nonconforming recyclables a sticker or tag approved by the town stating the reason for the non-collection and notify the town if collection is not made. (e) Waste haulers shall make available a recycling receptacle(s) sufficient to serve each residential dwelling which they service (excluding dumpster-based multifamily dwellings). The town shall retain ownership of all of the town's recycling receptacles and the resident and/or management company shall take proper care to protect such receptacle from loss or damage.

(f) All recyclable materials collected by any waste hauler will be transported to a town-approved recycling processing location.

(Ord. No. 2010-22, § 1, 11-17-10; Ord. No. 2014-02, § 1, 1-7-14)



TOWN OF HILTON HEAD ISLAND

Public Planning Committee

TO:	Public Planning Committee
FROM:	Jeff Buckalew, PE, <i>Town Engineer</i>
VIA:	Shawn Colin, AICP, Assistant Town Manager – Community
	Development
CC:	Marc Orlando, <i>Town Manager</i>
DATE:	October 27, 2022
SUBJECT:	Greater Island Council Resolution recommending the Town and
	County develop long-term solid waste management and recycling
	agreements

RECOMMENDATION:

Staff recommends the Committee consider and endorse a Resolution from the Greater Island Council of Hilton Head Island and Bluffton, recommending Hilton Head Island Town Council and Beaufort County Council work together in the development of sustainable and viable long-term residential solid waste management and recycling agreement(s) to improve the efficiency of solid waste disposal, recycling, and composting on Hilton Head Island and Island and Island and in Beaufort County.

BACKGROUND:

The Greater Island Council's Sustainability Advisory Committee put forth a similar resolution that was endorsed by the Town Council in March 2022. This resolution differs in that the former focused more on long-term landfill operations and this one focuses on the County Materials Recycling Facility (MRF), residential collection and hauling operations and expansion of the Hilton Head Island convenience center and its operations.

SUMMARY:

The Greater Island Council (Sustainability Advisory Committee) has offered to work with Town and County staff to advance the initiatives laid out in their resolution to improve solid water and recycling. This same resolution is to be presented to County Council for endorsement as well. The initiatives align with those of the Town's Strategic Action Plan.

ATTACHMENTS:

- 1. GIC Resolution (9/2/22)
- 2. Draft Town Council Resolution

EXHIBIT A Greater Island Council

Of Hilton Head Island and Bluffton

RESOLUTION RECOMMENDING HILTON HEAD ISLAND TOWN COUNCIL AND BEAUFORT COUNTY COUNCIL WORK TOGETHER, WITH THE SUPPORT OF THE GREATER ISLAND COUNCIL, TO DEVELOP SUSTAINABLE AND VIABLE LONG-TERM RESIDENTIAL SOLID WASTE MANAGEMENT AND RECYCLING AGREEMENT(S) TO IMPROVE THE EFFICIENCY OF SOLID WASTE DISPOSAL, RECYCLING, AND COMPOSTING ON HILTON HEAD ISLAND AND IN BEAUFORT COUNTY.

WHEREAS, The Beaufort County contracted Landfill is owned by Waste Management (WM) and is nearing capacity and endangers Beaufort County's ability to have a viable long-term solid waste, recycling, and organic waste disposal strategy; and

WHEREAS, Beaufort County's current contract with WM expires in 2025; and

WHEREAS, The current residential Solid Waste landfill and recycling processing agreement between Beaufort County and Waste Management presents a disincentive to recycling by adding additional costs to recycle material haulers thereby resulting in reduced recycling material being properly processed; and

WHEREAS, Beaufort County is taking steps to have greater control of solid waste and recycling by constructing a Materials Recovery Facilities (MRF) in Southern Beaufort County to replace the contract for use of the WM MRF Facility; and

WHEREAS, Beaufort County's new MRF Facility is intended to optimize efficient solid waste disposal, increase recycling tonnage, and collect organic composting materials, all of which have financial advantages to the County; and

WHEREAS, The Town of Hilton Head Island Our Plan policy and planning guiding document has identified several goals to ensure the long-term viability of solid waste disposal, increase recycling, and improve organic waste collection; and

WHEREAS, The Town of Hilton Head is undergoing a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis to identify steps to take to ensure that the Island has a viable long-term plan for the management, effective, and efficient transferring of solid waste, recycling, and organic waste; and

WHEREAS, The Town of Hilton Head's solid waste, recycling, and organic composting will require close coordination with Beaufort County, as the Island's recycling materials will be sent to Beaufort County's MRF once constructed and operational; and

WHEREAS, Following the County's construction of the MRF, the Town of Hilton Head Island should work with Beaufort County to procure contracts with single haulers in geographical

Greater Island Council of Hilton Head Island and Bluffton Solid Waste and Recycling Program Resolution

areas of the Town, instead of multiple haulers, which would support the County's goals to "optimize efficient solid waste disposal, increase recycling tonnage, and collect organic composting"; and

WHEREAS, The Hilton Head Convenience Center should be expanded to allow for the greater collection of residential single-stream recycled materials and to include organic materials, and allowing residential haulers serving Hilton Head Island a place to off-load their trucks, further saving money be eliminating daily trips from Hilton Head to the Beaufort MRF; and

WHEREAS, A southern Beaufort County MRF and/or an improved and expanded Hilton Head Island Convenience Center would allow for more favorable terms in negotiating with single-stream recycling and organic waste haulers who would no longer have to make long, expensive and fuel consuming trips to the WM landfill and to the Beaufort MRF; and

WHEREAS, The Town of Hilton Head has asked the Greater Island Council to work with the leadership of the Town of Hilton Head Island and Beaufort County to develop a viable long-term solid waste, recycling, and organic waste management strategy; and

NOW, THEREFORE, The Greater Island Council of Hilton Head and Bluffton will engage with the leadership of Beaufort County and the Town of Hilton Head Island to achieve a viable, long-term solid waste, recycling, and organic waste solutions including the following:

- 1. Support initiatives by Beaufort County to construct a Materials Recycling Facility (MRF) South of the Broad to process and dispose of recycling materials and organic waste thereby reducing waste deposited in Waste Management's landfill, extending the life of landfill, and reducing costs to County residents.
- 2. Following the County's construction of a MRF, support initiatives by the County in securing single-stream recycling and organic waste haulers for single family residential properties to reduce the number of providers (and trucks) on Hilton Head Island, resulting in reduced cost, reduced congestion, and improved recycling tonnage and accountability.
- 3. Improve and expand the Hilton Head Island Convenience Center to include recycling or composting of organic materials to further elevate the level of Island recycling, reduce cost, and meet the long term needs of Hilton Head Island and Beaufort County.
- 4. Consider expanding the Hilton Head Island Convenience Center into a solid waste and recycling transfer station to lower costs for haulers, save fuel and reduce traffic on and off the island.

Ratified by the Membership of the Greater Island Council of Hilton Head Island and Bluffton September J₂ 2022

Signed line burson

Jennie Johnson, Chair 09/02/2022

RESOLUTION 2023-____

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, TO ENDORSE A RESOLUTION FROM THE GREATER ISLAND COUNCIL, THAT THE TOWN AND BEAUFORT COUNTY WORK TOGETHER IN THE DEVELOPMENT OF SUSTAINABLE AND VIABLE LONG-TERM RESIDENTIAL SOLID WASTE MANAGEMENT AND RECYCLING AGREEMENT(S) TO IMPROVE THE EFFICIENCY OF SOLID WASTE DISPOSAL, RECYCLING, AND COMPOSTING ON HILTON HEAD ISLAND AND IN BEAUFORT COUNTY.

WHEREAS, the Greater Island Council has resolved to recommend that the Hilton Head Island Town Council and Beaufort County Council work together in the development of sustainable and viable long-term residential solid waste management and recycling agreement(s) to improve the efficiency of solid waste disposal, recycling, and composting on Hilton Head Island and in Beaufort County as described in Exhibit A; and

WHEREAS, the Town's Strategic Action Plan includes an environmental initiative to Identify the Strengths, Weaknesses, Opportunities, and Threats (SWOT) of Hilton Head Island Solid Waste and Recycling as described in Exhibit B; and

WHEREAS, at a meeting held on October 27, 2022, the Public Planning Committee met and voted _______ the recommendations for action to Town Council that are set out in this Resolution.

NOW, THEREFORE, BE IT RESOLVED, AND IT HEREBY IS RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT:

1. The Town Council endorses the resolution from the Greater Island Council attached hereto as Exhibit "A."

2. The Town Council directs Town Staff to continue its work with Beaufort County

to develop sustainable and viable long-term residential solid waste management and recycling plans and inter-governmental agreement(s) to improve the efficiency of solid waste disposal, recycling, and composting in the Town and in Beaufort County.

MOVED, APPROVED, AND ADOPTED ON THIS _____DAY OF _____, 2023.

_____, Mayor

ATTEST:

Krista M. Wiedmeyer, Town Clerk

APPROVED AS TO FORM

Curtis L. Coltrane, Town Attorney

Introduced by Council Member:_____