

STRATEGIC PLAN

2014 → 2020 → 2030



Hilton Head Island, South Carolina
December 2014



Lyle Sumek Associates, Inc.
9 Flagship Court
Palm Coast, FL 32137

Phone: (386) 246-6250
Fax: (386) 246-6252
E-mail: sumekassoc@gmail.com

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STRATEGIC PLANNING FOR THE TOWN OF HILTON HEAD ISLAND

Strategic Planning Model for the Town of Hilton Head Island

Value-based principles that describe the preferred future in 15 years

VISION

Destination
“You Have Arrived”

Strategic goals that focus outcome-base objectives and potential actions for 5 years

PLAN

Map
“The Right Route”

Focus for one year – a work program: policy agenda for Mayor and Council, management agenda for staff; major projects

EXECUTION

Itinerary
“The Right Direction”

Principles that define the responsibility of Town government and frame the primary services – core service businesses

MISSION

Vehicle
“The Right Bus”

Personal values that define performance standards and expectations for employees

CORE BELIEFS

Fuel
“The Right People”

HILTON HEAD ISLAND VISION 2030

HILTON HEAD ISLAND VISION 2030*

World Class Beach and Waterways: Clean, Beautiful, Accessible to Enjoy, Oystering

Preservation/Enhancement of Natural Environment: Views that let you know “Your Home”, Beautiful, Environmentally Sound

One Hilton Head Island Community: Places to Gather, Opportunities for Engagements, Strong Community Identify and Pride, Residents Contributing to and Benefiting from the Community

Community for All Generations: Young Professionals/Young Families – Housing Opportunities, Leisure/Recreational Activities for All

Celebration of Arts, Culture and History: Mitchelville, Performing Arts Center, Historical Sites Marked and Celebrated, Community Events and Festivals

Quality Infrastructure Town Wide: Sewer Service, Water, Roads, Lights, Planning for Bridge Dredging, Telecommunication

Quality Education for a Life Time: National Recognized Schools and Educational Programs, USCB Campus – Degrees and Programs; TCL Technical Training

Strong Tourist Economy: including 5★ World Class Resort, Families/Corporations, Top Quality Accommodations and Amenities, Return Guests

Diverse Economy beyond Tourism: Quality Office Space, Residents Bringing Businesses here, Small Business Development

Vibrant, Attractive Commercial/Retail Centers: Appearance Code – No Dilapidated Structures; Updated/Replaced/Demolished; “Fresh” Looking Building Stock

** Major themes from Mayor and Town Council discussion (12/14)*

Hilton Head Island Destination 2030: Guiding Principles

Living in Harmony with Nature and Protecting the Natural Beauty, and Creating a Unique Sense of Place ^(A)

Sustaining Community Prosperity through a Diversified, Strong Local Economy based upon Resort, Retirement and Non Hospitality Businesses ^(B)

Providing Meaningful Experiences that Cherish Our History, the Arts, Cultural Diversity and Enrich the Lives of Our Residents and Guests ^(C)

Striving for Excellence in Everything We Plan, Build, Do and Maintain ^(D)

Providing a Serene, Safe and Healthy Living Environment for Residents and Guests ^(E)

Working Together and Volunteering for the Greater Good of the Hilton Head Island Community ^(F)

Hilton Head Island Destination 2030: Guiding Principles

PRINCIPLE A

LIVING IN HARMONY WITH NATURE AND PROTECTING THE NATURAL BEAUTY, AND CREATING A UNIQUE SENSE OF PLACE

► **Means**

1. Preservation and management of the Island's forest
2. Continued re-nourishment of the beaches
3. Land acquisition of unique natural areas
4. Residents' choice of a lifestyle that blends with nature
5. Multi use trail system throughout the Island
6. Public sewer system throughout the Island
7. Environmental sensitive codes and regulations that promote energy efficiency and conservation, natural landscaping, etc.
8. Stormwater Management System with high standards
9. Recycling program (residential and commercial) with 100% participation
10. Active public environmental education programs for residents and visitors
11. Wildlife preservation and management, including turtle protection
12. Park system recognized and used: Honey Horn, Jarvis, Pinckney Island Wildlife Refuge, Shelter Cove Park
13. Development of linear park connecting Broad Creek and the beach
14. Low level lighting creating "Dark Sky"
15. National and international recognition for the Island as an environmentally unique place
16. Individuals using alternative transportation modes: bikes, walking, public transportation, people movers from destination to destination
17. Protection and open up view corridor

PRINCIPLE B
SUSTAINING COMMUNITY PROSPERITY THROUGH A DIVERSIFIED, STRONG
LOCAL ECONOMY BASED UPON RESORT, RETIREMENT AND
NON HOSPITALITY BUSINESSES

► **Means A: Hospitality and Resort**

1. Growth in hospitality, reduced percentage of total economy
2. Residents recognizing the importance and value of the hospitality industry, welcoming our guests and selling the Island
3. Targeted guests balance affluent families and individuals, businesses, conferences, potential businesses and residents
4. Hosting the RBC Heritage PGA Golf Tournament presented by Boeing
5. Special events and festivals drawing visitors to the Island Concours, Marsh Tacky, St. Patrick's Day Parade
6. Guests eating in restaurants, shopping in "unique" retail businesses
7. Active ecotourism program for active and passive experiences
8. State of the art center for conferences
9. Resorts and high quality hotels providing multiple experiences
10. Active promotion and marketing program for targeted audiences
11. Development of unique experiences for teenagers (e.g. Outward Bound Camp)
12. Easy access to the Island through roads and airport

► **Means B: Retirement Destination**

1. Attracting the "new" generation of retirees
2. Providing opportunities for exercise, enrichment, education, interaction, intellectual stimulation
3. Extended life long learning through link to educational institutions, volunteer teaching, seminars, etc.
4. Recognition: "Best Place to Retire"
5. Offering differing housing ownership options
6. State of the art technology infrastructure connected to the world
7. Quality healthcare services on the Island
8. Potential development of a second career or business

► **Means C: Non Hospitality Businesses**

1. Hospital and healthcare: Early intervention of transport; partnership and link to research institutions and outside resources, integrated patient information system
2. Technology infrastructure to support small businesses
3. Development of small knowledge based businesses
4. Home offices with telecommuting for residents
5. Opportunities known to private and business investors
6. Retention, growth of current businesses
7. Tapping the entrepreneurial spirit of our residents: turn a creative idea into a business opportunity
8. Defined other targeted businesses

PRINCIPLE C

PROVIDING MEANINGFUL EXPERIENCES THAT CHERISH OUR HISTORY, THE ARTS, CULTURAL DIVERSITY AND ENRICH THE LIVES OF OUR RESIDENTS AND GUESTS

► Means

1. Water access through viable marinas, rowing and sailing, etc.
2. Development of historic Mitchelville with opportunities for education and enrichment experiences
3. Facilities for arts, performances and conferences
4. Continuing education programs linked to USC – Beaufort Technical College of the Lowcountry, and other educational institutions
5. Active arts community with effective coordination among art groups
6. The RBC Golf Tournament presented by Boeing and other special events and festivals attracting visitors (including Concours, Marsh Tacky, St. Patrick’s Day Parade)
7. Coastal Discovery Museum and Sandbox/Children’s Museum providing additional opportunities
8. Community gathering places: Coligny, Shelter Cove, Jarvis, Honey Horn, Mitchelville and other locations
9. Link to other communities: Savannah, Beaufort, Bluffton, Charleston

PRINCIPLE D

STRIVING FOR EXCELLENCE IN EVERYTHING WE PLAN, BUILD, DO AND MAINTAIN

► Means

1. Doing everything well, taking care of the little details
2. Public projects designed, built and maintained at a high standard
3. Private developments reflecting defined and understood standards, predictable process, working with builders/developers to find a way
4. Dollars for maintenance to preserve the Island’s and Town’s assets
5. Recognizing the importance of place in creating memorable experiences
6. Striving for “green” developments and buildings
7. Institutions, businesses and individuals sharing responsibility for creating a “culture of excellence”
8. Focusing on a few most important opportunities rather than trying to do everything

PRINCIPLE E
PROVIDING A SERENE, SAFE AND HEALTHY
LIVING ENVIRONMENT FOR
RESIDENTS AND GUESTS

► **Means**

1. Highly trained, professional public safety workforce
2. Timely emergency response: Ambulance, Fire, Police
3. Effective working relations with the Beaufort County Sheriff Office
4. Quick response to criminal activity in the area
5. Use of cameras in public and “private” areas
6. Water quality testing
7. Preparedness for an emergency: preparation, response and recovery
8. Sewer system throughout the Island
9. Safe, efficient movement throughout the Island
10. People feeling and being safe anywhere on the Island
11. Availability of quality water supply
12. Local produce available in the community
13. Quality public schools and educational programs for all
14. Community culture that values learning
15. Experiences for youth to learn about life opportunities

PRINCIPLE F
WORKING TOGETHER AND VOLUNTEERING
FOR THE GREATER GOOD OF
THE HILTON HEAD ISLAND COMMUNITY

► **Means**

1. Strong sense of community pride and spirit – one Hilton Head Island community
2. Individuals volunteering and contributing to the Island community – personal investment
3. Tapping the residents’ experiences, knowledge and expertise
4. Community organizations and groups working together and sharing resources to achieve common goals
5. Residents well informed and engaged in community governance
6. Using citizen task forces to address critical topics: assigned tasks, time frames, deliverable products
7. Inventorying community resources: individuals, organizations, businesses
8. Mechanisms for civic, community and church groups to contribute to the community
9. Development of community champions for advocacy and public education
10. Town acknowledging and supporting community initiatives that have community benefit

HILTON HEAD ISLAND
TOWN GOVERNMENT:
MISSION AND SERVICE VALUES

Hilton Head Island Town Government

Our Mission

To provide excellent customer service to all who come in contact with the Town

**To wisely manage and utilize the financial and physical resources of
Town government**

**To promote policies and programs which will assure the long term health and
vitality of the community**

To encourage and instill job satisfaction for Town staff

To develop and enhance the professional growth of all staff members

Hilton Head Island Town Government Core Beliefs: Customer Service Standards

WE TAKE:	
P	roactive
R	esponsible
I	ntegrity
D	edication
E	mpathy
IN SERVICE.	

Hilton Head Island Town Government Core Beliefs: Customer Service Standards

PRINCIPLE 1

PROACTIVE

► Means

1. Having a positive, “can do” attitude
2. Thinking about the problem and looking for solutions that comply with Town policies (even if it does not appear that a solution exists)
3. Taking the initiative
4. Providing options and alternatives to your customer
5. Anticipating potential problems or issues and taking preventative actions to resolve them
6. Solving problems in a timely manner and with a sense of urgency

PRINCIPLE 2

RESPONSIBLE

► Means

1. Providing a timely response: One business day for e-mails or phone calls
2. Developing and maintaining your technical skills and competencies
3. Understanding the question and providing a direct, honest and accurate response
4. Taking responsibility and ownership for your decisions or actions – being accountable for the results or outcomes
5. Assuming ownership of the problem and working with the customer to solve the problem
6. Taking time to evaluate and seek feedback on the interaction and learning to do a better job the next time
7. Producing results that are consistent with Town policy and Town Council’s expectations

PRINCIPLE 3
INTEGRITY

► **Means**

1. Acting in a fair, consistent manner
2. Telling the truth
3. If you identify a problem, bring the problem forward, following the chain of command, to management and Town Council for action
4. Delivering on your promises or commitments
5. Doing the right thing even when no one is looking
6. Keeping others (the customer and other Town staff) informed – no surprises

PRINCIPLE 4
DEDICATION

► **Means**

1. Producing the best possible results for your customer
2. Giving your best effort
3. Being a positive ambassador for the Town
4. Keeping the Town’s “big picture” and the customer’s expectations in mind
5. Understanding the vision, goals, policies, directions and expectations of Town Council and customers
6. Being loyal to the Town
7. Working for the benefit of the community – not bending to pressure or reducing Town’s standards
8. Producing the best possible results within the resources available

PRINCIPLE 5

EMPATHY

► Means

1. Caring about your customer's needs, concerns and feelings
2. Acting in a friendly, courteous manner
3. Respecting the time of your customer
4. When you must say "no," taking time to explain your decisions or actions
5. Understanding your customer's goals, time constraints and desired outcomes
6. Providing personal service – if you cannot help the customer, get the customer to the person who can

TOWN OF HILTON HEAD ISLAND PLAN 2015 – 2020

Town of Hilton Head Island Goals 2020

Positive Climate for Business Investment



Town Government: Financially Sound, Excellent Services



Enrich Lives of Residents and Guests



Upgraded Public Infrastructure and Facilities



Preeminence for Environmental Stewardship

Goal 1

Positive Climate for Business Investment

OBJECTIVES

1. Develop public-private partners to stimulate business investment
2. Increase business opportunities and investment on the Island
3. Have additional housing available for Hilton Head Island workforce: professional, service and middle level, international
4. Expand partnership with USCB and others for higher education and life-long learning facilities and programs
5. Encourage/Stimulate support the revitalization and business reinvestment in commercial centers

VALUE TO RESIDENTS

1. Opportunities to start and grow a business on Hilton Head Island
2. Opportunities to live near work – more leisure time
3. Expanded local economy and tax base
4. Protection of property values
5. Reputation as a business friendly Town government

SHORT TERM CHALLENGES AND OPPORTUNITIES

1. Developing an effective economic development organization with outcome based performance measures
2. Town incentives to stimulate commercial and office building renovation and replacement
3. Potential use of Town owned and acquired properties
4. Condominium multiple ownership and the barrier to redevelopment and modernization
5. Marketing Hilton Head Island
6. Retention of existing businesses on the Island
7. Aging and deteriorating existing built environment: office buildings, commercial centers

LONG TERM CHALLENGES AND OPPORTUNITIES

1. Defining the Town's role and amount of financial contributions to stimulate business investment to support development projects
2. Leveraging Town investments to stimulate private investments
3. Partnering with USCB
4. Potential development under new LMO
5. Town Role vs. EDC, Chamber of Commerce, Resorts
6. Residents' expectations, desires and willingness to pay vs. best future for the Town
7. Promotion and marketing of economic opportunities on Hilton Head Island

POLICY INITIATIVES 2015

	PRIORITY
1. Coligny Circle – Sea Pines Circle Area Plan	Top Priority
2. USCB Campus Development	Top Priority
3. Master Plan for Hilton Head Island	Top Priority
4. Economic Development Corporation Plan and Tools	High Priority
5. Town-owned Land Inventory/Direction	High Priority
6. Town Policy/Tool Kit: Aging Office Buildings and Commercial Centers	Mod Priority

MANAGEMENT ACTIONS 2015

	PRIORITY
1. Airport Expansion	Top Priority
2. Shelter Cove Area Redevelopment Project Development	High Priority

MANAGEMENT IN PROGRESS 2015

1. The RBC Heritage Presented by Boeing: Contract Renewal; Annual Funding
2. Carolina Office Park: Landlord/Tenant Issues
3. Small Business Development Program
 - Business Visitation
 - EDC: Role
 - Reacting to Request for Assistance

MAJOR PROJECTS 2015

1. Office Park Road Intersection Improvements: Design

ON THE HORIZON 2016 – 2020

1. Air Service to Major Hubs
2. LMO: Next Initiatives
3. Workforce Housing
4. Medical/Healthcare/Wellness Economic Development Strategy
5. Marketing Hilton Head Island
6. Redevelopment/Commercial Buildings Evaluation Report/Proactive Plan
7. Technical College: Development
8. Business License Fee: Re-Evaluation
9. Design Standards/Design Guide: Refinement
10. RBC Heritage Presented by Boeing
11. Convention and Visitors Bureau: Direction
12. Corporate Hospitality Strategy
13. Second Home Executives: Outreach
14. North Ridge Redevelopment

Goal 2

Town Government: Financially Sound, Excellent Services

OBJECTIVES

1. Maintain and enhance excellent municipal services provided by Town government
2. Maintain high bond rating
3. Maintain responsible Town reserves consistent with Town policies and national standards
4. Hire and retain top quality Town workforce dedicated to serving the community
5. Provide Town services in the most cost effective manner
6. Increase the residents' understanding of the value of Town finances, services and positive actions by Town employees
7. Communicate more effectively with the community: accurate information, “Telling Town’s Story”

VALUE TO RESIDENTS

1. Value for their tax dollars and fees
2. Reliable delivery of Town services necessary for daily living
3. Customer friendly services responsive to the needs of residents and businesses
4. Town investing in the future
5. Town services delivered in the most cost effective manner
6. Timely response to an emergency call for service

SHORT TERM CHALLENGES AND OPPORTUNITIES

1. Maintaining a top quality Town workforce dedicated to serving the Island community
2. Reduced outside funding: less federal and state dollars for projects and programs impacting the Town
3. Residents' understanding and acceptance of Town finances, services, service levels and economic impact of projects
4. Managing outsource agreements and performance
5. Increasing demands from community organizations for Town funding
6. “Telling the Town Government Story”: positive story and value to residents
7. Evaluation and upgrading technology throughout Town organization and facilities and community

LONG TERM CHALLENGES AND OPPORTUNITIES

1. Responding to public information and FOIA requests in an efficient and timely manner: media and public
2. Maintaining competitive salaries and benefits
3. Current and future pension liability: Fire-Rescue
4. Property tax limitations and determining who should pay for services
5. Partnering with other service providers
6. Use of social media

POLICY ACTIONS 2015

1. Community Organization
Financial/Performance Review
2. Town “Office for Corporate Communications”
3. Revenue Analysis and Financial Plan

PRIORITY

High Priority

MANAGEMENT ACTIONS 2015

1. Debt/Reserve Policy: Review
2. Departmental Performance Audit

PRIORITY

Top Priority

High Priority

MANAGEMENT IN PROGRESS 2015

1. Legislative Program 2015
2. Fire – Rescue Enabling Ordinance: Name and Mission Clarification
3. Medical Billing Conversion (ICD 10)
4. Disaster Recovery Plan: Update, Training
5. ATAX Recovery Process
6. Deferred Compensation Program: 3rd Party Review
7. Employee Assistance Program: RFP
8. SCBA Replacement
9. Pre-Fire Planning Program/Policy: Development
10. ISO Audit
11. Web based Fire Sprinkler Reporting System: Investigation

MAJOR PROJECTS 2015

1. Town Hall Office Space Renovations (Finance Wing)

ON THE HORIZON 2016 – 2020

1. Business Licensing Code: Update
2. Personnel Policies and Procedures: Review
3. Solid Waste Collection: Evaluation Report
4. Sheriff’s Contract

Goal 3

Enrich Lives of Residents and Guests

OBJECTIVES

1. Enhance arts and culture opportunities, activities and programs for all
2. Support quality public schools and educational programs with graduates prepared for careers or higher education
3. Develop Mitchelville as a historic asset
4. Maintain/enhance the Island's marinas and waterways
5. Build a sense of community that is friendly and welcoming
6. Maintain a safe community – people feeling secure anywhere on the Island
7. Expand lifelong learning educational programs and opportunities

VALUE TO RESIDENTS

1. More choices for their leisure time
2. More reasons to move to or live on Hilton Head Island
3. Protection of home and property values
4. Convenience with easy access to a range of leisure activities
5. Mobility by trails connecting destination points

SHORT TERM CHALLENGES AND OPPORTUNITIES

1. Cooperation among arts and cultural groups
2. Town's role and ability to influence or control direction
3. Growing Latino population and integration into the Hilton Head Island
4. Determining funding priorities for operation and capital projects
5. Council prioritizing multiple major community projects
6. Funding for maintenance
7. Aging Arts Center needing major maintenance and renovation
8. Defining role and responsibilities for operations and maintenance with Beaufort County

LONG TERM CHALLENGES AND OPPORTUNITIES

1. Addressing unsightly/unsafe buildings and working with less than responsible owners
2. Private capital and donations to community organizations – lack of major corporations
3. Funding for projects construction
4. Distinguishing residents “wants” and “needs”
5. Financial condition of community organizations: business plans, salaries, deficits

POLICY ACTIONS 2015

	PRIORITY
1. Arts and Culture Collaborative Strategy	Top Priority
2. Mitchelville Project	Top Priority
3. Workforce Housing: Policy and Tools	High Priority
4. Comprehensive Town Wide Dredging Policy/Management and Maintenance	High Priority
5. Schools and Education Strategy	High Priority
6. Arts Center Building: Direction, Funding	Mod Priority
7. Connected Community: Next Steps	
8. Recreation Services: County Funding, Field Maintenance	
9. Comprehensive Plan: Update/Review	

MANAGEMENT ACTIONS 2015

	PRIORITY
1. Cordillo Tennis Court: Sale	High Priority
2. CDBG Plan	High Priority

MANAGEMENT IN PROGRESS 2015

1. Flood Insurance Rate Maps: Revision
2. Shelter Cove Pier: Resolution
3. Power Line Burial: Town Oversight

MAJOR PROJECTS 2015

1. Pay by Space Meters at Driessen Beach Park: Installation
2. Island Recreation Center Expansion Phase I: Design, Permitting

ON THE HORIZON 2016 – 2020

1. Island Recreation Center Expansion
2. Town Wide Comprehensive Traffic/Parking Study/Master Plan
3. Open Burning: Re-Evaluation
4. Homeless Evaluation/Report
5. Chaplin Linear Park and Boardwalk \$2 million: Direction

Goal 4

Upgrade Public Infrastructure and Facilities

OBJECTIVES

1. Maintain a world class beach
2. Achieve 100% sewer availability for all buildings and homes
3. Enhance community connectivity to the internet/information highway
4. Develop pedestrian friendly centers and areas
5. Manage, maintain Island waterways
6. Improve roads and streetscapes

VALUE TO RESIDENTS

1. Protection of the Island's natural resources and beauty
2. Attractive and visually appealing
3. Protection of property values
4. Consistent developments meeting the Town's standards
5. Places to shop and eat on the Island: type and quality choices
6. Reuse or redevelopment of aged buildings and commercial centers

SHORT TERM CHALLENGES AND OPPORTUNITIES

1. Aging roads and infrastructure with some deferred maintenance
2. Increasing traffic volume and responsibility for County and SCDOT roads
3. Funding priorities for capital projects
4. Competing demands and projects, trying to do too much at once with limited resources
5. Working with Beaufort County, State of South Carolina and other regional entities
6. Shifting priorities: month to month
7. Residents never satisfied with any Town action or project

LONG TERM CHALLENGES AND OPPORTUNITIES

1. Lobbying by special interest and individual agendas
2. Shifting/changing projects direction to the newest ideas
3. Increasing public expectations of Town government
4. Ability to raise funds for operations and staffing
5. Doing and taking responsibilities from others – landscape, litter control, grass cutting, parking lot maintenance, solid waste
6. Expanding stormwater responsibilities

POLICY INITIATIVES 2015

1. Sewer Service Policy and Plan
2. South Island/Sea Pines Sub Regional Traffic Study
3. Main Street Town Takeover
4. Heritage Plaza Road Extension

PRIORITY

Top Priority
Mod Priority

MANAGEMENT ACTIONS 2015

1. Public TIF Projects Prioritization
2. Private Dirt Roads Acquisition
3. Operating/Maintenance Analysis: CIP

PRIORITY

Top Priority
Top Priority
Top Priority

MANAGEMENT IN PROGRESS 2015

1. Long Range Regional Transportation Plan: Development, Project Priority
2. Gumtree Sewer Project: Staff Support

MAJOR PROJECTS 2015

1. Traffic Signal Pre-emption System Replacement
2. Fish Haul Park Flag Pole and Lighting: Construction
3. Jenkins Island/Windmill Harbour Intersection Improvements (SCDOT)
4. Marshland Road/Mathews Drive Roundabout: Construction
5. Honey Horn Special Events Bus Access and Parking: Construction
6. Coligny Parking Improvements: Construction
7. U.S. 278/William Hilton Parkway Pathway: Construction (Fresh Market to Shelter Cove)
8. Town-owned Roads Maintenance and Resurfacing: Construction
9. Pathway Safety Improvements: Construction
10. Spanish Wells Traffic Signal Replacement: Construction
11. BCSO Holding Cells: Construction
12. Main Beach Renourishment
13. Fire Station 2: Design (2015); Temporary Quarter (2016); Construction (2017)
14. Jarvis Creek Bridge Replacement and Re-Alignment of Spanish Wells Road (SCDOT)

ON THE HORIZON 2016 – 2020

1. Connected Community: Next Steps
2. Long Range Regional Transportation Plan: Development
3. Infrastructure Plan for “Ward”: Update
4. Private Dirt Roads Acquisition
5. Public Transportation Plan
6. Flyover Aesthetic Plan/Design (including Windmill Harbour)
7. Gateway Frontage Roads and Improvements at US 278 and Windmill Harbour: Final Design
8. Mid Island Traffic Study
9. Long Term Water Supply Plan
10. Impact Fees: Evaluation
11. Beach Parking Fees and Citations/Fine Amounts Comprehensive Review

Goal 5

Preeminence for Environmental Stewardship

OBJECTIVES

1. Maintain national and international recognition for Island's environmental stewardship and uniqueness
2. Maintain effective stormwater management system
3. Preserve the Island's natural resources: beach, waterways, forests, etc.
4. Preserve unique natural and historic areas
5. Have 100% availability of recycling: residential and commercial

VALUE TO RESIDENTS

1. Protection of the Island's natural environment
2. Convenient recycling for all: residents, guests and businesses
3. Protection of property and person from flooding through effective stormwater management
4. Protection of property values
5. Recognition for environmental stewardship- a model of best practices

SHORT TERM CHALLENGES AND OPPORTUNITIES

1. Degree of Town regulations and enforcement/compliance
2. Complexity and regulations impacting environment quality and sustainability
3. Role and responsibilities of POA's
4. Defining "environmental stewardship" and "sustainability"
5. Community vision vs. individual property rights

LONG TERM CHALLENGES AND OPPORTUNITIES

1. Solid waste collection
2. Defining "green": concepts and Town actions
3. "Preservation of Trees": perception vs. reality
4. Balancing consistency and degree of flexibility in compliance and enforcement
5. Responding to NPDES

POLICY ACTIONS 2015

1. Land Acquisition Policy: Review/Future
2. Storm Water Utility Fee: Review
3. Storm Water Utility Street Agreements with Neighborhood POA's

PRIORITY

MANAGEMENT ACTIONS 2015

1. Beach Management Plan: Update
2. NPDES Permit: Compliance Action Plan

PRIORITY

Top Priority
High Priority

MANAGEMENT IN PROGRESS 2015

1. Beach Management Plan: Update
2. Island wide Beach Renourishment: Permitting, Design
3. Storm Water Systems Modeling: Indigo Run, Upper Broad Creek
4. Stormwater Access and Maintenance Agreements
 - A. Shelter Cove
 - B. Jarvis Creek Club
 - C. Bermuda Pointe
5. FEMA Firm Map: Adoption

MAJOR PROJECTS 2015

1. Shelter Cove Water Quality Enhancement Project

ON THE HORIZON 2016 – 2020

1. Flood Mitigation Project (U.S. 278 near Panera Bread and Arby's): Coordination

TOWN OF HILTON HEAD ISLAND ACTION AGENDA 2015

Town of Hilton Head Island Policy Agenda 2015

TOP PRIORITY

Coligny Circle – Sea Pines Circle Area Plan

Arts and Culture Collaborative Strategy

USCB Campus Development

Mitchelville Project

Vision and Master Plan for the Island

Sewer Service Available to All Who Want It

HIGH PRIORITY

Workforce Housing: Policy and Tools

Economic Development Corporation Plan and Tools

Town-owned Land Inventory/Direction

Community Organization Financial/Performance Review

Comprehensive Town Wide Dredging Policy/Management and Maintenance

Schools and Education Strategy

MODERATE PRIORITY

South Island/Sea Pines Sub Regional Traffic Study

Arts Center Building: Direction, Funding

Town Policy/Tool Kit: Aging Office Buildings and Commercial Centers

Town of Hilton Head Island Management Agenda 2015

TOP PRIORITY

Debt/Reserve Policy: Review

Beach Management Plan: Update

Public TIF Projects Prioritization

Private Dirt Roads Acquisition

Airport Expansion

Operating/Maintenance Analysis: CIP

HIGH PRIORITY

Cordillo Tennis Court: Sale

Departmental Performance Audit

CDBG Plan

Shelter Cove Area Redevelopment Project

NPDES Permit: Compliance Action Plan

Town of Hilton Head Island Management in Progress 2015

The RBC Heritage Presented by Boeing: Contract Renewal; Annual Funding

Carolina Office Park: Landlord/Tenant Issues

Small Business Development Program

Legislative Program 2015

Fire – Rescue Enabling Ordinance: Name and Mission Clarification

Medical Billing Conversion (ICD 10)

Disaster Recovery Plan: Update, Training

ATAX Recovery Process

Deferred Compensation Program: 3rd Party Review

Employee Assistance Program: RFP

SCBA Replacement

Pre-Fire Planning Program/Policy: Development

ISO Audit

Web based Fire Sprinkler Reporting System: Investigation

Flood Insurance Rate Maps: Revision
Shelter Cove Pier: Resolution
Power Line Burial: Town Oversight
Long Range Regional Transportation Plan: Development, Project Priority
Gumtree Sewer Project: Staff Support
Beach Management Plan: Update
Island wide Beach Renourishment: Permitting, Design
Storm Water Systems Modeling: Indigo Run, Upper Broad Creek
Stormwater Access and Maintenance Agreement
FEMA Firm Map: Adoption

Town of Hilton Head Island Major Projects 2015

Office Park Road Intersection Improvements: Design

Town Hall Office Space Renovations (Finance Wing)

Pay by Space Meters at Driessen Beach Park: Installation

Island Recreation Center Expansion Phase I: Design, Permitting

Traffic Signal Pre-emption System Replacement

Fish Haul Park Flag Pole and Lighting: Construction

Jenkins Island/Windmill Harbour Intersection Improvements (SCDOT)

Marshland Road/Mathews Drive Roundabout: Construction

Honey Horn Special Events Bus Access and Parking: Construction

Coligny Parking Improvements: Construction

U.S. 278/William Hilton Parkway Pathway: Construction (Fresh Market to Shelter Cove)

Town-owned Roads Maintenance and Resurfacing: Construction

Pathway Safety Improvements: Construction

Spanish Wells Traffic Signal Replacement: Construction

BCSO Holding Cells: Construction

Main Beach Renourishment

Fire Station 2: Design (2015); Temporary Quarter (2016); Construction (2017)

Jarvis Creek Bridge Replacement and Re-Alignment of Spanish Wells Road (SCDOT)

Shelter Cove Water Quality Enhancement Project