

Our Plan -- Section 3.0: Our Core Values

The chapters in this section, and in Sections 4.0 and 5.0, present the goals, strategies, and tactics that will guide the future planning and policy decisions for the Town of Hilton Head Island into 2040.

[Editor's note: This rendition presents the strategies and tactics as objectives in conformance with the Strategy Markup Language (StratML) standard (ISO 17469-1). It does not include the introductory and explanatory text, which can be found in the original PDF source.]

Contents

Vision.....	11
Mission.....	11
Values	11
IDEALS OF EXCELLENCE.....	13
EX1. Place	14
EX1.1. Adoption	14
EX1.2. Deployment	14
EX1.2.1. Sense of Place	14
EX1.3. Promotion & Marketing	14
EX1.4. Recognition	15
EX1.5. History & Culture	15
EX1.6. Standards	15
EX1.6.1. Projects & Properties	15
EX2. People	17
EX2.1. Communication Plan	17
EX2.2. History	17
EX2.3. Awards & Recognition	17
EX2.4. Accessibility	17
EX2.5. Demographic Data	18
EX2.6. Public Services	18
EX2.7. Staff Facilities	18
EX2.8. Arts & Culture Education	19
EX2.9. Parks & Recreation	19
EX2.10. Diversity	19
EX2.10.1. Competitiveness	19
EX2.11. Volunteerism & Human Capital	20
EX3. Planning & Process	21
EX3.1. Comprehensive Plan	21
EX3.1.1. Progress Reports	21
EX3.2. Center for Excellence	21
EX3.2.1. Monitoring & Evaluation	21
EX3.2.2. Surveys & Metrics	22
EX3.3. Land Use	22
EX3.3.1. Zoning & Regulations	22
EX3.4. Design & Development Standards	22
EX3.5. Engagement	23
EX3.5.1. Civic Pride	23
EX3.5.2. Online Tools	23
EX3.6. Awards & Recognition	23
EX3.7. Partnerships	24
EX3.8. Innovation & Learning	24
EX3.8.1. Standards & Best Practices	24
EX3.8.2. Planning Process	24

EX3.8.3. Continuous Improvement.....	25
EN1. WASTE	26
EN1.1.1. Collection.....	26
EN1.1.2. Recycling & Composting	26
EN1.1.3. Processing Center.....	26
EN1.1.4. Education & Promotion	26
EN1.1.4.1. Composting	27
EN1.1.4.2. Information	27
EN1.1.4.3. Recycling & Litter	27
EN1.1.4.4. Reuse & Upcycling	28
EN2. SUSTAINABILITY	29
EN2.1. Research.....	29
EN2.1.1. Event	29
EN2.1.2. Town Hall	29
EN2.2. Structures & Sites.....	29
EN2.2.1. Development Projects	30
EN2.2.2. LID.....	30
EN2.3. Green Standard.....	30
EN2.3.1. Green Certifications	30
EN2.4. Environmental Education.....	31
EN2.4.1. Efforts & Projects.....	31
EN2.4.2. Partnerships.....	31
EN2.5. Impervious Surfaces.....	32
EN2.6. Protections	32
EN3. WATER	33
EN3.1. Watersheds.....	33
EN3.1.1. Water Quality.....	33
EN3.1.2. Stormwater.....	33
EN3.1.3. Incentives	33
EN3.1.4. Impervious Surfaces.....	34
EN3.1.5. Headwaters	34
EN3.1.6. Broad Creek	34
EN3.1.7. Stormwater Management	34
EN3.2. Irrigation	35
EN3.2.1. Plantings	35
EN3.2.2. Grass	35
EN3.2.3. Town Projects & Properties	35
EN3.2.4. Reclamation & Storage	35
EN3.2.5. Rainwater.....	36
EN3.3. Conservation & Pollution.....	36
EN3.3.1. Xeriscape	36
EN3.3.2. Stormwater Resources	36
EN3.4. Discharge & Runoff	37
EN4. ENVIRONMENT	38
EN4.1. Goals & Metrics	38
EN4.1.1. CPA-O & TA-O Districts.....	38
EN4.1.2. Beaches	38
EN4.1.3. Open Space	38
EN4.2. Town Property	39
EN4.2.1. Greenways	39
EN4.2.3. Blueways.....	39
EN4.3. Utility Easements.....	39
EN4.4. Forests.....	40

EN4.5. Wetlands	40
EN4.5.1. Buffers	40
EN4.5.2. Town Properties	40
EN4.5.3. Regulations	40
EN4.6. Ordinances	41
EN5. ENERGY	42
EN5.1. Incentives	42
EN5.2. Town Facilities.....	42
EN5.2.1. Certifications.....	42
EN5.2.2. Appliances & Systems	42
EN5.2.3. Renewables	43
EN5.2.4. Town Buildings.....	43
EN5.3. Systems	43
EN5.4. Palmetto Electric.....	44
EN6. RESILIENCE	45
EN6.1. Plan	45
EN6.1.1. Technology	45
EN6.1.2. Carbon Footprint.....	45
EN6.1.3. Sea Level.....	45
EN6.2. Codes	46
EN6.2.1. Elevation	46
EN6.2.2. Exemptions & Redevelopment	46
EN6.2.3. Flood Maps	46
EN6.3. Beach Renourishment	47
EN6.4. Wetlands	47
EN6.5. Education	47
EN7. AIR QUALITY	48
EN7.1. Public Transit	48
EN7.2. Electric Transportation.....	48
EN7.3. Trees	48
EN7.4. Density & Trips.....	48
EN7.5. Education	49
EC1. TRANSPORTATION	50
EC1.1. Infrastructure.....	50
EC1.2. Options.....	50
EC1.2.1. Airport.....	50
EC1.2.2. Public Transportation.....	51
EC1.2.3. Transit Stops	51
EC1.2.4. Pathways	51
EC1.2.5. Marine Transportation	51
EC2. BUSINESS	53
EC2.1. Telecommuting	53
EC2.2. Marketing.....	53
EC2.3. Start-Ups.....	53
EC3. BRAND	54
EC3.1. Redevelopment	54
EC3.2. Demographics & Trends	54
EC3.2.1. Population Monitoring	54
EC3.2.2. Housing.....	54
EC3.2.3. Data.....	55
EC3.3. Aging Structures	55
EC3.3.1. Rehabilitation & Conversion	55
EC3.4. Commercial Buildings	55

EC3.5. Innovation	56
EC3.6. Variety	56
EC3.7. Appearance Standards.....	56
EC4. TOURISM	57
EC4.1. Preparation & Adaption	57
EC4.1.1. Promotion	57
EC4.1.2. Culture & Heritage	57
EC4.2. Balance	58
EC4.3. Branding	58
EC4.3.1. Ambassador Program.....	58
EC4.4. Carbon Footprint.....	58
EC4.5. Events	59
EC4.6. Funding	59
EC5. POPULATION	60
EC5.1. Young Professionals	60
EC5.2. Technology	60
EC5.3. Aging	60
EC5.3.1. Older Population	61
EC5.3.2. Housing.....	61
EC5.4. Health Care	61
EC5.5. Retirees & Volunteers.....	62
EC6. WORKFORCE.....	63
EC6.1. Workforce Housing.....	63
EC6.1.1. Strategic Plan	63
EC6.1.2. Moderate Income Housing.....	63
EC6.1.3. Home Ownership	63
EC6.1.4. Town-Owned Properties	64
EC6.1.5. Land Acquisition.....	64
EC6.1.6. Demographics & Trends	64
EC6.1.7. Education	65
EC6.2. Education & Training.....	65
EC6.2.1. Industry	65
EC6.2.2. Opportunities	66
EC6.3. Wages & Benefits	66
EC6.4. Transportation.....	66
EC6.4.1. Public Transportation.....	66
EC6.4.2. Public Transit.....	67
INC1. EDUCATION	68
INC1.1. Daycare	68
INC1.2. Library.....	68
INC1.3. Education Programs	68
INC1.4. Needs.....	69
INC2. VENUES & HISTORIC SITES	70
INC2.1. Historic Landmarks	70
INC2.2. Access	70
INC2.3. Signs & Markers.....	70
INC2.3.1. Office of Cultural Affairs	71
INC2.4. Educational Programs	71
INC2.4.1. Gullah Culture.....	71
INC2.5. Preservation.....	71
INC2.6. Land Acquisition.....	72
INC2.7. Arts, Culture & History	72
INC2.7.1. Mitchelville	72

INC2.7.2. Coastal Discovery Museum72

INC3. COMMUNITY DEVELOPMENT74

INC3.1. Events, Organizations & Spaces.....74

INC3.2. Community Building.....74

INC3.3. Workforce Housing.....74

INC3.4. Redevelopment75

INC3.5. Employer Assisted Housing75

INC3.6. Collaboration & Interaction75

INC3.7. Housing Issues76

INC3.8. Gullah Geechee Project.....76

INC4. NATURAL & CULTURAL RESOURCES77

INC4.1. Natural & Cultural Areas.....77

INC4.2. Access77

INC5. DIVERSITY78

INC5.1. Needs & Assets78

INC5.2. ADA.....78

INC5.3. Interactivity.....78

INC5.4. Needs.....79

INC6. CULTURAL TOURISM80

INC6.1. Media80

INC6.2. Art & Cultural Resources80

INC6.2.1. Gullah Geechee Project80

INC7. HEALTHCARE.....81

INC7.1. Healthcare81

INC7.2. Offerings81

INC7.3. Innovation & Investment.....81

INC8. ARTS, RECREATION & CULTURE.....82

INC8.1. Venues.....82

INC8.1.1. Arts Campus.....82

INC8.1.2. Parks.....82

INC8.2. Displays.....83

INC8.3. Funding83

INC8.4. Cultural Affairs83

INC8.5. Parks + Recreation83

C1. PLANNING85

C1.1. Tools, Applications & Services85

C1.1.1. Technology Infrastructure85

C1.1.2. Social Media85

C1.1.3. Connectivity, Transparency, Outreach & Involvement85

C1.1.4. Input.....86

C1.1.5. Website86

C1.1.6. Communication86

C1.2. Participation.....87

C1.2.1. Meetings87

C1.2.2. Projects & Programs87

C1.2.3. Experts & Taskforces87

C1.3. Boards.....88

C1.4. Cooperative Planning.....88

C1.5. Training & Learning88

C2. BUILT ENVIRONMENT.....89

C2.1. Spaces & Streetscape.....89

C2.2. Neighborhoods89

C2.2.1. Nodes & Modes89

C2.2.2. Spaces & Pathways	89
C2.2.3. Interconnections	90
C2.3. Residential Developments	90
C2.4. Housing & Transportation	90
C3. COLLABORATION	91
C3.1. Events, Organizations & Communication	91
C3.2. Nonprofits	91
C3.3. Community Information	91
C3.4. Organizations & Groups	91
C3.5. Workshops & Education Events	92
C3.6. Communication Plan	92
C4. QUALITY OF LIFE	93
C4.1. Diversity	93
C4.1.1. Workforce Housing	93
C4.1.2. Gullah Geechee Project	93
C4.2. Sites & Buildings	94
C4.3. Scholastic Environment	94
C4.4. Place & QOL	94
C4.5. Promotion & Celebration	94
R1. PLANNING	96
R1.1. Collaboration	96
R1.1.1. Legislative Issues	96
R1.1.2. Workshops & Retreats	96
R1.2. Partnerships	97
R1.2.1. Emergencies	97
R1.2.2. SOLOCO	97
R1.3. Economic Development	97
R1.3.1. Industry & Research	98
R1.4. Private Sector	98
R2. WORKFORCE HOUSING	99
R2.1. Cooperation	99
R2.2. Solutions	99
R2.3. Employer Assistance	99
R2.4. Trust Fund	100
R3. TRANSPORTATION	101
R3.1. Infrastructure	101
R3.1.1. Safety	101
R3.1.2. Pathways	101
R3.1.3. Traffic	102
R3.1.4. Public Transit	102
R3.1.5. Marine-Based Transportation	102
R3.1.6. Evacuation Routes	103
R3.1.7. Roadways	103
R3.1.8. Transportation & Land Use	103
R3.1.9. Public Transit	104
R3.1.10. Bridges & Causeways	104
R4. ENVIRONMENT	105
R4.1. Resiliency	105
R4.2. Environmental Education	105
R4.2.1. Workshops & Seminars	105
R4.3. Land Acquisition	105
R4.3.1. Undeveloped Property	106
R4.3.2. Conservation & Recreation	106

R4.4. Recycling & Waste Management	106
R4.5. Development & Redevelopment.....	107
R5. TOURISM.....	108
R5.1. Marketing	108
R5.2. Businesses	108
R5.3. Regional Assets	108
INF1. TRANSPORTATION (LAND)	109
INF1.1. Roads	109
INF1.1.1. Transportation Plan.....	109
INF1.1.2. Capacity	109
INF1.1.3. Alternative Roads	110
INF1.1.4. Neighborhoods	110
INF1.1.5. Land Acquisition	110
INF1.1.6. Traffic Analysis	110
INF1.2. Automobile Alternatives.....	110
INF1.2.1. AVs, Micro Transit & MaaS	111
INF1.2.2. Complete Streets.....	111
INF1.3. Streetscapes	111
INF1.4. Roads	111
INF1.4.1. Dirt Roads.....	112
INF1.4.2. Maintenance	112
INF1.4.3. Maintenance & Litter.....	112
INF1.5. Funding.....	112
INF1.5.1. Safety Improvements	113
INF1.5.2. Impact Fees.....	113
INF1.6. Traffic Volume	113
INF1.6.1. Traffic Reports.....	114
INF1.6.2. Traffic Modeling.....	114
INF1.6.3. Traffic Circles.....	114
INF1.7. Safety Education.....	114
INF1.7.1. Technology & Best Practices	114
INF1.7.2. Laws & Regulations	115
INF1.7.3. Evacuation Routes	115
INF1.8. Public Transportation.....	115
INF1.8.1. Service Alternatives.....	116
INF1.8.2. Transit Infrastructure	116
INF1.8.3. Park-n-Ride & Buses	116
INF1.8.4. Coordination.....	116
INF1.8.5. AVs.....	117
INF1.9. Pathways.....	117
INF1.9.1. Road & Drainage Projects	117
INF1.9.2. Greenway.....	117
INF1.9.3. Public Transit.....	118
INF1.9.4. Developments & Sidewalks.....	118
INF1.9.5. Mainland Connection	118
INF1.9.6. Funding.....	119
INF1.10. Pathways.....	119
INF1.10.1. Inventory & Maintenance	119
INF1.10.2. Accidents.....	120
INF1.10.3. Programs.....	120
INF2. TRANSPORTATION (AIR).....	121
INF2.1. Accessibility	121
INF2.2. Impacts	121

INF2.2.1. Safety121

INF2.3. Residential & Property Impacts122

INF2.3.1. Modifications.....122

INF2.3.2. Master Plan.....122

INF2.4. Disaster Staging.....122

INF3. RESILIENCE.....123

INF3.1. Sea Levels & Storms.....123

INF3.1.1. Public Development Projects.....123

INF3.1.2. Zoning & Building Codes.....123

INF3.1.3. Disaster Relief Funds.....123

INF3.1.4. Sea-Level Rise.....124

INF3.2. Investments.....124

INF4. UTILITIES125

INF4.1. Policies & Investments125

INF4.1.1. Water Resources125

INF4.1.2. Stormwater Infrastructure.....125

INF4.2. Water Use125

INF4.2.1. Irrigation126

INF4.2.2. Code.....126

INF4.2.3. Reclamation.....126

INF4.2.4. Education.....126

INF4.3. Alternatives127

INF4.3.1. Potable Water127

INF4.4. Sewer.....127

INF4.5. Fire Hydrants127

INF4.6. Stormwater Funding128

INF4.6.1. Stormwater Infrastructure.....128

INF4.6.2. Stormwater Plan128

INF4.6.3. Stormwater Utility128

INF4.6.4. Drainage129

INF4.6.5. Stormwater Management.....129

INF5. PUBLIC SERVICES.....130

INF5.1. Town Government.....130

INF5.1.1. Staffing130

INF5.1.2. Town Facilities130

INF5.1.3. Fire Rescue Facilities.....130

INF5.2. Services & Facilities131

INF5.2.1. Funding.....131

INF5.3. Public Services131

INF5.3.1. Assessment & Adjustment.....131

INF5.3.2. Accreditation & Improvement.....132

INF5.3.3. Fire Rescue Plan132

INF5.3.4. Emergencies132

INF5.4. Land Acquisition132

INF5.4.1. Island Character.....133

INF5.4.2. Town-Owned Land.....133

INF5.4.3. Land Acquisition133

INF5.5. Essential Services134

INF5.6. Hazard Mitigation.....134

INF5.7. Disaster Recovery.....134

INF5.8. Emergency Operations134

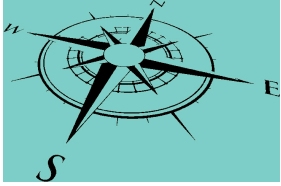
INF5.9. CIP.....135

INF5.9.1. Coordination.....135

INF5.9.2. Funding.....135
INF5.9.3. Public Facilities135
INF5.10. Transportation Investments136
INF5.10.1. State Laws.....136
INF5.10.2. Drainage136
INF5.10.3. Transportation Coordination.....136
INF6. HOUSING.....137
INF6.1. Workforce Housing137
INF6.2. Codes & Standards137
INF6.2.1. Interconnections137
INF6.3. Residential Density.....137
INF7. TECHNOLOGY139
INF7.1. Emerging Technologies.....139
INF7.2. Continuous Improvement139
INF7.2.1. Action Plan139
Administrative Information.....140

DEMONSTRATION ONLY

DEMONSTRATION ONLY



Town of Hilton Head Island (HHI)

Vision

A community of sustainable excellence

Mission

To guide the future planning and policy decisions for the Town of Hilton Head Island into 2040.

Values

Excellence: Our Ideals of Excellence are to be a community that:

Place: For Our Place,

Inclusiveness: 1. Is welcoming, inclusive, safe and people-focused;

Safety

Quality of Life: 2. Is recognized as an excellent place to live;

History: 3. Preserves, values and recognizes its history;

Attractiveness: 4. Attracts businesses and visitors who identify with and appreciate the Hilton Head Island community's Core Values; and

Nature: 5. Protects the natural environment as a unique quality of our identity.

People: For Our People,

Greater Good: 6. Prioritizes the greater good of everyone;

Diversity: 7. Attracts and maintains a diverse and multi-dimensional residential population, providing a competitive live-work option; and

Culture: 8. Recognizes the benefit and value of arts, culture, recreation, and education for the community.

Planning: For Our Planning and Process,

Collaboration: 9. Fosters a collaborative, transparent, and inclusive environment when resolving concerns or planning for the future;

Transparency

Sustainability: 10. Considers sustainability as foundational to the Island's environment, economic, and social development and redevelopment;

Inspiration: 11. Fosters a spirit of inspiration and leads by example;

Leadership

Innovation: 12. Uses innovation and learning to continually develop and apply best practices and standards for processes and projects; and

Learning

Standards

Best Practices

Adaptability: 13. Continually adapts the Core Values and comprehensive plan to meet the needs of the present and the future.

DEMONSTRATION ONLY

IDEALS OF EXCELLENCE

Adopt and Pursue Our Ideals of Excellence for Hilton Head Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EX1. Place

Pursue Strategies for Our Place

EX1.1. Adoption

Adopt Our Ideals of Excellence in order to initiate progress for these strategies and provide a foundation for the Town as outlined in this chapter.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX1.2. Deployment

Deploy Our Ideals of Excellence through the Town’s community engagement, communication standards and execution of projects and policy.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX1.2.1. Sense of Place

Develop a sense of place that clearly communicates our community values and Our Ideals of Excellence, for example, through promotion or other visual standards.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX1.3. Promotion & Marketing

Ensure Our Ideals of Excellence are reflected in how the Island is promoted and marketed.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX1.4. Recognition

Apply for and promote awards of recognition for the Town of Hilton Head Island, such as the League of American Bicyclists Bicycle Friendly Community designation.

Stakeholder(s):

League of American Bicyclists

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX1.5. History & Culture

Foster the preservation and promotion of the rich cultural heritage and historical resources of Hilton Head Island.

See Inclusive Strategy 2.5

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX1.6. Standards

Evaluate, develop and maintain standards that preserve and enhance the natural and physical environments that reflect the character of the Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX1.6.1. Projects & Properties

Set an example for the community by developing and maintaining Town projects and properties in a manner that preserves and enhances Island character.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EX2. People

Pursue Strategies for Our People

EX2.1. Communication Plan

Develop a communication plan that relays Our Ideals of Excellence, the adoption of them, and these implementation strategies.

See Connected Goal 1

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.2. History

Encourage increased knowledge and awareness of the local Island and Gullah-Geechee history.

See Inclusive Tactic 2.4.1

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.3. Awards & Recognition

Pursue awards and recognition that promote the qualities of our residential community.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.4. Accessibility

Continue to host Town special events and meetings that are in compliance with adopted standards for accessibility, and evaluate adopting a policy for accessibility that meets or exceeds the standards.

See Connected Strategy 4.2, Inclusive Strategy 5.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.5. Demographic Data

Continue to acquire and maintain the most current and accurate demographic data for Hilton Head Island for use by staff and the community.

Collaborate with regional resources as needed to acquire data. See Economy Strategy 3.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.6. Public Services

Continue to provide excellent law enforcement, Fire Rescue, Emergency Management and disaster recovery services to the Island residents and visitors.

See Infrastructure Strategy 5.3

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.7. Staff Facilities

Continue to provide the staff and requisite facilities needed to maintain the excellent administration of all Town government functions, including customer service.

See Infrastructure Strategies 5.1 and 5.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.8. Arts & Culture Education

Continue to engage the community through excellent arts and culture education with outreach opportunities and events.

See Inclusive Strategy 8.4

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.9. Parks & Recreation

Recognize the importance of parks and recreation for the Island community through the development, maintenance, improvement, and enhancement of recreation facilities and programs.

See Inclusive Strategy 8.5, Our Plan Section 4.0 Parks + Recreation

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.10. Diversity

Work with partners and anchor institutions to promote opportunities that will diversify the residential population.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.10.1. Competitiveness

Encourage development and opportunities that help Hilton Head Island be a competitive place to live and work.

See Economy Strategy 5.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX2.11. Volunteerism & Human Capital

Leverage the deep experience and skills of the retirement community and their volunteerism to publicize the human capital on the Island.

See Economy Strategy 5.5

Stakeholder(s):

Retirement Community

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EX3. Planning & Process

Pursue Strategies for Our Planning and Process

EX3.1. Comprehensive Plan

Evaluate the Town’s comprehensive plan on a regular basis as required by the state for consistency and applicability to existing conditions, policies, and projects.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.1.1. Progress Reports

Maintain a list of goals, strategies and tactics that are specifically being addressed or accomplished so the Island community can follow progress and stay involved with the comprehensive plan.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.2. Center for Excellence

Create our Town government to be a Center for Excellence.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.2.1. Monitoring & Evaluation

Encourage the Town government, boards, commissions, and staff to monitor and evaluate their work and projects for compliance with the Core Values and Our Ideals of Excellence.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.2.2. Surveys & Metrics

Develop and deploy a survey or measurement tool to obtain the Island community’s outlook on Our Ideals of Excellence, interests, input, or concerns as applicable for Town projects, processes, or policies.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.3. Land Use

Continue to provide an appropriate range of land uses that accommodate the needs of the community.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.3.1. Zoning & Regulations

Provide appropriate modifications to the zoning designations and land use regulations to meet market demands while maintaining Island character.

See Connected Strategy 2.3

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.4. Design & Development Standards

Ensure new design and development standards consider Our Ideals of Excellence.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.5. Engagement

Continue to engage the community, above and beyond what is minimally required, for the planning and policy process.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.5.1. Civic Pride

Instill a strong sense of civic pride by encouraging involvement in Town boards and commissions, in public decision-making, and through community engagement.

See Connected Strategy 1.3

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.5.2. Online Tools

Evaluate and incorporate the application of online tools, applications or services in planning and engagement processes.

See Connected Tactic 1.1.3

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.6. Awards & Recognition

Pursue awards and recognition for the Town’s planning and design efforts.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.7. Partnerships

Evaluate and utilize public and/or private partnerships and cooperation in Town projects or beautification efforts.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.8. Innovation & Learning

In the development of best practices and standards for processes, policies and projects, use innovation and learning, to continually build and improve upon past experiences.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.8.1. Standards & Best Practices

Identify and apply standards and best practices for processes and projects.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.8.2. Planning Process

Ensure the planning process is dynamic and transparent.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EX3.8.3. Continuous Improvement

Use lessons learned and innovation to continually improve upon Our Ideals of Excellence and applicable strategies and tactics.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EN1. WASTE

Work towards a Town-wide zero waste model.

See Regional Strategy 4.4

EN1.1.1. Collection

Examine waste collection options that take into account the unique aspects of the Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN1.1.2. Recycling & Composting

Explore methods to improve recycling and composting rates.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN1.1.3. Processing Center

Encourage Beaufort County to create an off-Island materials processing center and work with them to identify long term waste disposal and recycling capabilities.

Stakeholder(s):

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN1.1.4. Education & Promotion

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

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN1.1.4.1. Composting

Facilitate composting models at highly visible sites, such as schools and Town facilities.

Stakeholder(s):

Schools

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN1.1.4.2. Information

Pursue new ways to disseminate information on waste and recycling on the Town’s website to residents and visitors.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN1.1.4.3. Recycling & Litter

Promote Beaufort County’s recycling and litter control programs.

Stakeholder(s):

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN1.1.4.4. Reuse & Upcycling

Incorporate initiatives to reuse and upcycle trash for art programs or local artists.

Stakeholder(s):

Art Programs

Local Artists

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EN2. SUSTAINABILITY

Become recognized leaders in environmental protection and sustainability.

See Regional strategy 4.5

EN2.1. Research

Investigate ways to foster environmental ecosystem and environmental sustainability research.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.1.1. Event

Sponsor an environmentally-focused event of regional or national significance.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.1.2. Town Hall

Develop and implement a Sustainable Practices Plan for Town Hall.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.2. Structures & Sites

Encourage and offer options for sustainable development of structures and sites.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.2.1. Development Projects

Investigate implementation of environmentally sustainable standards, such as Sustainable Sites Initiative, LEED or Earthcraft, for all development projects.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.2.2. LID

Integrate a Low Impact Development (LID) menu of optional design techniques in the LMO.

Provide an incentive for each LID technique.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.3. Green Standard

Create a green standard for all Town facilities and Capital Improvement Projects.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.3.1. Green Certifications

Continue to pursue green certifications, such as Sustainable Sites Initiative, or LEED, for new and redeveloped Town facilities and infrastructure.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.4. Environmental Education

Explore ways to expand environmental education efforts and programs, such as using new formats (videos) and promoting social media posts.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.4.1. Efforts & Projects

Continue to implement effective environmental education efforts and projects, such as installing interpretive signs on Town property.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.4.2. Partnerships

Strengthen existing and form new local, regional, and national partnerships with environmental organizations, governments, businesses, religious groups, civic groups, neighborhoods, POAs, schools and universities, etc, for environmental education purposes.

Stakeholder(s):

Environmental Organizations

Governments

Businesses

Religious Groups

Civic Groups

Neighborhoods

POAs

Schools

Universities

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.5. Impervious Surfaces

When evaluating property for land acquisition, identify opportunities to provide localized benefits such as reduction of stormwater runoff, increased shading of impervious surfaces, and overall reduction of impervious surfaces.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN2.6. Protections

Continue to maintain or strengthen existing environmental protections for buffers, trees, wetlands, dunes and special habitat areas.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3. WATER

Monitor our water resource so that it is clean, abundant and available.

EN3.1. Watersheds

Preserve healthy watersheds and restore impaired watersheds.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.1.1. Water Quality

Continue to publish water quality data in an annual report.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.1.2. Stormwater

Continue to monitor water quality at stormwater discharge points and use the data to guide future infrastructure improvements.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.1.3. Incentives

Explore incentives for applicants to use watershed friendly, low-impact planning strategies during plan review.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.1.4. Impervious Surfaces

Look for ways to reduce impervious surfaces Island-wide through the use of pervious materials and other methods, and using the Town impervious surfaces map to address the watersheds with high impervious percentages.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.1.5. Headwaters

Explore innovative methods to take development pressure off environmentally sensitive headwater regions.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.1.6. Broad Creek

Continue to implement the recommendations of the Broad Creek Management Plan and evaluate the need to update the plan to address changing conditions.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.1.7. Stormwater Management

Consider incentivizing alternative stormwater management techniques, to include LID techniques such as bioretention, treatment trains, permeable pavement, and infiltration.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.2. Irrigation

Foster the reduction of the amount of treated water used for irrigation and increase the amount of reclaimed water used for irrigation.

See Infrastructure Strategy 4.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.2.1. Plantings

Continue to encourage the use of drought-tolerant native plantings with high wildlife value (food and habitat).

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.2.2. Grass

Educate the community about the benefits of limiting turf grass, which requires more irrigation and fertilization than native, drought-tolerant species.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.2.3. Town Projects & Properties

Limit the amount of turf grass and species requiring irrigation planted for Town projects and properties.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.2.4. Reclamation & Storage

Encourage infrastructure improvements needed to store and use reclaimed water.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.2.5. Rainwater

Utilize projects and development on Town-owned land to demonstrate rainwater recycling techniques.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.3. Conservation & Pollution

Continue efforts to educate the public on preventing water pollution and increasing water conservation.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.3.1. Xeriscape

Promote sites like the Xeriscape Garden at Town Hall, and build demonstration sites and structures, such as green roofs and rainwater harvest technologies.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.3.2. Stormwater Resources

Highlight resources for alternative stormwater management and designs for both single family and non-single family developments on the Town’s website.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN3.4. Discharge & Runoff

Ensure the beach environment stays protected by continuing to prevent surface runoff and/or discharge from stormwater and pools.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EN4. ENVIRONMENT

Protect and restore the natural environment of Hilton Head Island.

EN4.1. Goals & Metrics

Establish goals and clear metrics for: water (salt and fresh) quality and quantity; tree coverage; wildlife, and beach erosion.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.1.1. CPA-O & TA-O Districts

Monitor the effectiveness of the Coastal Protection Area Overlay (CPA-O) and Transition Area Overlay (TA-O) districts.

See LMO Sections 16-3-106.L and 16-3-106.M

Stakeholder(s):

CPA-O Districts

TA-O Districts

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.1.2. Beaches

Continue to maintain and protect the beach ecosystem for wildlife (e.g. sea turtle nesting, island glass lizard habitat, piping plover critical habitat).

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.1.3. Open Space

Continue to preserve and maintain open space, including the improvement and enhancement of existing open space.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.2. Town Property

Find ways to use Town property to showcase environmental preservation.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.2.1. Greenways

Where applicable, establish greenways between Town properties and other areas of open space.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.2.3. Blueways

Where applicable, establish blueways to link Town-owned properties.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.3. Utility Easements

Encourage utility companies to maintain easements in a controlled state.

Stakeholder(s):

Utility Companies

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.4. Forests

Create a forest preservation program to preserve and enhance the Island’s forested areas.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.5. Wetlands

Maintain and adapt the wetland management program to preserve and enhance our wetland system.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.5.1. Buffers

Enhance, create, and maintain vegetated riparian wetland buffers with viewing corridors and windows.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.5.2. Town Properties

Maintain and protect wetland buffers on Town property by utilizing native plants and pervious surfaces.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.5.3. Regulations

Continue to evaluate and adopt regulations to ensure wetland buffers are protected.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN4.6. Ordinances

Educate residents and visitors on natural resource ordinances.

Stakeholder(s):

Residents

Visitors

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EN5. ENERGY

Maximize the efficiency of energy usage and expand the use of renewable energy.

EN5.1. Incentives

Incentivize the use of energy-efficient building techniques, such as Sustainable Sites Initiative, LEED, Earthcraft, green materials and appliances for residential and nonresidential developments.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN5.2. Town Facilities

Use Town facilities as examples of efficient energy use and renewable energy systems.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN5.2.1. Certifications

Continue to pursue Sustainable Sites Initiative, LEED or similar certifications for Town buildings, project sites and facilities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN5.2.2. Appliances & Systems

Continue to install new and replacement (as needed) energy-efficient appliances, lighting, HVAC systems, etc. in Town buildings and facilities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN5.2.3. Renewables

Consider installing renewable energy systems, such as solar panels, on Town buildings/property to demonstrate the benefits of renewable energy sources.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN5.2.4. Town Buildings

Reduce energy consumption of Town buildings where possible.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN5.3. Systems

Encourage the use of renewable energy systems, such as solar panels.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN5.4. Palmetto Electric

Promote Palmetto Electric’s energy efficiency and renewable energy programs in Town facilities and to residents and visitors.

Stakeholder(s):

Palmetto Electric

Residents

Visitors

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EN6. RESILIENCE

Prepare a plan for and to mitigate the effects of climate change.

See Infrastructure Goal 3

EN6.1. Plan

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.

See Infrastructure Strategy 3.1

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN6.1.1. Technology

Use the latest technology to better understand the long-term implications of sea level rise and climate change on the Island's natural resources.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN6.1.2. Carbon Footprint

Consider committing to a new zero carbon footprint for Town facilities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN6.1.3. Sea Level

Continue to document sea level rise impacts on the Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN6.2. Codes

Adjust Town codes as appropriate to minimize the impacts of climate change and sea level rise on private property.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN6.2.1. Elevation

Examine the benefits and costs of requiring new structures to be elevated above the minimum requirements.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN6.2.2. Exemptions & Redevelopment

Consider eliminating or reducing exemptions when permitting the redevelopment of nonconforming structures.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN6.2.3. Flood Maps

Anticipate the effects of new FEMA Flood Maps.

Stakeholder(s):

FEMA

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN6.3. Beach Renourishment

Maintain all programs required to support and continue the beach renourishment program.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN6.4. Wetlands

Continue to acquire wetlands and other low-lying and flood-prone pieces of land in order to decrease development in flood-prone areas.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN6.5. Education

Educate residents and visitors about climate change and how it will affect the Island.

Stakeholder(s):

Residents

Visitors

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN7. AIR QUALITY

Improve air quality by reducing/minimizing emissions.

EN7.1. Public Transit

Explore opportunities for the further development and use of public transit (prioritizing vehicles that use renewable energy) and other innovative transportation strategies.

See Infrastructure Strategy 1.8

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN7.2. Electric Transportation

Promote the use of low impact alternative electric transportation where appropriate.

See Infrastructure Strategies 1.8 and 1.9

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN7.3. Trees

Preserve and plant trees for reduction of the urban heat island effect.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN7.4. Density & Trips

Continue to purchase property to decrease the total available density and the number of peak hour trips on Island roads.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EN7.5. Education

Educate residents and visitors about air quality and its impact on human and environmental health.

Stakeholder(s):

Residents

Visitors

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EC1. TRANSPORTATION

Continue to improve access to and around Hilton Head Island.

EC1.1. Infrastructure

Encourage transit and technology providers to design and build consistent infrastructure coverage to/from and throughout the island to stay cost competitive and provide a prosperous economy.

Stakeholder(s):

Transit Providers

Technology Providers

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC1.2. Options

Consider diverse transportation options for alternate means of access to the Island.

See Infrastructure Strategy 1.8

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC1.2.1. Airport

Continue to work with Beaufort County to modernize and revitalize the Hilton Head Airport.

Stakeholder(s):

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC1.2.2. Public Transportation

Work with transportation partners to increase options for public transportation throughout the region to attract workforce and visitors, and provide options for residents.

See Regional Tactic 3.1.9

Stakeholder(s):

Workforce

Visitors

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC1.2.3. Transit Stops

Complement public transit operations such as those of Palmetto Breeze (LRTA) by connecting transit stops with employment destinations and tourist destinations.

See Regional Tactic 3.1.4

Stakeholder(s):

Palmetto Breeze

Employees

Tourists

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC1.2.4. Pathways

Continue to promote and improve the Island multi-use pathway system as a viable alternative to auto-oriented transportations.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC1.2.5. Marine Transportation

Evaluate options to integrate marine-based transportation when cost effective and where feasible.

See Regional Tactic 3.1.5

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EC2. BUSINESS

Attract more diverse businesses, specifically those with high intellectual capacity and a small footprint.

EC2.1. Telecommuting

Consider incentives for businesses that promote telecommuting or working from home.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC2.2. Marketing

Collaborate and coordinate with existing organizations to market and expand upon Hilton Head Island's diverse economic opportunities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC2.3. Start-Ups

Foster and encourage new business start-ups.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3. BRAND

Manage evolving economic growth while maintaining Hilton Head Island’s unique aesthetic.

EC3.1. Redevelopment

Support sustainable redevelopment that preserves the environment, modernizes infrastructure, and creates economic benefit to the greatest extent possible.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3.2. Demographics & Trends

Monitor demographics and economic trends to manage emerging growth and changes.

See Excellence Strategy 2.5

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3.2.1. Population Monitoring

Maintain information to track the Island’s actual daytime and seasonal populations, including the impacts of the commuting workforce and the seasonal visitor population on the Island’s infrastructure and infrastructure planning and maintenance.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3.2.2. Housing

Monitor trends in housing development to provide housing options that meet market demands.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3.2.3. Data

Provide data as needed or requested to support other agencies or organizations.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3.3. Aging Structures

Monitor areas that have high concentrations of aging structures to target for potential redevelopment.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3.3.1. Rehabilitation & Conversion

Research opportunities to encourage property owners of dilapidated structures to rehabilitate and convert the buildings to workforce housing as a means to provide both redevelopment and additional housing.

Stakeholder(s):

Property Owners

Workforce

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3.4. Commercial Buildings

Continue to encourage repurposing or revitalization of existing commercial spaces/structures or buildings through flexibility or incentives for redevelopment.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3.5. Innovation

Explore innovative methods to guide development.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3.6. Variety

Encourage a variety of housing types to meet the needs of the population.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC3.7. Appearance Standards

Consider adopting appearance standards to optimize the character of the Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC4. TOURISM

Explore, understand, prepare for, and adapt to the future of tourism.

EC4.1. Preparation & Adaption

Work with the Hilton Head Island-Bluffton Visitor and Convention Bureau to prepare for and adapt to the future of tourism.

Stakeholder(s):

Hilton Head Island-Bluffton Visitor and Convention Bureau

Tourists

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC4.1.1. Promotion

Promote the Island as a best-in-class, well-maintained, coastal Island residential and resort community with high speed telecommunication capability, road, sea and air access, where it is possible to operate with remote capability (telecommuting) and also enjoy a rich Island lifestyle.

See Our Ideals of Excellence

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC4.1.2. Culture & Heritage

Encourage opportunities for culture and heritage based tourism.

See Inclusive Goal 6

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC4.2. Balance

Strive for a balance between tourism and resident economies.

Stakeholder(s):

Tourists

Residents

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC4.3. Branding

Collaborate with organizations to market globally a clear brand of Hilton Head Island and what makes the Island unique.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC4.3.1. Ambassador Program

Continue to encourage the Hilton Head Island Ambassador Program offered by the University of South Carolina Beaufort.

Stakeholder(s):

University of South Carolina Beaufort

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC4.4. Carbon Footprint

Encourage the tourism industry on the Island to offer visitors a chance to mitigate their travel carbon footprint.

Stakeholder(s):

Tourism Industry

Visitors

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC4.5. Events

Continue to support special events such as the Heritage Golf Tournament, Concours d'Elegance, etc.

Stakeholder(s):

Heritage Golf Tournament

Concours d'Elegance

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC4.6. Funding

Continue to support existing arts, culture, and history organizations through appropriate and creative funding.

See Inclusive Strategy 8.3

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC5. POPULATION

Attract a diverse/dynamic local population.

EC5.1. Young Professionals

Build relevance to young professionals that represent the “new economy” by embracing technology and offering live/work options.

Stakeholder(s):

Young Professionals

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC5.2. Technology

Continue to foster the use of technology that will allow opportunities to work remotely or from home.

See Excellence Tactic 2.10.1

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC5.3. Aging

Foster an economy that includes support for a healthy aging population and allows for aging in place.

Stakeholder(s):

Older Residents

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC5.3.1. Older Population

Work with appropriate organizations that can help the Town to best utilize and support its older population.

Stakeholder(s):

Older Population

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC5.3.2. Housing

Encourage housing options that provide opportunities for residents to age in place.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC5.4. Health Care

Create an environment for prosperity and innovation to allow the private sector health care providers to access adequate, cost effective health care services for the Island’s aging population as well as residents and visitors.

See Inclusive Strategy 7.3

Stakeholder(s):

Health Care Providers

Residents

Visitors

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC5.5. Retirees & Volunteers

Leverage the deep experience and skills of retirees and their volunteerism to publicize the human capital on the Island.

See Excellence Strategy 2.11

Stakeholder(s):

Retirees

Volunteers

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

EC6. WORKFORCE

Have a high quality, sustainable workforce.

EC6.1. Workforce Housing

Encourage the development of workforce housing through effective incentives.

See Connected Tactic 4.1.1, Inclusive Strategy 3.3, Infrastructure Strategy 6.1, Regional Goal 2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.1.1. Strategic Plan

Continue to pursue the recommendations from the Workforce Housing Strategic Plan.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.1.2. Moderate Income Housing

Identify methods to support construction of new moderate income housing by 2024.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.1.3. Home Ownership

Support programs aimed at increasing home ownership, for example, Habitat for Humanity.

Stakeholder(s):

First-Time Homeowners

Habitat for Humanity

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.1.4. Town-Owned Properties

Consider the use of Town-owned properties, where appropriate, for future development projects or land swaps for workforce housing.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.1.5. Land Acquisition

Review the land acquisition program to determine if a workforce housing component would be an appropriate modification going forward.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.1.6. Demographics & Trends

Monitor changing demographics and trends in housing development to allow for housing options to meet market demands.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.1.7. Education

Continue to educate the public on the potential impact on their daily quality of life that is directly affected by the supply or lack of workforce housing.

Stakeholder(s):

The Public

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.2. Education & Training

Coordinate with educational institutions/agencies to meet the educational and training needs of the Island's population and workforce.

Stakeholder(s):

Educational Institutions

Educational Agencies

Workforce

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.2.1. Industry

Collaborate with local industry to determine education needs for now and in future.

Stakeholder(s):

Local Industry

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.2.2. Opportunities

Encourage diverse educational opportunities that will prepare students for a career, including two-year trade schools.

Stakeholder(s):

Students

Trade Schools

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.3. Wages & Benefits

Evaluate results of Town staff wage and benefit analyses.

Stakeholder(s):

Town Staff

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.4. Transportation

Evaluate transportation options for the workforce.

Stakeholder(s):

Workforce

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.4.1. Public Transportation

Support enhancements to the public transportation network, such as continued integration of bike racks on buses and linking pathways to transit stops, to providing a link to off-island users.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

EC6.4.2. Public Transit

Support the coordination of existing regional public transit providers to enhance the service to the mainland and the Island for the commuting workforce.

See Regional Tactic 3.1.9

Stakeholder(s):

Regional Public Transit Providers

Commuters

Workforce

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

INC1. EDUCATION

Create an environment that fosters equitable, high quality education options, where Hilton Head Island is recognized as an epicenter of life-long learning.

INC1.1. Daycare

Cooperate with the public school district, private schools, Island non-profit organizations, and concerned citizens to assess the Island’s daycare facilities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC1.2. Library

Encourage Beaufort County to continue their efforts to provide resources and funding for the Hilton Head library.

Stakeholder(s):

Beaufort County

Hilton Head Library

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC1.3. Education Programs

Continue to coordinate with the University of South Carolina Beaufort (USCB) and other continuing education programs to partner with primary, secondary, and tertiary schools in establishing continuing education.

Stakeholder(s):

University of South Carolina Beaufort

Primary Schools

Secondary Schools

Tertiary Schools

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC1.4. Needs

Cooperate with the public school district to assess the needs of the Beaufort County School District Hilton Head Island Cluster.

Stakeholder(s):

Beaufort County School District

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

INC2. VENUES & HISTORIC SITES

Reimagine our venues and historic places so that they are inviting and accessible.

INC2.1. Historic Landmarks

Consider developing a historic landmarks protection or similar program per recommendations about historic and culturally significant sites from the Gullah Geechee Preservation Project Report.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC2.2. Access

Continue to encourage planned communities and other private landowners to provide access to cultural and historic sites for family members, friends, and historians for the purpose of education and maintenance.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC2.3. Signs & Markers

Continue to support establishing wayfinding signs and historic markers to identify Island historic sites, historic neighborhoods, important people, and important historic events.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC2.3.1. Office of Cultural Affairs

Continue to support the Office of Cultural Affairs (OCA) in efforts to establish wayfinding signs for unique historic areas.

Stakeholder(s):
Office of Cultural Affairs

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC2.4. Educational Programs

Continue to foster establishing educational programs that help residents and visitors of all ages to understand the long, unique history and rich cultural traditions on Hilton Head Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC2.4.1. Gullah Culture

Establish a program to educate Town officials, area school teachers, and others on Gullah culture so they can better understand the culture and more effectively interact with the Island’s Gullah citizens per the Gullah Geechee Preservation Project Report.

See Excellence Strategy 2.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC2.5. Preservation

Continue to support efforts towards the preservation of historic island culture, including that of the Gullah Geechee culture.

See Excellence Strategy 1.5

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC2.6. Land Acquisition

Continue to work with local communities and organizations and investigate land acquisition towards the preservation of historic and cultural sites for future generations to enjoy.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC2.7. Arts, Culture & History

Continue to support arts, culture, and history opportunities that contribute to the unique character of the Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC2.7.1. Mitchelville

Support the development of Historic Mitchelville Freedom Park.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC2.7.2. Coastal Discovery Museum

Support the planned expansion of the Coastal Discovery Museum.

Stakeholder(s):

Coastal Discovery Museum

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

INC3. COMMUNITY DEVELOPMENT

Foster sustainable, inclusive, equitable, and innovative community development on the Island.

INC3.1. Events, Organizations & Spaces

Foster events, organizations, and gathering spaces that encourage involvement from the Island’s entire population.

See Connected Strategy 3.1

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC3.2. Community Building

Continue to identify the many different organizations and groups that currently are involved in community building efforts inside and outside the Island’s gated communities.

See Connected Strategy 3.4

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC3.3. Workforce Housing

Implement the recommendations from the Workforce Housing Strategic Plan.

See Connected Tactic 4.1.1, Economy Strategy 6.1, Infrastructure Strategy 6.1, Regional Goal 2

Stakeholder(s):
Workforce

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC3.4. Redevelopment

Consider creating opportunities for diversity in housing costs and transportation modes by creating incentives for redevelopment of abandoned and underutilized spaces.

See Connected Strategy 2.4

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC3.5. Employer Assisted Housing

Encourage employer assisted housing programs to encourage more employees of various professions (teachers, police officers, firemen, etc) to live within Town limits.

See Regional Strategy 2.3

Stakeholder(s):

Employers

Employees

Teachers

Police Officers

Firemen

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC3.6. Collaboration & Interaction

Encourage collaboration and interaction between residential communities.

See Connected Strategy 3.4

Stakeholder(s):

Residential Communities

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC3.7. Housing Issues

Address housing issues by using a systemic approach that integrates economic development, transportation, and land use.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC3.8. Gullah Geechee Project

Integrate public policy recommendations from the Gullah Geechee Project Report.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC4. NATURAL & CULTURAL RESOURCES

Create awareness and respect for our core community and environmental values, ensuring inclusiveness and equality for all residents and guests.

INC4.1. Natural & Cultural Areas

Encourage programs and education that include residents and visitors in the culture to maintain Island cleanliness, preservation, and protection of natural and cultural preservation areas.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC4.2. Access

Continue to provide access for Island residents and visitors to enjoy the natural Island environment, so that there is equitable availability via fishing docks, boat ramps, boat launches, ADA infrastructure, parks and open space, trails and pathways, and conserved natural areas for either recreational or personal enjoyment.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC5. DIVERSITY

Promote multi-dimensional diversity on the Island, now and into the future.

INC5.1. Needs & Assets

Continue to recognize the basic needs and assets for Island communities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC5.2. ADA

Ensure that local businesses and other public spaces accommodate the ease of mobility for citizens with physical disabilities by complying with the Americans with Disabilities Act (ADA).

See Connected Strategy 4.2, Excellence Strategy 2.4

Stakeholder(s):

Businesses

Citizens with Physical Disabilities

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC5.3. Interactivity

Foster innovative ways to bridge residential communities inside and outside of the gates with respect to age, income, culture, and education.

See Connected Strategy 2.2

Stakeholder(s):

Residential Communities

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC5.4. Needs

Identify and address the needs of the different demographics on the Island that include, but are not limited to, the elderly, youth, disabled, Native Island, and Hispanic populations.

Stakeholder(s):

Elderly Population

Youth Population

Disabled Population

Native Island Population

Hispanic Population

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

INC6. CULTURAL TOURISM

Promote equitable cultural tourism to improve the quality of life for all stakeholders.

INC6.1. Media

Continue to support and improve media coverage on the Town’s website, social media, and newsletter for local arts and cultural events.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC6.2. Art & Cultural Resources

Continue to recognize the economic value of Hilton Head Island’s art and cultural resources in tourism.

Stakeholder(s):

Artists

Tourists

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC6.2.1. Gullah Geechee Project

Integrate cultural preservation recommendations from the Gullah Geechee Project Report.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC7. HEALTHCARE

Foster healthcare and health education that are available, accessible, affordable, innovative, and benefits all.

INC7.1. Healthcare

Coordinate with organizations, such as Volunteers in Medicine, to assess healthcare needs for the diverse Island population.

Stakeholder(s):

Volunteers in Medicine

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC7.2. Offerings

Consider encouraging diverse offerings to access healthcare, such as Mobile Units.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC7.3. Innovation & Investment

Foster an environment that will promote innovation and private sector investment in the healthcare industry.

See Economy Strategy 5.4

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC8. ARTS, RECREATION & CULTURE

Build diversity and provide exceptional quality of life offerings in arts and recreation.

INC8.1. Venues

Continue to create venues to accommodate special events.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC8.1.1. Arts Campus

Implement the plan for a community arts campus outlined in the Venue Committee Report.

Stakeholder(s):

Artists

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC8.1.2. Parks

Continue to support and facilitate the use of community parks for festivals and events.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC8.2. Displays

Continue to provide space for the public display of art in parks and within buildings for artists to display their work and add character to the space where it is located.

See Connected Strategy 2.1

Stakeholder(s):

Artists

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC8.3. Funding

Continue to support arts through funding sources, such as ATAX.

See Economy Strategy 4.6

Stakeholder(s):

Artists

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC8.4. Cultural Affairs

Continue to support the Office of Cultural Affairs and the promotion of cultural events, such as festivals, art exhibits, and performances for all cultures represented on the Island.

See Excellence Strategy 2.8

Stakeholder(s):

Office of Cultural Affairs

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INC8.5. Parks + Recreation

Implement recommendations from the Parks + Recreation Master Plan.

See Excellence Strategy 2.9

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

C1. PLANNING

Ensure the planning process is inclusive, collaborative and on-going, responsive to changing circumstances and stakeholder priorities.

See Excellence Strategy 2.1

C1.1. Tools, Applications & Services

Apply tools, applications and services to facilitate sharing information supporting community connections and collaborative efforts.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.1.1. Technology Infrastructure

Plan for technology infrastructure to facilitate best-in-class government services.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.1.2. Social Media

Maintain a strong presence on social media and keep up with ever-changing and new social media platforms to reinforce the Core Values for the Town.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.1.3. Connectivity, Transparency, Outreach & Involvement

Evaluate the development and use of technology such as online tools, applications, and services to facilitate connectivity, enhance transparency and increase outreach and public involvement.

See Excellence Tactic 3.5.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.1.4. Input

Solicit input from stakeholders when testing new tools for communication.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.1.5. Website

Maintain a best-in-class website that is informative, modern and easy to navigate.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.1.6. Communication

Continue the use of multiple forms of communication that are non-digital or technology based.

Evaluate these methods periodically to ensure they are the best options available for communication to meet the needs of the community.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.2. Participation

Ensure optimal opportunities are provided for citizen and stakeholder participation in the planning and policy development process.

Stakeholder(s):

Citizens

Stakeholders

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.2.1. Meetings

Continue to consider citizen participation when setting meeting times.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.2.2. Projects & Programs

Continue to solicit input and participation from stakeholders in Town projects and programs.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.2.3. Experts & Taskforces

Continue to engage experts and taskforces where needed to participate in the planning process.

Stakeholder(s):

Experts

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.3. Boards

Work towards a balanced composition of Town boards that reflects the diversity of the Island’s population.

See Excellence Tactic 3.5.1

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.4. Cooperative Planning

Engage in cooperative planning efforts with officials from Jasper County, Lowcountry Council of Governments (LCOG), the Town of Bluffton, Beaufort County and other regional localities/counties.

Stakeholder(s):

Jasper County

Lowcountry Council of Governments (LCOG)

Town of Bluffton

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C1.5. Training & Learning

Identify similar areas in the state/region for cross training or opportunities to learn from other municipalities.

Stakeholder(s):

Municipalities

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C2. BUILT ENVIRONMENT

Promote designs for the built environment that capitalize on our natural beauty and community strengths, reinforcing our unique sense of place.

C2.1. Spaces & Streetscape

Foster the development of public spaces and streetscape designs that encourage community connections through: a. Vibrant public spaces that provide rich social opportunities; b. Well maintained and attractive spaces; c. Pedestrian scale design; d. Public art; and e. Access to technology that accommodates connectivity.

See Infrastructure Strategy 1.3, Inclusive Strategy 8.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C2.2. Neighborhoods

Foster community connectivity in the location and design of neighborhoods.

See Inclusive Strategy 5.3

Stakeholder(s):
Neighborhoods

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C2.2.1. Nodes & Modes

Foster the creation of community nodes with multiple modes of transport connectivity.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C2.2.2. Spaces & Pathways

Encourage neighborhood designs that provide gathering spaces and connectivity to the pathway network.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C2.2.3. Interconnections

Encourage interconnection between developments to promote the establishment of neighborhoods and to provide safe and convenient access to neighborhood level public facilities, such as parks and schools.

See Infrastructure Tactics 1.10.3 and 6.2.1

Stakeholder(s):

Neighborhoods

Schools

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C2.3. Residential Developments

Find ways to ensure exceptional “quality of life” ideals are considered when reviewing proposed residential developments.

See Excellence Tactic 3.3.1

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C2.4. Housing & Transportation

Consider creating incentives for redevelopment with goals of diversity in housing types and cost and types of transportation modes.

See Inclusive 3.4

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C3. COLLABORATION

Enable residents and visitors to collaborate around common values and celebrate the realization of shared objectives.

C3.1. Events, Organizations & Communication

Foster events, organizations, and communication infrastructure that encourage involvement from the Island's entire population.

See Inclusive Strategy 3.1

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C3.2. Nonprofits

Share data and planning requests to help nonprofit organizations, through the provision of public information, more effectively meet community needs.

Stakeholder(s):

Nonprofit Organizations

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C3.3. Community Information

Encourage creation of a single source for community information, both online and in print, and participate by providing information on Town programs and events.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C3.4. Organizations & Groups

Continue to identify the many different organizations and groups that are involved in community building efforts inside and outside the Island's gated communities.

See Inclusive Strategies 3.2 and 3.6

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C3.5. Workshops & Education Events

Evaluate the creation of workshops and education series on various topics.

Consider partnering with universities or other communities.

Stakeholder(s):

Universities

Other Communities

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C3.6. Communication Plan

Continue to maintain and evaluate the Town’s communication plan to meet the needs of the community.

See Exclusive 2.1 (sic)

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C4. QUALITY OF LIFE

Foster an exceptional quality of life for residents, outstanding experiences for visitors, and economic opportunity for our workforce.

C4.1. Diversity

Foster a healthy, self-sustaining community that encourages economic, cultural, and demographic diversity by understanding the needs and assets of each of the Island’s many different communities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C4.1.1. Workforce Housing

Continue to implement the recommendations from the Workforce Housing Strategic Plan.

See Economy Strategy 6.1, Inclusive Strategy 3.3, Infrastructure Strategy 6.1, Regional Goal 2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C4.1.2. Gullah Geechee Project

Continue to implement the recommendations from the Gullah Geechee Land and Cultural Preservation Taskforce, and the Gullah Geechee Preservation Project Report.

Stakeholder(s):

Gullah Geechee Land and Cultural Preservation Taskforce

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C4.2. Sites & Buildings

In support of aging in place efforts, encourage site and building designs that provide high quality experiences associated with ADA requirements, rather than just meeting the minimum standards.

Consider a policy that requires the retrofitting of nonconforming sites. See Excellence Strategy 2.4, Inclusive Strategy 5.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C4.3. Scholastic Environment

Maintain effective and open relationships with education institutions and organizations to ensure there is a vibrant scholastic environment on the Island.

Stakeholder(s):

Education Institutions

Education Organizations

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C4.4. Place & QOL

Reinforce Hilton Head Island’s unique sense of place and quality of life through environmental education, protection and access to nature and wildlife.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

C4.5. Promotion & Celebration

Celebrate and promote the Island’s rich arts, culture, history, environment, and recreation opportunities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

R1. PLANNING

Enable innovation and excellence in regional planning and coordination for the Town of Hilton Head Island as a built-in part of the everyday process.

R1.1. Collaboration

Collaborate with nearby jurisdictions on regional efforts to increase communication and participation between Hilton Head Island and regional municipal, county, and state governments.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R1.1.1. Legislative Issues

Increase advocacy efforts related to legislative issues that affect the region.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R1.1.2. Workshops & Retreats

Encourage attendance at annual workshops and/or retreats of other government agencies.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R1.2. Partnerships

Participate and share in the leadership of the development of strong partnerships within Beaufort County and the region.

Stakeholder(s):
Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R1.2.1. Emergencies

Coordinate with regional partners on emergency planning, response, evacuation, and communication.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R1.2.2. SOLOCO

Continue to participate in meetings and serve as a member on the Southern Lowcountry Regional Board (SOLOCO).

Stakeholder(s):
Southern Lowcountry Regional Board

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R1.3. Economic Development

Build and strengthen existing relationships with regional and private sector economic development partners.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R1.3.1. Industry & Research

Begin building links to innovative research institutions and industry groups in the Savannah Region.

Stakeholder(s):

Savannah Region

Research Institutions

Industry Groups

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R1.4. Private Sector

Develop programs and policies to encourage the private sector to become involved in addressing issues such as housing, climate change, environmental protection, and education.

Stakeholder(s):

Private Sector

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R2. WORKFORCE HOUSING

Increase supply of workforce housing on Hilton Head Island and in the region within an acceptable commute.

See Connected Tactic 4.1.1, Economy Strategy 6.1, Inclusive Strategy 3.3, Infrastructure Strategy 6.1

R2.1. Cooperation

Pursue regional cooperation of public, private and nonprofit agencies in meeting area housing needs.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R2.2. Solutions

Work toward regional solutions to workforce housing issues that result in the construction of quality workforce housing.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R2.3. Employer Assistance

Encourage employer assisted housing programs to allow more employees of various professions (teachers, police officers, firemen, etc.) to live within the Town limits or within Beaufort County.

See Inclusive Strategy 3.5

Stakeholder(s):

Employers

Employees

Teachers

Police Officers

Firemen

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R2.4. Trust Fund

Evaluate and consider participation in a Regional Housing Trust Fund.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

R3. TRANSPORTATION

Increase access between Hilton Head Island and the region through a viable multimodal transportation system.

R3.1. Infrastructure

Improve/expand transportation infrastructure to connect the Island’s multimodal system to the rest of the region.

See Infrastructure Strategy 1.8

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R3.1.1 . Safety

Coordinate with the State and County to seek funding for safety improvements to provide for a safe, efficient and well-maintained regional transportation network and to protect the capital investment in the transportation system through adequate maintenance of facilities and roadways.

See Infrastructure Tactics 1.4.2 and 1.5.1

Stakeholder(s):

State of South Carolina

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R3.1.2. Pathways

Coordinate with Beaufort County to enhance the Island’s pathway network by providing a link from the Town’s multi-use pathways to pathway systems on the mainland.

See Infrastructure Tactic 1.9.5

Stakeholder(s):

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R3.1.3. Traffic

Coordinate traffic modeling with regional partners for use in future critical, regional transportation projects to develop a regional transportation vision that identifies emerging needs.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R3.1.4. Public Transit

Complement public transit operations such as those of Palmetto Breeze (LRTA), by connecting transit stops with employment and tourist destinations.

See Economy Tactic 1.2.3

Stakeholder(s):

Palmetto Breeze

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R3.1.5. Marine-Based Transportation

Encourage coordination of regional partners to assess potential marine-based transportation to serve Hilton Head Island, Beaufort and Savannah when feasible.

See Economy Strategy 1.2.5

Stakeholder(s):

Hilton Head Island

Beaufort

Savannah

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R3.1.6. Evacuation Routes

Coordinate and work with appropriate agencies to plan for, evaluate, and implement evacuation routes away from the coast of South Carolina and Georgia for safety, efficiency, and capacity.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R3.1.7. Roadways

Work with appropriate agencies, including SCDOT, Town of Bluffton and Beaufort County, to provide input on roadway improvements along the US 278 corridor and projects such as the widening of I-95 and I-16, as well as the secondary road system in southern Beaufort County.

Stakeholder(s):

SCDOT

Town of Bluffton

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R3.1.8. Transportation & Land Use

Promote regional transportation and land use planning for all of southern Beaufort County by working with the Town of Bluffton, Hardeeville, and Beaufort County.

Stakeholder(s):

Town of Bluffton

Hardeeville

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R3.1.9. Public Transit

Encourage the coordination of regional public transit to serve the mainland and the Island for workers and visitors, including the potential for public transit to and from the Savannah-Hilton Head International Airport and the Hilton Head Island Airport.

See Economy Tactics 1.2.2 and 6.4.2

Stakeholder(s):

Workers

Visitors

Savannah-Hilton Head International Airport

Hilton Head Island Airport

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R3.1.10. Bridges & Causeways

Coordinate with appropriate agencies for the protection and routine maintenance of the bridges and causeways that provide the only ground transportation link from the Island to the mainland.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R4. ENVIRONMENT

Lead the region in environmental protection and eco-friendly practices.

R4.1. Resiliency

Develop regional approaches to promote resiliency to climate change and sea level rise.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R4.2. Environmental Education

Partner regionally on environmental education by initiating and maintaining partnerships with other municipalities, county, state, and federal agencies for environmental education purposes.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R4.2.1. Workshops & Seminars

Host workshops and seminars in Beaufort County for the general public's information on environmental issues and regulations.

Stakeholder(s):
Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R4.3. Land Acquisition

Partner on land acquisition to preserve open space or serve the needs of the region for parks and recreation.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R4.3.1. Undeveloped Property

Coordinate with various agencies including Beaufort County Rural & Critical Lands Board and property owners to identify and purchase undeveloped property for parks and recreation or preservation as needed.

Stakeholder(s):

Property Owners

Beaufort County Rural & Critical Lands Board

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R4.3.2. Conservation & Recreation

Coordinate conservation of regional environmental assets and plans for natural resource and habitat preservation by acquiring conservation and park land to preserve natural and cultural resources for education, interpretive, and passive recreation uses.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R4.4. Recycling & Waste Management

Cooperate with Beaufort County and appropriate agencies to seek funding sources to increase the capacity and level of service for recycling and waste management on the Island.

See Environment Goal 1

Stakeholder(s):

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R4.5. Development & Redevelopment

Promote environmental protection through regulation and eco-friendly practices during the development and redevelopment processes in the region.

See Environment Goal 2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

R5. TOURISM

Expand tourism focus in order to promote diverse offerings across the region.

R5.1. Marketing

Partner across the region to identify and market our collective strengths, unique qualities, and cultural/heritage tourism in order to identify, develop and leverage the region’s competitive advantages.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R5.2. Businesses

Attract businesses that can appropriately diversify the region’s tourism industry, such as technology and sustainability.

Stakeholder(s):

Businesses

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

R5.3. Regional Assets

Identify and encourage the conservation of regional assets that bring people to the area/region.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1. TRANSPORTATION (LAND)

Establish a dedicated, Island-specific transportation system.

INF1.1. Roads

Maintain and improve the road network to provide safe and convenient access and interconnections to all areas of the Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.1.1. Transportation Plan

Develop and implement a transportation plan for Hilton Head Island including specific action items to address resident, worker and visitor transportation, transit, multi-modal and multi-use pathway related goals and strategies in the comprehensive plan.

Stakeholder(s):

Residents

Workers

Visitors

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.1.2. Capacity

Coordinate with SCDOT and Beaufort County to maintain the Island's capacity needs of William Hilton Parkway and other arterial streets.

Stakeholder(s):

SCDOT

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.1.3. Alternative Roads

Continue to consider plans for alternative road systems to remove some of the traffic burden from William Hilton Parkway.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.1.4. Neighborhoods

Future road projects within the Town should be carefully planned to minimize impact to neighborhoods.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.1.5. Land Acquisition

Consider acquisition of land for future transportation improvements.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.1.6. Traffic Analysis

Maintain specific traffic analysis standards in the Land Management Ordinance to guide development in accordance with the existing and future needs of the Town.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.2. Automobile Alternatives

Promote the installation of infrastructure that supports emerging alternatives to traditional automobile travel.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.2.1. AVs, Micro Transit & MaaS

Ensure policies effectively regulate and infrastructure reasonably accommodates emerging modes of transportation, such as Autonomous Vehicles (AVs), micro transit, and Mobility as a Service (MaaS).

MaaS Definition: MaaS is a concept describing a shift away from the ownership of personal vehicles for transportation to the use of public and private services offered through a unified structure to meet the specified needs of travelers.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.2.2. Complete Streets

Continue to implement concepts, such as Complete Streets, where appropriate that integrate multiple forms of transportation modes and promote connectivity.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.3. Streetscapes

Evaluate and install streetscape methods to establish Island character for redevelopment areas, roadways, recreation or activity centers, pedestrian oriented areas, and gateways.

These methods should include safety standards for drivers, pedestrians and cyclists, as well as use of coordinated landscaping, lighting, street furniture, and other public amenities. See Connected Strategy 2.1

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.4. Roads

Maintain all roads on Hilton Head Island to ensure safety and improve access for all users.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.4.1. Dirt Roads

Continue to encourage and facilitate the paving of dirt roads throughout the Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.4.2. Maintenance

Continue to work with and encourage Beaufort County, SCDOT, and private road owners to protect investment in the transportation system through adequate maintenance of facilities, roadways and associated drainage facilities.

See Regional Tactic 3.1.1

Stakeholder(s):

Beaufort County

SCDOT

Private Road Owners

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.4.3. Maintenance & Litter

Continue to offer maintenance services and support litter-control efforts on and off Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.5. Funding

Ensure the Town receives sufficient and equitable funding for transportation projects.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.5.1. Safety Improvements

Continue to seek funding for safety improvements to Island roads by coordinating with SCDOT, the Beaufort County Transportation Committee (CTC), and other entities to secure funds.

See Regional Tactic 3.1.1

Stakeholder(s):

SCDOT

Beaufort County Transportation Committee (CTC)

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.5.2. Impact Fees

Consider updating the transportation impact fees program for both the Town and the County with new developments paying for capacity enhancing modifications based on their impact to the transportation system.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.6. Traffic Volume

Continue to collect and maintain data on traffic volume for the road network throughout the year to assess existing and potential deficiencies in the road network and to provide a basis for making future transportation and land use decisions.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.6.1. Traffic Reports

Continue to prepare Traffic Monitoring and Evaluation Reports on an annual basis.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.6.2. Traffic Modeling

Perform traffic modeling through the regional traffic model at least once every 10 years, or more often as needs and concerns dictate, to identify locations for roadway improvements and define capital improvement projects.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.6.3. Traffic Circles

Consider preparing Traffic Monitoring and Evaluation Reports on an annual basis for the Island’s traffic circles.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.7. Safety Education

Continue to educate and involve the public regarding transportation safety issues.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.7.1. Technology & Best Practices

Research best practices from other communities to ensure education and communication efforts are using emerging forms of technology and new trends in communication.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.7.2. Laws & Regulations

Coordinate with State and local law enforcement officials to enforce transportation related laws and other regulations that improve safety.

Stakeholder(s):

State Law Enforcement Officials

Local Law Enforcement Officials

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.7.3. Evacuation Routes

Coordinate with appropriate agencies to plan for and implement safe and efficient evacuation routes off of the Island.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.8. Public Transportation

Expand the public transportation system serving the Island in a fiscally responsible manner to provide transportation options to the greatest number of residents, workers, and visitors.

See Economy Strategy 1.2, Regional Strategy 3.1, Environment Strategies 7.1 and 7.2

Stakeholder(s):

Residents

Workers

Visitors

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.8.1. Service Alternatives

Research alternative ways to provide needed services, such as programs that subsidize ride share services for specific destinations, and explore ways to support last-mile transportation options.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.8.2. Transit Infrastructure

Promote public transportation by evaluating the incorporation of transit infrastructure for suitable developments.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.8.3. Park-n-Ride & Buses

Explore opportunities for Park-n-Ride lots for commuters and/or public or private bus services for commuters.

Stakeholder(s):

Commuters

Bus Services

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.8.4. Coordination

Support coordination between public transportation providers, major employers, large communities and special needs providers to increase the utility of public transportation and connect public and private transit systems.

Stakeholder(s):

Public Transportation Providers

Major Employers

Large Communities

Special Needs Providers

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.8.5. AVs

Plan for the needs of AVs used for public transportation.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.9. Pathways

Expand the multi-use pathway network to provide a comprehensive, Island-wide network that provides for recreational opportunities as well as an alternative means of transportation to/from and on the Island.

See Environment Strategy 7.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.9.1. Road & Drainage Projects

Continue to assess the viability of constructing multi-use pathways and supporting infrastructure in conjunction with each Town road improvement or drainage project.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.9.2. Greenway

Investigate creating a signature, multi-use greenway connecting commercial, civic, historic, recreation and cultural sites.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.9.3. Public Transit

Ensure the multi-use pathway network complements public transit services such as Palmetto Breeze by connecting transit stops with employment, commercial, and recreational destinations.

Stakeholder(s):

Palmetto Breeze

Employees

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.9.4. Developments & Sidewalks

Examine requiring connections between developments and nearby sidewalks and multi-use pathways to improve safety and accessibility.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.9.5. Mainland Connection

Coordinate with SCDOT and Beaufort County to establish a safe multi-use pathway connection between the Island and the mainland.

See Regional Tactic 3.1.2

Stakeholder(s):

SCDOT

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.9.6. Funding

Continue to seek funding for safety improvements to Island multi-use pathways by coordinating with SCDOT, the Beaufort County Transportation Committee (CTC), and other entities.

Stakeholder(s):

SCDOT

Beaufort County Transportation Committee (CTC)

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.10. Pathways

Continue to improve safety of the multi-use pathway system by identifying conflicts and improvement opportunities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.10.1. Inventory & Maintenance

Inventory and maintain areas for safety issues, such as low-hanging vegetation, inadequate signage, lines of sight, and irregular asphalt.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.10.2. Accidents

Use accident data to determine and plan pedestrian and bicyclist needs at intersections, including crossings and warning alerts.

Stakeholder(s):

Pedestrians

Bicyclists

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF1.10.3. Programs

Investigate opportunities to implement safety programs such as “Safe Routes to Schools” for the benefit of the community.

See Connected Tactic 2.2.3

Stakeholder(s):

Schools

Students

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF2. TRANSPORTATION (AIR)

'Right-Size' the airport's capabilities and operations.

INF2.1. Accessibility

Continue to collaborate with federal, state, and county authorities and general aviation interests to enhance visitor, business and resident accessibility to aviation services.

Stakeholder(s):

Visitors

Businesses

Residents

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF2.2. Impacts

Ensure that development surrounding the airport is designed and constructed to minimize the negative impacts of being located near the airport.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF2.2.1. Safety

Continue to review development proposals within the Airport Overlay (A-O) District to ensure the site is designed with the maximum safety possible for the occupants of the site.

See LMO Section 16-3-106.E

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF2.3. Residential & Property Impacts

Encourage Beaufort County to evaluate the interests of nearby residents and property owners when considering changes to the airport facilities.

Stakeholder(s):
Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF2.3.1. Modifications

Assist Beaufort County with pre-planning for airport modifications.

Stakeholder(s):
Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF2.3.2. Master Plan

Participate in updates to the Hilton Head Island Airport Master Plan.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF2.4. Disaster Staging

Coordinate with Beaufort County for potential use of the airport as a staging ground during disaster recovery.

Stakeholder(s):
Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF3. RESILIENCE

Plan for physical, social, and economic resilience from climate and environmental challenges.

INF3.1. Sea Levels & Storms

Establish an integrated program for resistance to and resilience from the effects of rising sea levels and tropical storms.

See Environment Strategy 6.1

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF3.1.1. Public Development Projects

The Town should consider assessing environmental resistance and resilience when considering private and public development projects.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF3.1.2. Zoning & Building Codes

Evaluate changes to zoning and building codes to minimize vulnerabilities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF3.1.3. Disaster Relief Funds

Continue to maintain and replenish Town disaster relief funds.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF3.1.4. Sea-Level Rise

Consider developing and implementing a sea-level rise adaptation plan for the Town.

Performance Indicators

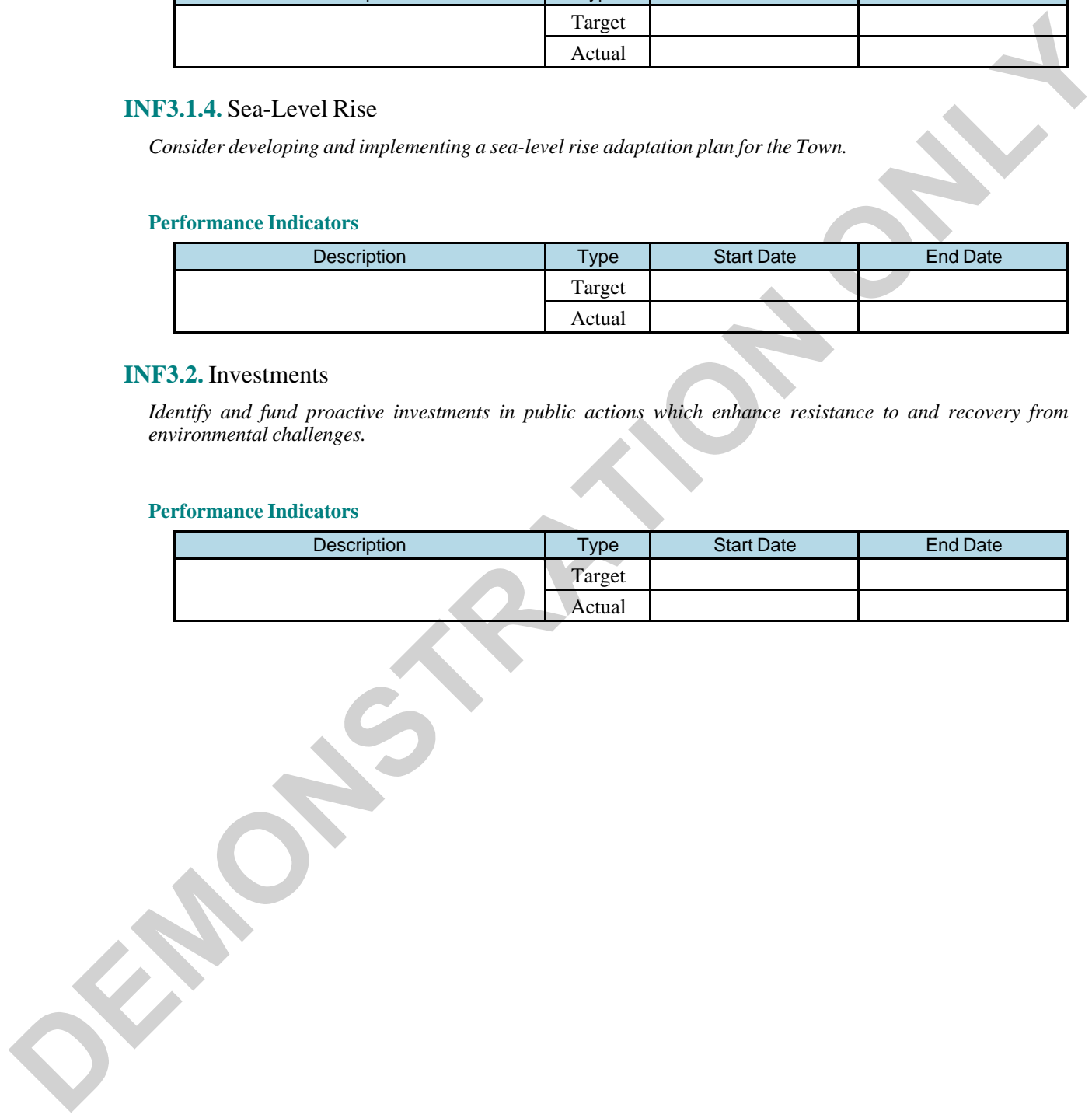
Description	Type	Start Date	End Date
	Target		
	Actual		

INF3.2. Investments

Identify and fund proactive investments in public actions which enhance resistance to and recovery from environmental challenges.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		



INF4. UTILITIES

Foster safe, effective and resilient utility systems for the Island.

INF4.1. Policies & Investments

Promote utility infrastructure policies and investments that promote efficiency, improve safety and environmental quality, and embrace emerging technologies.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.1.1. Water Resources

Encourage collaborative projects and programs among the Public Service Districts that benefit long-term water resource stewardship and protection.

Stakeholder(s):

Public Service Districts

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.1.2. Stormwater Infrastructure

Consider the challenges and impact storms and sea-level rise have on the Island's stormwater infrastructure.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.2. Water Use

Enforce community standards for discretionary water use.

See Environment Strategy 3.2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.2.1. Irrigation

Support programs and education to help reduce the use of potable water for residential irrigation.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.2.2. Code

Explore methods to increase compliance with the existing residential irrigation code.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.2.3. Reclamation

Use reclaimed water when maintaining Town projects where financially feasible.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.2.4. Education

Develop a program to educate the public on water conservation and water reuse.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.3. Alternatives

Investigate development and operation of alternative energy and water sources.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.3.1. Potable Water

Encourage PSD investigations into alternative sources of potable water.

Stakeholder(s):

PSDs

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.4. Sewer

Encourage sewer service connections made possible through partnership with the Hilton Head PSD.

Stakeholder(s):

Hilton Head PSD

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.5. Fire Hydrants

Continue to work with the three Public Service Districts to develop programs that ensure fire hydrants are installed in needed locations to minimize the risk of fire hazards.

Stakeholder(s):

Public Service Districts

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.6. Stormwater Funding

Ensure the Town’s Stormwater Utility is adequately funded, supported and staffed to meet existing and anticipated needs of the Island’s stormwater policies, programs and infrastructure.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.6.1. Stormwater Infrastructure

Continue to ensure stormwater infrastructure is well-maintained, resilient and effective.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.6.2. Stormwater Plan

Continue to work with Beaufort County in coordination of updating and implementing the Beaufort County Stormwater Master Plan as applicable.

Stakeholder(s):

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.6.3. Stormwater Utility

Evaluate the need for the Town’s Stormwater Utility to develop, adopt and implement a “Town of Hilton Head Island Stormwater Master Plan and Policy Guide” to be reviewed and updated every five years.

This could address any outdated aspects of the 1995 Island Wide Drainage Study.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.6.4. Drainage

Consider updating the 1995 Island Wide Drainage Study to address current conditions and needs, or incorporate into a new plan per Strategy 4.6.3 above.

Performance Indicators

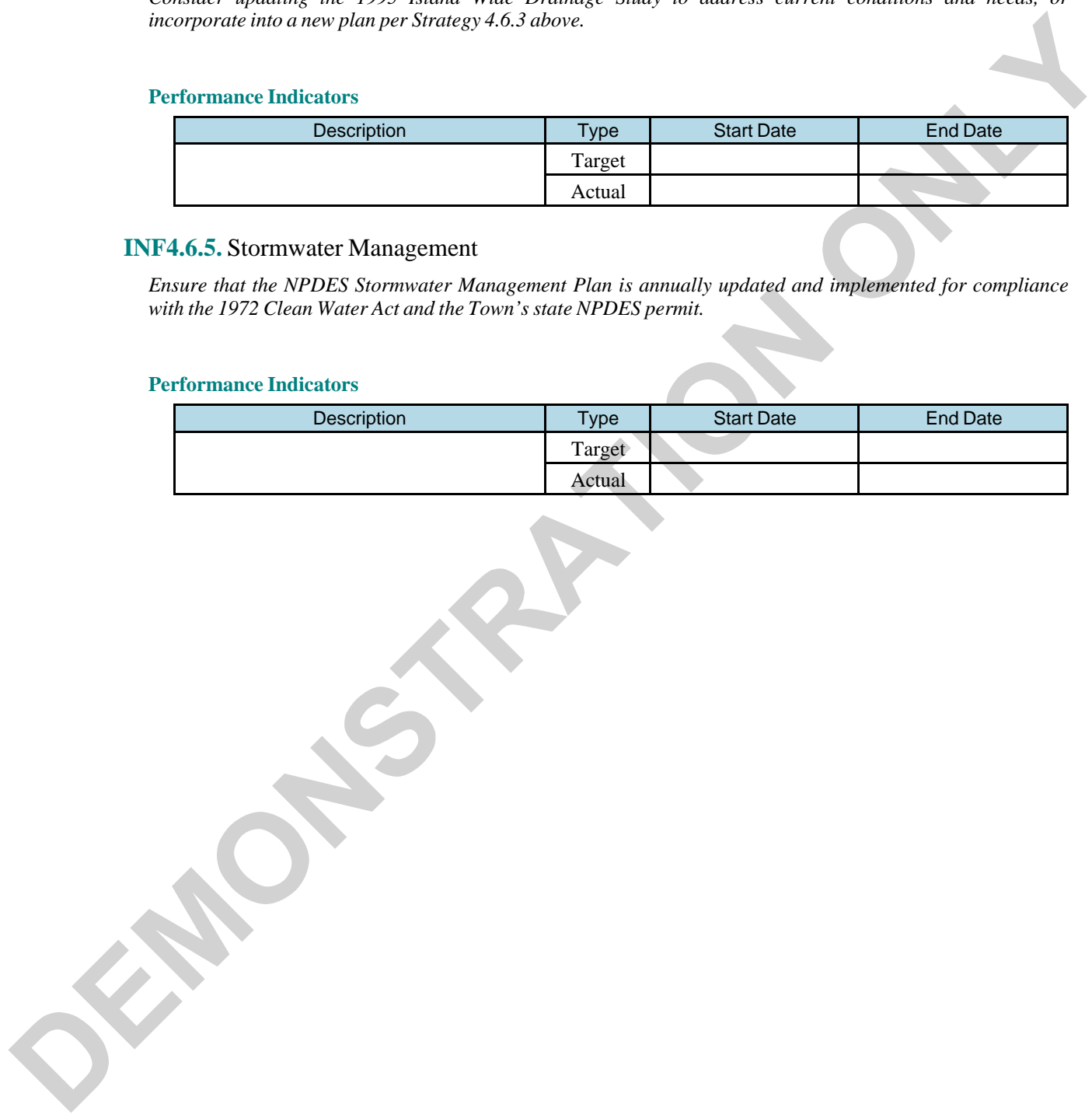
Description	Type	Start Date	End Date
	Target		
	Actual		

INF4.6.5. Stormwater Management

Ensure that the NPDES Stormwater Management Plan is annually updated and implemented for compliance with the 1972 Clean Water Act and the Town’s state NPDES permit.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		



INF5. PUBLIC SERVICES

Promote efficient and secure public services to meet current and future needs.

Public Services Definition: Public services include safety, emergency, planning, and administrative services provided by the Town for the public.

INF5.1. Town Government

Ensure the Town government and staff are structured to meet the challenges of increased population, regulatory complexity, technical development, and public expectations.

See Excellence Strategy 2.7

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.1.1. Staffing

Evaluate and address staffing levels of existing and potential new departments as needed, and consider the facility needs of the Town staff for the next twenty years.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.1.2. Town Facilities

Evaluate existing Town facilities and identify opportunities for redevelopment or new construction to provide best in class facilities across the Town government.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.1.3. Fire Rescue Facilities

Identify the redevelopment of Town and Fire Rescue facilities in a manner that provides for resiliency during disaster situations, to include the Emergency Operations Center, E911 Communications Center, Fire Rescue Headquarters/Fleet Maintenance, and other facilities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.2. Services & Facilities

Ensure the Town continues to provide best-in-class services and facilities that meet or exceed the expectations of its residents and visitors.

See Excellence Strategy 2.7

Stakeholder(s):

Residents

Visitors

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.2.1. Funding

Continue to research the availability of new funding sources that will help to diversify the Town’s revenue sources and assist in funding any new services that may be provided by the Town.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.3. Public Services

Ensure the safety of Town residents and visitors through excellent law enforcement, Fire Rescue, Emergency Management and Disaster Recovery Services.

See Excellence Strategy 2.6

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.3.1. Assessment & Adjustment

Continue to assess all public services regularly and adjust services as necessary.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.3.2. Accreditation & Improvement

Support and utilize recognized accreditation processes to assure the public of the quality and integrity of Town services and that demonstrates a commitment to continuous improvement.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.3.3. Fire Rescue Plan

Implement the recommendations of the Fire Rescue Strategic Plan.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.3.4. Emergencies

Support the evaluation of the Fire Rescue Standard of Cover Document to ensure the emergencies experienced by the public are addressed with a timely response model that provides adequate resources and staffing.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.4. Land Acquisition

Continue to implement the Town’s Land Acquisition Program.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.4.1. Island Character

Continue to preserve and protect the Island’s character through land acquisition.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.4.2. Town-Owned Land

Evaluate the use of Town-owned land for construction of public facilities and/or the establishment of active and passive parks.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.4.3. Land Acquisition

Evaluate the funding and policies of the Land Acquisition Program to determine if any changes are required to better address the needs of the community.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.5. Essential Services

Encourage public service providers to ensure continuity of essential services for all Island residents and businesses.

Stakeholder(s):

Public Service Providers

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.6. Hazard Mitigation

Continue the Mitigation Actions in the Beaufort County Hazard Mitigation Plan and participate in future updates.

Stakeholder(s):

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.7. Disaster Recovery

Continue the implementation of the Disaster Recovery Plan.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.8. Emergency Operations

Continue the review and implementation of the Town’s Emergency Operations Plan to prepare for a response to events impacting the Island community.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.9. CIP

Continue the development and implementation of the Town’s Ten-year Capital Improvements Program (CIP).

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.9.1. Coordination

Coordinate the CIP with any and all agencies that provide public facilities to the Town, including PSDs, Beaufort County, etc.

Stakeholder(s):

PSDs

Beaufort County

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.9.2. Funding

Prepare and update a 10-year CIP on an annual basis that includes funding options.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.9.3. Public Facilities

Evaluate public facility demands for new or redevelopment on a project-by-project basis to assure capital facilities are provided concurrent with development.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.10. Transportation Investments

Plan and coordinate future transportation investments.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.10.1. State Laws

Continue to update and maintain a ten-year CIP in accordance with all state laws.

This program should consider road and multi-use pathway improvements, park and town facilities, and drainage projects, at a minimum.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.10.2. Drainage

Coordinate improvements to the Town’s 1995 Island Wide Drainage Study and other Capital Improvement Projects in conjunction with transportation improvements.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF5.10.3. Transportation Coordination

Coordinate transportation improvements with the Town’s 1995 Island Wide Drainage Study and any other drainage, water or sewer improvement project.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF6. HOUSING

Promote housing options to meet the needs of all current and future populations on the Island.

INF6.1. Workforce Housing

Adopt policies to support the recommendations per the Workforce Housing Strategic Plan.

See Connected Tactic 4.1.1, Economy Strategy 6.1, Inclusive Strategy 3.3, Regional Goal 2

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF6.2. Codes & Standards

Continually assess development standards and building codes to ensure they encourage the development of needed housing.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF6.2.1. Interconnections

Consider regulations to require interconnection between developments, which promotes the establishment of neighborhoods and to provide safe and convenient access to neighborhood level public facilities, particularly schools and parks.

See Connected Tactic 2.2.3

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF6.3. Residential Density

Evaluate proposed changes to residential density to ensure they are appropriate for the character of the area and the neighboring properties.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

DEMONSTRATION ONLY

INF7. TECHNOLOGY

Anticipate policy implications and resource investments needed to embrace emerging technologies.

INF7.1. Emerging Technologies

Adopt policies to accommodate emerging technologies while continuing to adapt for future needs or trends, for example, fiber optic service for the entire Island, 5G, information management, and cellular satellite.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF7.2. Continuous Improvement

Continue to implement technology improvements and provide quality information technology at Town facilities.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

INF7.2.1. Action Plan

Update the Hilton Head Island Technology Action Plan regularly to ensure it addresses changes in existing and emerging technology.

Performance Indicators

Description	Type	Start Date	End Date
	Target		
	Actual		

Administrative Information

Start Date:

End Date: 2040-12-31

Publication Date: 2020-03-05

Source: <https://hiltonheadislandsc.gov/boards/agendas/2020packets/planconn-3-10-2020-pack.pdf>

Submitter:

Given Name: Owen

Surname: Ambur

Email: hhi-plan@googlegroups.com

Phone:

_9ba81bbe-ecf-11ea-9445-96d571babdf6

DEMONSTRATION