



Town of Hilton Head Island
**COMMUNITY SERVICES &
PUBLIC SAFETY
COMMITTEE MEETING**

1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers
Monday, August 7, 2023, 10:00 AM

The meeting can be viewed on the [Town's YouTube Channel](#), the [Beaufort County Channel](#), and Spectrum Channel 1304.

- 1. Call to Order**
- 2. FOIA Compliance:** Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
- 3. Pledge to the Flag**
- 4. Adoption of the Agenda**
- 5. Approval of the Minutes**
 - a. Regular Meeting Minutes of June 12, 2023
- 6. Appearance by Citizens:** Citizens who wish to address the Town Council on the matters being discussed during the meeting may do so by submitting the [Request to Speak form](#) by 4:30 PM the Friday before the meeting.
- 7. New Business**
 - a. Discussion and Presentation of the Broad Creek Public Service District- Ryan Fugate, Operations Manager Broad Creek Public Service District
 - b. Discussion of a Proposed Ordinance 2023-17 Amending Title 12 of the Municipal Code of the Town of Hilton Head Island, Motor Vehicles and Traffic Control, to Revise Regulations Related to Beach Parking – Josh Gruber, Deputy Town Manager
 - c. Discussion of Appointment of a Town of Hilton Head Island Representative on the Military Enhancement Committee of Beaufort County – Josh Gruber, Deputy Town Manager
 - d. Discussion of Appointment of a Town of Hilton Head Island Representative on the Beaufort County Sales Tax Advisory Committee – Josh Gruber, Deputy Town Manager

8. Executive Session

a. Discussion of Personnel Matters [pursuant to the South Carolina Freedom of Information Act Section 30-4-70(a)(1)] Related to:

1. Town Council Appointments to Town Boards and Commissions

- i. Board of Zoning Appeals
- ii. Parks and Recreation Commission

9. Action from Executive Session

10. Adjournment



**Town of Hilton Head Island
COMMUNITY SERVICES &
PUBLIC SAFETY COMMITTEE
Monday, June 12, 2023, 10:00 a.m.
MINUTES**

Present from Committee: Tamara Becker, *Chair*; Steve Alfred, Alex Brown, Patsy Brison, *Committee Members*

Present from Town Staff: Kimberly Gammon, Town Clerk

1. Call to Order

Chair Becker called the meeting to order at 10:01 a.m.

2. FOIA Compliance

Mrs. Gammon confirmed compliance with the SC Freedom of Information Act.

3. Adoption of the Agenda

Mr. Alfred moved to approve. Mrs. Brison seconded. Motion carried 4-0.

4. Approval of the Minutes

- a. Regular Meeting Minutes of May 15, 2023
- b. Special Meeting Minutes of May 31, 2023
- c. Special Meeting Minutes of June 1, 2023

Mr. Alfred moved to approve. Ms. Brison seconded. Motion carried 4-0.

5. Executive Session

- a. Discussion of Personnel Matters: Conduct interviews with applicants for Town Boards and Commissions [pursuant to S.C. Freedom of Information Act § 30-4-70(a)(1)] related to:
 - 1. Town Council Appointments to Town Boards, Commissions, and Committees
 - I. Accommodations Tax Advisory Committee
 - II. Board of Zoning Appeals
 - III. Construction Board of Adjustments and Appeals
 - IV. Design Review Board
 - V. Parks and Recreation Commission
 - VI. Planning Commission

At 10:05 a.m., Mrs. Becker stated the need for an Executive Session for the above matters. Mrs. Brison moved to enter Executive Session for the reasons cited by Chair Becker. Mr. Alfred seconded. Motion carried 4-0.

6. Adjournment

Upon returning to regular session at 10:57 a.m., Ms. Becker stated there was no action taken during or to be taken as a result of the Executive Session and adjourned the meeting.

APPROVED: _____

DRAFT

Mac Deford, Counsel
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Fax: 843-971-8745

August 1, 2023

Community Services and Public Safety Committee
Town of Hilton Head Island
1 Town Center Court
Hilton Head Island, SC 29928

Re: *Beach Parking Management Ordinance*

Dear Madam Chairwoman and Committee Members,

On behalf of the Town Manager and stemming from prior discussions where Town staff collected valuable input concerning the Beach Parking Management Ordinance, I have prepared a draft ordinance for your review.

Historical Background

October 27, 2020: Walker Consultants unveiled their proposed Beach Parking Master Plan during a Town Council workshop.

November 4, 2020: The Town Council, in a unanimous 7-0 decision, approved Walker Consultants' master plan. It was understood that specific action points within the plan necessitated further deliberation and actions from the Town Council before their actualization.

November 15, 2021: The Town facilitated morning and evening public engagement sessions to discuss the Beach Parking Master Plan.

November 19, 2020 & February 25, 2021: The Public Planning Committee convened to dissect the Beach Parking Master Plan from Walker Consultants. These discussions were pivotal in determining the subsequent steps in the plan's implementation.

August 4, 2022: PCI presented their proposed parking management services to the Public Planning Committee. After a compelling case by PCI, the Committee recommended that the Town Council authorize a contractual partnership with PCI for Beach Parking Management Services. This was further underscored by Mr. Stanford's motion to authorize the Town Manager to negotiate contractually with PCI Municipal Services, which Mrs. Becker seconded. The motion saw a unanimous approval of 4-0.

September 20, 2022: Town Council ratified a resolution delineating the Scope of Work concerning the contract with PCI for Beach Parking Management Services.

February 21, 2023: The Town Council greenlit a budgetary amendment to fund the contract with PCI, enveloping both operational and capital expenditure dimensions for the 2023 fiscal year.

March 20, 2023: Staff introduced policy and operational facets for an initial discourse on the Beach Parking Management Program to the Community Services and Public Safety Committee.

April 17, 2023: Staff and the Committee continued discussions regarding the Beach Parking Management Ordinance.

Core Objectives of Beach Parking Management Ordinance

- Establish a general policy framework for beach parking that is intended to promote public safety, parking accessibility, and conveniences of beachgoers while promoting the efficient use of parking resources.
- Allow new parking technology solutions for beach parking management.
- Define paid beach parking areas.
- Establish beach parking policies, such as paid parking rates, times, and locations.
- Grant authority to the Town Manager to oversee enforcement and administration of the Beach Parking Management Ordinance.

Beach Parking Management Ordinance Structure

The Beach Parking Management Ordinance has been structured to offer clarity, ensuring that every stakeholder has a comprehensive understanding of its purpose and the expectations therein. Here is a breakdown of the structure:

1. **Purpose and intent statement.** This section announces the main goals and objectives of the ordinance, establishing a rationale behind its formulation.
2. **Definitions section.** Here, we provide clear interpretations of all terms and terminologies used within the ordinance, ensuring that there is no ambiguity for readers.
3. **Designation of paid parking areas.** This section explicitly defines the areas that will require payment for parking, thus giving clarity on where drivers can expect to pay. These areas are also referenced on maps set forth in Table 1 of the draft ordinance.
4. **Fees, payment, and enforcement.** This section details information on the applicable parking fees, modes and methods of payment, and the mechanisms in place for enforcing the stipulated payments requirements.
5. **Exemptions.** This section lists the specific cases or individuals who might be exempted from adhering to certain rules or payments under this ordinance.
6. **Resident beach pass.** This section details the privileges and processes associated with obtaining a beach parking pass for residents of Hilton Head Island.
7. **Rules and regulations.** This section clearly spells out certain behavior that is prohibited in the paid parking areas (e.g., no parking outside of the hours of operation).
8. **Administrative penalties and fines.** This section outlines a graduated penalty schedule for violations of the ordinance.
9. **Appeals.** This section explains the two-tiered appeals process, first to PCI Municipal Services then to the Town Manager.

Parking Rate Discussion

As part of its prior efforts with the Town, Walker Consultants have developed a potential parking rate schedule as an illustrative example of how differing rates can be charged on a per location basis and also by the corresponding time of the year. A schedule highlighting this information is as follows:

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

Additionally, the Town surveyed a number of similar jurisdictions to determine currently prevailing beach parking rates. A summary of that data, effective as of August 1, 2023, is as follows:

Location	Hourly Rate	Daily Rate/Max	Weekend Rate	Notes
Folly Beach South Carolina	\$2.00	\$10.00/\$15.00	n/a	One parking location has a maximum daily rate of \$15.00 with no hourly parking offered. All others are \$2 per hour up to a maximum of \$10.00 per day.
Charleston County Beach Park South Carolina	n/a	\$5.00 - \$15.00	\$20.00	Parking rates are per day and based on the following schedule: January & February: \$5, March & April: \$10, May-Labor Day: \$15 Monday-Friday and \$20 Saturday-Sunday & holidays, September & October: \$10, November & December: \$5
Edisto Beach State Park South Carolina	n/a	n/a	n/a	Parking is included with admission fee. Rates for admission are \$8/adult; \$5 SC seniors; \$4/ child age 6-15; Free for children 5 and younger.
Isle of Palms South Carolina	\$2.00	\$10.00	\$15.00	Rate of \$2/hr only available after 4pm. Enforced March - October
Myrtle Beach South Carolina	\$2.00-\$3.00	\$10.00 - \$15.00	n/a	The beach access areas have an hourly rate of \$3.00 per hour and a daily maximum rate of \$15.00. The core-business district does not have a daily maximum rate, just an hourly rate of \$2.00 per hour.
Surfside Beach South Carolina	\$.50 - \$2.00	\$10.00	n/a	Some parking lots have no daily maximum.
Kiawah Island South Carolina	n/a	\$5.00 - \$15.00	\$20.00	Parking rates are per day and based on the following schedule: January & February: \$5, March & April: \$10, May-Labor Day: \$15 Monday-Friday and \$20 Saturday-Sunday & holidays, September & October: \$10, November & December: \$5
Wrightsville Beach North Carolina	\$5.00	\$25.00	n/a	Parking fees are enforced March – October.
Tybee Island Georgia	\$4.00	n/a	n/a	Enforced 8am-8pm, 365 days a year.
Jekyll Island Georgia	n/a	\$10.00	n/a	Entry/Parking Fee to the island.
St. Augustine Beach Florida	n/a	\$10.00	n/a	Discounts offered for disabled and active military.
Gulf Shores Beach Alabama	n/a	\$5.00 - \$15.00	n/a	Parking rates enforced March – November. Two lots offer a 4-hour block for \$5.00 or \$15.00 for the whole day. All other lots are a flat \$15.00 for the whole day.

Additional Information Requested by the Committee

To further refine the Beach Parking Management Ordinance, there are critical components that still need detailed specifications. I kindly request the Committee provide guidance on the following:

1. **Hours of Operation.** Currently, the Town’s beach parking areas observe the following operational hours:

- a. **Summer Hours:** 6 am – 9pm
- b. **Winter Hours:** 6 am – 6pm

This information is based primarily on existing signage and is not currently codified within the Town's Code of Ordinances. Town staff will be proposing to standardize these hours of operation along with its other park properties in the very near future.

2. **Amount of fines.** Our current draft for the ordinance outlines a three-tiered penalty system for violations:
 - a. **First Violation:** A fine of \$50 with a written reminder of parking regulations.
 - b. **Second Violation:** A fine of \$100, coupled with a notification about the potential towing or immobilization of the vehicle.
 - c. **Third and subsequent violations:** A fine of \$150 and towing or immobilization of the vehicle.

Violations of the parking rules would be punishable through the issuance of a parking citation. The enforcement and collection of these fines would be handled administrative and would not require involvement or interaction with any of the court systems. A series of procedural due provisions would be built into the parking ordinance and would ensure compliance with constitutional safeguards.

Please let me know if these proposed fines are appropriate or if there are any recommended modifications.

Your continued guidance and collaboration are highly appreciated.

Sincerely,



Mac Deford

cc: Marc Orlando, *Town Manager*
Josh Gruber, *Deputy Town Manager*

Attachments:

1. Beach Parking Management Ordinance Draft
2. Presentation of Beach Parking Management Ordinance

ARTICLE 6 – Beach Parking Management

Sec. 12-5-511. - Purpose and Intent.

The purpose of this Article is to establish regulations for the management of paid parking areas for public beach access within the jurisdiction of the Town of Hilton Head Island. The intent of this Article is to promote the effective use of parking resources and ensure the public safety, accessibility, and convenience of beachgoers, while minimizing adverse effects on the neighboring environment.

Sec. 12-5-512. - Definitions.

Paid parking area. Any area designated by the Town for public beach access parking that requires payment.

Parking authority. The Town or its designee.

Sec. 12-5-513. – Designation of paid parking areas.

(a) The following areas are designated as paid parking areas, as further depicted in Table 1 of this Article:

1. Adler Lane Beach Access
2. Burkes Beach Access
3. Chaplin Beach Park
4. Coligny Beach Park
5. Driessen Beach Park
6. Fish Haul Beach Park
7. Folly Field Beach Park
8. Islanders Beach Park

(b) The parking authority shall install and maintain appropriate signs indicating the boundaries of the paid parking areas and the parking rates.

Sec. 12-5-514. – Fees, payment and enforcement.

- (a) The parking fees for any paid parking area shall be established by a resolution of Town Council.
- (b) Any person who parks a vehicle in a paid parking area must pay the appropriate fee as specified by the parking authority.
- (c) Payment shall be made through the designated payment mechanism installed by the parking authority.

-
- (d) The parking authority shall enforce the payment of parking fees and may issue administrative citations or take other appropriate measures to ensure compliance, including but not limited to vehicle immobilization and towing as further outlines herein.

Sec. 12-5-515. - Exemptions.

- (a) The following vehicles shall be exempt from payment of parking fees:
 - 1. Vehicles of emergency responders while engaged in official duties;
 - 2. Vehicles of disabled persons displaying appropriate placards or license plates; and
 - 3. Vehicles of authorized Town employees engaged in official duties.
- (b) The Town Manager may establish additional exemptions during permitted special events.

Sec. 12-5-516. – Resident beach pass.

- (a) The Town shall issue resident beach parking passes to individuals who can prove primary residency within the Town of Hilton Head Island. Resident beach parking passes will allow residents to park within the paid parking areas during the hours of operation without paying the daily parking fees as designated by the Town Council.
- (b) The Town may establish a yearly fee for resident beach parking passes by a Resolution of Town Council.
- (c) Residents who receive a beach parking pass are subject to the parking regulations of this Article.
- (d) The Town may revoke or refuse to issue resident beach passes for individuals who violate this Article.
- (e) No more than two resident beach passes will be issued to a qualified residence.

Sec. 12-5-517. – Defrauding, opening, impairing, or damaging paid parking devices.

It shall be unlawful for any person to defraud, open, impair, or damage a paid parking device or related equipment. Violations of this section shall be punishable as set forth in Section 1-5-10 of the Municipal Code of the Town of Hilton Head Island.

Sec. 12-5-518. – Rules and regulations.

- (a) The following rules and regulations are applicable in the paid parking area and shall be enforced by the parking authority or sheriff's office:
 - 1. No parking outside of the hours of operation of the park or of the paid parking area;
 - 2. No parking in areas designated as no parking zones;
 - 3. No parking in areas marked for emergency vehicles;

Sec. 12-5-519. – Hours of operation.

- (a) The paid parking area shall be open for public use during the hours designated by the Town Council.
- (b) The hours of operation shall be posted on appropriate signs and may be adjusted by the Town as necessary.

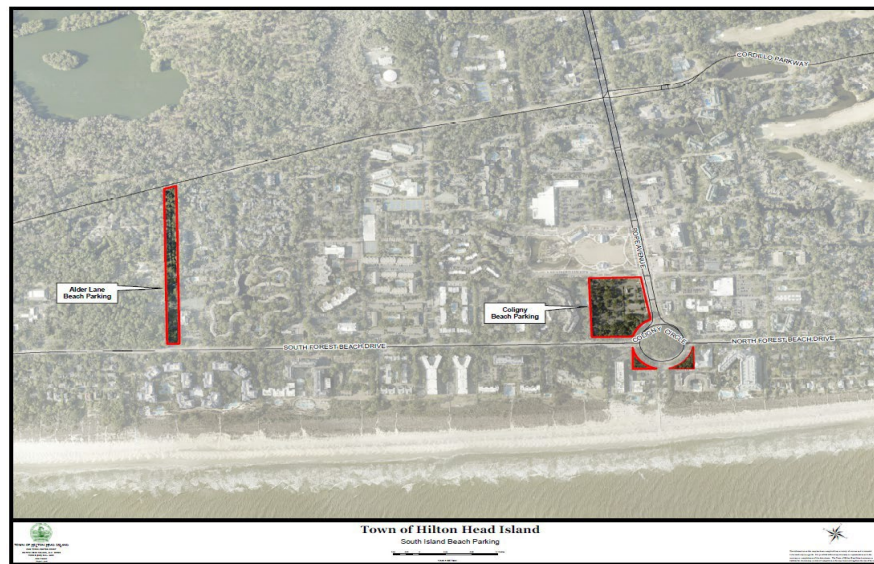
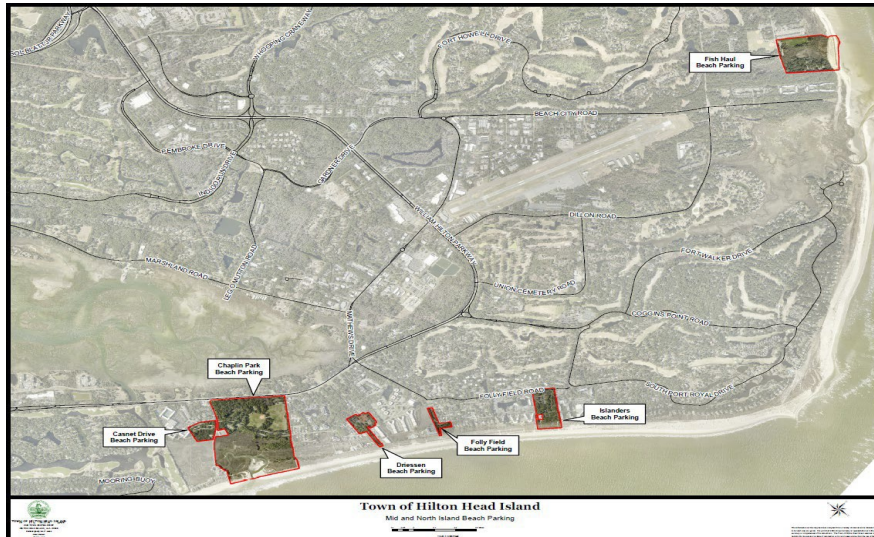
Sec. 12-5-520. – Administrative penalties and fines.

- (a) Unless otherwise stated in this Article, any person who violates any provision of this Article shall be subject to fines and vehicle tow or immobilization. The fine schedule shall be on a graduated basis based on the number of violations within a 12-month period as follows:
 - 1. First violation: a written warning and/or a fine of \$50 and reminder of parking regulations.
 - 2. Second violation: a fine of \$100 and notification of potential vehicle tow or immobilization.
 - 3. Third and subsequent violations: a fine of \$150 and towing or immobilization of vehicle at owner's expense.
- (b) The parking authority may also immobilize, tow or impound any vehicle parked in violation of this Article if, in its sole discretion, deems it necessary for public safety. Additional towing fees as set forth in Chapter 4, Article 4, Appendix A (Schedule of Fees) shall apply to any vehicle towed in accordance with this section.

Sec. 12-5-521. – Appeals of administrative citation.

- (a) Any person who receives an administrative citation related to paid parking in the beach area may appeal the citation by submitting a written appeal to the parking authority within 30 days of the citation.
- (b) The parking authority shall review the appeal and issue a written decision within 30 days of receiving the appeal.
- (c) If the person appealing the citation disagrees with the decision of the parking authority, he or she may appeal to the Town Manager or his or her designee within 30 days of receiving the decision of the parking authority. An appeal to the Town Manager or his or her designee shall include statements of fact and conclusions of law to support the appeal.
- (d) The decision of the Town Manager or his or her designee shall be final. Any subsequent appeals may be made to a court of competent jurisdiction within 30 days of receiving the Town Manager's final decision.
- (e) This section does not apply to violations issued in accordance with Section 12-5-517 of this Article.

Table 1



Commented [JG1]: Buckets for discussion:

1. Parks where paid parking will be enforced. Include list of existing paid parking and rates that are being charged.
2. Fees to be charged. Include information from prior consultants, market rate data, and current vendor recommendations.
3. Hours of Operation. List both current and proposed.
4. Penalty/Fines. List proposal and market rates for other communities. Outline of graduated penalties. List ultimate punishment and associated costs for both towing or immobilization.
5. Overview Administrative penalty system and corresponding responsibilities.

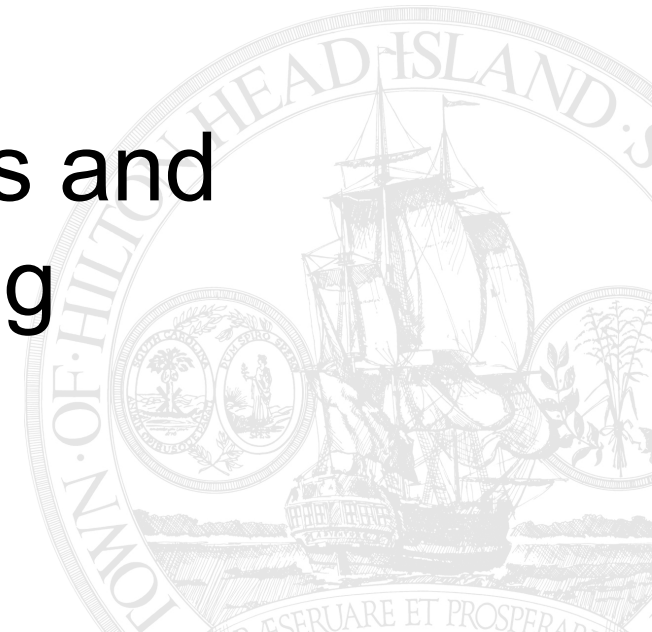
Town of Hilton Head Island

Beach Parking Management Program

Community Services & Public Safety Committee

August 7, 2023

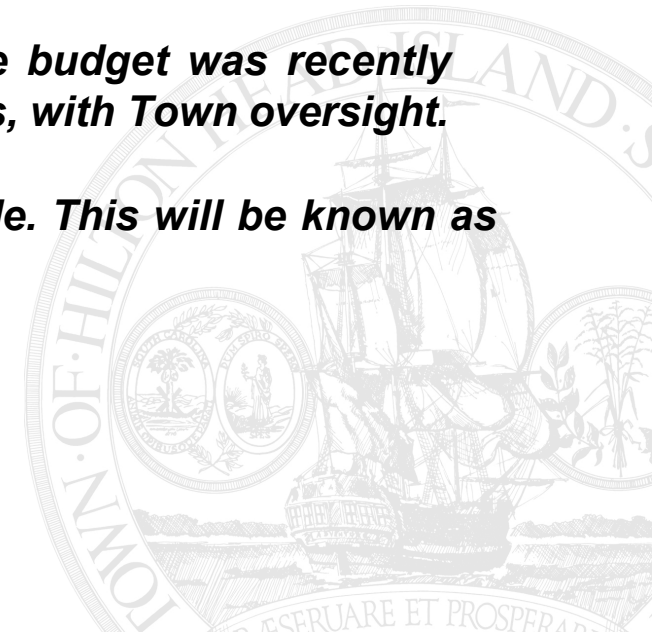
Preliminary Discussion of Operations and
Policy Considerations Concerning
Beach Parking Management



Beach Parking Management

Program Update - Introduction

- ***The Town hired a parking consultant, Walker Consultants, in 2020 to conduct an inventory and assessment of current beach parking and propose a master plan for an improved beach parking management program.***
- ***Several public meetings were held, and presentations made as the Walker plan was vetted and ultimately approved by Town Council.***
- ***PCI Municipal Services (PCI) was then selected via an RFQ process as the most qualified firm to implement the new beach parking management program – from selling residential permits and collecting fees, to enforcement of parking violations.***
- ***The PCI scope of work was approved by Town Council Resolution and the budget was recently amended to fully fund the PCI contract. PCI will handle all program operations, with Town oversight.***
- ***There are policy decisions needed via an ordinance amending the Town Code. This will be known as the Beach Parking Management Ordinance.***
- ***New parking rates may be established by Town Council via Resolution.***



Beach Parking Management

Program Update – Background and History

- **10/27/20 – Town Council heard the Walker Consultants presentation of their proposed Beach Parking Master Plan at a public workshop.**
- **11/4/20 - Town Council voted 7-0 to accept the Walker Consultants master plan as submitted, with the understanding that specific action items would need to be further discussed and acted upon by Town Council prior to being implemented.**
- **11/19/20 & 2/25/21 - Public Planning Committee discussed the Walker Consultants Beach Parking Master Plan and the next steps needed to implement the plan.**
- **11/15/21 - The Town held morning and evening public engagement forums to discuss the Beach Parking Master Plan at Lowcountry Celebration Park and the HHI Library.**
- **8/4/22 - Public Planning Committee heard a presentation from PCI of their proposed parking management services (scope of work) and endorsed to Town Council the authorization to enter into a contractual agreement with PCI for Beach Parking Management Services.**
- **9/20/22 - Town Council approved a resolution approving the Beach Parking Management Services scope of work for the PCI contract.**
- **2/21/23 - Town Council approved a budget amendment to fully fund the PCI contract for parking management services.**

Beach Parking Management Program Update - Timeline

Proposed Implementation Schedule:

- **Execute PCI Contract – March 2023**
- **Residential Parking Permit Launched: April 1, 2023**
- **Develop Communications Plan: no later than May 1, 2023**
- **Policies and Procedures Manual: no later than June 1, 2023**
- **Capital Improvements installed: no later than June 1, 2023**
- **Technology Implementation: no later than June 1, 2023**
- **Adopt Beach Parking Management Ordinance : targeting November/December, 2023**
- **Setting New Fees (if desired): targeting November/December, 2023**
- **Soft Program Launch: no later than January 1, 2024**
- **Full Program Launch: no later than March 1, 2024**



Beach Parking Management Program Update

Presentation Overview

- ***We will discuss the Operations and Policy issues of the program.***
- ***Resident Parking Passes – being administered by PCI.***
- ***Public Engagement – PCI and Town communications are working to inform the public of the Town's parking management program.***
- ***Drafting the Beach Parking Management Ordinance and authorization of Town Manager to administer parking policies adopted by Town Council.***



Beach Parking Management

Program Update – PCI as Parking Management Firm

PCI Contract Terms

- ***PCI has an office located at 32 Office Park Road, Suite 108.***
- ***PCI has a General Manager, Matt Truhlar, in place and ready to work***
- ***PCI shall procure and install parking management related capital improvements.***
- ***PCI shall administer mobile payment solution (text-to-park).***
- ***PCI shall administer a Beach Parking web site.***
- ***PCI shall monitor and enforce parking violations (through LPR and staff).***
- ***PCI shall provide parking attendants and ambassadors.***



Beach Parking Management *Program Update*

Residential Parking Passes

No change to policy, eligibility or fee, just the administration (sale and enforcement of the passes).

- ***PCI shall administer sale of passes – pay on-line, by mail, or in-person.***
- ***Pass shall be the vehicle's registration and license plate (no more decals).***
- ***Ground-mounted sensors to be installed to register vehicle.***
- ***Full-time attendant at Islanders to enforce use of spaces, roaming attendant to enforce at Driessen.***



Beach Parking Management

Projects Update - Communications

Implement Communications Plan for the Parking Management Program

- ***PCI will develop and host a web site devoted to Hilton Head Island Beach Parking.***
- ***PCI will contact (via mail) all current residential beach pass holders to offer renewal under the new program.***
- ***PCI will work with Town Communications Department to develop and disseminate coordinated messages and information regarding beach parking.***

Other elements to include:

- ***Digital Platforms***
- ***Social Media***
- ***E-mail Updates***
- ***Press Releases***
- ***Community Engagement***
- ***Open Houses***
- ***Reporting to Town Council as directed***



Town of Hilton Head Island

Beach Parking Management Ordinance Policy Overview

*Community Services & Public Safety Committee
August 7, 2023*



Beach Parking Management Ordinance

Policy Overview & Discussion

Introduction

- **A new Beach Parking Management Ordinance is needed to:**
 - Establish a general policy framework for beach parking management that is intended:
 - ❖ Ensure public safety, parking accessibility, and convenience of beachgoers
 - ❖ Promote the efficient use of parking resources
 - ❖ With minimal adverse effect to the neighboring environment
 - Allow use of new Parking Technology Solutions for parking management.
 - Define paid beach parking areas.
 - Establish beach parking policies, such as paid parking rates, times, and locations.
 - Grant authority to the Town Manager or his/her designee to oversee enforcement and administration of the Ordinance.



Beach Parking Management Ordinance

Policy Overview & Discussion

Establishment of a Beach Parking Management Ordinance

➤ Purpose and intent:

- *The purpose of this ordinance is to establish regulations for the management of paid parking areas for public beach access within the jurisdiction of the Town of Hilton Head Island. The intent of this ordinance is to promote the effective use of Town parking resources and ensure the public safety, accessibility, and convenience of beachgoers, all while minimizing any adverse effects on the neighboring environment.*

➤ Overview & Structure of Ordinance:

- Definitions
- Authorization of parking technology solutions
- Parking fees and resident beach parking passes
 - Resolution to adopt parking fees
- Hours of operation
 - Resolution to adopt hours of operation
- Rules, regulations & exemptions
- Administrative penalties and fines
- Appeals procedure



Beach Parking Management Ordinance

Definitions

Key terms

- **Paid parking area:** *Any area designated by the Town for parking that requires payment and as depicted in table 1.*
- **Parking authority:** *The Town or its designee.*

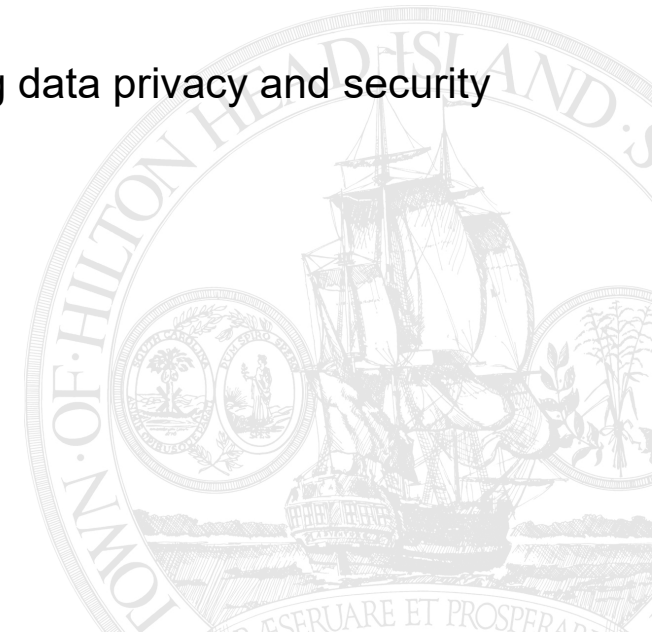


Beach Parking Management Ordinance

Parking Technology Solutions

Authorization to use parking technology solutions

- Amendments to current code provisions (Sec. 12 -3-112; 113; and 114) to allow for parking technology solutions, including but not limited to:
 - Electronic payment systems for parking fees, such as text-to-pay
 - Real-time parking space availability systems
 - Automated parking enforcement tools, such as license plate recognition systems
- Parking technology solutions will comply with all applicable laws and regulations, including data privacy and security requirements.

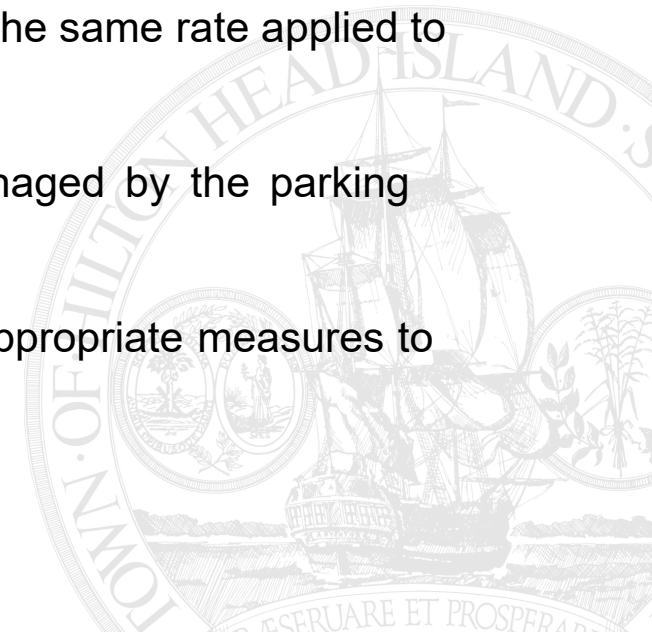


Beach Parking Management Ordinance

Parking Fees & Resident Beach Parking Passes

Parking fees

- Town council to establish fees within reasonable, prevailing local rates.
 - Parking rates will be established by a Resolution of Town Council.
 - Resident beach pass permit holders are not subject to regular fees.
 - A maximum time period for parking may be implemented to manage parking space availability and encourage turnover, particularly in high-demand areas.
 - ❖ Alternatively, a progressive pricing structure that increases incrementally with the duration of the parking stay (e.g., fee increases by \$4/hr after 6 hours).
 - Parking rates can be seasonally adjusted and tailored to each paid parking area, or the same rate applied to all paid parking areas.
- Payments to be made through the designated payment mechanism installed and managed by the parking authority.
- Parking authority to enforce parking fees, issue administrative citations, and take other appropriate measures to ensure compliance (e.g., vehicle immobilization).



Beach Parking Management Ordinance

Parking Fees & Resident Beach Parking Passes

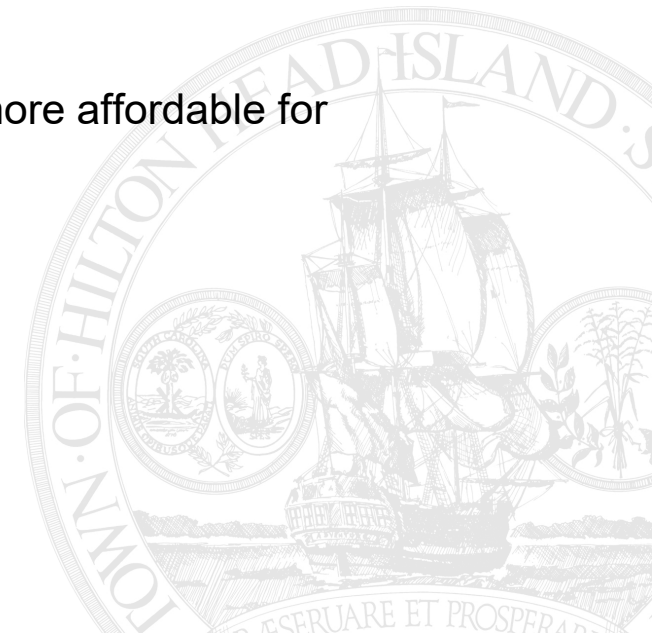
Parking fees cont.

Resident beach parking passes

- Allows for the Town to issue beach parking passes to primary residents of Hilton Head Island.
- Yearly fee (\$15.00/year) instead of hourly or daily rates.
- Affords parking at all beach parks, with designated spaces at Islanders and Driessen.

Business beach parking passes

- Would allow for businesses to purchase yearly or seasonal for employees.
- Bulk discounts could be structured to incentivize participation in the program and make it more affordable for businesses to provide parking for their employees.



Beach Parking Management Ordinance

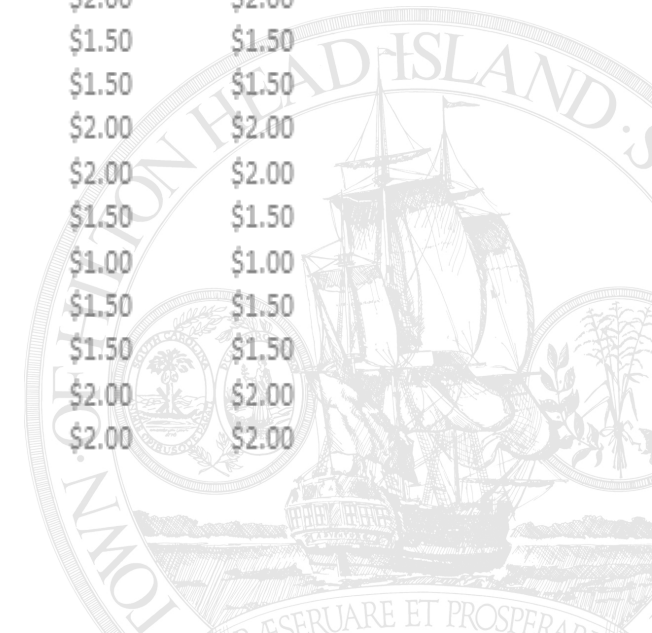
Parking Fees & Resident Beach Parking Passes

Parking fees

- The Walker study recommended varying rates at different parks as well as sliding seasonal rates, with peak season from June to September, and off season from October to May. Daily rates and annual rates can be provided as well.

Beach Parks	Hourly Rates	Hourly Rates
	June – Sept	Oct - May
South Island - Alder Lane, Coligny Beach Park, LCP	\$4.00	\$2.00
Mid-Island - Chaplin / Burkes Beach, Driessen, Folly Field, Islanders (25 public spaces)	\$3.00	\$1.50
North-Island - Fish Haul, Barker	\$2.00	\$1.00

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



Beach Parking Management Ordinance

Parking Fees & Resident Beach Parking Passes

Parking fees

- A recent sampling of NC, SC, GA, and FL beach community paid parking programs yielded an average hourly rate of \$3.00 for those communities that offered hourly parking.

Location		Hourly Rate	Daily Rate/Max	Weekend Rate	Notes
Folly Beach	South Carolina	\$2.00	\$10.00/\$15.00	n/a	One parking location has a maximum daily rate of \$15.00 with no hourly parking offered. All others are \$2 per hour up to a maximum of \$10.00 per day.
Charleston County Beach Park	South Carolina	n/a	\$5.00 - \$15.00	\$20.00	Parking rates are per day and based on the following schedule: January & February: \$5, March & April: \$10, May-Labor Day: \$15 Monday-Friday and \$20 Saturday-Sunday & holidays, September & October: \$10, November & December: \$5
Edisto Beach State Park	South Carolina	n/a	n/a	n/a	Parking is included with admission fee. Rates for admission are \$8/adult; \$5 SC seniors; \$4/ child age 6-15; Free for children 5 and younger.
Isle of Palms	South Carolina	\$2.00	\$10.00	\$15.00	Rate of \$2/hr only available after 4pm. Enforced March - October
Myrtle Beach	South Carolina	\$2.00- \$3.00	\$10.00 - \$15.00	n/a	The beach access areas have an hourly rate of \$3.00 per hour and a daily maximum rate of \$15.00. The core-business district does not have a daily maximum rate, just an hourly rate of \$2.00 per hour.
Surfside Beach	South Carolina	\$.50 - \$2.00	\$10.00	n/a	Some parking lots have no daily maximum.
Kiawah Island	South Carolina	n/a	\$5.00 - \$15.00	\$20.00	Parking rates are per day and based on the following schedule: January & February: \$5, March & April: \$10, May-Labor Day: \$15 Monday-Friday and \$20 Saturday-Sunday & holidays, September & October: \$10, November & December: \$5
Wrightsville Beach	North Carolina	\$5.00	\$25.00	n/a	Parking fees are enforced March – October.
Tybee Island	Georgia	\$4.00	n/a	n/a	Enforced 8am-8pm, 365 days a year.
Jekyll Island	Georgia	n/a	\$10.00	n/a	Entry/Parking Fee to the island.
St. Augustine Beach	Florida	n/a	\$10.00	n/a	Discounts offered for disabled and active military.
Gulf Shores Beach	Alabama	n/a	\$5.00 - \$15.00	n/a	Parking rates enforced March – November. Two lots offer a 4-hour block for \$5.00 or \$15.00 for the whole day. All other lots are a flat \$15.00 for the whole day.

- In addition to peak demand pricing, the Town may also consider implementing a daily maximum charge.

Beach Parking Management Ordinance

Hours of Operation

Three primary options

1. Hours of operation set in accordance with certain times of year (e.g., defining “peak season” and “off-peak season” or in accordance with daylight savings time).
2. An “across the board” hours of operation (e.g., 6am – 9pm).
3. Hours of operation set by Town Council for each specific paid parking area taking into account parking demands:
 - **Mid & North Island:**
 - ❖ Fish Haul Beach Park
 - ❖ Chaplin Park Beach Parking
 - ❖ Driessen Beach Parking
 - ❖ Folly Field Beach Parking
 - ❖ Islanders Beach Parking
 - **South Island:**
 - ❖ Alder Lane Beach Parking
 - ❖ Coligny Beach Parking



Beach Parking Management Ordinance

Middle & North Island Beach Parking Areas



Town of Hilton Head Island
Mid and North Island Beach Parking



Map provided as a service to the public. The Town of Hilton Head Island is not responsible for any errors or omissions. The map is for informational purposes only. The map is not to be used for legal purposes. The map is not to be used for any other purpose. The map is not to be used for any other purpose.



Beach Parking Management Ordinance

South Island Beach Parking Areas



Beach Parking Management Ordinance

Current Paid Parking Areas

Current Paid Parking Areas

- Adler Lane Beach Access (\$1.00/hr)
- Driessen Beach Park* (\$0.50/hr)
- Folly Field Beach Park (\$1.00/hr)
- Islanders Beach Park* (\$1.00/hr)

Proposed Paid Parking Area

- Chaplin Park
- Coligny Beach Park
- Fish Haul Beach Park

* These properties also contain restricted parking spaces that are limited to Island residents who have received an approved beach parking pass. There are currently 125 reserved spaces at Islanders Beach Park and 28 reserved spaces at Driessen Beach Park.

Current hours of operation are:

- 6am – 9pm (Summer Hours)
- 6am – 6pm (Winter Hours)



Beach Parking Management Ordinance

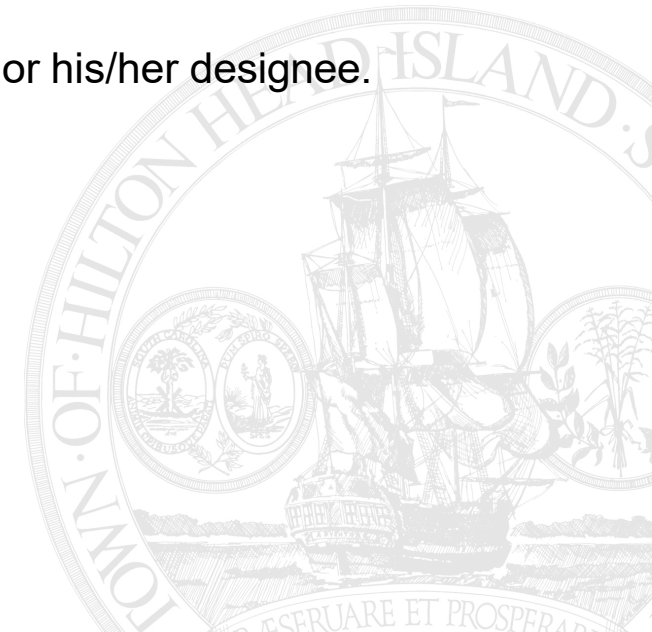
Rules, Regulations & Exemptions

Standardized Rules & Regulations:

- No parking outside of hours of operation.
- No parking in unauthorized zones.
- Certain areas reserved for emergency vehicles only.

Exemptions

- Exemptions for emergency vehicles, vehicles of disabled persons with appropriate placards or license plates, and Town officials engaged in official duties.
- Exemption of paid parking for permitted special events as approved by the Town Manager or his/her designee.



Beach Parking Management Ordinance

Administrative Penalties & Fines

Graduated penalty approach

- This approach offers a proportional response to infringements. It also gives individuals a chance to correct behavior before facing more severe consequences. By deterring repeat offenders and promoting adherence to parking regulations, the primary objective is to foster compliance with parking regulations rather than impose punitive outcomes.

Example graduated penalty schedule:

- - First violation: fine of \$50 and reminder of parking restrictions.
 - Second violation: fine of \$100 and notification of potential tow / immobilization.
 - Third violation and subsequent violations: fine of \$150 and towing or immobilization of vehicle at owner's expense.

*Note, the Town's general penalty provision will apply to the destruction of any paid parking device



Beach Parking Management Ordinance

Parking Violation Fees in Other Jurisdictions

Folly Beach, SC

\$60, then late payment penalties on the 31st and 61st days (\$70 and \$120, respectively)

Sullivans Island, SC

Uses general penalty provision – up to \$500 fine

Isle of Palms, SC

\$100, then \$150 for late payment on 31st day

Myrtle Beach, SC

\$30, then \$60 for late payment on 31st day

Tybee Island, GA

Not more than \$1,000. Specific penalties are set by the City Manager



Beach Parking Management Ordinance

Appeals Process

Two layers of appeals

➤ **Example appeals criteria:**

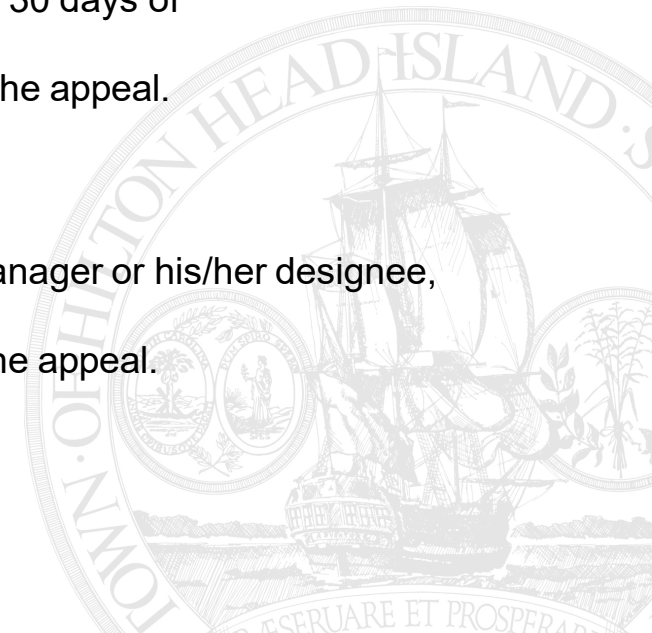
- Incorrect or missing information on ticket (e.g., wrong license plate number).
- Valid parking permit.
- Signage or marking issues (e.g., parking restrictions were not clearly marked).
- Emergency or unforeseen circumstances.
- Defects in parking technology.

➤ **Appeal to parking authority (e.g., PCI Municipal Services):**

- Any person receiving a parking violation may make a written appeal to the parking authority within 30 days of receiving the citation.
- Parking authority must review the appeal and issue a written decision within 30 days of receiving the appeal.

➤ **Appeal to Town Manager or his/her designee:**

- If the person disagrees with the parking authority's decision, he or she may appeal to the Town Manager or his/her designee, including statements of fact and conclusions of law to support the appeal.
- The Town Manager or his/her designee shall issue a written decision within 30 days of receiving the appeal.
- Decision of the Town Manager or his/her designee is final.



Beach Parking Management Ordinance
Question, Discussion & Answer Session

QUESTIONS?





TOWN OF HILTON HEAD ISLAND

Community Services and Public Safety Committee

TO: Community Services and Public Safety Committee Members
FROM: Joshua Gruber, *Deputy Town Manager*
CC: Marc Orlando, *Town Manager*
DATE: July 6, 2023
SUBJECT: Discussion of the Appointment of a Hilton Head Island Representative on the Military Enhancement Committee

RECOMMENDATION:

The Committee should review the request received by the Beaufort County Military Enhancement Committee to appoint a representative to the Committee on behalf of the Town of Hilton Head Island and provide a recommendation on this request to Town Council.

BACKGROUND:

On June 27, 2023, the Mayor received a letter from Ian Scott, President and CEO of the Beaufort Regional Chamber of Commerce. Within this correspondence, Mr. Scott invited Mayor Perry to make an appointment to the Military Enhancement Committee on behalf of the Town of Hilton Head Island.

The Beaufort County Military Enhancement Committee is an auxiliary committee of the Beaufort Regional Chamber of Commerce. Its mission is to protect, enhance and grow the military presence in Beaufort County through advocacy, information sharing and influence at the local, state, and national levels.

The current membership of the Military Enhancement Committee consists of the following individuals representing these corresponding entities:

- Chair: Neal Pugliese - S.C. Military Base Task Force Rep
- Vice-Chair: Warren Parker - Beaufort County Council Rep
- Treasurer: Jimmy Boozer - Port Royal Town Council Rep
- John Cully - Greater Island Council Rep
- Carlton Dallas - Greater Island Council Rep
- Teri Maude - Beaufort City Council Rep
- Caroline Fermin - Beaufort Regional Chamber Rep
- Lisa Philp - Beaufort Regional Chamber Rep
- Ed Saxon - Beaufort County Council Rep

The Committee's annual operating budget is approximately \$100,000 per year with funding for this service currently coming primarily from budgeted funds within Beaufort County's annual adopted budget.

CONCLUSION:

The Community Services and Public Safety Committee should review the request from the Beaufort Regional Chamber of Commerce to appoint a representative to its Military Enhancement Committee and provide a recommendation on this request to Town Council.

ATTACHMENTS:

1. June 27, 2023, Letter from Ian D. Scott, President and CEO, Beaufort Regional Chamber of Commerce



June 27, 2023

The Honorable Alan Perry
Mayor, Town of Hilton Head Island
1 Town Center Court
Hilton Head Island, SC 29928

RE: Town of Hilton Head Island Appointee to Military Enhancement Committee

Dear Mayor Perry:

I am writing to request an appointee to represent the Town of Hilton Head Island on the Military Enhancement Committee of Beaufort County (MEC). We would like to fill a vacant seat for a three-year term with a July 1 anniversary date.

The MEC's mission is to facilitate community and government support to sustain and enhance the quality and value of the military installations in Beaufort County and to help document and communicate the contributions to national security made by those three bases. It is a critical responsibility because the region's military installations have a combined economic impact of \$2.5 billion annually and support 21,241 jobs.

Collaboration is baked into the MEC's structure. It was founded in 2003 as a public-private partnership operating as an auxiliary committee of the Beaufort Regional Chamber of Commerce. Your appointee will join others representing the private sector as well as Beaufort County, the City of Beaufort, the Town of Port Royal, the Town of Bluffton, and the State of South Carolina.

As per the MEC's Charter, appointment authority rests with you as Mayor. MEC Chairman Col. Neal Pugliese (copied) and I are available to answer questions or share additional information as needed. We are also happy to support any candidate vetting process the Town would like to run to fill this appointment.

Thank you for your service and your leadership.

Sincerely,

Ian D. Scott
President & CEO, Beaufort Regional Chamber of Commerce

cc: Marc Orlando, Neal Pugliese



TOWN OF HILTON HEAD ISLAND

Community Services and Public Safety Committee

TO: Community Services and Public Safety Committee Members
FROM: Joshua Gruber, *Deputy Town Manager*
CC: Marc Orlando, *Town Manager*
DATE: July 24, 2023
SUBJECT: Discussion of the Appointment of a Town of Hilton Head Island Representative to the Beaufort County Sales Tax Advisory Committee

RECOMMENDATION:

The Committee should review the request made by Beaufort County to appoint a representative to the Beaufort County Sales Tax Advisory Committee and provide any recommendations it might have to Town Council for its consideration of this request.

BACKGROUND:

On June 12, 2023, Beaufort County Council adopted Resolution 2023/32 wherein it created a Sales Tax Commission pursuant to the requirements stated S.C. Code Section 4-10-320. A transmission letter from Beaufort County Council Chairman Joseph Passiment is enclosed as Attachment 1 and a copy of the adopted Resolution is enclosed as Attachment 2. As part of this Resolution, Beaufort County is requesting that the Town identify an appointee to this Committee by the middle of August.

It is anticipated that the Sales Tax Advisory Committee will consist of six (6) members. Three (3) members will be appointed by Beaufort County Council to represent the unincorporated areas, one (1) would be from Hilton Head Island, one (1) would be from the Town of Bluffton, and one (1) would represent the City of Beaufort/Town of Port Royal areas. The County has requested that no current elected officials and no staff members be designated to serve in any of these appointed positions.

The County has stated its desire to pursue a "Super Penny" that would include funding a singular source of funding for various "buckets" of programs. Those buckets would include Transportation, Governmental Capital Projects, and Education Capital Projects (BCSD, USCB, TCL). An example of how a Super Penny could hypothetically be structured is enclosed as Attachment 2. Highlights from this hypothetical sales tax are as follows:

- a. Transportation Projects could generate \$3.25B over a 25-year collection period.
- b. Capital Projects could generate \$650M over an 8-year collection period.

- i. The County is pursuing a change of the enabling statute that if approved, would extend the collection timeline to 25 years. If approved in that form, it would generate a cumulative total of \$3.25B.
- ii. The County would distribute these funds in a manner similar to the formula outlined under the LOST sales tax program which is a function of population and the location of where the sales tax collection occurs.
 1. Assuming one penny for 8 years with a 5% growth factor = \$650M in total collections under this particular bucket. Of this amount, \$158M would go to HHI for public safety, recreation, administration, economic development/affordable housing, land acquisition, etc.
- iii. Would be collected by the County, but distributed to the municipalities quarterly/annually, with reporting requirements and auditing of expenditures. Municipalities would manage their own projects unless it is a joint project with the County.
- c. Education Projects would generate \$1.5B over 15 years.
 - i. County is pursuing a change of the enabling statute that would extend timeline to 25 years. If approved, it would generate a cumulative total of \$3.25B
- d. County is proposing to voluntarily use 10% of the funds collected as “donor funds” to the counties surrounding Beaufort County (Jasper, Hampton, Allendale, Colleton, Bamberg).
- e. County Proposed Timeline:
 - i. Appoint Advisory Committee members by middle of August.
 - ii. Committee would finalize recommendations on scope of referendum to Beaufort County Council by late fall.
 - iii. Beaufort County Council would adopt an Ordinance ordering the referendum by end of Calendar Year 2023.
 - iv. Education Campaign begins January 1, 2024.
 - v. Referendum held November 12, 2024.

CONCLUSION:

The Committee should provide any recommendations it might have to Town Council for its consideration of Beaufort County’s request to appoint a representative to its Sales Tax Advisory Committee.

ATTACHMENTS:

1. Chairman Jospeh Passiment Letter of July 21, 2023
2. Beaufort County Resolution 2023/32
3. Beaufort County Hypothetical Penny Sales Tax Program Outline, Sample Projects, and Sample Distributions

Attachment 1

COUNTY COUNCIL OF BEAUFORT COUNTY
ADMINISTRATION BUILDING
BEAUFORT COUNTY GOVERNMENT ROBERT SMALLS COMPLEX
100 RIBAUT ROAD
POST OFFICE DRAWER 1228
BEAUFORT, SOUTH CAROLINA 29901-1228
TELEPHONE: (843) 255-2180
www.beaufortcountysc.gov

JOSEPH F. PASSIMENT, JR.
CHAIRMAN

LAWRENCE MCELYNN
VICE CHAIRMAN

COUNCIL MEMBERS

DAVID BARTHOLOMEW
PAULA BROWN
LOGAN CUNNINGHAM
GERALD DAWSON
YORK GLOVER, SR.
ALICE G. HOWARD
MARK LAWSON
THOMAS REITZ
ANNA MARIA TABERNIK

ERIC GREENWAY
COUNTY ADMINISTRATOR

SARAH W. BROCK
CLERK TO COUNCIL

July 21, 2023

The Honorable Alan Perry, Mayor
Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

Re: Notification of Beaufort County Council Action
Formation of Sales Tax Advisory Committee

Dear Mayor Perry:

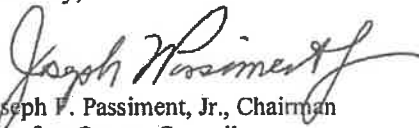
On June 12, 2023, Beaufort County Council adopted Resolution 2023/32, a copy of which is enclosed for your review, establishing a Sales Tax Advisory Committee in preparation for a potential sales tax referendum in November 2024. The committee will be tasked with providing recommendations to County Council as to which sales tax programs/projects should be included on the ballot (transportation, capital projects, or education capital), how long the process should last, and the amount of funds to be collected.

Unlike last year's sales tax committee, Council used the most stringent statute regarding establishing a sales tax committee, the Capital Project Sales Tax. Based upon the statutory formula provided in Section 4-10-320 of the South Carolina Code of Laws, the committee shall consist of six (6) members, three (3) from the County and three (3) from the municipalities. This equates to one (1) representative from the Town of Hilton Head Island, one (1) from the Town of Bluffton, and one (1) shared between the City of Beaufort and the Town of Port Royal.

We ask that you provide us with the name of your representative by August 15, 2023. From there, our intent is for the committee to provide Council with their recommendations in the form of a report by the end of the year. This will give all of us time next year to educate and inform the public of a proposed referendum. We feel this schedule will provide us with the best opportunity to be successful in this endeavor.

Thank you for your assistance in this matter. Should you have any questions regarding the committee or the proposed schedule, please do not hesitate to contact me.

Sincerely,


Joseph F. Passiment, Jr., Chairman
Beaufort County Council

cc: Marc Orlando, Town Manager

Enclosure

Attachment 2

RESOLUTION 2023/32

A RESOLUTION ESTABLISHING A TAX ADVISORY COMMITTEE TO PLAN FOR A FUTURE SALES TAX PROGRAM

WHEREAS, Beaufort County enjoys a high quality of life and provides a great place for people to live, work and play; and

WHEREAS, South Carolina, and more specifically Beaufort County, has experienced tremendous population and development growth over the last decade; and

WHEREAS, based on macro migration trends, overall growth within both the state and County will most likely continue over the coming years; and

WHEREAS, to keep up with the growth, major infrastructure investments within our communities will be required; and

WHEREAS, based on our county's tourism-based economy, local sales and use tax provides the largest and most effective source of funding to address demands on our infrastructure; and

WHEREAS, with strategic planning and adequate funding to implement the developed plan, Beaufort County can make the necessary investments in our infrastructure to accommodate the growth and ensure the character and charm of our community are preserved; and


NOW, THEREFORE, BE IT RESOLVED, to protect, preserve, and enhance the quality of life and sense of community within the County, Beaufort County Council hereby establishes a tax advisory committee to plan and prepare for potential sales tax referenda in November 2024 that address investments in our roads, our buildings, and our schools throughout our community. The sales tax advisory committee will be appointed in a manner that is consistent with S.C. Code Sec. 4-10-320. It will consist of six (6) members. Three (3) members will be appointed by County Council. The remaining three (3) members will be appointed by the municipalities as follows: Town of Hilton Head Island, one (1) member; Town of Bluffton, one (1) member; City of Beaufort and Town of Port Royal, one (1) member. The Committee will, by a date to be set by Council in the future, provide council with information that identifies the needs and, where required, the specific projects for the various referenda questions.

Adopted this 12th day of June 2023.

COUNTY COUNCIL OF BEAUFORT COUNTY


Joseph F. Passiment

Attest:


Sarah W. Brock, Clerk to Council

Attachment 3

Proposed 2024 Super Penny Plan

Transportation Penny –

One Penny for 25 years with 5% Growth = \$3,250M

- **Project Programs (50%) ~ \$1,625M**
(The below percentages are based on 100% of the overall 50%)
 - Safety & Traffic Flow (30%)
 - Pavement Resurfacing & Preservation (20%)
 - Pathways (20%)
 - Traffic Technologies (10%)
 - Emergency Evacuation & Resiliency (10%)
 - Multimodal (10%)

- **Big Projects – Considered \$10M or Larger (35%) ~ \$1,138M**
(Below are the initially identified projects. Other big projects to be identified later as funding is available from the programmed 40%)
 - The Triangle (\$100m)
 - Ribaut Road (\$75m)
 - SC 46 (\$20m)
 - US 278 Corridor Improvement/Enhancements (\$40m)
 - Lady's Island Corridor (\$40m)
 - Airport Improvements (\$45m)
 - North of Broad Transportation System Improvements (\$20m)
 - Bluffton Transportation System Improvements (\$40m)
 - Hilton Head Transportation System Improvements (\$40m)
 - Future Projects (\$718m)

- **Greenbelts (5%) ~ \$163M**

Capital Project Sales Tax - Commission Calculations

Municipality	2020 Population	Appointive Index	Nearest Whole Number
Beaufort County	187,117		3
Beaufort	13,607	0.438	0
Bluffton	27,716	0.89	1
Hilton Head	37,661	1.21	1
Port Royal	14,220	0.46	0
Total Municipality Population (TMP)	93,204		
Apportionate Avg (TMP/3)	31,068		

*Population data from www.census.gov

Example:

$$\text{Bluffton} = \frac{27,716}{31,068} = 0.89 \text{ which rounds to } \mathbf{1 \text{ member}}$$

➤ **Donor Funds (10%) ~ \$325M**

- Pursuant that the receiving counties (Allendale, Bamberg, Barnwell, Colleton, Hampton, and Jasper) have an established Transportation program, the funds will be divided equally (25%) to each county.
- Should a receiving county not have an established Transportation Sales Tax Program to accept the donor funds, the remaining funds will be split equally (50%) between the Program Projects and Big Projects

Capital Penny –

***One Penny for 25 years with 5% Growth = \$3,250M**

(One Penny for 8 years with 5% Growth = \$650M)

➤ **County & Municipality Projects (90%) ~ \$585M**

Funds distributed in percentages as defined by DOR LOST projections at the time of the program initiation

- **Beaufort County (49%) ~ \$287M**
 - Public Safety
 - Recreation
 - Administration
 - Economic Development/Affordable Housing**
 - Land Acquisition
- **Beaufort (10%) ~ \$59M**
 - Public Safety
 - Recreation
 - Administration
 - Economic Development/Affordable Housing**
 - Land Acquisition
- **Bluffton (9%) ~ \$53M**
 - Public Safety
 - Recreation
 - Administration
 - Economic Development/Affordable Housing**
 - Land Acquisition
- **Hilton Head (27%) ~ \$158M**
 - Public Safety
 - Recreation
 - Administration
 - Economic Development/Affordable Housing**
 - Land Acquisition

- **Port Royal (3%) ~ \$18M**
 - Public Safety
 - Recreation
 - Administration
 - Economic Development/Affordable Housing**
 - Land Acquisition
- **Yemassee (1%) ~ \$6M**
 - Public Safety
 - Recreation
 - Administration
 - Economic Development/Affordable Housing**
 - Land Acquisition
- **Hardeeville (1%) ~ \$6M**
 - Public Safety
 - Recreation
 - Administration
 - Economic Development/Affordable Housing**
 - Land Acquisition

➤ **Donor Funds (10%) ~ \$65M**

- Pursuant that the receiving counties (Allendale, Bamberg, Barnwell, Colleton, Hampton, and Jasper) have an established Capital Projects Sales Tax program, the funds will be divided equally (25%) to each county.
- Should a receiving county not have an established Capital Projects Sales Tax program to accept the donor funds, the remaining funds will be split amongst the County and municipalities in the established pro-rata percentages above

* Assuming successful state statute change for timeline horizon provision.

** Assuming state statute is expanded for additional uses

*** Percentage breakdown is based on calculations from Local Option Sales Tax (LOST). Current percentages are based on 2019 data. Percentages to be adjusted based on updated data from SC Revenue and Fiscal Affairs Office.

Educational Capital Improvements Penny –

****One Penny for 25 years with 5% Growth = \$3,250M**

(One Penny for 15 years with 5% Growth = \$1,500M)

➤ **School District (70%) ~ 1,050M**

- Existing Facilities
- New Facilities
- Land Acquisition
- Technology, Safety, Security and Telecommunications

➤ **USCB (14%) ~ \$210M**

- Existing Facilities
- New Facilities
- Land Acquisition
- Technology, Safety, Security and Telecommunications

➤ **TCL (6%) ~ \$90M**

- Existing Facilities
- New Facilities
- Land Acquisition
- Technology, Safety, Security, and Telecommunications

➤ **Donor Funds (10%) ~ \$150M**

- Pursuant that the receiving counties (Allendale, Bamberg, Barnwell, Colleton, Hampton, and Jasper) have an established Educational Capital Improvements Sales Tax program, the funds will be divided equally (25%) to each county.
- Should a receiving county not have an established Educational Capital Improvements Sales Tax program to accept the donor funds, those remaining funds will be split equally (33%) between the School District, USCB, and TCL.

**** Assuming successful state statute change for timeline horizon provision.**