



Town of Hilton Head Island  
**TOWN COUNCIL MEETING**  
Tuesday, January 5, 2021, 4:00 p.m.  
**AGENDA**

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In accordance the Town of Hilton Head Island Municipal Code § 2-5-15, this meeting is being conducted virtually and can be viewed on the Town's Facebook Page (<http://facebook.com/TownofHiltonHeadIslandSC>) or website (<https://www.hiltonheadislandsc.gov>), as well as Hargray channels 9 & 113 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. **Invocation – Reverend General Hay**
5. **Approval of Agenda**
6. **Approval of Minutes**
  - a. Regular Meeting – December 15, 2020
7. **Report of the Town Manager**
  - a. Program for Public Information Update – Shari Mendrick, Floodplain Administrator
  - b. Items of Interest
8. **Reports from the Members of Council**
  - a. General Reports from Council
  - b. Report of the Community Services & Public Safety Committee – Councilman Harkins
  - c. Report of the Public Planning Committee – Councilman Ames
  - d. Report of the Finance & Administrative Committee – Councilman Lennox
9. **Proclamations/Commendations - NONE**
10. **Appearance by Citizens**

*Citizens who wish to address Town Council during the meeting by phone must contact the Town Clerk at 843.341.4701 or [kristaw@hiltonheadislandsc.gov](mailto:kristaw@hiltonheadislandsc.gov) no later than **12:00 p.m. the day of the meeting**. Citizens speaking during the meeting will limit their comments to no longer than three (3) minutes and will conduct themselves in a manner appropriate to the decorum of the meeting, refraining from the use of profane, abusive, threatening, or obscene language.*

**11. Unfinished Business – None**

**12. New Business**

- a. Town Council General Discussion of Town Code Sec. 2-5-70 - Appearance by Citizens

**13. Executive Session**

**14. Possible actions by Town Council concerning matters discussed in Executive Session**

**15. Adjournment**

Citizens may submit public comments via the Town's Open Town Hall portal (<https://hiltonheadislandsc.gov/opentownhall/>). The portal will close **two (2) hours prior to the start of the scheduled meeting**. All comments submitted to the portal will be provided to Town Council for review and made part of the official record.



Town of Hilton Head Island  
**TOWN COUNCIL**  
Tuesday, December 15, 2020 at 4:00 p.m.  
**MEETING MINUTES**

**Present from Town Council:** John J. McCann, *Mayor*; Bill Harkins, *Mayor Pro-Tempore*; David Ames, Tamara Becker, Alex Brown, Tom Lennox, Glenn Stanford, *Council Members*

**Present from Town Staff:** Steve Riley, *Town Manager*; Josh Gruber, *Deputy Town Manager*; Shawn Colin, *Director of Community Development*; Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; John Troyer, *Finance Director*; Jennifer Ray, *Deputy Director of Community Development*; Teri Lewis, *Deputy Director of Community Development*; Krista Wiedmeyer, *Exec. Assist/Town Clerk*

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**1. Call to Order**

Mayor McCann called the meeting to order at 4:00 p.m.

**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. Invocation – Pastor Michael Carr, Central Church**

Pastor Carr from Central Church delivered the invocation.

**5. Approval of Agenda**

Mr. Harkins moved to approve the agenda. Mr. Stanford seconded. By way of roll call, the agenda was approved by a vote of 7-0.

**6. Approval of Minutes**

- a. **Regular Meeting – November 17, 2020**
- b. **Regular Meeting – December 1, 2020**
- c. **Special Meeting – December 2, 2020**

Mr. Harkins moved to approve the minutes noted on the agenda. Mr. Stanford seconded. Mr. Brown abstained from voting on the November 17, 2020 minutes. By way of roll call, the minutes were approved by a vote of 7-0.

**7. Report of the Town Manager**

**a. Town Administration Update – Joshua A. Gruber, Deputy Town Manager**

Mr. Gruber, members of Town staff, and others honored Mr. Riley for his years of service as the Town Manager.

**b. Report of the Auditor, Green Finney – Emily Sobczak, Partner**

Ms. Sobczak reviewed the Comprehensive Annual Financial Report for Fiscal Year 2019/20. She also answered questions posed to her by Town Council.

## **8. Reports from Members of Council**

### **a. General Reports from Council**

Mayor McCann announced that the following individuals would be appointed to the US 278 Oversight Committee; Mike Garrigan, Curtis Driessen, Herbert Ford, David Johnson, Risa Prince, Jared Fralix, Scott Liggett, and John Taylor as an alternate.

Mr. Lennox reported that he had attended the recent Southern Lowcountry Regional Board meeting where Eric Greenway from Beaufort County gave a presentation on impact fees.

Mrs. Becker reported that she and other members from Town Council visited the Beaufort County Housing Authority where they discussed the recent matters surrounding the Sandalwood Apartments.

Mr. Stanford reported that he and his wife went to Lowcountry Celebration Park where they saw families gathering and children playing.

### **b. Report of the Intergovernmental Committee – Bill Harkins**

Mr. Harkins reported that he had an opportunity to sit with Dr. Michael Sweet from the MUSC COVID-19 Epidemiology Intelligence Project, where they discussed the COVID-19 pandemic. He reported that Dr. Sweet said there is concern about potential holiday season impacts, similar to what was experienced after Memorial Day and Fourth of July. Mr. Harkins said that a surge like this could take place over the next two months. He said that Dr. Sweet reported a spike in reported cases across the US since the Thanksgiving Holiday. Mr. Harkins stated that Dr. Sweet said that scientific evidence is strong for the effectiveness of several risk mitigation behaviors; such as wearing a face covering around others, keeping a safe distance apart, avoid crowds, wash hands, as well as other factors.

### **c. Report of the Community Services & Public Safety Committee – Bill Harkins**

Mr. Harkins stated that he did not have a report.

### **d. Report of the Public Planning Committee – David Ames**

Mr. Ames stated that he did not have a report.

### **e. Report of the Finance & Administrative Committee – Tom Lennox**

Mr. Lennox stated that he did not have a report.

## **9. Proclamations/Commendations – NONE**

## **10. Appearance by Citizens**

Patsy Brison: Addressed the members of Town Council on matters concerning the US 278 Project.

Skip Hoagland: Addressed the members of Town Council on matters concerning the Town and the Chamber of Commerce.

## 11. Unfinished Business

### a. Second Reading of Proposed Ordinance 2020-32 – Coastal Discovery Museum Sublease

Second Reading of Proposed Ordinance 2020-32 authorizing the execution of a Sublease with the Coastal Discovery Museum, related to the Lease of Real Property owned by the Town of Hilton Head Island, South Carolina, pursuant to the authority of S.C. Code Ann. Sec. 5-7-40 (Supp. 2012), and Sec. 2-7-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, (1983); and providing for severability and an effective date.

Mr. Ames moved to approve. Mr. Stanford seconded. With some discussion, the motion was approved by a vote of 7-0.

### b. Second Reading of Proposed Ordinance 2020-33 – Special Event Requirements

Second Reading of Proposed Ordinance 2020-33 to amend the Municipal Code of the Town of Hilton Head Island, South Carolina, by amending Chapter 12 of Title 17, to reduce the threshold requirement for events requiring a Special Event Permit from five hundred (500) attendees to two hundred fifty (250) attendees; and adding a requirement that Special Event applications include a public health plan as part of the application process; and providing for severability and an effective date.

Mr. Harkins moved to approve. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 7-0.

### a. Second Reading of Proposed Ordinance 2020-34 – Town Council Standing Committees

Second Reading of Proposed Ordinance 2020-34 amending Title 2 of the Municipal Code of the Town of Hilton Head Island, South Carolina, General Government and Administration, Chapter 5, Section 2-5-60, Committees of Council; and providing for severability and an effective date.

Mr. Harkins moved to approve. Mrs. Becker seconded. With no discussion, the motion was approved by a vote of 7-0.

## 12. New Business

### a. Consideration of a Resolution – Temporary Construction Easement and Right of Entry

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina, authorizing the execution and delivery of a *“Temporary Construction Easement and Right of Entry”* affecting Real Property owned by the Town of Hilton Head Island, South Carolina, located near Gardner Drive on Hilton Head Island, South Carolina.

Mr. Harkins moved to approve. Mr. Stanford seconded. Town Council discussed the drainage issues Old Woodlands has been experiencing. Asking if this would be addressed. Town staff indicated that development agreement addressed the drainage matter, but would review again and provide a report back to Town Council. With no further discussion, the motion was approved by a vote of 6-1, Mr. Brown opposing.

## **12. New Business (cont.)**

### **b. Consideration of Recommendations of the Accommodations Tax Advisory Committee**

Mr. Harkins moved to approve. Mrs. Becker seconded. A question was raised about the funding the Town and Chamber were granted. ATAX Vice-Chairman Fluker indicated that there was a surplus of funding this year, and as such, granted the funding to the Town and Chamber. He further noted that the additional funds were still much less than what was granted in prior years. Council discussed and decided to continue to hold the surplus funds until such time they would be needed. They also asked that a process be developed for out of cycle grant requests. To expedite the meeting, both Mr. Harkins and Mrs. Becker agreed to amend the initial motion. With no further discussion, the motion was approved by a vote of 7-0.

### **c. Authorization of the Town Manager to execute the 2020 Palmetto Electric Cooperative, Inc. Rural Development Act Utility Agreement, for the Town-owned property at 355 William Hilton Parkway.**

Mr. Harkins moved to approve. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 7-0.

### **d. Authorization of the Town Manager to execute the Addendum to the 2018 Palmetto Electric Cooperative, Inc. Rural Development Act Utility Agreement, extending the agreement until December 31, 2021.**

Mr. Harkins moved to approve. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 7-0.

### **e. Consideration of the Appointment of a Town Representative to the Beaufort County Economic Development Corporation Board of Directors**

Mr. Harkins moved to approve. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 7-0.

### **f. Discussion of Request for Proposal for a Land Planner in the Stoney Community**

Mr. Harkins moved to approve. Mr. Stanford seconded. Town Council discussed the possibility of utilizing the County's Land Planner who worked on the Mitchelville site. Mr. Gruber confirmed that the County no longer has an open contract with this company, and because the contract was specific to Mitchelville, they would have to submit a proposal. The suggestion was to utilize a member of Town staff to begin working on the project, and once a firm was hired, turning the work over. Council as a whole generally agreed with this, resulting in an amendment of the original motion made by Mr. Harkins. Both Mr. Harkins and Mr. Stanford agreed to amend the initial motion. With no further discussion, the motion was approved by a vote of 7-0.

## **13. Executive Session**

Mr. Gruber stated that an executive session was needed for the following: Discussion of appointments of members to Boards and Commission, discussion of negotiations related to proposed contractual arrangements with the Town Attorney, and receipt of legal advice related to ArborNature v. Town of Hilton Head Island.

At 6:17 p.m. Mr. Harkins moved to enter into Executive Session for the reasons stated by Mr. Gruber. Mr. Stanford seconded. The motion passed by a vote of 7-0.

#### **14. Possible Actions by Town Council Concerning Matters Discussed in Executive Session**

At 6:41 p.m., Council returned from Executive Session with the following actions:

Mr. Harkins moved to appoint Christina Kristian to the Parks and Rec Commission and David Fingerhut for the Board of Zoning Appeals. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 7-0.

Mr. Harkins moved to authorize the Mayor to execute a new contract with Curtis Coltrane for the term of two years as the Town Attorney. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 7-0.

#### **15. Adjournment**

By unanimous vote, the meeting adjourned at 6:43 p.m.

**Approved: January 5, 2021**

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Krista M. Wiedmeyer, Town Clerk

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John J. McCann, Mayor



# TOWN OF HILTON HEAD ISLAND

## *Community Development Department*

**TO:** Joshua A. Gruber, *Interim Town Manager*  
**VIA:** Shawn Colin, *AICP, Director of Community Development*  
**VIA:** Chris Yates, *CBO, CFM, Building Official*  
**FROM:** Shari Mendrick, *P.G., CFM, Floodplain Administrator*  
**CC:** Teri B. Lewis, *AICP, Deputy Community Development Director*  
**DATE:** December 17, 2020  
**SUBJECT:** Program for Public Information Update

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**Summary:** The attached report is the 2020 update of the outreach projects and flood insurance coverage assessment that are part of the Community Rating System (CRS) Program for Public Information (PPI) which was adopted by Town Council in 2015.

**Background:** To maintain credit in the public outreach section of the CRS program, which is part of the National Flood Insurance Program, the PPI Committee must meet annually to monitor, evaluate and revise as needed the outreach projects that are included in the PPI program. An annual report of this evaluation must be prepared and submitted to Town Council and the document must be updated every 5 years.

The update is prepared by Town staff and reviewed by the PPI Committee to ensure there is a continuing and effective outreach program. The report is presented to Town Council prior to recertification of the Town's CRS status.



**TOWN OF HILTON HEAD ISLAND,  
SOUTH CAROLINA**



**PROGRAM FOR  
PUBLIC INFORMATION**

Prepared September 2020 by:  
Town of Hilton Head Island  
Shari Mendrick, P.G., CFM,  
Floodplain Administrator and CRS Coordinator

## **Background**

The Town of Hilton Head Island is a barrier island located along the Atlantic Coast in Beaufort County, South Carolina. It occupies a land area of approximately 23,000 acres or 54 square miles and is approximately 12 miles long and 5 miles wide.

The Island is bound on the northeast by Port Royal Sound, Calibogue Sound to the southwest, and Skull Creek, part of the Atlantic Intracoastal Waterway, to the north. A seven mile tidal inlet, Broad Creek, runs diagonally across the Island and opens into Calibogue Sound. The Island's southeast shoreline faces the Atlantic Ocean and has a beach that stretches 13 miles from Braddock Cove in the south to Fish Haul Creek in the north. The beach runs uninterrupted except for a small inlet located mid-island, called the Folly.

Hilton Head Island is a distinguished resort and retirement community that is known for the incredible natural beauty of the beaches, extensive wetlands, diverse wildlife and natural landscape, with a sense of harmony between the natural and built environment. The Island's natural habitats and resources are recognized for the benefits that they provide. The beach provides critical nesting habitat for several species of birds and other animals, particularly the threatened loggerhead sea turtle. As a coastal community, the accessible ocean beach is a predominant factor in the local tourism and vacation rental economy.

The Town takes a very proactive approach to flood awareness and mitigation and pursues a variety of activities for credit under the Community Rating System (CRS) program. The activities include: preventive measures such as open space preservation (the Town has purchased over 1,320 acres of land to be left undeveloped, with the exception of parks and fire stations), storm water management, property protection measures such as building elevation, flood proofing, promotion of flood insurance, and adoption and enforcement of all ICC building codes, natural resources protection, structural protection such as beach nourishment and drainage improvements and emergency management services. Over the years the Town has developed several educational and outreach projects to promote flood awareness. The Town's commitment to the CRS program enhances public safety, protects property, preserves the natural functions of floodplains, and reduces flood insurance premiums.

The Town has been actively participating in the CRS program since October 1, 1991. The Town is currently a Class 5 Community, which gives its residents in the Special Flood Hazard Area (SFHA) a 25% discount on their flood insurance premiums. As of August 31, 2020, there were 26,307 flood insurance policies on Hilton Head Island. The total savings as a result of the Town's participation in the CRS program is in excess of \$5.7million per year or approximately \$254 to the average policy holder.

In an effort to maintain the reduced flood insurance premium costs to its residents and to provide flood-related information to property owners through a more aggressive outreach program, the Town has developed the Program for Public Information (PPI). Through the public information program, people at risk can learn about the hazards they face, prepare for flooding and take steps to reduce their exposure to flood damage.

The Town incorporated a Flood Insurance Coverage Assessment and Coverage Improvement Plan into the PPI because there are people who are not aware of flood insurance requirements or may not see a need to insure their property. By having an outreach program and flood insurance coverage improvement plan, with all of the activities and educational opportunities assembled in a coordinated document, the Town hopes people will have the information they need to protect themselves and their property.

The goal of the PPI is to better inform the public about their flood risks, how to improve their flood hazard preparedness, identify what they can do to decrease future damage and the benefits of having flood insurance coverage for both the structure and contents. All of the public information activities have the same objective: to get people to protect themselves and their property, whether it's to take flood protection steps, such as buying flood insurance, developing a family emergency plan, retrofitting a building, or complying with floodplain management regulations.

The Town's PPI Program is based on specific information discussed further in this document. The messages dispersed will educate the public, through outreach materials such as publications and brochures, will provide flood response preparation and disaster recovery information when needed, and will help other organizations on getting the word out about flood awareness, educate contractors, builders, realtors, insurance agencies and mortgage brokers on the importance of flood awareness and promoting flood insurance and assist the stakeholders in their outreach efforts.

### **Program for Public Information Committee Members**

The Town of Hilton Head Island Town Council adopted the PPI on August 4, 2015. The PPI Committee consists of twelve members. Five of the members are Town staff and seven are volunteers from the community that together have a wealth of knowledge regarding flood hazards and flood risk. The community members, or stakeholders, represent real estate, flood insurance, mortgage lender, property management, property owners association and home builders. Some of the members of the committee are Hilton Head Island floodplain residents.

- Shari Mendrick, CFM, Floodplain Administrator and CRS Coordinator
- Nicole Dixon, AICP, CFM, Development Review Administrator, Town of Hilton Head Island
- Sally Krebs, CFM, Sustainable Practices Coordinator, Town of Hilton Head Island
- Tom Dunn, SC CEM, Emergency Manager, Town of Hilton Head Island
- Carolyn Grant, Communications Director, Town of Hilton Head Island
- Alan Perry, Mortgage Loan Officer, Mortgage Network, Inc.
- Kristin Hayrinen, CISR, Private Client Advisor, Hub International Southeast
- Jean Beck, RCE, Chief Executive Officer, Hilton Head Area Association of Realtors
- Brian Kinard, Realtor, Lighthouse Realty (tentative)
- Ben Brown, Principal Planner & Project Manager, Palmetto Dunes Property Owners Association

- Dru Brown, Managing Partner, Island Time Hilton Head, LLC
- Meg James, Executive Officer, Hilton Head Area Home Builders Association

The member's role is to assist in implementing the PPI by providing feedback from their perspective regarding the areas best targeted for outreach, groups to target, messages to be delivered, and the best method, by whom and how often, to deliver these messages.

### **Community Needs Assessment**

The Town is located along the southeast coast of South Carolina and is subject to many different hazards to include storm surge and drainage system flooding, coastal erosion, tropical storms and hurricanes.

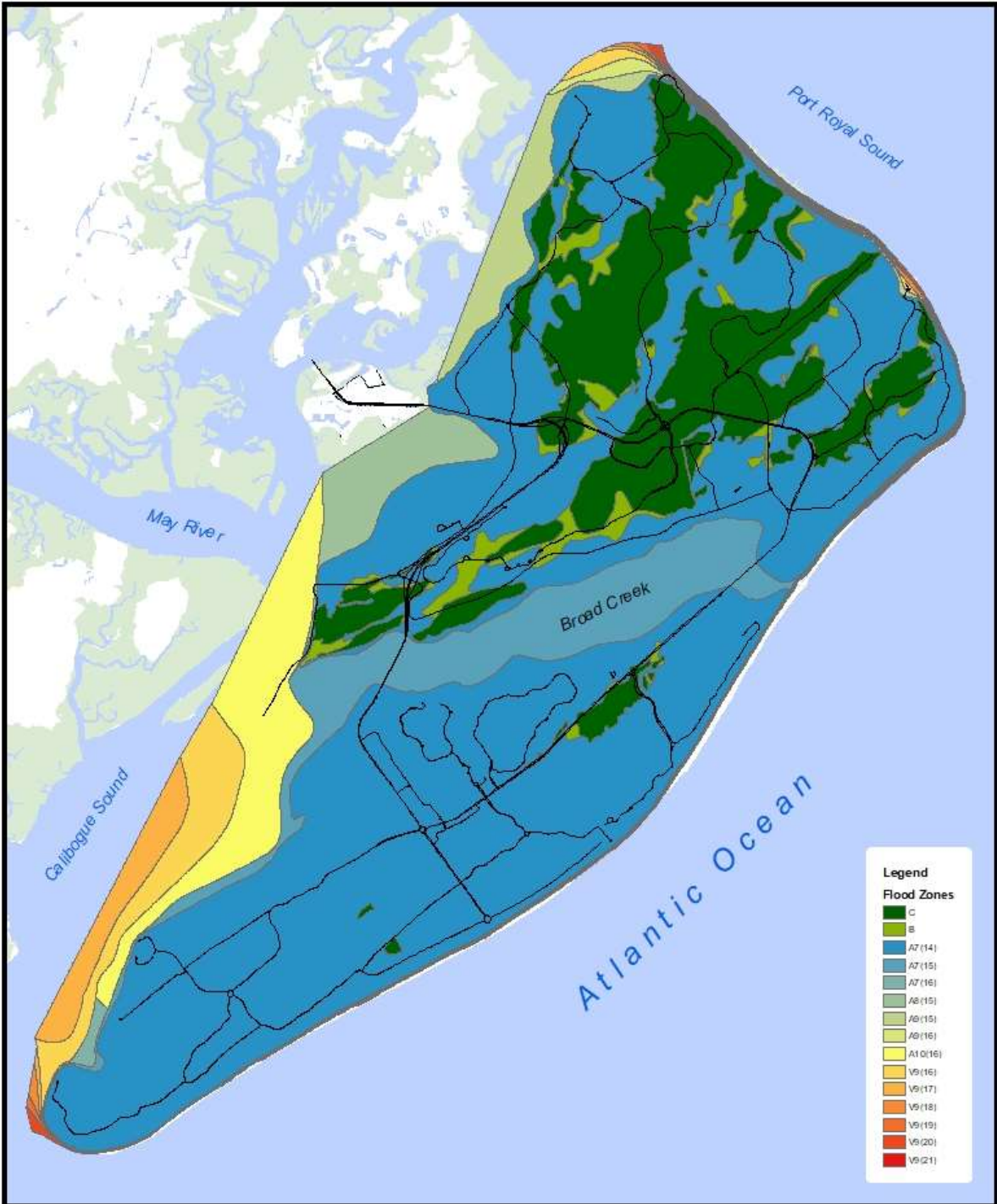
The Town has an estimated total population of 39,820, with a median age of 57.3 years and a median household income of \$73,972 according to 2018 Census Data.

The Town is potentially vulnerable to loss as a result of a hazard event to a relatively high degree, particularly considering the increasing median age of residents, new residents not familiar with the types of hazards facing the region and how best to prepare and protect themselves from these hazards. Since tourism plays such a predominant role in the local economy and is often negatively affected by large-scale hazard events with national media coverage, the potential economic losses associated with a hazard event are potentially high. Advance preparation and planning for a flood can be critical in emergency situations.

### **Flood Hazards**

The Town of Hilton Head Island is relatively flat with a maximum elevation of twenty-four feet in limited places. Most areas of the Island are subject to base flood elevations of about 14 feet, although the flood elevations along the shoreline range from 15 to 22 feet. Much of the inland areas on the Island are subject to flooding of about 1 to 3 feet. Most of the built environment near the coastline of the Island lies in areas subject to base flood elevations of 14 to 15 feet, with ground elevations of only 8 to 12 feet, which would result in flood depths of 3 to 7 feet. There are some areas of the Island with properties located further towards the shoreline with higher base flood depths. For example, there are properties in some neighborhoods in the V zone with water surface elevations of 18 to 20 feet but ground elevations at 12 feet, which would result in flood depths of 6 to 8 feet. Because of this, the Island is incapable of handling storm surge from the Atlantic Ocean. Heavy rainfalls can sometimes result in flooding in low lying areas and streets.

There are a total of 21,923 parcels in the Town. Approximately 80% of them, 16,776 parcels, are currently located within a mapped high-risk or coastal high hazard zone (Zones A and V). Most of the remainder of the Island, 5,147 parcels, is located in the low- to moderate-risk zones (zones B or C).



**Town of Hilton Head Island**  
 1986 FEMA Flood Insurance Rate Map  
 September 2020



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## **Flood Insurance Coverage Assessment**

The PPI Committee agreed that a flood insurance assessment necessary to determine the level of flood insurance coverage, assess where increased coverage is essential and develop new avenues for public outreach to inform residents of the importance of flood insurance. The purpose of performing a flood insurance assessment in the Town of Hilton Head Island is aimed at hazard mitigation while reducing repetitive loss, increasing awareness and preparation and continuing to evaluate ways to protect the lives of citizens from natural and man-made environmental disasters.

General flood insurance policy data was obtained for the Town of Hilton Head Island in the form of Insurance Zone and Insurance Occupancy sheets. As the Town currently has 26,309 FEMA flood insurance policies in force and 19,623 insurable buildings, property-specific data would provide a more accurate picture of the Town insurance coverage. Property specific data has not been made available from FEMA since 2018, so that the general flood insurance policy was the only data available to meet the requirement that data is less than a year old.

There several ways assess flood insurance coverage, as shown in the tables below:

Table 1. By Flood Zone

<b>Percentage of Buildings Insured</b>			
<b>Flood Zone</b>	<b># of Policies</b>	<b>Buildings</b>	<b>Percentage</b>
V	26	240	18%
A	22,230	15,377	145%
B & C	4,053	4,006	101%

It is apparent by reviewing Table 1 that the majority of the V zone properties are lacking flood insurance coverage, which can be caused by several reasons: (1) the value of beachfront homes is high and the National Flood Insurance Program only covers up to \$250,000, so these owners may be self-insured through other types of policies, (2) some of these homes are pre-FIRM and the home value has depreciated so much that it would be more feasible to demo and re-build after a major flooding event, and (3) some older homes that are pre-FIRM or not originally mapped in the V-zone and are now non-compliant and flood insurance may be too high and cost prohibitive to cover the value of the structure. Because the V zone is vulnerable to flooding, erosion and other hazards, the committee agreed the promotion of flood insurance in this area is critical.

The use of general data for flood insurance coverage analysis in Zones A and B&C is grossly skewed as the Town has 2,204 condominium buildings, which accounts for 18,471 multi-family dwelling units. Of the 26,309 flood insurance policies, approximately one-half (13,031) policies are condominium policies. Therefore, the tables below provide a better analysis of flood insurance coverage based on building type and number of occupant units.

Table 2. By Structure Type

<b>Percentage of Buildings Insured</b>			
<b>Structure Type</b>	<b># of Policies</b>	<b>Occupant Units</b>	<b>Percentage</b>
Single Family Residential	12,458	16,107	77%
Multi-Family Residential (2-4 family and all other residential)	12,979	18,471 (2204 buildings)	70%
Non-Residential	872	1312	66%

Table 2 shows that single family residential properties have a higher rate of having flood insurance than multifamily residential properties and non-residential properties.

The amount of flood insurance coverage should also be reviewed by category as shown in Table 3.

Table 3. By Structure Type

<b>Average Amount of Building Coverage</b>			
<b>Structure Type</b>	<b># of Policies</b>	<b>Insurance in Force</b>	<b>Average Coverage</b>
Single Family Residential	12,458	\$4,066,621,900	\$326,427
All Other Residential Uses (2-4 family and all other residential)	12,979	\$2,456,564,900	\$189,272
Non-Residential	872	\$374,480,600	\$429,450

To conclude, the committee hopes that with the flood insurance promotion outreach being provided to the property owners through the PPI that there will be an increase in policy coverage for the areas that are lacking coverage. There will be specific outreach messages through mailings, brochures and the website that will educate the property owners of the importance of having a flood insurance policy, not only for the structure itself but for the contents as well. The PPI Committee recommends that the V zone, multi-family residential and non-residential properties be targeted in the coverage improvement plan. The specific campaign projects to encourage the purchase of flood insurance as well as contents coverage are listed in the “PPI Projects and Initiatives Table” at the end of this document.

### **Target Audiences**

After assessing the Town’s existing flood hazards, the PPI Committee agreed on nine target audiences that would benefit most from public information outreach. The overall goal of this program is to make information more readily available to the target audiences in a manner that will encourage each target audience to adopt behaviors to improve preparedness and decrease future flood damage or loss.

1. **Entire Island** - Because the entire Island is located within the floodplain, with a majority of it in the SFHA, the PPI committee determined that the entire Island should be included as a target area. Many flood related issues such as not driving through a flooded road, dumping in drainage ways that lead to water, lacking flood insurance coverage, not being aware of building permit requirements, and not knowing what to do in the event of a hurricane are all issues that anyone on the Island may experience.

According to 2018 Census Data, of the owner-occupied housing units, there are an estimated 7,532 with a mortgage and about 6,011 that do not hold a mortgage. The purchase of flood insurance is not required if you do not have a mortgage, but the PPI Committee thought it would be important to promote the protection that flood insurance brings regardless of having a mortgage on the property.

2. **V Zone Properties** – There are a total of 266 parcels located in the V zone. There are 240 buildings within the V zone. The V zone is in the SFHA and is subject to coastal high hazard flooding. Property owners in this zone are especially vulnerable to flood hazards because of the proximity to the ocean. The PPI Committee determined that the V zone properties should be a separate target area so that they can be informed of important issues that pertain specifically to them such as coastal erosion, the vulnerability of a structure in this zone, flooding, dangers of standing water, evacuation plans, building permit requirements and protection of wildlife and habitat such as sea turtles and piping plovers. Out of the 240 buildings in this zone, only 18% have FEMA flood insurance coverage, which is another reason the committee decided that stressing the importance of flood insurance to this target area is especially important.
3. **Hispanic Population** - According to 2018 Census Data, there is a Hispanic population of approximately 4,718 which makes up about 11.8% of the population of the Island. Because of potential language barriers, the Hispanic population may not be receiving flood awareness information. The PPI Committee determined that the Hispanic population should be included as a target area for outreach so that messages could be distributed in Spanish.
4. **Rental Community** - According to 2018 Census Data, there are approximately 34,514 total housing units in the Town, with about 50% of them being occupied and the other 50% being vacant (either for sale, for rent, or occasional or seasonal use). Of the 50% being occupied, about one fourth of them are renters. The PPI Committee determined that the rental community should be included as a target area as the renters in the area need to know what to do in case of a flood. The Committee would also like to promote flood insurance for contents coverage to the rental community. Outreach materials will be created and provided to rental management companies to distribute to their renters.
5. **Repetitive Loss Areas** - The Town's participation in the CRS program has required a continuous review of the community's repetitive loss structures. A repetitive loss structure defined by FEMA is an insurable building for which two or more claims of more than \$1,000 were paid by the National Flood Insurance Program (NFIP) within any rolling ten year period. FEMA provides repetitive loss data to the CRS communities on an annual basis. Per the 2018 data provided by FEMA, there are 123 properties on the repetitive loss list for the Town. Based on these 123 properties, along with historical claims data for other properties on the Island that have had one claim, and an examination of Geographic Information System (GIS) data including



existing elevations and topography, staff mapped repetitive loss areas. These areas include buildings on FEMA's list as well as nearby buildings that were subject to the same flood hazard. Staff did a site visit to these identified repetitive loss areas to make sure the boundaries are accurate. There are 14 identified repetitive loss areas on the Island. Within these 14 areas, there are a total of 1125 properties. Because of the number of repetitive loss properties in the community, the PPI Committee determined the repetitive loss areas should be included as a target area. The map below illustrates the repetitive loss areas.



6. **Real Estate, Mortgage and Insurance Companies** – With representatives from each of these types of organizations on the PPI Committee as stakeholders, the committee decided these companies are key in providing information about flood hazards and promoting the purchase of flood insurance. These companies speak first-hand to potential buyers and even renters and can be utilized as a great source of information if they are well educated on the subject. The PPI committee determined that these companies should be included as a target area and will work with them to ensure they have all the information and education they need in order to inform potential property owners of the dangers of flooding and the importance of purchasing flood insurance.

7. **Prospective Buyers** – People interested in purchasing property on the Island need to be made aware of the flood hazard zones and what their flood risk is up front so that they can incorporate it into their decision making process when selecting a property. This information may not be consistently provided by a real estate agent. It is the buyers’ responsibility to research land use designations and development regulations for property they are interested in buying. The PPI Committee determined that prospective buyers should be included as a target area and will work on increasing the ease of obtaining this information so that they are more informed when making a decision to purchase.
8. **Builders, Contractors, Engineers, Architects, Surveyors and Landscapers** – In order to help their customers, these types of companies need to be aware of flood hazards, know the construction rules and how to obtain proper permits, know post-disaster repair rules and rules for activities in flood prone areas. The PPI Committee determined these companies should be included as a target area and will work with them on making sure they receive all the information and education they need in order to help their customers protect their homes from flooding.
9. **Property Owner Associations** – POA’s typically have several different methods of communicating with the home owners and residents in their community, usually via monthly, quarterly or annual meetings, newsletters, magazines, or their website. The PPI Committee determined the POA’s on the Island should be included as a target area. The Committee will educate them on flood awareness and will use them as another way for getting the information out to their property owners.
10. **Private Sector Partners** – The Town’s utility companies, medical facilities and security companies need to be aware of the Town’s procedures regarding hurricane and disaster operations, damage assessment, debris management, etc. The PPI Committee determined the private sector partners should be included as a target area and will work with them to ensure they receive all the information they need in order for us to work together in an emergency situation.

### **Existing Public Information Efforts**

The PPI is designed to build community resilience to flooding by influencing residents to adopt behaviors to improve flood hazard preparedness and decrease future flood damage. When the PPI was developed in 2015, Town Staff and the PPI Committee conducted research to identify public information activities that already existed within the Town and throughout the community. The table below contains initiatives that were in place that supported the CRS messages.

Organization	Project	Message	Frequency
Town of Hilton Head Island (TOHHI)	Annual "Be Prepared!!!! A Guide to Flood Hazards and How to Stay Safe" brochure mailing to all residents	Various flood related topics	Annually
	Variety of handouts, brochures, FEMA brochures at Town Hall.	Various flood related topics and flood response preparation brochures	Year round
	Website	Elevation Certificate search, promote FloodSmart website, various flood related topics, hurricane awareness, disaster recovery, permitting, links to other important websites such as FEMA, NFIP, SCEMD – link to the annual hurricane guide	Year round
	Staff Answering inquiries	Various flood related topics – flood zones, map information, EC's, flood insurance questions, financial assistance advice, grant information, permitting, disaster recovery, etc	Year round
	Floodplain Administrator presentations to POA's, Real Estate Agencies, Insurance Agencies, Homebuilders Association, and other associations	Various flood related topics	Year round
	"Our Town" Newsletter	Various flood related topics	Annually
	Letter/brochure to rep loss areas	Various flood related topics	Annually
	Sustainable Practices brochures on Water Quality	Pet Waste and Water Quality, Landscape and Fertilizer Tips, and Saving Water Outdoors, Septic Tanks, and Riparian Buffers	Year round
	Sea Turtle brochure and door hangers. Sent to all beach front property owners and on display at various locations	Sea Turtle Protection program, lights off ordinance	Annually
	Piping Plover Monitoring. Document # of birds, location of feeding/resting. Post signs at resting areas for public awareness. Year-end reports sent to US Fish and Wildlife	Monitoring and protection of piping plovers. Natural Functions of Floodplain, Habitat protection	Monitoring Nov-March Annually
	Piping Plover Monitoring presentations	The monitoring and protection project and what the public can do to help protect shorebirds	Varies
	Piping Plover Monitoring articles in residential newsletters and publications like Hilton Head Monthly Magazine	The monitoring and protection project and what the public can do to help protect shorebirds	Varies
	Sustainable Practices Coordinator presentations at local schools, Coastal Discovery Museum, HHI Audubon Society and POAs	Sea turtle protection, Piping Plovers, coastal habitat and vegetation	As needed
	Article in Hilton Head Monthly about the Town becoming an MS4	Protect water quality, storm drains and ditches, No illegal dumping, maintain buffers, use pervious materials	Varies

Organization	Project	Message	Frequency
	Flood Awareness Week – special handouts/brochures and info. on display at Town Hall	Various flood related topics	Annually
	Informational signs	Posted at various locations, such as parks, beach, etc. Natural Functions of Floodplain, Habitat protection	Year round
	E-subscription messages	Various flood related topics	Quarterly
Town of Hilton Head Island Emergency Management Division	Interview with news station WTOC	Hurricane and emergency preparedness	Annually
	Full multi page brochure handout “Citizens Guide to Emergency Preparedness”. In paper version and on website. In Spanish as well in print and on website	Flood Response Preparation brochure- Various flood related topics including emergency preparation, emergency permitting, evacuation, planning, etc	Year round
	Door hangars with evacuation information	Flood Response Preparation	As needed
	Presentations to various organizations such as Lowcountry Property Owners Assoc., Knights of Columbus, etc. Also tables with displays at various festivals and events	Various flood , hurricane and emergency preparedness topics	Year round
	Twitter page	Various emergency and flood related topics	As needed
	Refrigerator Magnets	Information on e-subscription service	As needed
Hilton Head Library	Town’s Flood brochure on display	Various flood related topics	Year round
	FEMA books catalogued and available. As well as other locally pertinent books and ordinances	Various flood related topics	Year round
Island Packet Newspaper	Hurricane guide edition	Various topics on hurricane preparedness, evacuation routes, etc	Annually
	Articles in paper on flood awareness	Various flood related topics	As needed
Hilton Head Sun	Articles on hurricane and flood related topics	Various hurricane and flood related topics	Annually
Hilton Head Monthly Magazine	Article on hurricane preparedness	Hurricane preparedness topics	Annually
Celebrate Hilton Head (CH2)	Articles on hurricane and flood related topics	Various hurricane and flood related topics	Annually
La Isla Magazine	Articles on flood hazards, emergency preparedness and hurricane information	Various hurricane and flood related topics	Annually
Hargray Communications	Hurricane guide insert in phonebook	Various topics on hurricane preparedness, warnings, shelters and evacuation routes	Year round
SC DNR	NFIP State Coordinator Maria Lamm did a presentation on Biggert-Waters Flood Insurance Reform Act 2012. Realtors, banks, insurance agents, contractors, surveyors attended	Changes in flood insurance and training on elevation certificates	As needed
843TV	Interviews with Town’s Floodplain Manager on Flood Insurance and other flood topics.	Flood related topics	As needed

Organization	Project	Message	Frequency
Hub International and TOHHI	Presentations to various area realtors	Changes in flood insurance and other flood related topics	As needed
Coastal Discovery Museum and TOHHI	Sea Turtle Nest Patrol. Nests are marked on beach to make public aware with notices posted about the project	Monitoring and protection of sea turtle nests. Natural Functions of Floodplain, Habitat protection	May – Oct Annually
	The Loggerhead Sea Turtle Brochure	Information on Sea Turtles in our area	Year round
Coastal Discovery Museum	Sea Turtle Talk- lecture and walk on beach	Learn about sea turtles, their nesting on Hilton Head, and the protection project – Natural Functions of Floodplain, Habitat protection	June – Aug. Annually
	Various educational land and water tours, including Pinckney Island Wildlife Refuge, the beach, salt marsh. Various talks offered at the museum including habitat, ACE basin, etc. Offer educational programs for school students and youth organizations on these topics	Natural Functions of Floodplain, Habitat protection	Year round
Beaufort Conservation District	Various educational presentations to Hilton head schools. Did rain barrel project and also gave talk on Soil Tunnel and gave out booklet that covers the water cycle, wells, septic tanks, and water conservation, as well as information on soils and foods to 9 1 <sup>st</sup> grade classes	Natural Functions of Floodplain	As needed
Boys & Girls Club of Hilton Head	Meteorologist did a camp for kids on severe weather preparation. Had kids create basic survivor kits based on the lecture	Hurricane preparedness	Summer camp 2015
Real Estate Agencies	Flood brochure handed out to potential buyers	Various flood related topics	Year round
	Flood disclosure on purchase agreements	Know your flood hazard	Year round
Beach Properties	Newsletter mailed out to property owners	Various flood related topics	As needed
Hilton Head Area Homebuilders Association	Website	Various topics on how to build responsibly	Year round
Hilton Head Area Realtors	Informational sessions with their members on NFIP changes. Informs clients. One of their members was appointed to the National Association of Realtors President Advisor Group on the NFIP. Government Affairs Director sat on a panel for the Flood Insurance Program presented by the HH/Bluffton Chamber of Commerce	Various flood protection and flood insurance topics	Annually
South Carolina Realtors (SCR)	Website	Various flood insurance topics and updates	Year round

<b>Organization</b>	<b>Project</b>	<b>Message</b>	<b>Frequency</b>
National Association of Realtors	Website	Various flood insurance topics and updates	Year round
Mortgage Lenders Association of Greater Hilton Head	Banks are required to research the subject property to determine if it is in a flood hazard area. If so, borrower is required to sign flood hazard notice	Flood hazard and flood disclosure	Year round
Beaufort County Sherriff's Office- Emergency Management Division	Website	Various flood and hurricane related topics	Year round
	Presentations on preparedness that includes hurricanes and flooding	Various flood and hurricane related topics	Year round
	Hurricane preparedness brochure, 20 Questions to Ask Your Insurance agent brochure. (English and Spanish)	Various hurricane related topics. Insurance questions for disasters	Year round
Palmetto Breeze Transit	Website – evacuation route maps in English and Spanish. Links to hurricane brochures, Red Cross, FEMA, etc. they have an emergency preparedness document online that details their procedures. They do outreach and presentations to media and local government	Various hurricane related topics and Evacuation routes	Year round
Public Service District #1	Website has a “hurricane preparedness” page. They put stories in their customer newsletters, speak to POAs about their water/wastewater service and hurricanes	General hurricane awareness as to how it relates to residents’ water/wastewater services	Year round
Beach Properties, Kappa Alpha Psi, HH High School Science Dept., Collins Group Realty, USCB Environmental Club, the Sea Pines Resort, the Westin Resort	DHEC’s Adopt a beach program. These organizations have adopted sections of our beach to keep clean	Natural Functions of Floodplain, Habitat protection. Remove debris and trash from the dunes and beaches	Year round
American Red Cross Palmetto SC Region	Website	Various, flood, hurricane and emergency preparedness topics	Year round
Outside Foundation	Broad Creek Clean up via kayak and boats- volunteers	Remove debris from the creek and its banks	Annually
Neighbors for Clean Water	Website	Countywide information about keeping waterways clean	Year round
Audubon Society	Website	Wealth of information on protecting natural functions for habitats	Year round
Clemson Cooperative Extension	Website	Wealth of information on water quality, conservation and disaster preparedness	Year round
University of South Carolina Beaufort	Island Ambassador Program	Educate local professionals on island knowledge, culture and ecology	3 classes offered annually

Organization	Project	Message	Frequency
Palmetto Electric Coop	Website	Information on hurricane preparedness and environmental protection	Year round
South Carolina Emergency Management Division (SCEMD)	Hurricane Guide	Comprehensive guide to South Carolina hurricane preparedness	Annually
SC Dept of Health and Environmental Control (SCDHEC)	Website	Various hurricane and emergency preparedness topics	Year round
	Backyard Buffers Brochure	Importance of buffers to protect water quality	Year round
SC Sea Grant Consortium	Website	Wealth of natural and beneficial functions information	Year round
Ocean and Coastal Resource Management (OCRM)	State of the Beaches report. Hilton Head is included in this report	Monitors beach erosion data based on beach profile surveys	Annually
National Oceanic and Atmospheric Administration (NOAA)	Website	Wealth of information about flood risk, natural and beneficial functions, water quality, and disaster risk	Year round
Army Corp of Engineers (USACE)	Flood Risk Management Program website	Various flood related topics	Year round
FloodSmart	Website	Wealth of flood risk, flood insurance, disaster recovery information	Year round
Ready.gov	Website	Wealth of disaster risk and recovery information	Year round
FEMA	Website	Wealth of flood risk, flood insurance, disaster recovery information	Year round
Environmental Protection Agency (EPA)	Website	Incorporating environmentally sensitive development into stormwater programs. Various topics dealing with BMP's	Year round

### **Topics and Messages**

The PPI Committee established six priority topics as identified in the CRS manual and four additional topics based on their appropriateness for the target audiences. Below is a listing of each topic and associated message:

1. Know your flood hazard
  - Know the flood zone for your property by calling (843) 341-4757 or visiting [the Town's website](#).
  - Be informed of your risk of flooding and the hazards associated with flooding.
  - Check for historical flooding records in your area with the Town.
  - Check for existing elevation certificates with the Town or insurance agent.
  - Contact a local land surveyor if an elevation certificate is not available.
  
2. Insure your property for your flood hazard

- Everyone should purchase flood insurance.
  - To purchase flood insurance, talk to a local agent to get the best rate.
  - Standard homeowner or commercial policies will not cover damage to structures or contents caused by flooding.
  - You do not have to hold a mortgage in order to purchase flood insurance.
  - If you have a flood insurance policy, make sure you carry contents coverage.
  - There is a 30-day waiting period required for flood insurance to take effect. Do not wait until a storm is imminent to purchase flood insurance.
3. Protect people from the hazard
- Stay clear of standing water, it may be deeper than you think.
  - Turn around, don't drown – Do not drive through flooded roadways.
  - Have an emergency plan established in advance to keep your family safe.
  - Avoid contact with flood waters as it may contain raw sewage or dangerous objects.
  - Avoid downed power lines.
  - After a flood, follow proper safety precautions before using your food, water supply and septic system.
4. Protect your property from the hazard
- Retrofit or elevate your home to reduce future drainage problems and flood damage.
  - Store irreplaceable items and valuables in an area safe from flooding.
  - Contact staff at 843-341-4757 to find out if grant assistance is available to help raise your house above the flood level.
  - Contact staff to find out what steps should be taken to protect your property.
  - Raising your furnace and utilities can save you a lot of money the next time it floods.
  - Keep debris and trash out of streams and ditches.
5. Build responsibly
- Get a permit from the Town before you build, retrofit or repair your home or business.
  - Please call the permit office at 843-341-4757 with any permitting questions.
  - Know the rules on substantial damage and improvement.
  - Follow Ordinance and Building Code requirements for construction and water quality standards.
  - Use appropriate erosion and sediment control measures during construction.
6. Protect natural floodplain functions
- Keep water clean, don't dump in storm drains and ditches as they lead to waterways.
  - Do not drain pools directly to streams or lagoons.
  - Limit use of fertilizers and pesticides.



- Scoop the poop- keep pet waste off the beach and from entering waterways.
  - Improve water quality with Green infrastructure.
  - Use appropriate erosion and sediment control measures during construction.
  - Maintain natural buffers along wetlands and the beach.
  - Know the benefits of planting more trees.
  - Sea oats and other beach plants help stabilize our sand dunes; enjoy them but don't pick them!
  - Protect the habitat of critical wildlife species.
  - Observe our waterfront wildlife from a distance.
  - Avoid marked turtle nesting areas and leave bird eggs and nests on the beach.
7. Disaster preparedness
- Know your evacuation route.
  - Develop a safety plan for your family in case of evacuation.
  - Assemble a survival kit in advance that has items such as first-aid kit, bottled water, flashlights, batteries, etc.
  - Inventory and photograph your home and its contents and put important papers and insurance policies in a safe place away from potential flooding.
8. Coastal erosion
- Call the Town at 843-341-4757 to find out the hazards of purchasing or building on a beachfront property.
  - Protect the dunes - don't build so close to the beach.  
Make sure you abide by the beachfront setbacks and buffers.
  -
9. Flood warning
- Know what processes are in place to inform you of a flood or hurricane warning.
10. What happens after the storm?
- Find out if it is safe to enter a building after a disaster or major flooding event.
  - Get permits before you build back.

### **Outreach Projects**

After reviewing the existing public information efforts that are done by the Town, the committee decided which efforts should be continued as an outreach project but determined that they should be publicized more through the PPI program. In addition to the Town's outreach activities already documented above, new and enhanced projects, developed through discussions at the committee meetings, are listed below. These projects are identified in the "PPI Projects and Initiatives Table" as OP#1, OP#2, OP#3, etc. at the end of this document.

### **Related CRS Activities**

Aside from outreach projects, the PPI will ensure various other related activities that inform people and motivate them to protect life and property, purchase flood insurance and protect natural floodplain functions are being done.

The Town's PPI program will involve the following CRS activities:

#### **Activity 320 – Map Information Service**

Town staff answers inquiries for map information in person, via email and telephone. The map information service greatly helps the Town's residents, real estate agents, insurance agents, banks, and anyone else who needs flood hazard information. Staff provides inquirers with information from the Town's FIRM and GIS data with information about the flood hazard and natural floodplain functions. Staff advises inquirers about flood problems other than those shown on the FIRM. Staff advises inquirers of flood depth data by using the Town's storm surge map to provide information about how deep flood waters can be anticipated in certain areas during various flood events. Staff advises inquirers about historical flood information, whether an area in question has been flooded in the past or if a property is located in a mapped repetitive loss area. Staff advises inquirers about areas that should be protected because of their natural floodplain functions. As a coastal community, protecting the shoreline, wetlands and other special flood related hazard areas are a major concern of the PPI Committee. Staff advises inquirers of the location of wetlands by using either plats or the wetlands mapped in the National Wetlands Inventory. The Town has its own beachfront line and mapped Coastal Protection Area and Transition Area that limits construction and certain activities along the beach. Staff advises about coastal erosion areas, and discusses the regulations pertaining to wetlands and beachfront properties. Staff also advises inquirers of areas mapped for critical habitat protection, such as the piping plover resting areas and the sea turtle nesting protection areas.

#### **Activity 340 – Hazard Disclosure**

The Town's Floodplain Administrator works with realtors to review their hazard disclosure methods and materials. Staff has and will continue to meet with area real estate agents and the Hilton Head Island Association of Realtors to provide training on current flood related topics and will stress the importance of realtors disclosing flood hazards to their clients and the importance of promoting of flood insurance. Staff provides flood disclosure materials and brochures to the area realtors for their clients. Staff is available to answer any inquiries from real estate agents regarding flood awareness, whether a property is in the floodplain and the flood hazards and flood insurance. Real estate agents can also obtain this information via the town's website. The town will continue to publicize the flood determination service through the annual outreach brochure. The Hilton Head Association of Realtors as well as area real estate agents have agreed to post articles and links on their websites and newsletters to the Town's flood homepage and to other websites containing important flood hazard information. The Hilton Head Association of Realtors as well as area real estate agents have agreed to advise house hunters about the flood hazards.

#### **Activity 350 – Flood Protection Information**

The Town's website provides flood protection and flood warning information. The website includes information on all ten of the priority topics listed in this document, which includes

all six CRS priority topics, plus the four additional topics selected by the PPI Committee. The website provides a wealth of information on flood and hurricane warning and safety procedures, including the five required topics: flood warning signals, where the flood will or is likely to go (as shown on the storm surge map), evacuation routes, shelter locations and flood safety precautions, as well as other topics of immediate concern when a flood threatens. The website includes online access to post-FIRM Elevation Certificates.

#### **Activity 360 – Flood Protection Assistance**

There are three types of flood protection assistance that are provided by town staff. Staff provides property protection advice, financial assistance advice and property protection advice that is provided after a site visit. The town will continue to publicize this assistance through the annual outreach brochure, the website, events such as the Home and Garden Show, and via e-subscription messages and other types of announcements. This service will also be made available to real estate agents, insurance agents and contractors. The Town's Floodplain Administrator and Senior Grants Administrator both conduct the research required in order to provide financial assistance advice to the community when needed.

#### **Activity 370 – Flood Insurance Promotion**

As part of the PPI program, the PPI Committee prepared a flood insurance coverage assessment. Staff received the flood insurance policy data from FEMA and turned the data into general data so that a summary of the data could be shared with the rest of the committee. The town's current level of coverage was assessed and some small areas where coverage was lacking were identified. The PPI Committee includes representatives from a local insurance company and a mortgage lender, so the committee was able to come up with a coverage improvement plan, per CRS guidelines. The coverage improvement plan is implemented through projects identified in this document. Staff also provides advice about flood insurance and promotes flood insurance coverage.

#### **Activity 420 – Open Space Preservation**

The Town has many properties that are credited for Natural Functions Open Space. Several of these properties have educational signs posted throughout the property providing information on the site's natural floodplain functions.

#### **Activity 540 – Drainage System Maintenance**

The Town has regulations that prohibit disposal of debris in the drainage system, which is enforced throughout the community. The regulations that prohibit dumping in streams and ditches are publicized in the annual outreach brochure and are posted on the website. "No Dumping, Protect Our Waterways" signs are posted in key locations in the Town's drainage system, such as at Town parks and other areas with ditches that drain to waterways. Also, a storm drain marker program has been implemented to install "No Dumping, Drains to Waterway" discs on curb inlets and grate inlets in high traffic areas such as parks, walking districts, schools, etc.

#### **Activity 610 – Flood Warning and Response**

The Town has and will continue to implement several outreach projects that tell the residents and businesses how they will be warned and the safety measures they should take

during a flood or hurricane. These flood warning and safety response measures will be publicized in the annual outreach brochure and will be posted on the website. As a coastal community subject to tropical storms and hurricanes, the Town has the opportunity to provide repeated watches, warnings and safety information up to three days in advance through various outlets, such as the website, e-subscription messages, the media and twitter.

### **Flood Response Preparations**

In addition to the annual outreach projects listed in the “PPI Projects and Initiatives Table”, the PPI Committee identified flood response activities that will be delivered to the community prior to, during and after a storm or flood event. The messages tell people to take short term precautions to prepare for and recover from an event.

### **Annual Evaluation**

The PPI Committee will meet annually to monitor the implementation of the outreach projects and to reassess the flood insurance coverage. The committee will assess whether the outcomes desired were achieved and what, if anything, should be changed. An evaluation report will be prepared each year and will be presented to Town Council and included as part of the annual CRS recertification. Every five years, the entire PPI will be updated and insurance coverage re-evaluated.

## PPI Projects and Initiatives Table

OUTREACH PROJECTS (OP)							
Topics: 11. Know your flood hazard 12. Insure your property for your flood hazard 13. Protect people from the hazard 14. Protect your property from the hazard 15. Build responsibly 16. Protect natural floodplain functions 17. Disaster preparedness 18. Coastal erosion 19. Flood warning 20. What happens after the storm?				Target Audiences: 1. Entire Island 2. V Zone Properties 3. Hispanic Population 4. Rental Community 5. Repetitive Loss Areas 6. Real Estate, Mortgage and Insurance Companies 7. Prospective Buyers 8. Builders, Contractors, Architects, Surveyors and Landscapers 9. Property Owner Associations 10. Private Sector Partners			
OP#	PPI Project Information/Description	Topic #s	Target Audience	Outcome	Assignment	Schedule/Distribution	Stakeholder
OP #1	<b>Town-wide mailer:</b> "Be Prepared!!!! A Guide to Flood Hazards and How to Stay Safe"	1-10	1	Increased understanding of flood risks in our community	Floodplain Administrator	Available year round; Mailed every June at the beginning of hurricane season, available at Town Hall and taken to offsite public outreach	N/A
OP #2	<b>Flood Awareness Week:</b> The Town hosts an annual flood awareness week. Information will be on display in the lobby of Town Hall and advertised in the local newspaper and on 843TV.	1-10	1	Inform people about their exposure to flooding	Floodplain Administrator	Annually based on schedule published by NOAA	NOAA
OP #3	<b>"Our Town" Newsletter:</b> Annual edition dedicated fully to flood and hurricane topics.	2,7	1	Inform residents about preparing for a disaster and to have no injuries or fatalities related to flooding	Communications Director	On display in Town Hall and published in the Island Packet annually in the spring prior to hurricane season	Island Packet Newspaper
OP #4	<b>A Message from the Mayor (video):</b> The Town posts a video message on the Town's homepage and social media from the Mayor that encourages residents to purchase flood insurance or increase their flood insurance coverage.	2	1	Increase the number of flood insurance policies	Communications Director	Annually in April	Town Mayor
OP #5	<b>"No Dumping, Protect Our Waterways" signs:</b> The Town's Stormwater Division installed 37 signs at key locations in the drainage system, parks and schools. Drainage system maintenance and regulations that prohibit dumping are publicized in OP#1	6	1	Reduction in the amount of dumping and water pollution to improve water quality	Stormwater Manager	Year Round	N/A
OP #6	<b>Flood Risk Evaluator (FRE) Workshop:</b> FRE Staff gives a presentation about flood risk and the importance building responsibly. FRE staff review elevation certificates and flood insurance policies to make recommendations to homeowners as to how they can lower their flood insurance rate.	5	1	People will retrofit their homes to protect them from flooding	FRE and Floodplain Administrator	Annual meeting at Town Hall	Smart Vent/FRE
OP #7	<b>V Zone Properties Outreach:</b> The Town's Floodplain Administrator sends a letter to all properties located in zone V annually. The letter includes OP#3, OP#21, OP#20 and Sea Turtle brochure	2,3,6,8	2	Increase the number of flood insurance policies and reduce the number of flood losses	Floodplain Administrator	Annually in May	N/A
OP #8	<b>Repetitive Loss Properties Outreach:</b> The Town's Floodplain Administrator sends a letter to all properties in the repetitive loss areas annually. The letter includes OP#1 and OP#29	1-10	5	Reduce the number of repeated flood losses and repeated insurance claims. Decrease the number of structures below the BFE	Floodplain Administrator	Annually in May	N/A

**OUTREACH PROJECTS (OP)**

OP #9	<b>Hilton Head Area Home Builders Association Home and Garden Show:</b> Building Services staff set up a booth and are available to answer questions regarding protecting themselves and their property from flood hazards and building responsibly. Brochures provided: OP#13, OP#14, OP #15, OP#16, OP#20, OP#21, OP#22, OP#23, OP#24, OP#25, OP#26, OP#27, OP#29, OP#32, OP#33, OP#34, OP#35, OP#36	1-10	1,8	Increase understanding of flood risk, building responsibly, mitigating flood prone properties	Building Service Staff to include Floodplain Administrator	Annually in March	Hilton Head Area Homebuilders Association
OP #10	<b>Property Owner Associations Outreach:</b> Provide each Property Owner Association with flood related topics to be posted to their community website or included in community newsletters. Conduct annual education presentations on flood insurance, flood hazards, flood awareness and building responsibly.	1-10	9	Educate the Property Owner Associations so that they can assist in distribution of information on flood hazards, flood insurance and disaster preparedness	Floodplain Administrator	Annually meeting with each Property Owner Association	Area Property Owner Associations
OP #11	<b>Rental Property Outreach:</b> Letter to Property Management Companies with package for new renters that includes: OP#1, OP#13, OP#14, OP#15, Flood Smart Contents Coverage Brochure, and Sea Turtle Brochure	2,3,6,7	4	Increase number of contents coverage policies, increase awareness of local hazards, and protect the natural habitats on the Island	Dru or Kristin? Floodplain Administrator	Delivered to Property Management companies annually and as needed	Property Management Companies
OP #12	<b>Real Estate Companies Outreach:</b> Package for new and prospective buyers for local real estate agencies that includes: OP#1, OP#13, OP#14 OP#15, OP#17, OP#18, OP#30, OP#31 and Sea Turtle Brochure	1,2,4,5,7	6,7	Increase the number of people getting flood information assistance from Town Staff, Real Estate Agents, Mortgage Lenders and Insurance Companies	Hilton Head Area Association of Realtors and Floodplain Administrator	Delivered to Real Estate Agencies annually and as needed	Hilton Head Area Association of Realtors
OP #13	<b>Flood Information Contacts Business Cards:</b> Business card containing contact information for Floodplain Administrator, FEMA, Flood Smart, Library, SCDNR, OCRM and USACE. E-subscription sign-up information.	1,2	1,4,6	Increase the number of map information inquires and number of flood insurance policies	Floodplain Administrator	On display year round at Town Hall and distributed to Property Management Companies and Real Estate Agencies annually and as needed	Hilton Head Area Association of Realtors and Property Management Companies
OP #14	<b>Refrigerator Magnets:</b> "Turn Around Don't Drown"	3	1	People will not drive in flooded streets	Floodplain Administrator	Available at Town Hall and distributed as part of various outreach projects	N/A
OP #15	<b>Brochure:</b> "Citizens Guide to Emergency Preparedness" (English and Spanish)	3,4,5,7,9,10	1,3	Inform residents about preparing for a disaster	Emergency Management Coordinator	On display year round at Town Hall and Fire Rescue Headquarters, distributed at events and on the Town's website	N/A
OP #16	<b>Brochure:</b> "Emergency Permitting"	5,7	1	Increase the number of structures being repaired or rebuilt with permits	Floodplain Administrator	On display year round at Town Hall and distributed in field after a flood event	N/A
OP #17	<b>Brochure:</b> "About the Mandatory Purchase of Flood Insurance"	2	6,7	Increase the number of flood insurance policies	Floodplain Administrator	On display year round at Town Hall distributed to Local Real Estate Agencies	Hilton Head Area Association of Realtors
OP #18	<b>Brochure:</b> "Flood Hazard: Check Before You Buy"	2	6,7	Increase the number of flood insurance policies	Floodplain Administrator	On display year round at Town Hall distributed to Local Real Estate Agencies	Hilton Head Area Association of Realtors
OP #19	<b>Brochure:</b> "Substantially Improved or Damaged Buildings and the National Flood Insurance Program"	5	1,7,8	Decrease the amount of structures below the BFE	Community Development Department	On display year round at Town Hall and Hilton Head Library and delivered to Hilton Head Area Home Builders Association	Hilton Head Library and Hilton Head Area Home Builders Association
OP #20	<b>Brochure:</b> "Coastal Erosion Hazards"	8	1	Reduction in number of flood losses and keep the dunes intact so they function as protection against damage	Floodplain Administrator	On display year round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	N/A
OP #21	<b>Brochure:</b> "Why Do I Need Flood Insurance" (English and Spanish)	1,2	1,3	Increase the number of flood insurance policies	Floodplain Administrator	On display year round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library

OUTREACH PROJECTS (OP)							
OP #22	<b>Brochure:</b> "Cheaper Flood Insurance"	2	1	Increase the number of flood insurance policies	Floodplain Administrator	On display year round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #23	<b>Brochure:</b> "Benefits of Flood Insurance Versus Disaster Assistance"	2	1	Increase the number of flood insurance policies	Floodplain Administrator	On display year round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #24	<b>Brochure:</b> "What You Need to Know About Federal Disaster Assistance"	2	1	Increase the number of flood insurance policies	Floodplain Administrator	On display year round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #25	<b>Brochure:</b> "Flood Insurance Requirements for Recipients of Federal Disaster Assistance" (English and Spanish)	2	1,3	Increase the number of flood insurance policies	Floodplain Administrator	On display year round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #26	<b>Brochure:</b> "Flood Preparation and Safety" (English and Spanish)	1-4	1,3	Increased knowledge of flood hazards and ways to mitigate them	Floodplain Administrator	On display year round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #27	<b>Brochure:</b> "Build Back Safer and Stronger" (English and Spanish)	1,4,5	1,3	Decrease the amount of structures below the BFE	Floodplain Administrator	On display year round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #28	<b>Brochure:</b> "Filing your Flood Insurance Claim"	10	1	Be prepared to file claims after a disaster	Floodplain Administrator	On display year round at Town Hall and distributed in field after a flood event	FEMA
OP #29	<b>Brochure:</b> "Homeowners Guide To Retrofitting"	1,2,3,4,5,9	4,5	People will retrofit their homes to protect them from flooding	Floodplain Administrator	On display year round at Town Hall, Fire Rescue Headquarters and Hilton Head Library and distributed at events	FEMA Hilton Head Library
OP #30	<b>Brochure:</b> "Questions and Answers About Flood Insurance for Real Estate Professionals"	2	1,6	Increase the number of flood insurance policies	Floodplain Administrator	On display year round at Town Hall and distributed to Local Real Estate Agencies	FEMA Hilton Head Area Association of Realtors
OP #31	<b>Brochure:</b> "Help Protect Your Customers New Home"	2	1,6	Increase the number of flood insurance policies	Floodplain Administrator	On display year round at Town Hall and distributed to Local Real Estate Agencies	FEMA Hilton Head Area Association of Realtors
OP #32	<b>Brochure:</b> "Safety First-Disaster Preparedness"	3,4,7	1.8	Residents will prepare their home for disasters and stay safe during a storm	Building Division Staff	On display year round at Town Hall and distributed at the Annual Home and Garden Show	International Code Council
OP #33	<b>Brochure:</b> "Flood Cleanup"	10	1.8	Maintain public health throughout the cleanup period after a flood event	Building Division Staff	On display year round at Town Hall and distributed at the Annual Home and Garden Show	International Code Council
OP #34	<b>Brochure:</b> "Benefits of Building Permits"	4,5	1.8	Property Owners will apply for a permit before they start building	Building Division Staff	On display year round at Town Hall and distributed at the Annual Home and Garden Show	International Code Council
OP #35	<b>Brochure:</b> "Building Green - Living Better"	4,5,6	1.8	Inform the public of the benefits of building green and living with your environment	Building Division Staff	On display year round at Town Hall and distributed at the Annual Home and Garden Show	International Code Council
OP #36	<b>Project "Wet" Activity Booklet:</b> "Floods"	3,6,7,9	1	Inform children about flood risks and staying safe in an event	Floodplain Administrator	On display year round at Town Hall and distributed at the Annual Home and Garden Show	Project "Wet"

## FLOOD RESPONSE PREPARATION (FRP)

<p>Topics:</p> <ol style="list-style-type: none"> <li>1. Know your flood hazard</li> <li>2. Insure your property for your flood hazard</li> <li>3. Protect people from the hazard</li> <li>4. Protect your property from the hazard</li> <li>5. Build responsibly</li> <li>6. Protect natural floodplain functions</li> <li>7. Disaster preparedness</li> <li>8. Coastal erosion</li> <li>9. Flood warning</li> <li>10. What happens after the storm?</li> </ol>	<p>Target Audiences:</p> <ol style="list-style-type: none"> <li>1. Entire Island</li> <li>2. V Zone Properties</li> <li>3. Hispanic Population</li> <li>4. Rental Community</li> <li>5. Repetitive Loss Areas</li> <li>6. Real Estate, Mortgage and Insurance Companies</li> <li>7. Prospective Buyers</li> <li>8. Builders, Contractors, Architects, Surveyors and Landscapers</li> <li>9. Property Owner Associations</li> <li>10. Private Sector Partners</li> </ol>
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OP#	PPI Project Information/Description	Topic #s	Target Audience	Outcome	Assignment	Schedule/Distribution	Stakeholder
FRP #1	Town of Hilton Head Island Emergency Management Division E-Subscription Service	1,3,4,9	1	To have no injuries or fatalities related to a flooding event	Emergency Manager	Released at first flood/hurricane notice and as needed during a storm event	N/A
FRP #2	Press Releases (Town Website, Facebook, Twitter, Flickr, YouTube)	2,3,4,6,9	1	To have no injuries or fatalities related to a flooding event	Emergency Manager	Released at first flood/hurricane notice and as needed during a storm event	N/A
FRP #3	<b>Door Hanger:</b> "Mandatory Evacuation Order" (English and Spanish)	9	1,3	Decrease the number of rescues and reduce calls to 911 for non-life threatening emergencies	Emergency Manager	Distributed in the field when mandatory evacuation is ordered	N/A
FRP #4	<b>Door Hanger:</b> "Build Back Responsibly"	5,10	1	Maintain public health throughout the cleanup period and Increase the number of structures being repaired and rebuilt with permits.	Floodplain Administrator	Distributed in the field during damage assessments after a storm event	N/A
FRP #5	<b>Private Sector Partners Outreach:</b> The Town's Emergency Manager hosts meeting with local utility companies, medical facilities, security companies and other companies to provide information on hurricane operations, debris management, damage assessment, etc.	7	10	To have no injuries or fatalities related to a flood or disastrous event. More families will be prepared for a disaster. Reduce the number of rescues and calls to 911 for non-threatening emergencies.	Emergency Manager	Once a year prior to hurricane season	N/A





# Items of Interest

January 5, 2021

## Town News

- ◆ On December 10th, the Town was notified of a grant award for \$36,637 to fund the replacement of a 20 year old emergency generator at the Town's E911 communications tower. The Grant was provided through the South Carolina Emergency Management Division and FEMA's Pre-Disaster Mitigation Grant Program. The total cost of the replacement was \$48,850 and the \$36,637 is awarded on a 75/25 cost split. The grant application was initiated by Emergency Manager Tom Dunn and Marcy Benson, Senior Grants Administrator".
- ◆ Battalion Chief of EMS Tom Bouthillet will represent the National EMS Management Association (NEMSMA) as an alternate on the National Registry of Emergency Medical Technician's task force to review the National Continued Competency Program. He was nominated by his peers after successfully leading a steering committee that created an online EMT and Paramedic Refresher program to help EMTs and Paramedics renew their certifications for free during the COVID-19 pandemic.
- ◆ The Town was recently notified that a funding request through SC CARES was approved in the amount of \$308,741.74. The funds are for reimbursement of expenses incurred related to COVID-19. A previous request in the amount of \$27,294.49 was approved in October and funds were received in early December.
- ◆ In observance of Martin Luther King, Jr. Day, Town Administrative Offices will be closed Monday, January 18, 2021.

## Town Meetings

Currently all public meetings are being conducted virtually. Please check the [Town's website](#) for all scheduled meetings.



# TOWN OF HILTON HEAD ISLAND

## *Executive Department*

**TO:** Town Council  
**DATE:** December 29, 2020  
**SUBJECT:** Town Code Sec. 2-5-70 – Appearance by Citizens

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### **Sec. 2-5-70. - Appearance by Citizens.**

- a) Any citizen of the town shall be entitled to appear before the council at any regular meeting during the appearance by citizens portion of the agenda to present any matters pertaining to the town.
- b) Citizens shall be entitled to address council on a specific agenda item during the old business or new business portions of the agenda after council has concluded its discussion on such item, but prior to a council vote.
- c) Citizens desiring to present a matter at a regular meeting must notify the town receptionist or the presiding officer by twelve o'clock (12:00) noon on the date of such meeting. Notice must be given prior to each separate meeting at which they desire to address council. Citizens desiring to address council on an agenda item during the old business or new business portions of the agenda need not provide notification. No person shall address the council without first being recognized by the mayor.
- d) Each person addressing the council during the appearance by citizens portion on the agenda, or during the specific agenda discussion, shall step up to the place provided for the use of the public and give his name and address in an audible tone of voice for the records, state the subject he wishes to discuss, state whom he is representing and if he represents an organization or other persons, present the authority for such right to speak on the subject matter on behalf of an organization or other persons.
- e) Unless further time is granted by majority vote of the council, he shall limit his remarks to three (3) minutes. All remarks shall be addressed to the council as a whole and not to any member thereof.
- f) No person other than members of the council and the person having the floor shall be permitted to enter into any discussion, either directly or through a member of the council, without the permission of the mayor.

- g) No question may be asked a council member without the permission of the mayor.
- h) Public hearings may be a part of a regular meeting when appropriate or can be the sole subject of a called special meeting.
- i) Those persons desiring to make presentations at publicly noticed hearings at either regular or special meetings may so indicate by completing and presenting to the clerk, prior to the start of a hearing, a request to be heard. Such presentations must deal only with the subject of the hearing as indicated in the agenda. Deviation from this will not be permitted. Where time permits, following the appearance of those who have filed requests to be heard, others desiring to be heard may so indicate by raising their hands and being recognized by the chair.
- j) In order to expedite matters at any public hearing and to avoid repetitious presentations, whenever any group of persons wishes to address the council on the same subject matter, it shall be proper for the mayor to request that a spokesman be chosen by the group to address the council and, in case additional matters are to be presented by any other member of said group, to limit the number of such persons addressing the council.
- k) After a motion has been made or a public hearing has been closed, no member of the public shall address the council from the audience on the matter under consideration without first securing permission to do so by majority vote of the council.