



Town of Hilton Head Island
**COMMUNITY SERVICES &
PUBLIC SAFETY
COMMITTEE MEETING**
Monday, March 20, 2023, 10:00 AM
AGENDA

The Community Services and Public Safety Committee meeting will be held in-person at Town Hall in the Benjamin M. Racusin Council Chambers. The meeting can be viewed on the [Town's 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. Roll Call**
- 4. Approval of the Minutes**
 - a. Regular Meeting – January 23, 2023
 - b. Special Meeting – February 23, 2023
 - c. Special Meeting – February 24, 2023
 - d. Regular Meeting – February 27, 2023
 - e. Special Meeting – March 1, 2023
 - f. Special Meeting – March 13, 2023
- 5. Appearance by Citizens:** Citizens who wish to address the Committee may do so by contacting the Town Clerk at 843.341.4646, no later than 4:30 p.m., Friday, March 17, 2023. Citizens may also submit written comments on the agenda item via the [Open Town Hall Portal](#).
- 6. New Business**
 - a. Preliminary Discussion of Beach Parking Management Program
 - i. Policy Considerations
 - ii. Operations Considerations
- 7. Adjournment**

Please note, a quorum of Town Council may result if four (4) or more of their members attend this meeting.



**Town of Hilton Head Island
COMMUNITY SERVICES &
PUBLIC SAFETY COMMITTEE
Monday, January 23, 2023, 10:00 a.m.
MINUTES**

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

Present from Town Staff: Josh Gruber, *Deputy Town Manager*; Mac Deford, *General Counsel*; Cindaia Erwin, *Finance Assistant*

1. Call to Order

Chair Becker called the meeting to order at 10:00 a.m.

2. FOIA Compliance

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

3. Roll Call

Ms. Erwin called the roll, confirming the attendance of the members present.

4. Approval of the Minutes

- a. Regular Meeting – October 24, 2022

Due to the Committee membership changes, the minutes were approved without objection.

5. Appearance by Citizens

None

6. New Business

- a. Consideration of Proposed Community Services and Public Safety Committee Meeting Dates for Calendar Year 2023

Concluding discussion regarding meeting times, Mr. Alfred moved to approve the proposed meeting dates as presented. Mr. Brown seconded. Motion carried 3-1 (Brison opposed).

7. Executive Session

- a. Discussion of Personnel Matters [pursuant to South Carolina Freedom of Information Act Section 30-4-70(a)(1)] Review of the Vacancies and Talent Bank for Town Boards and Commissions

At 10.10 a.m., Mr. Brown moved to enter Executive Session for those matters referenced on the agenda. Ms. Brison seconded. Motion carried 4-0.

8. Adjournment

The Committee returned with no action to be taken, adjourning at 11:44 a.m.

Drafted and Submitted by:
Vicki L. Pfannenschmidt
Temporary Administrative Assistant

Approved:



**Town of Hilton Head Island
COMMUNITY SERVICES &
PUBLIC SAFETY COMMITTEE
Thursday, February 23, 2023, 3:00 p.m.
MINUTES**

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

Present from Town Staff: Josh Gruber, *Deputy Town Manager*

1. Call to Order

Chair Becker called the meeting to order at 3:00 p.m.

2. FOIA Compliance

Mr. Gruber confirmed compliance with the SC Freedom of Information Act.

3. Roll Call

Mr. Gruber called the roll, confirming the attendance of the members present.

4. Executive Session

- a. Personnel Matters: Conduct interviews with applicants for Town Boards and Commissions [pursuant to S.C. Freedom of Information Act § 30-4-70(a)(1)].

At 3:05 p.m., without objection the Committee entered Executive Session.

5. Adjournment

The Committee returned with no action to be taken and the meeting was adjourned.

Drafted and Submitted by:
Vicki L. Pfannenschmidt
Temporary Administrative Assistant

Approved:



**Town of Hilton Head Island
COMMUNITY SERVICES &
PUBLIC SAFETY COMMITTEE
Friday, February 24, 2023, 9:30 a.m.
MINUTES**

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

Present from Town Staff: Josh Gruber, *Deputy Town Manager*

1. Call to Order

Chair Becker called the meeting to order at 9:30 a.m.

2. FOIA Compliance

Mr. Gruber confirmed compliance with the SC Freedom of Information Act.

3. Roll Call

Mr. Gruber called the roll, confirming the attendance of the members present.

4. Executive Session

- a. Personnel Matters: Conduct interviews with applicants for Town Boards and Commissions [pursuant to S.C. Freedom of Information Act § 30-4-70(a)(1)].

At 9:35 a.m., without objection the Committee entered Executive Session.

5. Adjournment

The Committee returned with no action to be taken and the meeting was adjourned.

Drafted and Submitted by:
Vicki L. Pfannenschmidt
Temporary Administrative Assistant

Approved:



Town of Hilton Head Island COMMUNITY SERVICES & PUBLIC SAFETY COMMITTEE Tuesday, February 27, 2023, 10:00 a.m. MINUTES

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

Present from Town Staff: Chris Blankenship, *Fire Chief*; Joheida Fister, *Deputy Fire Chief - Administration* Justin Cunningham, *Deputy Fire Chief - Operations*; Kathleen Litchfield, *E911 Communications Manager*; Tom Dunn, *Emergency Manager*; Russell Rogers, *Deputy Fire Marshal*; Peter Janura, *EMS Captain*; Christopher Osterman, *Battalion Chief of Strategic Planning*; Colin Fanning, *Battalion Chief of Safety and Professional Development*; Missy Luick, *Assistant Community Development Director*; Josh Gruber, *Deputy Town Manager*; Cindaia Ervin, *Interim Town Clerk*

1. Call to Order

Chair Becker called the meeting to order at 10:00 a.m.

2. FOIA Compliance

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

3. Roll Call

Ms. Ervin called the roll, confirming the attendance of the members present.

4. New Business

- a. Hilton Head Island Fire Rescue Biannual Report – Chris Blankenship, Fire Chief

Chief Blankenship presented a detailed annual report defining statistics and comparisons to past years. The report is included in the full agenda packet and the entire presentation can be viewed on our website.

- b. Beaufort County Sheriff's Office Hilton Head Island Crime Data Biannual Report – Jeff Purdy, Southern Enforcement Branch Commander

Major Angela Viens conducted a presentation and reviewed the reports included in the full agenda packet and answered questions from the Committee.

- c. Consideration of Extending the Memorandum of Understanding Between the Town of Hilton Head Island and the Historic Mitchelville Freedom Park, Inc.

Ms. Luick reviewed the Memorandum of Understanding explain the proposed changes recommended for the MOU and answered questions posed from the Committee. Concluding discussion, Ms. Brison moved to forward the item to full Town Council for consideration and recommend extending the Memorandum of Understanding as set forth in the agenda. Amad Ward, Executive Director - Historic Mitchelville Freedom Park, made brief comments thanking the Committee stating the relationship will help in moving forward on capital improvement projects. Mr. Brown seconded. Motion carried 4-0.

d. Consideration of Amendments to the Calendar Year 2023 Community Services and Public Safety Committee Meeting Schedule

Ms. Becker explained the changes being proposed will assist in moving items forward to Town Council. Ms. Brison moved to approve. Mr. Brown seconded. Motion carried 4-0

5. Adjournment

The meeting was adjourned at 11:26 a.m.

Drafted and Submitted by:
Vicki L. Pfannenschmidt,
Temporary Administrative Assistant

Approved:

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

DRAFT



**Town of Hilton Head Island
COMMUNITY SERVICES &
PUBLIC SAFETY COMMITTEE
Wednesday, March 1, 2023, 2:30 p.m.
MINUTES**

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

Present from Town Staff: Josh Gruber, *Deputy Town Manager*

1. Call to Order

Chair Becker called the meeting to order at 2:30 p.m.

2. FOIA Compliance

Mr. Gruber confirmed compliance with the SC Freedom of Information Act.

3. Roll Call

Mr. Gruber called the roll, confirming the attendance of the members present.

4. Executive Session

- a. Personnel Matters: Conduct interviews with applicants for Town Boards and Commissions [pursuant to S.C. Freedom of Information Act § 30-4-70(a)(1)].

At 2:35 p.m., without objection, the Committee entered Executive Session.

5. Adjournment

The Committee returned with no action to be taken and the meeting was adjourned.

Drafted and Submitted by:
Vicki L. Pfannenschmidt,
Temporary Administrative Assistant

Approved:



**Town of Hilton Head Island
COMMUNITY SERVICES &
PUBLIC SAFETY COMMITTEE
Monday, March 13, 2023, 9:30 a.m.
MINUTES**

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

Present from Council: David Ames, (*Committee Alternate*)

Present from Town Staff: Josh Gruber, *Deputy Town Manager*

1. Call to Order

Chair Becker called the meeting to order at 9:30 a.m.

2. FOIA Compliance

Mr. Gruber confirmed compliance with the SC Freedom of Information Act.

3. Roll Call

Mr. Gruber called the roll, confirming the attendance of the members present.

4. Executive Session

- a. Personnel Matters: Conduct interviews with applicants for Town Boards and Commissions [pursuant to S.C. Freedom of Information Act § 30-4-70(a)(1)].

At 9:35 a.m., without objection, the Committee entered Executive Session.

5. Adjournment

The Committee returned with no action to be taken and the meeting was adjourned at 1:30 p.m.

Approved:

Drafted and Submitted by:
Vicki L. Pfannenschmidt,
Temporary Administrative Assistant



TOWN OF HILTON HEAD ISLAND

Community Services and Public Safety Committee

TO: Community Services and Public Safety Committee
FROM: Jeff Buckalew, PE, Town Engineer
VIA: Mac Deford, General Counsel
Bryan McIlwee, PE, Assistant Community Development Director
Shawn Colin, AICP, Assistant Town Manager – Community
Development
CC: Marc Orlando, Town Manager
DATE: March 15, 2023
SUBJECT: Discussion on Beach Parking Management Program

RECOMMENDATION:

Community Services and Public Safety Committee endorse the path forward to implementation of updates to the Town's beach parking management program.

BACKGROUND:

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.

On October 27, 2020, Walker Consultants presented their proposed Beach Parking Master Plan to Town Council at a workshop.

On November 4, 2020, the Town Council voted 7-0 to accept the Walker Consultants master plan as submitted, with the understanding that specific action items identified within the plan would need to be further discussed and acted upon by Town Council prior to being implemented.

On November 19, 2020, and again on February 25, 2021, the Public Planning Committee met to discuss the Walker Consultants Beach Parking Master Plan and to understand what next steps would need to be taken in pursuit of implementing the plan.

On November 15, 2021, the Town held morning and evening public engagement forums to discuss the Beach Parking Master Plan.

On December 7, 2021, Town Council adopted a Strategic Action Plan that included an initiative to implement a parking master plan.

On August 4, 2022, the Public Planning Committee heard a presentation from PCI of their proposed parking management services and endorsed to Town Council the authorization to enter into a contractual agreement with PCI for Beach Parking Management Services. Mr. Stanford moved to forward to Town Council the Resolution authorizing the Town Manager to enter contractual negotiations with PCI Municipal Services to provide beach parking operations, management, and enforcement services within an agreed upon scope of services authorized by the Town Council. Mrs. Becker seconded. With limited discussion, the motion carried 4-0.

On September 20, 2022, Town Council approved a resolution approving the Scope of Work for the contract with PCI for Beach Parking Management Services.

On February 21, 2023, Town Council approved a budget amendment to fully fund the PCI contract for parking management services, including operating and capital expenditures scope of services for fiscal year 2023.

SUMMARY:

The Town intends to enter into a contract with PCI Municipal Services, LLC to provide parking management and enforcement services. The schedule to implement the new beach parking program is as follows:

Proposed Implementation Schedule

- Execute PCI Contract – March 2023
- Residential Parking Permit Launched: no later than 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: October, 2023
- Setting New Fees (if desired): October, 2023
- Soft Program Launch: no later than January 1, 2024
- Full Program Launch: no later than April 1, 2024

Policy Framework

Town staff is seeking input from the Community Services and Public Safety Committee on policy considerations for the proposed Beach Parking Management Ordinance. These considerations will ultimately form the basis for the proposed Ordinance, which will be presented to the Committee and Town Council for further evaluation and decision-making.

The need for a new Beach Parking Management Ordinance has been identified to achieve the following objectives:

- Establish a general policy framework for beach parking management that is intended to ensure public safety, parking accessibility, and convenience of beachgoers while promoting the efficient use of parking resources
- Allow 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 to oversee enforcement and administration of the Beach Parking Management Ordinance

The key provisions to be included in the the Beach Parking Management Ordinance are as follows:

- Purpose and intent statement
 - This section will outline the overarching goals and objectives of the Ordinance, such as ensuring public safety, accessibility, and convenience of beachgoers, and promoting the effective use of parking resources.
- Definitions
 - This section will provide clear definitions for the terms used throughout the Ordinance, such as beach area, paid parking area, peak season, and off-peak season, to ensure a common understanding of the language and concepts.
- Authorization to implement and use parking technology solutions
 - This provision will grant the Town the authority to incorporate parking technology solutions, such as electronic payment systems (e.g., text-to-park), real-time parking space availability information systems, and automated parking enforcement tools, to improve the overall efficient and effectiveness of public beach parking management.
- Parking fees and resident beach parking access
 - This provision will establish the parking the parking fees to be charged during hours of operation and provides for the issuance of resident beach parking passes, allowing eligible Hilton Head Island residents to obtain a seasonal or yearly parking pass without paying hourly or daily parking fees. It will also include a provision allowing the Town Council to establish the parking rates by Resolution, ensuring that rates can be adjusted if needed to address changing in parking demand and community needs.
- Hours of operation
 - This section will define the hours of operation for beach parking.
- Rules, regulations, and exemptions
 - This provision will outline the specific parking regulations, such as no parking zones, emergency vehicle access, overnight parking restrictions, as well as any exemptions for certain types of vehicles or circumstances.
- Administrative penalties and fines
 - This section will establish a schedule of penalties or fines for parking violations, ensuring the consequences for non-compliance are clearly defined and proportionate to the severity of the infraction.
- Appeals procedures

- This provision will outline a two-layered appeals process for individuals to appeal parking violations, ensuring a fair and transparent system for reviewing and resolving disputes relating to parking enforcement actions.

Programs

Resident Parking Pass program – communication, virtual permitting, enforcement of protected spaces. Town staff has always managed this program, but PCI shall assume management of this as soon as the contract is signed.

Public Engagement – PCI will work with Town communications staff to inform the public of the Town's parking management program.

Projects

PCI will install capital improvements to Town beach parks designed to facilitate the efficient operation and enforcement of the Town's beach parking management program.

- Automated Parking Gates – New gates shall be installed at certain parks. (13)
- Fixed Camera License Plate Readers (LPR) – Cameras strategically placed to read the license plates of vehicles entering the parks. (22)
- In-ground Sensors (pucks) – installed in resident permit only parking spaces to read key fobs with Bluetooth technology. (153)
- Signs – Aesthetic pay-to-park instructional signs with scannable QR code shall be installed
- Launch web site and mobile app to centralize customer friendly information

ATTACHMENTS:

1. Beach Parking Management Program Presentation

Town of Hilton Head Island

Beach Parking Management Program

Community Services & Public Safety Committee

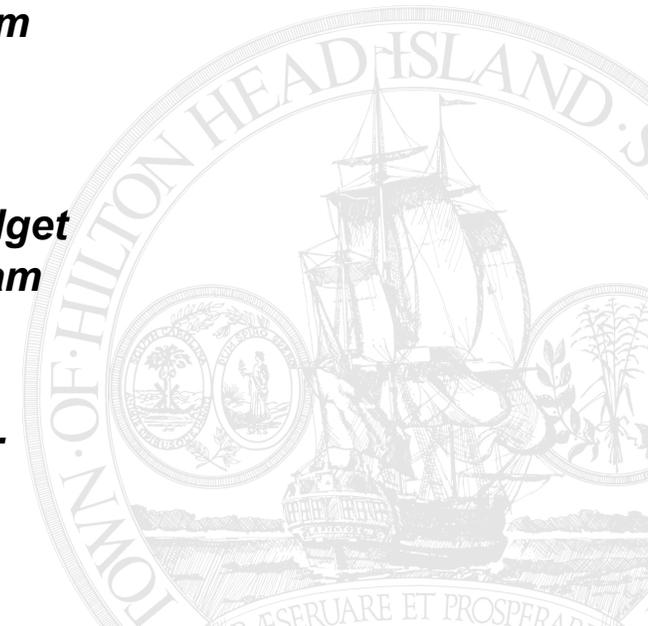
March 20, 2023

Discussion of Operational and Policy
considerations concerning
Beach Parking Management



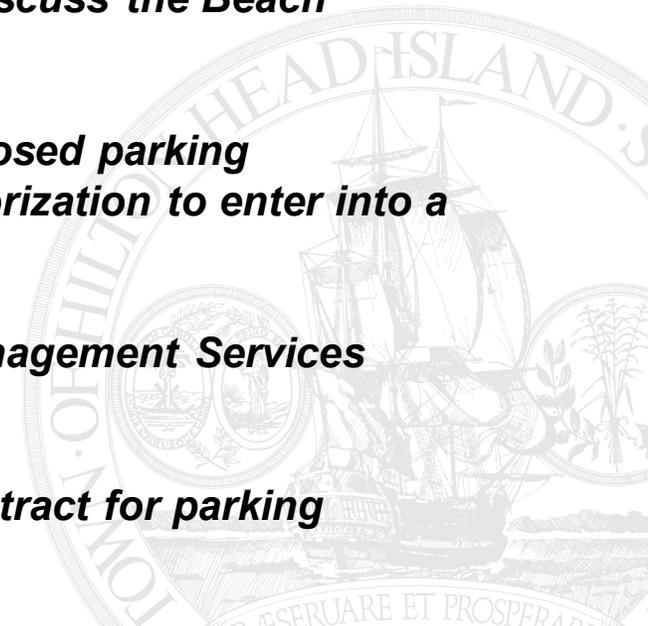
Beach Parking Management Program Update - Introduction

- ***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.***
- ***The Strategic Action Plan was adopted with an initiative to implement a parking master plan***
- ***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 - Overview*

NEXT STEPS - Operations and Policy

Operations

- ***Execute and Administer the PCI Contract***
- ***Administer sale and enforcement of 2023 Residential Passes***
- ***Install Capital Improvements at Beach Parks***
- ***Implement Communications Plan***

Policy

- ***Adopt Beach Parking Management Ordinance***
- ***Set New Parking Rates, if desired***



Beach Parking Management Program Update - Timeline

Proposed Implementation Schedule

- **Execute PCI Contract – March 2023**
- **Residential Parking Permit Launched: no later than 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: October 2023**
- **Setting New Fees (if desired): no later than October 2023**
- **Soft Program Launch: no later than January 1, 2024**
- **Full Program Launch: no later than April 1, 2024**



Beach Parking Management Program Update

- ***We will discuss the Operations and Policy issues of the program***
- ***Resident Parking Passes – communication, virtual permitting, enforcement of protected spaces. Town staff has always managed this program, but PCI shall assume management of this as soon as the contract is signed.***
- ***Public Engagement – PCI will work with Town communications staff to inform the public of the Town’s parking management program.***
- ***Town Council adoption of Beach Parking Management Ordinance and authorization of Town Manager to administer parking policies adopted by Town Council***
- ***PCI Implement the program – from selling residential permits to enforcement of parking violations.***



Beach Parking Management

Program Update – PCI as Parking Management Firm

Administer PCI Contract

- ***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

- ***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***

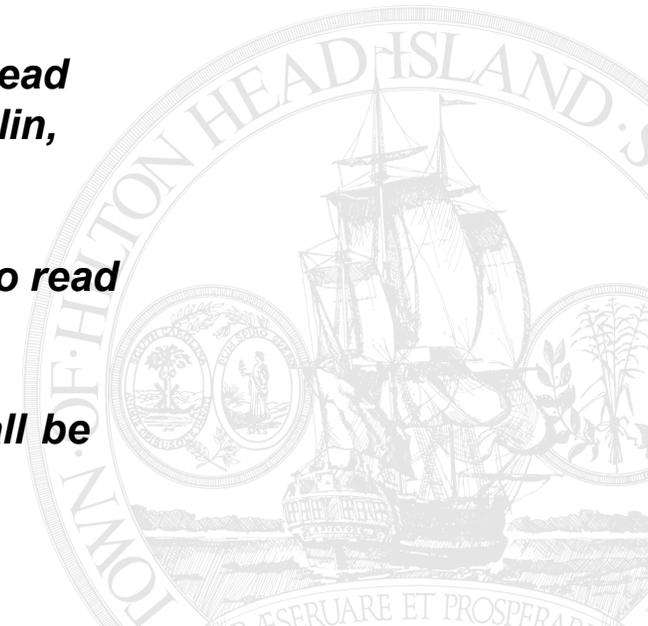


Beach Parking Management Program Update - Projects

Capital Improvement Projects to be Implemented for the Parking Management Program

PCI will install capital improvements to Town beach parks designed to facilitate the efficient operation and enforcement of the Town's beach parking management program.

- ***Automated Parking Gates – New gates shall be installed at certain parks. (13 installed at Coligny, Driessen, Fish Haul, and Islanders)***
- ***Fixed Camera License Plate Readers (LPR) – Cameras strategically placed to read the license plates of vehicles entering the parks. (22 installed at Coligny, Chaplin, Driessen, Fish Haul, Folly Field, Islanders, and Mitchelville)***
- ***In-ground Sensors (pucks) – installed in resident permit only parking spaces to read key fobs with Bluetooth technology. (153 at Islanders and Driessen)***
- ***Signs – Aesthetic pay-to-park instructional signs with scannable QR code (shall be installed at pay to park areas)***



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

March 20, 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**
 - **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 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 parking resources and ensure the public safety, accessibility, and convenience of beachgoers.***

➤ 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**
- **Rules, regulations & exemptions**
- **Administrative penalties and fines**
- **Appeals procedure**



Beach Parking Management Ordinance

Definitions

Key terms

- **Public beach access area:** *The area designated as a public beach access by the Town.*
- **Paid parking area:** *Any area designated by the Town for parking that requires payment and as depicted in table 1.*
- **Parking authority:** *The authorized agency or contractor responsible for managing the paid parking areas.*
- **Summer months:** *From the second Sunday in March (daylight savings time begins) to the first Sunday in November (daylight savings time ends). [OPTIONAL]*
- **Winter months:** *From the first Monday in November (daylight savings time ends) to the second Sunday in March (daylight savings time begins). [OPTIONAL]*



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:**
 - 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**
 - This can be accomplished by a Resolution of Town Council.
 - Parking rates can be seasonally adjusted and tailored to each paid parking area, or the same rate applied to all paid parking areas
 - Review of other jurisdictions
- **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)**

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**



Beach Parking Management Ordinance

Parking Fees & Resident Beach Parking Passes

Parking fees

- **The Walker study recommended varying rates at different parks and 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

- **A recent sampling of NC, SC, and FL beach community paid parking programs yielded an average hourly rate of \$3.72.**



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
 - ❖ Castnet Drive 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 for informational purposes only. The Town of Hilton Head Island is not responsible for any errors or omissions on this map. The user assumes all responsibility for the use of this map. The map is provided as a service and is not intended to be used for any other purpose.



Beach Parking Management Ordinance

South Island Beach Parking Areas



Town of Hilton Head Island
South Island Beach Parking



Beach Parking Management Ordinance

Rules, Regulations & Exemptions

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 either Town Council or the Town Manager**



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 \$75 and notification of potential tow / immobilization
 - Third violation: fine of \$100 and towing or immobilization of vehicle at owner's expense
 - Fourth and subsequent violations: fine of \$200 and towing or immobilization of vehicle at owner's expense

Flat rate penalty approach

- This approach is simple and easy to understand for the public and enforcement personnel. It provides a consistent and clear consequence for violating parking regulations, and eliminates the need for tracking and escalating penalties for repeat offenders
- Example flat rate penalty:
 - Violation of up to \$100 per violation and possible 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

Appeals Process

Two layers of appeals

- **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?

