Relentless Pursuit of Excellence: Core Value Chapter Synopsis

INTRODUCTION

- "Hilton Head Island has the opportunity to become the home of excellence. Becoming a laboratory where new solutions are developed and applied could help recapture the spirit and passion of the people."
- The work group's interest was strongly in favor of emphasizing this as a "people-focused" community that embraces and celebrates its history, culture and natural resources.
- There is interest is maintaining support for the marketing and mindset that fosters visitors becoming residents and home owners.
- HHI should be an excellent place to visit that attracts excellent visitors.
- HHI's definition for excellence should be identified and adopted.
- Factors of excellence include:
  - The relentless pursuit of resiliency, transparency,
  - An environment that supports innovation and has standards,
  - Leadership,
  - Encouragement,
  - Celebration,
  - Creativity,
  - An attitude that fosters the development of new ideas, and
  - A mindset to continuously work towards exceeding expectations.
- How do we become an epicenter of excellence?
- Being excellent "requires pushing the boundaries on original thinking and being willing to invest the resources to make it a reality."
- Hilton Head Island is "something special" and worth protecting. People in this community are passionate and want to be part of something extraordinary.
- "Engaging in the relentless pursuit of excellence offers a guiding framework for all the actions and decision-making on Hilton Head Island."

ISSUES/ EXISTING CONDITIONS/ CONSTRAINTS

- There is concern that the residential community on the Island is drowned out by the tourism-focused economy. Work group members sought to bring back the ideal that this is a "residential-resort" community, with intentional emphasis on the residents.
- "Residential community" includes full-time residents and second home owners. There is no implication that the residential definition for the Island is exclusive of second home owners.
- The work group members expressed concern for the lack of education available about the Island's unique history in the local school system.
- A program, metric, measurement tool or opportunity to continually garner input from the community about their expectations, ideals and input should be available.
- The need to improve aspects of education, transportation, access to and protection of the natural environment, cultural preservation, housing and work opportunities were discussed.
- There is a need to develop and build the Island brand as the Core Values and Our Ideals of Excellence.
- There is a need to keep striving towards building the Island community, instead of having numerous small communities operating independently.
- Hilton Head Island is no longer on the forefront of innovation and sustainability.
- Why is Hilton Head Island not the best place to age in the USA? We can become this!
- We should tap our resources better by engaging the incredible human capital and connections of the people who live here.

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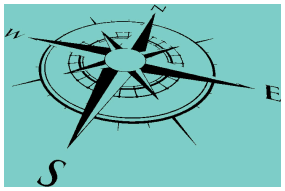

Excellence Work Group (EXWG)

Taylor Ladd :
This StratML rendition is based upon an E-mail attachment forwarded by Taylor Ladd on January 8, 2020.

Values

Community: OUR IDEALS OF EXCELLENCE FOR HILTON HEAD ISLAND -- To be a community that: For Our Place, 1. Is welcoming, inclusive, safe and people-focused; 2. Is recognized as an excellent place to live; 3. Preserves, values and recognizes its history; 4. Attracts businesses and visitors who identify with and appreciate the Hilton Head Island community's Core Values; and 5. Protects the natural environment as a unique quality of our identity.

People: For Our People, 6. Prioritizes the greater good of everyone; 7. Attracts a diverse and multi-dimensional residential population, providing a competitive live-work option; and 8. Recognizes the benefit and value of arts, culture, recreation and education for the community.

Planning: For Our Planning and Process, 9. Fosters a collaborative, transparent and inclusive environment when resolving concerns or planning for the future; 10. Considers sustainability as foundational to the Island's environment, economic and social development and redevelopment; 11. Fosters a spirit of inspiration and leads by example; 12. Uses innovation and learning to continually develop and apply best practices and standards for processes and projects; and 13. Continually adapts the Core Values and Comprehensive Plan to meet the needs of the present and the future.

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Ideals

Adopt and Pursue Our Ideals of Excellence for Hilton Head Island

Keywords: Ideals; Excellence; Brand; Process; People; Planning; Place. Elements: Cultural Resources, Natural Resources, Population, Housing, Community Facilities, Economic Development, Land Use, Recreation, Transportation, Priority Investment... About this Goal:

- The adoption of Our Ideals of Excellence will help guide understanding of how the Town of Hilton Head Island defines Excellence. This results in one goal to adopt and pursue the Ideals. The strategies and tactics provide further specifics pertaining to implementation of the Ideals.
- Our Ideals of Excellence lay the groundwork for the Island's brand, in concert with the Core Values, and strive to ensure a high quality of life is provided and achievable into the future.

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1. Place

Pursue Strategies for Our Place

1.1. Adoption

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

1.2. Deployment

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

1.2.1. Sense of Place

Develop a sense of place that clearly communicates our community values and Ideals, ie- through physical signage, promotion or other standards.

1.3. Alignment

Ensure Our Ideals of Excellence are aligned with the efforts and scope of work for the Town's DMO.

1.4. Recognition

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

Stakeholder(s):

League of American Bicyclists

1.5. Culture & History

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

See Inclusive Strategy 2.5

1.6. Island Character

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

1.6.1. Exemplar

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

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2. People

Pursue Strategies for Our People

2.1. Communication Plan

Develop a communication plan that ensures the public and Island residents are aware of Our Ideals of Excellence, the adoption of the Ideals and these implementation strategies.

See Connected Goal 1

2.2. Gullah-Geechee History

Support incorporation of the local Island and Gullah-Geechee history into our local Pre-K through 12th grade school curriculum.

See Inclusive Tactic 2.4.1

Stakeholder(s):
Schools

2.3. Awards & Recognition

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

2.4. Accessibility

Ensure that Town-hosted special events and meetings are in compliance with adopted standards for accessibility and evaluate adopting policy for accessibility that exceeds the standards.

See Connected Strategy 4.2, Inclusive Strategy 5.2

2.5. Demographic Data

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

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

2.6. Law Enforcement & Emergency Services

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

See Inclusive Strategy 5.3

2.7. Staff & Facilities

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

See Infrastructure Tactics 5.1.2 and 5.1.3

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Stakeholder(s):

Town Staff Town Customers

2.8. Arts & Culture

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

See Inclusive Tactic 8.4.1

2.9. Parks & Recreation

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

See Inclusive Strategy 8.5

2.10. Diversity

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

2.10.1. Competitiveness

Support development and opportunities that help Hilton Head Island become a competitive place to live and work.

See Economy Strategy 5.2

2.11. Volunteerism

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

See Economy Strategy 5.6

Stakeholder(s):

Retirees Volunteers

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3. Planning & Process

Pursue Strategies for Our Planning and Process

3.1. Evaluation

Evaluate the Town's Comprehensive Plan on a regular basis as required by the state for consistency and applicability to existing conditions, policies and projects.

3.1.1. Goals, Strategies & Tactics

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

3.2. Center for Excellence

Create a Center for Excellence within the Town that will maintain and monitor Our Ideals of Excellence as they relate to or are embedded with Town processes,policy and projects.

3.2.1. Advisory Committee

Consider creating an Excellence Advisory Committee of community members, who will help staff develop, monitor and evaluate the Core Values and Our Ideals of Excellence.

3.2.2. Measurement

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

3.3. Quality of Life Metric

Research and develop a quality of life metric to implement into the planning and policy process.

See Connected Strategy 2.3

3.3.1. Project Evaluation

Use the development review process to evaluate projects and their contribution to this metric.

3.4. Land Uses

Ensure there is an appropriate range of land uses that accommodate the needs of the community.

3.4.1. Zoning

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

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3.5. Design & Development Standards

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

3.6. Engagement

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

3.6.1. Civic Pride

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

See Connected Strategy 1.3

3.6.2. Online Tools, Apps & Services

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

See Connected Tactic 1.1.3

3.7. Awards & Recognition

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

3.8. Projects & Beautification

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

3.9. Continuous Improvement

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

3.9.1. Standards & Best Practices

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

3.9.2. Planning Process

Ensure the planning process is dynamic and transparent.

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3.9.3. Learning & Innovation

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

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