

DRAFT GOALS and STRATEGIES - EXWG

A note about Excellence: Through the goal and strategy development process, this work group has determined 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 following ideals. The strategies and tactics provide further specifics pertaining to implementation of the Ideals.

The source of the content of this draft is an E-mail attachment transmitted by Taylor Ladd on November 26, 2019. The work group's previous draft is available at <http://connectedcommunity.net/hhi/OPPEWG.xml>

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Organization

Excellence Work Group (EXWG)

Stakeholder(s):

Taylor Ladd :
Submitter

Mission

To relentlessly pursue excellence

Values

Excellence: Our Ideals of Excellence for Hilton Head Island ~ To be a community that

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

Greater Good: 2. Prioritizes the greater good of everyone;

Quality of Life: 3. Is recognized as an excellent place to live;

Diversity: 4. Attracts a diverse and multi-dimensional residential population;

History: 5. Preserves, values and recognizes its history;

Competitiveness: 6. Is a competitive option for people seeking a place to live and work;

Identity: 7. Attracts businesses and visitors who identify with and appreciate the Hilton Head Island brand;

Sustainability: 8. Considers sustainability as foundational to the Island's environmental, economic and social development and redevelopment;

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

Nature: 10. Protects the natural environment as a unique quality of our brand and identity;

Arts: 11. Recognizes the benefit and value of arts, culture, recreation and education;

Culture:

Recreation:

Education:

Inspiration: 12. Fosters a spirit of inspiration and leading by example;

Leadership:

Innovation: 13. Uses innovation and learning to develop best practices for processes and projects;

Learning:

Adaptability: 14. Continually adapts its core values and Comprehensive Plan to meet the needs of the present and the future.

Ideals

Adopt and Pursue Our Ideals of Excellence for Hilton Head Island

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1. Brand & Place

Strategies for Our Brand and Our Place

1.1. Ideals

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. Brand

Develop our brand and deploy it through The Town's community engagement, communication standards and execution of projects and policy.

1.2.1. Place

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

1.3. DMO

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

1.4. Bicycles

Apply for and promote awards of recognition for the Town of Hilton Head Island, such as the Bike Friendly Community.

Stakeholder(s):

Bicyclists

1.5. Heritage & History

Preserve and promote the rich cultural heritage and historical resources of Hilton Head Island.

1.6. 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.

1.6.1. Advisory Committee

Consider creating an Excellence Advisory Committee of community members, who will help staff develop, monitor and evaluate our brand, core values and Our Ideas of Excellence.

Stakeholder(s):

Excellence Advisory Committee

1.6.2. Survey

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.

1.7. Environment

Preserve and enhance the natural and physical environments that reflect the character of the Island.

1.8. Projects & Properties

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

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2. People

Strategies for Our People

2.1. Communications

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.

2.2. Gullah-Geechee History

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

Stakeholder(s):

Schools

2.3. Recognition

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

2.4. Events & Meetings

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.

2.5. Demographic Data

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

2.6. Services

Provide excellent Town services.

2.7. Law Enforcement, Fire & Rescue, Emergencies & Disasters

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

2.8. Administrative Facilities

Provide the staff and requisite facilities to maintain the excellent administration of all Town government functions.

2.9. Arts & Culture

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

2.10. Parks & Recreation

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

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3. Planning & Process

Strategies for Our Planning and Process

3.1. Comprehensive Plan

Evaluate the Town's Comprehensive Plan 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. QOL Metric

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

3.2.1. Projects

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

3.3. Land Uses

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

3.4. Design & Development Standards

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

3.5. Engagement

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

3.6. Recognition

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

3.7. Partnerships & Cooperation

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

3.8. Boards & Commissions

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

3.9. Online Tools

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

3.10. Best Practices

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

Administrative Information

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