

City of Isle of Palms, SC
Community Enrichment Taskforce

9:00 a.m., April 11, 2024

Agenda

1. Welcome – David McNair
2. Recap of Priorities ranked– David McNair
 - a. Visitor/Tourism = 32 votes
 - i. Traffic management
 - ii. Parking
 - iii. Day-tripper management
 - b. Environmental = 31 votes
 - i. Beach Preservation
 - ii. Storm Water Mgmt/flooding
 - iii. Protection/preservation of all natural spaces
 - c. Quality of Island Life = 17 votes
 - i. STR/Full time/Part time balance
 - ii. Good neighbor initiatives
 - iii. Public transportation
 - iv. Downtown improvements
 - v. Youth engagement
 - d. Safety = 7 votes
 - i. Pedestrian and Bike safety
 - ii. Beach safety
 - e. Foundations = 6 votes
 - i. Budgetary support
 - ii. City employee compensation
3. Staff Presentation on city efforts related to parking and traffic management – Desiree Fragoso and Captain Swain
4. Group discussion and development of recommendations
5. Next steps
6. Adjournment

Parking & Traffic Management Efforts

- Managed Beach Parking Plan
 - Implemented in 2016, created Beach Parking and Resident Parking Districts
- Outsourced parking management to PCI for dedicated and improved enforcement. IOP Beach Services Officers dedicated to the beach
- Pre and post beach season traffic planning meetings w Mount Pleasant, Sullivan's Island, Folly Beach, Charleston County EMD, SCDOT, Charleston County Parks, ABC News 4, Trooper Bob and Explore Charleston
- Know B4 You Go Multi-Platform Campaign
 - To raise awareness and promote beach information for visitors to better plan their trips to the beach.
- On-going collaboration with SCDOT and Mount Pleasant PD for peak time traffic signal re-timing at 14th & Palm Blvd, and Riffle Range intersections to move beach traffic faster
- Collaboration with IOP County Park to share cost of deputy assigned to 14th intersection to manage traffic
- IOP County Park added a third entry lane and changed point of sale technology to move vehicles faster and prevent long queues
- Dedicated digital message board at Rifle Range intersection alerting beach goers when parking lots are full

PROMOTIONAL MESSAGES

APRIL-SEPTEMBER 2023

We kicked off our promotional activities in April 2023, a month earlier than the previous year.

Promotional messages:

- Aired 2,914x
- Reaching 100% of our market over 25x each
- Delivering over 8.6 million impressions





Explore *Charleston*



2023 CAMPAIGN IMPACT

14.7 Million Impressions
+28% over previous year



\$300,615 Value



Parking & Traffic Management Efforts

- CARTA Beach Shuttle
 - Collaborated with the Berkeley-Charleston-Dorchester Council of Governments and the Town of Mount Pleasant to continue the seasonal operation of the CARTA beach shuttle, a free service to alleviate parking and traffic congestion on the island. Ridership increased from 415 trips in 2022, to 795 in 2023, a 92% increase.
- Lane Utilization Project at Rifle Range and base of IOP Connector
 - Added approximately 800 feet of additional queuing capacity improving traffic conditions at the IOP Connector
- Traffic cameras at 14th & Palm Blvd intersection showing inbound/outbound traffic, and at Rifle Range
- Reduced speed limit on all residential roads to 25 mph
- Installed all-way stops at 41st Avenue and 25th Ave and Waterway Boulevard
- Installed mobile speed radars in high traffic areas
- Dedicated IOPPD Traffic Units
- Dedicated traffic enforcement operations