



COMMUNITY ENRICHMENT COMMITTEE

9:00am, Thursday, April 11, 2024

1207 Palm Boulevard, Isle of Palms, SC

MINUTES

Present: David McNair (facilitator), Susan Smith, Linda Tucker, Alex Stone, Joe Ready, Hugh Swingle, Patsy Hindman, Sara Vega, Rod Turnage, Maryanne Chalmers (via Zoom), Bill Skeen (via Zoom)

Absent: Bev Miller, Paige Grimball, Ben Marks

Staff Present: Administrator Fragoso, Director Kerr, Captain Swain

Mr. David McNair reviewed the top issues from the community survey: traffic, parking for beachgoers, and short-term rentals. He then reviewed the group's priorities from an exercise in the previous meeting: visitor/tourism issues, environmental issues, quality of island life, safety, and foundations (budgetary support, City employee compensation).

The focus of this meeting was parking and traffic management. Administrator Fragoso and Captain Swain shared the myriad efforts the City has made to help mitigate traffic and parking concerns around the island. Captain Swain noted that the changing of the timing of the light at Rifle Range Road last summer has been the most effective adjustment made to help traffic flow of the island during the summer.

Committee members asked Administrator Fragoso and Captain Swain clarifying questions about the efforts including the status of their working relationships with Mt. Pleasant and Sullivan's Island. Administrator Fragoso said the new parking management company, PCI, will come to the staff at the end of the season with recommendations on how to make further parking-related improvements.

Some of the ideas mentioned among the group regarding parking and traffic included how to monitor gridlock, expanding awareness of the Beach Reach Shuttle, Explore Charleston's efforts to advertise the Beach Reach App and the Know Before You Go campaign in the airport, sensors in the parking spaces to provide real time availability data, surge pricing, how to encourage people to park further into the island, and directing traffic off Palm Boulevard.

Committee members silently wrote their responses to the prompt, "To address our season traffic and parking concerns, I believe we should..."

After breaking into two groups to discuss what each person had written, each group shared their ideas. These ideas included: studying the fixed number of parking spaces to provide a real-time component and combining that with lane reversals during peak travel times on an off the island; changing the structure of the parking spaces to optimize entry and exit from the spaces; being proactive with municipal and state governments to push back against groups advocating for parking in the neighborhoods; continued leveraging of technology to provide real-time information to residents about parking and traffic; use of QR codes at hotels to provide information and resources to visitors; two lanes off the Isle of Palms Connector; incentivizing carpools; hotel shuttles; use of “zippers” as seen on the Golden Gate Bridge; diverting traffic to spread out traffic flow; and developing a long-range plan for a parking garage with supporting facilities.

Mr. McNair said he and the staff will work with these suggestions to layer and shape their ideas, and bring them back to the Committee for review.

The meeting ended at 10:39am.

Respectfully submitted,

Nicole DeNeane
City Clerk