



Palmetto Breeze
Public Transportation Planning
for Hilton Head Island
Small Urban Area

TRANSIT IMPLEMENTATION PLAN

FINAL REPORT
October 2020



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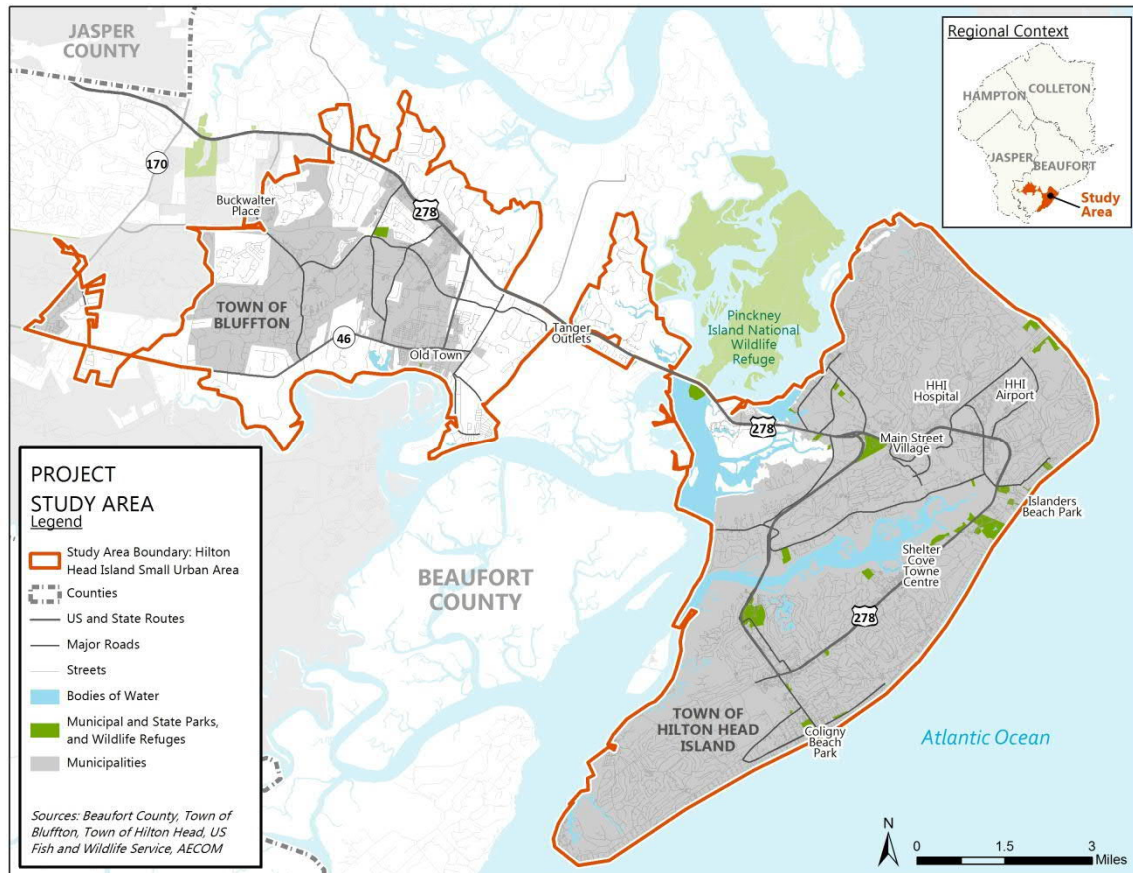
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1 PURPOSE OF THE STUDY

The Lowcountry Regional Transportation Authority (LRTA), also known as Palmetto Breeze, has been providing public transportation within the Lowcountry Region for four decades, with service in five counties. With the designation of Town of Bluffton/The Town of Hilton Head Island as an urbanized area, new public transit funds allocated to the urbanized area are now available from the Federal Transit Administration (FTA). The LRTA is the region's designated recipient for those funds. Palmetto Breeze, in collaboration with the consulting firm AECOM, initiated a *Transit Development Plan (TDP)* in 2017 to determine how to most effectively utilize the transit funds by planning new and expanded transportation services and anticipating vehicle and operational needs for the future.

Figure 1-1 provides a view of the project study area, which comprises the census-designated Small Urban Area in southern Beaufort County that includes the Town of Bluffton, Town of Hilton Head Island and adjacent unincorporated areas of Beaufort County. This area was officially designated a Small Urban Area in March 2012, with a population of approximately 68,998 at that time.

Figure 1-1: Project Study Area



The results of the TDP led to several recommendations for new transit services within the urbanized area. The study was adopted by the LRTA Board and approved by the Lowcountry Area Transportation Study (LATS) Policy Committee in 2018. One of the study recommendations was to conduct a Transit Implementation Plan for the new transit services.

In 2019, the Lowcountry Council of Governments (LCOG) retained AECOM to complete an implementation plan to determine which of the new routes or services from the prior study recommendations would have the most likely chance for successful implementation and community use. The goals of the Transit Implementation Plan were to identify priorities for implementing the new services through:

- Regular input from Steering Committee for input and guidance
- Interviews with stakeholders
- Public Meetings/Workshops
- Refine implementation strategies
- Enhance existing marketing strategies

2 REVIEW PRIOR STUDY RECOMMENDATIONS

The following plans provide background for the initiation of this Transit Implementation Plan, and include local comprehensive plans, regional transportation planning, prior transit studies and specific area studies. A summary of related planning studies is provided in **Table 2-1**.

Table 2-1: Related Planning Studies

Plan/Report	Author/Date	Purpose	Findings
Transportation Planning Services Report	Palmetto Breeze, 2010	This study provides existing conditions and public transportation alternatives for the U.S. 278 corridor and nearby corridors in the Bluffton and the Town of Hilton Head Island area.	The primary purpose of the Transit Planning Study was to determine the feasibility of implementing a fixed route transit system along the US 278 Corridor to serve and connect major developments and local points of interest.
Town of Bluffton Comprehensive Plan	Bluffton Planning & Growth Management, 2007, updated 2014	The Plan provides the overall guide for the development and growth; Chapter 9 includes the transportation element.	Public transportation recommendations include expansion of transit options to transit-dependent populations, consideration of water taxi, and expansion of local routes serving Bluffton.
2040 Long Range Transportation Plan	Lowcountry Area Transportation Study (LATS), 2015	Provides the regional transportation vision; identifies current and future needs to the year 2040, and provides a regional vision for prioritizing and funding transportation projects.	Includes transit conditions and recommendations for the region, including the addition of a circulator or trolley for the Town of Hilton Head Island, paratransit services, and park-and-rides in Bluffton and the Town of Hilton Head Island.
Circle to Circle Study	Design Workshop, 2016	Strategic 20-year vision for the Pope Avenue between Sea Pines Circle and Coligny Circle, which are the most frequented and congested areas of the island.	Provides a basis for adding trolley or circulator service on the Town of Hilton Head Island, as well as a park-and-ride serving daily visitors.
The People Economy of the Lowcountry	Lowcountry Council of Governments (LCOG), 2017	Demographic overview of the Lowcountry region.	Provides a snapshot of regional and local demographic conditions and trends that identify the need for transit services.

Plan/Report	Author/Date	Purpose	Findings
Beaufort County Comprehensive Plan	Beaufort County, 2010, with updates through 2017	The County's guiding document for growth and development.	Transit recommendations include expansion of routes serving U.S. 278, and to the region's military bases. Further study on transit and Transportation Demand Management (TDM) strategies is also recommended.
Town of Hilton Head Island Comprehensive Plan	Town of Hilton Head Island, 2017	Provides the island's guiding document for growth and development through 2030.	Recommendations for public transportation include improved coordination, integration of bike racks on buses, and providing a local circulator system.
Transit Development Plan	Palmetto Breeze, 2017	To determine the most feasible new public transportation services in the Hilton Head Small Urbanized Area.	The study led to detailed demographic and existing conditions analysis; innovative new transit service recommendations; and recommendations for implementing future transit services.

3 PUBLIC AND STAKEHOLDER ENGAGEMENT

The development of the Palmetto Breeze Transit Implementation Plan has been guided by a robust public engagement process. Input from the public and stakeholders was key in the development of the plan and the alternatives being considered in Phase II of the plan.

For the implementation phase, public engagement focused on meetings with the Steering Committee, interviews with key stakeholders and an online public forum.

Steering Committee

The Project Team hosted two meetings with the Steering Committee. During the first meeting, held on September 24, 2019 at Palmetto Breeze Transit facility, the committee discussed the potential routes that were considered for implementation, and that were proposed in the first phase of the project. The committee brainstormed about the benefits of each one.

The second meeting held on April 15, 2020 was hosted online. The project team presented the alternatives developed as part of the implementation efforts, the marketing strategies and discussed the upcoming virtual public meeting to be hosted on the Palmetto Breeze Transit website. The committee agreed with the routes, layouts and marketing strategies proposed. A summary of the Steering Committee meetings is provided in Appendix B.

The following agencies and individuals participated in those meetings:

Meeting Participants	
Mary Lou Franzoni, Palmetto Breeze	Brian Sullivan, Palmetto Breeze Transit
Christian Dammel, Lowcountry COG	David Prichard, City of Beaufort
Ginnie Kozak, Lowcountry COG	Rob Merchant., BC Gov.
Cindy Coburn-Smith, Beaufort Memorial	Linda Bridges, Port Royal
Debbie Slazik, Access Health Lowcountry	M. Burgess, Tech. College of the Lowcountry
Hannah Horne, Hilton Head Island Chamber of Commerce	Richard Inglis, Haig Point
Alan Seifert, Town of Bluffton	Mariate Echeverry, AECOM
Kevin Icard, Town of Bluffton	Haley Lloyd, AECOM
Katie Woordruff, City of Hardeeville	Joy Bailey, AECOM
Rob McFee, Beaufort County	Chip Burger, AECOM
Anne Cyran, Town of Hilton Head Island	Jennifer Bragg, J. Bragg Consulting

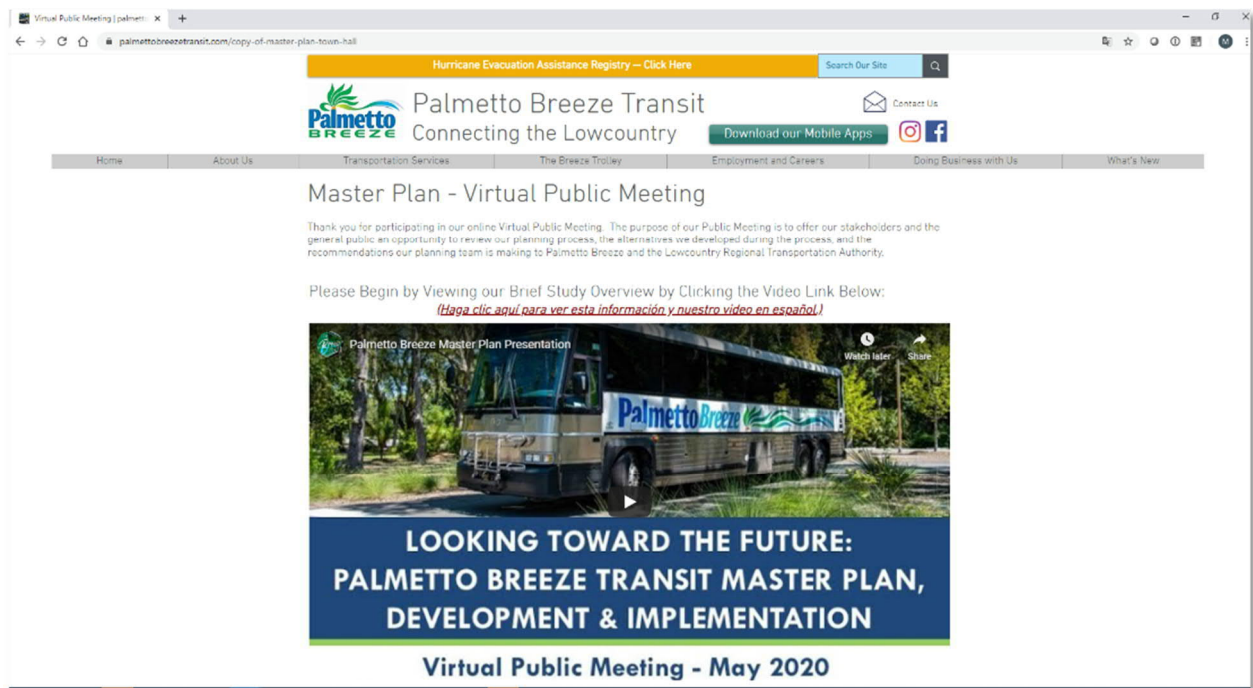
Stakeholder Interviews

The project team held interviews with John Rembold from the Hilton Head Island Airport to determine ways to collaborate in the future and with Hanna Horne from Hilton Head Island Chamber of Commerce to identify ways to distribute information among the business community. Mr. Rembold and Ms. Horne expressed their support to the service Palmetto Breeze provides and understood the importance of bringing different stakeholders to the table.

The stakeholders committed to help marketing the implementation efforts and to facilitate conversations with other members of the community.

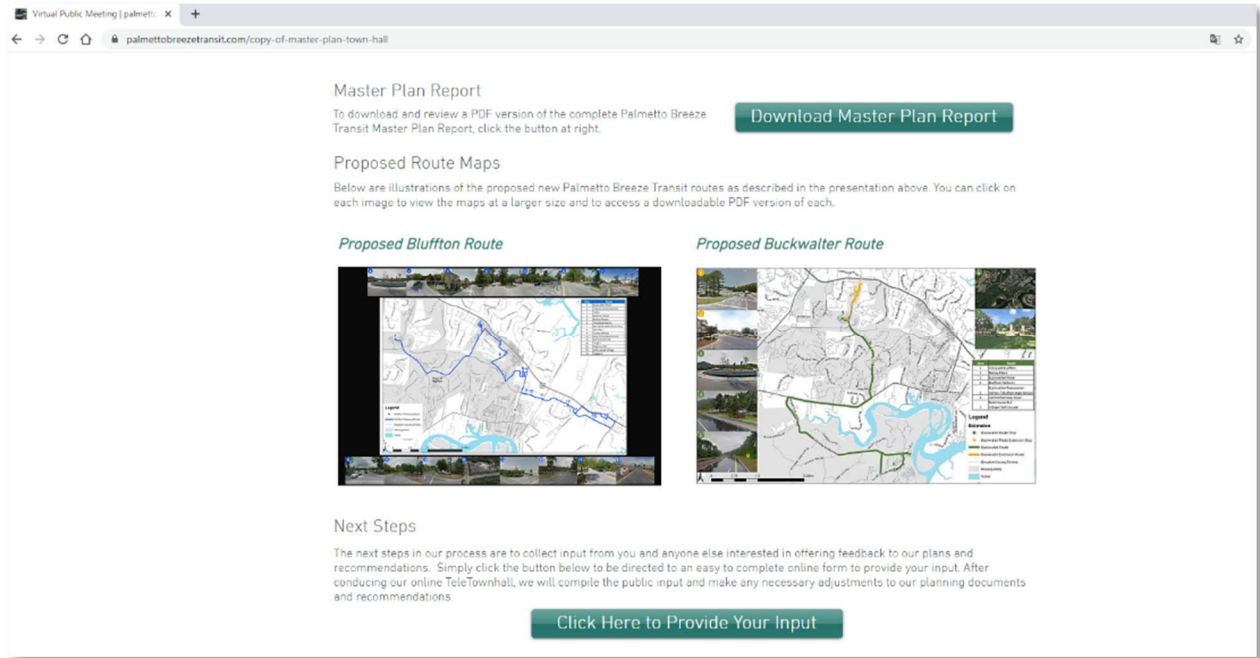
Virtual Public Meeting

The project team looked at ways to engage the public with non-traditional methods to try to increase the reach of the public involvement. The best method available to Palmetto Breeze was to engage the public in a virtual meeting, hosted in their public website. This came at a time the country was under social distancing efforts to stop the spread of COVID-19 and it was a great way to provide information and collect input from the community. The virtual meeting was opened for two weeks, from May 18 to June 7 2020.

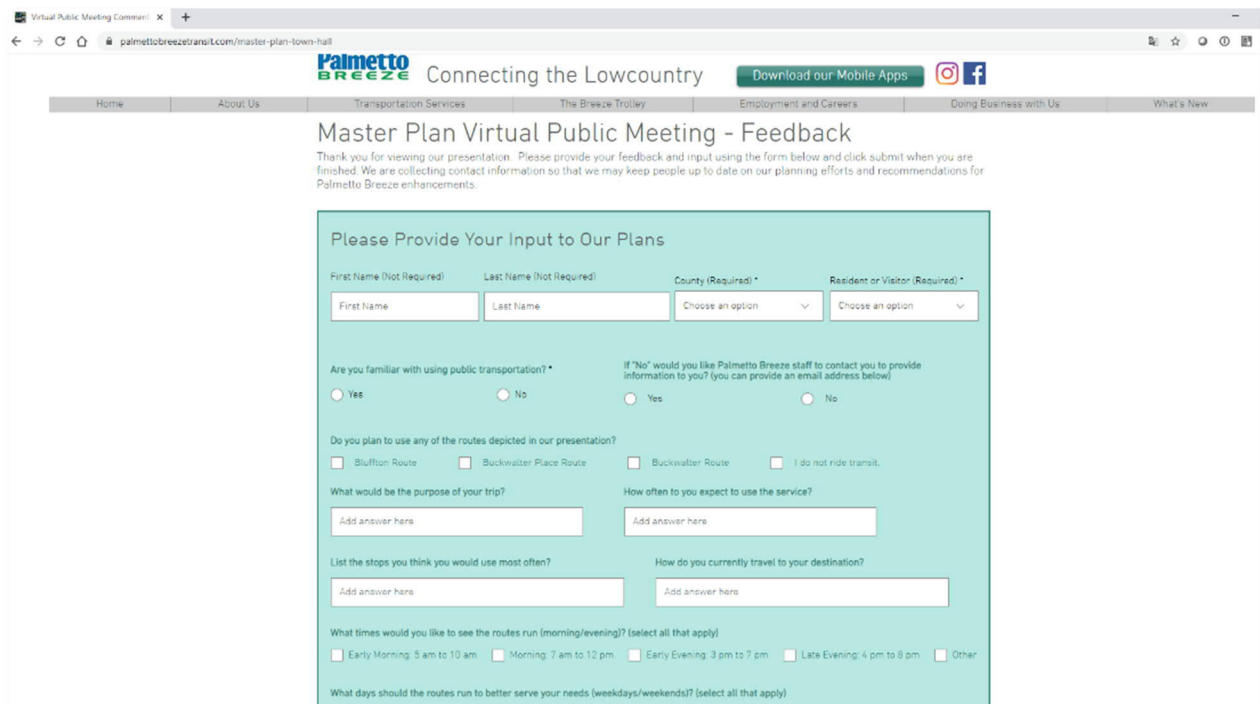


The virtual meeting received approximately 100 visits, and three comments from residents in the area praising the work done. A summary of the comments is provided in Appendix C.

The meeting was set up with a narrated Power Point presentation explaining the process. Maps of the proposed routes and stops along the routes were also added to the online meeting.



The virtual meeting included a survey to capture information about the visitors and their comments related to routes proposed.



4 TRANSIT SERVICE OPTIONS AND IMPLEMENTATION

The proposed services were selected using recommendations from the *Transit Development Plan*, updated demographic data and analysis, and input from Steering Committee members, staff and elected officials from the Towns and Beaufort County, LCOG and LRTA staff and consulting team observations and findings.

4.1 New Services Recommendations from the TDP

The services presented below were developed for the *Transit Development Plan*:

4.1.1 Existing and Future Trolley Service on Hilton Head Island

Existing Trolley Service:

- There is an existing plan for trolley routes operating on Hilton Head Island. For the longer term, the consultant team recommend modifying this plan to deliver service to the northwestern portion of the island from Sea Turtle Marketplace to Coligny; demographic data show clusters of activity that could benefit from this route.
- The initial seasonal (March to October) trolley route is scheduled for implementation in mid-July 2018. This phase provides service between Shelter Cove and Coligny Beach Park along Hilton Parkway, New Orleans Road, Pope Avenue, Cordillo Parkway, Deallyon Avenue, and S. Forest Beach Drive.

Potential Future Trolley Service:

- Potential future phases of trolley system would provide the following:
 - Phase II: This is an extension of the existing trolley route that goes from Shelter Cove to Coligny. The new route runs further northeast along William Hilton Parkway to Sea Turtle Marketplace, medical facilities around Hilton Head Hospital and other activity centers, including Festival Center
 - Phase III: Trolley service between Coligny Beach Park and a new park-and-ride facility at Crossings Park, operating along Pope Avenue, Palmetto Bay Road, and Arrow Avenue
 - Phase IV: Trolley loop route along Pope Avenue, South Forest Beach Drive, and Cordillo Parkway.

4.1.2 Other Urban/Study Area Services:

Connector Route:

- Develop a fixed express route from Bluffton to Hilton Head Island to connect the two towns
- The connector route will operate on a 30-minute frequency during peak periods (6:00am-9:00am; 3:00pm-7:00pm) and on a 60-minute frequency during the midday (9:00am-3:00pm). It is assumed that this service would be operated with smaller vehicles, such as cutaways.
- Transfer locations will be at a to-be-determined park and ride lot in Bluffton and the Festival Center area on Hilton Head Island.

Since the Connector Route is an express service, complementary demand-response ADA paratransit service will not be required.

Flex Routes:

- Develop two flex routes/circulator on Hilton Head Island and in Bluffton
- The routes would operate as demand response service requiring an advance reservation, utilizing technology that will enable users to reserve via electronic methods as well as telephone and internet. A modification to the current route scheduling for demand response service could allow this service
- A zone will be established in Bluffton and Hilton Head Island within which the flex routes will operate
- The service would operate, according to work schedules, from 5:30am to 7:30pm to provide connectivity to the Connector Route and to activity centers within the operating zone

Inter-state Route:

- Develop a seasonal route (March to October) from Palmetto Breeze Transfer Facility to Hutchinson Island to connect to the Chatham Area Transit system
- Examine the possibility of a connection from the study area to Savannah/Hilton Head International Airport

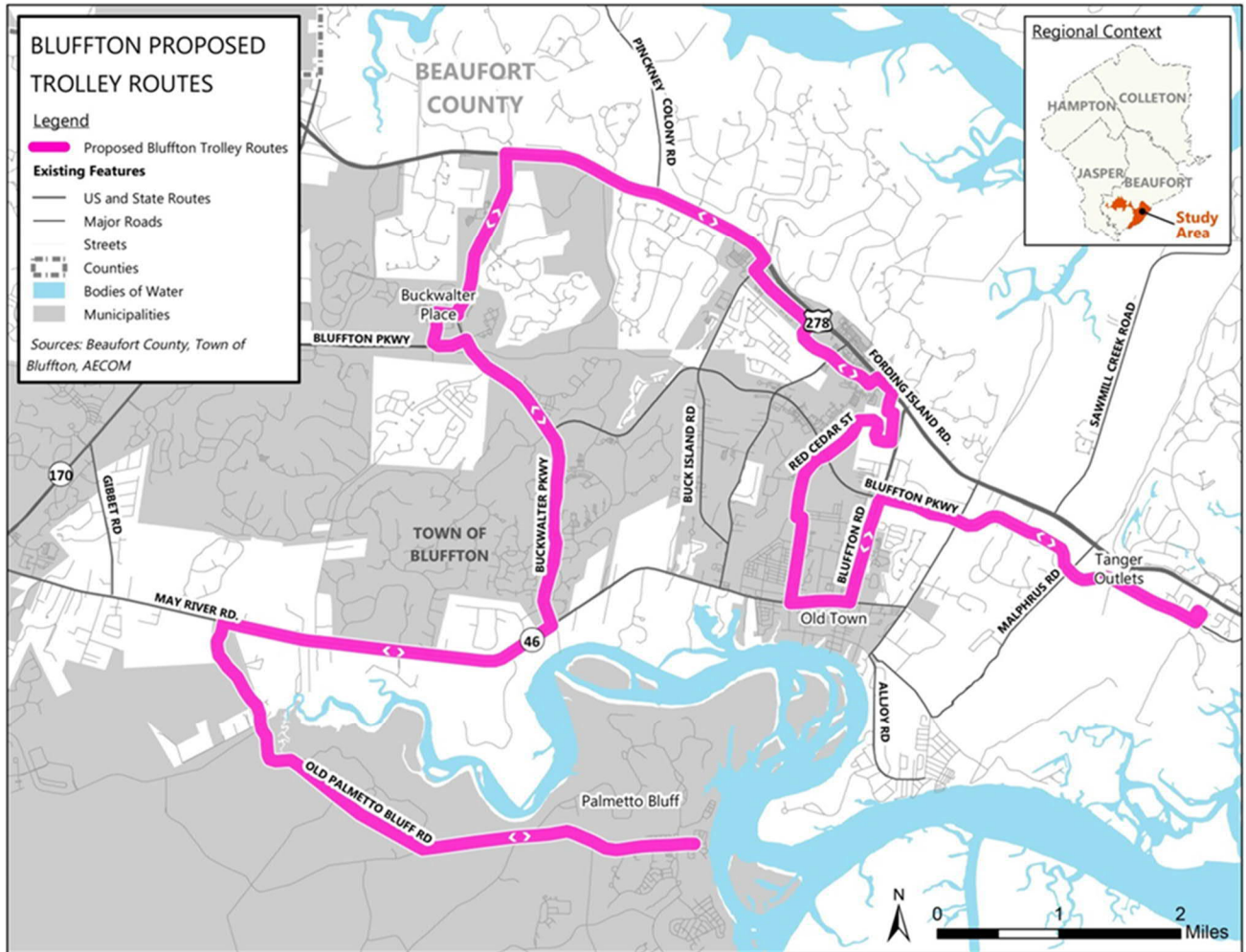
During the Steering Committee Meeting held on September 24, 2019, it was determined that establishing local transit service in the Town of Bluffton was a priority for the following reasons:

- Palmetto Breeze had already established a well-accepted trolley service on Hilton Head Island
- The Town of Bluffton expressed strong interest in implementing local transit service
- Limited transit funding precluded doing both the northern expansion of the Hilton Head Island trolley and the new Bluffton transit service
- Palmetto Bluff expressed a willingness to partner with Palmetto Breeze to provide funding for public transportation
- Establishing local transit in Bluffton is a prerequisite to eventually providing a transit route to link the Town of Bluffton and the Town of Hilton Head Island

The route recommendations reflect and take advantage of the local funding opportunities and partnerships and focused on the Bluffton service area.

The TDP recommended one route operating in the Town of Bluffton, as shown in **Figure 1-1**.

Figure 4-1: Proposed Town of Bluffton Route



4.2 Demographic Conditions and Trends Informing Transit Needs

The *Transit Development Plan* prepared for Palmetto Breeze in 2018 contained a section dedicated to demographic analysis of the urbanized area of LCOG. This report is available on the Palmetto Breeze website, <https://www.palmettobreezetransit.com/>. For the purposes of the implementation plan, demographic heat maps were updated to confirm vulnerable populations and employment destinations were being served by the selected route for Bluffton as defined in the TDP. Vulnerable populations include low-income populations, households without vehicles, persons with limited English proficiency and minority populations. This heat map analysis is presented in **Figure 4-2** and **Figure 4-3**.

Figure 4-2: Vulnerable Populations

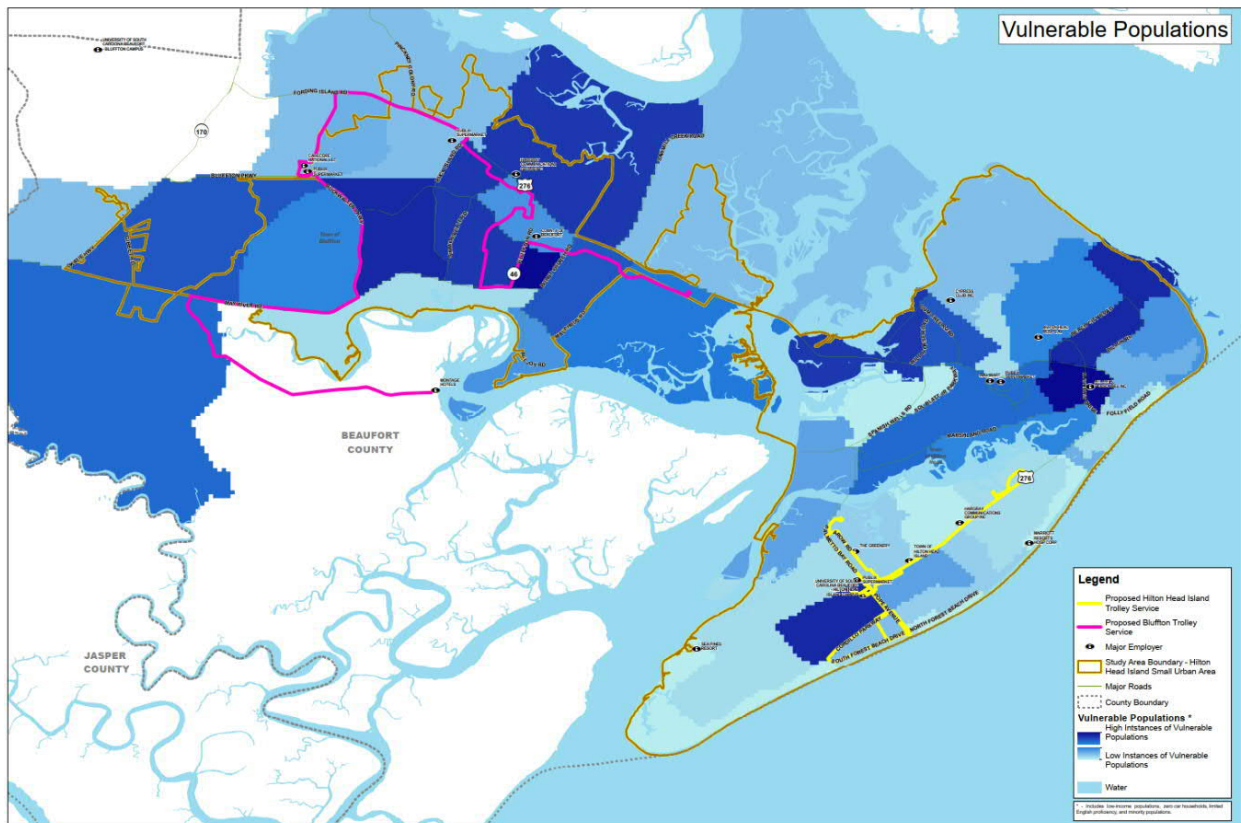
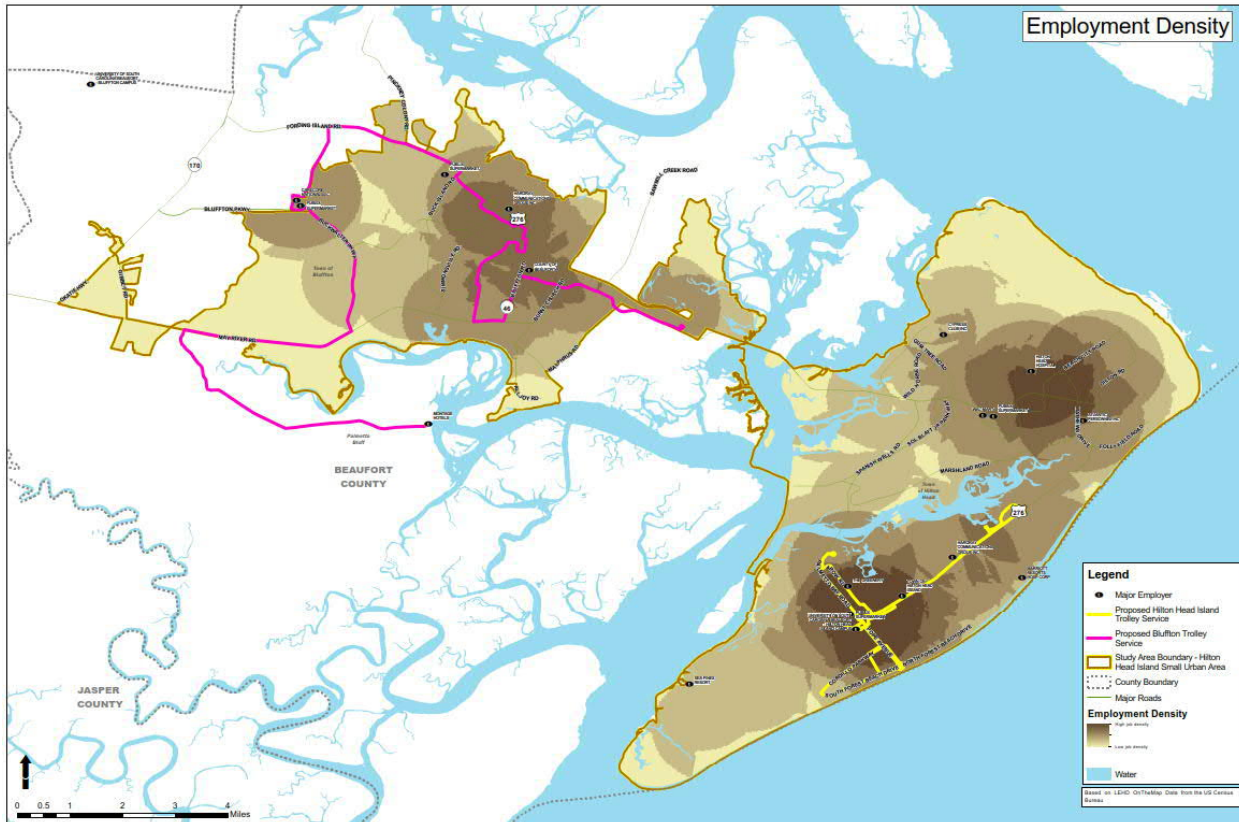


Figure 4-3: Employment Density in TDP Study Area



The analysis shows that vulnerable populations and employment centers are being served by the Bluffton route. Subsequent analysis and input during the implementation process revealed the need for the route developed for the TDP to be divided into three separate routes. Three new local transit routes will soon begin service in the Bluffton area: The Bluffton Parkway and the Buckwalter and Buckwalter Extension routes. The routes were designed for the recently completed TDP conducted by Palmetto Breeze, in conjunction with the Lowcountry Council of Governments. The goals used in developing the routes were:

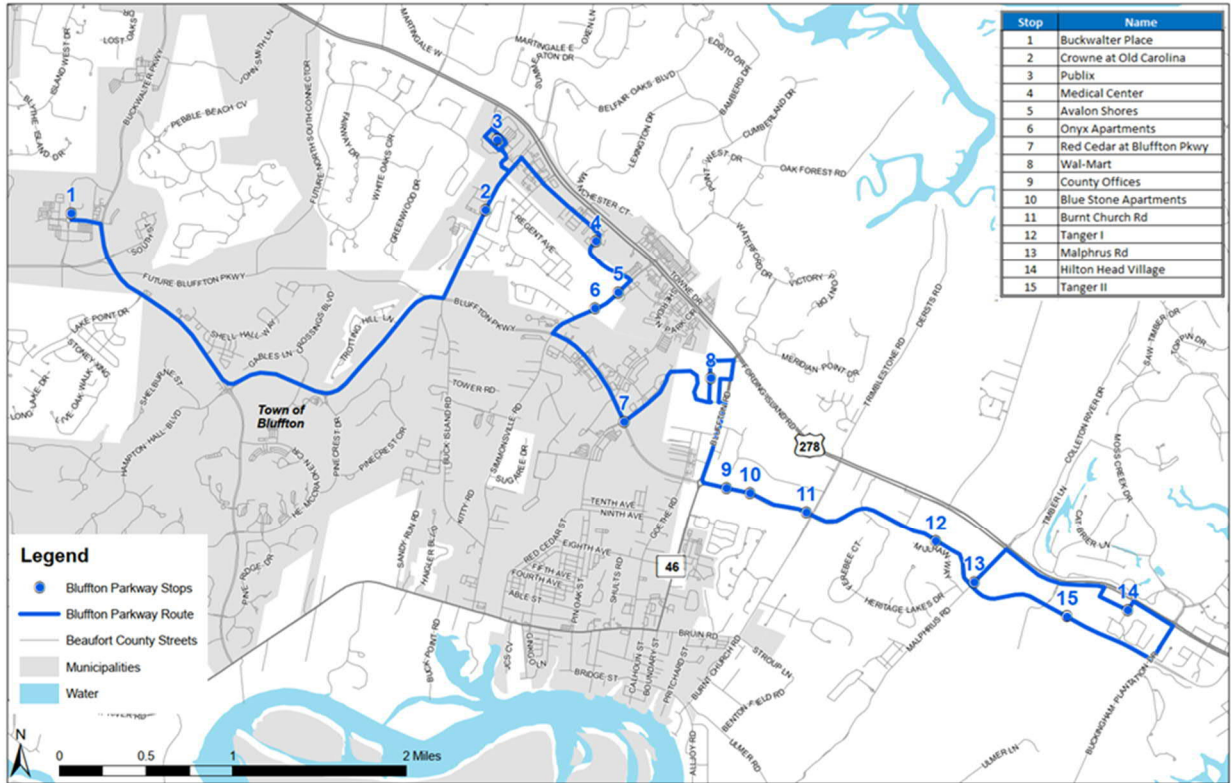
- To provide a mobility option for the local workforce
- To provide transit service for commercial and residential areas
- To develop strategies for successful implementation and community use
- To develop marketing strategies to promote the new routes

The bus stops for the new routes were determined by observations from field work, demographic analysis and local staff knowledge of key access point locations for the new services. Safety was also a determining factor in selecting bus stop locations. Pedestrian safety as well as safe transit vehicle operation were considered.

The Bluffton Parkway Route will operate from Buckwalter Place along Buckwalter Parkway taking a left onto Bluffton Parkway, left onto Buck Island Road, left onto Baylor Drive and left into the Bluffton Commons development. The route returns to Buck Island Road via Baylor Drive, turns right onto Plantation Park Drive, right onto Simmonsville Road, left onto Bluffton Parkway, left onto Red Cedar Street, and will circulate through the development containing

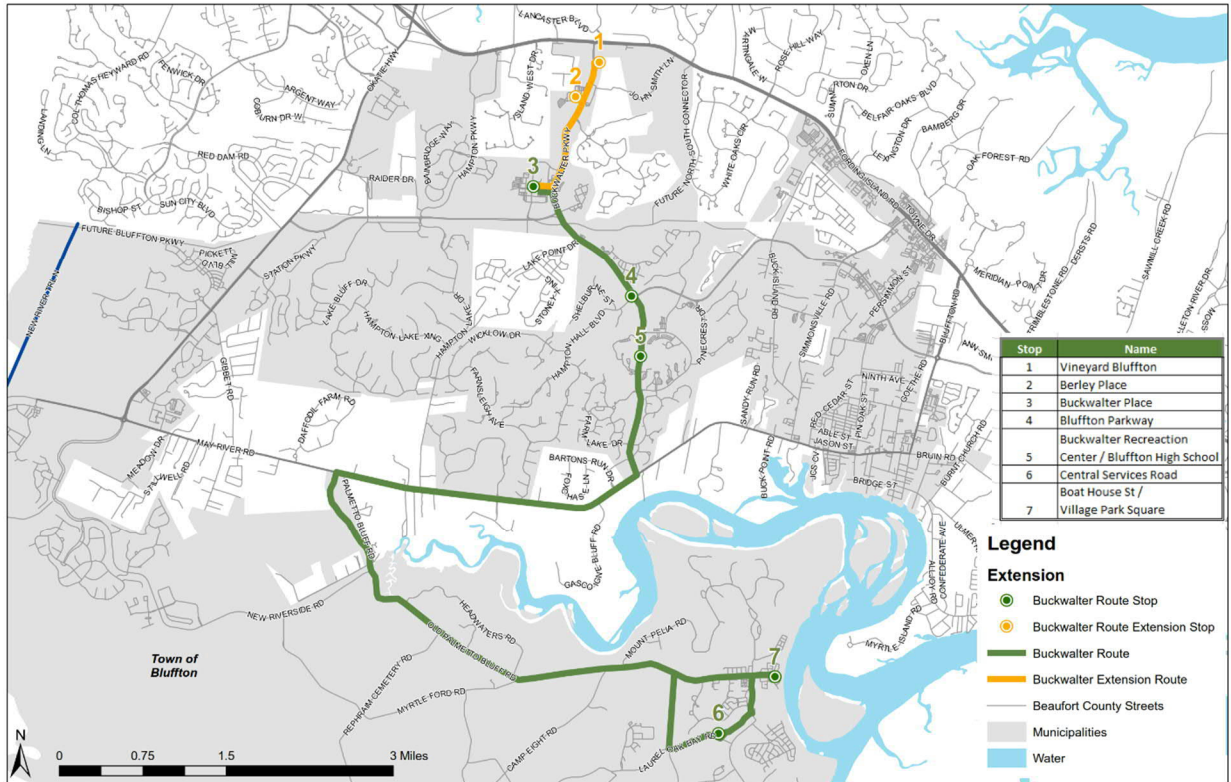
Sam's Club, Walmart and other businesses. The route will leave the development and go right onto Bluffton Road, left onto Bluffton Parkway, left onto Malphurs Road, then after Tanger II Outlet, right on Buckingham Plantation Drive. The route will return to Buckwalter Place using the same roads. A graphic of the route is presented below and displays the location of the proposed bus stops:

Figure 4-4: Bluffton Parkway Route Alignment and Bus Stops



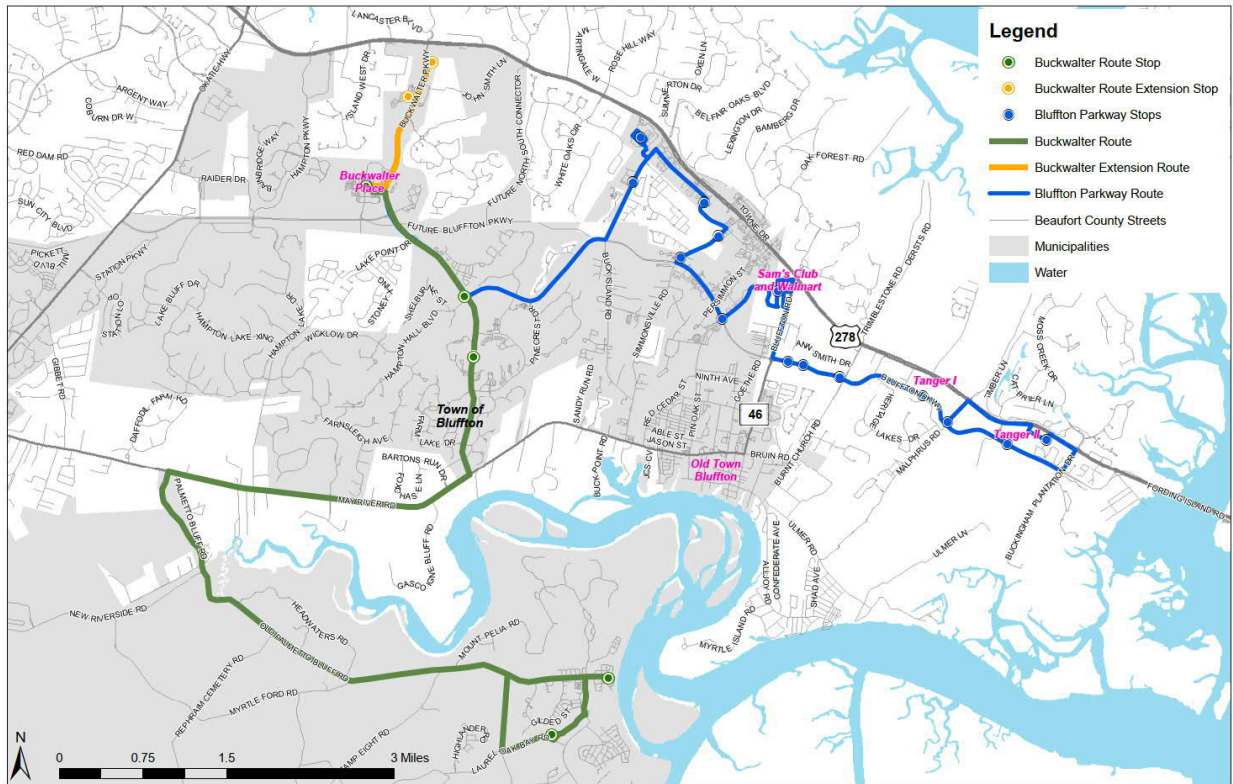
The Buckwalter Place Route (displayed in gold) will operate from Buckwalter Place to Vineyard Bluffton via Buckwalter Parkway. The Buckwalter Route (displayed in dark green) will operate from Buckwalter Place to Palmetto Bluffs via Buckwalter Parkway to right onto May River Road, left onto Old Palmetto Bluff Road and will circulate through Palmetto Bluff and the Montage Resort. The route will return to Buckwalter Place on the same roads in the opposite direction. A graphic of the routes is presented below and displays the location of the proposed bus stops:

Figure 4-5: Buckwalter Route and Route Extension Alignments and Bus Stops



The following graphic display the three new routes together in a system map. The routes were designed to provide transfer opportunities between the routes at Buckwalter Place and along Buckwalter Parkway. The new routes will allow for increased mobility options for the Bluffton area for work, shopping, medical, education and other trips.

Figure 4-6: System Map of New Services



4.3 Recommended Service Options and Cost Estimates

The services recommended for implementation and the estimated annual operating cost of implementing the recommendations are presented in **Table 4-1**. The table assumes each route to operate 10 hours per day for 362 days per year, as Palmetto Breeze normally operates.

Table 4-1: Estimated Operations and Maintenance Costs for Bluffton Services

Annual Service Statistics	Weekdays	Weekends*	Route Summary
Peak Vehicles	3	3	3
Fleet Vehicles	5	5	5
Annual Vehicle Revenue Hours	7,650	3,210	10,860
Annual Vehicle Revenue Miles	76,500	32,100	108,600
Estimated Operations and Maintenance Costs	\$535,500	\$224,700	\$760,200 ¹
* Includes minor holidays.			

¹ Based on Palmetto Breeze cost per revenue hour.

Palmetto Breeze operates within the fixed route service area and for the purposes of this study it is assumed that one vehicle in the Town of Bluffton will be available to accommodate eligible paratransit riders up to ten hours per day when the Bluffton services are operating. The estimated paratransit service costs when in full service are included in the operations and maintenance costs in **Table 4-2**. Initial paratransit costs will likely be lower until the service is developed.

Table 4-2: Estimated Paratransit Costs for Bluffton Services in Full Service

Annual Service Statistics	Paratransit
Peak Vehicles	1
Fleet Vehicles	-
Annual Vehicle Revenue Hours	2,900
Annual Vehicle Revenue Miles	-
Operations and Maintenance Costs	\$203,000 ²

² Any cost and/or quantity opinions, estimates or forecasts provided by AECOM was on a basis of experience and judgment, but since AECOM has no control over market conditions or bidding procedures, AECOM cannot and does not warrant that bids, ultimate construction cost, or project economics will not vary from such opinions, estimates or forecasts.

4.4 Capital Costs

Table 4-3 displays the capital projection utilizing 5307 funding including estimated vehicle, passenger amenities, and office/computer equipment and subsidy funding requirements.

Table 4-3: Capital Cost Estimates for Bluffton Services

Type	Units	Estimated Unit Cost	Total	Federal Share (80%)	State Share (10%)	Local Share (10%)
Transit Vehicles	5	\$131,000	\$655,000	\$556,750	\$98,250	
Potential Transfer Centers	3	\$50,000	\$150,000	\$120,000	\$15,000	\$15,000
Potential Shelters	8	\$25,000	\$200,000	\$160,000	\$20,000	\$20,000
Bus Stops	40	\$250	\$10,000	\$8,000	\$1,000	\$1,000
Software/Hardware	-	\$20,000	\$20,000	\$16,000	\$2,000	\$2,000
Office Equipment	-	\$15,000	\$15,000	\$12,000	\$1,500	\$1,500
Totals			\$1,050,000	\$872,750	\$88,625	\$88,625 ³

³ Any cost and/or quantity opinions, estimates or forecasts provided by AECOM was on a basis of experience and judgment, but since AECOM has no control over market conditions or bidding procedures, AECOM cannot and does not warrant that bids, ultimate construction cost, or project economics will not vary from such opinions, estimates or forecasts.

5 MARKETING STRATEGIES

This proposed plan includes an analysis of the existing marketing and engagement strategies used by Palmetto Breeze as well as related factors affecting residents, employers, commuters, and tourists. A PESTLE (Political, Economic, Social, Technological, Legal, Environmental) Analysis is the back bone of the marketing analysis, as it provides a framework for future strategies. The PESTLE includes feedback from Palmetto Breeze and stakeholders, which served as a guide for some elements of the plan, such as Public Relations and Implementation and Strategies. To develop this plan, we also reviewed and analyzed demographics, heat maps, and planned routes shown in the previous sections. Implementation strategies and suggestions for marketing materials are also included throughout the plan.

The consultant team recommend the following marketing and engagement goals:

- Focus on reaching the right audience, targeted to actual service
- Make use of community and stakeholder resources (public relations, free events, etc.)
- Maintain diversity and practice inclusion for all levels of ability
- Include a call to action in marketing materials (brand and promotional)
- Promote the action of trying/taking transit
- Aim for a long shelf-life for printed materials

Market Analysis

The consultant team conducted a market analysis and a close examination of the existing external and internal marketing environment to understand transportation needs of local community residents and tourists, review and analysis of existing and planned campaigns associated with transit, and research and analysis of any potential barriers (language, cost, distance to stops, etc.).

Existing Efforts

- Palmetto Breeze brand/image conveys:
 - Personal home-town feel
 - Organic and real responses to needs
 - Caring about the community
 - Open for feedback
- Marketing includes brochures, maps, website, signage, social media, and more
- Engagement includes top-level employer outreach, “Touch-A-Trolley,” promotions, and stakeholder involvement
- Limited Spanish marketing



Alliance Marketing

Multiple stakeholders support Palmetto Breeze, as it was demonstrated with the Steering Committee participants, although there is potential for growth as many of them don't have Palmetto Breeze information in their websites or information is difficult to find. Stakeholders include:

- Town of Bluffton – no Palmetto Breeze information in the website
- Town of Hilton Head – only seasonal trolley information; no permanent routes, etc.
- Beaufort County – must search “transit” to find anything; link to Breeze does not work
- Montage Palmetto Bluff
- Hilton Head Island – Bluffton Chamber – Includes link to Palmetto Breeze website
- Beaufort County Human Services
- USCB
- Hilton Head Association of Realtors
- Volunteers in Medicine

Assets in the Toolbox

Elements that could contribute to disseminate information and provide input as routes are implemented are identified as assets:

- Cooperation of employers
- Cooperation of stakeholders
- Overall positive outlook in the community towards transit
- Needs of residents
- Motivation of employers who want to maintain a luxury/eco-friendly/car-free environment

Barriers: What Might Keep People from Riding?

This identifies elements that could impede or discourage people from riding. The most relevant are shown below:

- Cost
- Distance from residence to stops (first- and last-mile)
- Language
- Lack of familiarity

Community Concerns and Issues

The consultant team explored and considered a variety of potential factors for each audience that might affect marketing and engagement.

<i>For Commuters:</i>	<i>For Tourists:</i>
<ul style="list-style-type: none"> • Accessibility to work site • Getting to work on time • Cost (savings) • Time traveled and use of time during commute • Stress of commute • Convenience of stops/routes • First-mile/last-mile to and from transit stops • Unfamiliar with transit • Using the app (and options for those not using smart phones) • Contribution to air quality • Bike transport and storage at work • Completing personal errands (picking up children, groceries, etc.) on the way to/from work • Comfort/cleanliness of vehicle • Wi-Fi availability • Ease of transit pass purchase • Park & Ride options and ways to use them 	<ul style="list-style-type: none"> • Simplicity of use of transit – ability to quickly understand • Simplicity of app and paying fares • Convenience • Cost • Image • Unfamiliar with transit • Stop distance from lodging and attractions (Old Town, etc.) • Parking • Traveling without a rental car (potentially dependent on transit, shuttles, and ride hailing services); traveling to the area via motorhome without car; traveling to the area via boat without ground transportation

<i>For Employers:</i>	<i>For Residents:</i>
<ul style="list-style-type: none"> • Retention of staff • Attracting top talent • Parking availability • Preserving image (clean, green, luxury, relaxing) • Air quality • Convenience for tourists and employees • Staff absences/tardies (i.e., getting employees to work on time) • Distance to and location of transit stops • Perception of meeting planners • Perception of community members • Scheduling employees to work within parameters of bus schedule/drop-off times • The need to offer alternative transportation • Off-season reduced hours (is it worth it for employees to travel long distance) • Possibility of offering incentives to ride the bus (i.e., monthly stipend/allowance, increased hourly rate, etc.) 	<ul style="list-style-type: none"> • Tourist driving behaviors • Overcrowding or perception of overcrowding • Congestion (particularly during peak seasons) • Parking • Image • Air quality • Awareness of transit

PESTLE Analysis

This analysis snapshot covers existing and potential strengths and challenges in a variety of categories.

POLITICAL: issues within specific counties/regions; business climate

- Funding issues for transit (stay focused on resident needs to maintain funding)
- Access to transit – working population that live on and off-island
- Relationship with businesses in Bluffton and hospitality industry on Hilton Head Island, including the need to balance a wide variety of needs, desires, and wants of the various destinations without the appearance of favoritism
- Identifying primary stakeholders and making use of these alliances
- Transportation opportunities at HH airport (to increase mobility options)
- Communication flow (town manager, local officials, planning commission, etc.)

ECONOMIC: financial issues of residents, business community, workers and visitors

- Cost of transit for locals that work on Hilton Head Island
- Cost of living/transit for foreign employees on a work visa
- Visitors to island are more well-off financially (and not dependent on transit)
- Limited marketing budget

- Costs for transit agency (additional routes, shelters, maintenance, etc.)
- Workload to build awareness, trust, and ridership
- Location of vulnerable populations on and off-island
- Shoulder season decrease in ridership
- New culinary institute will bring tourists and boost to economy

SOCIAL: customer needs; public response to routes, times, schedules; tourism benefits

- Requests from employers/workers for later/earlier schedules
- First-mile / last-mile issues (consider 3rd party vendors)
- Language translations
- Speak to all audiences
 - Those for whom transit is a necessity (no alternative means of transportation)
 - Those who prefer riding transit some or all the time
 - Young independent riders who do not yet drive (places to go in summer, entertainment venues, etc.)
 - “Choice” riders who have access to a car but might try transit for other reasons (environmental, health, etc.)
- Creating awareness with youth to pass on to adults (Boys & Girls Club, etc.)
- Creating car-free culture for tourists – especially when international flights arrive to Savannah airport
- Continue building trust in transit
- Concerns for un- and under-banked users (app payment difficult, other payment locations)
- Ridership density
- Issues for senior ridership
- HHI/Bluffton residents’ attitudes towards transit (more positive now than in past)
- Continuation of social outreach and participation in charitable endeavors, such as Second Helpings, the Deep Well Project, etc.

TECHNOLOGICAL: demand-response technology; website and app innovation; payment methods

- Keeping BreezePass and CatchTheBreeze apps nimble and updated
- Informing tourists about apps
- Providing and communicating benefits of downloading apps
- Communicating technology to potential riders (ease of use, real-time tracking, etc.)
- Social media execution and growth (including launch of Instagram for Palmetto Breeze Transit)
- Potential need for trip planning software or sample commute plans
- Implementation of updated website

LEGAL: local laws, codes and regulations

- Issues with easements
- Space, security for park & rides
- Paratransit issues
- Joint ventures with employers
- Funding from employers

ENVIRONMENTAL: decreasing congestion; green commutes; improving air quality

- Importance of environmental issues for residents and/or HHI/Bluffton businesses and stakeholders
- Air quality in the area
- Determine if two bike racks per vehicle is enough
- Importance of environmental issues for employees

Implementation Strategies & Suggestions

Below are suggested action items by category.

Public Relations

- Establish a calendar for PR efforts
- Emphasize the “cool factor” for transit, such as featuring millennials riding the trolley and the bus (fun testimonial videos on social media, etc.)
- Discuss earned media with outlets (what kinds of stories are they looking for)
- Develop a story bank (commuter success stories, rider and driver profiles, employer initiatives, ways the new routes are helping the community, decreasing traffic congestion, increasing mobility for disabled/homebound citizens, etc.)
- Complement community activities and grass roots efforts with social media push
- Promote goodwill projects (toy donations, evacuation services, etc.) to continue to boost that brand element
- Brainstorm additional ideas for community involvement (creative donations to organizations)
- Check-in annually with stakeholders and alliance partners to monitor changes and needs (i.e., airport)
- Develop relationships, engage and share with community resource partners:
 - Community Facebook, Instagram, Twitter accounts
 - SC Office of Economic Opportunity (www.oeo.sc.gov/help.html)
 - SC DSS Assistance Programs (www.dss.sc.gov/assistance-programs/)
 - SC Thrive (www.scthrive.org/assistance/)
 - Chambers of Commerce
- Engage and update community newsletters and publications; media outlets, including:
 - The Island Packet
 - La Isla Magazine (Hispanic publication serving Lowcountry)
 - Bluffton Today
 - Beaufort Today
 - Beaufort Gazette

- Bluffton Sun
- Local Life
- Hilton Head Monthly
- Allendale Sun
- Jasper Sun Times

Customer Service

- Monitor changes in awareness and customer experience – use surveys when possible and evaluate metrics (establish baseline questions to ask on every survey to create trend analysis)
- React to comments from riders (especially on social media)
- Continuously update intranet/internet sites with updates on bus routes and include link to Palmetto Breeze
- Improve response times on social media platforms
- Use positive feedback from customers in marketing materials – make the riders the stars

Engagement/Outreach

- Develop partnerships with any entities that provide free passes (employers, social services, etc.)
- Investigate atypical alliances – grocery stores, Boys and Girls Clubs (which was previously successful)
- Consider Touch-a-Bus events for new routes, and other ways to educate potential riders on the ease of use (feature trolleys, large buses, and smaller vehicles)
- Encourage employers to provide prizes for green commuters (Commuter Challenge)
- Encourage Try Transit Days and/or Commute Challenges to be organized and executed by employers; consider offering a 30-day pass as a prize
- Offer Try Transit days to motivate “choice” audience to try a transit commute
- Establish an employer database (LinkedIn is a possibility for this) and focus on key industries:
 - Retailers: Sam’s Club, Walmart, Tanger Outlets, Target, Publix, Kroger, Lowe’s, Home Depot, Dollar General, Dollar Tree, and more
 - Hotels/Resorts in Bluffton: Holiday Inn Express, Comfort Suites, NEXTLoft, Extended Stay America, Hilton Garden Inn, Hampton Inn & Suites, Candlewood Suites, Fairfield Inn, Montage Palmetto Bluff, Old Town Bluffton Inn
 - Hotels/Resorts in HHI: Bluewater Resort & Marina, Omni, Marriott (multiple properties), Holiday Inn Express, Sonesta Resort, Red Roof Inn, Holiday Inn Resort Beach House, Coral Sands, Park Lane Hotel & Suites, The Westin, Best Western, Home2Suites, Days Inn, Hilton Head Island Beach & Tennis Resort, Grand Hilton Head Inn, Hampton Inn, Ocean Oak Resort, Hilton Garden Inn, Disney Resort, numerous condos
 - Hotels/Resorts in Beaufort: Comfort Suites, Days Inn, Sleep Inn, Super 8, Holiday Inn Hotel & Suites, Hilton Garden Inn, Howard Johnson, Quality Inn, Country Inn & Suites, Hampton Inn, City Loft Hotel, numerous B&Bs, inns, etc.
 - Nursing Homes/Medical Facilities in Bluffton: various medical centers/clinics
 - Nursing Homes/Medical Facilities in HHI: Harbor Cove Memory Care, Life Care Center, Hilton Head Hospital, various medical centers/clinics

- Nursing Homes/Medical Facilities in Beaufort: Beaufort Nursing and Rehab, Helena House, Sprenger Health Care, Beaufort Memorial Hospital, various medical centers/clinics
- Identify “Green Commute Champions” at large employers in targeted areas to promote commute options to team members
- Consider adding in free and/or reduced fare teenager/youth passes for summer or year-round to provide access to recreation, entertainment, park programs, and more (skate park, indoor basketball court, etc.)
- Establish Green Awards for employees/businesses with high adoption rates
- Use infographics to present data to employers to help them understand how transportation affects productivity
- Determine opportunities for stakeholders, employers, and government entities to offer support
- Engage retirees
 - Provide flyers for 55+ subdivisions/community clubhouses/common areas
 - Meet with activity directors for retirement communities – discuss benefits and assist with increasing ridership
 - Host a free-ride day from select communities to area shops, restaurants, etc.
 - Target 55-plus communities: Four Seasons at Carolina Oaks, Bluffton; Sun City Hilton Head, Bluffton; Latitude Margaritaville, Hardeeville; The Haven, Bluffton
 - Target Independent Living Communities: TidePointe, HH; The Island Cove, HH; Indigo Pines, HH; Bayshore, HH; Bloom at HH; Bloom at Belfair, Bluffton; Bloom at Bluffton; Benton House, Bluffton; Seabrook of Hilton; Morningside of Beaufort; The Retreat at Lady’s Island, Beaufort; Summit Place of Beaufort; River Oaks Assisted Living, Port Royal; Canterfield of Bluffton, Ridgeland; Helena Place, Port Royal; Cottages at Beaufort
- Provide turn-key materials to employers (TV displays, bulletin board posters, social media graphics, paystub stuffers, table-toppers in break rooms, newsletters, shuttles etc.)
- Explore alliance partners that would help support green commuting (environmental groups, community centers, senior centers), such as:
 - Additional representatives from each county, city, and town along routes (including Hardeeville and Ridgeland)
 - HR/Staffing agencies
 - B&B Owners
 - Technical College of the LowCountry
 - Southern Lowcountry Regional Board (SoLoCo)
 - PASOs (Latino community alliance)
 - LRTA
- Consider residential outreach in high-density areas; provide maps, sample commute plans, and/or collateral about expanded routes
- Educate motorhome parks, harbors, and marinas about the trolley schedules for visitors without ground transportation
- Provide outreach staff (even volunteers) proficient in other languages as necessary
- Connect with meeting planners to make sure transit information gets included in conference packets, including:
 - Hilton Head Event Planning (www.hiltonheadeventplanning.com)
 - Hostess City Celebrations-Savannah (www.hostesscity.com)
 - Legacy Events (www.legacyeventcompany.com)

- Attend local events and festivals as appropriate and provide transit maps, sample routes, raffles for free passes, etc., including:
 - Hilton Head Gullah Celebration (month of February)
 - Hilton Head Seafood Festival (late February-early March)
 - Beaufort International Film Festival (mid-February)
 - Hilton Head Food & Wine Festival (March)
 - Low Country Pow Wow and Cultural Festival in Hardeeville (March)
 - Harbour Town Spring Fest
 - Taste of Bluffton (April)
 - The Heritage Golf Tournament (April)
 - Mayfest/Bluffton Village Festival (May)
 - Juneteenth African-American culture celebration (June)
 - One Island Community Picnic in HHI (July)
 - Hilton Head Shrimp Festival (September)
 - Bluffton Boiled Peanut Festival (September)
 - Latin Music Fest (October)
 - Gullah Food Festival (October)
 - Italian Heritage Festival (October)
 - Beaufort Shrimp Festival (October)
 - Oktoberfest (Beaufort)
 - Penn Center Heritage Days (November)
 - Hilton Head Oyster Festival (November)
 - Bluffton Book Festival (November)
 - Winter Wonderland Festival (December)
 - Taste of the Season (December)

Promotions, Advertising, and Marketing

- Use affordable vehicles (social media, website, stakeholder websites, newsletters, etc.)
- Create and execute short (1-7 days) paid campaigns on social media with targeted audiences (zip code, interests, etc.) to increase impressions, followers, and engagement
- Create a testimonial campaign with quotes/videos from real riders – focus on ease of use, saving money, convenience, etc. (can be informal and used on social media and website)
- Consider local “endorsements” featuring community leaders and influencers riding transit (especially the “cool factor”); promote these through social media
- Offer small prizes for social media campaigns and employer outreach
- Use video/animations whenever possible as they perform exponentially better
- Consider creating “How to Ride,” “How to Use Our App,” and “How to Read Our Schedule” videos in English and Spanish (note: existing “How to Ride” page just provides rules for riding)
- Develop materials that encourage salaried and more well-off workers to ride transit for green benefits (getting senior management to try transit is a great way to do this)
- Consider offering small prizes and/or recognition for reporting green commutes
- Promote all types of green commutes (transit, walking, biking, compressed work weeks, carpooling) and all motivators (savings, air quality, reducing stress, time, exercise)
- Promote the apps and incentivize use (consider contests, raffles) - marketing the app could be especially effective for “choice” riders, who are already comfortable with Uber/Lyft apps

- Add marketing assets to website (downloadable PDFs)
- Feature infographics to show commuters typical savings on parking, gas, and time
- Add a commute calculator to website
- Provide abbreviated, easy-to-use transit maps in typical tourist locations

Messaging Must-Haves:

- New routes with maps
- Try transit
- We can help you get started (First-Week Free Pass promotions)
- It's good for you – saves money, time, and the environment
- It's easy / how it works
- Diversity – language, under-banked, large-print, etc.



Recommended Materials:

- Revised brochure
- “EZ Sheets” – flyers with isolated routes showing map and stop info (similar to the trolley map found at: <https://palmettobreezetransit.com/wp/safety-practices/>); explain first-mile/last-mile Flex Route Circulators
- Rack cards if necessary (tourist locations?)
- Spanish materials where necessary
- Michelangelo vinyls (English and Spanish) promoting new routes, apps, etc.
- E-blasts for employers – communicate routes, benefits, contests (free software available for this)
- Social media graphics – brand, how-to, map (EZ Sheet style), star riders
- Explainer videos (another advantage is that they can be picked up by TV outlets, media websites, etc.)
- Hold messaging for phone lines
- Enlarged transit map mounted to foam core for outreach

- Other outreach materials – pop-up signs, mini brochures, giveaways
- Web banners for social pages and website (share with employers and stakeholders)

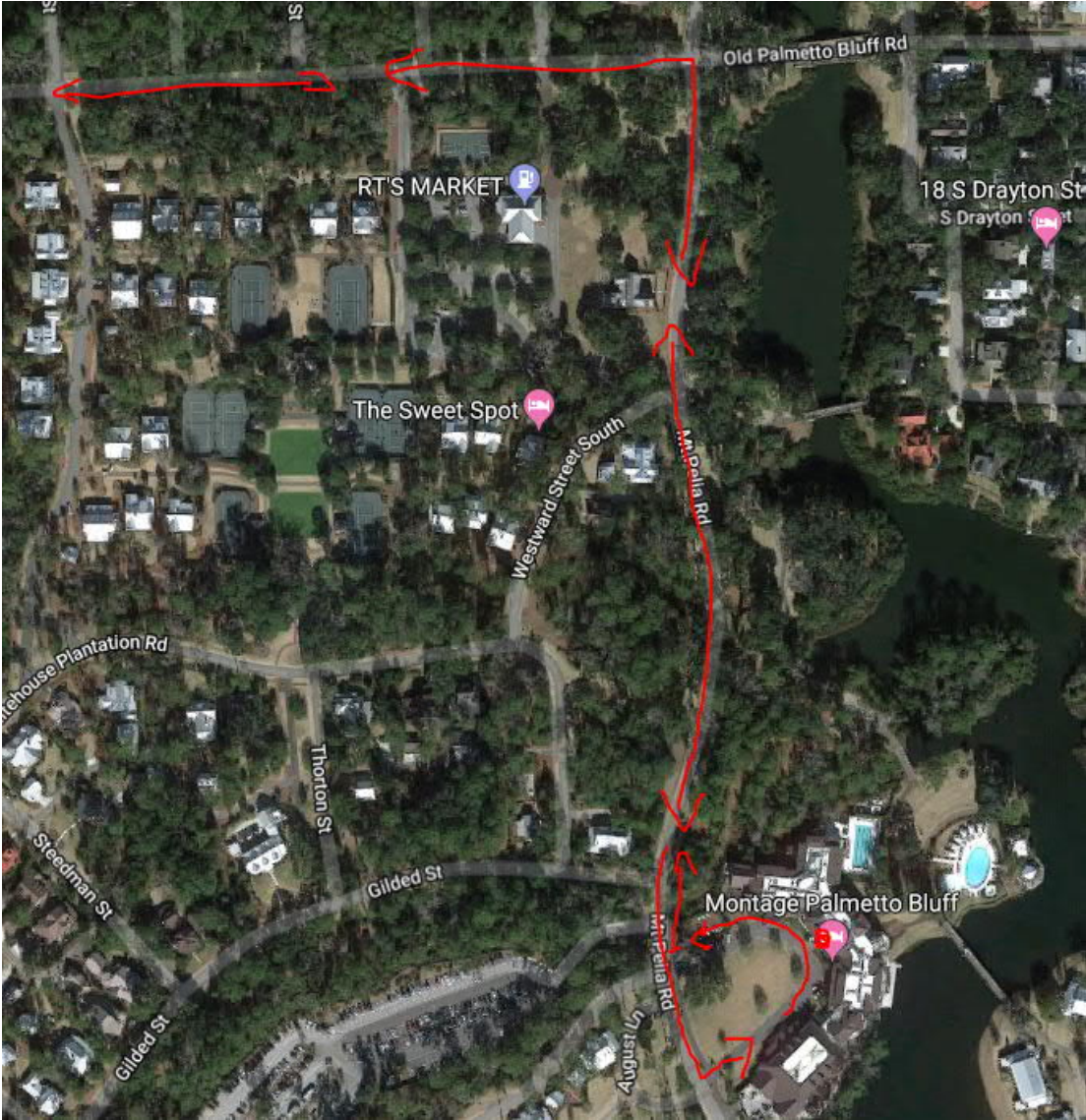
APPENDIX A: ROUTE AND SCHEDULE DEVELOPMENT

Palmetto Breeze Schedule Development SUMMARY

Travel Times and Route Alignment

Palmetto Bluff Route

Palmetto Bluff Route	Buckwalter Place	Buckwalter Regional Park	Montage		Buckwalter Regional Park	Buckwalter Place
			Arrive	Depart		
Existing Travel time	0:00	0:07	0:15	0:00	0:10	0:07
Google travel time	0:00	0:06	0:18	0:00	0:18	0:06
Distance	0	2.20	9.00	0	9.00	2.20
Factor	0	25%	20%	0	33%	33%
Travel Time with factor	0:00	0:07:30	0:21:36	0:00	0:23:56	0:07:59
Recommended Travel Time	0:00	0:08	0:22	0:00	0:24	0:08
Speed (mph)	0	16.5	24.5	0	22.5	16.5



Berkeley Place Route

Berkeley Place	Buckwalter Place	Berkeley Place Circle		Buckwalter Place
		Arrive	Depart (layover)	
Existing Travel time	0:00	0:10	0:00	0:10
Google travel time	0:00	0:07	0:00	0:05
Distance	0	1.20	-	1.20
Factor	0	25%	0	25%
Travel Time with factor	0:00	0:08:45	0:00:00	0:06:15
Recommended Travel Time	0:00	0:09	0:00	0:07
Speed (mph)	0	8.0	0	10.3

The recommended circulation to service Bojangles and Berkeley Place is via Buckwalter Parkway and avoiding Pinellas Drive because neither intersection with Buckwalter Parkway is signalized and in order to make it more efficient. There are connecting sidewalks from the sidewalk on Buckwalter Parkway to the businesses; a connector across the grass buffer from the sidewalk to the road would also be needed. There is no shoulder, but it is two lanes and on a tangent so a bus could pull over in the lane and cars could go around safely.



Bluffton Parkway Route

Avalon- Eastbound	Buckwalter Place	Publix	Avalon Shores	Walmart / Sam's Club	BlueStone Apartments	Tanger Outlet 1	Hilton Head Village
Existing Travel time	0:00	0:04	0:06	0:15	0:05	---	0:07
Google travel time	0:00	0:11	0:06	0:06	0:03	0:02	0:06
Distance	0	4.3	2.2	2.2	1.1	1.1	1.5
Factor	0	33%	33%	33%	25%	15%	33%
Travel Time with factor	0:00	0:14:40	0:08:00	0:07:59	0:03:45	0:02:18	0:08:00
Recommended Travel Time	0:00	0:15	0:08	0:08	0:04	0:02	0:08
Speed (mph)	0.0	17.2	16.5	16.5	16.5	33.0	11.3

Avalon- Westbound	Hilton Head Village	Tanger Outlet 1	BlueStone Apartments	Walmart / Sam's Club	Simmonsville opp Avalon Shores	Publix	Buckwalter Place
Existing Travel time	0:00	---	0:07	0:05	0:07	0:05	0:12
Google travel time	0:00	0:04	0:02	0:04	0:05	0:07	0:10
Distance	0	1.6	1.1	1.1	2.1	1.7	4.1
Factor	0	33%	15%	30%	20%	33%	25%
Travel Time with factor	0:00	0:05:20	0:02:18	0:05:12	0:06:00	0:09:20	0:12:30
Recommended Travel Time	0:00	0:05	0:02	0:05	0:06	0:10	0:13
Speed (mph)	0	19.2	33.0	13.2	21.0	10.2	18.9

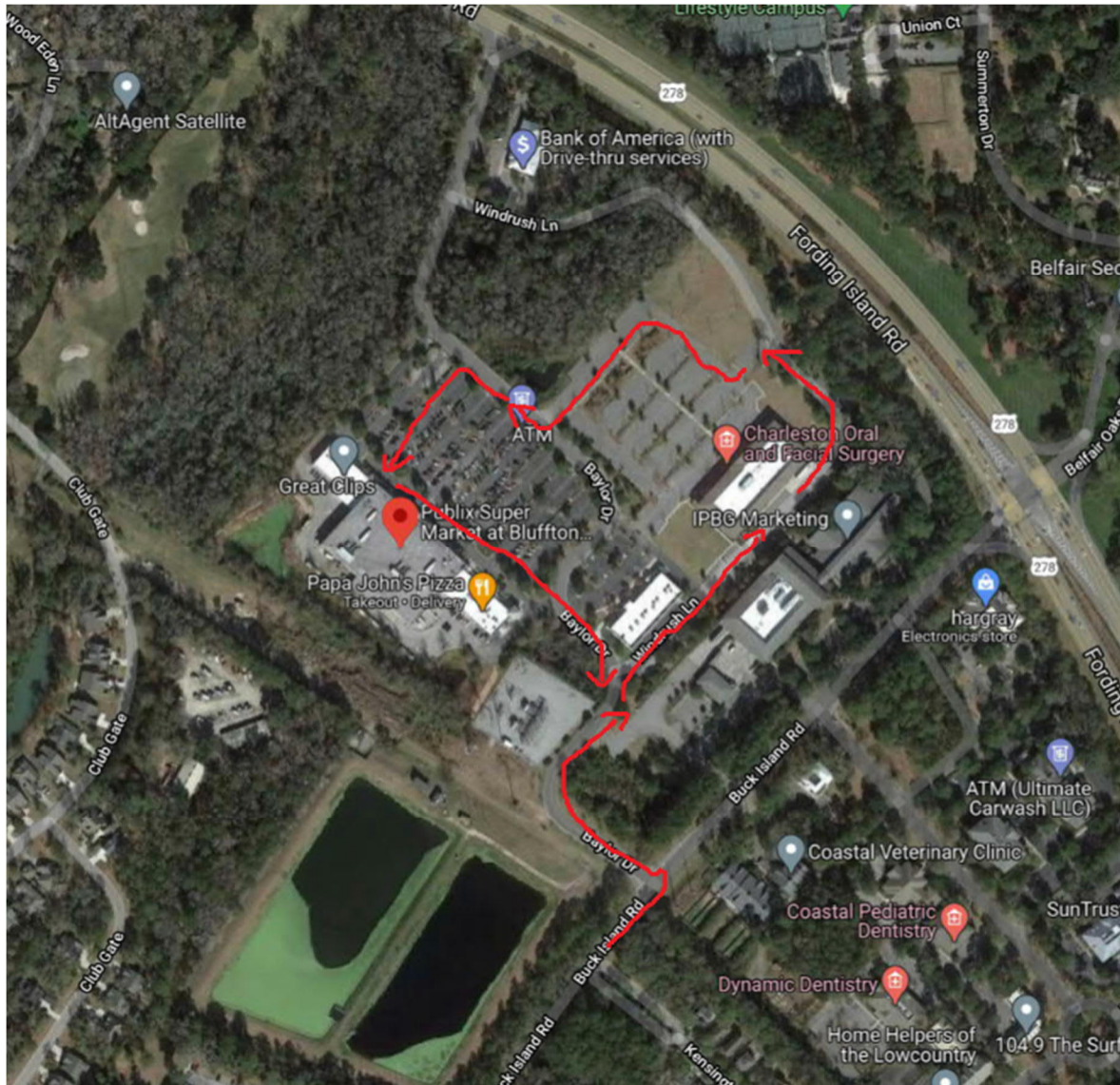
Walmart Circulation

The recommended circulation through Walmart is shown. It would stop at the Sam's Club and not at the Supercenter, in order to minimize going through the parking lot and cars backing up, as well as pedestrian activity between the storefronts and parking.



Publix Circulation

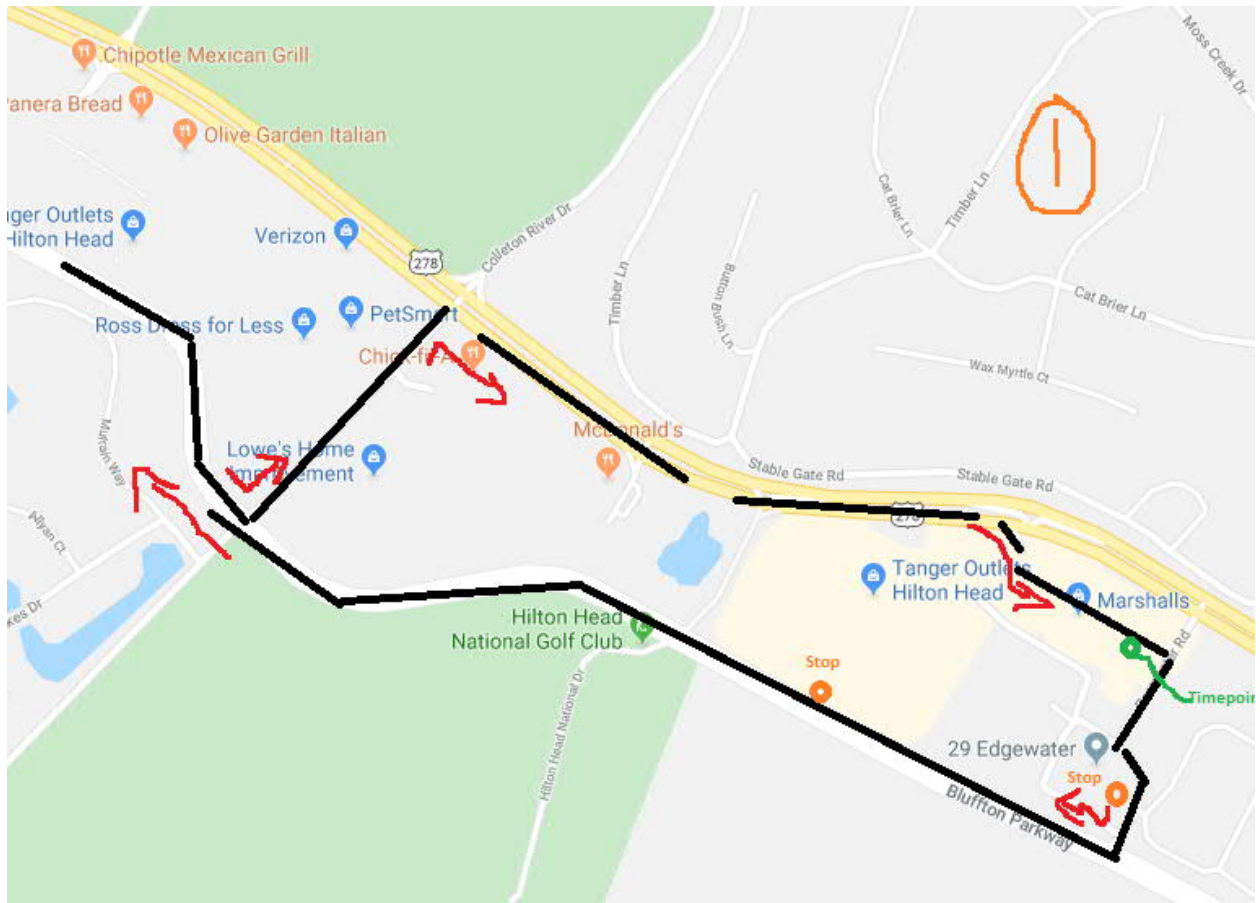
For Publix below is the circulation recommended. Unfortunately, it means having to drive across the whole storefront, but the parking is angled and rows are directional, which eliminates potential use of half of the parking aisles. The only other one to possibly use is in red below, but at that point it is safer to just go a few feet farther and use the aisle without cars. Closer aisles that are in the correct direction either (1) empty out into a crosswalk (which we should not turn into); (2) the bus cannot turn into because of the angle in the roadway; or (3) once the bus turns out of the aisle there is no place for it to stop and deploy a ramp because of planters/trees or ramps that appear to have a cross slope greater than allowed for ADA bus landing pads.



Terminal Loop

The recommended turnaround at the terminal for the Bluffton Parkway Route is below. This loop makes almost all right turns and the only left turn is signaled. The timepoint would be by the Marshalls in the Hilton Head Village Plaza. This is the quickest and safest option, minimizing the amount of time going through the shopping plaza (where the concerns are pedestrian and vehicle conflicts), and eliminating the need to go behind Tanger Outlets Two, where delivery trucks can block the path. The only concern would be the eastbound stop for the Lowe's; it would have to be on Malphrus Road and they would need to put in a short sidewalk and landing pad to service it by one of the entrances. The road lacks a shoulder but has a center turn lane so vehicles can get around a bus, and it would mostly be dropping passengers off so wouldn't dwell too long. The westbound stop can be placed on Bluffton Parkway, but not the eastbound stop because of the turn lanes on Bluffton Parkway – you would have to set it really

far back from the intersection.



Layovers and Cycle Times

Layovers are set at 10% of the run time, with a minimum of two minutes, and placed at both ends of the route. Extra layover time was given to the Palmetto Bluff Route for possible future deviations into the RV park.

Route	Location	Minimum Layover
Palmetto Bluff	Buckwalter Place	0:04
Berkley Place	Buckwalter Place	0:02
Avalon	Buckwalter Place	0:04
Palmetto Bluff	Montage	0:07
Berkley Place	Berkley Place Circle	0:02
Avalon	Hilton Head Village	0:05

Route	Minimum run time	Layover required	Minimum Cycle Time	Recommended Cycle Time
Palmetto Bluff	1:02	0:11	1:13	1:15
Berkley Place	0:16	0:04	0:20	0:20
Avalon	1:26	0:09	1:35	1:35

Vehicle Schedules

Route Color Coding

Palmetto Bluff
Berkley Place
Avalon
Driver Break

Vehicle A
Vehicle B
Vehicle C

Vehicle A	Outbound		Inbound	
	Depart	Arrive	Depart	Arrive
Avalon @ Hilton Head Village	---	---	6:15 AM	6:51 AM
Palmetto Bluff Route	6:55 AM	7:25 AM	7:33 AM	8:05 AM
Avalon Route	8:10 AM	8:55 AM	9:00 AM	9:41 AM
Berkley Place Route	9:45 AM	9:54 AM	9:56 AM	10:03 AM
Break	10:05 AM	---	---	10:50 AM
Berkley Place Route	10:50 AM	10:59 AM	11:01 AM	11:08 AM
Avalon Route	11:10 AM	11:55 AM	12:00 PM	12:41 PM
Palmetto Bluff Route	12:45 PM	1:15 PM	1:23 PM	1:55 PM
Avalon Route	2:00 PM	2:45 PM	2:50 PM	3:31 PM
Berkley Place Route	3:35 PM	3:44 PM	3:46 PM	3:53 PM
Avalon Route	3:55 PM	4:40 PM	---	---

Vehicle A
Revenue Hours: 9:40
Break: 0:45
Block Length: 10:25

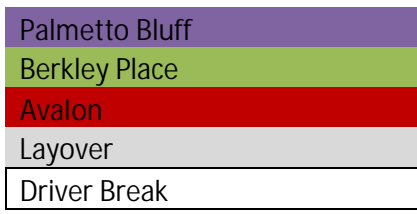
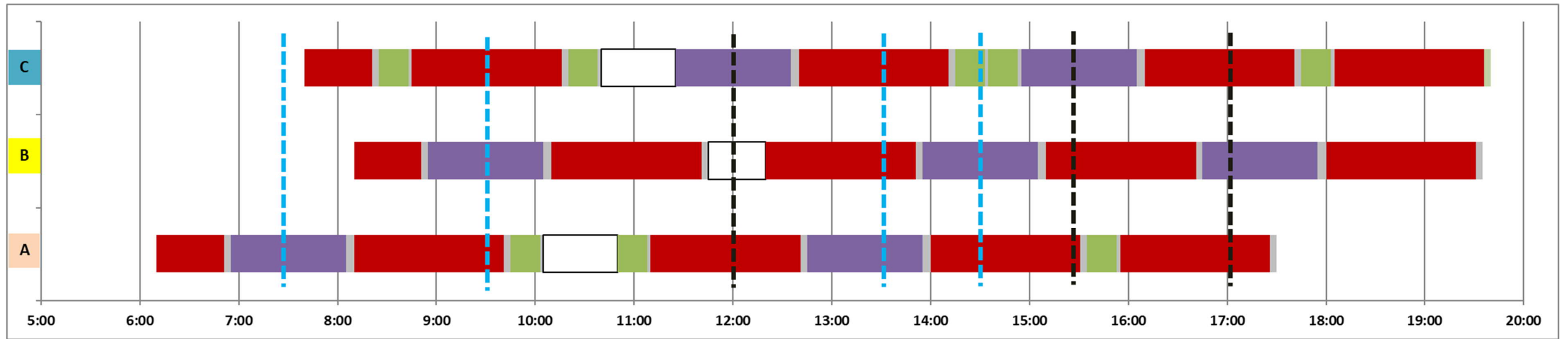
Vehicle B	Outbound		Inbound	
	Depart	Arrive	Depart	Arrive
Avalon @ Hilton Head Village	---	---	8:15 AM	8:51 AM
Palmetto Bluff	8:55 AM	9:25 AM	9:33 AM	10:05 AM
Avalon	10:10 AM	10:55 AM	11:00 AM	11:41 AM
Break	11:45 AM	---	---	12:20 PM
Avalon	12:20 PM	1:05 PM	1:10 PM	1:51 PM
Palmetto Bluff	1:55 PM	2:25 PM	2:33 PM	3:05 PM
Avalon	3:10 PM	3:55 PM	4:00 PM	4:41 PM
Palmetto Bluff	4:45 PM	5:15 PM	5:23 PM	5:55 PM
Avalon	6:00 PM	6:45 PM	---	---

Vehicle B
Revenue Hours: 9:55
Break: 0:35
Block Length: 10:30

Vehicle C	Outbound		Inbound	
	Depart	Arrive	Depart	Arrive
Avalon @ Hilton Head Village	---	---	7:45 AM	8:21 AM
Berkley Place	8:25 AM	8:34 AM	8:36 AM	8:43 AM
Avalon	8:45 AM	9:30 AM	9:35 AM	10:16 AM
Berkley Place	10:20 AM	10:29 AM	10:31 AM	10:38 AM
Break	10:40 AM			11:25 AM
Palmetto Bluff	11:25 AM	11:55 AM	12:03 PM	12:35 PM
Avalon	12:40 PM	1:25 PM	1:30 PM	2:11 PM
Berkley Place	2:15 PM	2:24 PM	2:26 PM	2:33 PM
Berkley Place	2:35 PM	2:44 PM	2:46 PM	2:53 PM
Palmetto Bluff	2:55 PM	3:25 PM	3:33 PM	4:05 PM
Avalon	4:10 PM	4:55 PM	5:00 PM	5:41 PM
Berkley Place	5:45 PM	5:54 PM	5:56 PM	6:03 PM
Avalon	6:05 PM	6:50 PM	---	---

Vehicle C
Revenue Hours: 10:20
Break: 0:45
Block Length: 11:05

Total Revenue Hours: 29:55



--- Current Schedule Drop off at Montage Palmetto Bluff

--- Current Schedule Puck up at Montage Palmetto Bluff

Public Schedules

Palmetto Bluff Route

Palmetto Bluff Montage					
Buckwalter Place	Buckwalter Regional Park	Palmetto Bluff Montage		Buckwalter Regional Park	Buckwalter Place
		Arrive	Depart		
6:55 AM	7:03 AM	7:25 AM	7:33 AM	7:57 AM	8:05 AM
8:55 AM	9:03 AM	9:25 AM	9:33 AM	9:57 AM	10:05 AM
11:25 AM	11:33 AM	11:55 AM	12:03 PM	12:27 PM	12:35 PM
12:45 PM	12:53 PM	1:15 PM	1:23 PM	1:47 PM	1:55 PM
1:55 PM	2:03 PM	2:25 PM	2:33 PM	2:57 PM	3:05 PM
2:55 PM	3:03 PM	3:25 PM	3:33 PM	3:57 PM	4:05 PM
4:45 PM	4:53 PM	5:15 PM	5:23 PM	5:47 PM	5:55 PM

Simplified schedule with blocking:

Buckwalter Place	Palmetto Bluff Montage		Buckwalter Place
	Arrive	Depart	
6:55 AM	7:25 AM	7:33 AM	8:05 AM
8:55 AM	9:25 AM	9:33 AM	10:05 AM
11:25 AM	11:55 AM	12:03 PM	12:35 PM
12:45 PM	1:15 PM	1:23 PM	1:55 PM
1:55 PM	2:25 PM	2:33 PM	3:05 PM
2:55 PM	3:25 PM	3:33 PM	4:05 PM
4:45 PM	5:15 PM	5:23 PM	5:55 PM

Berkeley Place

Berkley Place Route			
	Berkley Place		
Buckwalter Place	Arrive	Depart	Buckwalter Place
8:25 AM	8:34 AM	8:36 AM	8:43 AM
9:45 AM	9:54 AM	9:56 AM	10:03 AM
10:20 AM	10:29 AM	10:31 AM	10:38 AM
10:50 AM	10:59 AM	11:01 AM	11:08 AM
2:15 PM	2:24 PM	2:26 PM	2:33 PM
2:35 PM	2:44 PM	2:46 PM	2:53 PM
3:35 PM	3:44 PM	3:46 PM	3:53 PM
5:45 PM	5:54 PM	5:56 PM	6:03 PM

Simplified schedule with blocking:

	Berkley Place		
Buckwalter Place	Arrive	Depart	Buckwalter Place
Berkley Place Route			
8:25 AM	8:34 AM	8:36 AM	8:43 AM
9:45 AM	9:54 AM	9:56 AM	10:03 AM
10:20 AM	10:29 AM	10:31 AM	10:38 AM
10:50 AM	10:59 AM	11:01 AM	11:08 AM
2:15 PM	2:24 PM	2:26 PM	2:33 PM
2:35 PM	2:44 PM	2:46 PM	2:53 PM
3:35 PM	3:44 PM	3:46 PM	3:53 PM
5:45 PM	5:54 PM	5:56 PM	6:03 PM

Bluffton Parkway Route

Bluffton Parkway Route (Avalon Shores) - Eastbound						
Buckwalter Place	Publix	Avalon Shores	Walmart / Sam's Club	BlueStone Apartments	Tanger Outlet 1	Hilton Head Village
8:10 AM	8:25 AM	8:33 AM	8:41 AM	8:45 AM	8:47 AM	8:55 AM
8:45 AM	9:00 AM	9:08 AM	9:16 AM	9:20 AM	9:22 AM	9:30 AM
10:10 AM	10:25 AM	10:33 AM	10:41 AM	10:45 AM	10:47 AM	10:55 AM
11:10 AM	11:25 AM	11:33 AM	11:41 AM	11:45 AM	11:47 AM	11:55 AM
12:20 PM	12:35 PM	12:43 PM	12:51 PM	12:55 PM	12:57 PM	1:05 PM
12:40 PM	12:55 PM	1:03 PM	1:11 PM	1:15 PM	1:17 PM	1:25 PM
2:00 PM	2:15 PM	2:23 PM	2:31 PM	2:35 PM	2:37 PM	2:45 PM
3:10 PM	3:25 PM	3:33 PM	3:41 PM	3:45 PM	3:47 PM	3:55 PM
3:55 PM	4:10 PM	4:18 PM	4:26 PM	4:30 PM	4:32 PM	4:40 PM
4:10 PM	4:25 PM	4:33 PM	4:41 PM	4:45 PM	4:47 PM	4:55 PM
6:00 PM	6:15 PM	6:23 PM	6:31 PM	6:35 PM	6:37 PM	6:45 PM
6:05 PM	6:20 PM	6:28 PM	6:36 PM	6:40 PM	6:42 PM	6:50 PM

Bluffton Parkway Route (Avalon Shores) - Westbound						
Hilton Head Village	Tanger Outlet 1	BlueStone Apartments	Walmart / Sam's Club	Simmonsville opp Avalon Shores	Publix	Buckwalter Place
6:10 AM	6:15 AM	6:17 AM	6:22 AM	6:28 AM	6:38 AM	6:51 AM
7:40 AM	7:45 AM	7:47 AM	7:52 AM	7:58 AM	8:08 AM	8:21 AM
8:10 AM	8:15 AM	8:17 AM	8:22 AM	8:28 AM	8:38 AM	8:51 AM
9:00 AM	9:05 AM	9:07 AM	9:12 AM	9:18 AM	9:28 AM	9:41 AM
9:35 AM	9:40 AM	9:42 AM	9:47 AM	9:53 AM	10:03 AM	10:16 AM
11:00 AM	11:05 AM	11:07 AM	11:12 AM	11:18 AM	11:28 AM	11:41 AM
12:00 PM	12:05 PM	12:07 PM	12:12 PM	12:18 PM	12:28 PM	12:41 PM
1:10 PM	1:15 PM	1:17 PM	1:22 PM	1:28 PM	1:38 PM	1:51 PM
1:30 PM	1:35 PM	1:37 PM	1:42 PM	1:48 PM	1:58 PM	2:11 PM
2:50 PM	2:55 PM	2:57 PM	3:02 PM	3:08 PM	3:18 PM	3:31 PM
4:00 PM	4:05 PM	4:07 PM	4:12 PM	4:18 PM	4:28 PM	4:41 PM
5:00 PM	5:05 PM	5:07 PM	5:12 PM	5:18 PM	5:28 PM	5:41 PM

Simplified schedule with blocking:

	Hilton Head Village		
Buckwalter Place	Arrive	Depart	Buckwalter Place
Avalon Shores Route			
---	---	6:10:00 AM	6:51:00 AM
---	---	7:40:00 AM	8:21:00 AM
---	---	8:10:00 AM	8:51:00 AM
8:10:00 AM	8:55:00 AM	9:00:00 AM	9:41:00 AM
8:45:00 AM	9:30:00 AM	9:35:00 AM	10:16:00 AM
10:10:00 AM	10:55:00 AM	11:00:00 AM	11:41:00 AM
11:10:00 AM	11:55:00 AM	12:00:00 PM	12:41:00 PM
12:20:00 PM	1:05:00 PM	1:10:00 PM	1:51:00 PM
12:40:00 PM	1:25:00 PM	1:30:00 PM	2:11:00 PM
2:00:00 PM	2:45:00 PM	2:50:00 PM	3:31:00 PM
3:10:00 PM	3:55:00 PM	4:00:00 PM	4:41:00 PM
3:55:00 PM	4:40:00 PM	---	---
4:10:00 PM	4:55:00 PM	5:00:00 PM	5:41:00 PM
6:00:00 PM	6:45:00 PM	---	---
6:05:00 PM	6:50:00 PM	---	---

APPENDIX B: PROJECT MEETING NOTES

Meeting Minutes

Meeting name Kick-off Meeting	Meeting date 7/16/19
Time 2:00 PM	Project name PALMETTO BREEZE PUBLIC TRANSIT PLANNING

1. Introductions
2. Logistics:
 - a. Communications -
 - i. Team meeting every other Tuesday at 2:00 pm. Next meeting will be scheduled for 7/30/2019.
 - ii. Mayor of HHI met with Chair and Vice-Chair of PB and HHI is pleased with the trolley service and are talking about how a park and ride at Burnt Church Road near 278 and Bluffton Parkway would help alleviate traffic coming onto the island.
 - iii. Study should be Bluffton focused; the town gave local match funds for first time (\$50,000)
 1. Mark Orlando and Mayor pro-transit; business focused
 2. Bojangles owner is interested as well
 3. Palmetto Bluff is also very interested; two trips a day now - want five trips
 - b. Schedule
 - i. Determine Steering Committee list (to include elected officials, business owners, etc)
 1. Bluffton: Mark Orlando and Mayor Lisa Sulka - ask who should be included in the group
 2. HHI: McCann and Steve Riley - ask who should be included in the group from HHI
 - ii. Determine Focus Group list
 1. Wait to see who is on the Steering Committee and whether they think we need additional input – and who those people should be
 - c. Scope
 - i. Focus on the Bluffton and keep in mind what we want to do on HHI for future service
 - d. Data request
 - i. AECOM will send data request
 - ii. Ginnie to send any updated data

3. Steering Committee composition – [see b. Schedule](#)

Meeting Minutes

Meeting name Study Team Meeting	Meeting date 8/1/19
Time 10:00 AM	Project name PALMETTO BREEZE PUBLIC TRANSIT PLANNING

1. Greetings
2. Outreach:
 - a. Steering Committee List
 - i. Ginnie provided contacts for Bluffton and HHI
 - ii. Need names of business leaders and other community leaders
 1. Eric Estibal - La Isla Magazine for Hispanic community
 2. Dan Wood - Bluffton Council member
 3. Richard Ingless - Ferry Captain, Buckingham Landing
 - b. Focus Group – discuss with Steering Committee
 - c. Other?
3. Data request:
 - a. Ginnie provided:
 - i. Update on the People and Economy of the Lowcountry report
 - ii. Updated population data
 - iii. Local contact info
 - b. AECOM developing data requirements list
 - i. Should deliver end of this week or mid-next week
4. Bluffton Route:
 - a. Has any preliminary fieldwork been performed? (has a transit vehicle run the proposed route alignment?)
 - i. Need to schedule field work
 - b. Are there any known modifications that need to be made to the proposed route?
 - i. May need to split a routes into a couple of routes instead of one long route
 1. Back and forth on Bluffton Pkwy
 2. Back and forth on Buckwalter to Palmetto Bluff (maybe not every trip)
 - ii. Need to consider transfers
 - iii. Need to identify stops

5. HHI Routes

- a. Sea Pines trolley - need to have a conversation with them about coordination
- b. May need a new HHI route to do this, so current system keeps 30 min frequency
- c. Request from Hilton Head Resort for trolley service – in Main Street area

6. Next Steps:

- a. Next Study Team meeting is scheduled for 8/13 at 2:00 pm
 - i. Need to reschedule due to vacation conflict
- b. Schedule field work –
 - i. After school back in session, more locals on roads.
 - ii. During summer more tourists, team will need to factor this in the calculations when operational documents are prepared
- c. Schedule Steering Committee meeting(s)

Meeting Minutes

Meeting name Study Team Meeting	Meeting date 9/17/19
Time 2:00 PM	Project name PALMETTO BREEZE PUBLIC TRANSIT PLANNING

1. Greetings
2. Outreach:
 - a. Steering Committee list finalized – **Thanks Ginnie and Mary Lou!**
 - b. Steering Committee Kick-Off Meeting set for:
Tuesday, September 24, 2019
Palmetto Breeze Transit Facility
3:00 - 4:30 p.m.
 - c. Develop Steering Committee agenda and presentation materials
 - i. **Review Executive Summary**
 - ii. **Boards with recommended routes**
 - iii. **Overlay demographic heat map with major employers**
 - iv. **Identify stops and route modifications**
 1. **New developments on Buckwalter**
 2. **Service on Bluffton Pkwy near circle**
 3. **Potential new ball park**
 - v. **Determine next steps**
 1. **Ask Steering Committee to promote transit among their constituents**
 2. **Coordination meeting on October 7 at 10:00 am with Town of Bluffton, Palmetto Bluff and Palmetto Breeze**
3. Field work:
 - a. Ride recommended routes
 - b. Review any suggested modifications from Steering Committee or study team
 - i. **Mary Lou has thoughts on Bluffton routes**
 - ii. **Mary Lou may ride with the consultants**
4. Next Steps:
 - a. Conduct Steering Committee Meeting
 - b. Perform field work

Meeting Minutes

Join Microsoft Teams Meeting
(877) 286-5733 United States (Toll-free)
Conference ID: 319 662 389#

Meeting name Study Team Meeting	Meeting date 10/17/19
Time 2:00 PM	Project name PALMETTO BREEZE PUBLIC TRANSIT PLANNING

1. Greetings
2. Steering Committee Kick-Off Meeting recap:
 - a. Positive attitude towards expanding transit services in area
 - i. Need focus groups? **Steering committee serves as focus group**
 - ii. Need to conduct interviews? **Yes – need to develop a list**
 - iii. **Other outreach discussion:**
 1. **Meeting with Palmetto Bluff – very positive. Left with impression that public transit routes by April 2020 were desired. Palmetto Bluff will pay for service – which can be used for local match. Two routes for Bluffton – Mary Lou shortened Bluffton Pkwy one.**
 2. **Palmetto Bluff wants about five trips per day. Need to develop a local work force and need to provide way to work. Palmetto Bluff may pay hourly workers 20% more and maybe even pay them when they get on the bus to be preferred place to work Palmetto Bluff pays about \$50,000 annually now for transit service.**
 3. **Mark Orlando – Mayor of Bluffton - said he would build 100 space P/R lot behind Kroger for Palmetto Breeze (PB) including transfer station. Also, Palmetto Bluff may require salaried workers to take transit to work.**
 - b. Additional members for future input and participation on Steering Committee:
 - i. John Rembold, HHI Airport
 - ii. Courtney Williamson, Montage Palmetto Bluff
3. Field work review:
 - a. Rode recommended routes in Bluffton and on HHI
 - i. **Need to include plan for new route on HHI to go north - lots of requests and 4th trolley coming**
 - ii. **Once season is over the planes stop flying into HH airport. Trolley won't be needed in off season Nov-Dec. American flies all the time. Delta doesn't.**

- iii. Bluffton pkwy route – Mary Lou took out Old Town. Too long. Not going up through 46 or Pin Oak. Changed to move quicker through workforce housing. Mariate will send map and Mary Lou will mark it up and return it.
- b. Identified potential stops
- c. Prepared route maps and engaged operations staff

4. Discuss Marketing Plan

- a. Ginnie said to base the marketing on when services are introduced.
- b. Mary Lou said PB did Touch a Trolley. Went to girls and boys club with coloring pages; some went on rides; they talk to parents; coordinate that with media coverage. Focus on subdivisions. New route going to Buckwalter where there's a movie theatre, etc. teenagers would want to go. Call it how to ride transit for middle schoolers. Program for kids that want to get away from parents. Skate park, etc. summer youth pass; once they're doing it their parents learn. Can use apps.
- c. Businesses along Buckwalter route – employees: Evercore 300, Walmart 300, Sam's club 200
- d. Could pick up tourists at Palmetto Bluff and go to Old Town after dropping off employees. HH is 400K ppl in July.
- e. Coordinate with media and social media
- f. PB paying contractor to do marketing – does a lot of social. Probably will end up hiring someone to do it. Doing a raffle prize with vendors over the winter.
- g. PB has limited resources for marketing. Would like to hire marketing person that works there all the time. His contract is over with after trolley. Study recommendations should include additional marketing person.
- h. Bluffton route goes by 5 big apartment complexes. Mailers, etc. Market to each apartment complex along route. Letting employers know that we are servicing people where they live.
- i. Advertising: PB sells Michelangelo vinyl on ceiling of vehicles.

5. Next Steps:

- a. Develop operating plans
- b. Develop marketing plan
- c. Discuss next Steering Committee meeting – do before Christmas
- d. Develop Project Fact Sheet
- e. Develop interview list and questions
- f. Next team meeting is Oct. 31 at 2:00 pm

Meeting Minutes

Meeting name Study Team Meeting	Meeting date 1/17/20
Time 2:00 PM	Project name PALMETTO BREEZE PUBLIC TRANSIT PLANNING

1. Greetings
2. Discuss draft Marketing Plan
 - a. Palmetto Breeze to provide marketing plan comments by next Tuesday, 1/21
 - b. Palmetto Breeze needs to move marketing plan forward to implementation
3. Discuss public engagement and survey
 - a. Plan for an open house with interactive exercises
 - b. Reach out to Hannah Horne with the Chamber for input
 - c. Include major employers and employees
 - d. Consider a meeting on March 3 or 4 before TASC
4. Other business
 - a. Palmetto Breeze meeting with Bluffton on Tuesday, 1/21
 - i. AECOM to develop a conceptual map of Bluffton routes
 - ii. Scale routes to Bluffton's willingness to support transit service
5. Next Steps:
 - a. Finalize operating plans
 - b. Finalize marketing plan
 - c. Draft final report

Meeting Minutes

Meeting name Study Team Meeting	Meeting date 2/06/2020
Time 3:00 PM	Project name PALMETTO BREEZE PUBLIC TRANSIT PLANNING

Attendees:
Ginnie Kozak
Mary Lou Franzoni
Brian Sullivan
Mariate Echeverry
Joy Bailey
Chip Burger

1. Greetings
2. Discuss comments to the Marketing Strategy
 - a. Address historic concerns about riding transit vehicles
 - i. Reliance on personal vehicle – highlight app for flexibility
 - ii. Try transit – clear parking decks with transit passes
 - iii. Image of vehicles – promote newer vehicles with attractive branding
 - iv. Don't know about the service – advertise on social media
 - v. Mostly for transit dependent riders – highlight diverse groups of people riding transit including choice riders, students, nice people
 - vi. Attract younger riders – try a summer youth pass
 - b. Will include Brian's comments in the marketing plan
3. Discuss public engagement dates/Steering Committee meeting
 - a. Consider public meeting at the Bluffton Library
 - b. Palmetto Breeze can do Facebook page or other electronic outreach methods
 - c. Conduct an online meeting on Facebook
 - d. Plan for **Tuesday, March 10** or Thursday, March 12 for public meeting and Steering Committee
4. On-going tasks:
 - a. Finalize operating and marketing plans
 - b. Draft final report

Steering Committee Briefing and Public Meeting Plan Meeting (Part II) Minutes

Held Monday, March 2, 2020 @ 11:00 am

Attendees:

Ginnie Kozak
Mary Lou Franzoni
Brian Sullivan
Mariate Echeverry
Chip Burger
Jennifer Bragg
Haley Lloyd

Discussion Items:

Steering Committee Briefing

- Conference call format
- Brief Steering Committee in advance of launching media blitz for public meeting – shoot for call in second half of March (not the 25th).

Public Meeting

- Ginnie and Mary Lou want to focus on the online meeting using Town Hall Meeting on Facebook – Use PB website to host the meeting and make it available to everyone. Brian to set up with consultant assistance as needed.
- Have background write-up, route maps, schedule and other materials available for public review of potential new services
- Media outreach by Brian - Mary Lou has meeting with Palmetto Bluff on the March 31st, so media outreach should be after that. Also, Mark Orlando asked Mary Lou for budget estimate for new services by end of March.
- Shoot for first half of April to do media outreach and conduct online public meeting.
- Promote along with Lt. Governor's push for increased public transit
- Jennifer and Brian will collaborate. Jennifer's contact info is jbragg@jbraggconsulting.com and 803.513.3777.

Steering Committee Briefing and Public Meeting Plan Meeting Minutes

Held Thursday, February 27, 2020 @ 10:00 am

Attendees:

Ginnie Kozak
Mary Lou Franzoni
Mariate Echeverry
Chip Burger

Discussion Items:

Invite Brian to all future meetings

Steering Committee Briefing

- Conference call format
- Brief Steering Committee in advance of launching media blitz for public meeting

Public Meeting

- Ginnie and Mary Lou want to focus on the online meeting using Town Hall Meeting on Facebook
- Palmetto Breeze will use their Facebook presence to host the meeting, Brian to set up
- Media outreach by Brian

APPENDIX C: PUBLIC INPUT AND MATERIALS

Virtual Meeting – Comments

First Name (Not Required)	Last Name (Not Required)	How did you like our Virtual	Input	County (Required)	Are you familiar with using Palmetto Breeze?	If "No" would you like Palmetto Breeze to contact you?	Do you plan to use any of the new routes?	List the stops you think you would be using	How often do you expect to use the route	What would be the purpose of your trip?	How do you currently travel to your destination?	What times would you like service to operate?	What days should the routes run?	Estimated number of times you would use the service per week?	Are there any additional comments?	Are you a resident, visitor, worker?
Jane	Phillips	Excellent	The proposal for the park and ride from Coligny to Island Crossings looks interesting to limit the number of cars in the Coligny area. Kudos for all the work in this proposal. Having lived in major urban areas all my life, I am a huge fan of mass transit and I am so encouraged that Palmetto sees the needs for the hard working workers and essential workers to have a comfortable means to their employment.	Beaufort	No	No	["I do not ride transit."]									Resident
Hannah	Horne	Excellent	Excellent report and exciting!	Beaufort	Yes		["Bluffton Route"]	Old Town Bluffton	1-2 a month		car (solo)	["Morning: 7 am to 12 pm", "Early Evening: 3 pm to 7 pm", "Late Evening: 4 pm to 8 pm"]	["Weekdays and Weekends"]	["Less Frequently Than Once a Week"]	Tanger Outlets	Resident
Jack	Suslak	Good	Need to create service fo Savannah downtown and Sav airport. More service to Palmetto Bluff	Beaufort	Yes	Yes	Route", "Buc kwalter Place Route", "Buc kwalter	Belfair Plaza Palmetto Bluff	Depends on routing and frequency		Private shuttles, breeze and car	["Early Morning: 5 am to 10 am", "Morning: 7 am to 12 pm", "Early Evening: 3 pm to 7 pm", "Late Evening: 4 pm to 8 pm"]	["Weekdays and Weekends"]	["3-5 days a week"]	Plaza, Savannah Airport, Downtown Savannah	Resident