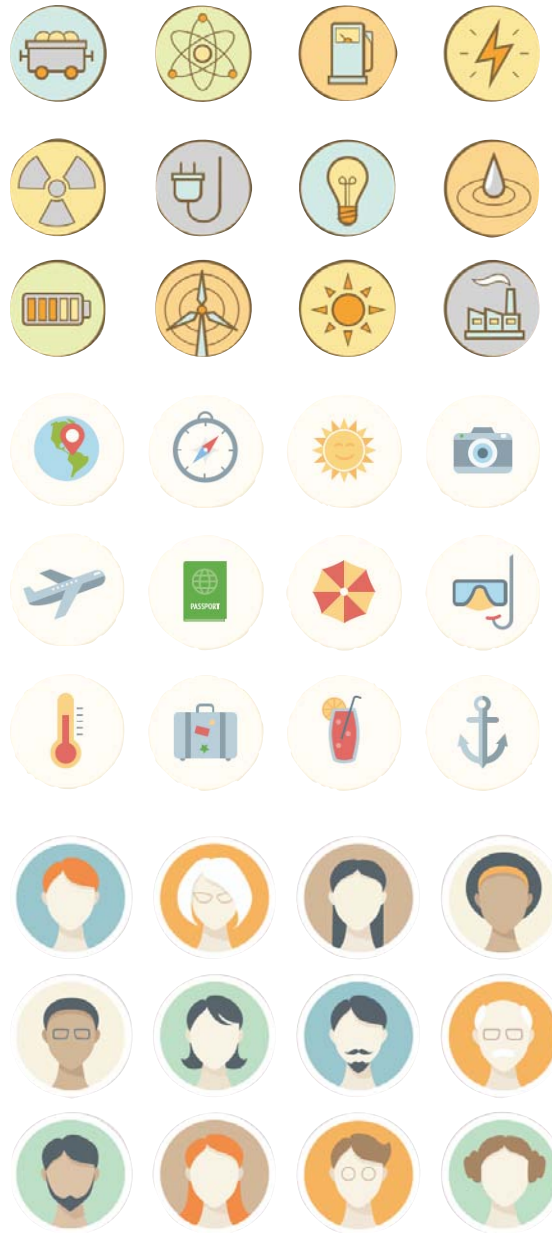


# *COMMUNITY RESPONSE SUMMARY 2016*



This portion of the Baseline Sustainability Assessment, entitled **Community Response Summary** includes feedback and survey findings from the Community Response Sessions held on Hilton Head Island on April 5th, 6th and 7th, 2016. This feedback is intended to reflect the community's willingness to build additional sustainability capacity for Hilton Head Island. The goal for this segment is to determine if the community is willing to further action on sustainability including actions on climate mitigation (Responsibility) and climate adaptation (Risk).



## **Baseline Sustainability Assessment**

Sustainability for a community relies on a lot of resources to ensure quality of life for its inhabitants today, and for the future. To understand the sustainability status of the Hilton Head Island community, a Baseline Sustainability Assessment (BSA) was conducted. Experience Green, a local nonprofit organization, and the Sustainability Advisory Council of the Greater Island Council facilitated the effort, and WAP Sustainability was engaged as the consultant to perform the assessment. The comprehensive exercise evaluated indicators with local relevance, but that also contribute to global sustainability. Indicators including water, energy, waste management, tourism, transportation and more were considered in the scope of the BSA. Prior to this effort, there was no data available that measured the Island's sustainability in accordance with recognized national and global standards.

The outcomes were compiled in the BSA report. Based on the findings, successes that contribute to making the region sustainable were highlighted, and opportunities for improvement identified. The measurement set a baseline for goal setting and evaluating progress, and helped determine the biggest areas of impact. The BSA included data available as of 2014; the report was completed in the fall of 2015.

## **Support**

The Baseline Sustainability Assessment and Community Response programs were made possible through gifts and grants. Financial investment by so many demonstrates that the greater community recognizes sustainability as a high priority and that they are interested in taking steps to ensure the long term viability of the natural and human communities of Hilton Head Island. The following list acknowledges community members and groups that contributed to funding the projects.

**Figure 6.1 Community Response Funders**

| Community Response Funders |                         |                            |                                  |
|----------------------------|-------------------------|----------------------------|----------------------------------|
| Experience Green           | Mark Baker              | Town of Hilton Head Island | Jackson Maintenance & Electrical |
| Greater Island Council     | Justi & Rod Schmeichel  | Beaufort County            | CUDA Company, Inc.               |
| PALEC - 2015               | Tom Trout               | PALEC - 2016               | Gochnauer Mechanical             |
| Peter Kristian             | Richard & Margaret Conn | I2 Recycle                 |                                  |









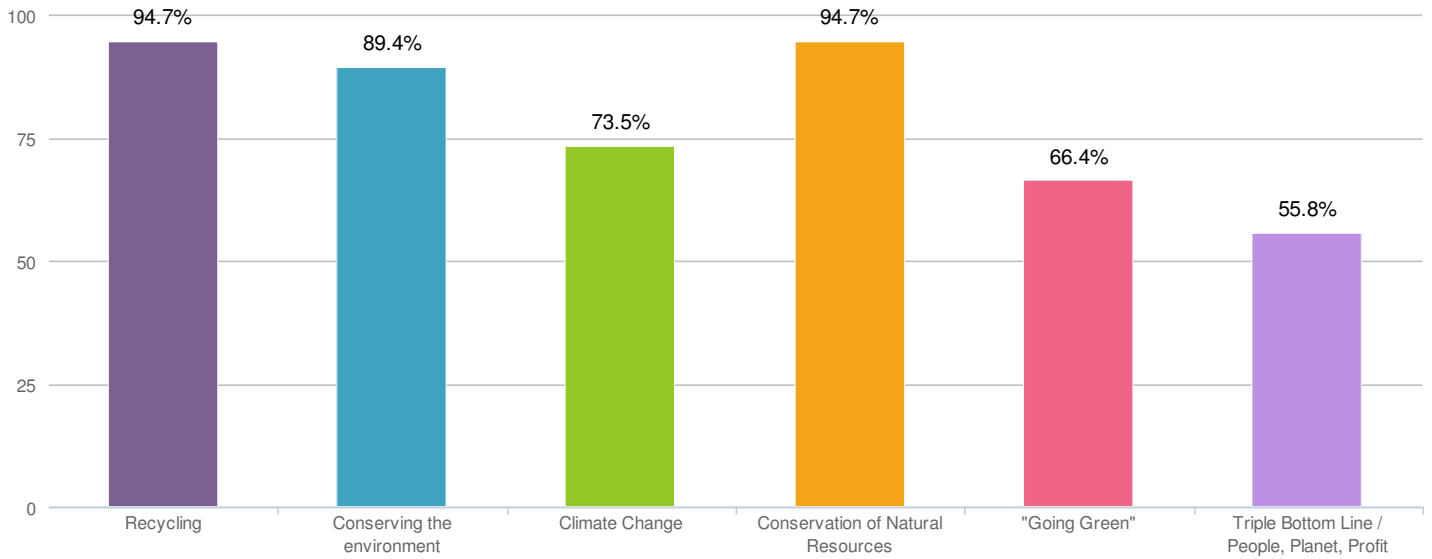


7. When surveyed Community Response participants were asked why they recycle, conserve water, and reduce energy use, the most popular response was that it was the environmentally responsible thing to do. Surveyed participants also responded that Teaching (72.5% & 80.9%) and Educating (65.1% & 65.5%) community members on how to reduce energy and water consumption were the most effective ways to expand community participation.
8. 87.6% of surveyed Community Response participants felt public transportation was a very or somewhat important issue facing Hilton head Island. 91.8% felt Public Transit options needed to be more convenient, with another 89% saying that a more convenient public transit system would prompt them to use the system.
9. 96.4% of surveyed Community Response participants acknowledged Recycling as a somewhat and very important issue. 46.9% of surveyed participants cited the lack of convenient recycling options as their reason for not recycling. 77.1% believe more convenient recycling options, expanded curbside (70.6%) and education on the benefits of recycling (67%) are the best ways to expand community wide recycling.
10. Overall, the surveyed Community Response participants indicated that the three most important sustainability issues facing Hilton Head Island were Water (82.9%), Recycling (69.4%), and Public Transportation (55%).



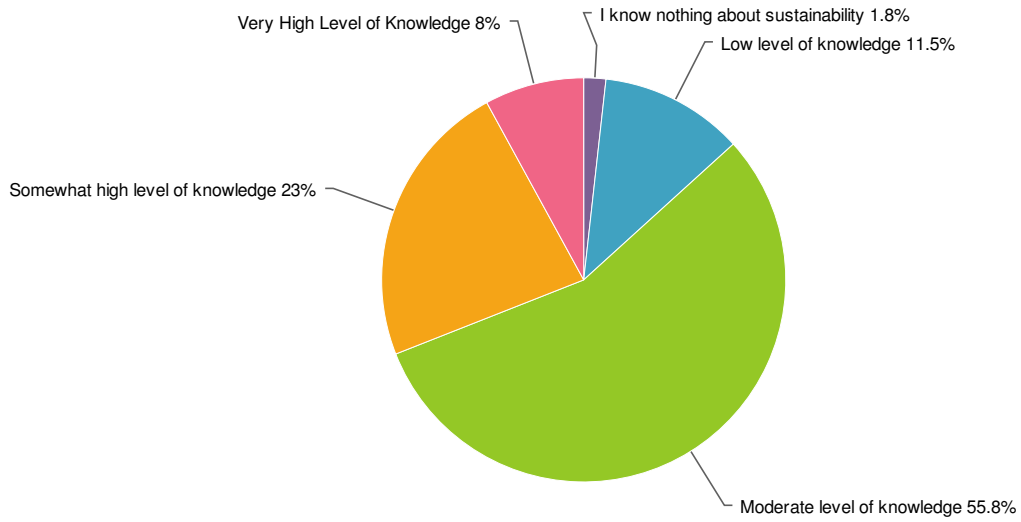


1. Based on your current knowledge, what do you think is included in “sustainability”? (select all that apply)



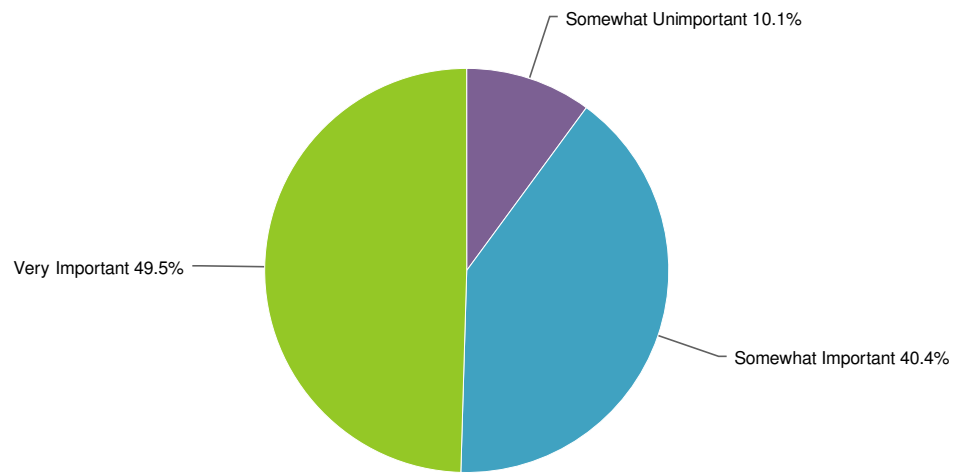
| Value                                       | Percent | Count |
|---------------------------------------------|---------|-------|
| Recycling                                   | 94.7%   | 107   |
| Conserving the environment                  | 89.4%   | 101   |
| Climate Change                              | 73.5%   | 83    |
| Conservation of Natural Resources           | 94.7%   | 107   |
| "Going Green"                               | 66.4%   | 75    |
| Triple Bottom Line / People, Planet, Profit | 55.8%   | 63    |
| I am not sure                               | 0.0%    | 0     |
| Total                                       |         | 113   |

2. What is your current level of knowledge of sustainability?



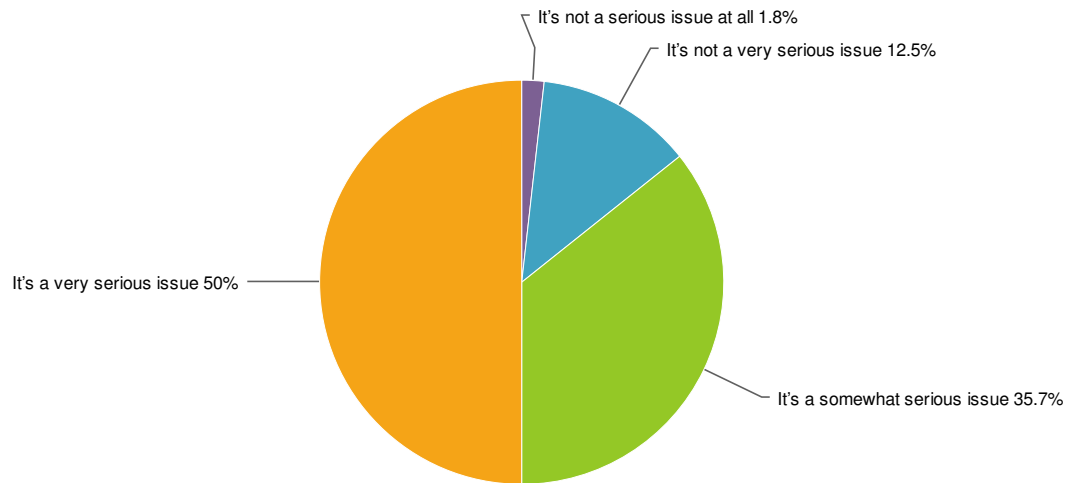
| Value                               | Percent | Count |
|-------------------------------------|---------|-------|
| I know nothing about sustainability | 1.8%    | 2     |
| Low level of knowledge              | 11.5%   | 13    |
| Moderate level of knowledge         | 55.8%   | 63    |
| Somewhat high level of knowledge    | 23.0%   | 26    |
| Very High Level of Knowledge        | 8.0%    | 9     |
| Total                               |         | 113   |

3. Of the many major issues facing the world today, such as the unstable economy, terrorism, threats, disease, poverty, etc., how important to you is the issue of sustainability?



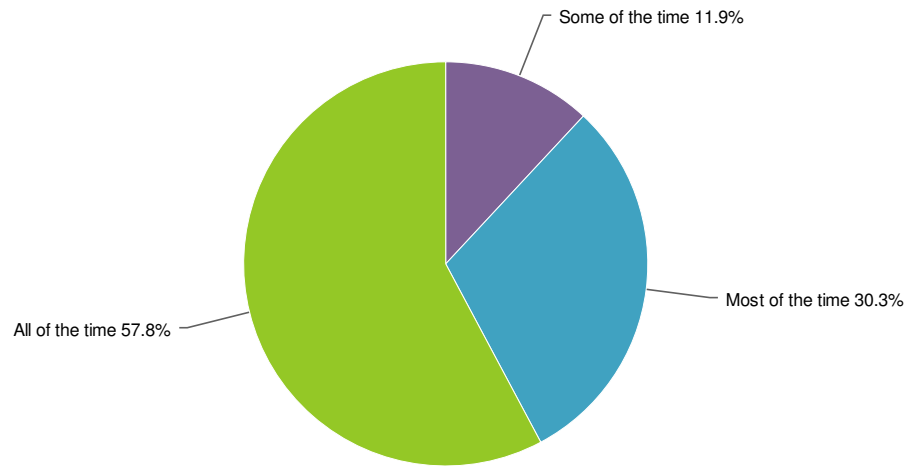
| Value                | Percent | Count      |
|----------------------|---------|------------|
| Not at all important | 0.0%    | 0          |
| Somewhat Unimportant | 10.1%   | 11         |
| Somewhat Important   | 40.4%   | 44         |
| Very Important       | 49.5%   | 54         |
| <b>Total</b>         |         | <b>109</b> |

4. Is climate change a concern for the environment? How serious do you consider this issue?



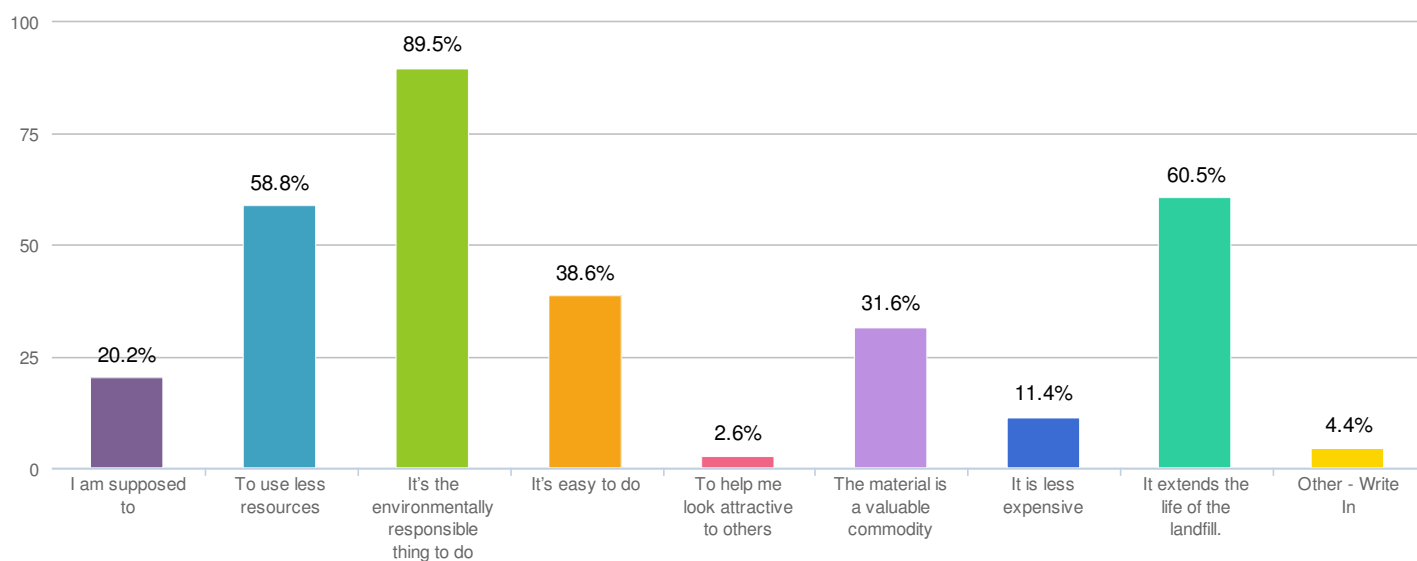
| Value                           | Percent | Count      |
|---------------------------------|---------|------------|
| It's not a serious issue at all | 1.8%    | 2          |
| It's not a very serious issue   | 12.5%   | 14         |
| It's a somewhat serious issue   | 35.7%   | 40         |
| It's a very serious issue       | 50.0%   | 56         |
| <b>Total</b>                    |         | <b>112</b> |

## 5. Do you recycle?



| Value            | Percent | Count      |
|------------------|---------|------------|
| Never            | 0.0%    | 0          |
| Some of the time | 11.9%   | 13         |
| Most of the time | 30.3%   | 33         |
| All of the time  | 57.8%   | 63         |
| <b>Total</b>     |         | <b>109</b> |

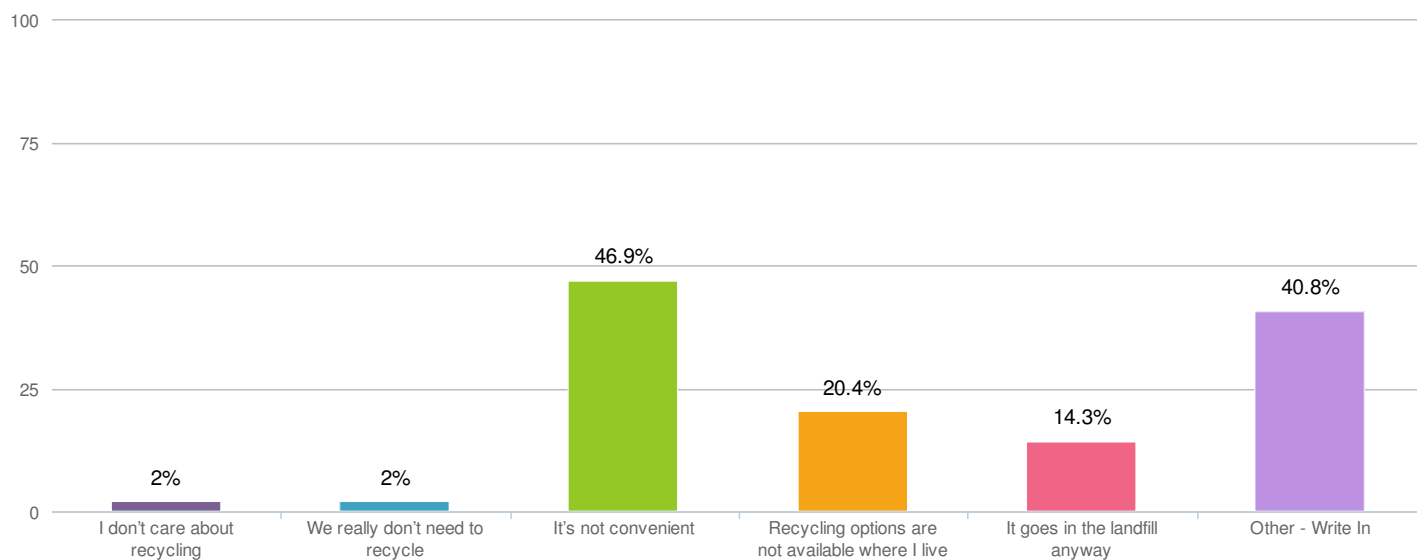
## 6. Why do you recycle? (select all that apply)



| Value                                            | Percent | Count |
|--------------------------------------------------|---------|-------|
| I am supposed to                                 | 20.2%   | 23    |
| To use less resources                            | 58.8%   | 67    |
| It's the environmentally responsible thing to do | 89.5%   | 102   |
| It's easy to do                                  | 38.6%   | 44    |
| To help me look attractive to others             | 2.6%    | 3     |
| The material is a valuable commodity             | 31.6%   | 36    |
| It is less expensive                             | 11.4%   | 13    |
| It extends the life of the landfill.             | 60.5%   | 69    |
| Other - Write In                                 | 4.4%    | 5     |
| Total                                            |         | 114   |

| Responses "Other - Write In"                        | Count |
|-----------------------------------------------------|-------|
| Left Blank                                          | 109   |
| Because I care. It is an educational need.          | 1     |
| Creates additional economic activities and benefits | 1     |
| It is the ethical thing to do                       | 1     |
| Not everything can be reused                        | 1     |
| its my responsibility                               | 1     |

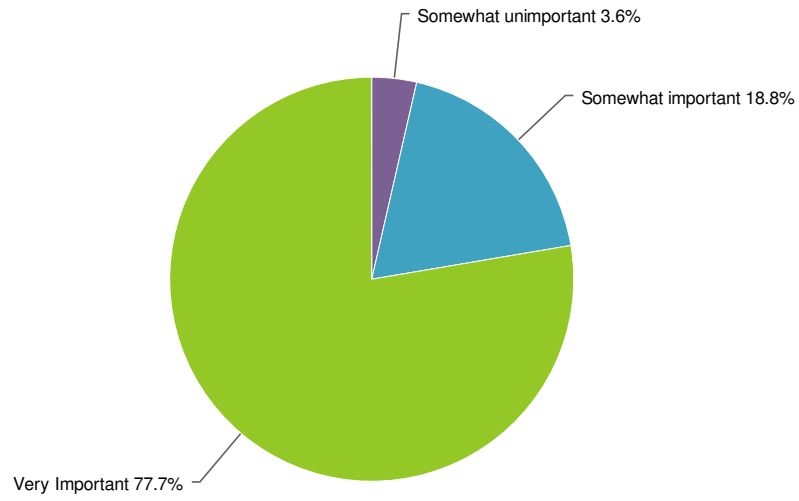
## 7. Why don't you recycle? (select all that apply)



| Value                                            | Percent | Count |
|--------------------------------------------------|---------|-------|
| I don't care about recycling                     | 2.0%    | 1     |
| We really don't need to recycle                  | 2.0%    | 1     |
| It's not convenient                              | 46.9%   | 23    |
| Recycling options are not available where I live | 20.4%   | 10    |
| I don't know how to recycle                      | 0.0%    | 0     |
| It goes in the landfill anyway                   | 14.3%   | 7     |
| Other - Write In                                 | 40.8%   | 20    |
| Total                                            |         | 49    |

| Responses "Other - Write In"                                    | Count |
|-----------------------------------------------------------------|-------|
| Left Blank                                                      | 96    |
| Always recycle                                                  | 1     |
| Doing recycle                                                   | 1     |
| I do recycle                                                    | 2     |
| I do recycle                                                    | 2     |
| I do recycle !                                                  | 1     |
| I do recycle.                                                   | 1     |
| I do recyle                                                     | 1     |
| If I don't recycle somewhere, it's because it's not convenient. | 1     |
| It's expensive.                                                 | 1     |
| NA                                                              | 1     |

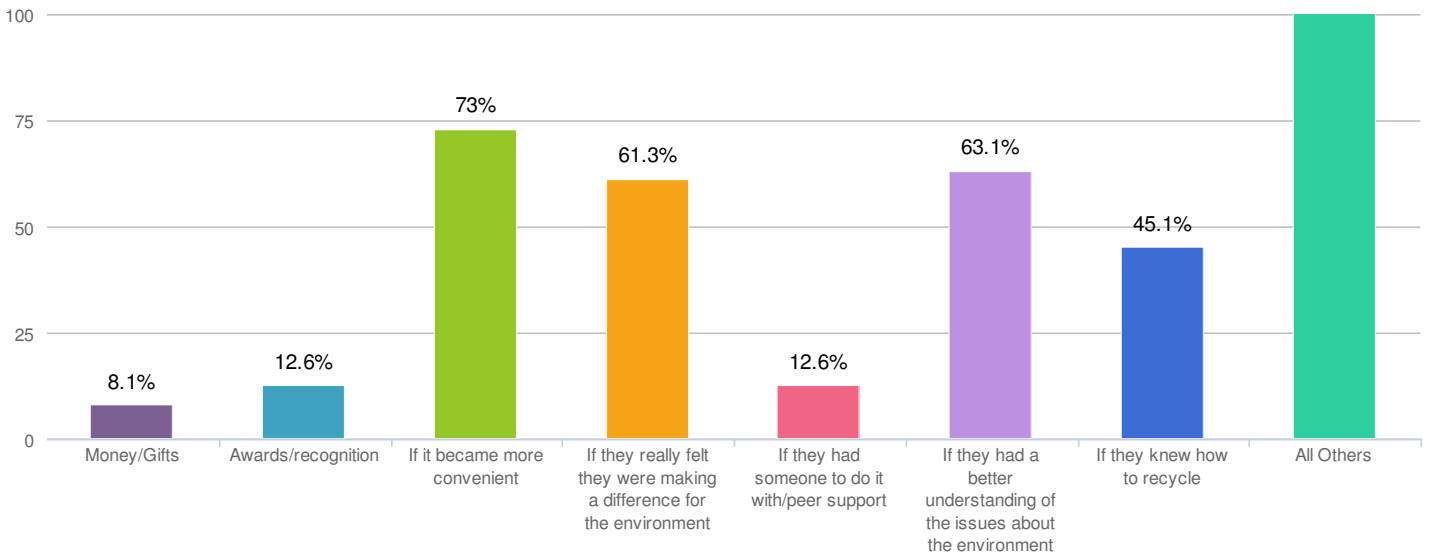
8. How important is it to recycle?



| Value                | Percent | Count |
|----------------------|---------|-------|
| Not at all important | 0.0%    | 0     |
| Somewhat unimportant | 3.6%    | 4     |
| Somewhat important   | 18.8%   | 21    |
| Very Important       | 77.7%   | 87    |
| Total                |         | 112   |



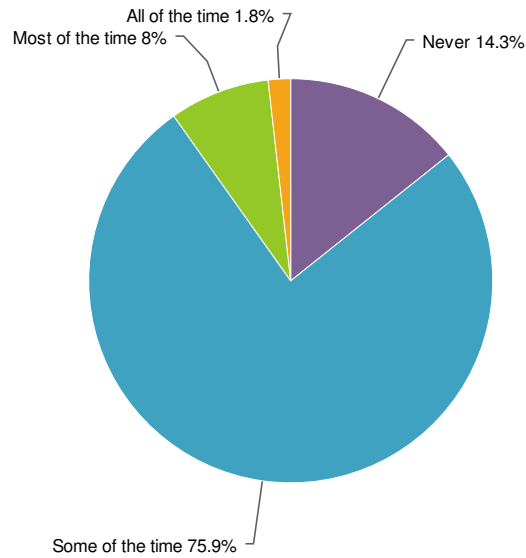
### 9. What would motivate people to recycle? (select all that apply)



| Value                                                                  | Percent | Count      |
|------------------------------------------------------------------------|---------|------------|
| Money/Gifts                                                            | 8.1%    | 9          |
| Awards/recognition                                                     | 12.6%   | 14         |
| If it became more convenient                                           | 73.0%   | 81         |
| If they really felt they were making a difference for the environment  | 61.3%   | 68         |
| If they had someone to do it with/peer support                         | 12.6%   | 14         |
| If they had a better understanding of the issues about the environment | 63.1%   | 70         |
| If they knew how to recycle                                            | 45.1%   | 50         |
| It became mandatory                                                    | 55.9%   | 62         |
| Waste costs doubled                                                    | 41.4%   | 46         |
| Don't know                                                             | 1.8%    | 2          |
| Other - Write In                                                       | 3.6%    | 4          |
| <b>Total</b>                                                           |         | <b>111</b> |

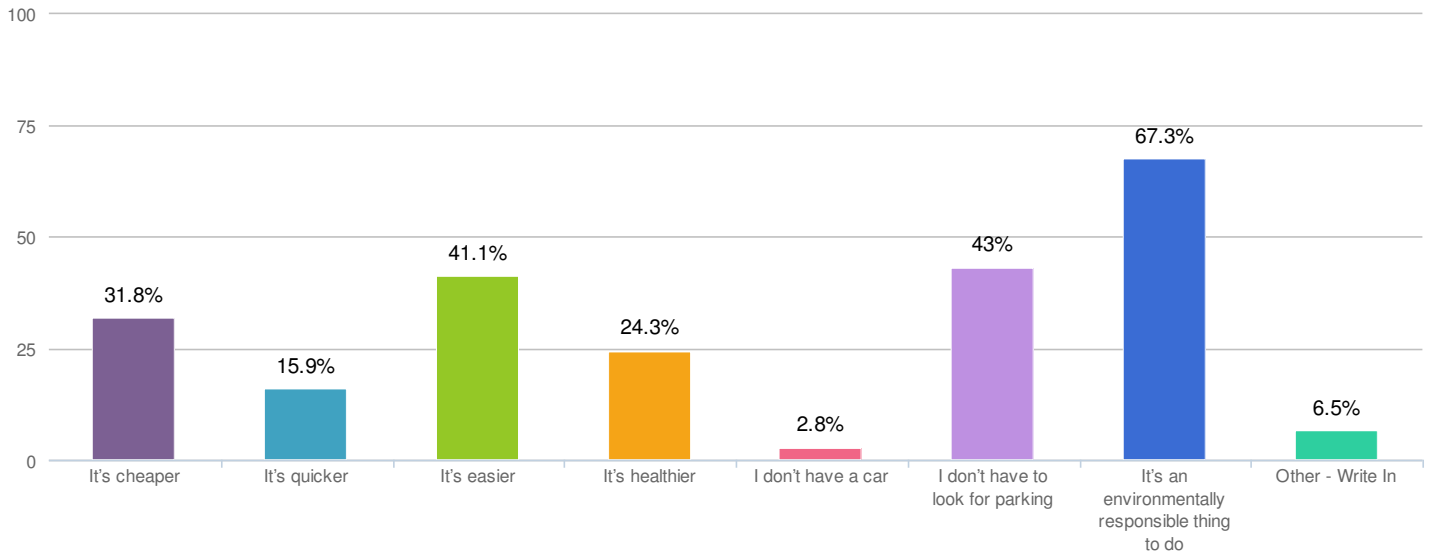
| Responses "Other - Write In"                                                                                                                                                                                                                                                                                                        | Count |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Left Blank                                                                                                                                                                                                                                                                                                                          | 110   |
| I believe that town recycle bins are inadequate                                                                                                                                                                                                                                                                                     | 1     |
| Mandatory in Hamden CT                                                                                                                                                                                                                                                                                                              | 1     |
| if it were a big deal                                                                                                                                                                                                                                                                                                               | 1     |
| If everyone in every neighborhood in the county was provided the bins needed to separate that could be used for community and private events and if at public places you weren't required to carry your own trash/recycling away and proper disposal was provided for you in those particular locations i.e. Jarvis park pavilions! | 1     |

10. Instead of driving a car, if Hilton Head Island had alternative transportation, how often would you use it? (e.g., public transportation, rideshare/carpool, uber, lyft, etc.)...



| Value            | Percent | Count |
|------------------|---------|-------|
| Never            | 14.3%   | 16    |
| Some of the time | 75.9%   | 85    |
| Most of the time | 8.0%    | 9     |
| All of the time  | 1.8%    | 2     |
| Total            |         | 112   |

11. If provided, why would you use alternative modes of transportation instead of driving a car? (select all that apply)

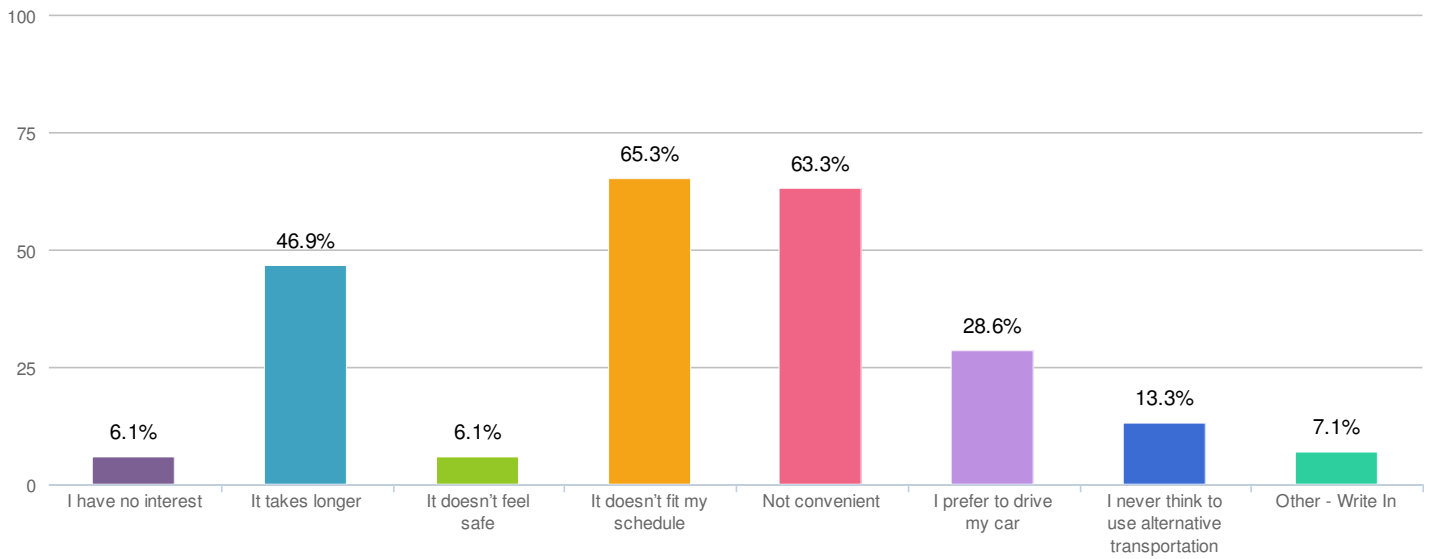


| Value                                           | Percent | Count      |
|-------------------------------------------------|---------|------------|
| It's cheaper                                    | 31.8%   | 34         |
| It's quicker                                    | 15.9%   | 17         |
| It's easier                                     | 41.1%   | 44         |
| It's healthier                                  | 24.3%   | 26         |
| I don't have a car                              | 2.8%    | 3          |
| I don't have to look for parking                | 43.0%   | 46         |
| It's an environmentally responsible thing to do | 67.3%   | 72         |
| Other - Write In                                | 6.5%    | 7          |
| <b>Total</b>                                    |         | <b>107</b> |

| Responses "Other - Write In" | Count |
|------------------------------|-------|
| Left Blank                   | 107   |
| Avoid DWI                    | 1     |
| I like to bike               | 1     |
| It's fun                     | 1     |
| Need to for the future       | 1     |
| might be cheaper             | 1     |
| reduce traffic               | 1     |

Different circumstances would make it difficult I feel. I live in Bluffton but work on Hilton head and love to visit local beaches and restaurants so I can't visualize how the transportation would work and how I could use it to help reduce transportation emissions. I want too. I just can't visualize when it would be convenient for me to do. 1

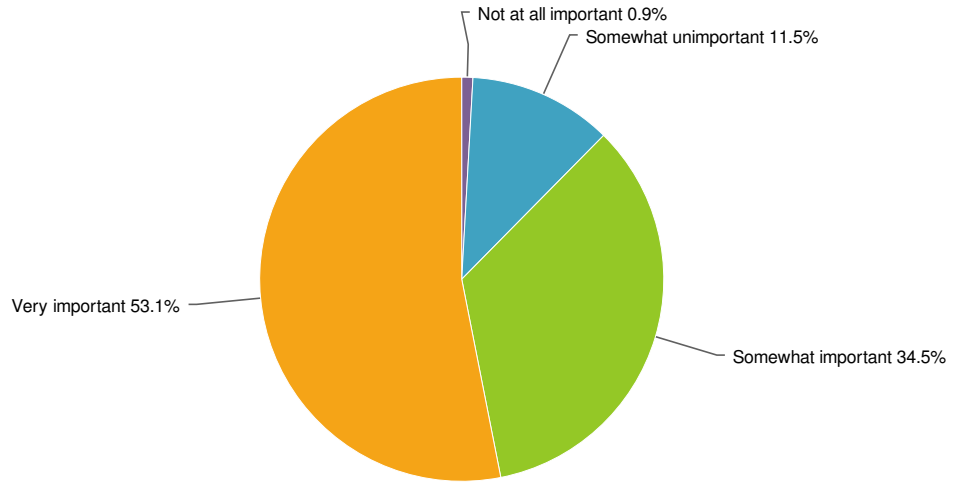
12. Why would you not use alternative modes of transportation if it was available on Hilton Head Island? (select all that apply)



| Value                                           | Percent | Count |
|-------------------------------------------------|---------|-------|
| I have no interest                              | 6.1%    | 6     |
| It takes longer                                 | 46.9%   | 46    |
| It doesn't feel safe                            | 6.1%    | 6     |
| It doesn't fit my schedule                      | 65.3%   | 64    |
| Not convenient                                  | 63.3%   | 62    |
| I prefer to drive my car                        | 28.6%   | 28    |
| I never think to use alternative transportation | 13.3%   | 13    |
| Other - Write In                                | 7.1%    | 7     |
| Total                                           |         | 98    |

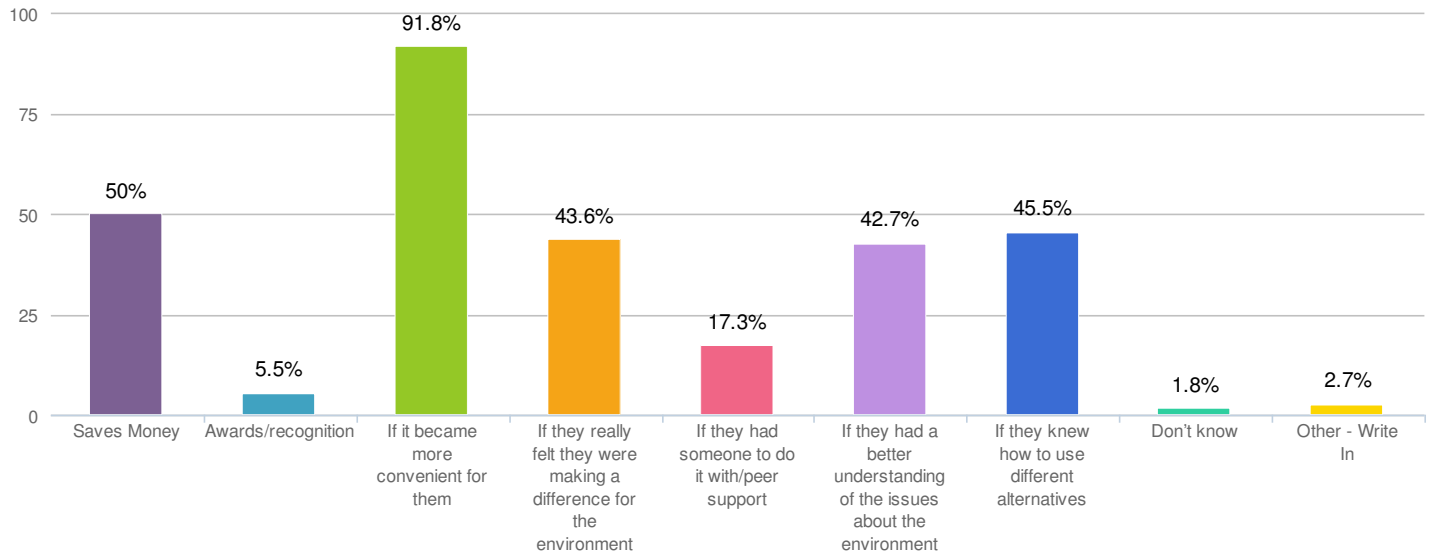
| Responses "Other - Write In"   | Count |
|--------------------------------|-------|
| Left Blank                     | 107   |
| I                              | 1     |
| I have a toddler in a carseat  | 1     |
| I live off island              | 1     |
| Need a vehicle for work        | 1     |
| Plantation access is a barrier | 1     |
| See previous answer write in   | 1     |
| Work requirements              | 1     |

13. How important is it for Hilton Head Island to provide alternative modes of transportation?



| Value                | Percent | Count      |
|----------------------|---------|------------|
| Not at all important | 0.9%    | 1          |
| Somewhat unimportant | 11.5%   | 13         |
| Somewhat important   | 34.5%   | 39         |
| Very important       | 53.1%   | 60         |
| <b>Total</b>         |         | <b>113</b> |

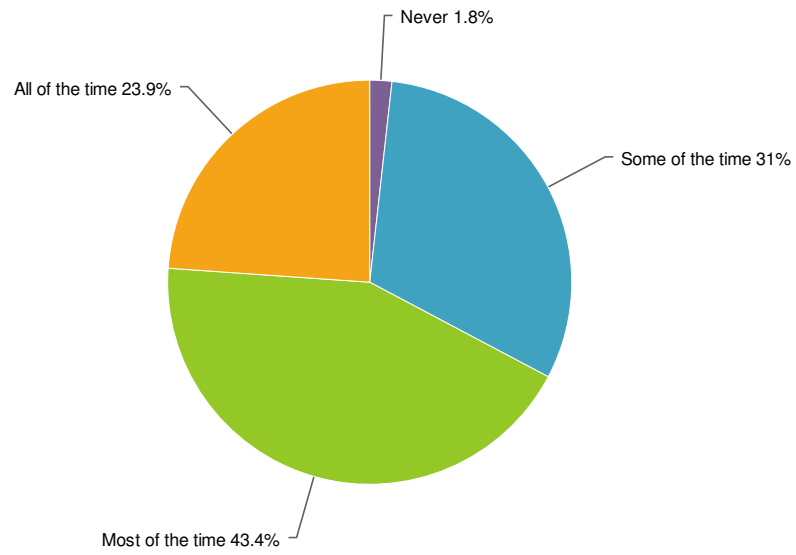
14. If available, what would motivate people to use alternative modes of transportation on Hilton Head Island? (select all that apply)



| Value                                                                  | Percent | Count |
|------------------------------------------------------------------------|---------|-------|
| Saves Money                                                            | 50.0%   | 55    |
| Awards/recognition                                                     | 5.5%    | 6     |
| If it became more convenient for them                                  | 91.8%   | 101   |
| If they really felt they were making a difference for the environment  | 43.6%   | 48    |
| If they had someone to do it with/peer support                         | 17.3%   | 19    |
| If they had a better understanding of the issues about the environment | 42.7%   | 47    |
| If they knew how to use different alternatives                         | 45.5%   | 50    |
| Don't know                                                             | 1.8%    | 2     |
| Other - Write In                                                       | 2.7%    | 3     |
| Total                                                                  |         | 110   |

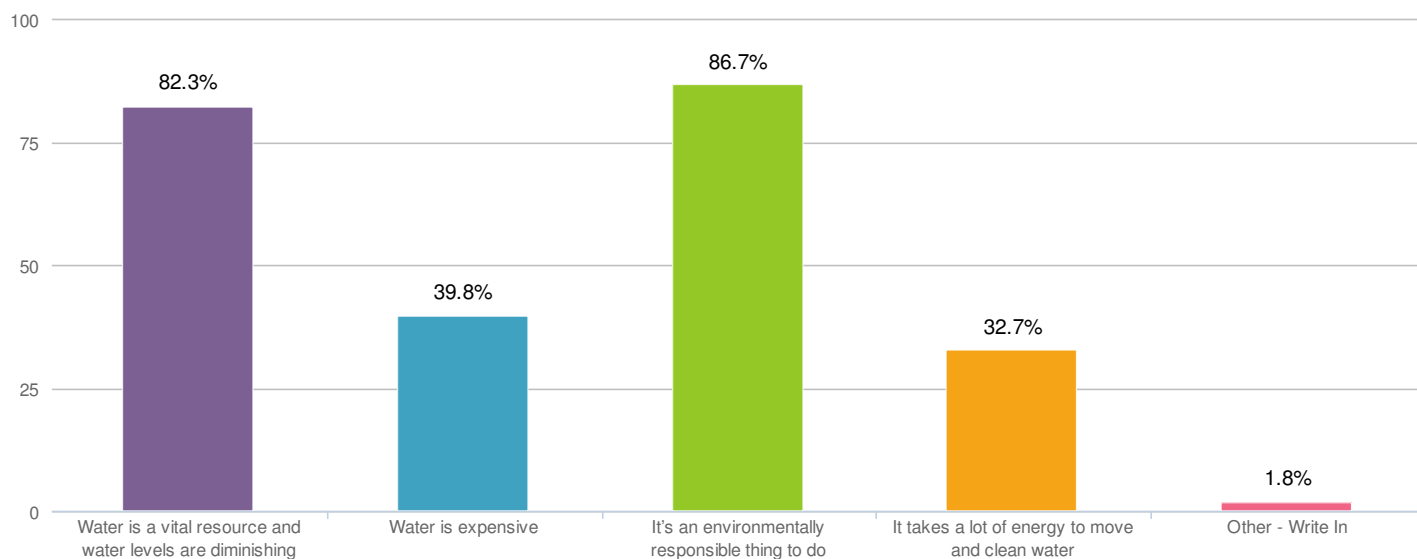
| Responses "Other - Write In"    | Count |
|---------------------------------|-------|
| Left Blank                      | 111   |
| Ease of access to workplace     | 1     |
| If it was fun                   | 1     |
| no need to seek directions, GPS | 1     |

## 15. Do you make an effort to conserve water...



| Value            | Percent | Count |
|------------------|---------|-------|
| Never            | 1.8%    | 2     |
| Some of the time | 31.0%   | 35    |
| Most of the time | 43.4%   | 49    |
| All of the time  | 23.9%   | 27    |
| Total            |         | 113   |

## 16. Why do you make an effort to conserve water? (select all that apply)

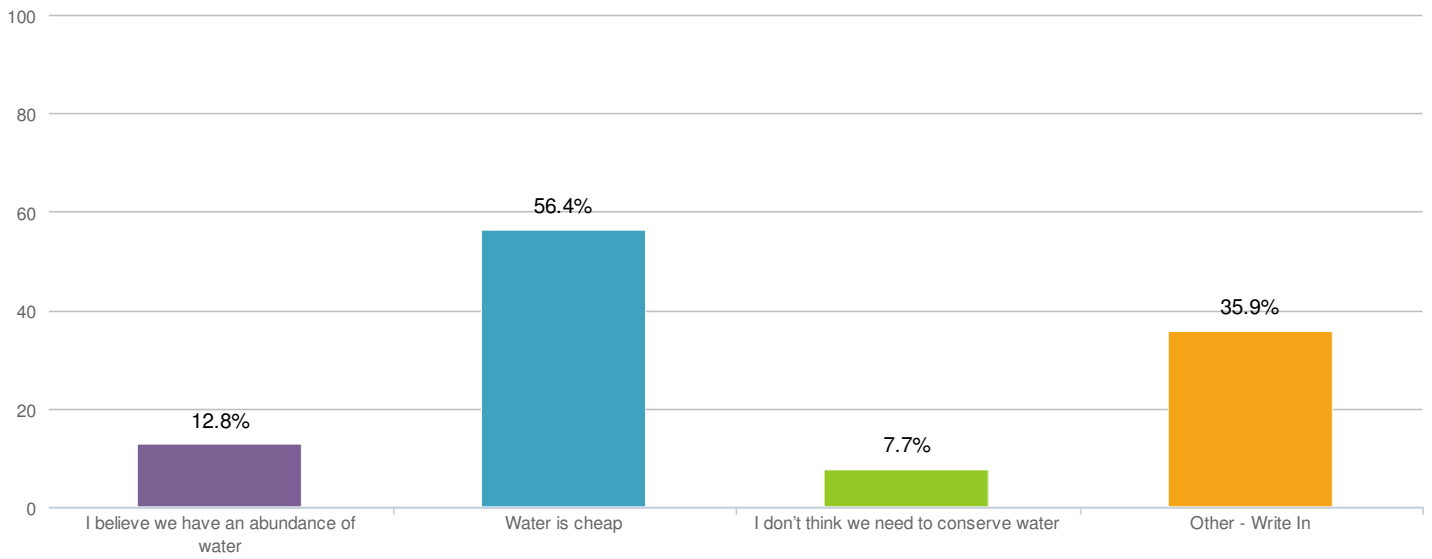


| Value                                                      | Percent | Count |
|------------------------------------------------------------|---------|-------|
| Water is a vital resource and water levels are diminishing | 82.3%   | 93    |
| Water is expensive                                         | 39.8%   | 45    |
| It's an environmentally responsible thing to do            | 86.7%   | 98    |
| It takes a lot of energy to move and clean water           | 32.7%   | 37    |
| Other - Write In                                           | 1.8%    | 2     |
|                                                            | Total   | 113   |

| Responses "Other - Write In" | Count |
|------------------------------|-------|
| Left Blank                   | 112   |
| distill water                | 1     |
| steady source not infinite   | 1     |

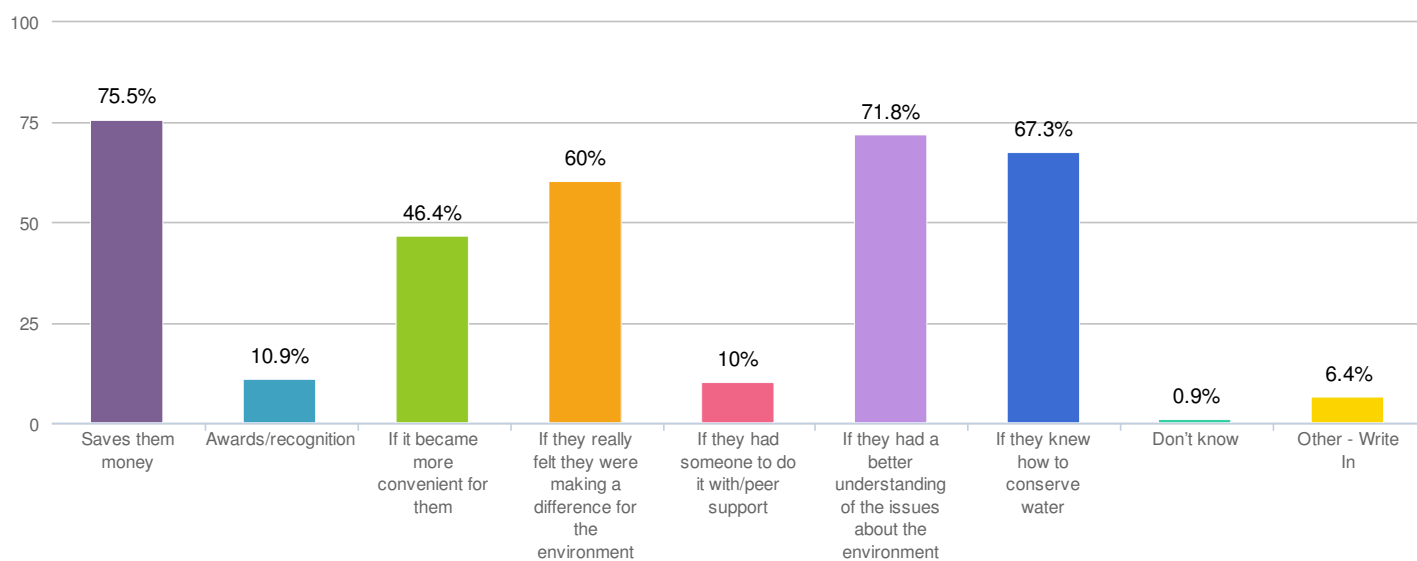


17. Why don't you conserve water? (select all that apply)



| Value                                   | Percent | Count |
|-----------------------------------------|---------|-------|
| I believe we have an abundance of water | 12.8%   | 5     |
| Water is cheap                          | 56.4%   | 22    |
| I don't care about water                | 0.0%    | 0     |
| I don't think we need to conserve water | 7.7%    | 3     |
| Other - Write In                        | 35.9%   | 14    |
| Total                                   |         | 39    |

## 18. What would motivate people to conserve water? (select all that apply)

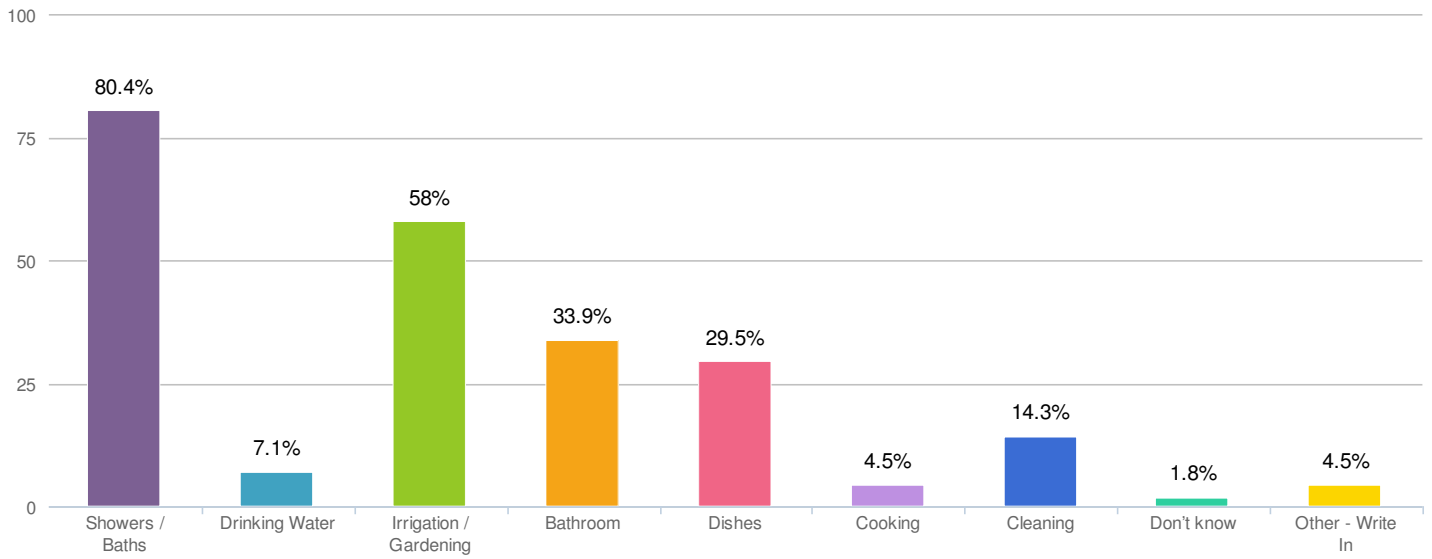


| Value                                                                  | Percent      | Count      |
|------------------------------------------------------------------------|--------------|------------|
| Saves them money                                                       | 75.5%        | 83         |
| Awards/recognition                                                     | 10.9%        | 12         |
| If it became more convenient for them                                  | 46.4%        | 51         |
| If they really felt they were making a difference for the environment  | 60.0%        | 66         |
| If they had someone to do it with/peer support                         | 10.0%        | 11         |
| If they had a better understanding of the issues about the environment | 71.8%        | 79         |
| If they knew how to conserve water                                     | 67.3%        | 74         |
| Don't know                                                             | 0.9%         | 1          |
| Other - Write In                                                       | 6.4%         | 7          |
|                                                                        | <b>Total</b> | <b>110</b> |

### Responses "Other - Write In"

| Responses "Other - Write In"                                    | Count |
|-----------------------------------------------------------------|-------|
| Left Blank                                                      | 107   |
| Education, such as rain delay                                   | 1     |
| Make water more costly                                          | 1     |
| Making public a list of largest users                           | 1     |
| More expensive                                                  | 1     |
| Required                                                        | 1     |
| They need an alternative such as gray water for lawn irrigation | 1     |
| personal water collection                                       | 1     |

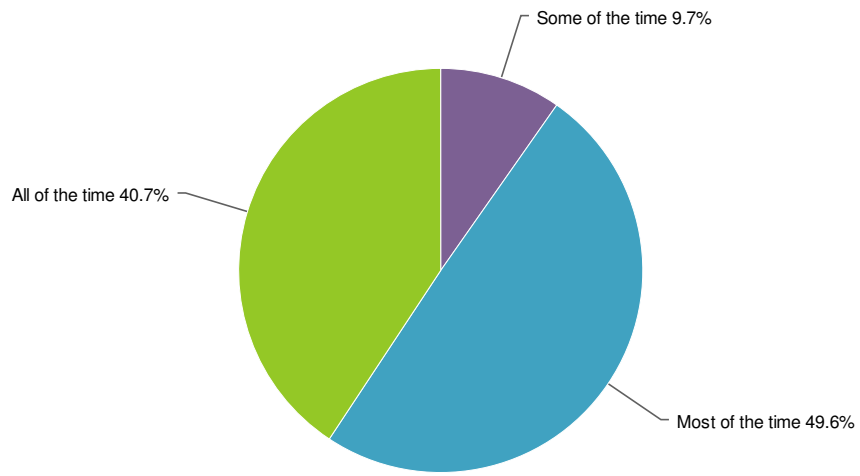
19. In your daily life, how do you think you consume the most water? (select all that apply)



| Value                  | Percent | Count |
|------------------------|---------|-------|
| Showers / Baths        | 80.4%   | 90    |
| Drinking Water         | 7.1%    | 8     |
| Irrigation / Gardening | 58.0%   | 65    |
| Bathroom               | 33.9%   | 38    |
| Dishes                 | 29.5%   | 33    |
| Cooking                | 4.5%    | 5     |
| Cleaning               | 14.3%   | 16    |
| Don't know             | 1.8%    | 2     |
| Other - Write In       | 4.5%    | 5     |
| Total                  |         | 112   |

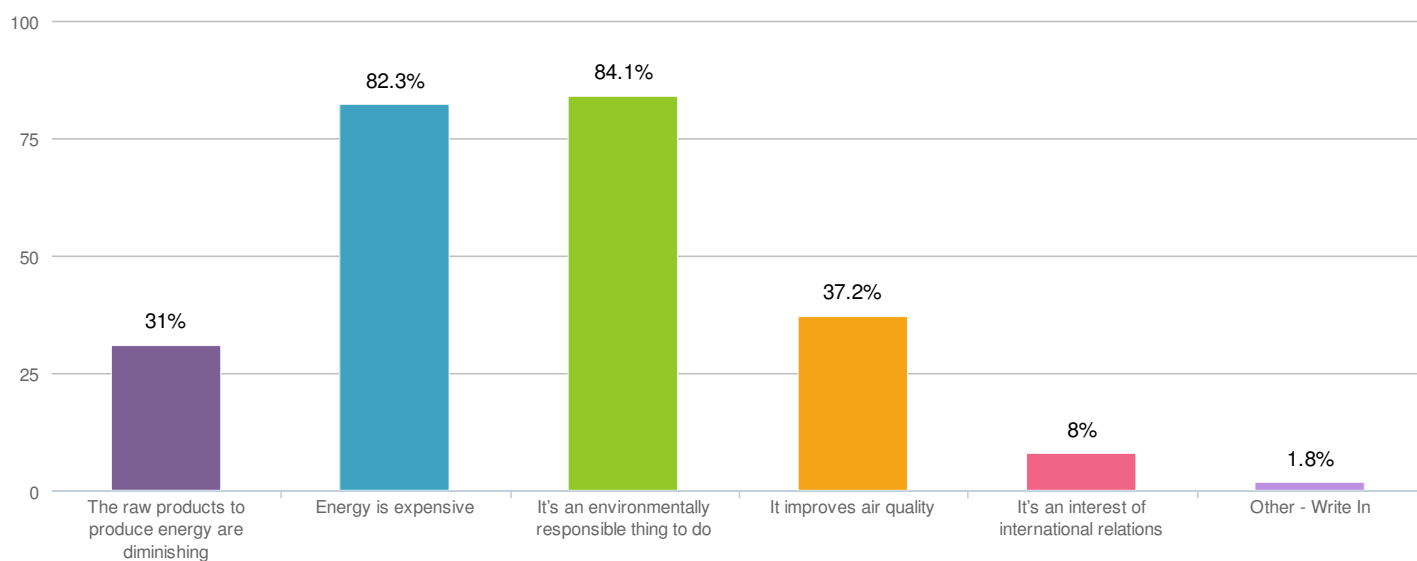
| Responses "Other - Write In" | Count |
|------------------------------|-------|
| Left Blank                   | 109   |
| Garden                       | 1     |
| Leaks                        | 1     |
| Pool                         | 1     |
| The laundry                  | 1     |
| Washing clothes              | 1     |

20. Do you make an effort to conserve energy (e.g., turn off lights when not using them, purchase energy efficient electronics, keep windows closed when air conditioning is on, etc)...



| Value            | Percent | Count      |
|------------------|---------|------------|
| Never            | 0.0%    | 0          |
| Some of the time | 9.7%    | 11         |
| Most of the time | 49.6%   | 56         |
| All of the time  | 40.7%   | 46         |
| <b>Total</b>     |         | <b>113</b> |

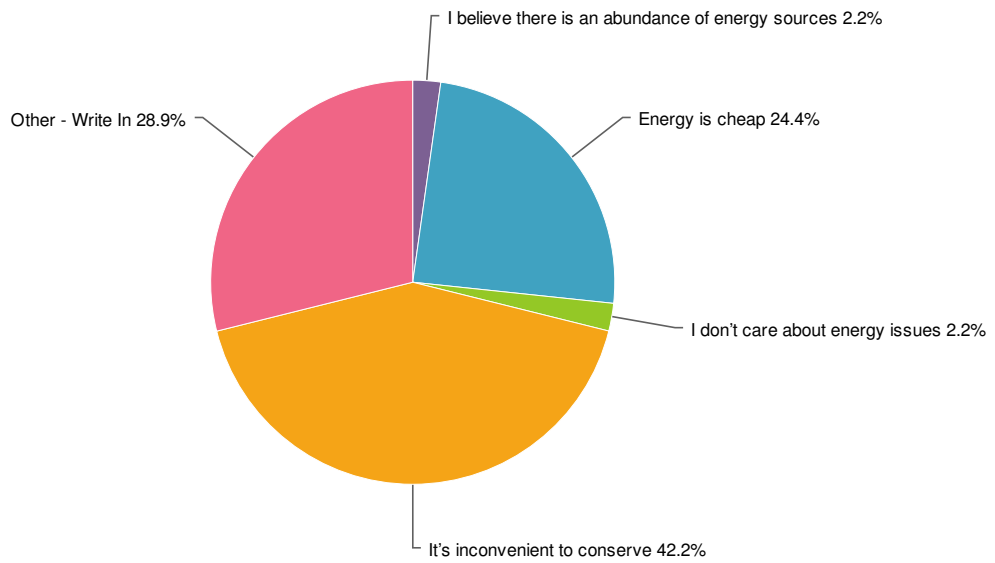
## 21. Why do you make an effort to conserve energy? (select all that apply)



| Value                                              | Percent | Count |
|----------------------------------------------------|---------|-------|
| The raw products to produce energy are diminishing | 31.0%   | 35    |
| Energy is expensive                                | 82.3%   | 93    |
| It's an environmentally responsible thing to do    | 84.1%   | 95    |
| It improves air quality                            | 37.2%   | 42    |
| It's an interest of international relations        | 8.0%    | 9     |
| Other - Write In                                   | 1.8%    | 2     |
| Total                                              |         | 113   |

| Responses "Other - Write In" | Count |
|------------------------------|-------|
| Left Blank                   | 112   |
| climate change               | 1     |
| saves me money               | 1     |

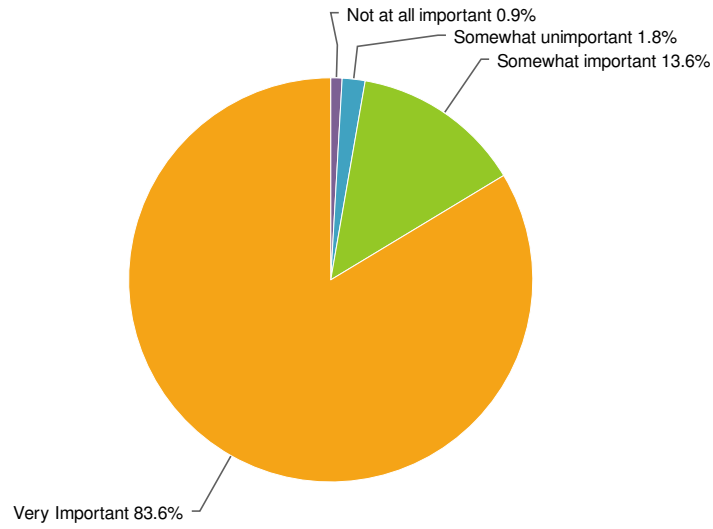
## 22. Why don't you conserve energy?



| Value                                             | Percent | Count |
|---------------------------------------------------|---------|-------|
| I believe there is an abundance of energy sources | 2.2%    | 1     |
| Energy is cheap                                   | 24.4%   | 11    |
| I don't care about energy issues                  | 2.2%    | 1     |
| It's inconvenient to conserve                     | 42.2%   | 19    |
| Other - Write In                                  | 28.9%   | 13    |
| Total                                             |         | 45    |

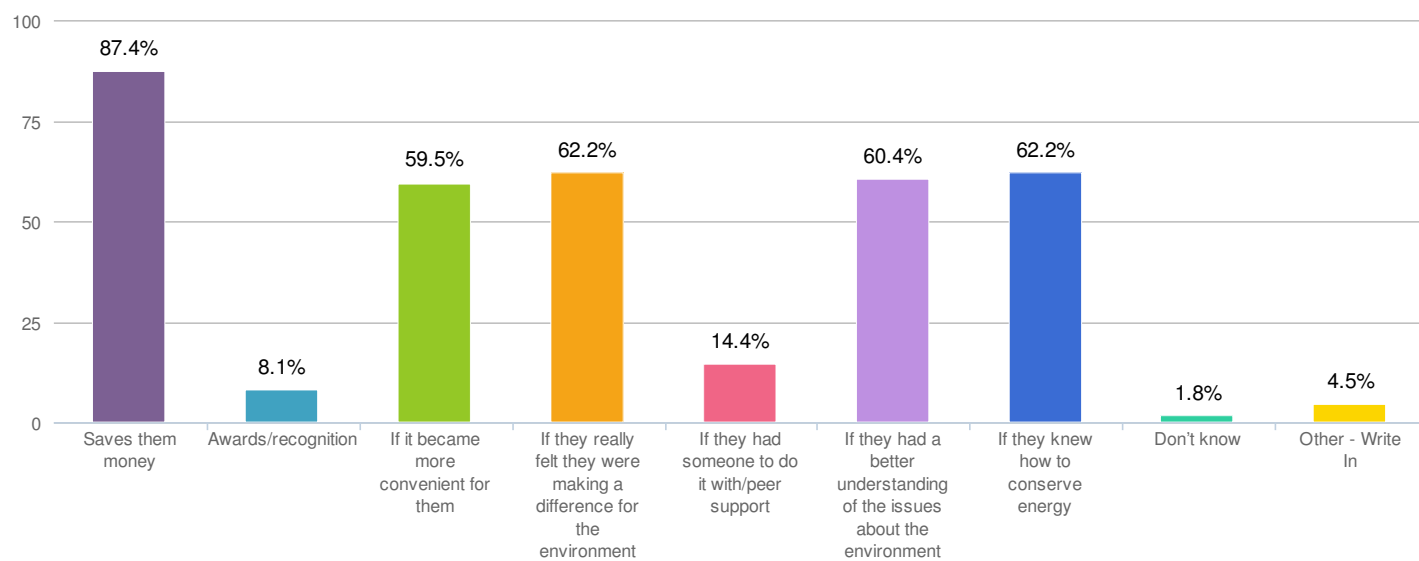
| Responses "Other - Write In"                                                                      | Count |
|---------------------------------------------------------------------------------------------------|-------|
| Left Blank                                                                                        | 102   |
| Do conserve                                                                                       | 1     |
| I do                                                                                              | 1     |
| I do.                                                                                             | 1     |
| I try my hardest to conserve energy                                                               | 1     |
| Maybe I don't know how I can better conserve energy... Other than cutting off the lights...       | 1     |
| N/A                                                                                               | 1     |
| Sometimes I just forget                                                                           | 1     |
| We do try to conserve                                                                             | 1     |
| We need to do more                                                                                | 1     |
| i do                                                                                              | 1     |
| Need suggestions on additional ways to save energy and constant reminders to help us get it done. | 1     |

## 23. How important is it to conserve energy?



| Value                | Percent | Count |
|----------------------|---------|-------|
| Not at all important | 0.9%    | 1     |
| Somewhat unimportant | 1.8%    | 2     |
| Somewhat important   | 13.6%   | 15    |
| Very Important       | 83.6%   | 92    |
| Total                |         | 110   |

## 24. What would motivate people to conserve energy? (select all that apply)

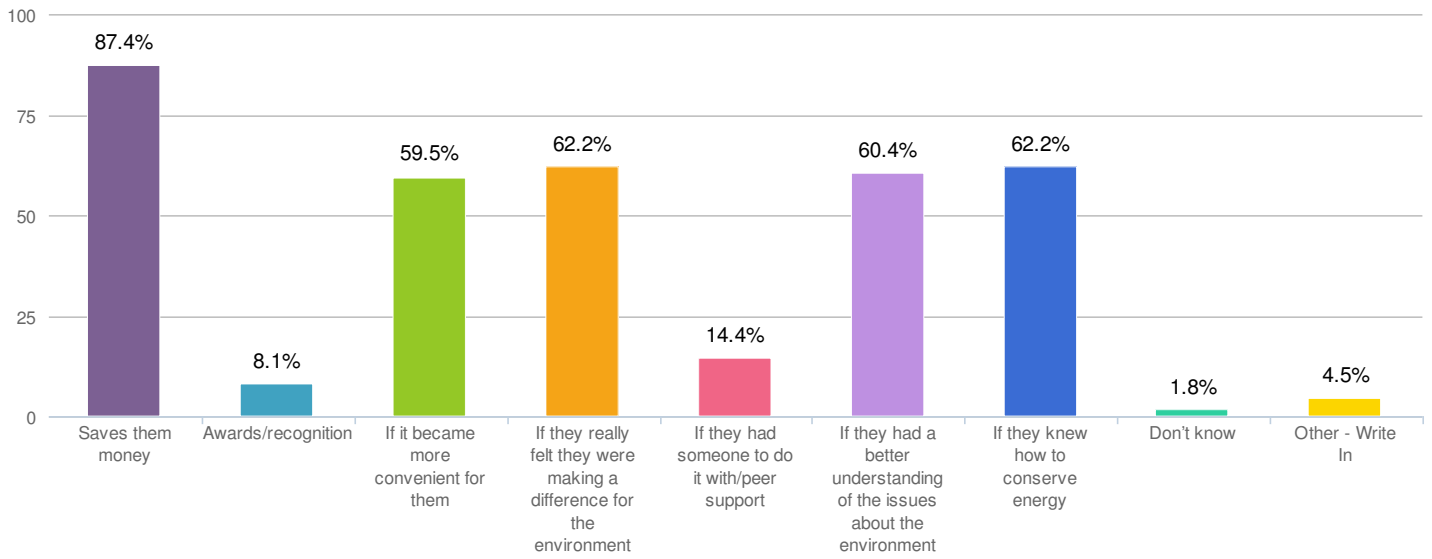


| Value                                                                  | Percent | Count |
|------------------------------------------------------------------------|---------|-------|
| Saves them money                                                       | 87.4%   | 97    |
| Awards/recognition                                                     | 8.1%    | 9     |
| If it became more convenient for them                                  | 59.5%   | 66    |
| If they really felt they were making a difference for the environment  | 62.2%   | 69    |
| If they had someone to do it with/peer support                         | 14.4%   | 16    |
| If they had a better understanding of the issues about the environment | 60.4%   | 67    |
| If they knew how to conserve energy                                    | 62.2%   | 69    |
| Don't know                                                             | 1.8%    | 2     |
| Other - Write In                                                       | 4.5%    | 5     |
| Total                                                                  |         | 111   |

| Responses "Other - Write In"                                                                                                                       | Count |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Left Blank                                                                                                                                         | 109   |
| Education on savings by turning off computer when not in use, etc.                                                                                 | 1     |
| If they understood how their individual effort adds up to make a difference                                                                        | 1     |
| More expensive                                                                                                                                     | 1     |
| home solar panels                                                                                                                                  | 1     |
| Provide a list of small things that homes can do and equate them to a dollar and kilowatt equivalent per year. Give awards to the biggest "losers" | 1     |



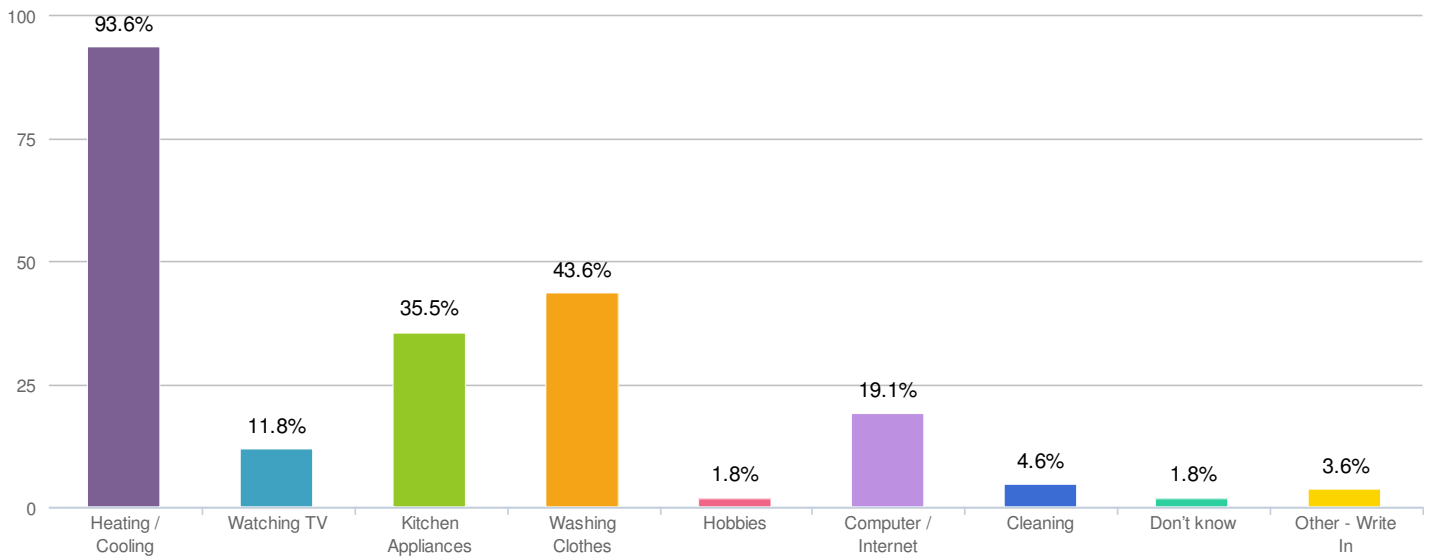
24. What would motivate people to conserve energy? (select all that apply)



| Value                                                                  | Percent | Count |
|------------------------------------------------------------------------|---------|-------|
| Saves them money                                                       | 87.4%   | 97    |
| Awards/recognition                                                     | 8.1%    | 9     |
| If it became more convenient for them                                  | 59.5%   | 66    |
| If they really felt they were making a difference for the environment  | 62.2%   | 69    |
| If they had someone to do it with/peer support                         | 14.4%   | 16    |
| If they had a better understanding of the issues about the environment | 60.4%   | 67    |
| If they knew how to conserve energy                                    | 62.2%   | 69    |
| Don't know                                                             | 1.8%    | 2     |
| Other - Write In                                                       | 4.5%    | 5     |
| Total                                                                  |         | 111   |

| Responses "Other - Write In"                                                                                                                       | Count |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Left Blank                                                                                                                                         | 109   |
| Education on savings by turning off computer when not in use, etc.                                                                                 | 1     |
| If they understood how their individual effort adds up to make a difference                                                                        | 1     |
| More expensive                                                                                                                                     | 1     |
| home solar panels                                                                                                                                  | 1     |
| Provide a list of small things that homes can do and equate them to a dollar and kilowatt equivalent per year. Give awards to the biggest "losers" | 1     |

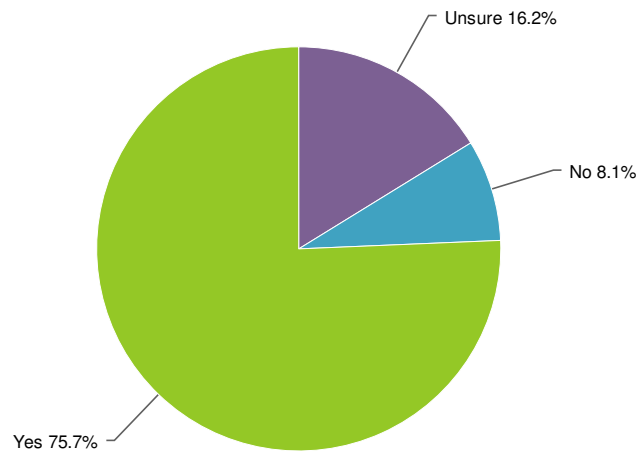
25. In your daily life, how do you think you consume the most electricity? (select all that apply)



| Value               | Percent | Count |
|---------------------|---------|-------|
| Heating / Cooling   | 93.6%   | 103   |
| Watching TV         | 11.8%   | 13    |
| Kitchen Appliances  | 35.5%   | 39    |
| Washing Clothes     | 43.6%   | 48    |
| Hobbies             | 1.8%    | 2     |
| Computer / Internet | 19.1%   | 21    |
| Cleaning            | 4.6%    | 5     |
| Don't know          | 1.8%    | 2     |
| Other - Write In    | 3.6%    | 4     |
| Total               |         | 110   |

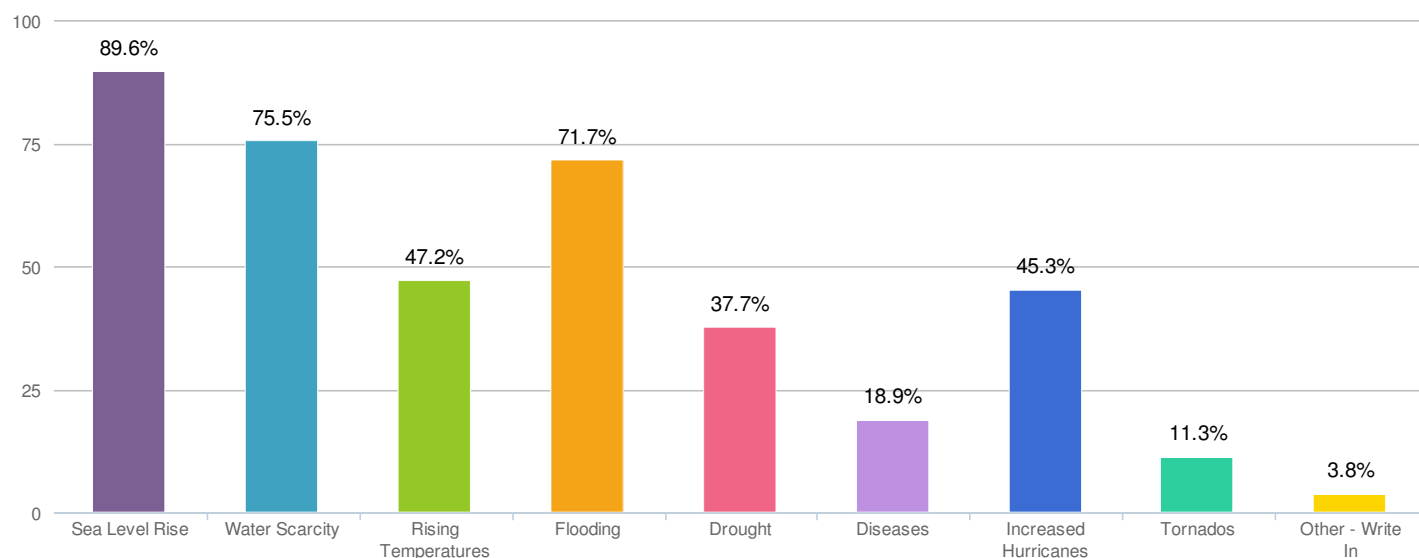
| Responses "Other - Write In" | Count |
|------------------------------|-------|
| Left Blank                   | 110   |
| Heating water                | 1     |
| Lighting                     | 1     |
| Lights                       | 1     |
| Vampire energy               | 1     |

26. Do you believe Climate Change is an issue Hilton Head Island needs or will need to address?



| Value  | Percent | Count |
|--------|---------|-------|
| Unsure | 16.2%   | 18    |
| No     | 8.1%    | 9     |
| Yes    | 75.7%   | 84    |
| Total  |         | 111   |

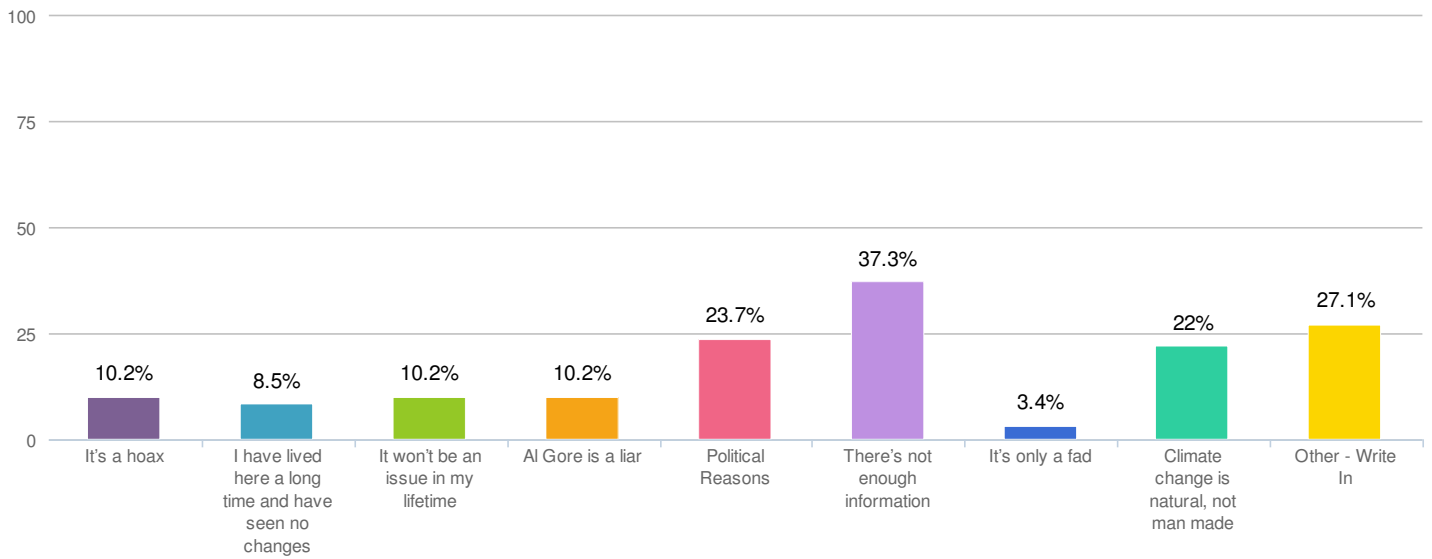
## 27. What Climate Change Impacts do you consider a threat for Hilton Head Island? (select all that apply)



| Value                | Percent | Count |
|----------------------|---------|-------|
| Sea Level Rise       | 89.6%   | 95    |
| Water Scarcity       | 75.5%   | 80    |
| Rising Temperatures  | 47.2%   | 50    |
| Flooding             | 71.7%   | 76    |
| Drought              | 37.7%   | 40    |
| Diseases             | 18.9%   | 20    |
| Increased Hurricanes | 45.3%   | 48    |
| Tornados             | 11.3%   | 12    |
| Other - Write In     | 3.8%    | 4     |
| Total                |         | 106   |

| Responses "Other - Write In"              | Count |
|-------------------------------------------|-------|
| Left Blank                                | 110   |
| Do not know                               | 1     |
| Raw sewage in residential origrams        | 1     |
| We truly don't understand the full impact | 1     |
| stop HAARP                                | 1     |

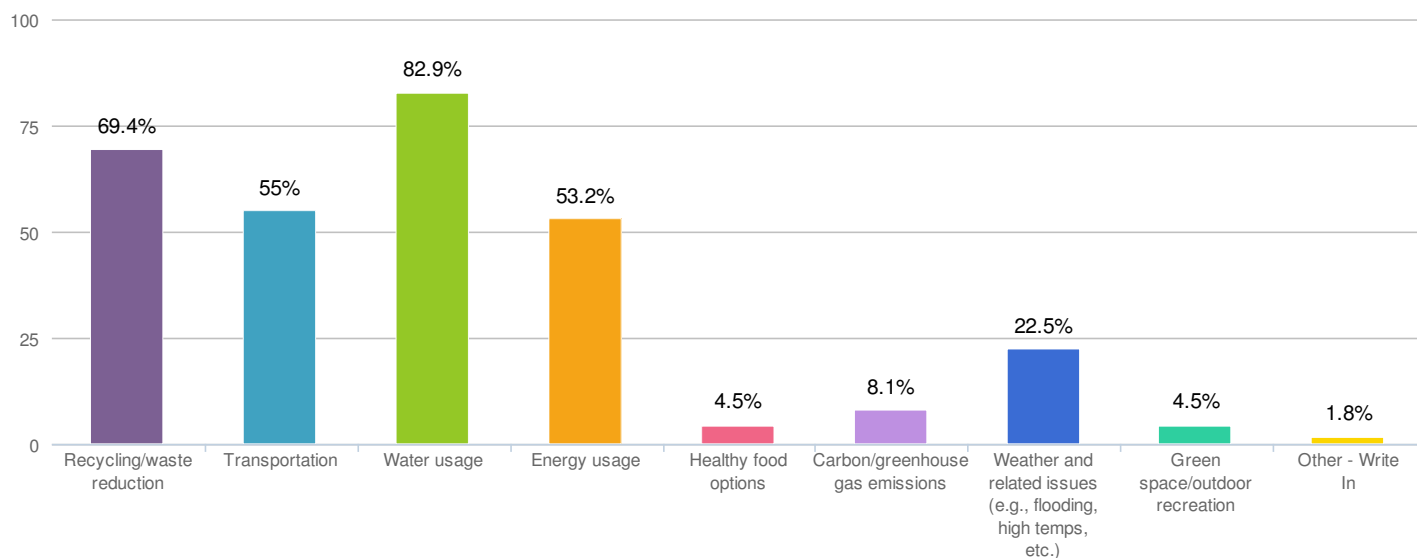
28. Why do you believe climate change is not an issue for Hilton Head Island? (select all that apply)



| Value                                                  | Percent | Count     |
|--------------------------------------------------------|---------|-----------|
| It's a hoax                                            | 10.2%   | 6         |
| I have lived here a long time and have seen no changes | 8.5%    | 5         |
| It won't be an issue in my lifetime                    | 10.2%   | 6         |
| Al Gore is a liar                                      | 10.2%   | 6         |
| Political Reasons                                      | 23.7%   | 14        |
| There's not enough information                         | 37.3%   | 22        |
| It's only a fad                                        | 3.4%    | 2         |
| Climate change is natural, not man made                | 22.0%   | 13        |
| Other - Write In                                       | 27.1%   | 16        |
| <b>Total</b>                                           |         | <b>59</b> |

| Responses "Other - Write In"   | Count |
|--------------------------------|-------|
| Left Blank                     | 98    |
| Climate change is natural      | 1     |
| Easier to ignore than address. | 1     |
| Economic                       | 1     |
| I believe it is an issue       | 1     |
| I do                           | 1     |
| It is                          | 1     |
| It is an issue                 | 3     |
| It is an issue.                | 1     |

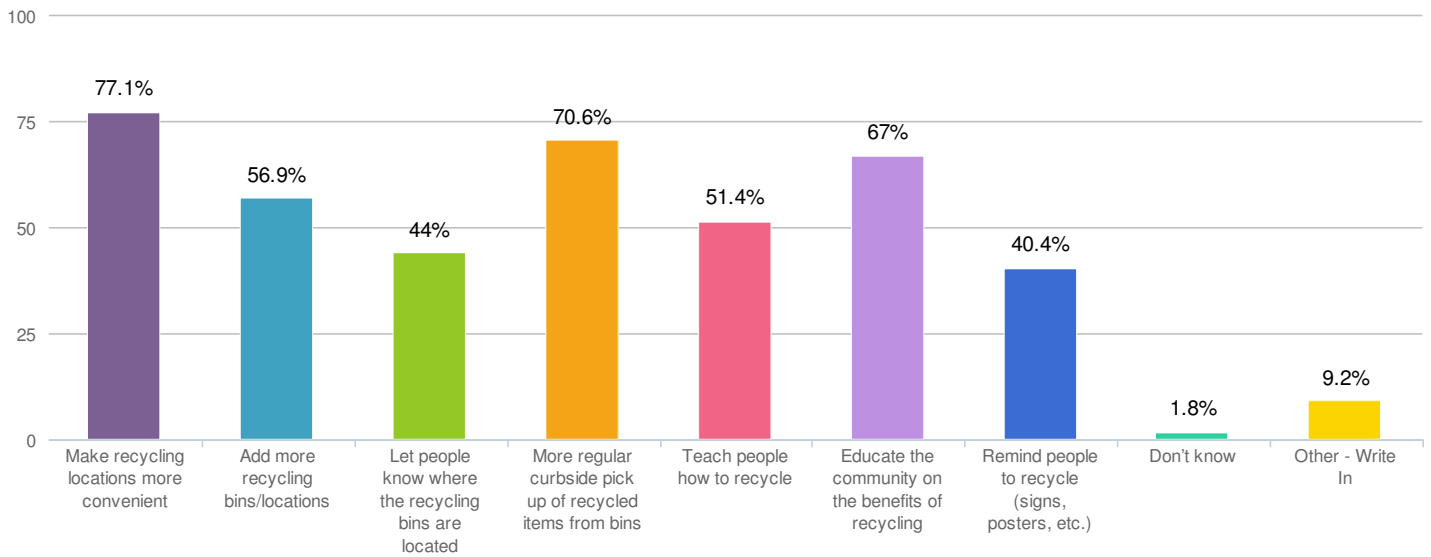
29. What do you think are the 3 most important environmental issues currently facing Hilton Head Island? (select your top 3 issues)



| Value                                                         | Percent | Count |
|---------------------------------------------------------------|---------|-------|
| Recycling/waste reduction                                     | 69.4%   | 77    |
| Transportation                                                | 55.0%   | 61    |
| Water usage                                                   | 82.9%   | 92    |
| Energy usage                                                  | 53.2%   | 59    |
| Healthy food options                                          | 4.5%    | 5     |
| Operation/maintenance of government buildings                 | 0.0%    | 0     |
| Carbon/greenhouse gas emissions                               | 8.1%    | 9     |
| Weather and related issues (e.g., flooding, high temps, etc.) | 22.5%   | 25    |
| Green space/outdoor recreation                                | 4.5%    | 5     |
| Don't know                                                    | 0.0%    | 0     |
| Other - Write In                                              | 1.8%    | 2     |
|                                                               | Total   | 111   |

| Responses "Other - Write In" | Count |
|------------------------------|-------|
| Left Blank                   | 112   |
| Affect on image/reputation   | 1     |
| better local economy         | 1     |

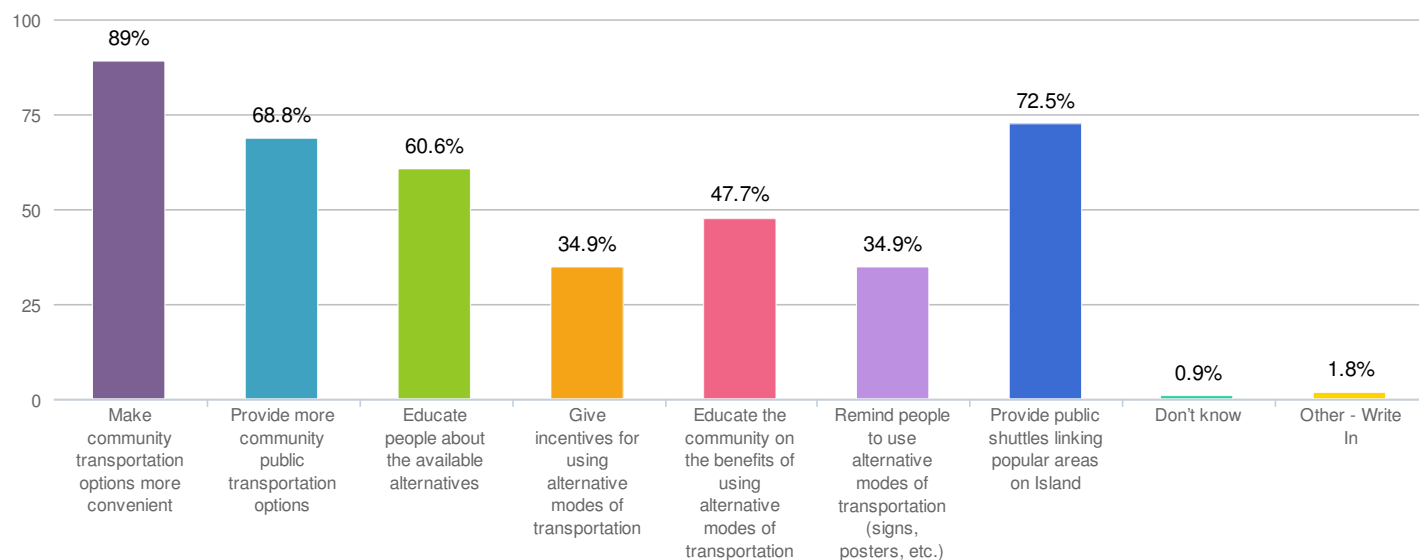
30. What can Hilton Head Island do to help more people recycle in the community? (select all that apply)



| Value                                                     | Percent | Count |
|-----------------------------------------------------------|---------|-------|
| Make recycling locations more convenient                  | 77.1%   | 84    |
| Add more recycling bins/locations                         | 56.9%   | 62    |
| Let people know where the recycling bins are located      | 44.0%   | 48    |
| More regular curbside pick up of recycled items from bins | 70.6%   | 77    |
| Teach people how to recycle                               | 51.4%   | 56    |
| Educate the community on the benefits of recycling        | 67.0%   | 73    |
| Remind people to recycle (signs, posters, etc.)           | 40.4%   | 44    |
| Don't know                                                | 1.8%    | 2     |
| Other - Write In                                          | 9.2%    | 10    |
| Total                                                     |         | 109   |

| Responses "Other - Write In"                                 | Count |
|--------------------------------------------------------------|-------|
| Left Blank                                                   | 104   |
| Ask for business involvement                                 | 1     |
| Capture significant percentage of recycling from tourists    | 1     |
| Curbside recycle is readily available on most of the Island. | 1     |
| Government should provide curbside pickup.                   | 1     |
| Make it mandatory                                            | 1     |
| Make it mandatory                                            | 1     |
| Remind people of costs of not recycling.                     | 1     |

31. What can Hilton Head Island do to help more people use alternative modes of transportation within the Island? (e.g., rideshare/carpool, public transportation, bike/bike share, shuttle, etc.)? (select all that apply)



| Value                                                                              | Percent | Count      |
|------------------------------------------------------------------------------------|---------|------------|
| Make community transportation options more convenient                              | 89.0%   | 97         |
| Provide more community public transportation options                               | 68.8%   | 75         |
| Educate people about the available alternatives                                    | 60.6%   | 66         |
| Give incentives for using alternative modes of transportation                      | 34.9%   | 38         |
| Educate the community on the benefits of using alternative modes of transportation | 47.7%   | 52         |
| Remind people to use alternative modes of transportation (signs, posters, etc.)    | 34.9%   | 38         |
| Provide public shuttles linking popular areas on Island                            | 72.5%   | 79         |
| Don't know                                                                         | 0.9%    | 1          |
| Other - Write In                                                                   | 1.8%    | 2          |
| <b>Total</b>                                                                       |         | <b>109</b> |

#### Responses "Other - Write In"

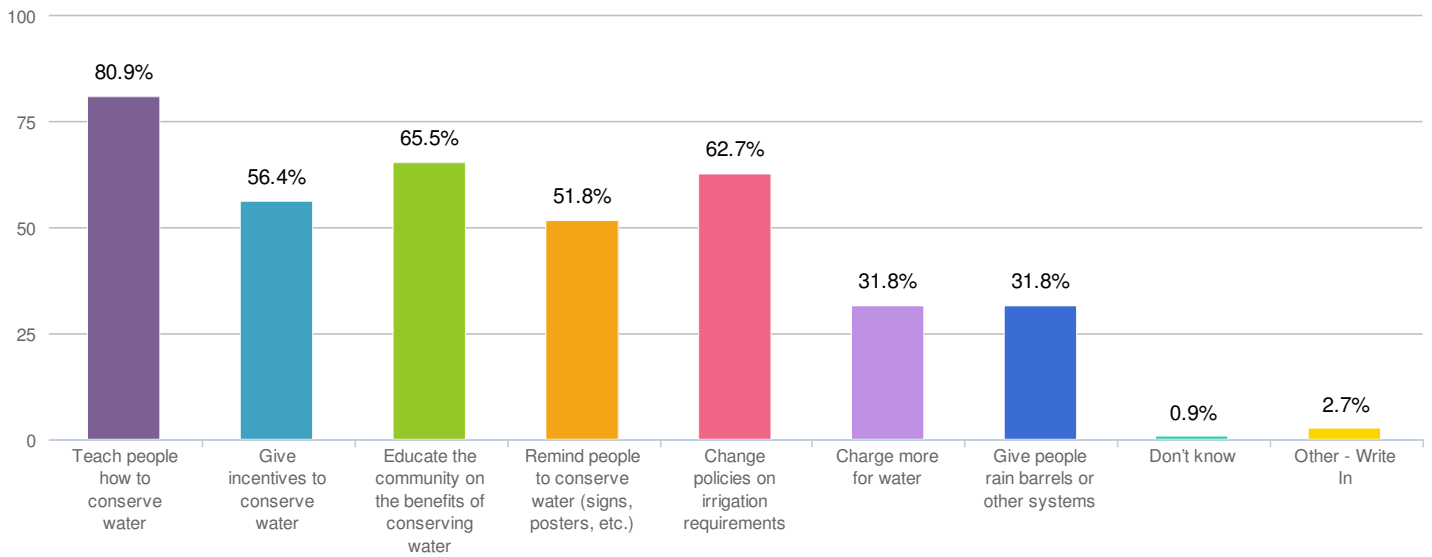
| Responses "Other - Write In"              | Count |
|-------------------------------------------|-------|
| Left Blank                                | 112   |
| plantation passes to any approved citizen | 1     |

Maps... Provide maps of where all of these stops are and the time frames and pick up drop off routes... That goes for the bike paths as well. I think we have made great effort in improving the bike paths but are there maps? Where can you get them? And I don't think pedestrians and cyclist are give the right of way. We need better signage and the community needs to be made aware that we should be thanking people who are riding their bikes and walking and respect their space. I feel our local community assumes said cyclist are tourist who are in their way and don't know how to drive navigate etc. we have a terrible lack of respect for those who are enjoying our beautiful island. It's embarrassing.

1



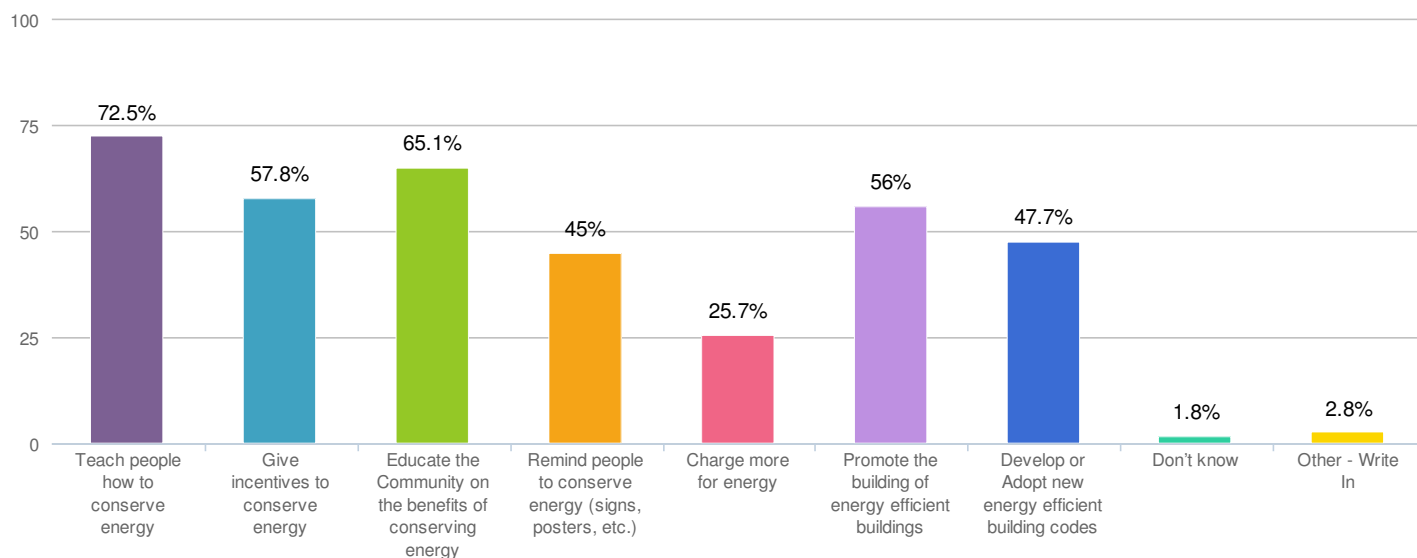
32. What can Hilton Head Island do to help more people conserve water in the community? (select all that apply)



| Value                                                     | Percent | Count |
|-----------------------------------------------------------|---------|-------|
| Teach people how to conserve water                        | 80.9%   | 89    |
| Give incentives to conserve water                         | 56.4%   | 62    |
| Educate the community on the benefits of conserving water | 65.5%   | 72    |
| Remind people to conserve water (signs, posters, etc.)    | 51.8%   | 57    |
| Change policies on irrigation requirements                | 62.7%   | 69    |
| Charge more for water                                     | 31.8%   | 35    |
| Give people rain barrels or other systems                 | 31.8%   | 35    |
| Don't know                                                | 0.9%    | 1     |
| Other - Write In                                          | 2.7%    | 3     |
| Total                                                     |         | 110   |

| Responses "Other - Write In"                  | Count |
|-----------------------------------------------|-------|
| Left Blank                                    | 111   |
| Price water higher for use above basic level. | 1     |
| encourage xeriscape                           | 1     |
| home water collection systems                 | 1     |

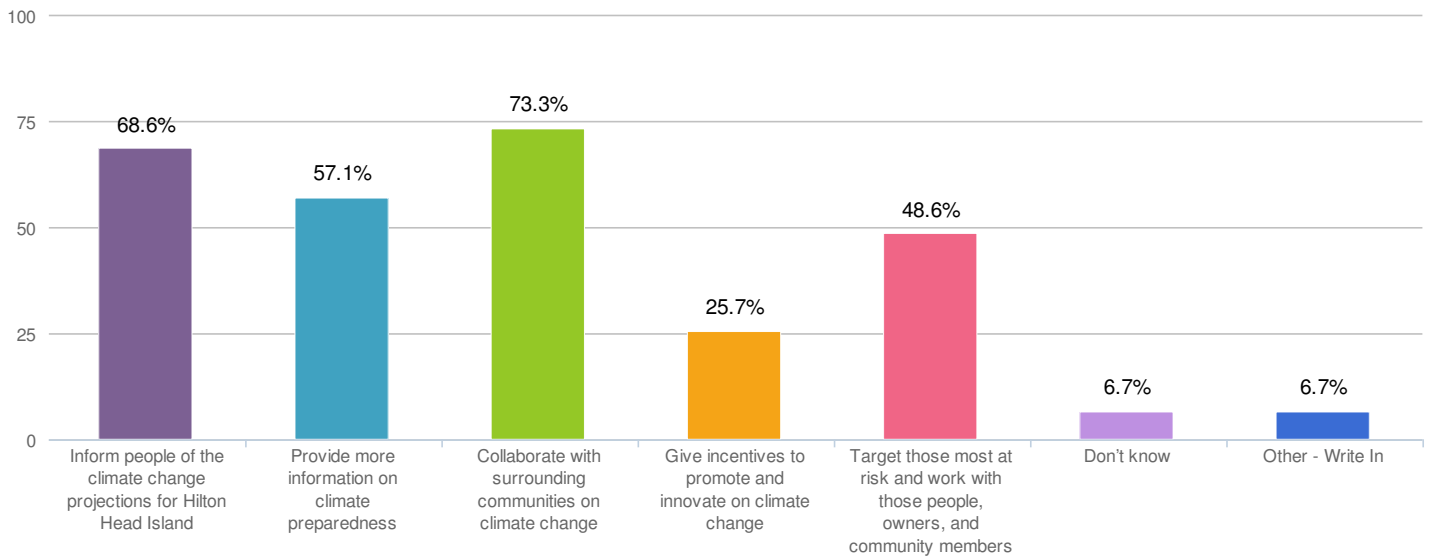
33. What can Hilton Head Island do to help more people conserve energy in the community? (select all that apply)



| Value                                                      | Percent | Count |
|------------------------------------------------------------|---------|-------|
| Teach people how to conserve energy                        | 72.5%   | 79    |
| Give incentives to conserve energy                         | 57.8%   | 63    |
| Educate the Community on the benefits of conserving energy | 65.1%   | 71    |
| Remind people to conserve energy (signs, posters, etc.)    | 45.0%   | 49    |
| Charge more for energy                                     | 25.7%   | 28    |
| Promote the building of energy efficient buildings         | 56.0%   | 61    |
| Develop or Adopt new energy efficient building codes       | 47.7%   | 52    |
| Don't know                                                 | 1.8%    | 2     |
| Other - Write In                                           | 2.8%    | 3     |
| Total                                                      |         | 109   |

| Responses "Other - Write In"           | Count |
|----------------------------------------|-------|
| Left Blank                             | 111   |
| Energy saving tax credits              | 1     |
| Rebates for improvement on aging homes | 1     |
| home solar panels                      | 1     |

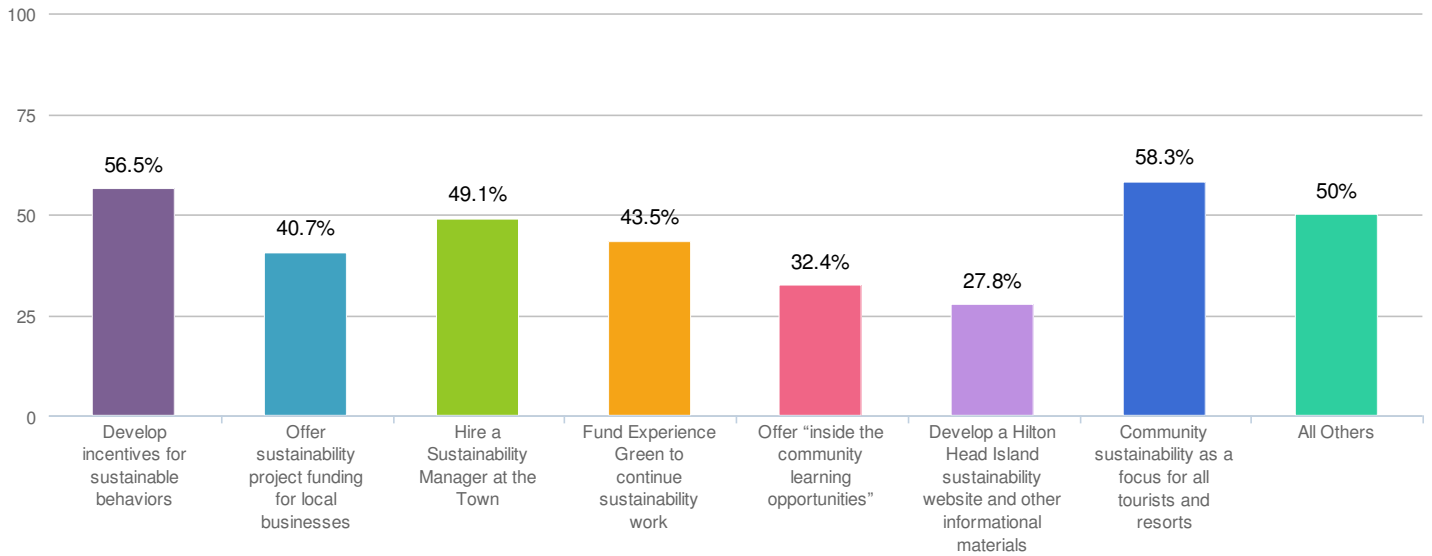
34. What can Hilton Head Island do to help prepare for climate change? (select all that apply)



| Value                                                                               | Percent | Count |
|-------------------------------------------------------------------------------------|---------|-------|
| Inform people of the climate change projections for Hilton Head Island              | 68.6%   | 72    |
| Provide more information on climate preparedness                                    | 57.1%   | 60    |
| Collaborate with surrounding communities on climate change                          | 73.3%   | 77    |
| Give incentives to promote and innovate on climate change                           | 25.7%   | 27    |
| Target those most at risk and work with those people, owners, and community members | 48.6%   | 51    |
| Don't know                                                                          | 6.7%    | 7     |
| Other - Write In                                                                    | 6.7%    | 7     |
| Total                                                                               |         | 105   |

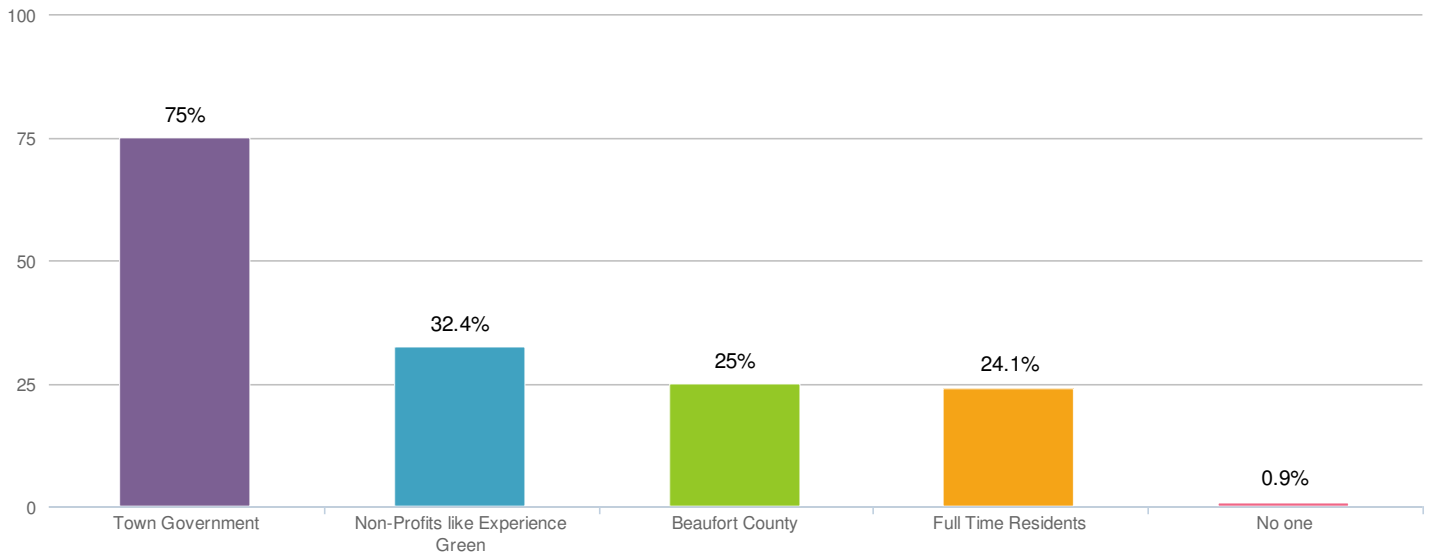
| Responses "Other - Write In"                                                                                | Count |
|-------------------------------------------------------------------------------------------------------------|-------|
| Left Blank                                                                                                  | 109   |
| Change codes                                                                                                | 1     |
| De-politicize the issue.                                                                                    | 1     |
| N/a                                                                                                         | 1     |
| Show residents what we saw today. Also public service announcements.                                        | 1     |
| Collaborate!! I hate this bs north of the broad and south of broad bs. We need to work together! Seriously! | 1     |

35. In general, what are the three best ways for Hilton Head Island to encourage the community to become more sustainable? (select top three ideas)



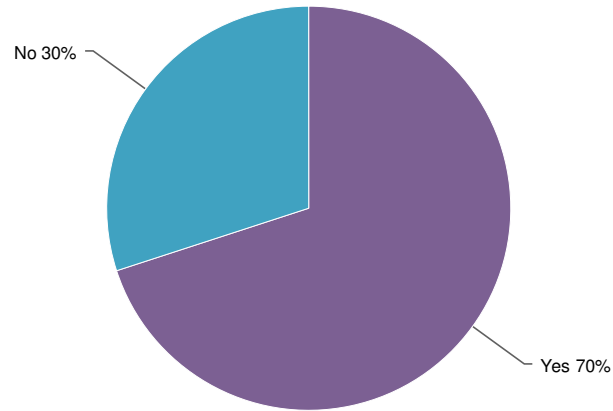
| Value                                                                                 | Percent | Count |
|---------------------------------------------------------------------------------------|---------|-------|
| Develop incentives for sustainable behaviors                                          | 56.5%   | 61    |
| Offer sustainability project funding for local businesses                             | 40.7%   | 44    |
| Hire a Sustainability Manager at the Town                                             | 49.1%   | 53    |
| Fund Experience Green to continue sustainability work                                 | 43.5%   | 47    |
| Offer "inside the community learning opportunities"                                   | 32.4%   | 35    |
| Develop a Hilton Head Island sustainability website and other informational materials | 27.8%   | 30    |
| Community sustainability as a focus for all tourists and resorts                      | 58.3%   | 63    |
| Bring speakers to the community to talk about sustainability                          | 18.5%   | 20    |
| Promote the sustainability attributes of programs in the community through signage    | 22.2%   | 24    |
| Don't know                                                                            | 5.6%    | 6     |
| Other                                                                                 | 3.7%    | 4     |
| Total                                                                                 |         | 108   |

36. Who should be in charge of sustainability on Hilton Head Island?



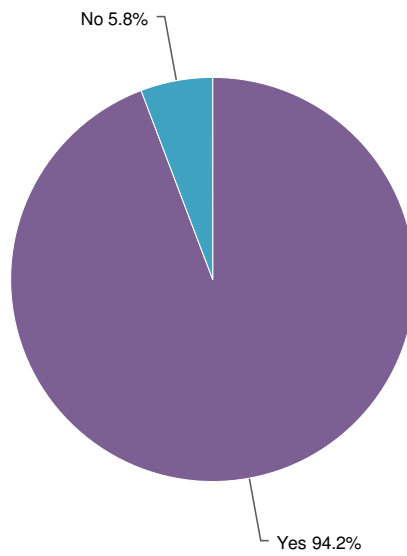
| Value                             | Percent | Count |
|-----------------------------------|---------|-------|
| Town Government                   | 75.0%   | 81    |
| Non-Profits like Experience Green | 32.4%   | 35    |
| Beaufort County                   | 25.0%   | 27    |
| Full Time Residents               | 24.1%   | 26    |
| No one                            | 0.9%    | 1     |
| Total                             |         | 108   |

37. Did you know about Hilton Head Island's Baseline Sustainability Assessment before today?



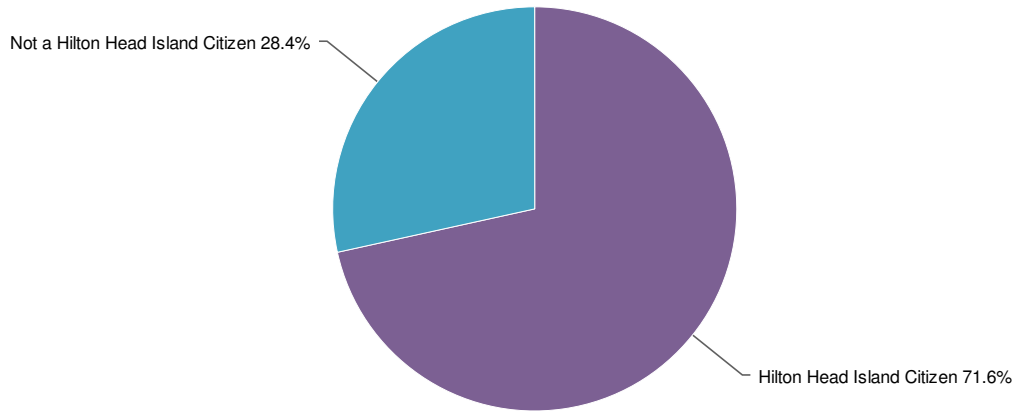
| Value | Percent | Count |
|-------|---------|-------|
| Yes   | 70.0%   | 77    |
| No    | 30.0%   | 33    |
| Total |         | 110   |

38. If you could participate directly in an effort made by Hilton Head Island to become more environmentally sustainable, would you?



| Value | Percent | Count |
|-------|---------|-------|
| Yes   | 94.2%   | 98    |
| No    | 5.8%    | 6     |
| Total |         | 104   |

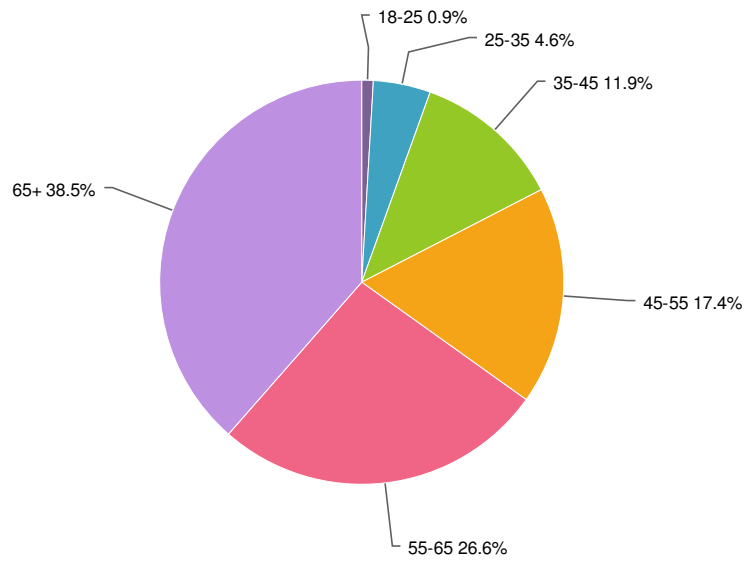
39. Are you... (please select your primary assignment)



| Value                            | Percent | Count |
|----------------------------------|---------|-------|
| Hilton Head Island Citizen       | 71.6%   | 78    |
| Not a Hilton Head Island Citizen | 28.4%   | 31    |
| Total                            |         | 109   |

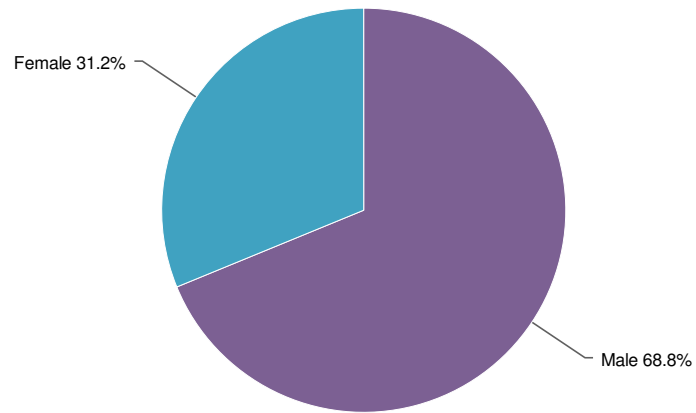


40. What is your age?



| Value | Percent | Count | Statistics |         |
|-------|---------|-------|------------|---------|
| 18-25 | 0.9%    | 1     | Sum        | 5,778.0 |
| 25-35 | 4.6%    | 5     | Average    | 53.0    |
| 35-45 | 11.9%   | 13    | StdDev     | 12.4    |
| 45-55 | 17.4%   | 19    | Max        | 65.0    |
| 55-65 | 26.6%   | 29    |            |         |
| 65+   | 38.5%   | 42    |            |         |
| Total |         | 109   |            |         |

41. Are you...



| Value  | Percent | Count |
|--------|---------|-------|
| Male   | 68.8%   | 75    |
| Female | 31.2%   | 34    |
| Total  |         | 109   |

## Appendix 2: Community Response Session Feedback

### Baseline Sustainability Assessment Community Response Feedback in Sessions

Participant Comments Organized by Topic

April 2016

#### Affordable Housing

- Must be addressed to advance true community sustainability

#### Carbon Emissions/Climate Change

- Concerned about emissions generated elsewhere and HHI taking the responsibility.
- Some cities provide daily reports of carbon emission emphasizing importance to daily existence.
- Two nuclear plants coming online in 2019 and 2020 will reduce carbon emissions drastically.
- Inquired about further definition of carbon.

#### Community Engagement/Collaboration

- It is critical to present positives to set a tone before identifying improvement opportunities.
- "We" as a community have created the challenges that will be ongoing.
- It is important to conduct joint studies and "share" data.
- Inquired if planned communities are engaged; suggested that the presentation be taken to each community.
- Culture and responsibility can meld.
- Asked who is "they" that are not participating on behalf of the community; complimented leading collaboration of project stakeholders.
- Inquired about how this project could work with the Town's "Blueprint" document; the Town has set sustainability priorities according to nationally distributed Audubon Sustainable Communities program.
- Learning opportunities and associated resources should be available.
- Expressed that the needs of HHI should align with that of the County for increased adaptation; the Town of HHI did engage in a recent planning project; hazard mitigation planning engaged multiple municipalities; referenced emerging opportunities for regional transportation funding.
- Curious to socioeconomic influence on consumption rates.

- There is a community culture of privilege and ignorance regarding “costs” of resources; it is imperative to build set of “values”; it should be acknowledged that there is a “culture” associated with each person that discourages or encourages behavior change; a central “hub” for access and integration of education is needed perhaps through USCB; BSA assesses current technology applications but reconfiguration should include alternatives to reflect a new/proposed culture; the community must shift to being open to change.
- Residents want to stay in “vacation mode”, which is a barrier to behavior change.
- Shared that there is a conflict of calling HHI “home” versus where residents die, give their money and are buried.
- Raised issue of market changes affecting local engagement and success.
- Emphasized need for delicate language to influence the community.
- Those that are doing well should be recognized (such as resorts), added that there is a countywide sea level rise discussion underway.
- HHI cannot address all issues on its own, but must change perspective and collaborate with others; attitudes of Town Council are changing; there is current outreach to other Mayors; priority sustainability topics should be included in visioning process; agrees that HHI has lost the leadership position and that the community should decide if it will prioritize the issues going forward.
- Emphasized the need to integrate the sustainability topic in schools and educational programs.

### **Continuous Improvement**

- We live in a world of continuous improvement; things can always get better.

### **Data Concerns**

- Requested clarification of scope (Town of HHI versus community).
- Community challenge to separate commercial and residential segments.
- Concerned that continued development will equally increase consumption rates.
- Interested in source of cycling info.
- Inquired about why the BSA didn’t highlight bicycling successes more with all the investment to date.
- Ecosystem sustainability should be addressed/highlighted.
- Expressed that ecosystem sustainability should be included.
- Inquired about residential versus commercial segmentation/labels.

## Energy

- Need to educate owners of rental units about conservation needs/opportunities.
- Energy management will always be a challenge with the destination striving for high tourism.
- Palmetto Electric is currently restructuring fixed/variable costs of energy to pass on to customers.
- Need to deliver to more customers without having to build more plants, hence, reduced consumption and conservation is needed.
- Solar options should be a high priority of consideration.
- Inquired if data makes comparison to other communities easy.
- "Two refrigerator homes" is a source of high consumption.
- Resonated with high consumption rates of television "set tops" and that "cloud" access would improve efficiencies; interested in how local data compare to similar communities.
- Expressed impact of old/inefficient appliances and building envelopes.
- Concerned about radiation outputs from power lines.
- Questioned the cost of natural gas as an alternative and the associated consequences.
- Generation mix continues to change; coal power generation down 55% in 2015.
- Interested in consumption rates as compared to other communities.
- Inquired if energy generated on the Island is included in the data.
- Sea Pines Resort is utilizing an online Energy Start software to evaluate consumption.
- Inquired about differentiation of household energy use versus specific consumption of electricity.

## Financial Costs/Benefits

- Must show financial benefits to investing in sustainability.

## Image

- Concern of wastewater action/inaction affecting image.
- Effects of lack of action on PR.
- Need to update destination marketing and communications for transparency.

## Leadership

- Echoed sentiment of "fatigue"; some do recognize need and take action.
- Reiterated loss of "leadership position"; need to find a way to lead again from the top down; sustainability should be included in the Town's "visioning" exercise.

- Concern about “who” should the leader for sustainability be.
- Inquired about Town leadership for sustainability.
- Indicated that sustainability should be made a higher community priority; agreed with statement that all believe that HHI is further along than it is; how can a Town “visioning” exercise not include this topic; expressed appreciation for Experience Green’s efforts.
- Interested in level of full time Town of HHI staff that are working on sustainability projects.
- Pointed out that some issues addressed and funded by the Town would be considered “sustainability”.
- A governing body is needed to be accountable for sustainability; suggested an analysis of HHI decision makers to determine who is related to what issues; expressed that leadership needs specific budget for targeted sustainability initiatives.
- Inquired if Town/County Council members are participating in the BSA project.
- Acknowledged that the BSA was not a Town led initiative, but that it needs accountable ownership.
- Inquired how projects like beach renourishment affects the scope of sustainability.
- The Town has greatly improved its permitting process for increased efficiency.
- Inquired about who in the state of Georgia is demonstrating leadership and why.

### Transportation

- Personal experience with inability to shuttle visitors that can’t drive; practical motivation tied to tourism.
- Requested clarification of people/vehicles at “peak” data.
- Efficient transportation always be a challenge with the destination striving for high tourism.
- Interested in how local data compares to similar communities.
- Emphasized need for public transportation to link the community.

### Tourism

- Conservation behaviors should/will be dictated by visitor expectations and culture.
- Tourism and responsibility do not have to be mutually exclusive.
- Expressed that visitors are stunned when no recycling is available.
- Referenced transportation and tourism dilemma for Switzerland, stating that trolley/shuttle was mandatory for visitors.
- Inquired about visitor behaviors while on vacation.

- Questioned accuracy of visitor numbers.

### Water

- Concern about low cost of water affecting conservation; what is HHI's "right" to access/own.
- Inquired about impact of swimming pools' rate of consumption.
- Price is too low for consumers to prioritize.
- Concerned that wastewater use is not clearly expressed in the report.
- Inquired about Kiawah consumption numbers being high.
- Realtors Association has a Water, Water Everywhere education initiative.
- Concern about how golf course consumption affects potable consumption.
- Water consumption/conservation influences utilities' fixed costs.
- More than "talk" is needed.
- Asked if BSA examined historical state reports.
- Shared example of special project at Shipyard to irrigate common areas with gray water (could be a positive example to reference).
- Concerned with ongoing challenge of disposal of and receipt of water for golf course irrigation.
- Inquiry about technology to "make" more water; asked about rewards and incentives in other communities to encourage water conservation.
- Consider new regulations to capture storm water; install gray water delivery system that is mandatory in order to change mindset.
- Recognized that inefficiency is a key barrier to reduce consumption.
- Referenced Savannah's leadership with auto wash restrictions.

### Waste

- Expressed that visitors are stunned when no recycling is available.
- The Town has hosted annual hazardous waste and e-waste roundups which would affect data.
- Inquired if yard waste is considered in recycling data.
- County wide recycling rates have digressed in the last year; there is a county wide proposal in the works.
- Inquired about how Waste Management proposes addressing the landfill issue; expressed that guests are "green minded" with the desire to recycle; was going single stream, but not any longer as suspect that all is going to the landfill; would like to see mixed receivables sorting operation.

- Inquired about source of waste data; acknowledged that overconsumption of all resources is a significant issue.
- Waste Management's "control" of the landfill situation is a very "local" issue; spotlighting at a national level could evoke major change.



