

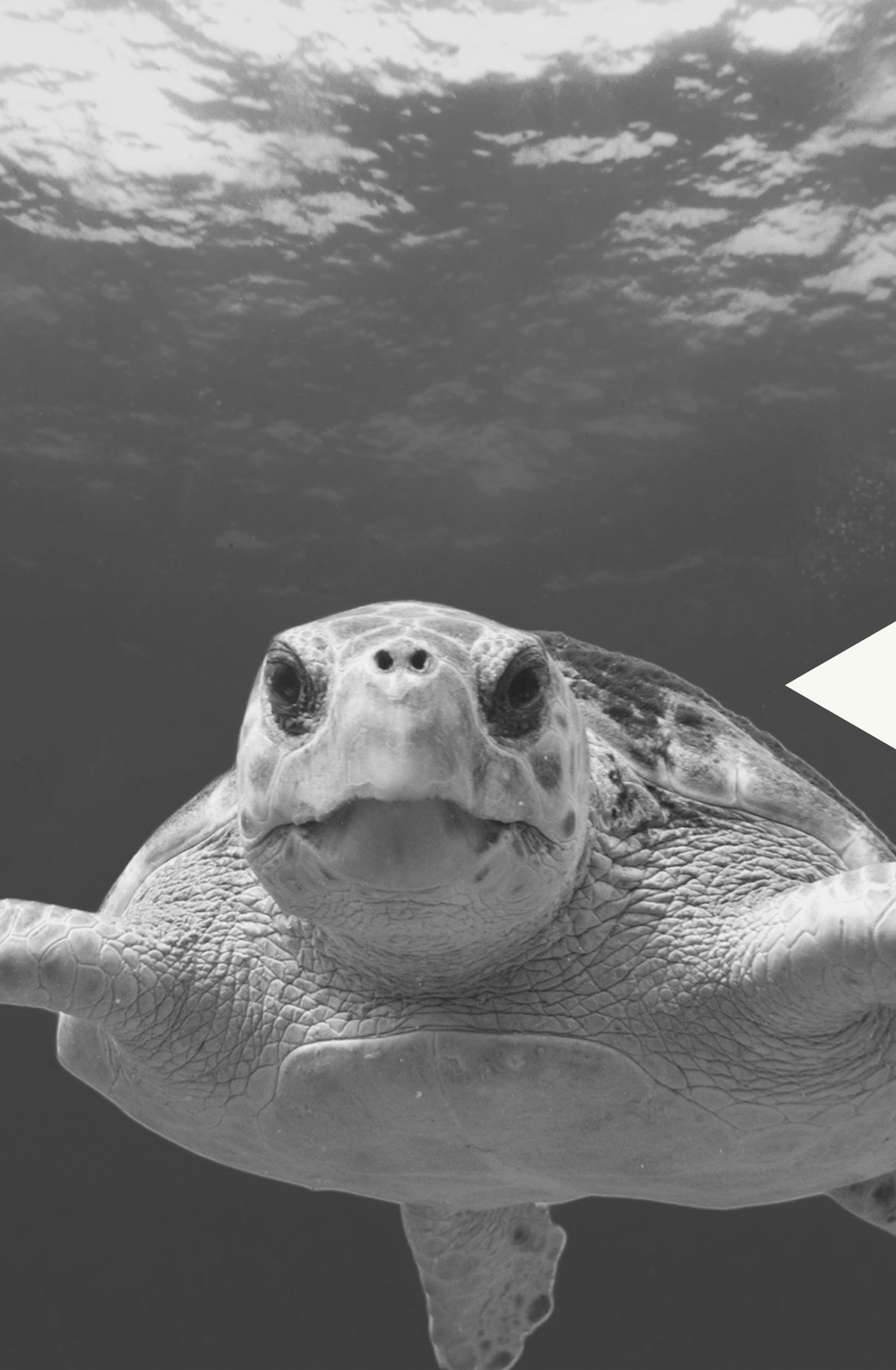


# Single-Use Plastics Ban



Communications Plan 2019

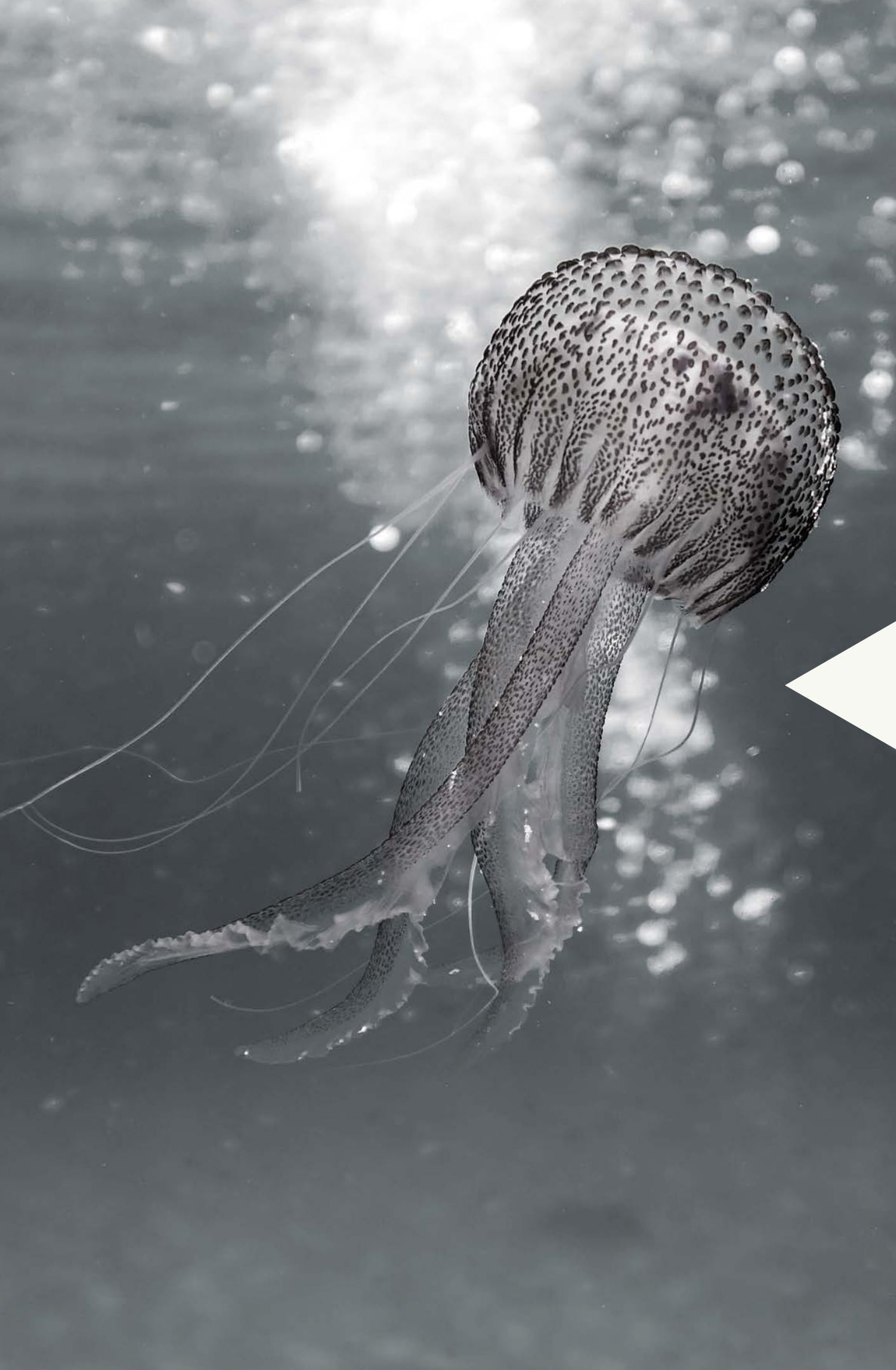




# Audiences



- Businesses
- Residents
- Visitors



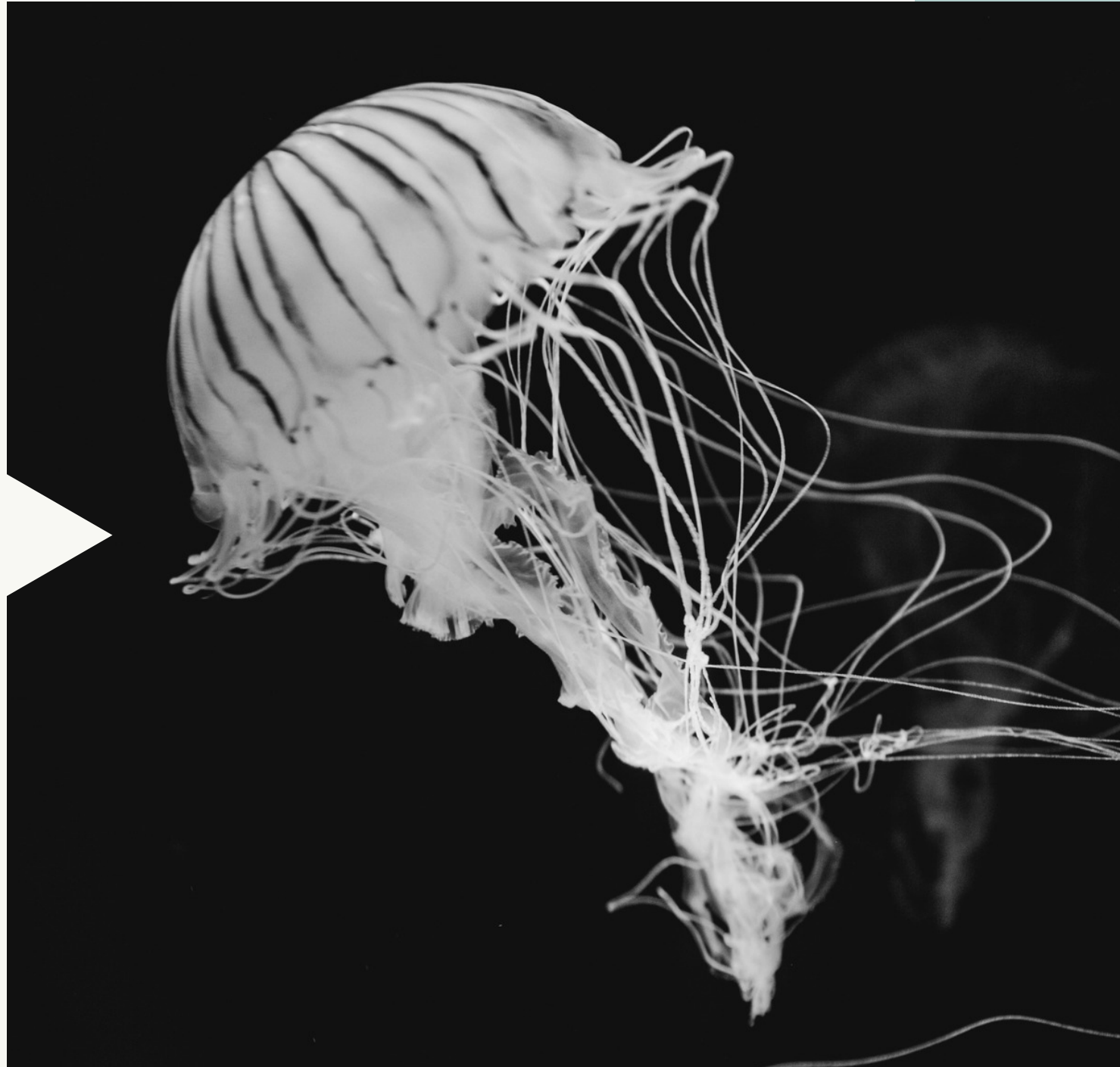
# Goals

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- Inform businesses & support them in communicating to their customers
- Public Education
  - What the ban applies to
  - What they can expect from retailers
  - Change in beach regulations
  - The intent of the ban
  - Why single-use plastics are harmful
  - Key messages - environmental & marine life protection

# PRESS

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- **June** - Press release issued to Island Connection, Channel 2,4,5 and Post and Courier.
  - Yielded little County coverage
  - Island Connection published
- **July** - Requested outlets update digital articles to include Kiawah in their listings of coastal communities that have enacted a ban.
- **August-** Resend press release one week prior to the effective date.



# BUSINESSES

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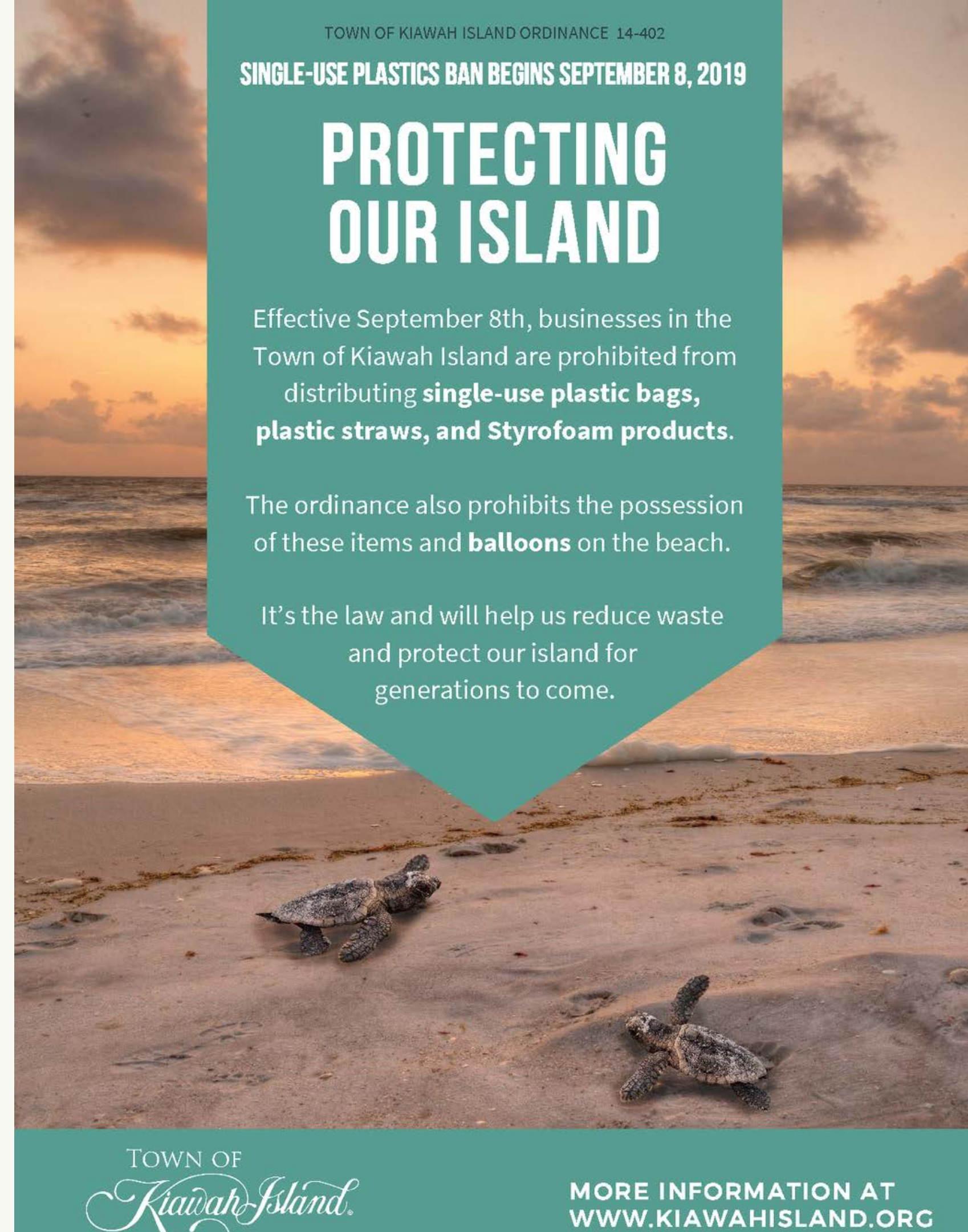
Freshfields Merchants  
Business License Holders  
Resort & Club Retailers

# Businesses Communication

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## Whats been done?

- Created webpage on ban.
- Created FAQ's webpage.
- Created promotional flyer. ➡
- Formal notice and flyer issued by email to TOKI business license holders & rental agencies.



- **Freshfields Merchants**

- TOKI email notice and delivered a hardcopy notice with laminated flyer to display
- Northwoods noticed tenants

- **KIGR & KICA** - Notified. Already made the switch. Working through inventory.

- KI Club - Notified.

- Reminders will be issued 1 wk before

TOWN OF KIAWAH ISLAND ORDINANCE 14-402

**SINGLE-USE PLASTICS BAN BEGINS SEPTEMBER 8, 2019**

## **PROTECTING OUR ISLAND**

Effective September 8th, businesses in the Town of Kiawah Island are prohibited from distributing **single-use plastic bags, plastic straws, and Styrofoam products.**

The ordinance also prohibits the possession of these items and **balloons** on the beach.

It's the law and will help us reduce waste and protect our island for generations to come.



# PUBLIC



Residents | Visitors

# WE NEED SIGNAGE!

The standard way municipalities communicate with tourist on beach related ordinances.

- Opportunity for messaging at 41 boardwalks:
  - 25 KICA boardwalks
  - 2 KIGR boardwalks (minus the Sanctuary)
  - 14 regime boardwalks



Member and Guest Use Only

## Please Keep Off the Dunes

- No Glass
- No Balloons
- No Plastic Carryout Bags
- No Plastic Straws
- No Styrofoam
- No Metal Shovels



Dogs must be leashed  
March 16 - Oct. 31

# KICA BW SIGNAGE

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- KICA's new boardwalk sign package was already in progress.
- Worked with KICA & ARB to redesign their package for their 25 boardwalks.
- ARB approved redesign pictured here.



## New Signage in W. Beach



**Metal Cap | Concrete Base**

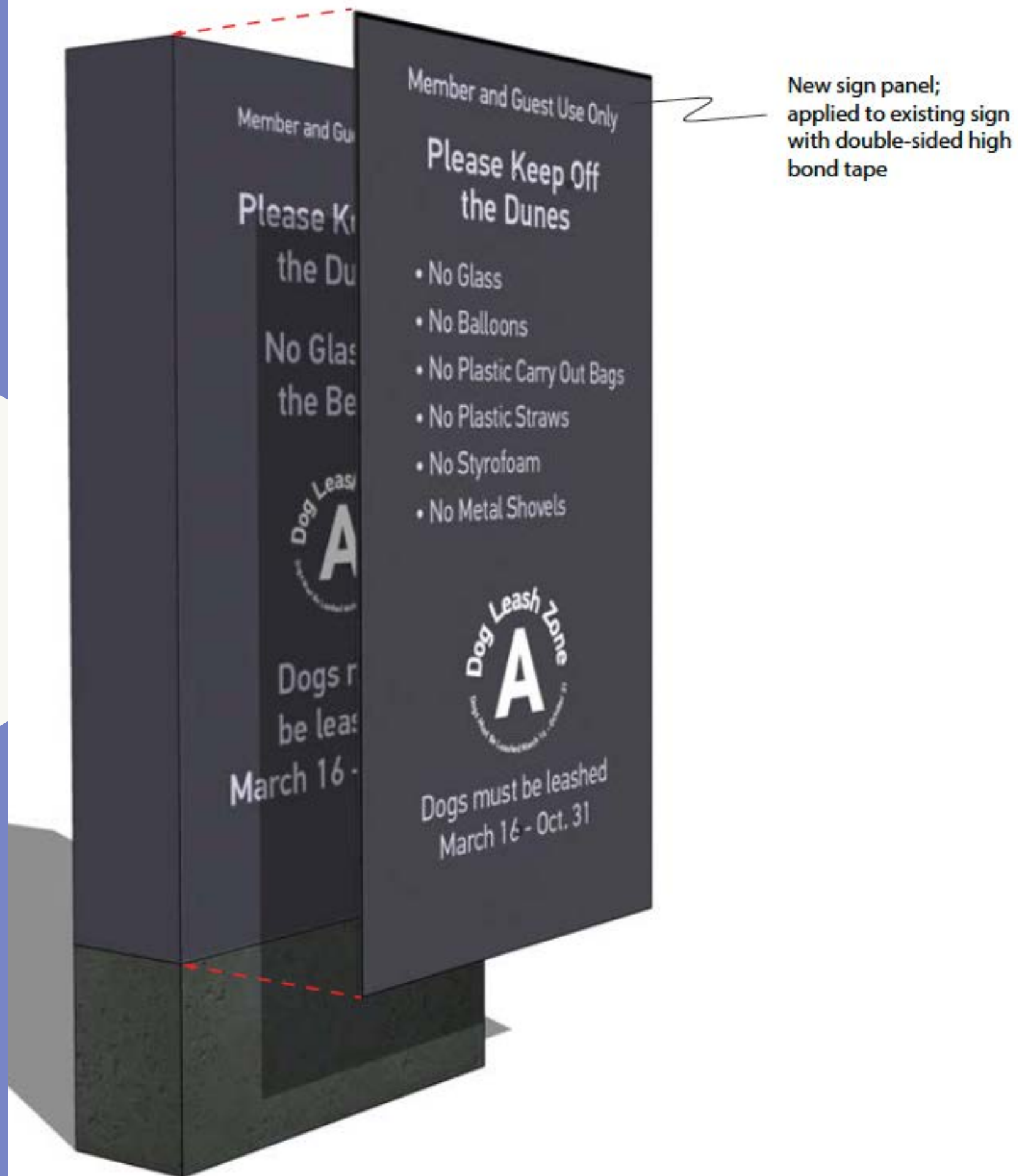
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## Please Keep Off the Dunes

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# KICA BW SIGNAGE

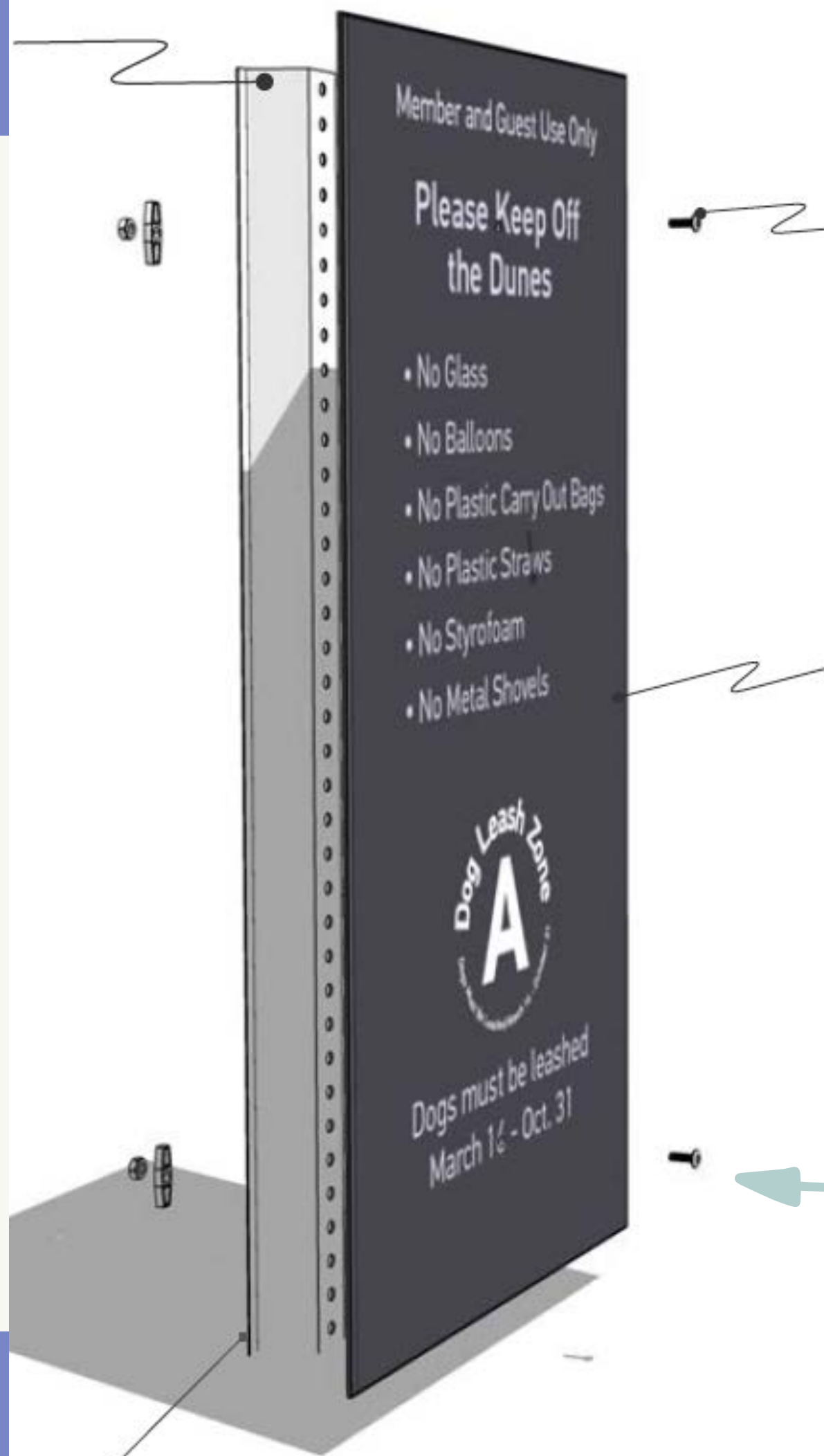
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- West Beach signs (11) that have already been installed will be retrofitted with temporary sign panel until redone.
- East Beach permanent signs will not be installed until 2020.

# KICA BW SIGNAGE

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Pictured here is temporary signage for East Beach KICA boardwalks (14) that will be installed until permanent replacement (2020).



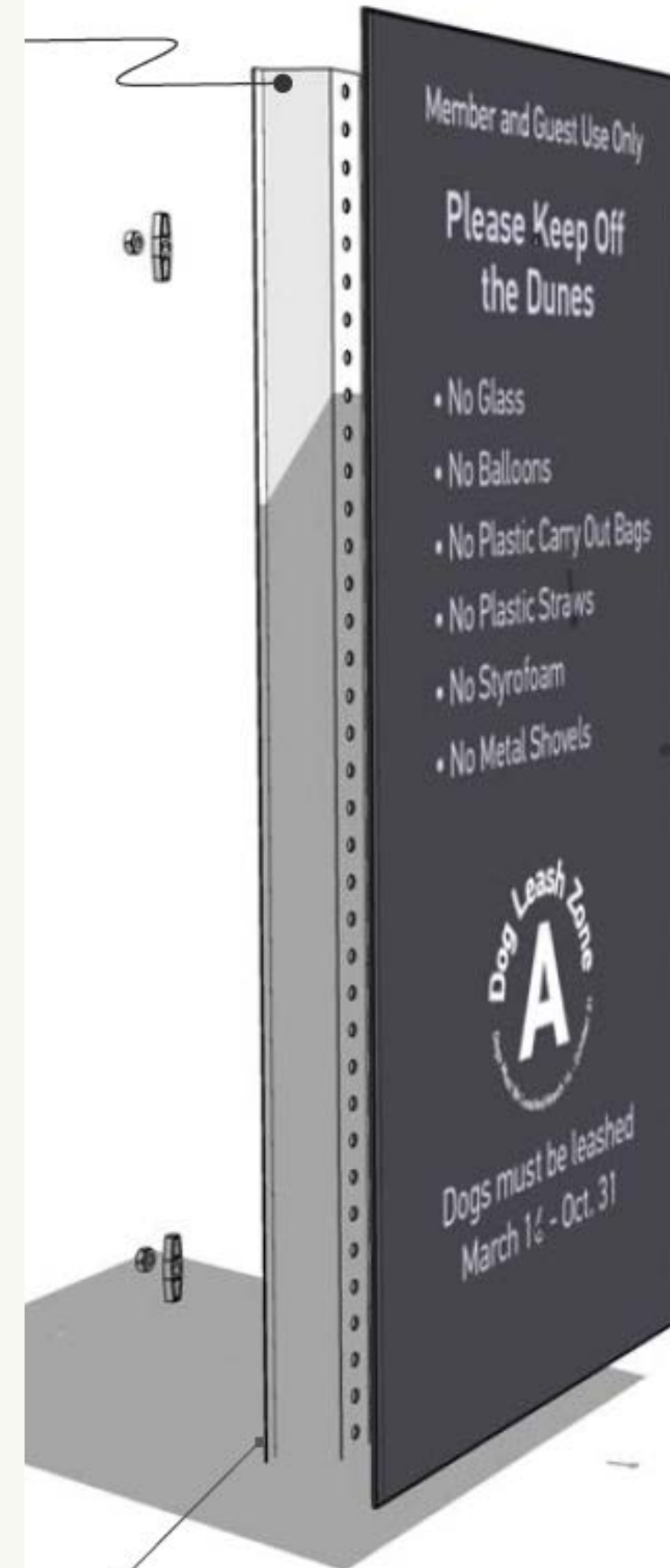
# PRIVATE BW SIGNAGE

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Currently securing permission from owners.

## Status:

- Beachwalker Park - granted
- KIGR - granted
- Regimes - in progress



Member and Guest Use Only

**Please Keep Off  
the Dunes**

- No Glass
- No Balloons
- No Plastic Carryout Bags
- No Plastic Straws
- No Styrofoam
- No Metal Shovels



**Dogs must be leashed  
March 16 - Oct. 31**

## Other Boardwalk Signage Option

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If regime permission is not granted, other options could include imprinted message on boardwalk planks as pictured.



# Cost for Signage

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- Quoted three vendors
- One responded
- Cost could be taken out of Restricted Funds



# Public Communication

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## Print

- Town Notes Front page Q3
- Island Connection Article
  - Published in June
  - Rerun in August 16 edition
- KICA Digest | September
- Naturally Kiawah Article | September
- KIGR Activity Guide update (Jan 2020)



# Public Communication

## Display and Digital

- Protecting Our Island poster @ Freshfields Kiosk and Nature Center
- Freshfields publicized
- TOKI Eblast notice | June - Sept
- Social Media Campaigns Aug - Sept
- KIGR & Conservancy will partner sharing our SM campaign



# Public Communication

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## Other

- Turtle Patrol Cards Redesign
  - distributed by TP on the beach & Farmers Market @ Freshfields
- My Charleston - Updated beach rules





Need assistance?

Contact:

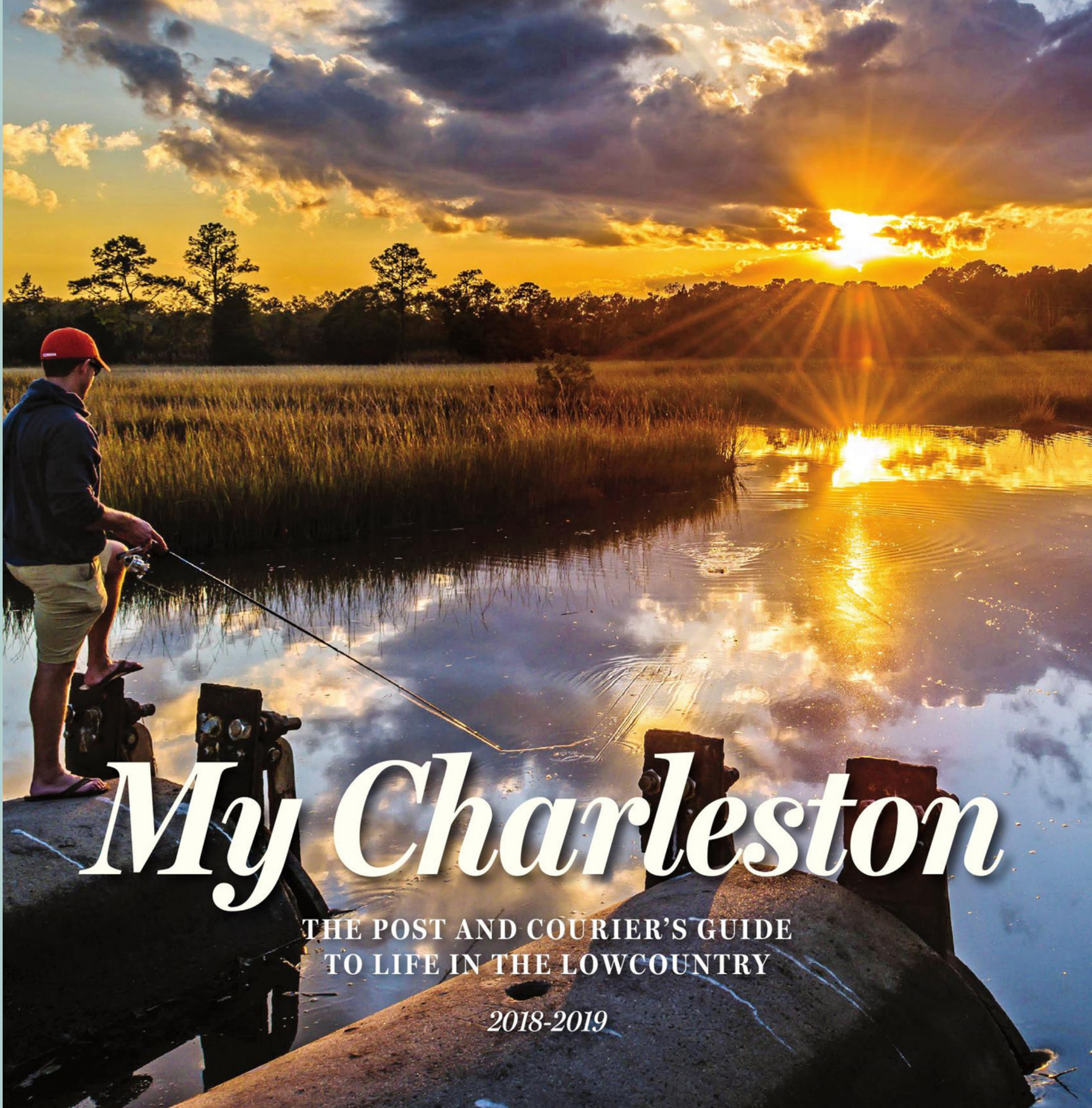
Beach Patrol  
@ 843-518-2880

Code Enforcement  
@ 843-768-9166



# Rules of the Beach

- No metal shovels or plastic shovels larger than 14" - please fill in your holes
- All dogs must be leashed Mar. 16 - Oct. 31
- No feeding or harrassing of wildlife
- Keep off the dunes
- No glass, balloons, plastic carryout bags, plastic straws or styrofoam



# *My Charleston*

THE POST AND COURIER'S GUIDE  
TO LIFE IN THE LOWCOUNTRY

2018-2019

## The rules

### ● Beach rules

1. No glass containers, open fires, fireworks or overnight storage of beach equipment.
2. No launching or beaching of motorized vessels, including jet skis.
3. Fishing is allowed on the beach with a saltwater fishing license.
4. Leashed dogs are allowed with the following regulations:
  - Dogs are prohibited year-round in critical habitat areas located on each end of the island.
  - Dogs are allowed off leash under control year-round from 7 a.m. to 7 p.m. between the eastern boundary of the Beach Club and the Ocean Course Clubhouse.
  - Pets must be leashed in this area

1-March 15: Pets are allowed off leash 7 a.m. to 7 p.m. except in critical habitat areas. Electronic leashes are prohibited.

5. No trespassing on dunes. Use designated boardwalks.

6. Removal or disturbance of natural resources or wildlife is prohibited.

7. Lights out for sea turtles May-October. Flashlights and exterior lights are prohibited to illuminate the front beach between 9 p.m. and dawn.

8. Do not dig holes that change the contour of the beach. Metal shovels are prohibited, and plastic shovels can be no longer than 14 inches.

9. Town ordinances are enforced by Beach Patrol, who are authorized to ticket and fine offenders.

100,000 copies distributed at the airport, restaurants, hotels, popular tourist destinations, and major events SEWE, the Bridge Run and Spoleto.



# Future

- Short Term Rental Rules and Regulations Ad Slick

