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Dear Mount Pleasant residents and business owners,

I am pleased to offer you the results of our work for 2018. It was another tremendous year in Mount Pleasant for citizens living and working in our great community. Even with increasing call volumes and demand for work, our dedicated Town Council and staff worked hard to provide you with the best possible level of service. The evidence of this work is supported in the following pages.

This year I presented my vision for our community moving forward. Entitled, “The Palmetto Principal”, this vision is comprised of three main components: Protect, Plan and Restore.

Taken together, these three elements protect our quality of life and natural environment, they plan for the sustainable future of our town, including our economy, and they restore those natural amenities and cultural icons that make us who we are. The work that we have accomplished through our Comprehensive Plan Forum, our Capital Improvement and Maintenance Plans, and our day-to-day work, among others, have taken us exponentially closer to achieving this vision.

I am proud of the work we have accomplished in 2018 even with real challenges such as Winter Storm Grayson, the Wando Bridge shutdown, Hurricane Florence and more. As a community we have come together to overcome each of these obstacles to become a stronger, more resilient town.

I invite you to continue reading about the many successes we have had as a community this year and I look forward to our continued success in 2019.

Sincerely,

Mayor Will Haynie
Mission, Vision & Strategic Priorities

Mission
To deliver superior performance in a manner that is distinctive and impactful to each person served and that establishes a standard for quality that endures for generations.

Vision
Establishing Mount Pleasant as the State’s leader in municipal government through the combined efforts of a dedicated elected body, highly skilled staff and engaged citizenry.

Operational Strategic Priorities
The Town’s Strategic Plan for 2016-2020 features 5 themes, 14 goals, 83 objectives, and 41 initiatives. The 5 overarching themes include:

★ Operational Excellence
★ Sustainability
★ Community Involvement
★ Employee Investment
★ Incident Management

CORE VALUES
SERVICE ABOVE SELF | INTEGRITY | RESPECT | ACCOUNTABILITY | EXCELLENCE
Mount Pleasant is a 2018 All-America City located along the Charleston Harbor in South Carolina. It is home to approximately 88,000 residents and 6,000 business. With nearly 60% of the population holding at least a bachelor’s degree and a median household income nearly double the state’s average, Mount Pleasant boasts a highly skilled workforce, as well as a highly engaged citizenry.

Known for its excellent schools, unrivaled quality of life and unparalleled level of public services, Mount Pleasant is a top destination for residents, business owners and visitors alike. Whether you are a ‘binya’ or a ‘comya’, all are welcome in the Town of Mount Pleasant.
Mount Pleasant is home to a robust business community with a balance of unique, one-of-a-kind locally certified businesses, regional corporate headquarters and a thriving retail sector. In 2018, the Town welcomed 1,471 new businesses.

The Certified Local Business Program, Town Proud, continued in partnership with Lowcountry Local First and launched a series of business engagement activities, including quarterly check-ins, networking opportunities, special events, and a member-only newsletter. With over 140 certified Town Proud businesses and nearly 40 businesses in our Local Vendor Partnership Program, the local economy is strong and growing.

Open For Business

<table>
<thead>
<tr>
<th>6,020</th>
<th>BUSINESS LICENSE REVENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF BUSINESSES</td>
<td>2018</td>
</tr>
<tr>
<td>140</td>
<td>CERTIFIED TOWN PROUD BUSINESSES</td>
</tr>
</tbody>
</table>
The Town of Mount Pleasant is dedicated to providing superior performance in all its operations. We care not only about the service we provide, but also the manner in which it is provided. For our commitment to public service and community engagement, the Town was awarded the prestigious All-America City designation from the National Civic League. This award is the highest level award a municipality can receive. A group of 36 Council members, staff and community partners traveled to Denver this past summer to compete for this highly coveted award. This win is the second time in the last decade Mount Pleasant has brought home the All-America City award.

In addition to our community engagement efforts, the Town focused on providing a higher standard of operational excellence, setting Mount Pleasant apart for future generations. In 2018, we maintained our strong financial position as evidenced by our continued top bond ratings—Moody’s Investors Service Aaa and Standard and Poor’s AAA ratings; our unmodified, independent audit opinion; our 30th Comprehensive Annual Financial Report (CAFR) award; and our 7th consecutive Government Finance Officers Association (GFOA) Meritorious Budget Award.

**New for 2018**

- All-America City Winner
- Balanced 5-year operating & capital budgets
- Adopted an Emergency Operations Plan
- Created Town Hall Emergency Response and Evacuation Procedures
- Developed IT Strategic Plan
- Implemented new Human Resources Information System
- Began implementation of both a Financial Software System and a Document Management System
- Hosted first employee Health & Wellness Fair
From traditional recreational activities such as sports and fitness to cultural events, therapeutic recreation and senior programs, Mount Pleasant Recreation plays an important role in the quality of life and strong sense of community our citizens enjoy.

In the spirit of providing a standard for quality that endures for generations, the Recreation Department has focused on providing opportunities for children, adults, and seniors to participate in cultural, programmatic and athletic events throughout the year. Their hard work has paid off and is evidenced by the more than 77,000 total participants in recreational programs for 2018. This number is up by more than 2,000 participants from last year.

The Recreation Department is also responsible for coordinating those special events, which make Mount Pleasant the top destination in our area. From the Blessing of the Fleet to Children’s Day to Art Fest to the annual holiday events, and all that is in between, the special events put on by the Recreation Department are certainly not to be missed.

Enjoying Our Community

**New for 2018**

- Completed athletic field drainage improvements at Jimmy Signeous Fields and Carolina Park
- Secured $100K grant from SC State Trails Program for creation of trails at Rifle Range Road Park
- Established 4-year old fundamental sports programs in soccer and t-ball
- Utilized $31,067 in PARD grant funding for new lighting at the Jones Center Skatepark
- Added clay tennis court and ADA improvements at the Mugsy Kerr Tennis Center
- Over 5,000 summer camp participants
### New for 2018

- Started the Neighborhood Stormwater Infrastructure Cleaning Program
- Continued the Street Sign Replacement Program
- Completed Phase I of the Rollcart Replacement Program
- Started the Snee Farm Drainage Improvement Project (SRF)
- Started design of the Old Village Drainage Improvement Project
- Completed the 6 Mile Facility Rehabilitation Project
- Started the Hobcaw Point Drainage Study
- Completed Phase I of the Duffy Complex Lighting Upgrade Project
- Completed several Stormwater Improvement Program projects through the Town’s Comprehensive Maintenance Program (CMP): Drainage Canal at Whipple Road, East Crossing Spillway, North Point, Etc.
- Completed numerous upgrades/improvements to Town facilities and infrastructure through the Town’s Comprehensive Maintenance Program (CMP)

### Public Services

**Focusing on Infrastructure**

The Public Services Department provides those core services of curbside trash and garbage collection in addition to the repair, maintenance and limited installation of Town facilities, grounds, and infrastructure. These day-to-day responsibilities take on greater importance before, during and after major storm events such as the hurricanes and winter weather storms we’ve experienced over the past couple of years. The department prepared for, responded during, and cleaned up following Hurricane Florence during the Fall of 2018.

In addition to the daily operations, Public Services provides leadership on several special projects such as the town-wide sign replacement program, stormwater infrastructure improvements and more.

To ensure the long-term sustainability of these high levels of service, the Public Services Department has placed a renewed emphasis on formalizing internal processes, reviewing opportunities for outsourcing and proactively procuring necessary equipment. For example, the Department has begun transitioning to a fully automated garbage truck system in which there is only one staff person per truck, increasing efficiencies while saving tax dollars. The department also hired a new Marketing Coordinator to communicate important project information and departmental reminders with the community.

Not only focused on internal sustainability, but also community-wide resiliency, the department took on many major capital projects focused on improving drainage capabilities and capacity throughout the town.

<table>
<thead>
<tr>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td># Town Assets Maintained</td>
<td>191</td>
</tr>
<tr>
<td># Garbage Cans Tipped</td>
<td>33,732</td>
</tr>
<tr>
<td># Street Signs Repaired/Replaced</td>
<td>239</td>
</tr>
<tr>
<td># Sink Holes repaired</td>
<td>97</td>
</tr>
<tr>
<td># Potholes and wear out repairs</td>
<td>244</td>
</tr>
<tr>
<td>Linear Feet of Pipe Repaired/Replaced/Rehabilitated</td>
<td>11,269</td>
</tr>
</tbody>
</table>

$1,716,155.54 Spent on Stormwater Infrastructure

15,378 # Public Services Calls for Service

New for 2018

- $1,716,155.54 spent on Stormwater Infrastructure
It is hard to name one aspect of local government that does not have a municipal planning foundation – whether forecasting future public service needs, ensuring adequate recreational facilities, or working with a business owner to scout out a new location. To keep the Town’s long-range plan fresh, we launched a major effort in 2017 to update our Comprehensive Plan. A Comprehensive Plan is a local government’s guide for decision making. It is created by studying the existing conditions of the Town, assessing future alternatives and priorities, and identifying practical implementation strategies to help the Town reach its preferred future goals.

All of 2018 was devoted to working with the community, a 39-member citizens committee, and a multi-disciplinary consulting team to discuss the future of Mount Pleasant. Through the course of the year, we conducted three “open houses” attended by over 500 citizens, held eight meetings of the committee, and received online feedback from over 2,600 interested participants. The “Plan Forum” committee forwarded a recommended plan to the Planning Commission in December. The Commission and Town Council are expected to deliberate the plan’s policy recommendations during the first half of 2019 on the way to adoption of a new 20-year guide.

Looking Ahead

New for 2018

★ Concluded the first major phase of the update to the Comprehensive Plan by preparing a complete draft document
★ Prepared and presented major amendments to the Zoning Code to address increased protection of trees and open space, and a building permit allocation system
★ Created a new mission statement to guide our department’s work
★ Embarked on departmental initiatives to improve various planning & development processes, including those related to tree removal requests and the development of individual properties to minimize impacts from site and drainage improvements
★ Received the South Carolina Chapter of the American Planning Association (SCAPA) “Outstanding Planning Project” Award for the Shem Creek Park

Residential & Commercial Permits

<table>
<thead>
<tr>
<th>Year</th>
<th>Residential Units Permitted</th>
<th>Commercial Units Permitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>1,253</td>
<td>34</td>
</tr>
<tr>
<td>2018</td>
<td>1,051</td>
<td>30</td>
</tr>
</tbody>
</table>

Residential & Commercial Inspections

<table>
<thead>
<tr>
<th>Year</th>
<th>Residential Inspections</th>
<th>Commercial Inspections</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>25,507</td>
<td>4,083</td>
</tr>
<tr>
<td>2018</td>
<td>24,026</td>
<td>4,116</td>
</tr>
</tbody>
</table>
The Transportation Department performs transportation project development and construction management, traffic signal maintenance and pavement management/preservation, among other duties. The main focus for the department this year was assisting the Planning Department in developing the Town’s Ten-Year Comprehensive Plan and Long-Range Transportation Plan. Both plans serve as guiding documents for the Town for the next ten years.

In addition to their long-term planning, the department continued to successfully manage major capital improvement projects including the Coleman Boulevard Improvement Project and the Belle Hall Queue Lane Project, as well as project administration for street rejuvenation and street sign replacements.

New for 2018

★ Assisted in development of the Town’s Comprehensive Plan and Long-Range Transportation Plan drafts
★ Adoption of a Title VI compliance plan
★ Implemented 8,900 linear feet of marked and 10,900 linear feet of sharrowed bike lanes through resurfacing projects.
★ Held six public information meetings for Capital Improvement Projects
★ In coordination with the Public Services Department, oversaw installation of 1,400 signs for the Street Sign Replacement Program
★ Developed new features for Traffic Calming Program to include radar feedback signs and speed cushions.
★ Completed Belle Hall Elementary queue lane project to alleviate school congestion on adjacent roads

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td># Speed Humps Installed</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Road Miles Paved/Rejuvenated</td>
<td>31.51</td>
<td>14.11</td>
</tr>
</tbody>
</table>

TRANSPORTATION DEPARTMENT

Keeping Us Moving
n 2018, Chief Herbert Williams retired after more than 30 years of dedicated service to the Town of Mount Pleasant. Deputy Chief, Mike Mixon was promoted to Fire Chief in April and immediately embarked on the development of the department’s 5-Year Strategic Plan. With Chief Williams’ retirement and Chief Mixon’s promotion, the department was able to promote several individuals from within their ranks, garnering new ideas, fresh perspectives, and a desire to reach new levels of success.

The department’s 5-Year Strategic Plan was approved by Town Council in December of 2018 and included two community surveys, community partner interviews, and internal S.W.O.T. analyses.

The plan seeks to address identified challenges under three themes: Operational Excellence, Community Engagement and Organizational Resilience. Progress has already been achieved in accomplishing some of the goals identified in the plan, including a phased approach to adding necessary staff members over a three-year time period in order to secure four personnel per ladder truck. Six captain positions were created and staffed for all ladder trucks. Additional accomplishments and performance metrics were outlined in their new Annual Report.

**FIRE DEPARTMENT**

**Under New Leadership**

**New for 2018**

- First in the region to secure 100% funding for traffic preemption devices on all fire apparatus
- Partnered with the Consolidated Dispatch Center to increase resource deployment safety and efficiency
- New fire engine placed in service
- Fire flow and hydraulics research completed which resulted in equipment replacement to more safely and efficiently extinguish fires
- US Fire Services contract approved to reimburse Town $10,000 for wildland fire assistance

<table>
<thead>
<tr>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rescue/Emergency Medical Calls</td>
<td>5,419</td>
</tr>
<tr>
<td>Fire Calls</td>
<td>239</td>
</tr>
<tr>
<td>Number of Firefighters</td>
<td>118</td>
</tr>
<tr>
<td>Total Calls</td>
<td>8,941</td>
</tr>
</tbody>
</table>

76% of all fire-impacted properties saved ($29,917,700)
Mount Pleasant Police Department is known for their professionalism in every situation. Over the past year, the department was recognized for their ethics and operational standards by earning their 9th national re-accreditation from the Commission on Accreditation for Law Enforcement Agencies (CALEA). For this reaccreditation cycle, the Mount Pleasant Police Department participated in a Gold Standard Assessment. This type of assessment focuses primarily on processes and outcomes associated with standards specific to agency policies.

Assessors from CALEA reviewed the policies, procedures, processes, and outcomes of the Mount Pleasant Police Department in April of this year. To receive accreditation status, the Mount Pleasant Police Department needed to comply with 484 standards that focus on all facets of the agency. One of the criteria to receive reaccreditation with excellence is to have at least 90% compliance with standards that are not mandatory. The Mount Pleasant Police Department carries 100% compliance with these standards.

New Officers Added

<table>
<thead>
<tr>
<th>New for 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>★ Received 9th national re-accreditation with a Gold standard from CALEA, with excellence</td>
</tr>
<tr>
<td>★ First Step Program to Combat Opioid Problem</td>
</tr>
<tr>
<td>★ Added School Resource Officers in every public school</td>
</tr>
<tr>
<td>★ Safe Campus Program on Police Mobile Phone App</td>
</tr>
<tr>
<td>★ Switch to New Watch Guard Body Cameras</td>
</tr>
<tr>
<td>★ New Awards System for Employees</td>
</tr>
</tbody>
</table>

### POLICE DEPARTMENT

**Policing & Leading**

<table>
<thead>
<tr>
<th>Year</th>
<th>Violent Crime</th>
<th>Non-violent Crime</th>
<th>Calls for Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>162</td>
<td>1,363</td>
<td>118,880</td>
</tr>
<tr>
<td>2018</td>
<td>135</td>
<td>1,368</td>
<td>113,445</td>
</tr>
</tbody>
</table>

The Mount Pleasant Police Department is known for their professionalism in every situation. Over the past year, the department was recognized for their ethics and operational standards by earning their 9th national re-accreditation from the Commission on Accreditation for Law Enforcement Agencies (CALEA). For this reaccreditation cycle, the Mount Pleasant Police Department participated in a Gold Standard Assessment. This type of assessment focuses primarily on processes and outcomes associated with standards specific to agency policies. Assessors from CALEA reviewed the policies, procedures, processes, and outcomes of the Mount Pleasant Police Department in April of this year. To receive accreditation status, the Mount Pleasant Police Department needed to comply with 484 standards that focus on all facets of the agency. One of the criteria to receive reaccreditation with excellence is to have at least 90% compliance with standards that are not mandatory. The Mount Pleasant Police Department carries 100% compliance with these standards.
The Mount Pleasant Municipal Court is responsible for the disposition of Traffic, Criminal, Municipal Ordinance Violations, Parking Tickets, as well as the collection of fines for cases that reach a delinquent status.

In addition to the daily operations of holding court, the Court staff serves as an information hub guiding the public throughout the court process. In 2018, the Court staff scheduled an expungement workshop to provide one-on-one information to assist the public with understanding the value and process of an expungement. Further, with new additions to the website, the public can now look up their names and ticket information without having to call.

The Court staff continually looks for systematic approaches to create efficiencies, but also to provide a better experience for the public. Since launching e-payments in late 2016, the staff has also explored additional methods of process improvements. For instance, the public can request a continuance on the website, expediting the process. Soon, dispositions will go directly to the SC Department of Motor Vehicles electronically.

**MUNICIPAL COURT**

*Administering Justice*

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Citations Processed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>13,901</td>
</tr>
<tr>
<td>2018</td>
<td>14,359</td>
</tr>
</tbody>
</table>

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**New for 2018**

- Expanded use of second courtroom
**Investing in Our Future**

**PROJECTS UNDERWAY**
- Highway 41 Widening
- Park West Boulevard Widening
- US-17 to Rifle Range Connector
- Billy Swails Boulevard Phase 4B
- Memorial Waterfront Park Phase 2*
- Shem Creek Park Phase 3
- New Town Hall Gym
- Utility Line Undergrounding
- Jones Center Renovation
- Recreation Athletic Field Drainage Improvements
- Queen Street/Royall Ave Tennis Court Upgrades
- Gateway Intersection Improvements
- Public Safety Training Center Master Plan*
- Public Services Facility Master Plan
- Snee Farm SRF
- Coleman Boulevard Improvements

**2018 COMPLETED PROJECTS**
- Darrell Creek Trail*
- Alhambra Hall upgrades
- Park West Boulevard/Bessemer Rd. Turn Lane
- Rivertowne on the Wando Pipe Repair*
- Belle Hall/Jones center Traffic Circulation
- Wando Park Boulevard Bike and Pedestrian Infrastructure Installation
- Stormwater Repair/Rehabilitation Projects:
  - Wando Lakes/Wando East
  - Hickory Shadows/Rosemead Phase 1
  - Whipple Road Phase 1
- Pavement Preservation Program*

* NOT DEPICTED ON MAP
2018 Newsroom

HIGHLIGHTS

JANUARY
“Mount Pleasant Fire Department Improves ISO Rating”
“Winter Storm Grayson Prompts Town Closures, Cancellations”

FEBRUARY
“Town of Mount Pleasant Accepting Submissions for New Poetry Project”
“Carta Set to Roll Out Service Enhancements Sunday”

MARCH
“Town Named Finalist for Top National Award”
“Town Releases 2017 Annual Report”

APRIL
“New Fire Chief Mixon Takes Helm of Department”
“Town Awarded Prestigious Financial Reporting Award for 30th Consecutive Year”

MAY
“Mayor Haynie Launches “Negate the Wait” Campaign to Help Mount Pleasant Businesses”
“Wando River Bridge Reopens Saturday, June 2, Weather Permitting”

JUNE
“Mount Pleasant, South Carolina Named 2018 All-America City Award Winner”
“View our Council Meeting Livestreams on YouTube and Facebook”

JULY
“Town Begins Snee Farm Drainage Improvement Project”
“Town of Mount Pleasant, BCDCOG Conducting Transit Study”

AUGUST
“MPPD Receives 9th Accreditation with Excellence”
“Fire Rescue Launches Community Feedback Survey”

SEPTEMBER
“Mount Pleasant PD Delivers Hurricane Resources to Horry, Georgetown Counties”
“Town Opens New Darrell Creek Trail”

OCTOBER
“Mount Pleasant Senior Center to Host 10th Anniversary, Open House”
“Town Operations for Hurricane Michael”

NOVEMBER
“All American Boulevard Extension Project Public Meeting Slated Dec. 18”
“MPRD to Host 2018 Volunteer Appreciation Dinner”

DECEMBER
“The Town of Mount Pleasant Christmas Light Parade is on!”
“Mount Pleasant Celebrates Arbor Day with Planting”
2018

Town Accolades

National Civic League’s All-America City Award Winner (2010 & 2018)

Gold Standard International Re-Accreditation
Accreditation for Law Enforcement Agencies (9 consecutive years)

Outstanding Planning Project for Project Implementation
SC American Planning Association

9th International Re-Accreditation Commission on Accreditation for Law Enforcement Agencies

Mount Pleasant, SC Top 25 Best Places to Live 2018 Time.com

2017 Pinnacle Award International Festival and Events Association

Blessing of the Fleet and Seafood Best Promotional Brochure
International Festival and Events Association

Spirit of Cooperation Award (Moultrie Middle School)
Community Pride Inc of Charleston County

Christmas Parade Best Digital Media
South Carolina Festivals and Events Association

#2 in Places to Visit: Shem Creek Park
Certificate of Excellence: Trip Advisor

#3 in Places to Visit: Memorial Waterfront Park
Certificate of Excellence: Trip Advisor

Class 2 Fire Department Rating
Insurance Services Office

Distinguished Budget Presentation Award
Government Finance Officers Association (7 consecutive years)

Comprehensive Annual Financial Report
Government Finance Officers Association (30 consecutive years)

Hermes Creative Awards

Annual Report Platinum Award 2017 Town of Mount Pleasant Annual Report

Communications Gold Award
Redesign of Website

Recreation Gold Award
Traffic Box Art and InMotion Brochure

Honorable Mention
New Parade Route
Mount Pleasant Communications