

# *Dauphin Island Strategic Planning Project*

## SWOT Workshop

June 7, 2007



*"Actions spring not from thought,  
but from a readiness for responsibility."*

*Dietrich Bonhoeffer*



	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
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**INTRODUCE PROJECT**



Stakeholder survey



Firm up project design



Meet & Greet stakeholders



Public Meeting to introduce project



**VISIONING, CORE VALUES & ASSETS**



GIS base map



Meet & Greet residents



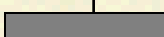
3 wkshps – core values, Visioning, & community assets



**SWOT, DATA VALIDATION & PLANNING OBJECTIVES**



GIS base maps with data layers



Stakeholder Favorite Places Map



Workshop for SWOT, in-depth analysis of assets, & objectives dev



**STRATEGIC PLANNING/FUTURING**



Strategic planning charrette & futuring



Analyze results



**RECOMMENDATIONS & COMP PLAN REVISIONS**



Synthesize/Integrate results



Strategic recommendations



Recommendations into Comp Plan







# STAKEHOLDER OUTREACH - DAUPHIN ISLAND

## Strategic Planning for the Town of Dauphin Island, AL Stakeholder Survey

## Dauphin Island Strategic Planning

## SWOT Analysis

(Strengths, Weaknesses, Opportunities, Threats)

## *Dauphin Island Discovery Days*

Charting a Course for Dauphin Island for the next 20 Years...

### What do you value about this place we call HOME?

- Help us develop a common **vision** for the community.
- Help us **expand business** and other economic opportunities.
- Help us improve Island infrastructure to **ensure environmental sensitivity** and hurricane resistance.
- Help us **manage community development**.
- Help us improve/expand our **community facilities, arts and recreational opportunities** and access to the water.
- Help us improve **social and community services** on the island.
- Help us **work together**, both in government and throughout the community.



Birding...Fishing...Biking...Golf...Beaches...Just Being ...on Dauphin Island.

**We want to know what you think!**

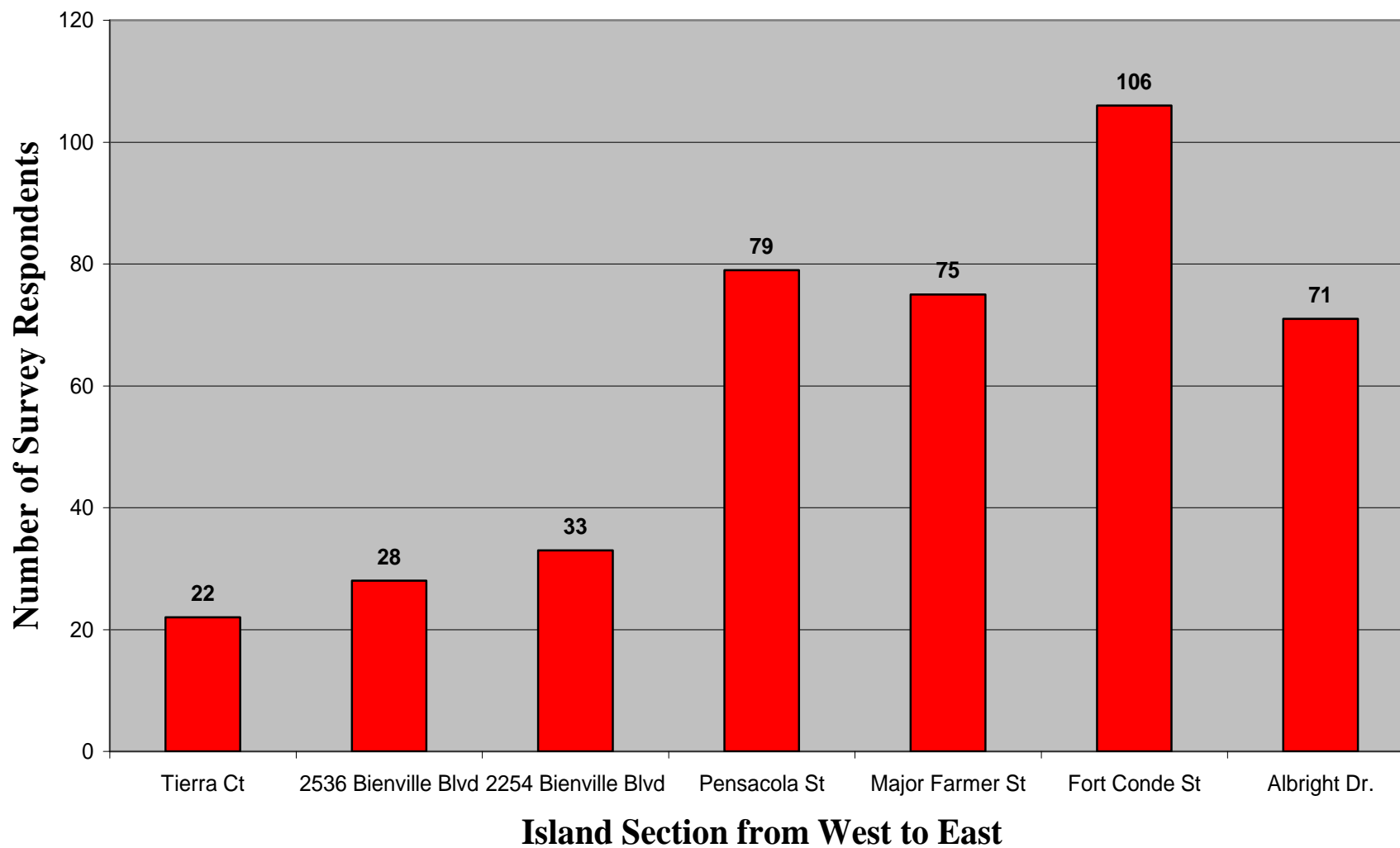
**Take a moment to tell us...**





**Figure 2**

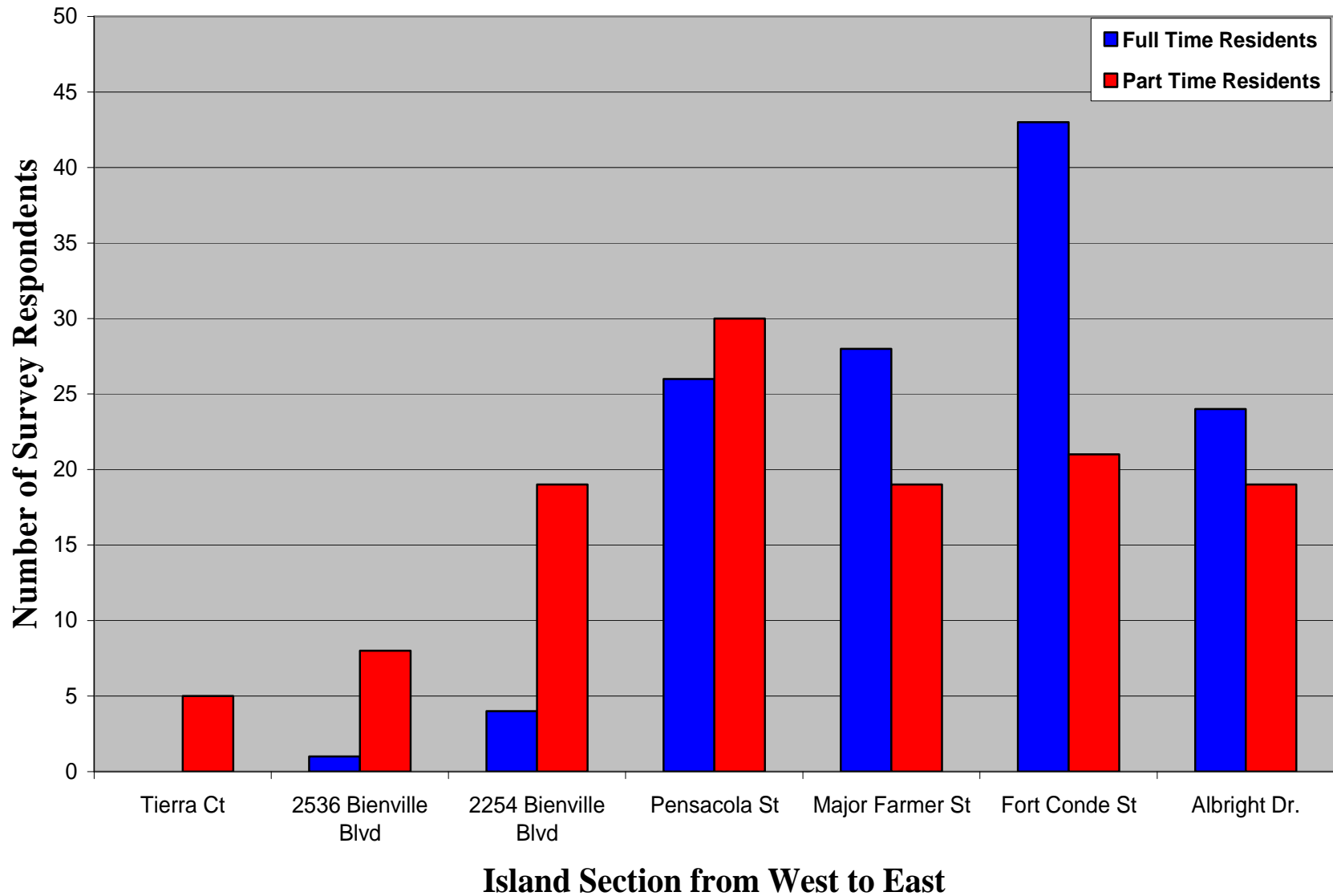
## Survey Respondent Distribution





**Figure 3**

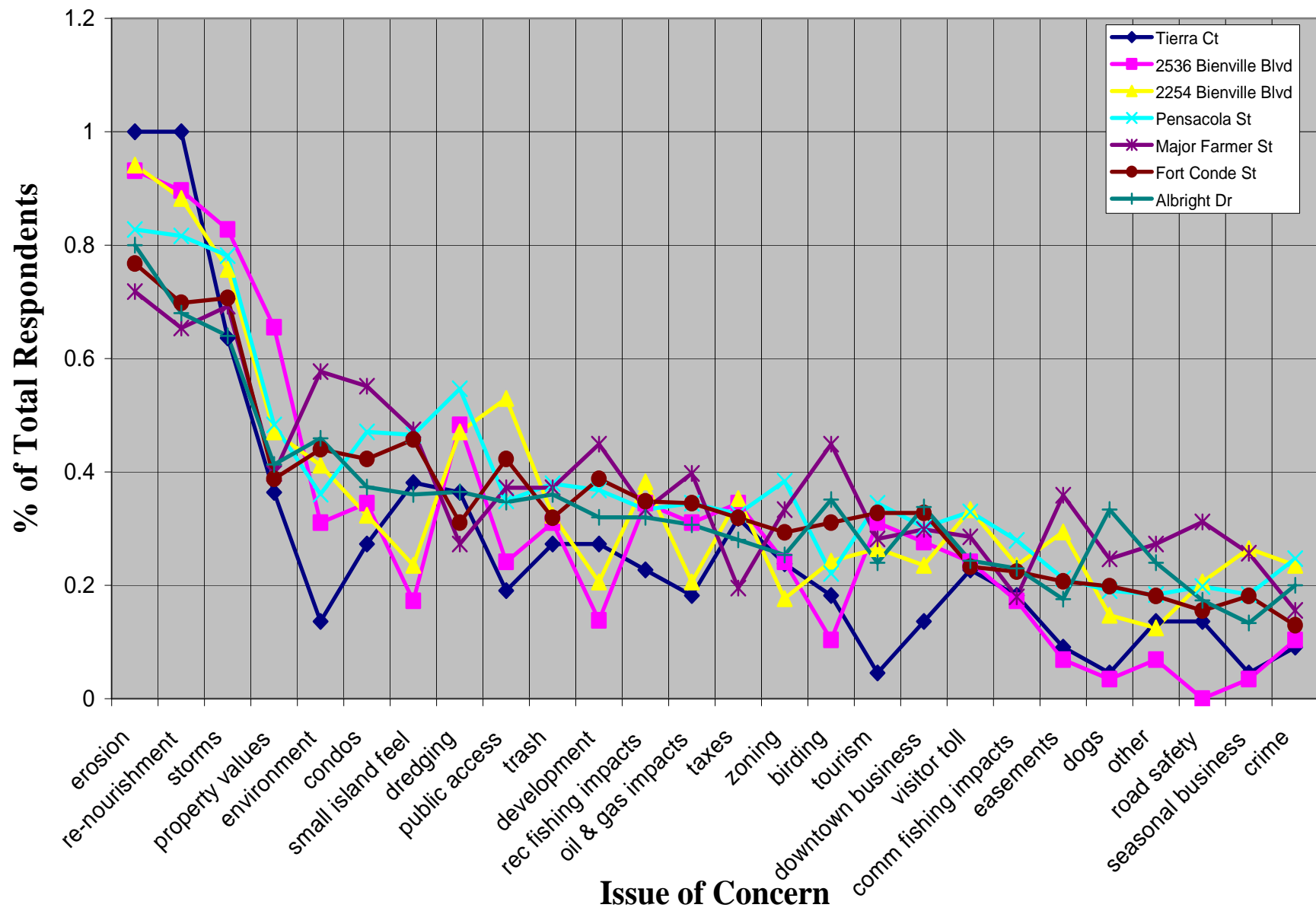
## Comparison of Full & Part Time Resident Distributions





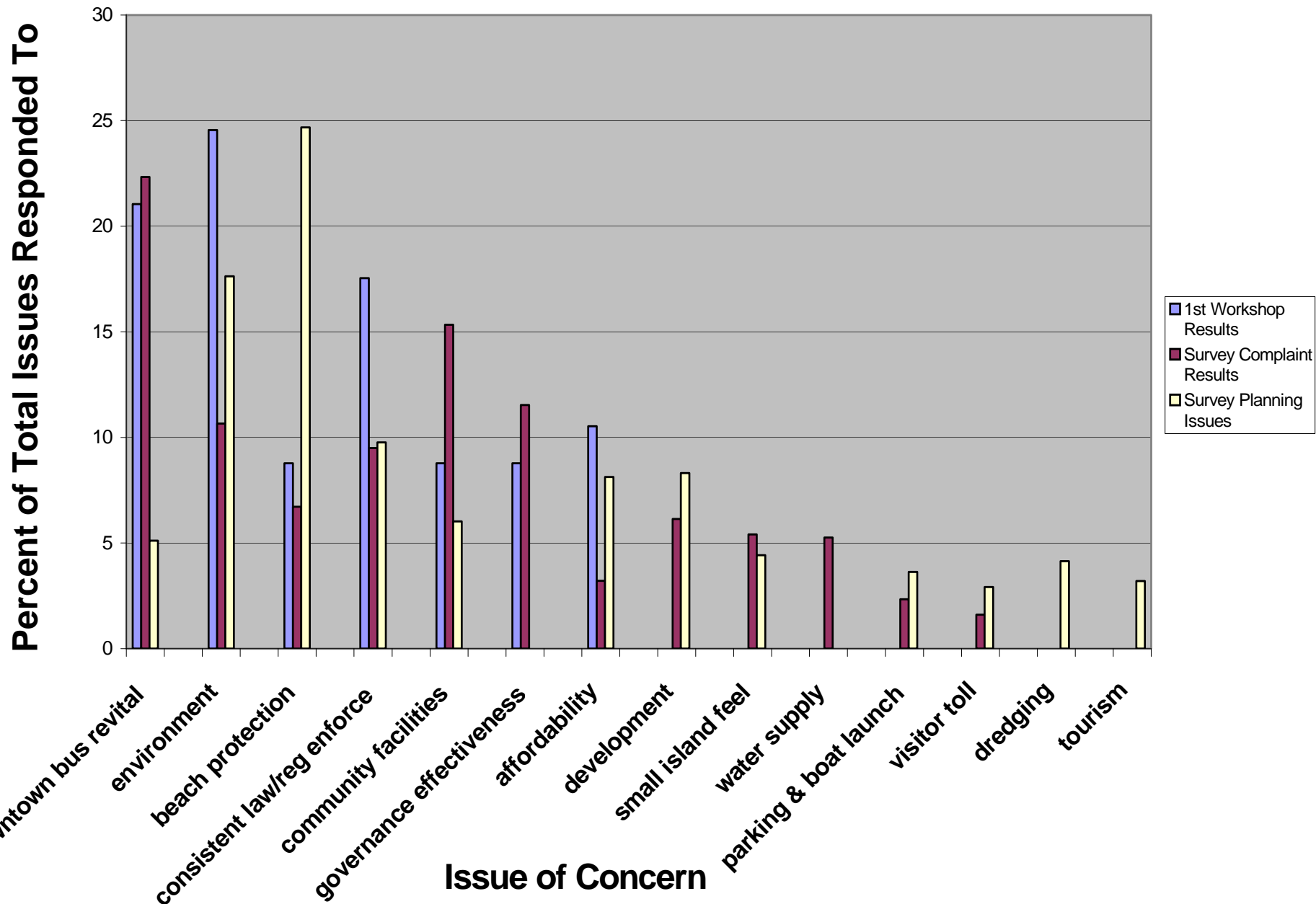
**Figure 6**

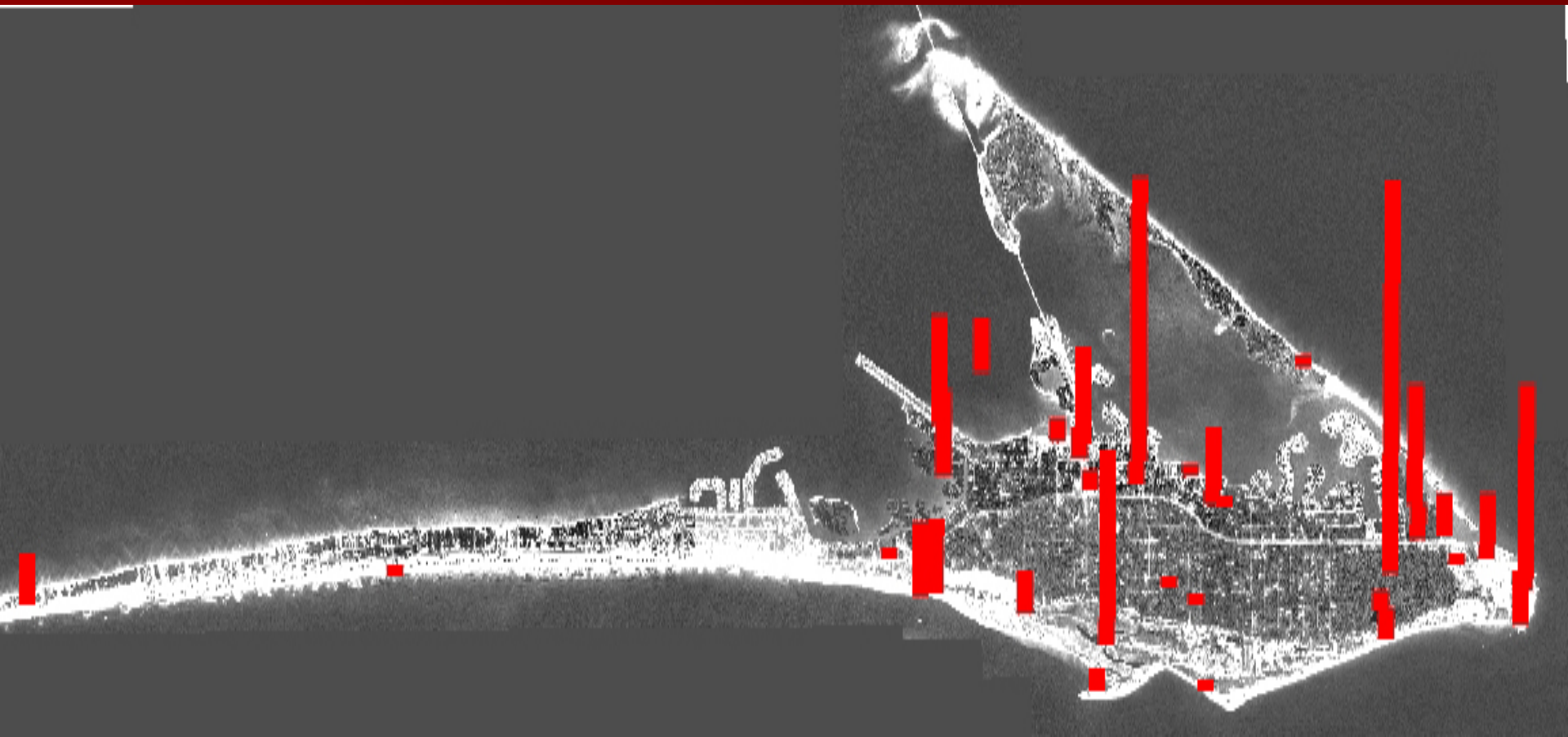
## Key Issue Identification by Stakeholder Location on Island





# Issue Rank According to Type of Data Collection





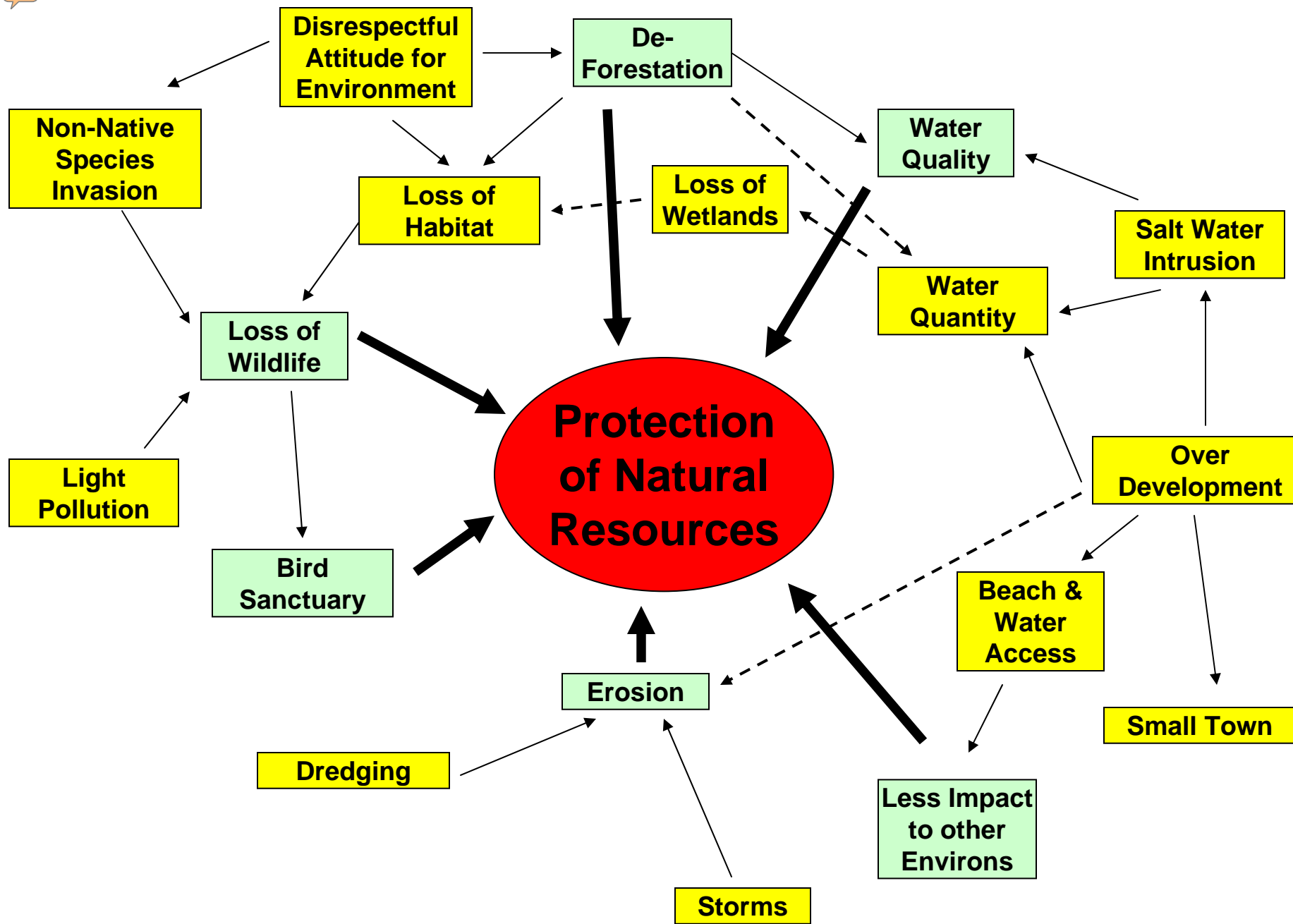


# Dauphin Island 'Favorite Places' entries March 10 - June 4, 2007

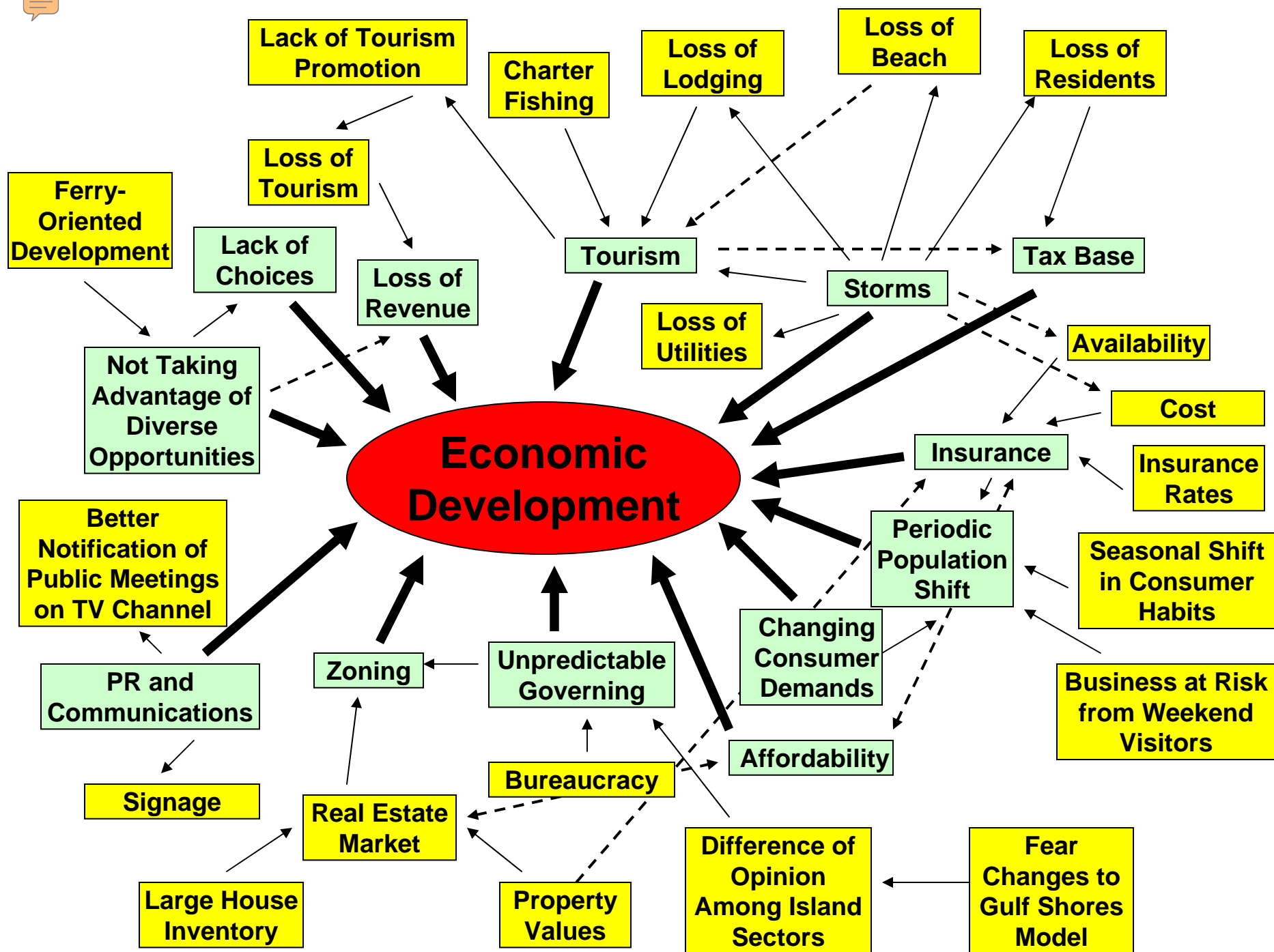
## Place location and indication of community interest

Entries per place:











# Shared Community Vision for Dauphin Island

On behalf of the people of Dauphin Island, the Town will lead this small island community through the 21st century by preserving the island's history, culture, and environmental assets, while planning for a future that capitalizes on its natural resources to promote economic well-being.





# **This Shared Community Vision is Supported by the Following Elements.....**

## **Community**

- *citizens that are active environmental stewards (3)*
- *community-wide communication services (7)*
- *affordable housing for its workforce (2)*
- *access to necessary health and other vital services*

## **Environment**

- *conservation and restoration of the island's beaches, shore, and other important habitats (18)*
- *adaptive management of beaches and erosion mitigation by encouraging natural processes while tracking most up to date advancement of maintenance technologies (18)*
- *construction & land use activities that represent low impact development (4)*
- *management of healthy natural ecosystems, locally and regionally, to protect the services they provide (29)*

## **Culture**

- *diversity of people made up of permanent residents, part-year and seasonal residents, as well as week-long visitors, weekenders, and day-trippers (2)*
- *local history museums that communicate historical cultures of the island*
- *promotion of local and regional art and artists*

# This Shared Community Vision is Supported by the Following Elements..... (continued)

## **Governance**

- ***unified and effective*** (43)
- *transparent government operations*
- *recognition of all special interests and responsive to citizen concerns*
- *encouragement of active public involvement in the Town's governance*
- *maintenance of diverse revenue generating activities to support services* (8)
- ***responsible planning for a sustainable future*** (13)
- *fair and equitable conflict resolution*

## **Economics**

- ***a small, central downtown village with waterfront activities and retail*** (23)
- *a working waterfront*
- *incentives to support small business*
- ***a small-town feel with balance of retail and basic services that support tourism and address permanent resident needs*** (12)
- *efficient, effective and appropriate public transport* (3)

## **Tourism**

- *appropriate recreational uses of beaches*
- *public access to resources*
- ***nature-based, economically vibrant, and responsible tourism activities*** (17)
- *diversified tourist services*
- *visitors that are active environmental stewards*



# ***Visioning Goals***

## **Central Downtown Village Environment**

- Good plan that is aesthetically attractive and walkable
- Give a positive picture of mixed use opportunities to the community
- Incentives for small business development (maybe reduced taxes)
- Effective business promotion
- Encouragement from Town's leaders
- Provide incentives to encourage cottage industry on Island
- Affordable
- Village as destination
- Has resident appeal – not just seasonal for tourists
- Develop mass transit plan and implement (*i.e.* trolleys)

## **Effective Governance**

- One entity
- Able to identify creative sources of revenue
- Shows follow-through on implementation
- Flexible and adaptive



# ***Visioning Goals*** *(continued)*

## **New Sources of Revenue**

- Island user fee (to also cover boat launch and parking fees)
- City-owned garbage collection
- Promoting nature-based tourism
- Identify imaginative assets to generate revenue (e.g. windmill electricity)

## **Sustainable Beaches & Dunes**

- Well planned and managed beach, maintaining dune vegetation
- Leadership to obtain funding for engineered beach & restoration
- Employ coastal engineering expertise & make best use of dredged materials
- Promote beach/dune element of DI Comprehensive Plan
- Identify sustainable sand sources to maintain enhanced beach
- Develop public education on beach stability and restoration
- Provide public access and facilities to beaches
- Use of artificial reefs to influence beach stability
- Encourage cooperation among jurisdictional regulators and community



# ***Visioning Goals (continued)***

## **Eco-Tourism**

- Develop more trails (hiking, biking, non-motorized boating)
- Education and awareness (Elderhostel, Estuarium)
- Identify and seek out nature-based businesses
- Develop incentives to attract/promote nature-based businesses

## **Healthy Ecosystems**

- Proper drainage to protect ecosystems and humans
- Real tree ordinance & enforceable wetlands ordinance
- Preserve and protect natural areas and open space
- Encourage native plantings of developed properties
- Develop public education on importance & maintenance of healthy ecosystems

## **Sustainable Small Town Community**

- Create affordable housing, especially for workforce
- Make zoning changes that support mix-used, maybe more dense community development (*i.e.* smart growth)
- Develop strategies to enhance small town feel
- Work to improve social services that already exist



# What Are the Risks to the Future?

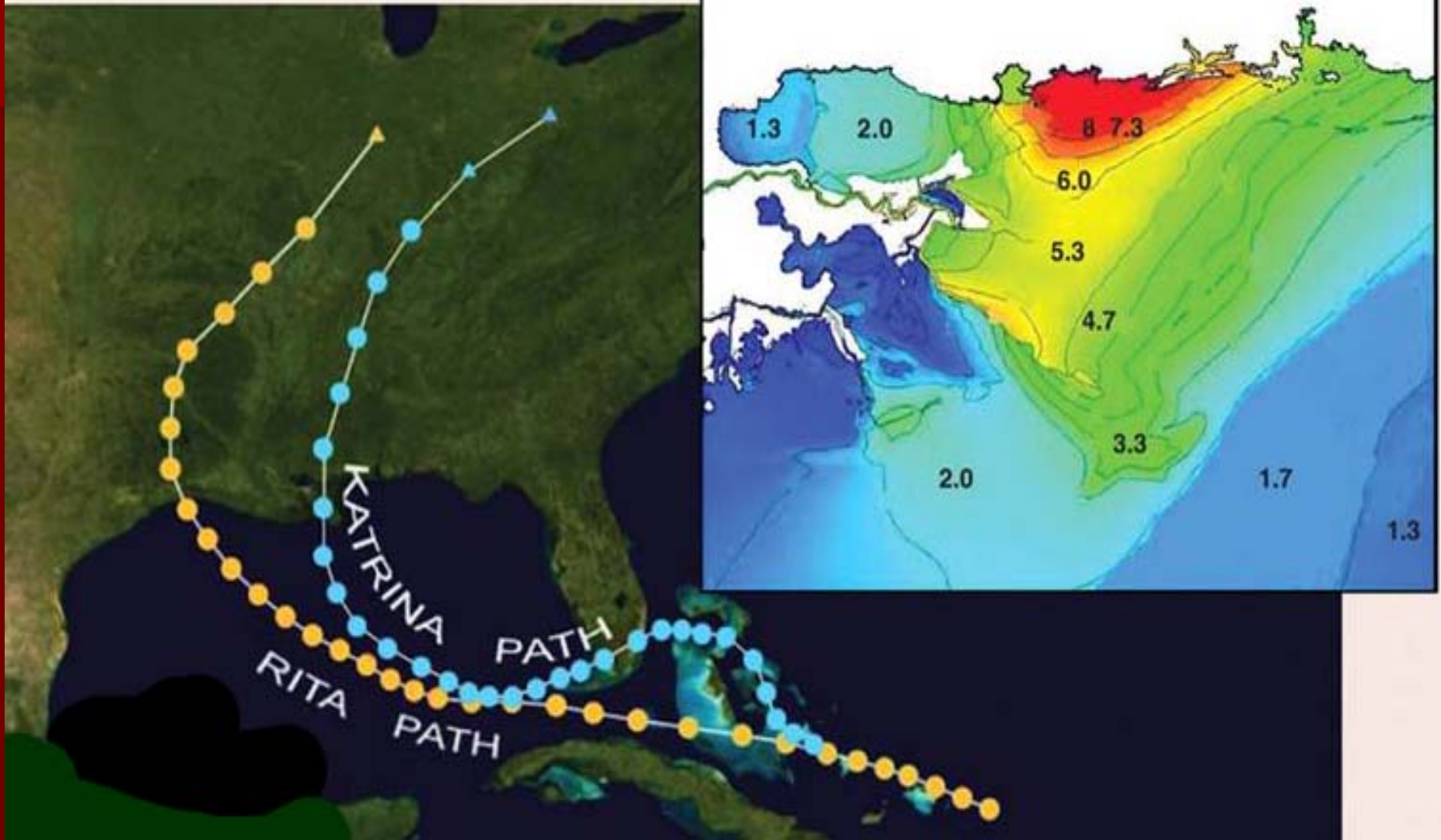
- future hurricanes
- sea level rise issues
- beach instability – erosion, shoreline changes & lack of sand source
- don't have a tax base to sustain an engineered beach
- small town economic “leakage”
- lack of downtown magnet and gateway to attract tourists
- diversity of business activities needed to sustain stability of economy
- ability to identify community economic assets that can have “value added”
- taking advantage of “willingness to pay” for resource protection
- shortage of freshwater (sole-source-aquifer)
- loss of integrity in wetland continuity
- increased fragmentation of habitat
- destruction of island's ecosystem services (*i.e.* wetlands)
- condo development “drain” on resources







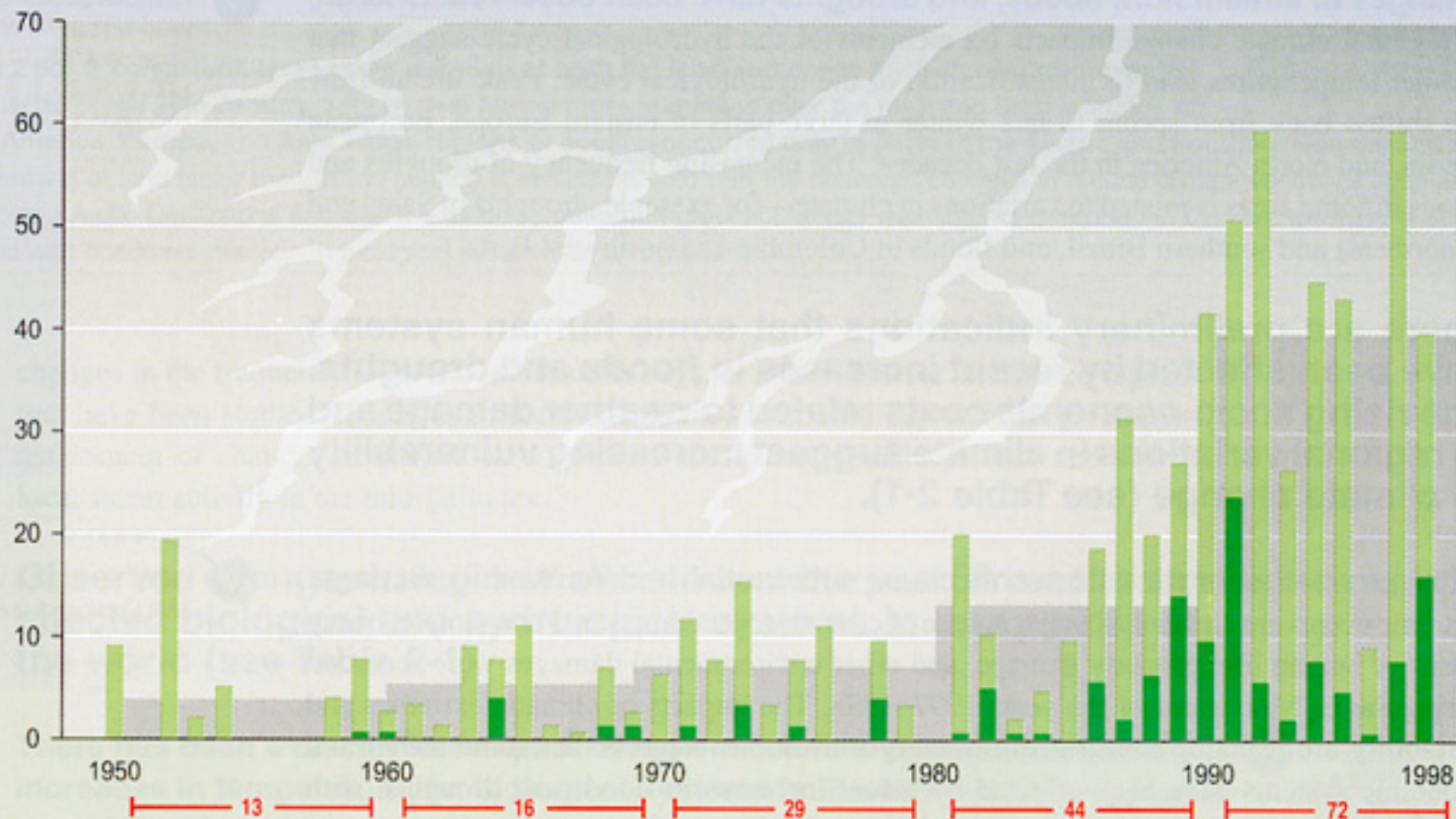
## Hurricane Katrina Storm Surge



J. W. Day et al., Science 315, 1679 -1684 (2007)

# Global costs of extreme weather events (inflation-adjusted)

Annual losses, in thousand million U.S. dollars



■ Total economic losses

■ Insured losses

— 13 — Number of events

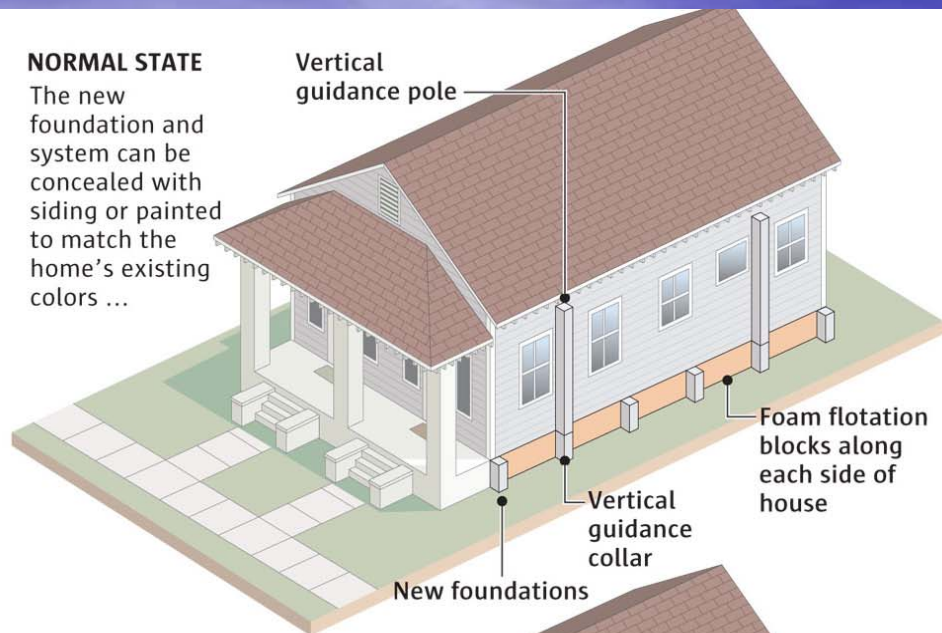
■ Decadal average





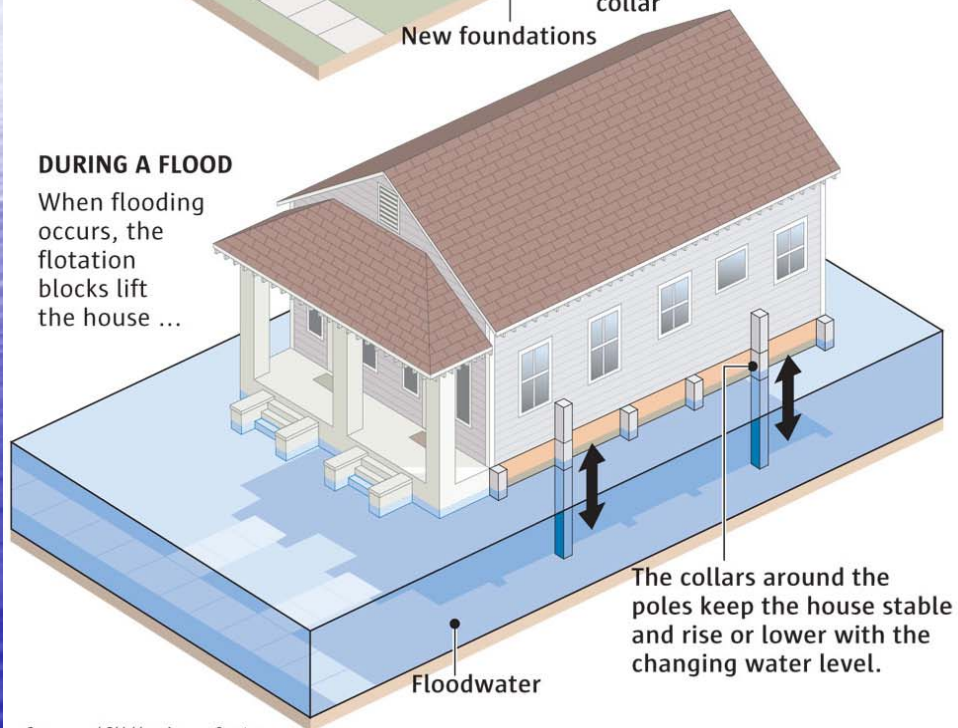
### NORMAL STATE

The new foundation and system can be concealed with siding or painted to match the home's existing colors ...



### DURING A FLOOD

When flooding occurs, the flotation blocks lift the house ...



Sources: LSU Hurricane Center,  
LSU Department of Mechanical Engineering

NEWHOUSE NEWS SERVICE







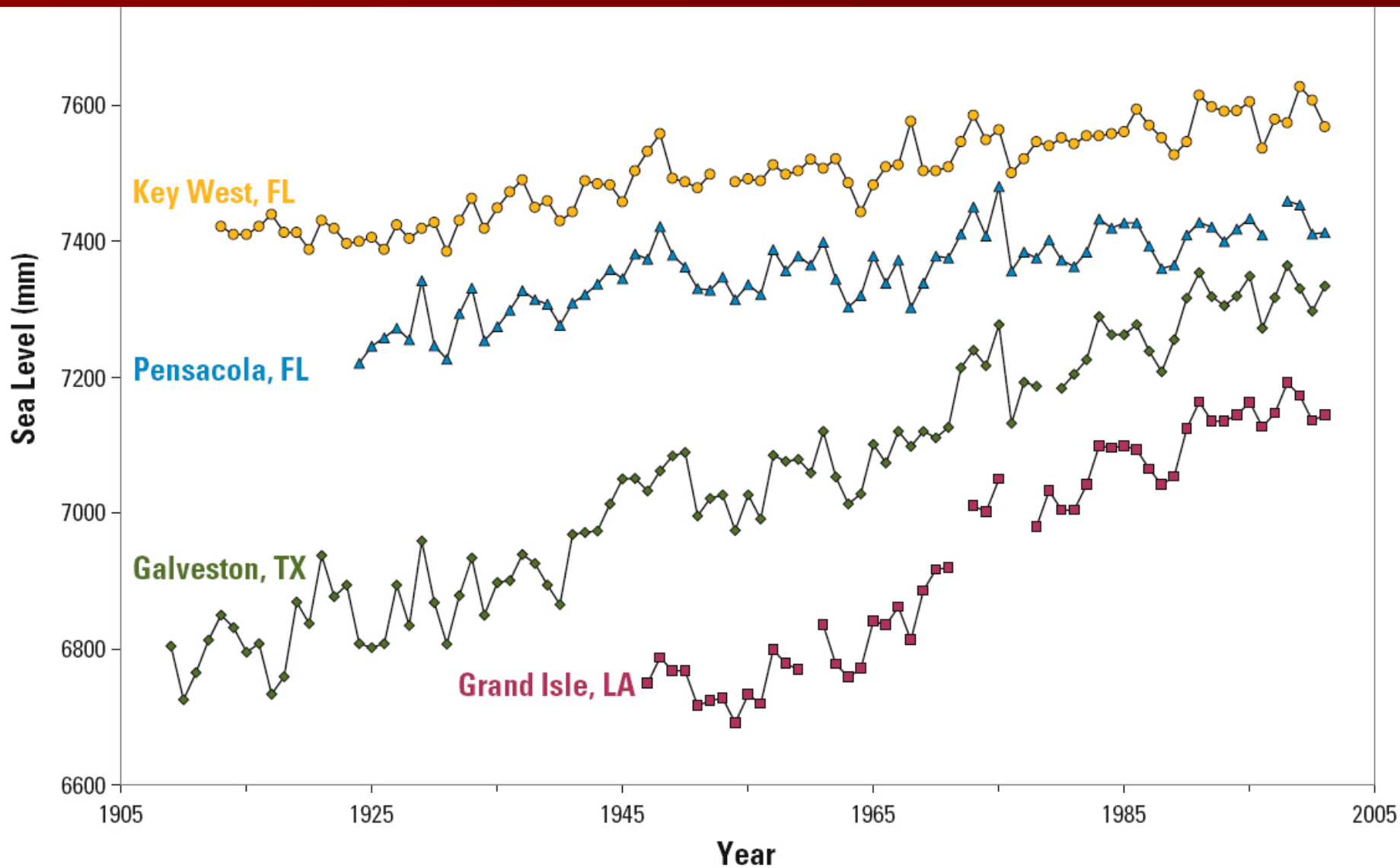
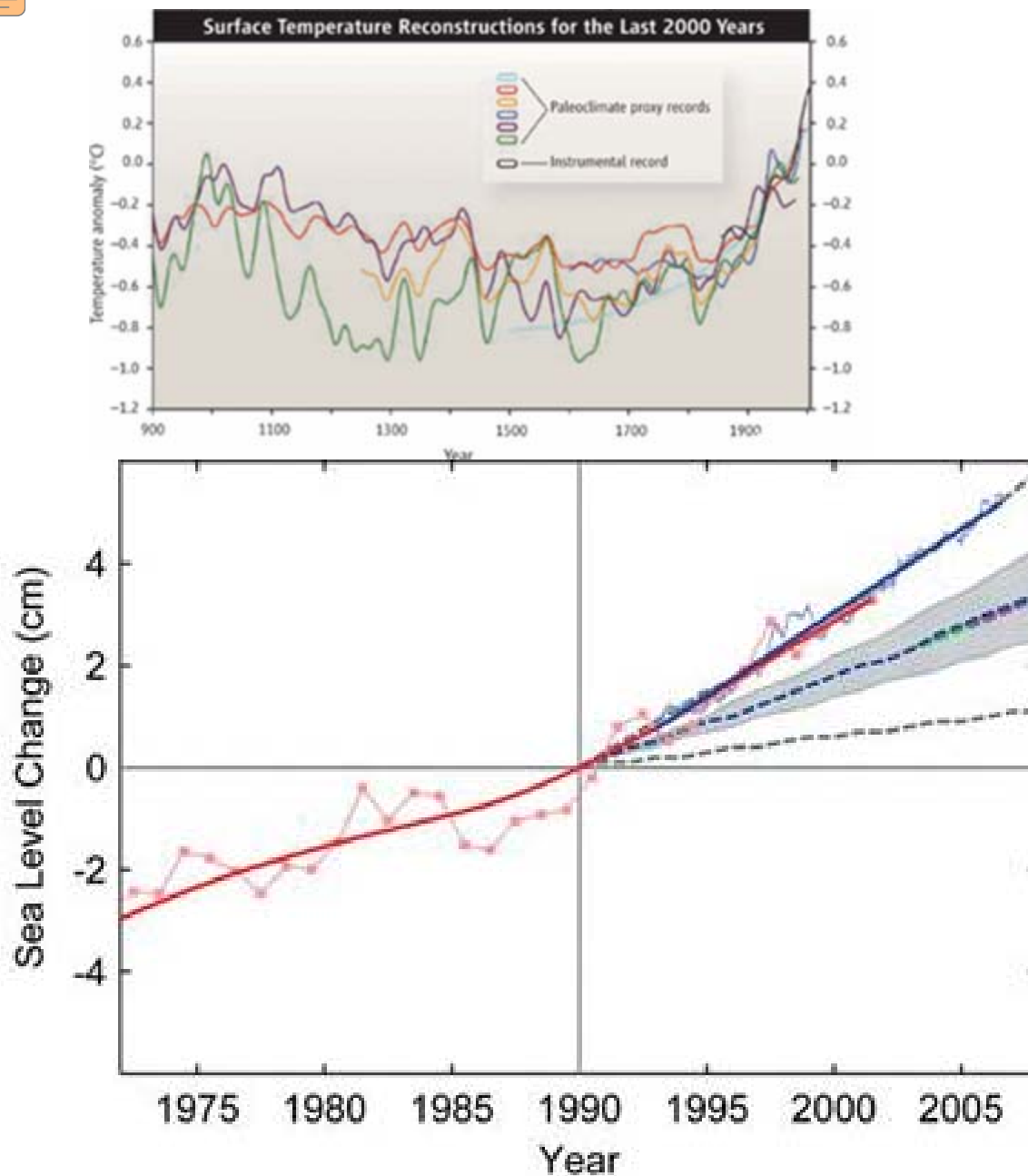


Figure 10. Long-term trends in average annual sea level at selected tide gauges in the Gulf of Mexico. Data are from the National Ocean Service.



**Fig. 1. Changes in sea level since 1973, compared with the scenarios of the IPCC (shown as dashed lines and gray ranges)**

**S. Rahmstorf et al., Science 316, 709 (2007)**



# Fossil Arctic Animal Points to Climate Risks

**Fossils of a hippopotamus-like creature on an Arctic Island show the climate was once like that of Florida, giving clues to risks from modern global warming. (Environmental News Network, April 25, 2007 – <http://www.enn.com/today.html?id=12645>)**



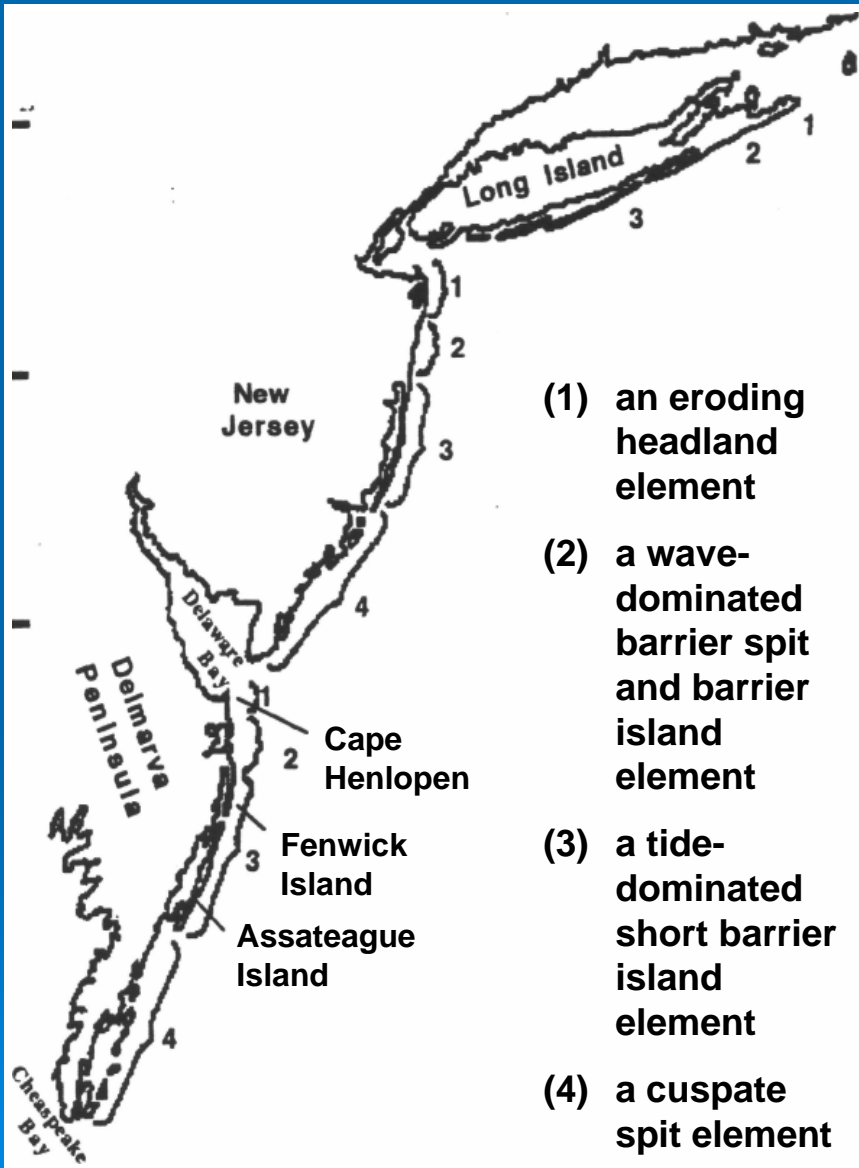








# Shifting Barrier Island



- (1) an eroding headland element
- (2) a wave-dominated barrier spit and barrier island element
- (3) a tide-dominated short barrier island element
- (4) a cusped spit element

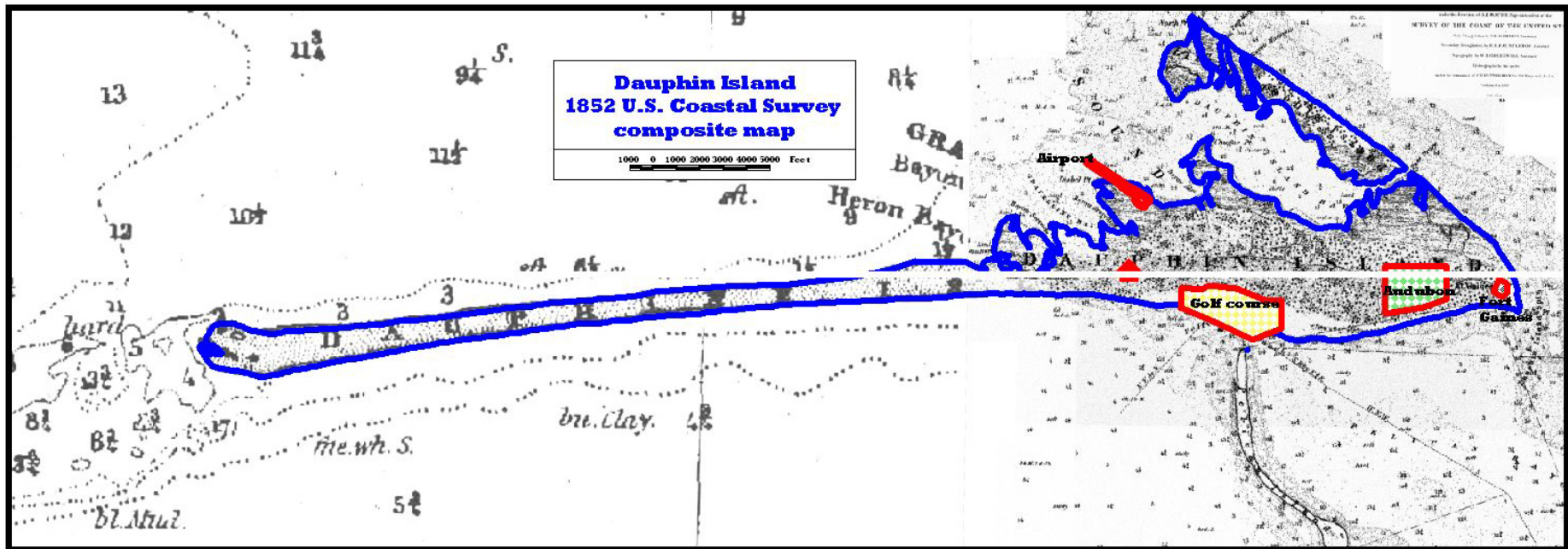
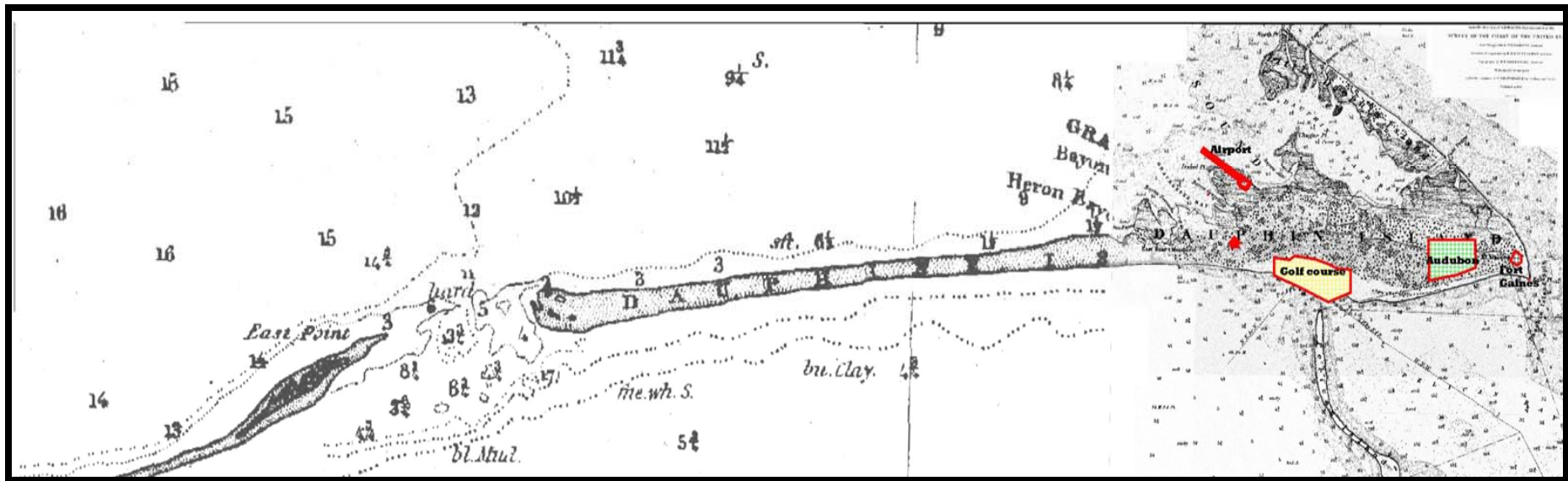


1991

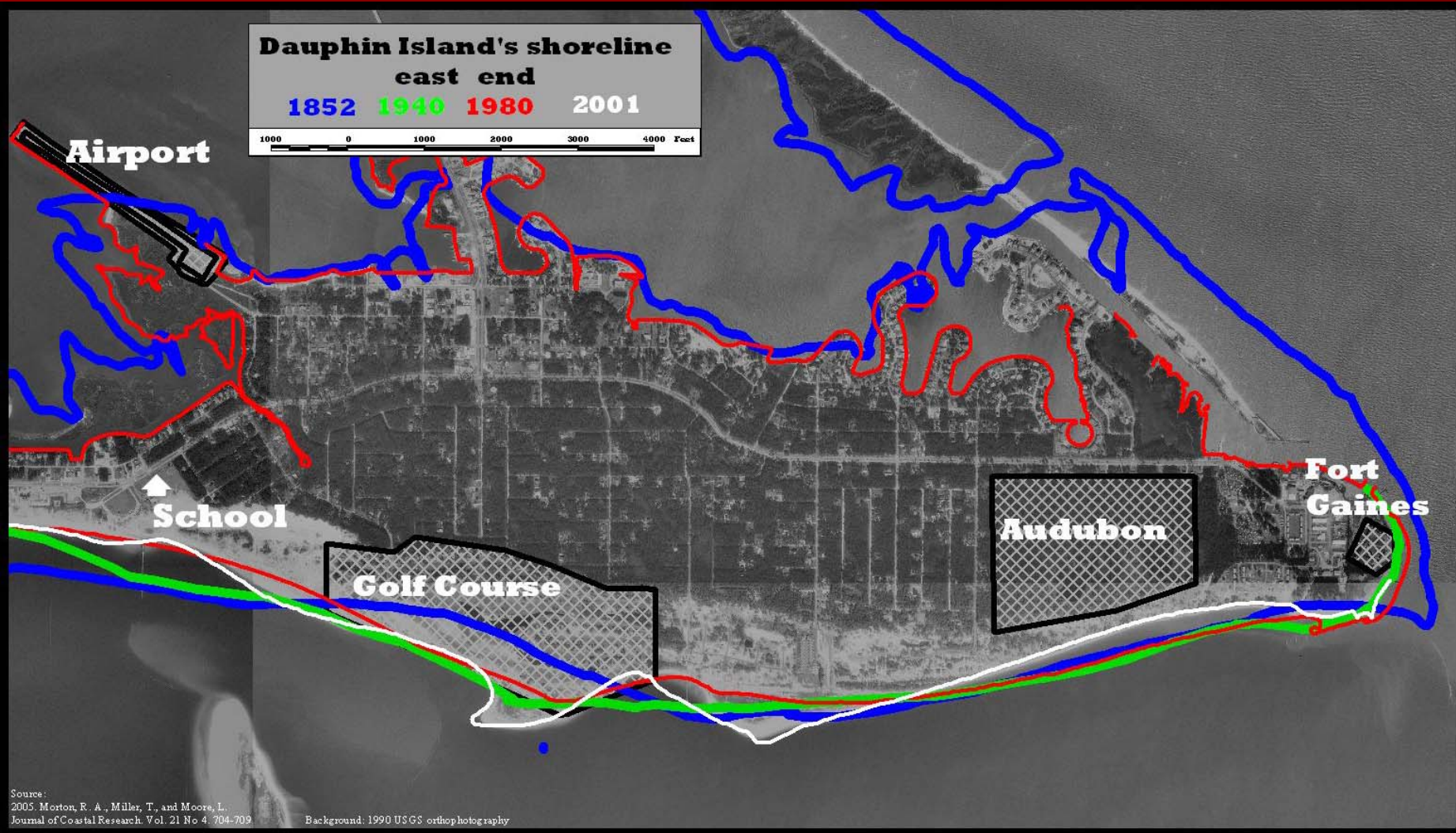


2001

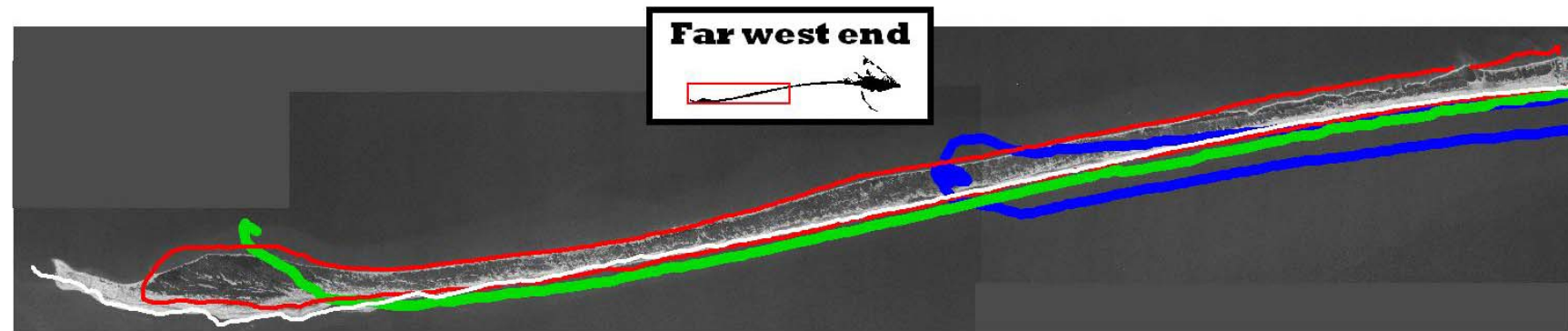
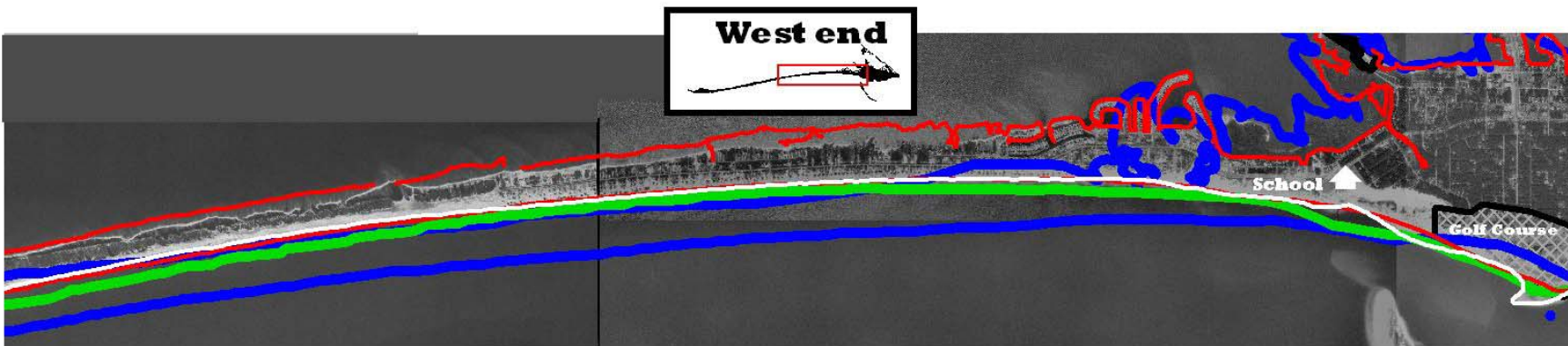
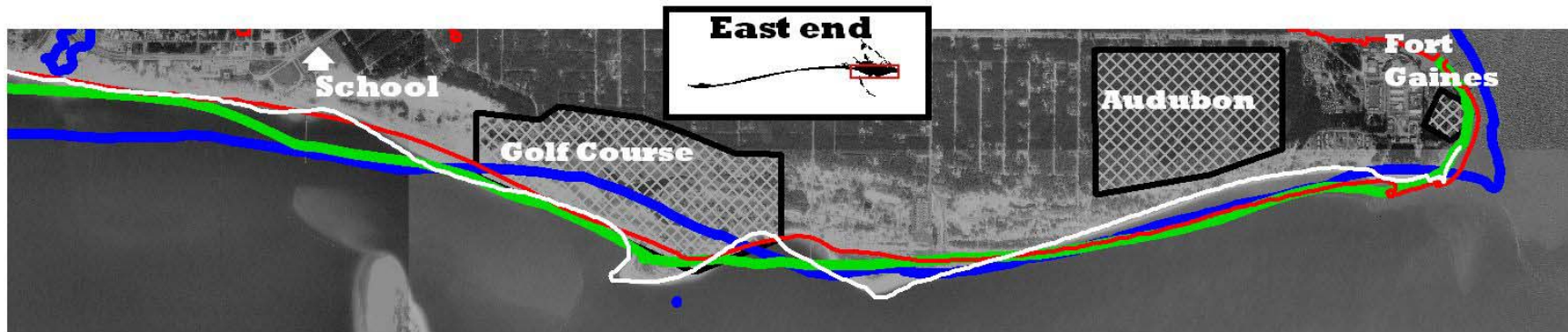








**Change in Dauphin Island's shoreline**  
1852 1940 1980 2001



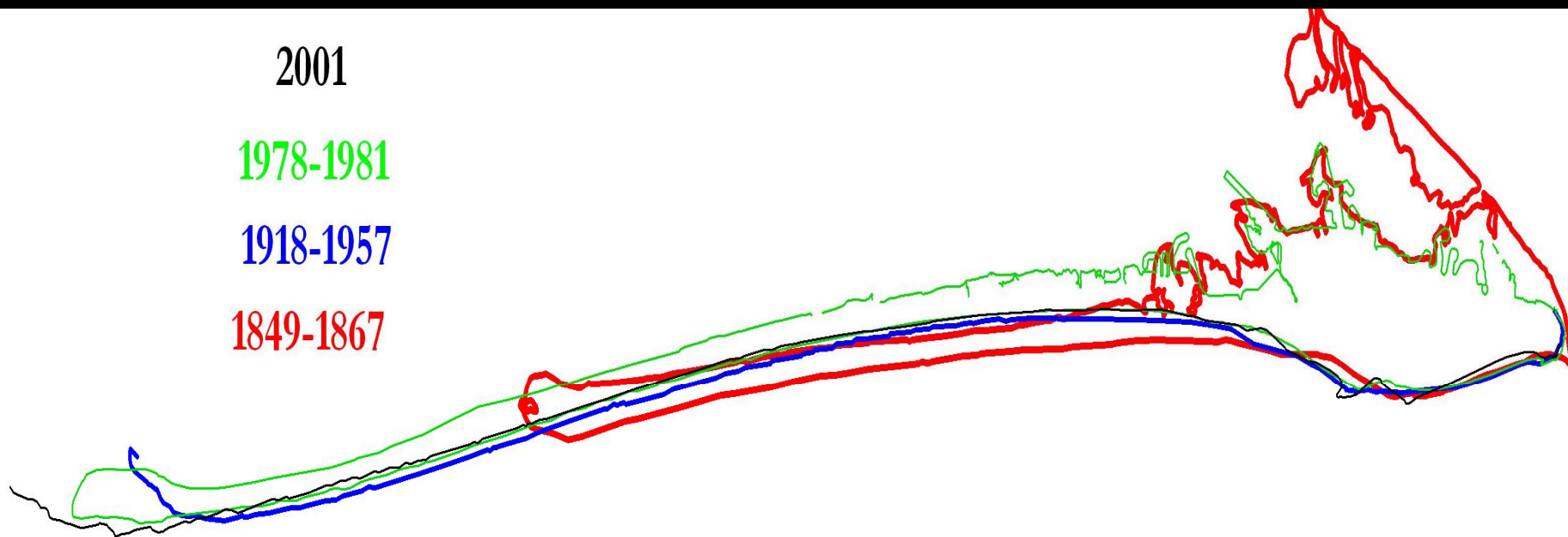


2001

1978-1981

1918-1957

1849-1867







# Liberty Ship Artificial Reef Program



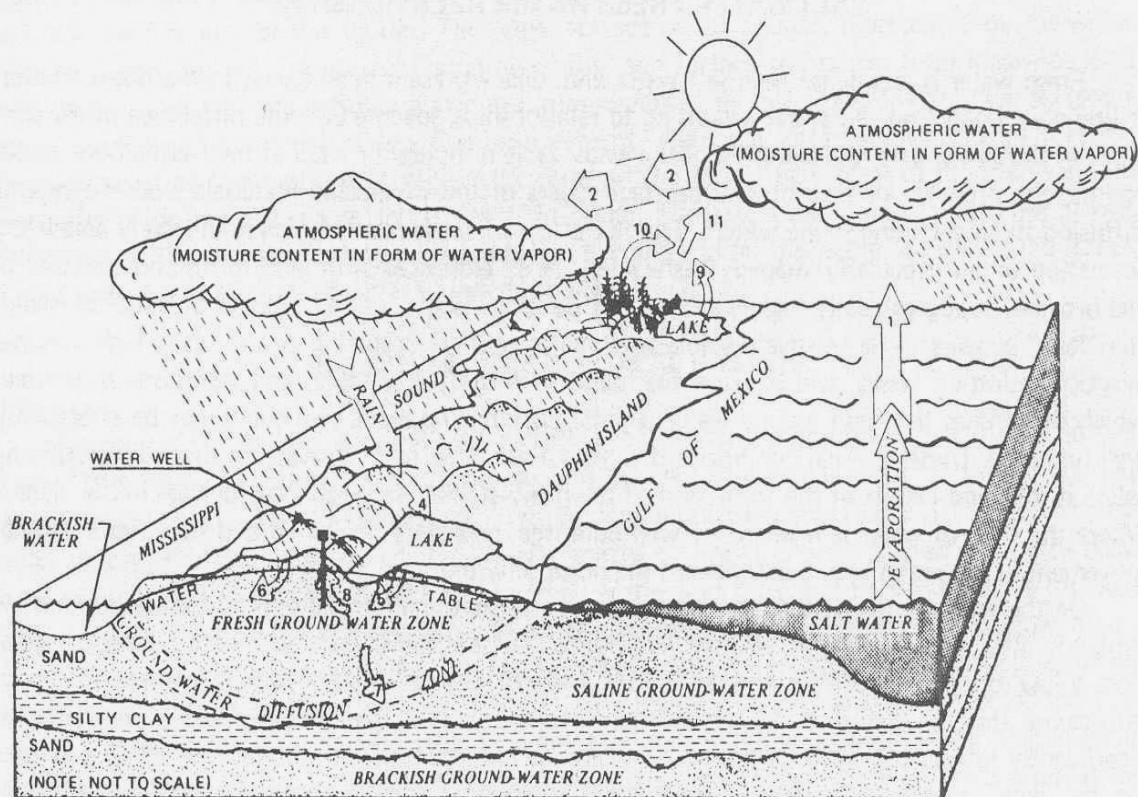
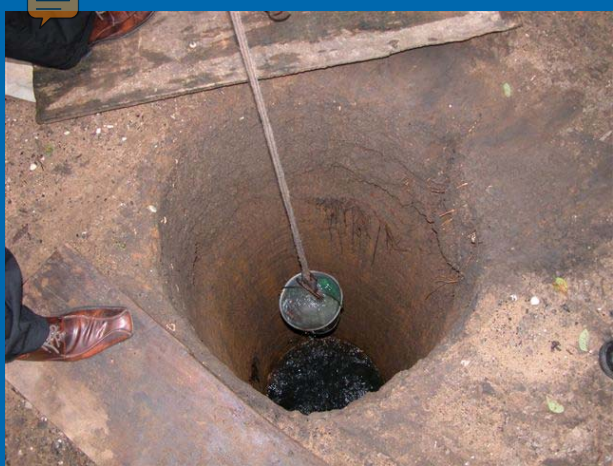




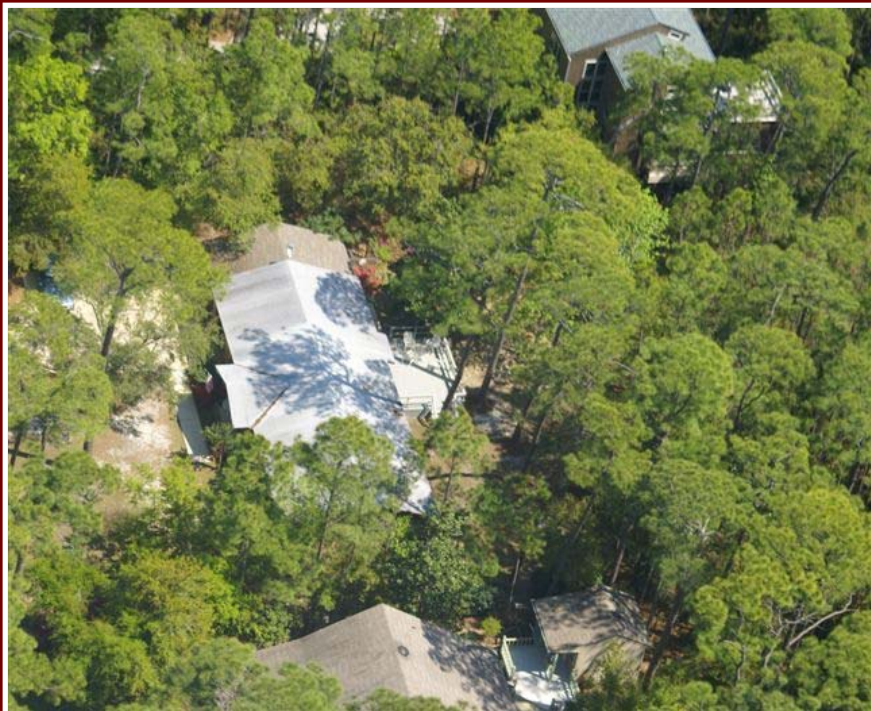
# Conceptual Flow of Dollars (\$) Through the Dauphin Island Economy







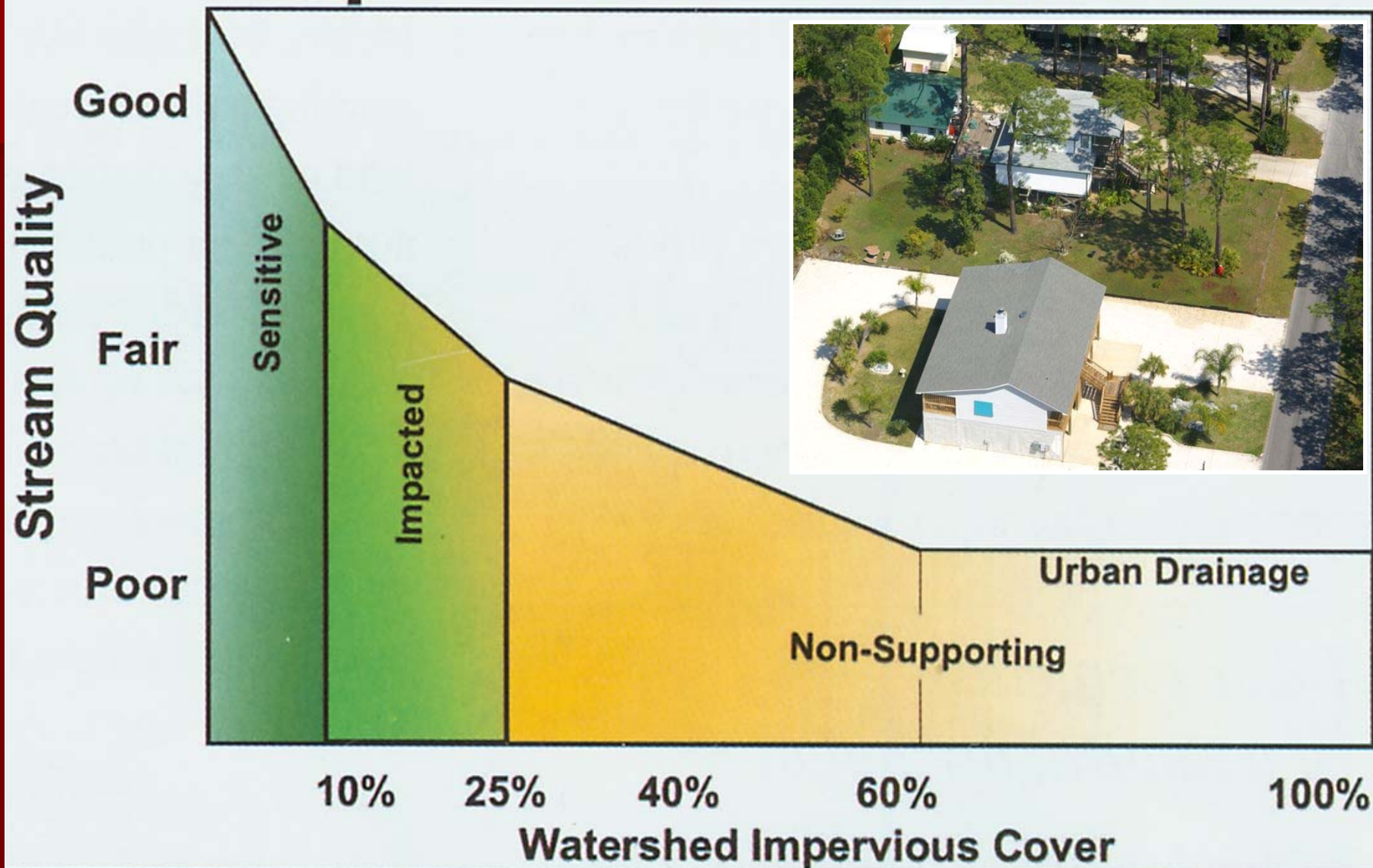






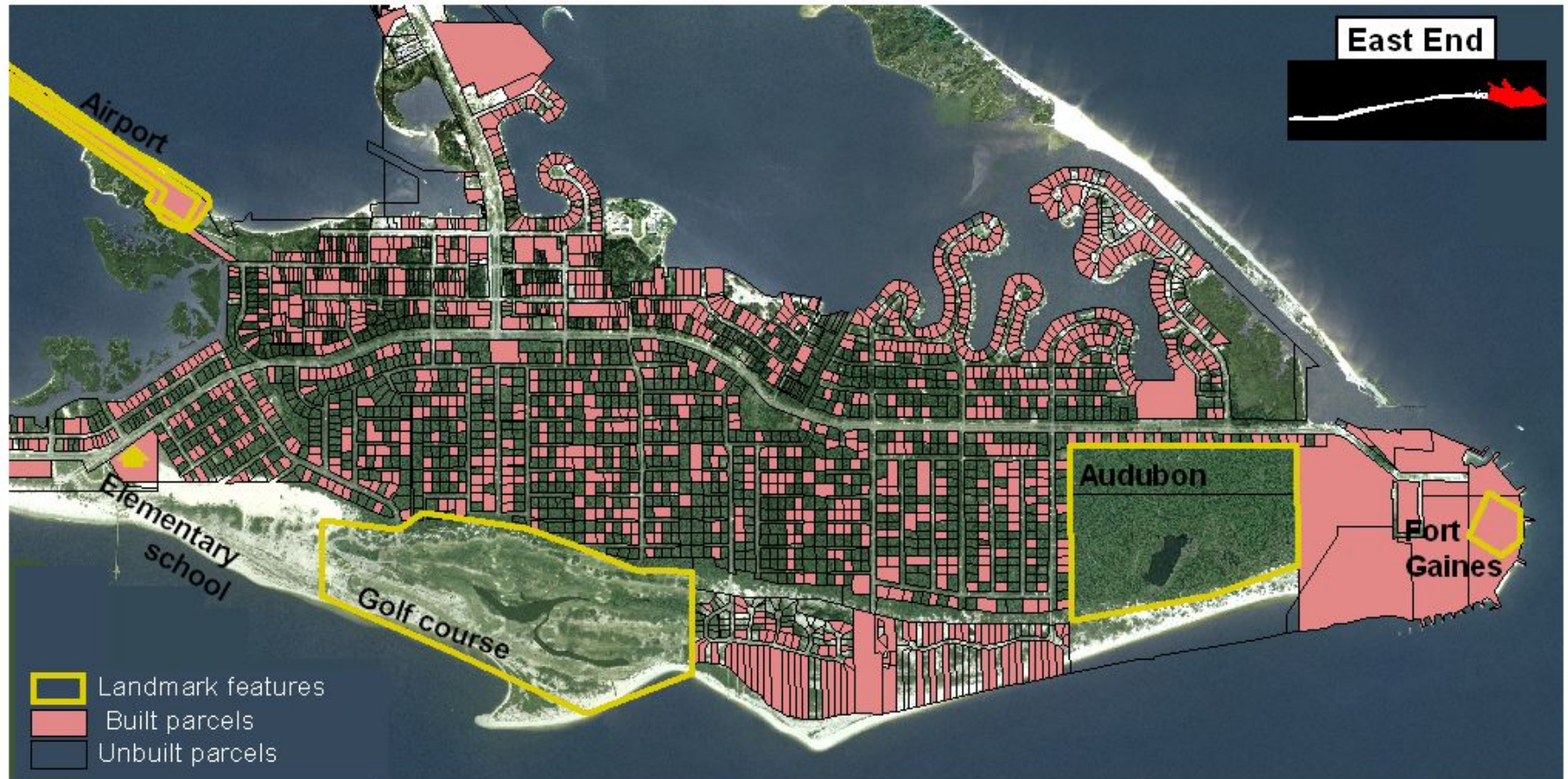


# Impervious Cover Model





# Dauphin Island forest area and properties with buildings





# Dauphin Island: East end wetlands and built properties





