

SURVEY RESULTS

PURPOSE

To provide the District with user and community feedback to help understand the type of experience desired at the different beaches and what types of facilities and amenities may be desired to enhance that experience.

APPROACH

BEACH INTERCEPT SURVEYS – VISITORS ON THE BEACHES

- Conducted during weekdays and weekends during July – August 2014
- 267 surveys completed
 - 155 Incline Beach
 - 83 Burnt Cedar
 - 29 Ski Beach
- 248 of the 267 respondents were picture pass holders (92%)
- Able to cross tabulate between residency type (full time, second home, guest, vacation rental) and beach access method (picture pass, punch card, cash entry)

MAILED/ON-LINE SURVEYS – PARCEL OWNERS AND TENANTS WITH BEACH ACCESS

- 8,193 surveys mailed
 - Mailed to all parcel owners and tenants with beach access that have an address on file
 - 6,603 parcel owners with beach access
 - 1,590 tenants with beach access
- 26% return rate (to date)
 - 1,990 returned via mail
 - 159 completed on-line
 - Typical satisfactory mailed survey return rate: 15%
- Able to differentiate between parcel owner and tenant response
- Able to identify multiple online entries from the same IP address

RESPONDENT DEMOGRAPHIC PROFILE

AGE: RELATIVELY OLDER DEMOGRAPHIC

61.0 year average (mailed)
52.9 year average (online)
52.8 year average (intercept)

PERCENT OF RESPONDENTS OVER 65

42.1% of mailed respondents
48.0% online respondents
24.8% intercept respondents

HOUSEHOLD COMPOSITION

HOUSEHOLD COMPOSITION	MAILED	ONLINE	INTERCEPT
Single, no children	9.70%	8.80%	12.40%
Single, with children	4.20%	4.20%	7.50%
Couple, no children	40.60%	35.60%	35.30%
Couple, with children	31.50%	38.90%	31.60%
Multiple adults, no children	4.90%	5.10%	6.00%
Multiple adults, with children	9.10%	7.40%	7.10%

EDUCATION

EDUCATION	MAILED	ONLINE	INTERCEPT
Did not complete high school	0.10%	0.50%	0.80%
High school graduate	3.10%	1.40%	4.00%
Some college or technical training	12.60%	10.80%	13.90%
College graduate	35.80%	41.80%	35.10%
Graduate degree	22.70%	27.70%	12.70%
Post-graduate degrees	27.10%	20.20%	33.50%

RESPONDENT DEMOGRAPHIC BY PREFERRED BEACH

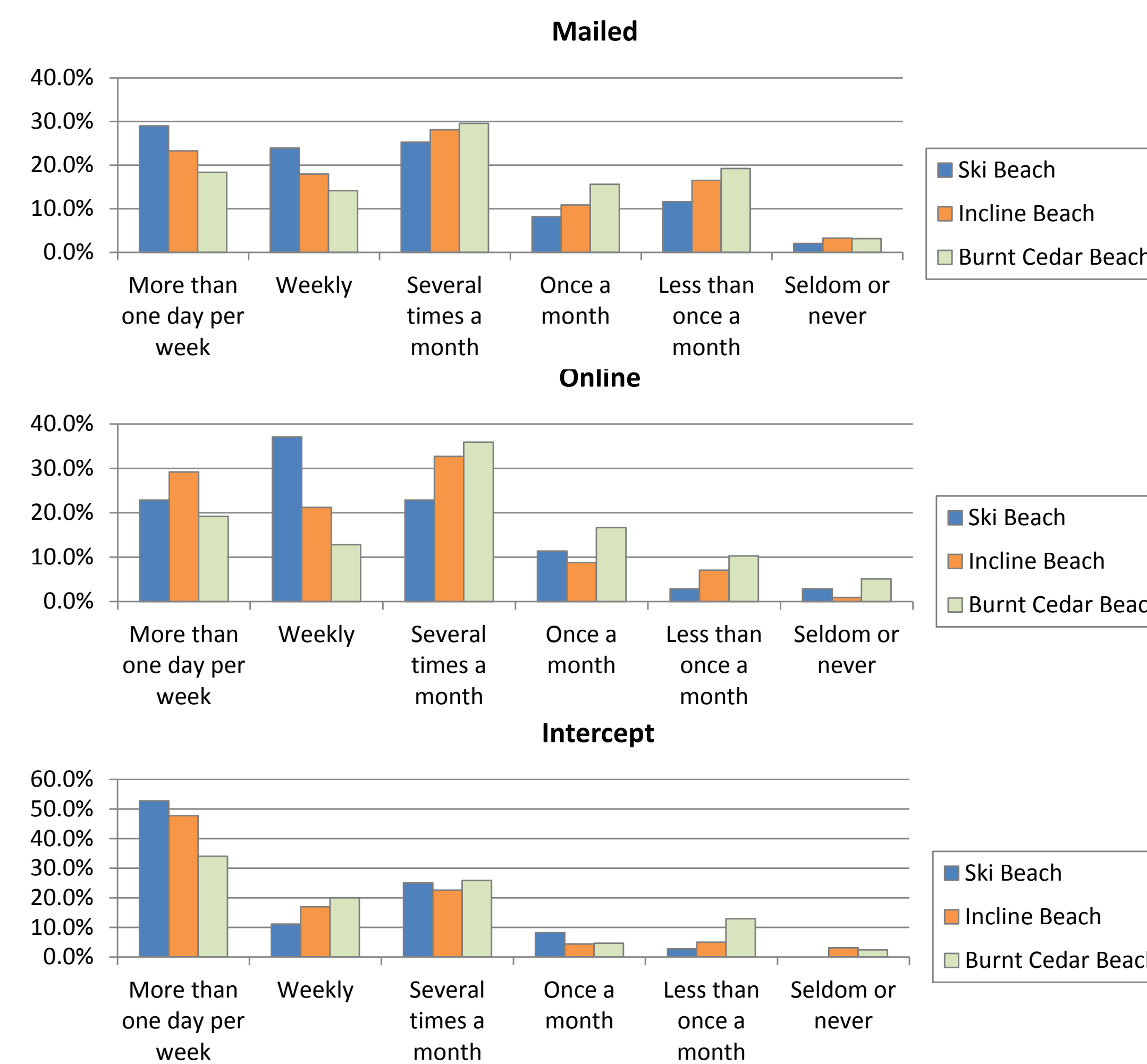
GENDER	SKI BEACH	INCLINE BEACH	BURNT CEDAR
MAILED			
Male	56.30%	47.10%	46.60%
Female	43.70%	52.90%	53.40%
ONLINE			
Male	71.90%	43.60%	58.70%
Female	28.10%	56.40%	41.30%
INTERCEPT			
Male	67.60%	40.00%	32.90%
Female	32.40%	60.00%	67.10%
AVERAGE AGE			
MAILED	59.7	64.1	62.2
ONLINE	54.2	50.2	55.8
INTERCEPT	45.7	49.8	54.5

RECREATION USER PROFILE

ACCESS METHOD

ACCESS	MAILED	ONLINE	INTERCEPT
IVGID picture pass holder	97.10%	95.90%	87.00%
Punch card day use entry	2.70%	3.30%	8.10%
Cash day use entry	0.30%	0.80%	4.90%

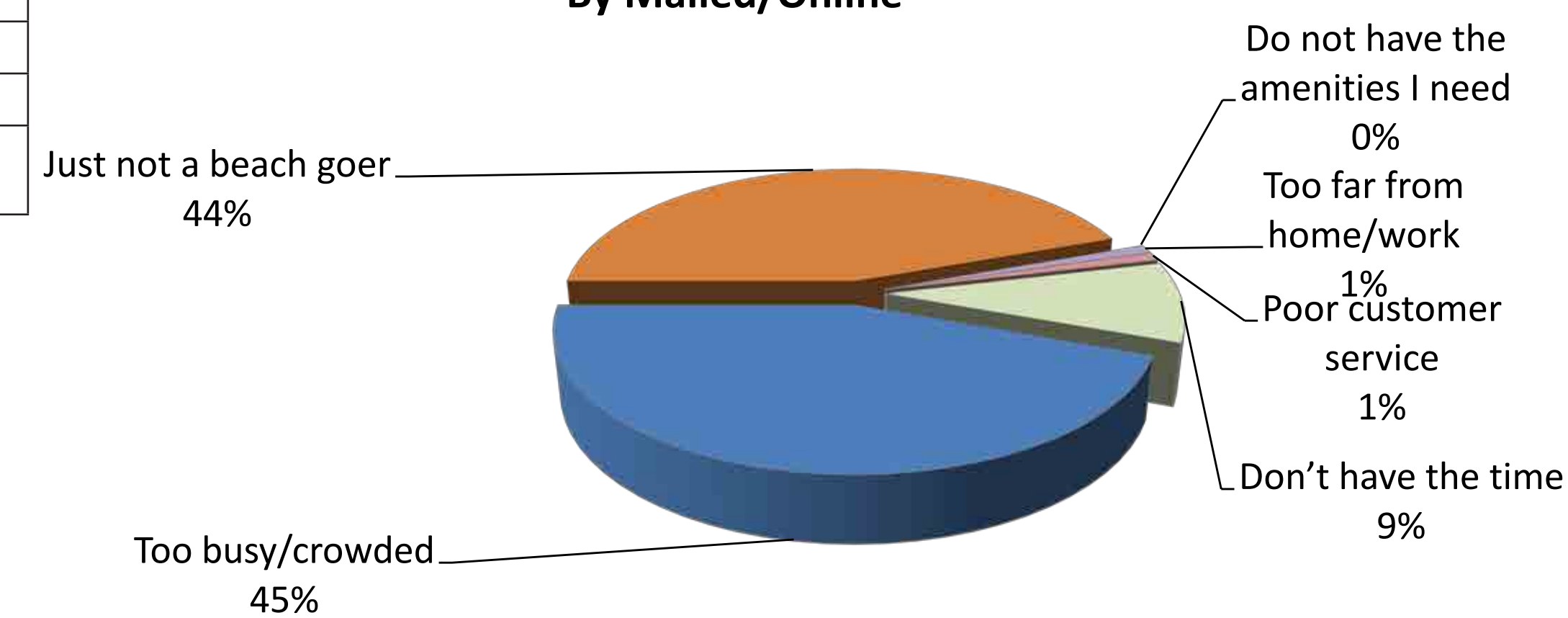
FREQUENCY OF USE BY PREFERRED BEACH



BEACHES TYPICALLY VISITED

BEACHES TYPICALLY VISITED	MAILED	ONLINE	INTERCEPT
Ski Beach	42.50%	60.40%	33.60%
Incline Beach	74.00%	81.60%	80.90%
Burnt Cedar Beach	66.40%	67.60%	59.70%
Do not visit IVGID beaches	6.90%	2.40%	

Reason for Not Visiting IVGID Beaches By Mailed/Online



PREFERRED BEACH

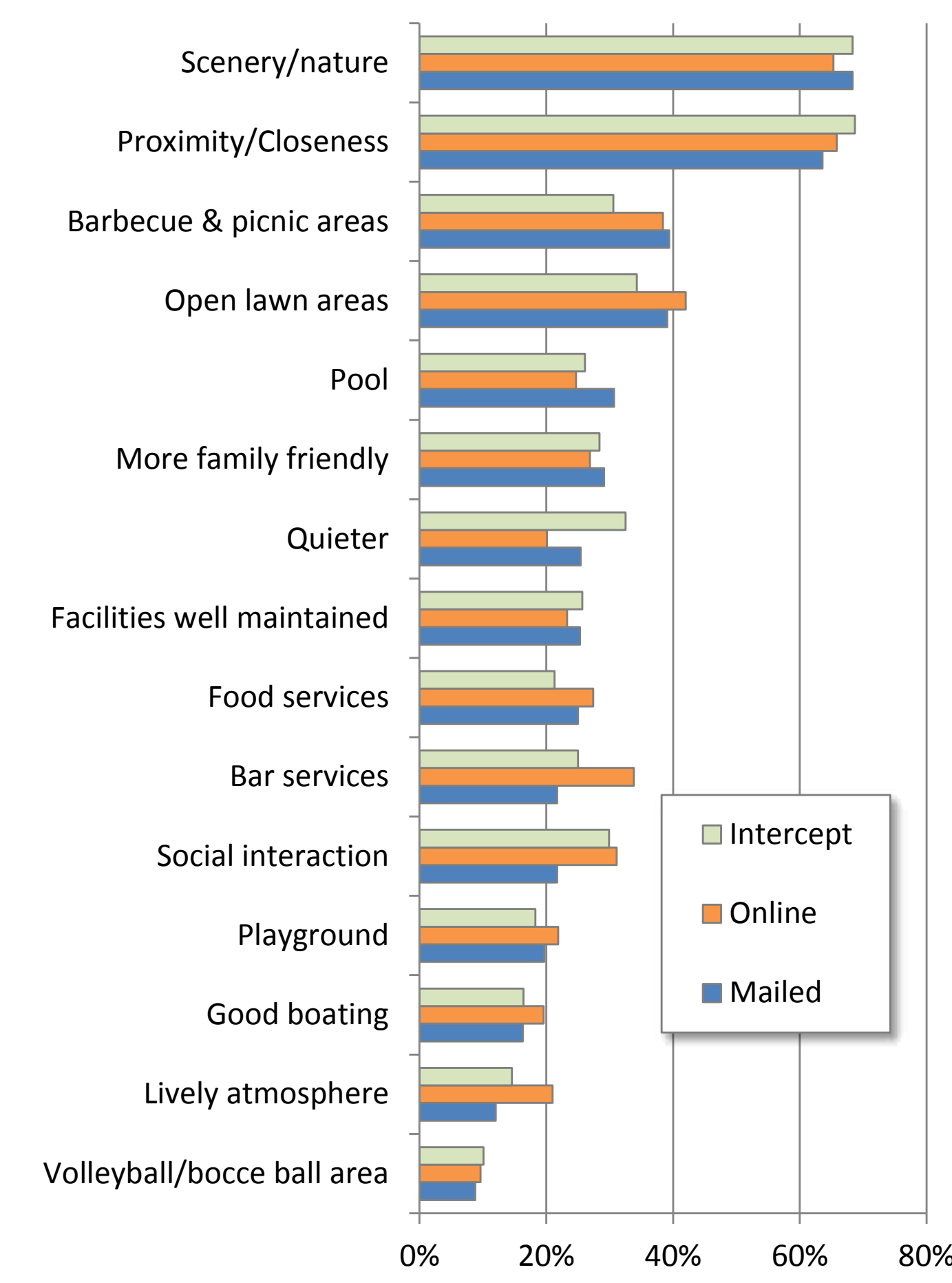
PREFERRED BEACH	MAILED	ONLINE	INTERCEPT
Ski Beach	14.90%	15.40%	12.90%
Incline Beach	46.90%	50.20%	56.80%
Burnt Cedar Beach	38.20%	34.40%	30.40%
Average Party Size		2.77	
Average Hours Per Visit	3.25	3.94	3.82

SURVEY RESULTS

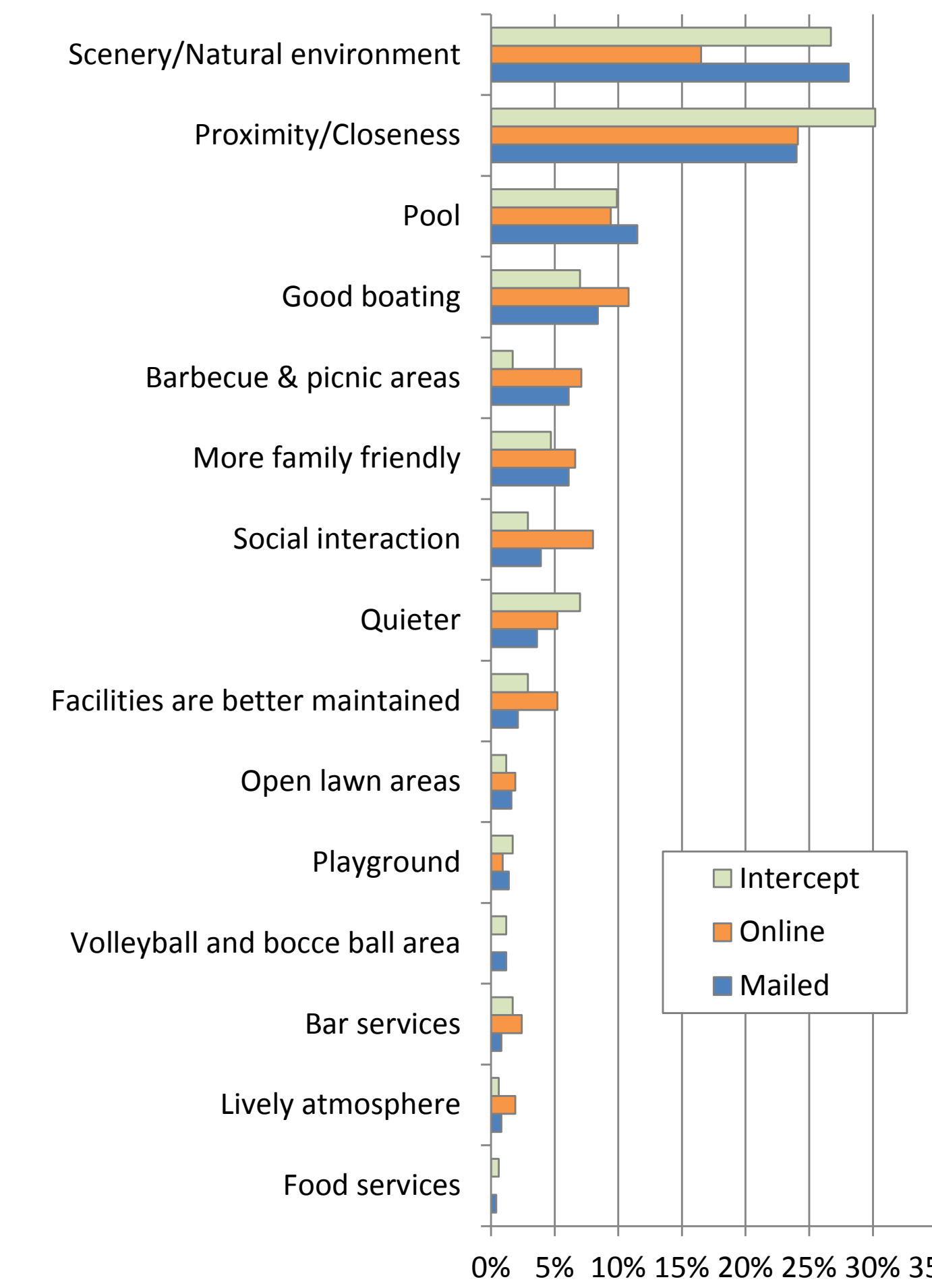
BEACH USE MOTIVATIONS

WHY DO YOU VISIT YOUR PREFERRED BEACH?

REASONS FOR VISITING PREFERRED BEACH



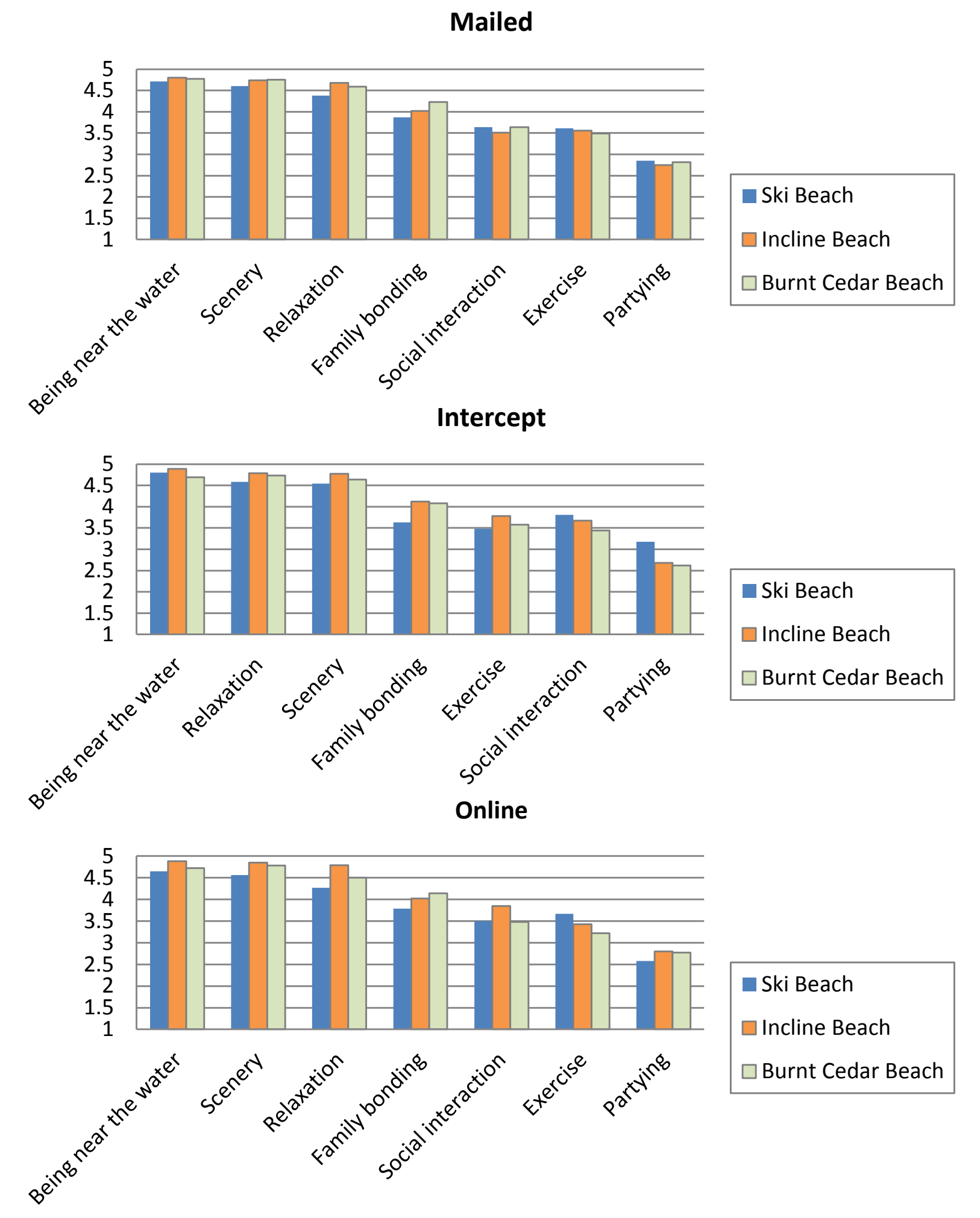
PRIMARY REASON FOR VISITING PREFERRED BEACH



RATE THE IMPORTANCE OF THESE ATTRIBUTES AS A REASON FOR VISITING YOUR PREFERRED BEACH.

RESULTS SORTED BY PREFERRED BEACH

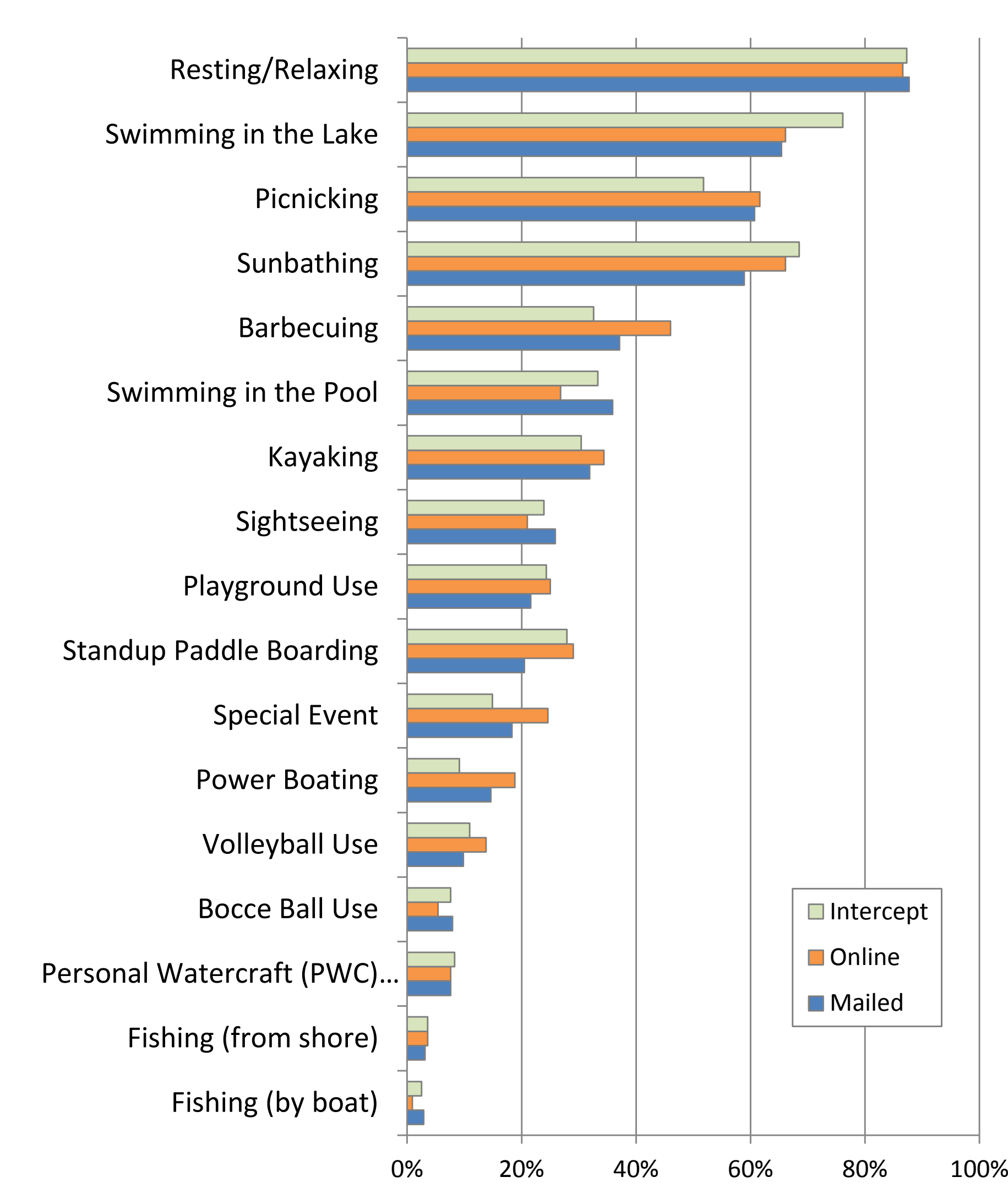
IMPORTANCE OF BEACH ATTRIBUTES	SKI BEACH	INCLINE BEACH	BURNT CEDAR
MAILED			
Being near the water	4.71	4.8	4.77
Enjoying outdoors/scenery	4.6	4.74	4.75
Relaxation	4.38	4.68	4.59
Family bonding	3.87	4.02	4.23
Social interaction	3.64	3.51	3.64
Exercise	3.61	3.56	3.49
Partying	2.85	2.75	2.82
ONLINE			
Being near the water	4.65	4.88	4.72
Enjoying outdoors/scenery	4.56	4.85	4.78
Relaxation	4.27	4.79	4.5
Family bonding	3.79	4.02	4.14
Social interaction	3.5	3.85	3.48
Exercise	3.67	3.43	3.22
Partying	2.58	2.8	2.77
INTERCEPT			
Being near the water	4.8	4.89	4.69
Relaxation	4.58	4.79	4.73
Enjoying outdoors/scenery	4.54	4.77	4.64
Family bonding	3.63	4.12	4.08
Social interaction	3.48	3.78	3.58
Exercise	3.81	3.67	3.44
Partying	3.18	2.68	2.62



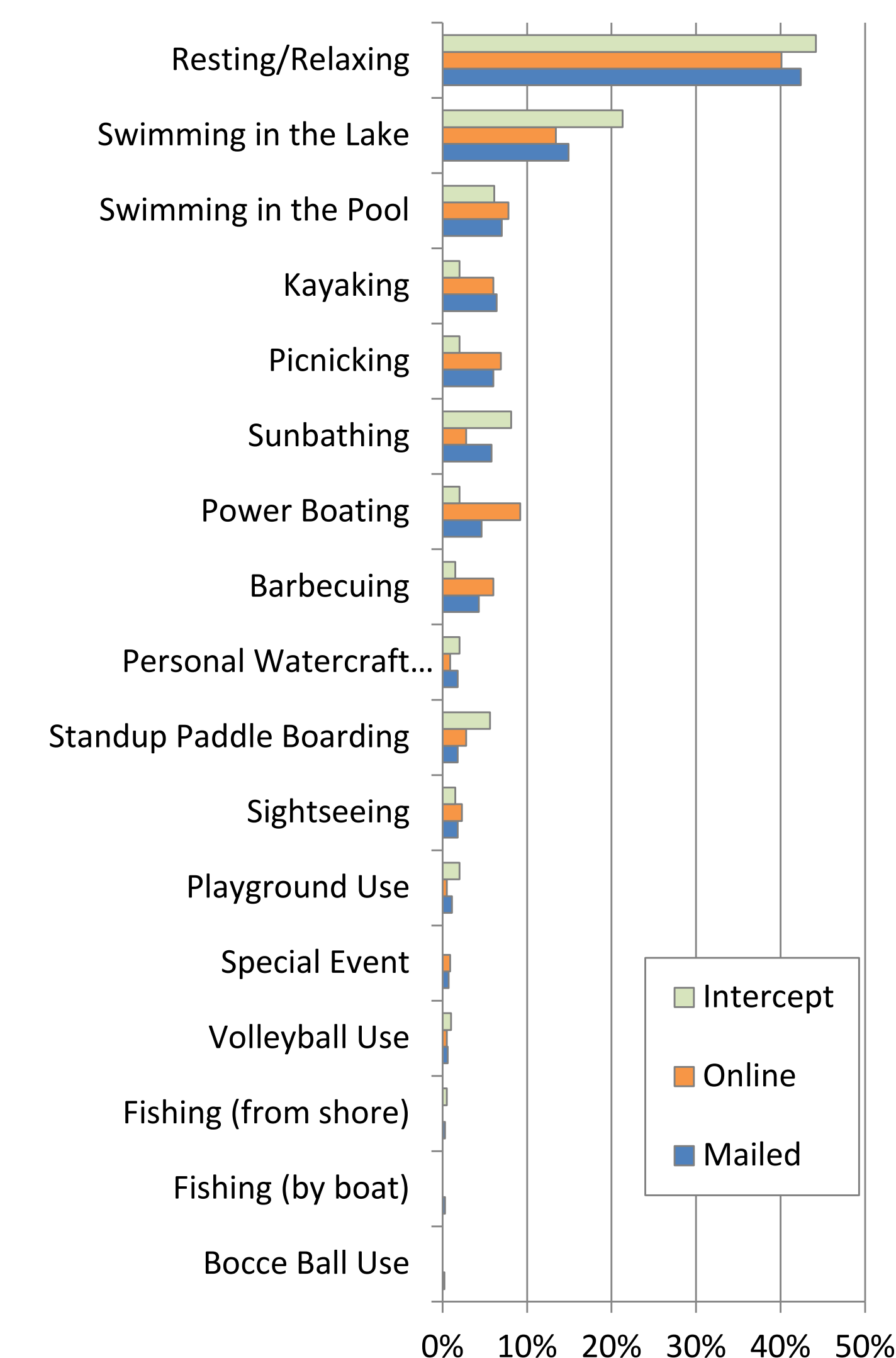
RECREATION USE PATTERNS

WHICH OF THE FOLLOWING ACTIVITIES DO YOU TYPICALLY PARTICIPATE IN DURING YOUR VISIT TO YOUR PREFERRED BEACH?

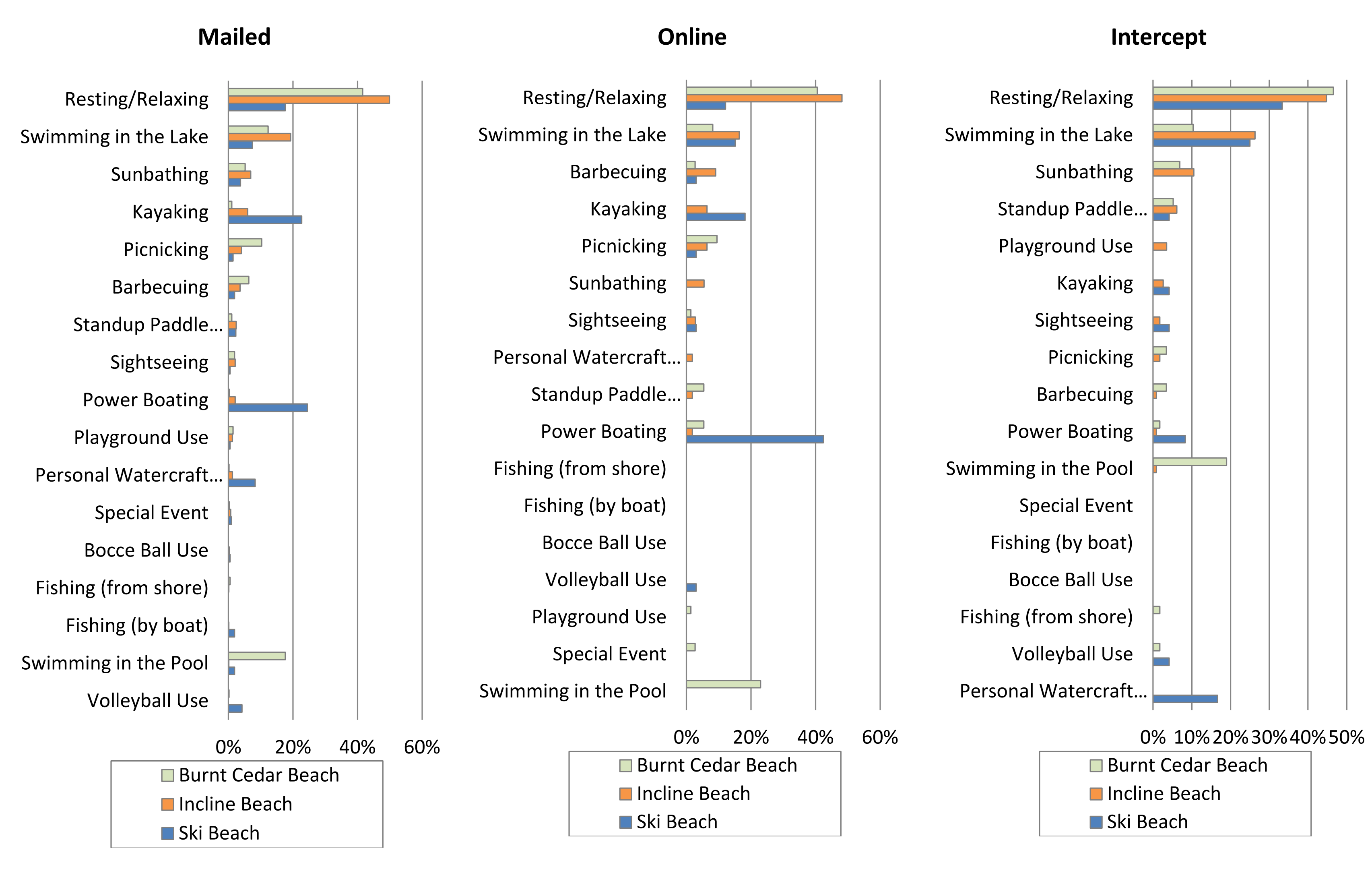
TYPICAL ACTIVITIES



PRIMARY ACTIVITY



PRIMARY ACTIVITY: RESULTS SORTED BY PREFERRED BEACH

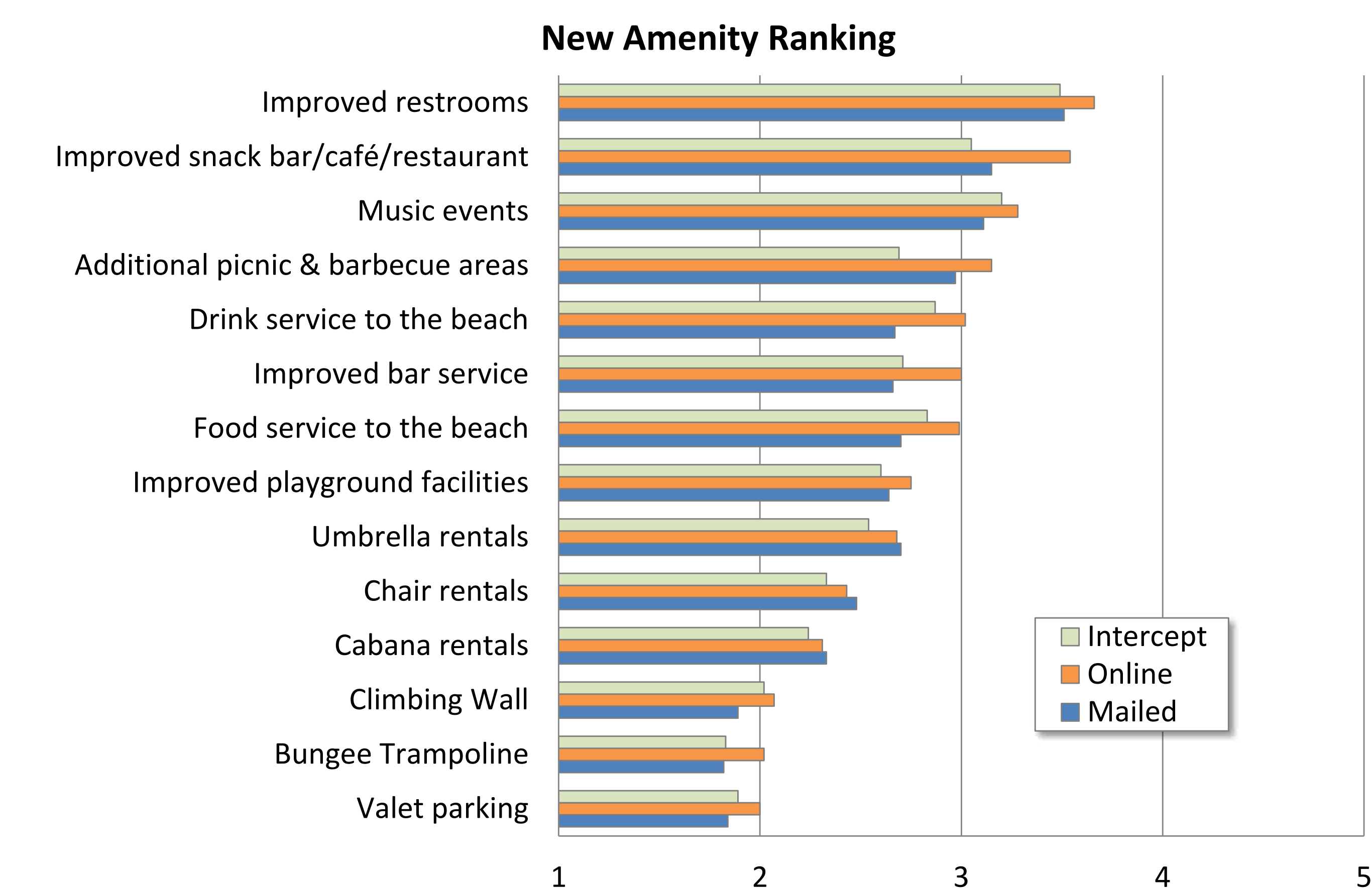


DESIRED AMENITIES AND SERVICES

IF NEW AMENITIES AND SERVICES WERE PROVIDED, PLEASE INDICATE WHETHER THE FOLLOWING AMENITIES AND RECREATION OPPORTUNITIES WOULD ENHANCE OR DETRACT FROM YOUR BEACH-GOING EXPERIENCE AT THIS BEACH LOCATION?

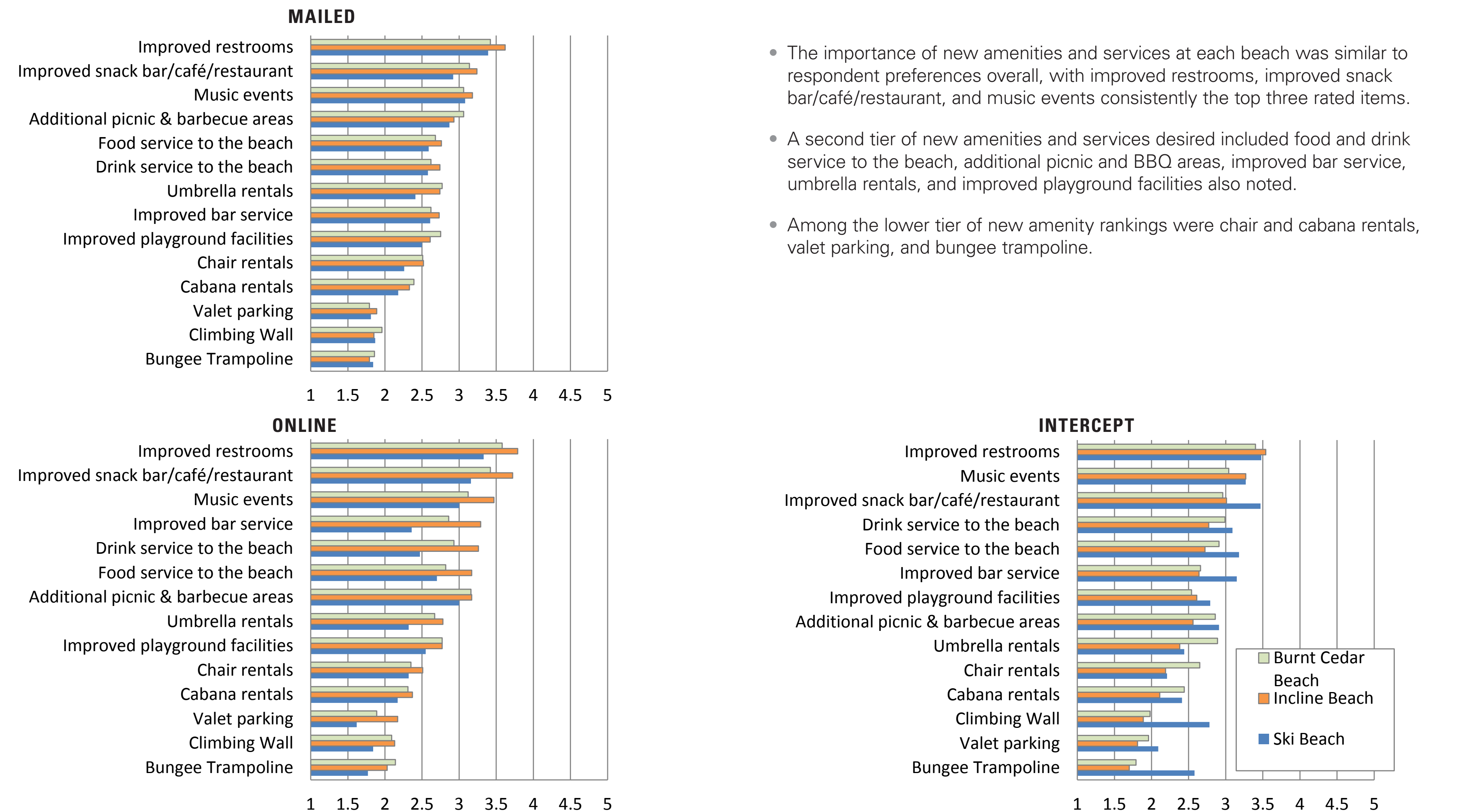
IMPORTANCE OF NEW AMENITIES AND SERVICES

1-5 SCALE AVERAGE: "1"=NOT AT ALL IMPORTANT TO "5"=ABSOLUTELY NECESSARY



RESULTS SORTED BY PREFERRED BEACH

1-5 SCALE AVERAGE: "1"=NOT AT ALL IMPORTANT TO "5"=ABSOLUTELY NECESSARY



- The importance of new amenities and services at each beach was similar to respondent preferences overall, with improved restrooms, improved snack bar/café/restaurant, and music events consistently the top three rated items.
- A second tier of new amenities and services desired included food and drink service to the beach, additional picnic and BBQ areas, improved bar service, umbrella rentals, and improved playground facilities also noted.
- Among the lower tier of new amenity rankings were chair and cabana rentals, valet parking, and bungee trampoline.

SURVEY RESULTS

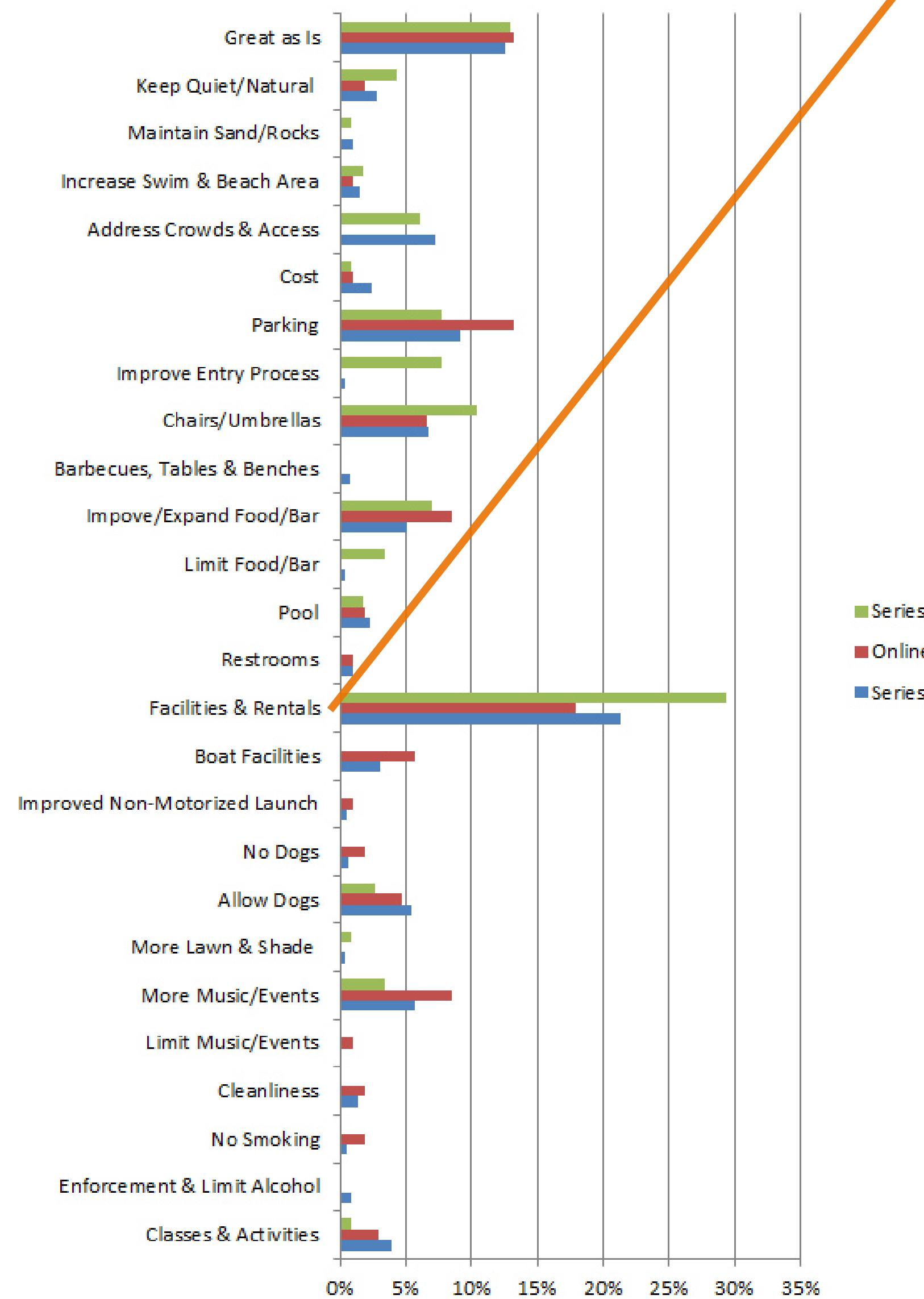
WRITE-IN RESPONSES

IDENTIFY ANY OTHER ACTIVITIES OR FACILITIES THAT ARE CURRENTLY NOT AVAILABLE THAT YOU FEEL WOULD ENHANCE YOUR BEACH-GOING EXPERIENCE OR ENCOURAGE YOU TO VISIT A BEACH.

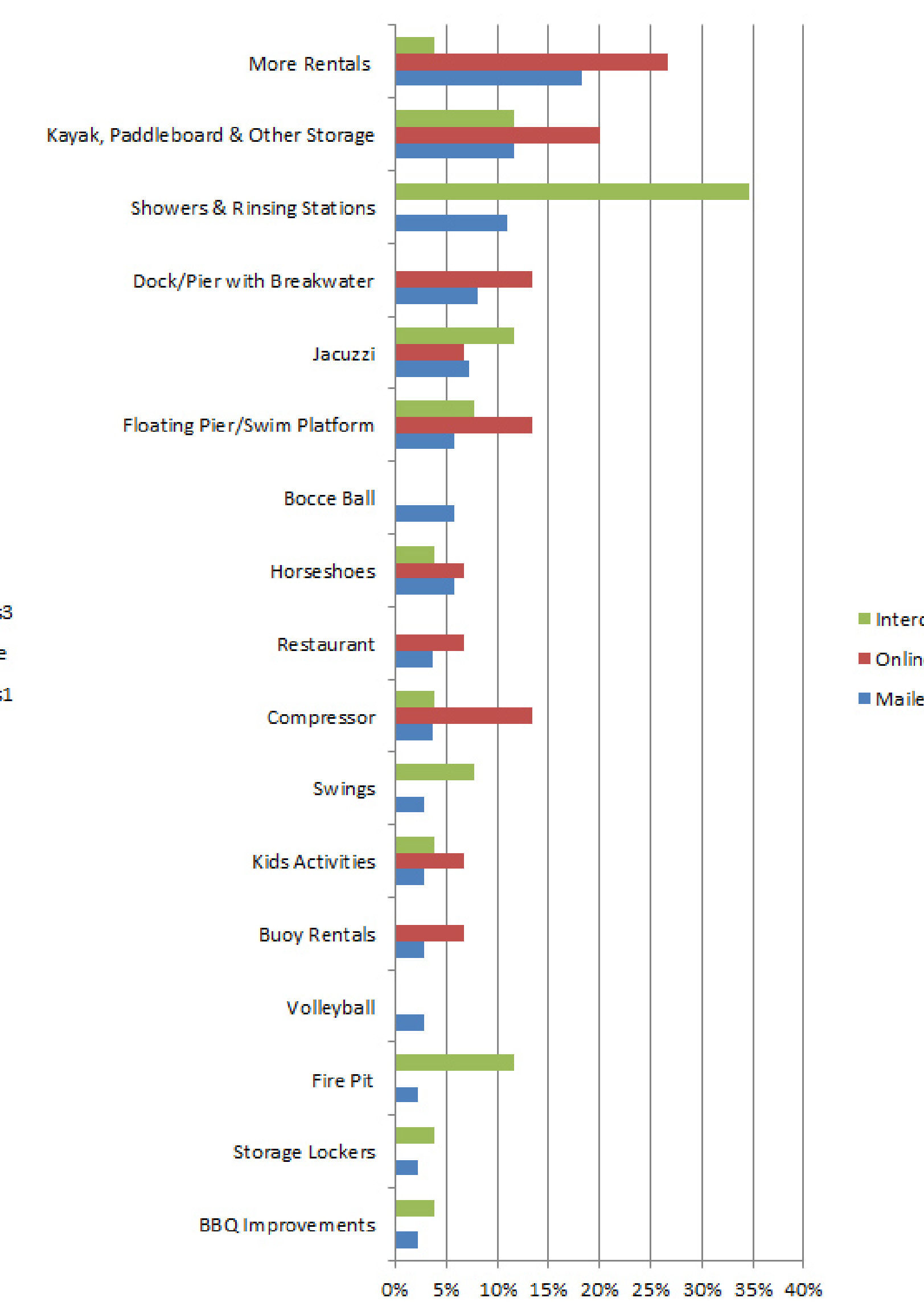
838 WRITE-IN RESPONSES FOR THIS QUESTION, THOSE ONLY MENTIONED ONE OR TWO TIMES NOT LISTED

UNAVAILABLE FACILITIES & ACTIVITIES FOR IVGID BEACHES

ALL RESPONSES:
UNAVAILABLE ACTIVITIES AND FACILITIES DESIRED FOR IVGID BEACHES



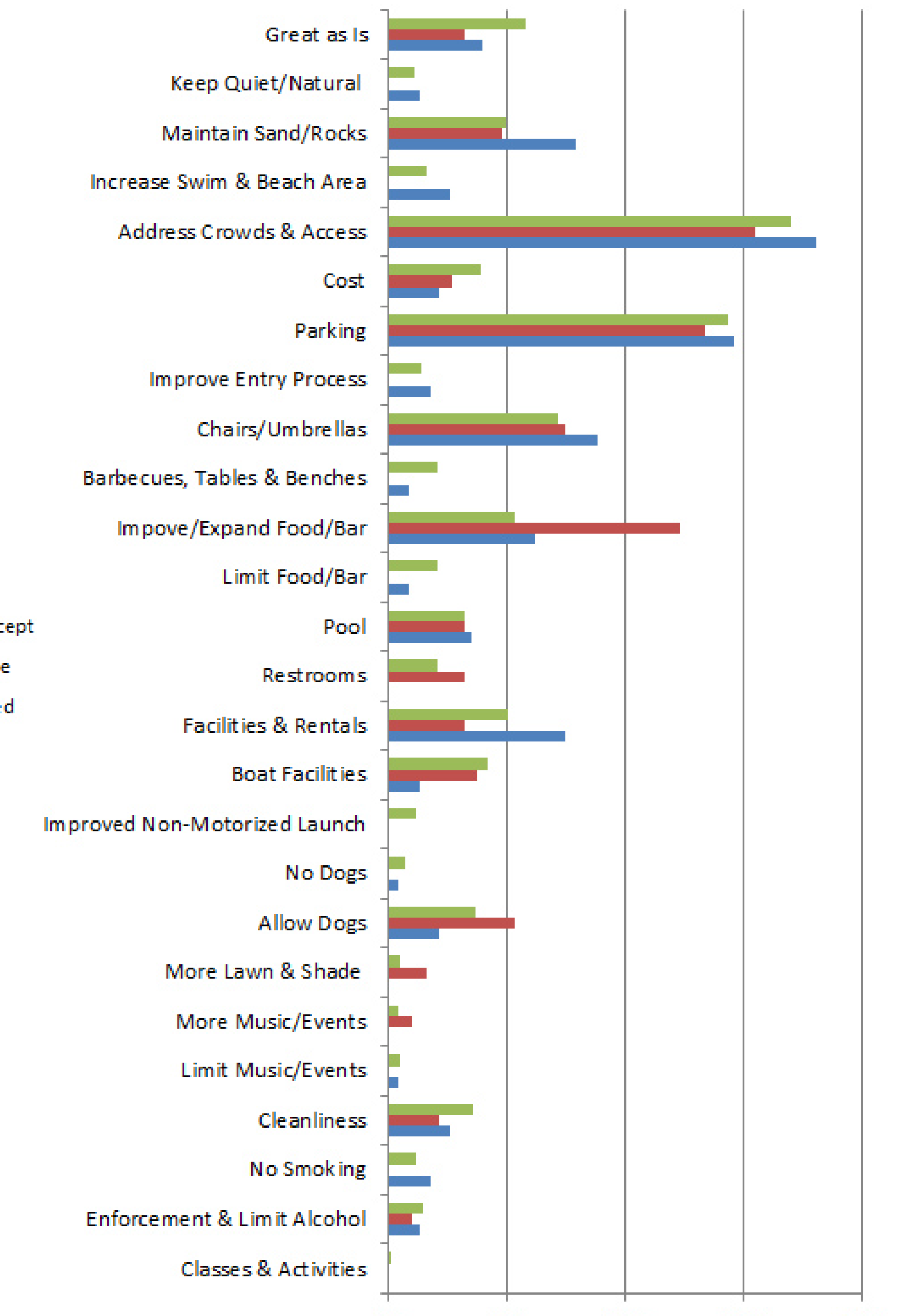
"FACILITIES" RESPONSES:
UNAVAILABLE ACTIVITIES AND FACILITIES DESIRED FOR IVGID BEACHES



IF YOU COULD CHANGE ONE THING AT THIS BEACH, WHAT WOULD IT BE?

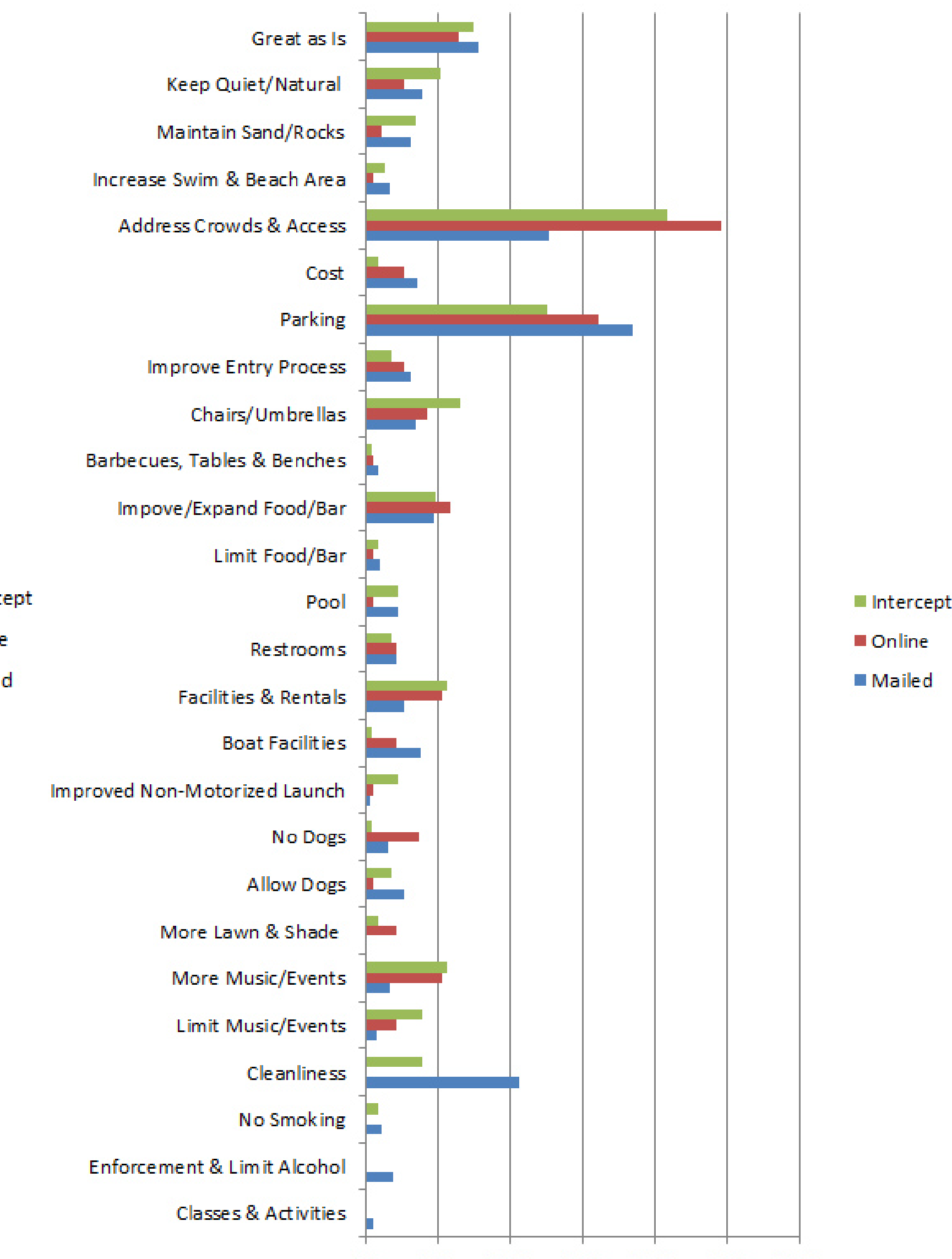
3550 WRITE-IN RESPONSES FOR THESE TWO QUESTIONS, THOSE ONLY MENTIONED ONE OR TWO TIMES NOT LISTED

SUGGESTED CHANGES AT IVGID BEACHES



WHAT IS THE MOST IMPORTANT THING THAT CAN BE DONE TO IMPROVE THE RECREATION EXPERIENCE AT IVGID BEACHES OR ENCOURAGE YOU TO VISIT A BEACH?

THINGS TO IMPROVE AT IVGID BEACHES



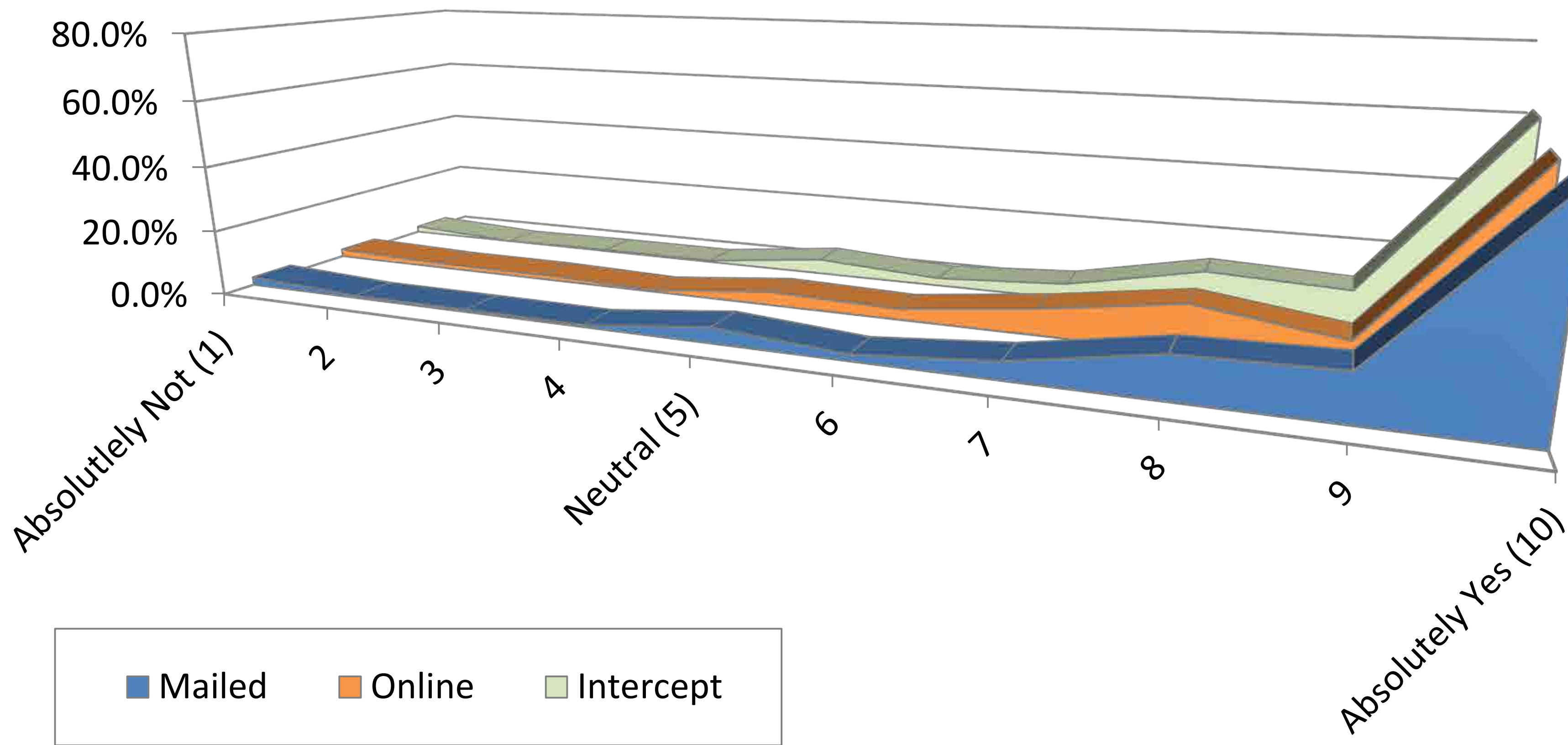
OVERALL SATISFACTION

WOULD YOU RECOMMEND THE IVGID BEACHES TO YOUR FAMILY, FRIENDS, AND COLLEAGUES?

1-10 SCALE AVERAGE: "1"=ABSOLUTELY NOT TO "10"=ABSOLUTELY YES

OVERALL

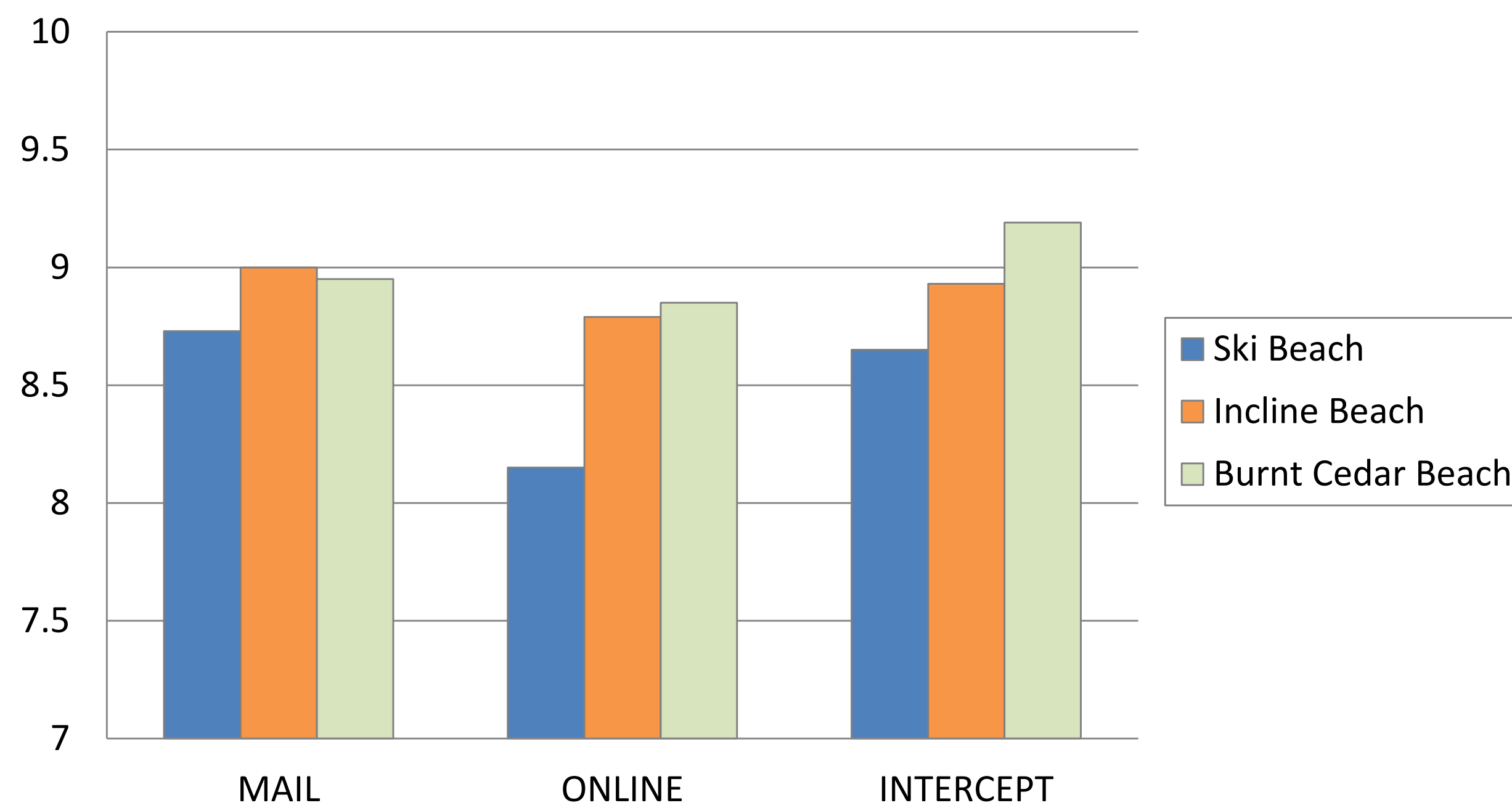
Would Recommend IVGID Beaches



	ABSOLUTELY NOT (1)	2	3	4	NEUTRAL (5)	6	7	8	9	ABSOLUTELY YES (10)	AVG.
MAILED	2.40%	0.60%	0.60%	0.50%	4.60%	1.80%	5.00%	12.10%	13.10%	59.30%	8.84
ONLINE	2.30%	1.40%	1.40%	0.50%	4.10%	3.20%	7.70%	13.60%	8.20%	57.70%	8.65
INTERCEPT	1.90%	0.00%	0.40%	0.40%	4.60%	2.30%	4.60%	12.60%	11.10%	62.20%	8.96

RESULTS SORTED BY PREFERRED BEACH

Recommend IVGID



OPPORTUNITIES

INCLINE BEACH + SKI BEACH

OVERALL OPPORTUNITIES

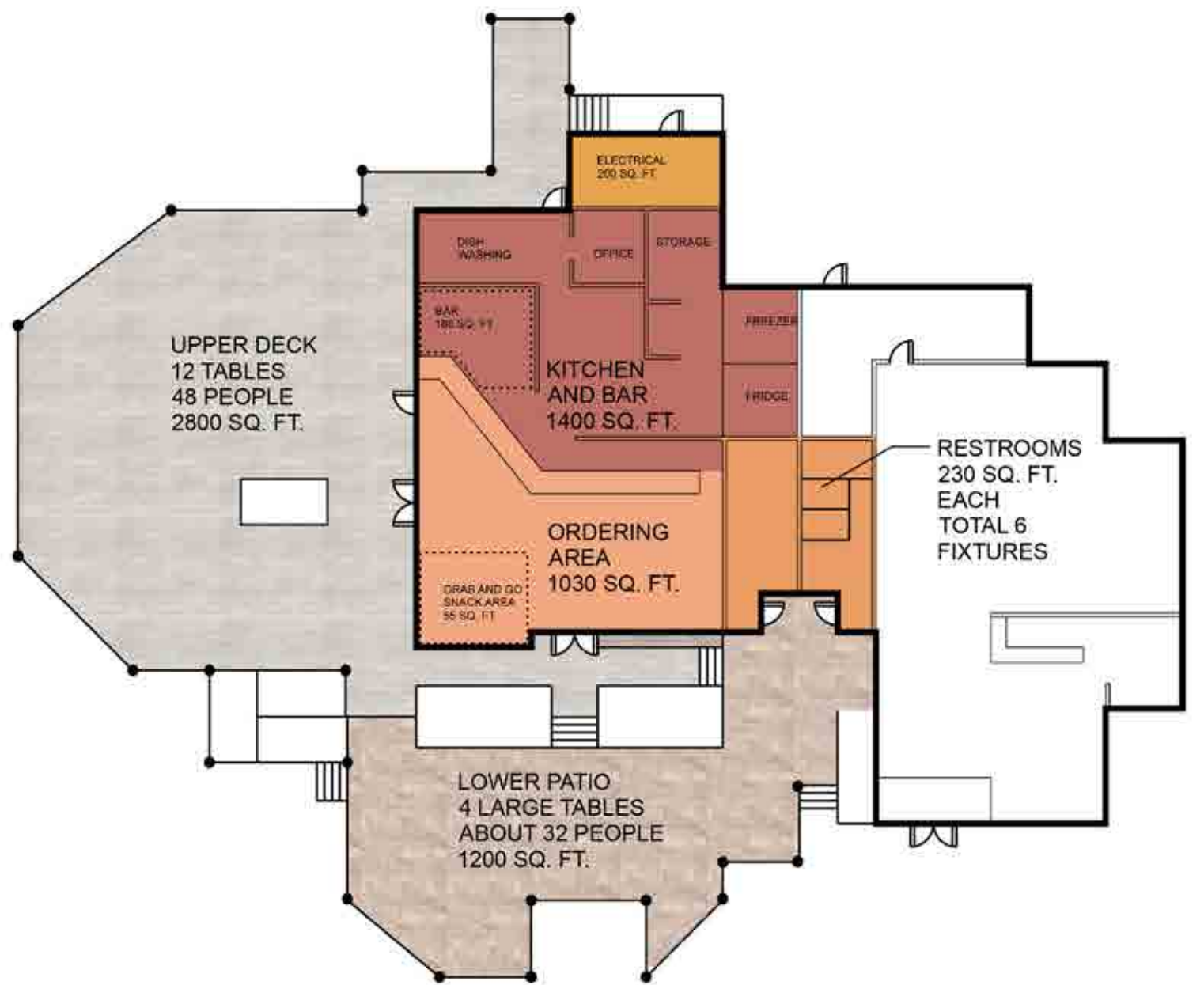
- Improve beach entries and pedestrian access
- Replace restroom/concession buildings
- Enhance group areas
- Enhance beach access connections
- Develop a consistent design aesthetic



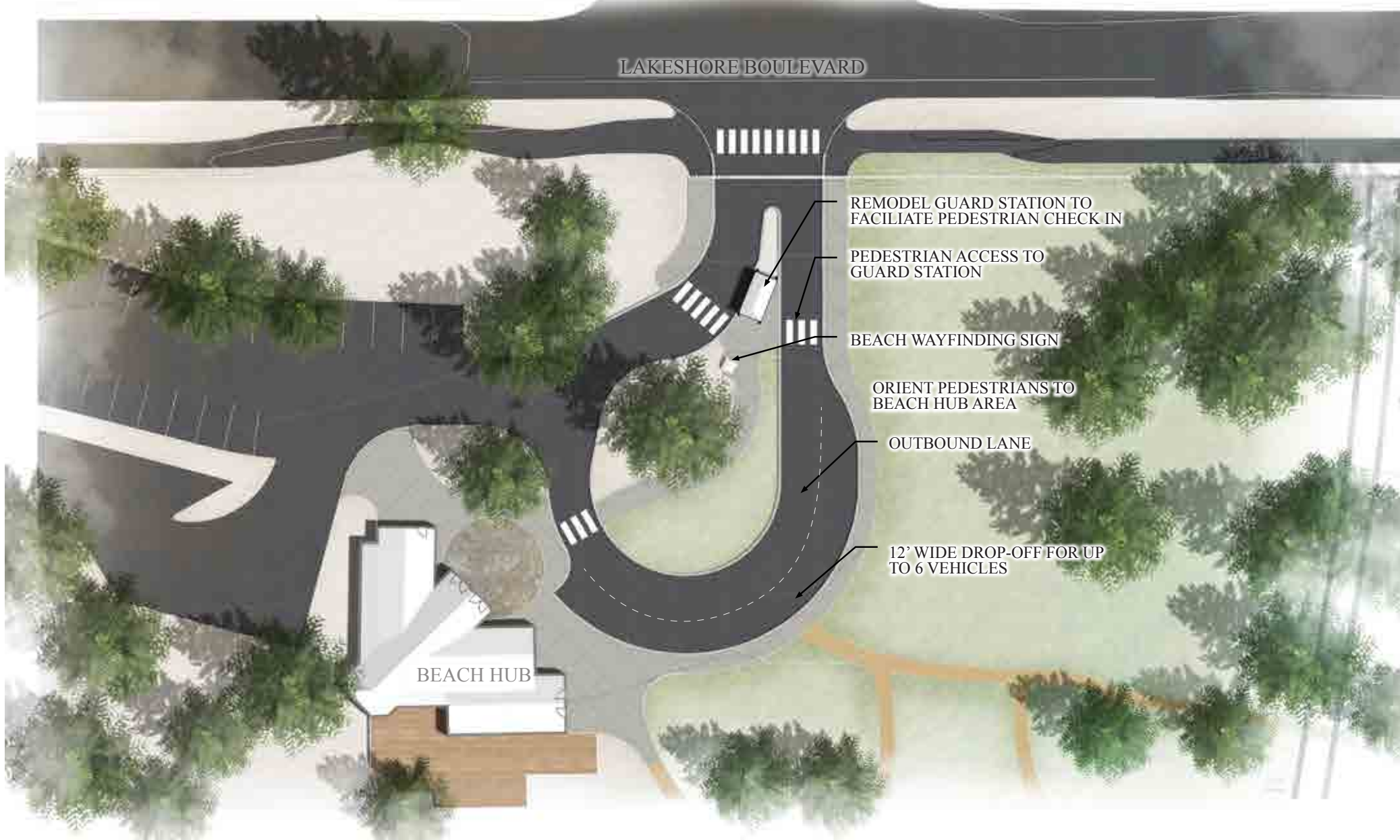
KEY IDEA: BEACHFRONT HOSPITALITY ZONE



DEFINED OUTDOOR SEATING WITH LAKE VIEWS



KEY IDEA: SCRAMBLE STYLE FOOD + BEVERAGE LAYOUT



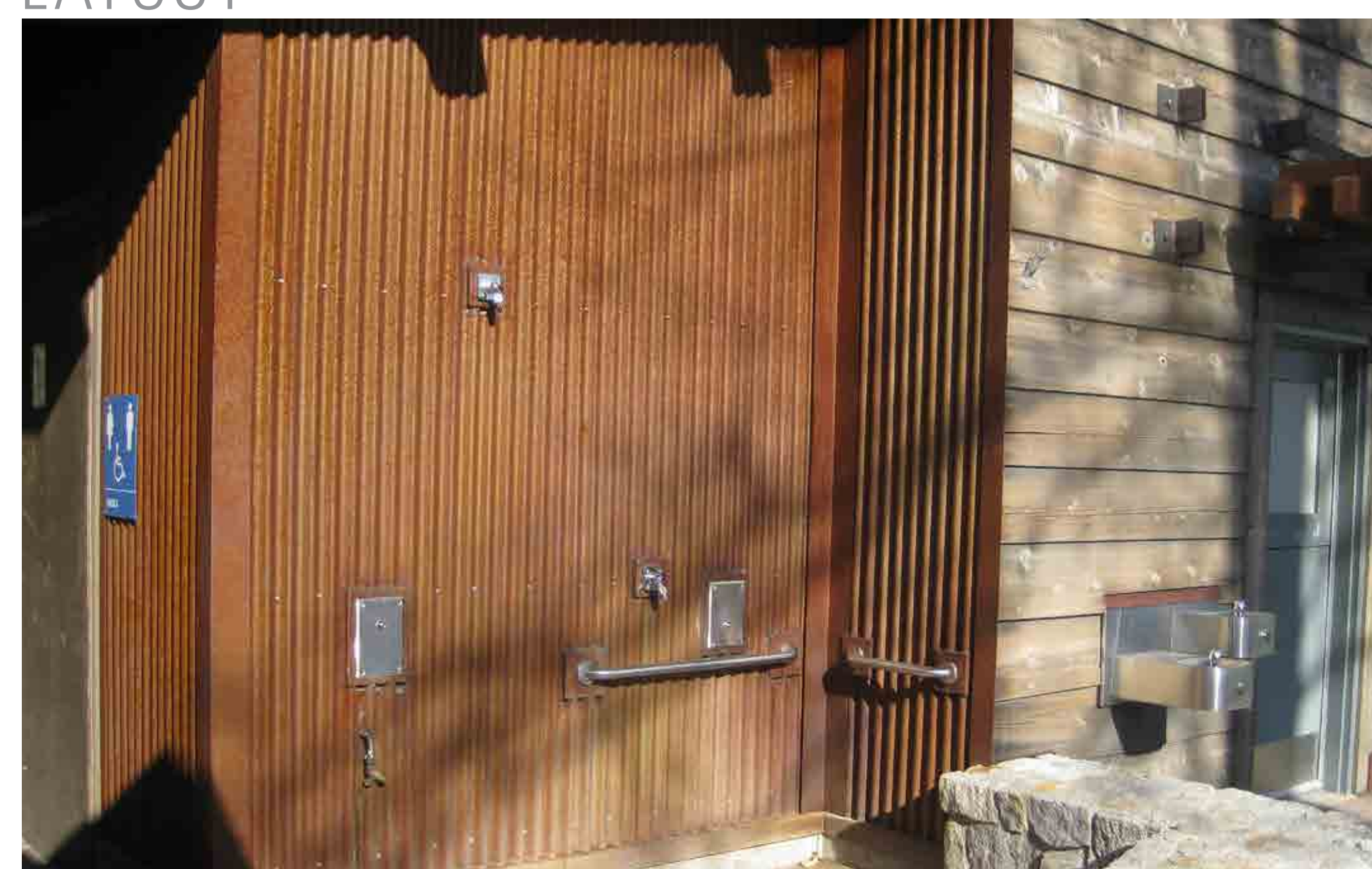
IMPROVED ENTRY CONCEPT



KEY IDEA: WIDEN DROP-OFF AREA



KEY IDEA: SAFE PEDESTRIAN ACCESS TO GUARD SHACK



KEY IDEA: OUTDOOR RINSE STATIONS AT RESTROOMS

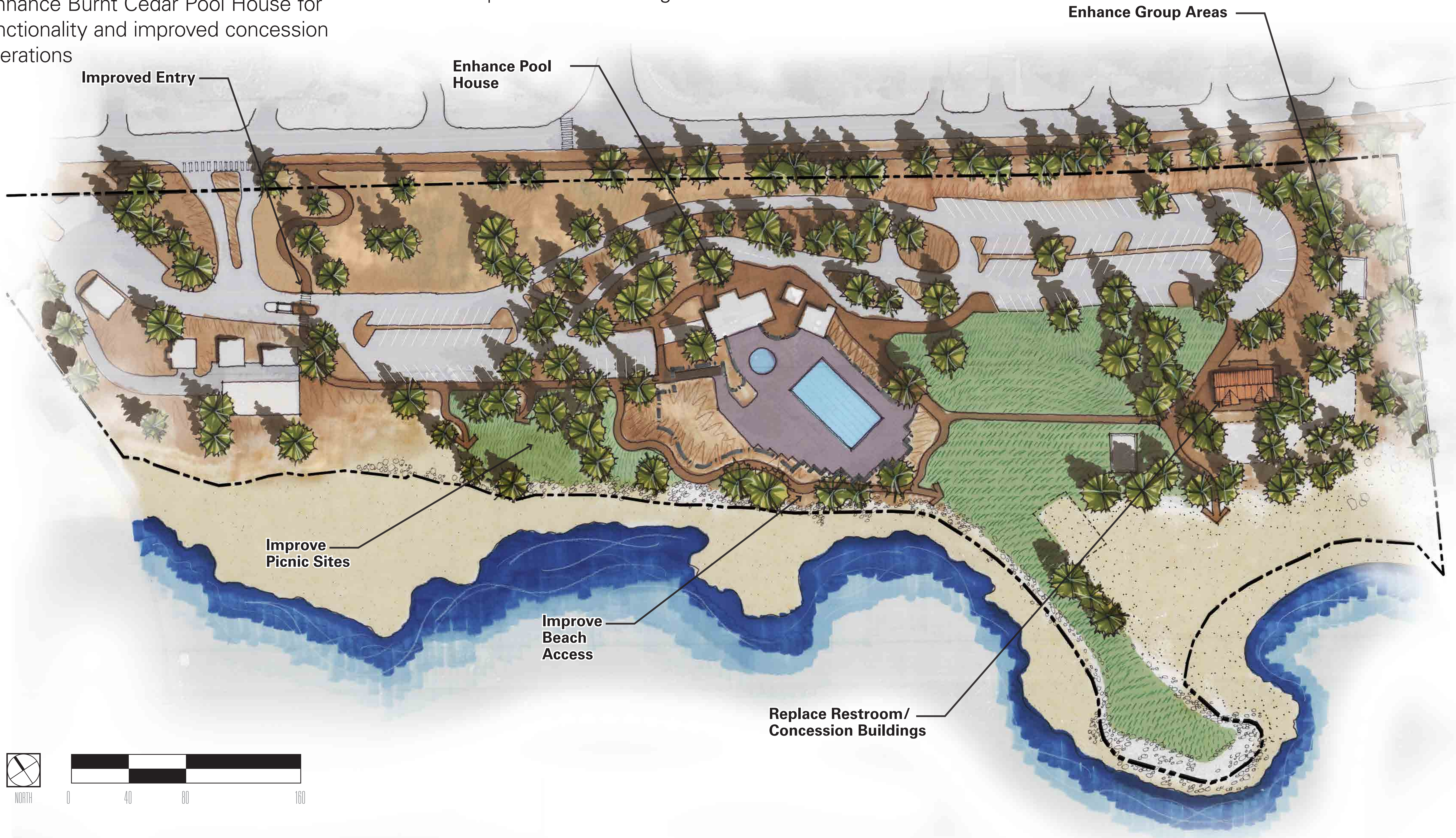
OPPORTUNITIES

BURNT CEDAR BEACH

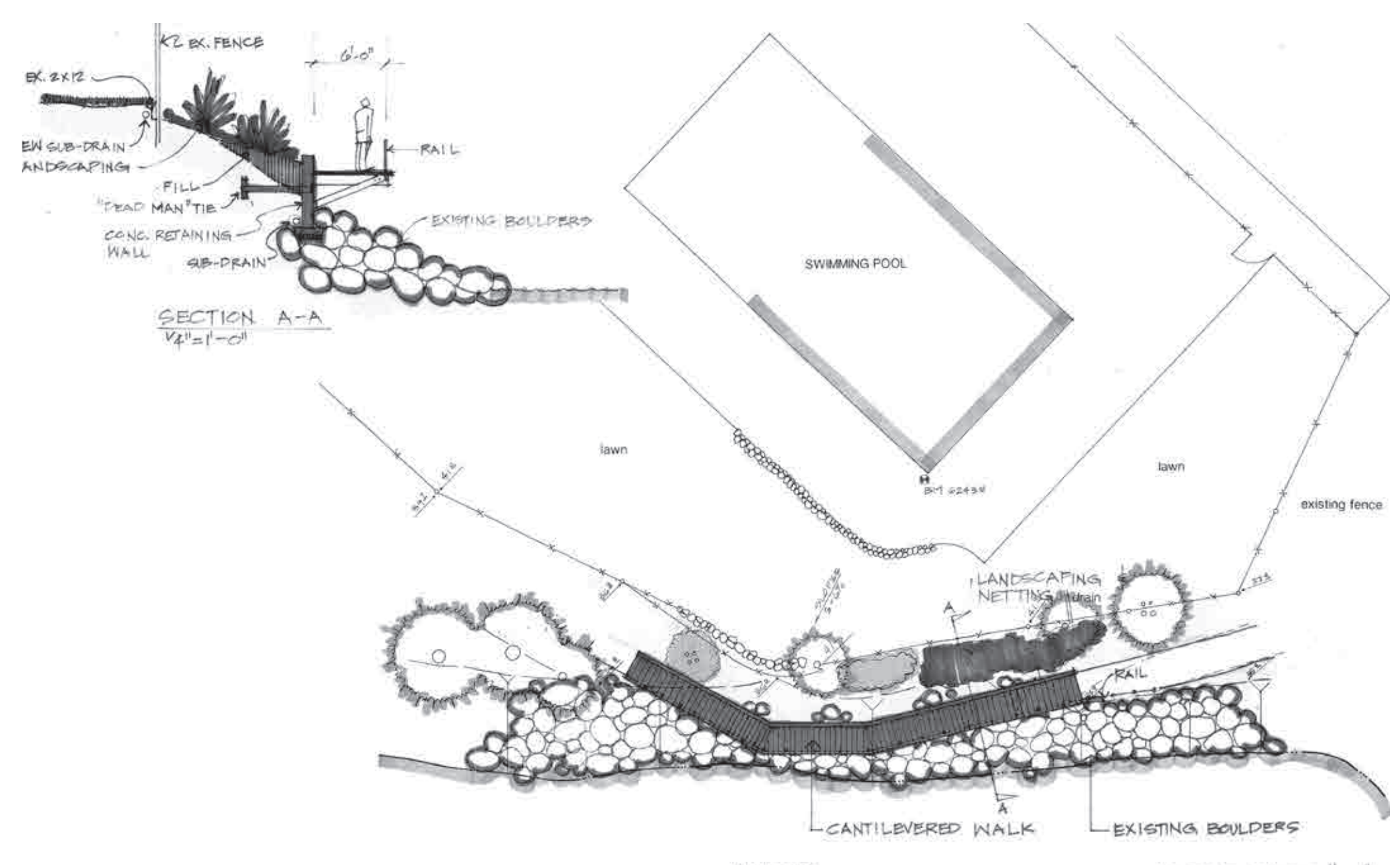
OVERALL OPPORTUNITIES

- Improve beach entries and pedestrian access
- Replace restroom/concession buildings
- Enhance Burnt Cedar Pool House for functionality and improved concession operations

- Enhance group areas
- Enhance Burnt Cedar individual picnic sites
- Enhance beach access connections
- Develop a consistent design aesthetic



KEY IDEA: CONSISTENT DESIGN AESTHETIC



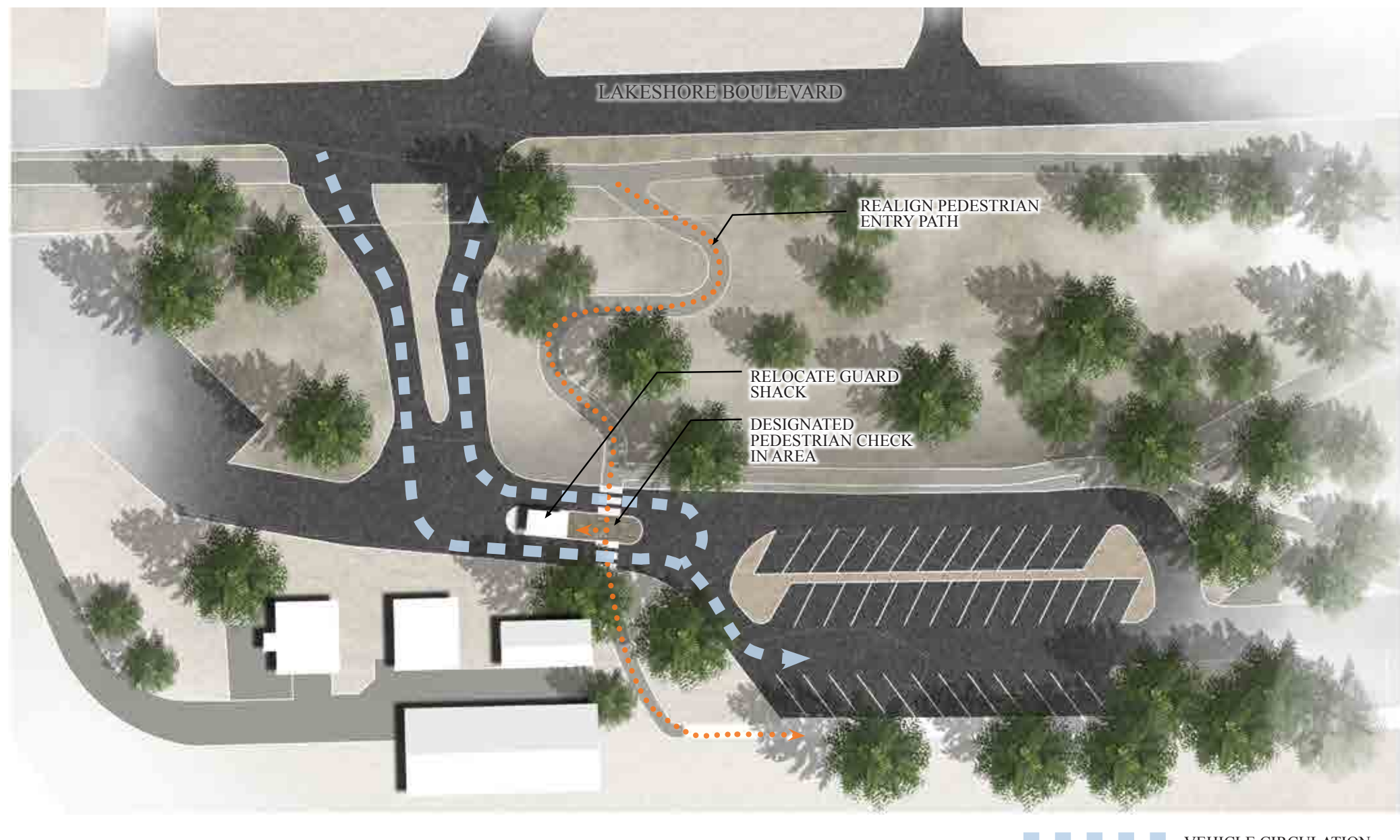
SEPARATE CIRCULATION FROM THE POOL DECK AREA



KEY IDEA: ENHANCE INDIVIDUAL PICNIC AREA



IMPROVED ENTRY CONCEPTS



IMPROVED ENTRY CONCEPTS



KEY IDEA: IMPROVE FLOW OF CONCESSION FACILITIES



KEY IDEA: ENHANCE GROUP PICNIC AREAS