



**GLENCOE PARK DISTRICT
999 Green Bay Road
Glencoe, Illinois 60022**

**GLENCOE BEACH AND LAKEFRONT ADVISORY GROUP
Thursday, October 25, 2012
7 p.m.**

A G E N D A

1. Roll Call
2. Approval of Minutes – October 9, 2012 Meeting
3. Matters from the Public
4. Review of First Draft of Lakefront; Beach/Boat Surveys
5. Discussion of Lakefront Mission and Vision
6. Other
7. Adjourn

MEETING TO BE HELD AT 999 GREEN BAY ROAD, GLENCOE, ILLINOIS

Celebrating 100 Years of FUN!

10/22/2012

Glencoe Beach and Lakefront Advisory Group

Draft Beach Area Mission and Vision Statement for Master Planning

Introduction

Glencoe's beaches, bluffs, and Lakefront Park are spectacular assets in a remarkable town. Being a lakefront community gives Glencoe an important part of its identity. Our lake front parks connect our village to Lake Michigan, and give us environmental, recreational, and essential water resources. The Glencoe Beach and Lakefront Park is the main access point to Lake Michigan for residents and patrons who do not live directly on the lake. Lake Michigan, which borders four states and links Glencoe through the Great Lakes ecosystem, the world's largest fresh water basin, to larger regions of the US and Canada. This connection is true of only a handful of Illinois municipalities. Our lakefront beaches are the crown jewels of the Glencoe Park District. They contribute to Glencoe's high quality of life and the uniqueness of our community.

It is imperative our long-term plans recognize, retain and protect Glencoe's lakefront beaches, bluffs, ravines and by extension, preserve and protect the water quality of Lake Michigan, which we drink and use for recreation.

The Glencoe Beach and Lakefront Advisory Group is very supportive of Park District staff, and appreciative of our facilities and natural environment at the Beach. Observations, ideas and suggestions are meant in the spirit of helping the Park District in its goal of continuous improvement. We are thankful to the Glencoe Park District Board and staff for the opportunity to consider our advice to help enhance this amenity that all of us on the Advisory Group care so deeply about.

Natural Environment

Mission Statement:

To preserve the serenity, natural beauty, vistas, and ecosystems of our lakefront parks, bluffs, overlooks, ravines, beaches, and shoreline.

Assets:

Glencoe's Lakefront Park is centrally located in our Village, within sight and walking distance of our historic train station. It is shaded by heritage oaks, and Glencoe Park District staff skillfully maintain the park, trees, and open landscape. The Lakefront Park crosses between Hazel and Park Avenues, and offers a balance of active and passive uses, with pathways, benches, and picnic tables. It provides access to spectacular vistas of Lake Michigan and beach shoreline, copious open space, yet also includes a tot-lot and tennis courts next to the Park Ave street-end turnaround. Other assets include drinking fountains, fully accessible walks and overlooks, attractive plantings, and an appropriate amount of free parking and bicycle racks for those who cannot walk to the beach. Trash and recycling receptacles help allow patrons to keep the park pristine.

Beautiful low limestone walls, benches, and intelligent flower plantings enhance Park and Hazel Avenue bluff overlooks. Trees are trimmed to provide open vistas of the lake.

The ecosystem immediately below the bluff was cleared years ago and native plants restored, bringing a mélange of flowers, insects, and birds.

The Glencoe Beach's open shoreline provides unobstructed views of Lake Michigan, with swimming, sailing and water treatment plant beach infrastructure set back into the toe of the bluffs. The Beach and Lakefront Park are wonderful assets for neighbors, residents, patrons and visitors.

What's Working:

Serenity, beauty, ambience, open space, access to the Lake. Long views East and South. A long view North along the shoreline and pier. Natural bluff and waterfront views from the bluff. Littoral drift of formerly underwater sand has recently increasing the square footage of sand space on the beach, while making swim areas shallower.

What's Not Working:

Built environment competes for space with the natural environment. Long-term plans should, where possible, give the natural environment precedence over structures. Parts of the bluff area are eroded, with damage to the halfway house and stairs. "Off path" walkers have created scars down the bluff, and restoration efforts are recommended to

prevent further erosion. Bluff needs more regular maintenance, including removing invasive plants and plantings to attract and retain diverse species of flora and fauna. In addition, some of the natural area borders at the beach level need attention. Drainage down the bluff above the boating beach access is inadequate, and the Village and the private landowner need to better address storm water outflow to the lake at that point, to preserve stairs, buildings, and hillside and to protect the Lake's water quality.

Ravines and bluffs to the north of the swimming beach should be protected, and pollution from storm water runoff through Village drainage pipes into the lake be addressed, to reduced the number of swimming beach closings that follow summer rainstorms. Naturalistic storm water retention projects might be part of a long-term plan undertaken in cooperation with the Village. (Several studies have shown that storm water runoff into Lake Michigan can be as detrimental to water quality as sanitary sewage.)

Vision of the Future:

Well-planned and maintained natural areas, open spaces, beauty, serenity and vistas. Utilize naturalists to design plantings to recreate indigenous ecosystems to attract insects and birds. Expand this ecosystem as feasible. Plan should balance public access and the management and regulation of crowds on their consequences to natural assets and historic character.

Suggested next steps:

Organize effort for immediate removal of overgrowth on bluff to restore open areas for flowers and vistas. Consult with botany experts to determine best mix of annual and perennial plants to attract desired fauna. Develop regular program of weeding and clearing of unwanted growth at beach level.

Ideas to consider:

Staff should explore protocols for water testing and proactively examine sources of water pollution near the Glencoe Beach, becoming advocates for clean water. This includes consulting with Village staff to understand improve storm water management practices to eliminate or reduce water pollution. Work with Village of Glencoe to improve natural storm water management and reduce beach closures due to pollution. In addition, staff should encourage the Village to develop a program for increased pruning of parkway trees on Park and Hazel to enhance lake views.

The district should also have a better understanding of factors impacting the littoral drift in the event that that any changes to the beach and sand footprint are required to maintain the beach and operations environment.

Built Environment

Mission Statement: Provide a limited amount of infrastructure and amenities for waterfront recreational and instructional activities and access the lake and to the shoreline's natural beauty.

Assets: Swimming Beach: Beach house (with showers, bathrooms, guard desk and offices, storage, snack concession and kitchen), Sprayground, volleyball, sun shelters/trellis, rental hut, pier, and swimming area. The pier to the south of the swimming beach is relatively new, and is designed for strolling, with benches and tables for picnicking. It is bordered by an attractive railing. There are trash and recycling receptacles and a public drinking fountain.

Boating beaches (South and North): Boating spaces, lockers, and Boathouse. Lakefront Park bluff overlooks: benches and stonework wall. The stone entry structure at the midpoint of the bluff beach access, the stone staircase down to the beach house, and the architecturally distinct Safran Beach house are a signature for the Glencoe community and should be regularly maintained and refurbished. Visually the beach structures echo Glencoe's water treatment plant, which sits between our swimming and boating beaches. This structural cohesiveness between Village and Park District-owned buildings is valuable, and should be maintained.

The Park District also owns the beach area immediately south of the Trellis area.

What's Working:

Infrastructure additions (sun shelters/trellis) and improvements (beach house) and limited commercialization (shelter and kayak rentals) have improved the beach-going experience. We have one of the most user-friendly, family-oriented public beaches in Illinois. In 2012, Glencoe PD attracted 600 non-resident beach token subscribers, as families far beyond our village appreciate our public beach and its services.

What's Not Working:

Halfway House and stairs structure need regular inspections and repairs (currently in process). Space on the beach must be organized for swimmer safety, staff flexibility, and non-motorized boating services. Some facilities have outlived their useful life and need to be replaced (South beach shed), or might be relocated to provide additional area on the beach for patron use (south beach driveway to water plant). Long-term plan might address the water plant beaches, which are currently not open to recreational uses. There may be opportunities to do some reconfiguring of the south beach house to increase its utility to patrons. It would be useful to plan to replace current swim beach drinking fountain with a fountain/water bottle filler station, to help reduce the use of one-use plastic water bottles on the beach. There is a need for more regular trash collection on

busy summer days, and a more rational system for getting the separated recycling up the hill and into a recycling bin.

Vision for the future:

For the most part the Glencoe Beach is fully and sufficiently developed as it is, and long-term plans should **not** include major re-development or structural expansion. For example, a concrete boat launch is not recommended. However, there may be opportunities to enhance the Beach without changing the basis character of the facilities. This may include plans to better design a link between the north and south beaches. Where possible, plan technology for wireless communication and water quality testing upgrades within our existing infrastructure.

Suggested Next Steps:

Consider replacing boating storage shed on South Beach with new, more useful structure. Expand the number of boating lockers on the South Beach, which may also be used by swim token holders for beach storage. Consider redesign of boat and locker spaces on both beaches to better utilize beach and storage space. Explore possible educational and interpretive uses (outdoor classroom) of Park District beach directly south of the pier while maintaining its natural character. Review and consider upgrades to Beach House, including installing better drains in shower areas, reconfigured space to possibly reduce footprint of concessions. Consider drinking fountains that allow water bottle re-filling.

In addition, GPD should work with the Village to address drainage pipe overflow issues near stairway to north boating beach.

Ideas to explore:

There are opportunities to do some joint planning with the Village regarding possible use of Water Plant and the surrounding land. The Park District should work with the village to examine opportunities for this space and ensure the Village and Park buildings continue to complement each other. This may include a discussion to better utilize areas directly east of the water plant.

At some point, the Park District Board may want to initiate a formal facilities and open space planning process for the Glencoe Beach and Lakefront Park using a qualified consulting firm, and our Group would welcome the opportunity to contribute to that process. If and when a formal planning process takes place, the Advisory Group would also suggest that the Village be included as a partner in the process, particularly since a Plat of Survey of the total beach area would include pockets of Village owned land within the Beach footprint, including the water plant. Furthermore, for the benefit of all residents, a coordinated Village/Park District open space plan is desirable.

The top of the bluff and the Lakefront Park could use a long term plan for benches, foliage, replacement of playground equipment and exercise equipment, and possible

repaving of the path with bricks, in order to enhance the look and feel of the Lakefront Park. Connectivity and walkability should be a priority – options to reduce the need for cars (possible tram from train station lots) could be discussed in coordination with the Village.

Finally, continue to explore opportunities for private funding when new built assets are planned.

Programming and Operations

Mission Statement:

Provide safe access to the Lake Michigan shoreline for recreational, educational and skill-building activities, within the context of maintaining the area's natural beauty. Maintain the current high quality of infrastructure without expansion. Provide access to residents and non-residents while maintaining the “hometown” feel of the beach. Uphold high standards of behavior and customer service and also effectively maintaining and enforcing Park District rules. Provide a level of patron experience that scores at least at the “above average” level on surveys, and strives for exceeding expectations in all areas.

The policies around marketing and fee levels generated from beach operations should be managed to enable the beach to become a self sustaining operation from the perspective of its “contribution margin”, considering all direct and indirect sources of revenue, and allocating only direct costs related to seasonal beach operations (not including overhead, major capital expenditures, or routine park maintenance).

Assets:

The facility has well-trained beachfront personnel. Our beach and harbor guards, life-saving personnel, managers, and maintenance staff effectively protect beach goers while simultaneously offering friendly and efficient customer service. Our staff makes our beaches work for everyone, and long-term planning should continue to include the highest level of training available.

Sailing instruction is very popular as a stand alone program and within the summer camps. Beach access for a number of summer day camps is a major factor in camper satisfaction. Park District-sponsored family campouts and sleepovers are very popular. 4th of July fireworks at the beach is a Glencoe tradition. The environment at the beach allows for a feeling of inclusiveness. The facilities allow many private and non-profit organization parties and outings.

Observations:

Per the 2012 beach survey, following are the overall scores from 132 respondents for selected questions:

1. General Satisfaction of the beach:

Above my expectations	26.5%
Met my expectations	58.3%
Below my expectations	13.6%

2. Selected facilities rating (on 100 point converted scale)

86.4	NEW Larger Swim Area
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85.8	NEW Sprayground
85.2	Courtesy Cart
78.8	Sun Shelter/Trellis
78.8	Rental Boats/Kayaks/Chairs
74.6	NEW Massage Chair
73.2	Cleanliness of Facilities
69.6	Beach House restrooms
68.6	Parking
66.0	Concessions

3. Beach staff attribute rating (on 100 point converted scale)

84.2	Safety of Swimmers
81.4	Friendliness of staff
78.4	Responsiveness of staff
77.2	Attentiveness of staff

4. “I find the beach swim area to be crowded”
28% “Every Weekend”; **31%** some weekends

5. Special activities that you participated in:
55% Fourth of July; **27%** Concerts at the Beach; **20%** Campouts

6. How many times to you come to the beach:
41% One to three times per week; **31%** One to three times per month.

Overall satisfaction is slightly above the “met expectations” score on the beach survey. The areas of greatest amenity satisfaction include scores on the new larger swim area, the new sprayground, and the courtesy cart. However, there are some observations of note:

There appears to be a tradeoff between growing crowds and increased revenue leading to a perception issue in terms of weekend crowds at the beach. This has also led to issues related to the attentiveness of (junior) seasonal staff to be able to enforce crowd control protocols on peak patron times during weekends. Also on weekends, there appears to be increased parking congestion and heavy traffic flow. Finally, the staffing model over time has generally relied on returning guards and seasonal staff, resulting in greater continuity with operations and enforcement of protocol. In 2012, there appeared to be an increased number of first year staff which may have put additional pressures on management to ensure a uniform level of attentiveness as the season progressed. However, the emphasis on safety and customer service training was reflected in positive scores over “80” for those survey questions.

Per the boater survey, following are selected scores from 31 respondents:

1. General Satisfaction: **51%** met expectations, 41% exceed expectations.
2. Selected services/facilities (on 100 point converted scale): Rescue Fleet -- **93.8**; Boat Launching Assistance -- 84.4; Personal Boat Storage areas -- 83.4; Boat House Deck area -- 82.2; Boat house cleanliness -- 81.4; Personal Sail Storage -- 78.4; Personal lockers -- 72.2.
3. Selected events (on a 100 point converted scale): Regattas -- **92.6**; Fourth of July -- 89.4; Sailfest -- 82.8
4. Boating staff attributes (100 point converted scale) Friendliness -- **92.2**; Responsiveness -- 85.2; Attentiveness -- 84.6; Experience of staff -- 82.2.
5. New items rating (100 point converted scale): New sailboats -- **84**; New picnic deck -- 84; New boardwalk -- 80; New signage -- 56.
6. How many times do you use the sailing beach: 1-3 times a week -- **51.6%**; 1-3 times per month -- 29.0%; more than 3 times per week -- 12%.

Overall, satisfaction is high for boating users, between “met” and “exceed” expectations. The greatest area of satisfaction is related to the rescue fleet, the regattas, and the friendliness of staff. Most other scores ranked over 80. Experience of staff ranked the lowest of all boating staff attributes, possibly due to the higher number of first year harbormasters in 2012.

What's Working:

Excellent safety and service record by beach staff and administration. The planning process includes an annual survey, and deep dialogue between staff, the Advisory Group and the Board was a big success in preparing for the 2012 season.

Growing summer day camp use of the beach helps the camp program and promotes beach usage. Popular programs for families and group parties in the Trellis receive good reviews. Sun shelters for groups enhance the family feeling at the beach. Live Music programs attract young families. The 4th of July program brings the community together. The Hobie teaching fleet has been upgraded to enhance the sailing programs.

Seasonal staff appeared to be very motivated in 2012, and generally responded well to most situations, and there was sufficient staff throughout the season. Traditional boating beach services (rescue via Jet Ski, staff help) model scored high on the survey. Expansion of the swim area and addition of second lifeguard chair on the swim beach was helpful on busy weekends reducing the need for swimmers to be outside the swim

area, creating a clearer boundary between swimmers and boaters. Additional portable facilities also a plus, particularly during the season after the beach house is closed.

What's Not Working:

Hot summer brought large crowds. Young beach staff were perceived to struggle while enforce rules, including rules against littering and smoking on the beach. Some patrons needed extra prompting, or Public Safety was called to enforce rules. There were safety issues observed with swimmers outside of swimming area—remediation needed. There were perceived operational gaps between supervisors and seasonal employees at the boating beach at times.

What's Lacking:

Many Glencoe residents use the beach as our dog park during the off seasons and in summer mornings before the beach staff arrives. Public safety has been sporadically enforcing leash law on beach, and angering residents with dogs. Dogs in swimming area before the 10 am opening and on warm weekends in May and September could raise health concerns.

Glencoe's beach programming does not include any patron education about the Great Lakes or the importance of clean water to our communities. Natural environment interpretation for children and adults would enhance our community.

Vision of the Future:

Train and design beach staffing to deal with rule enforcement at the same time as continuing excellent safety and service training. Recognize that out-of-town fee payers balance the beach budget every year. Deepen partnership with Public Safety by hosting joint trainings and allowing Beach and Public safety supervisors regular consultations. New programs for environmental conservation, water quality, and ecosystems planning for adults and youth. Youth programming could be developed in cooperation with teachers in Glencoe District 35. (Example: Fourth Graders are already studying water quality at West School, but don't yet use the beach for their labs).

Suggested Next Steps:

Review and enhance staffing model to ensure greater on-site presence of full time manager and seasonal managers at the bathing and boating beaches especially during peak patron times. Continue maintenance of an enrichment environment with seasonal staff combined with on-site and active mid management supervision throughout the full season. Evaluate and enhance management approach regarding expectations of seasonal staff including the peer supervisory model.

Review policies related to how the halfway house admission process is managed including rules and consequences; enforcing prohibition on auto traffic during peak

patron times; connectivity with Public Safety and mature seasonal staff for enforcement. Consider addition of “more mature” seasonal “Beach Services” personnel to support younger staff in enforcement situations.

Continue waterfront Safety training and preparation at a high level. Emphasis on customer service training should also be continued. Implementation of comments in previous paragraph should help improve attentiveness and responsiveness to levels that exceed expectations.

Develop comprehensive program for reviewing signage protocols at the beach, Lakefront Park and tennis courts and recommend permanent solutions.

Review system for admittance for day passes including evaluation of enhancements to the process. Consider development of a plan for “skelton” staffing of the south beach house for warm weekends in late May and early September. Continue to provide extra beach staff for the last day of school for Glencoe District 35’s school children, who often flock to the beach and the water without supervision on the day school lets out. Consider revising harbormaster staffing models to station a harbormaster on the South boating beach during peak patron times.

Review and evaluate approach for timeliness and frequency of trash pickup for the beach and bluff areas during peak patron times.

Replace the damaged Jet Ski to maintain current levels of responsiveness in rescue situations. As a safety measure, rescue fleet should always include two jet skis. Increase the Hobie Getaway fleet to a number of boats that enable all sailing program students to be trained on the same type of boat at the same time.

Ideas to explore:

Continue to further examine water testing policies and protocols. Evaluate possible migration of beach closing policy similar to Chicago Park District. Continue to investigate options for same day water testing. Continue to communicate with state agencies to modify water testing protocols to allow same day testing and opening/closing decisions.

Develop a maximum capacity model, and manage attendance accordingly. Explore parking and traffic controls. Determine if and when overcrowding has reached carrying capacity of the area. Evaluate options for new permanent signage to replace the outdated signs at the Lakefront Park and at the beach entry.

Consider moving the swim beach area slightly south to take advantage of the wide stretch of shoreline between the south end of the swim beach and the pier. Such a move could still leave ample clearance which should be sufficient for safety purposes.

Consider better use of some of the boat space area on the north beach to increase capacity for rental spaces.

Facilities staff should proactively work closely with the recreation staff to develop and market additional weekday programs that encourage residents and patrons to use the beach, including adult exercise classes, yoga, etc.

Review and improve rental hut operations. Create a better system to encourage boat rentals and skippered rentals. The development of a junior fleet program should be encouraged.

Evaluate alternative solutions for parking for peak patron times. Explore satellite parking and shuttle from train station of peak summer weekends.

Evaluate the current concession arrangement and determine if it meets the needs of patrons in terms of quality and pricing. Consider limiting food, and picnicking, to tables, trellises and pier to avoid bird pests and droppings on beach.

Glencoe Park District should consider Dog Park partnership with another village or other options utilizing open spaces.

10/22/2012

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The policies around marketing and fee levels generated from beach operations should be managed to enable the beach to become a self sustaining operation from the perspective of its “contribution margin”, considering all direct and indirect sources of revenue, and allocating only direct costs related to seasonal beach operations (not including overhead, major capital expenditures, or routine park maintenance).

Assets:

The facility has well-trained beachfront personnel. Our beach and harbor guards, life-saving personnel, managers, and maintenance staff effectively protect beach goers while simultaneously offering friendly and efficient customer service. Our staff makes our beaches work for everyone, and long-term planning should continue to include the highest level of training available.

Sailing instruction is very popular as a stand alone program and within the summer camps. Beach access for a number of summer day camps is a major factor in camper satisfaction. Park District-sponsored family campouts and sleepovers are very popular. 4th of July fireworks at the beach is a Glencoe tradition. The environment at the beach allows for a feeling of inclusiveness. The facilities allow many private and non-profit organization parties and outings.

Observations:

Per the 2012 beach survey, following are the overall scores from 132 respondents for selected questions:

1. General Satisfaction of the beach:

Above my expectations	26.5%
Met my expectations	58.3%
Below my expectations	13.6%

2. Selected facilities rating (on 100 point converted scale)

86.4 NEW Larger Swim Area

85.8	NEW Sprayground
85.2	Courtesy Cart
78.8	Sun Shelter/Trellis
78.8	Rental Boats/Kayaks/Chairs
74.6	NEW Massage Chair
73.2	Cleanliness of Facilities
69.6	Beach House restrooms
68.6	Parking
66.0	Concessions

3. Beach staff attribute rating (on 100 point converted scale)

84.2	Safety of Swimmers
81.4	Friendliness of staff
78.4	Responsiveness of staff
77.2	Attentiveness of staff

4. “I find the beach swim area to be crowded”
28% “Every Weekend”; **31%** some weekends

5. Special activities that you participated in:
55% Fourth of July; **27%** Concerts at the Beach; **20%** Campouts

6. How many times to you come to the beach:
41% One to three times per week; **31%** One to three times per month.

Overall satisfaction is slightly above the “met expectations” score on the beach survey. The areas of greatest amenity satisfaction include scores on the new larger swim area, the new sprayground, and the courtesy cart. However, there are some observations of note:

There appears to be a tradeoff between growing crowds and increased revenue leading to a perception issue in terms of weekend crowds at the beach. This has also led to issues related to the attentiveness of (junior) seasonal staff to be able to enforce crowd control protocols on peak patron times during weekends. Also on weekends, there appears to be increased parking congestion and heavy traffic flow. Finally, the staffing model over time has generally relied on returning guards and seasonal staff, resulting in greater continuity with operations and enforcement of protocol. In 2012, there appeared to be an increased number of first year staff which may have put additional pressures on management to ensure a uniform level of attentiveness as the season progressed. However, the emphasis on safety and customer service training was reflected in positive scores over “80” for those survey questions.

Per the boater survey, following are selected scores from 31 respondents:

1. General Satisfaction: **51%** met expectations, 41% exceed expectations.
2. Selected services/facilities (on 100 point converted scale): Rescue Fleet -- **93.8**; Boat Launching Assistance -- 84.4; Personal Boat Storage areas -- 83.4; Boat House Deck area -- 82.2; Boat house cleanliness -- 81.4; Personal Sail Storage -- 78.4; Personal lockers -- 72.2.
3. Selected events (on a 100 point converted scale): Regattas -- **92.6**; Fourth of July -- 89.4; Sailfest -- 82.8
4. Boating staff attributes (100 point converted scale) Friendliness -- **92.2**; Responsiveness -- 85.2; Attentiveness -- 84.6; Experience of staff -- 82.2.
5. New items rating (100 point converted scale): New sailboats -- **84**; New picnic deck -- 84; New boardwalk -- 80; New signage -- 56.
6. How many times do you use the sailing beach: 1-3 times a week -- **51.6%**; 1-3 times per month -- 29.0%; more than 3 times per week -- 12%.

Overall, satisfaction is high for boating users, between “met” and “exceed” expectations. The greatest area of satisfaction is related to the rescue fleet, the regattas, and the friendliness of staff. Most other scores ranked over 80. Experience of staff ranked the lowest of all boating staff attributes, possibly due to the higher number of first year harbormasters in 2012.

What's Working:

Excellent safety and service record by beach staff and administration. The planning process includes an annual survey, and deep dialogue between staff, the Advisory Group and the Board was a big success in preparing for the 2012 season.

Growing summer day camp use of the beach helps the camp program and promotes beach usage. Popular programs for families and group parties in the Trellis receive good reviews. Sun shelters for groups enhance the family feeling at the beach. Live Music programs attract young families. The 4th of July program brings the community together. The Hobie teaching fleet has been upgraded to enhance the sailing programs.

Seasonal staff appeared to be very motivated in 2012, and generally responded well to most situations, and there was sufficient staff throughout the season. Traditional boating beach services (rescue via Jet Ski, staff help) model scored high on the survey. Expansion of the swim area and addition of second lifeguard chair on the swim beach was helpful on busy weekends reducing the need for swimmers to be outside the swim

area, creating a clearer boundary between swimmers and boaters. Additional portable facilities also a plus, particularly during the season after the beach house is closed.

What's Not Working:

Hot summer brought large crowds. Young beach staff were perceived to struggle while enforce rules, including rules against littering and smoking on the beach. Some patrons needed extra prompting, or Public Safety was called to enforce rules. There were safety issues observed with swimmers outside of swimming area—remediation needed. There were perceived operational gaps between supervisors and seasonal employees at the boating beach at times.

What's Lacking:

Many Glencoe residents use the beach as our dog park during the off seasons and in summer mornings before the beach staff arrives. Public safety has been sporadically enforcing leash law on beach, and angering residents with dogs. Dogs in swimming area before the 10 am opening and on warm weekends in May and September could raise health concerns.

Glencoe's beach programming does not include any patron education about the Great Lakes or the importance of clean water to our communities. Natural environment interpretation for children and adults would enhance our community.

Vision of the Future:

Train and design beach staffing to deal with rule enforcement at the same time as continuing excellent safety and service training. Recognize that out-of-town fee payers balance the beach budget every year. Deepen partnership with Public Safety by hosting joint trainings and allowing Beach and Public safety supervisors regular consultations. New programs for environmental conservation, water quality, and ecosystems planning for adults and youth. Youth programming could be developed in cooperation with teachers in Glencoe District 35. (Example: Fourth Graders are already studying water quality at West School, but don't yet use the beach for their labs).

Suggested Next Steps:

Review and enhance staffing model to ensure greater on-site presence of full time manager and seasonal managers at the bathing and boating beaches especially during peak patron times. Continue maintenance of an enrichment environment with seasonal staff combined with on-site and active mid management supervision throughout the full season. Evaluate and enhance management approach regarding expectations of seasonal staff including the peer supervisory model.

Review policies related to how the halfway house admission process is managed including rules and consequences; enforcing prohibition on auto traffic during peak

patron times; connectivity with Public Safety and mature seasonal staff for enforcement. Consider addition of “more mature” seasonal “Beach Services” personnel to support younger staff in enforcement situations.

Continue waterfront Safety training and preparation at a high level. Emphasis on customer service training should also be continued. Implementation of comments in previous paragraph should help improve attentiveness and responsiveness to levels that exceed expectations.

Develop comprehensive program for reviewing signage protocols at the beach, Lakefront Park and tennis courts and recommend permanent solutions.

Review system for admittance for day passes including evaluation of enhancements to the process. Consider development of a plan for “skelton” staffing of the south beach house for warm weekends in late May and early September. Continue to provide extra beach staff for the last day of school for Glencoe District 35’s school children, who often flock to the beach and the water without supervision on the day school lets out. Consider revising harbormaster staffing models to station a harbormaster on the South boating beach during peak patron times.

Review and evaluate approach for timeliness and frequency of trash pickup for the beach and bluff areas during peak patron times.

Replace the damaged Jet Ski to maintain current levels of responsiveness in rescue situations. As a safety measure, rescue fleet should always include two jet skis. Increase the Hobie Getaway fleet to a number of boats that enable all sailing program students to be trained on the same type of boat at the same time.

Ideas to explore:

Continue to further examine water testing policies and protocols. Evaluate possible migration of beach closing policy similar to Chicago Park District. Continue to investigate options for same day water testing. Continue to communicate with state agencies to modify water testing protocols to allow same day testing and opening/closing decisions.

Develop a maximum capacity model, and manage attendance accordingly. Explore parking and traffic controls. Determine if and when overcrowding has reached carrying capacity of the area. Evaluate options for new permanent signage to replace the outdated signs at the Lakefront Park and at the beach entry.

Consider moving the swim beach area slightly south to take advantage of the wide stretch of shoreline between the south end of the swim beach and the pier. Such a move could still leave ample clearance which should be sufficient for safety purposes.

Consider better use of some of the boat space area on the north beach to increase capacity for rental spaces.

Facilities staff should proactively work closely with the recreation staff to develop and market additional weekday programs that encourage residents and patrons to use the beach, including adult exercise classes, yoga, etc.

Review and improve rental hut operations. Create a better system to encourage boat rentals and skippered rentals. The development of a junior fleet program should be encouraged.

Evaluate alternative solutions for parking for peak patron times. Explore satellite parking and shuttle from train station of peak summer weekends.

Evaluate the current concession arrangement and determine if it meets the needs of patrons in terms of quality and pricing. Consider limiting food, and picnicking, to tables, trellises and pier to avoid bird pests and droppings on beach.

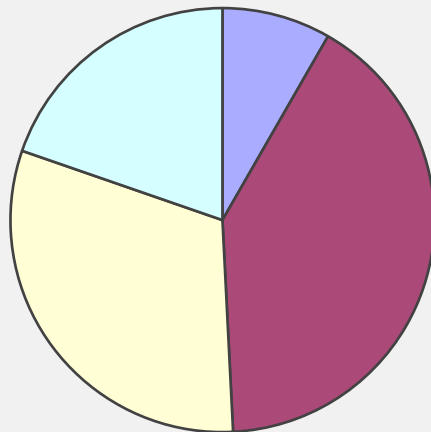
Glencoe Park District should consider Dog Park partnership with another village or other options utilizing open spaces.

2012 Beach Users

Thank you for taking the time to complete this survey. We hope you had an enjoyable season at the Glencoe Beach and look forward to seeing you next summer. At the end of this survey, you have the option to submit your contact information to be entered into a drawing from which a winner will be selected at random to win 2013 Glencoe Family Beach Tokens. Please complete this survey by October 12, 2012. How often did you (or a family member) attend the Glencoe Beach this year? (check only one)

Answer Options	Response Percent	Response Count
More than 3 times a week	8.3%	11
1 - 3 times a week	40.9%	54
1 - 3 times a month	31.1%	41
5 or fewer times all season	19.7%	26
<i>answered question</i>		132
<i>skipped question</i>		0

Thank you for taking the time to complete this survey. We hope you had an enjoyable season at the Glencoe Beach and look forward to seeing you next summer. At the end of this survey, you have the option to submit your contact information to



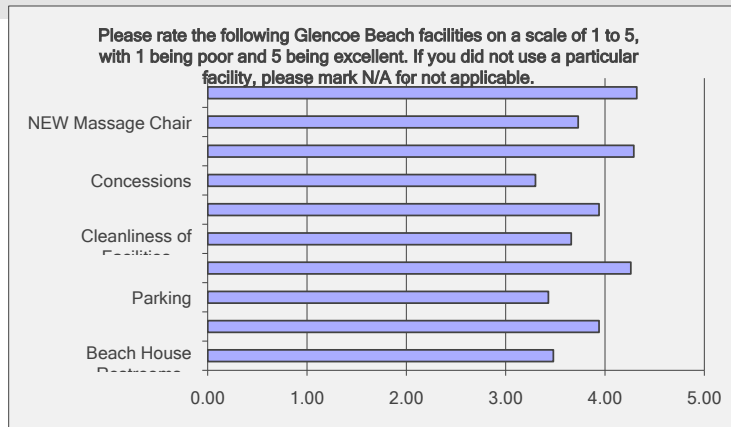
- More than 3 times a week
- 1 - 3 times a week
- 1 - 3 times a month
- 5 or fewer times all season

2012 Beach Users

Please rate the following Glencoe Beach facilities on a scale of 1 to 5, with 1 being poor and 5 being excellent. If you did not use a particular facility, please mark N/A for not applicable.

Answer Options	1 - Poor	2	3	4	5 - Excellent	N/A	Rating Average	Response Count
Beach House Restrooms	5	17	35	44	21	10	3.48	132
Sun Shelter / Trellis	3	3	21	55	29	19	3.94	130
Parking	7	8	41	45	13	16	3.43	130
Courtesy Cart	1	4	15	34	54	24	4.26	132
Cleanliness of Facilities	6	7	38	50	27	4	3.66	132
Rental Boats / Kayaks / Chairs	0	3	7	15	11	95	3.94	131
Concessions	5	11	34	35	7	37	3.30	129
NEW Sprayground	1	8	7	32	56	25	4.29	129
NEW Massage Chair	0	0	7	5	3	111	3.73	126
NEW Larger Swim Area	4	1	9	28	54	34	4.32	130
Other (please specify)								16

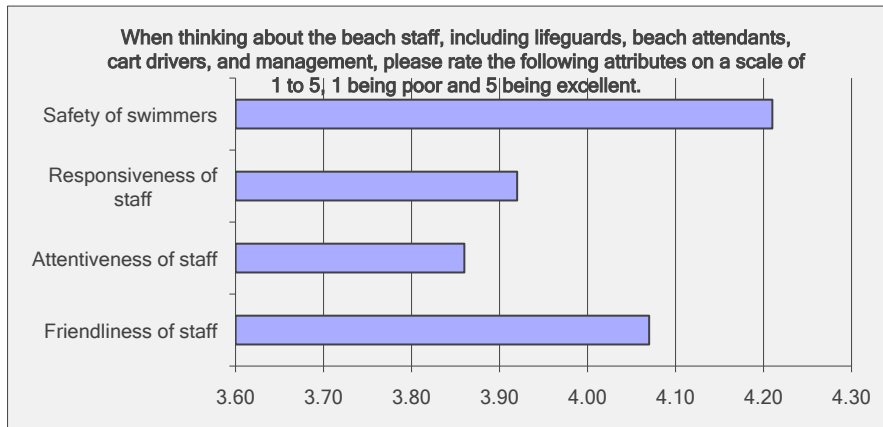
answered question 132
skipped question 0



2012 Beach Users

When thinking about the beach staff, including lifeguards, beach attendants, cart drivers, and management, please rate the following attributes on a scale of 1 to 5, 1 being poor and 5 being excellent.

Answer Options	1 - Poor	2	3	4	5 - Excellent	Rating Average	Response Count
Friendliness of staff	2	6	21	54	48	4.07	131
Attentiveness of staff	3	9	29	53	38	3.86	132
Responsiveness of staff	3	7	27	55	39	3.92	131
Safety of swimmers	3	5	12	52	59	4.21	131
Additional Comments							12
						<i>answered question</i>	132
						<i>skipped question</i>	0

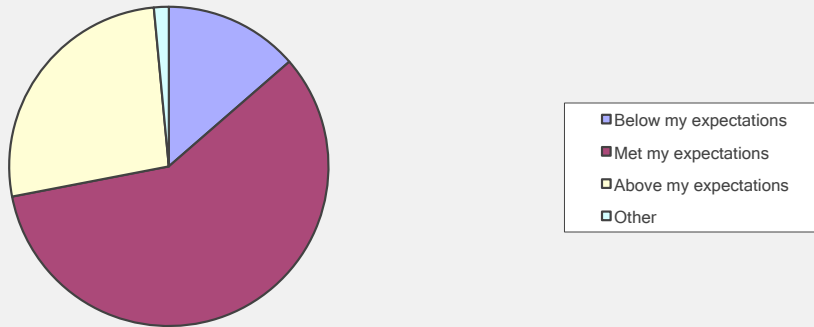


2012 Beach Users

When thinking about the facilities, staff and your general Beach experience, please rate your overall satisfaction at the Glencoe Beach during the 2012 Beach season (please select one response):

Answer Options	Response Percent	Response Count
Below my expectations	13.6%	18
Met my expectations	58.3%	77
Above my expectations	26.5%	35
Other	1.5%	2
Other (please specify)		20
	<i>answered question</i>	132
	<i>skipped question</i>	0

When thinking about the facilities, staff and your general Beach experience, please rate your overall satisfaction at the Glencoe Beach during the 2012 Beach season (please select one response):

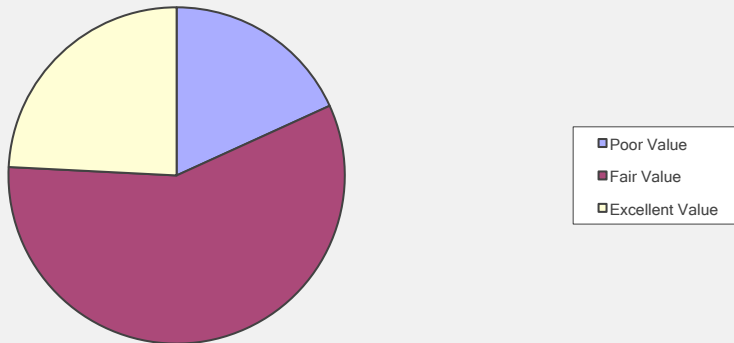


2012 Beach Users

Please rate the value you received for your 2012 Beach Season Token purchase. (please select one response)

Answer Options	Response Percent	Response Count
Poor Value	18.2%	24
Fair Value	57.6%	76
Excellent Value	24.2%	32
Additional Comments		27
	<i>answered question</i>	132
	<i>skipped question</i>	0

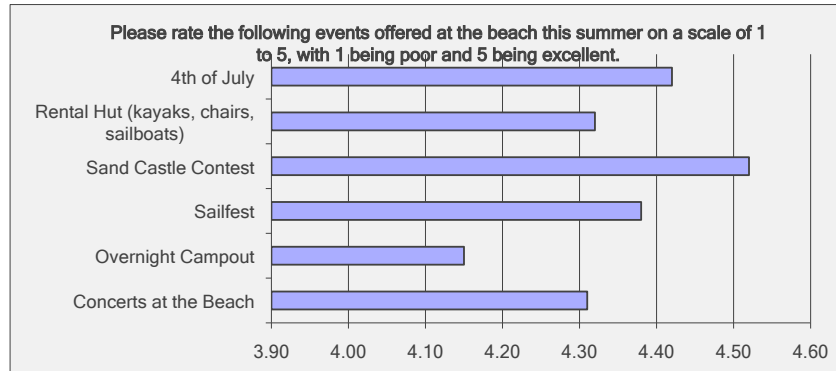
Please rate the value you received for your 2012 Beach Season Token purchase.
(please select one response)



2012 Beach Users

Please rate the following events offered at the beach this summer on a scale of 1 to 5, with 1 being poor and 5 being excellent.

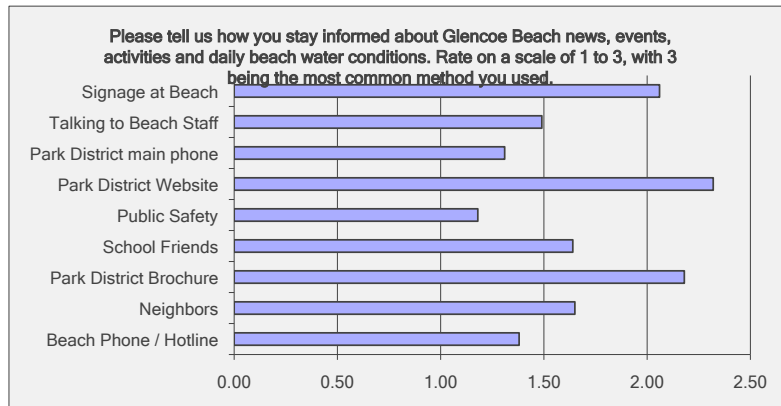
Answer Options	1 - Poor	2	3	4	5 - Excellent	N/A	Rating Average	Response Count
Concerts at the Beach	0	0	3	19	14	95	4.31	131
Overnight Campout	1	0	5	9	12	104	4.15	131
Sailfest	0	0	2	6	8	114	4.38	130
Sand Castle Contest	0	0	1	8	12	107	4.52	128
Rental Hut (kayaks, chairs, sailboats)	0	0	2	13	10	104	4.32	129
4th of July	2	1	6	19	44	58	4.42	130
Additional Comments								19
							<i>answered question</i>	132
							<i>skipped question</i>	0



2012 Beach Users

Please tell us how you stay informed about Glencoe Beach news, events, activities and daily beach water conditions. Rate on a scale of 1 to 3, with 3 being the most common method you used.

Answer Options	1 - Least Common	2	3 - Most Common	Rating Average	Response Count
Beach Phone / Hotline	92	14	16	1.38	122
Neighbors	66	34	23	1.65	123
Park District Brochure	34	34	56	2.18	124
School Friends	66	32	23	1.64	121
Public Safety	103	16	3	1.18	122
Park District Website	23	42	65	2.32	130
Park District main phone	90	21	8	1.31	119
Talking to Beach Staff	71	41	9	1.49	121
Signage at Beach	33	53	40	2.06	126
Additional Comments					11
answered question					132
skipped question					0

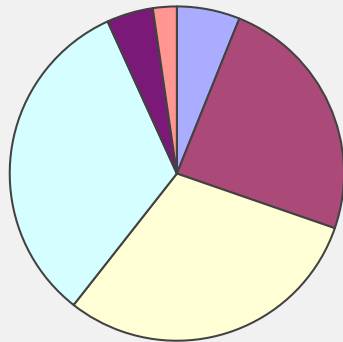


2012 Beach Users

Please tell us how you (or family members) swim when you're at the beach.

Answer Options	Response Percent	Response Count
Lap Swim	6.1%	8
Go in to my waist to cool off	24.2%	32
Go in to my ankles to play near the shore	30.3%	40
Go out to deep end to play or active swim	32.6%	43
I don't go in the water	4.5%	6
Other	2.3%	3
Other (please specify)		16
answered question		132
skipped question		0

Please tell us how you (or family members) swim when you're at the beach.

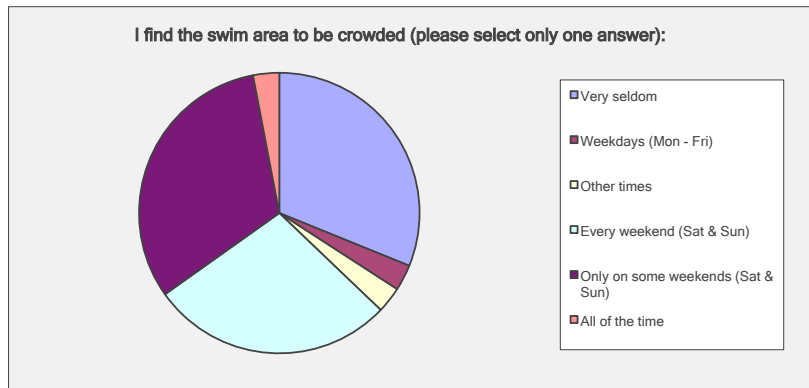


- Lap Swim
- Go in to my waist to cool off
- Go in to my ankles to play near the shore
- Go out to deep end to play or active swim
- I don't go in the water
- Other

2012 Beach Users

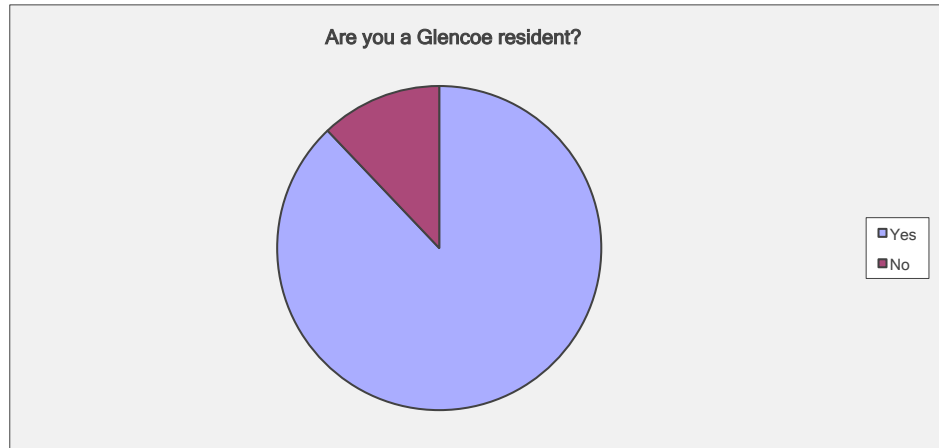
I find the swim area to be crowded (please select only one answer):

Answer Options	Response Percent	Response Count
Very seldom	31.1%	41
Weekdays (Mon - Fri)	3.0%	4
Other times	3.0%	4
Every weekend (Sat & Sun)	28.0%	37
Only on some weekends (Sat & Sun)	31.8%	42
All of the time	3.0%	4
Other (please specify)		10
answered question		132
skipped question		0



2012 Beach Users

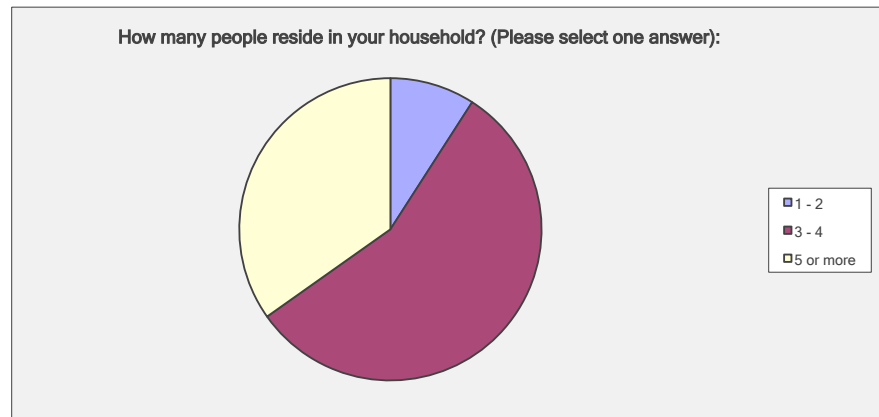
Are you a Glencoe resident?		
Answer Options	Response Percent	Response Count
Yes	87.9%	116
No	12.1%	16
	<i>answered question</i>	132
	<i>skipped question</i>	0



2012 Beach Users

How many people reside in your household? (Please select one answer):

Answer Options	Response Percent	Response Count
1 - 2	9.1%	12
3 - 4	56.1%	74
5 or more	34.8%	46
<i>answered question</i>		132
<i>skipped question</i>		0



2012 Beach Users

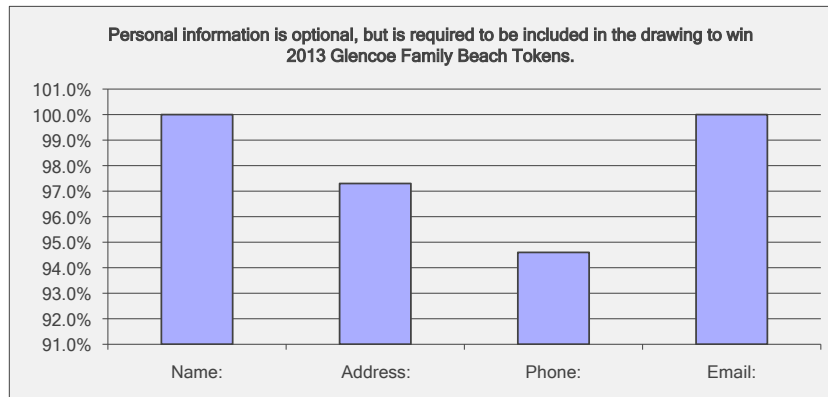
Please feel free to share any additional comments with us.

Answer Options	Response Count
	40
<i>answered question</i>	40
<i>skipped question</i>	92

2012 Beach Users

Personal information is optional, but is required to be included in the drawing to win 2013 Glencoe Family Beach Tokens.

Answer Options	Response Percent	Response Count
Name:	100.0%	74
Address:	97.3%	72
Phone:	94.6%	70
Email:	100.0%	74
	<i>answered question</i>	74
	<i>skipped question</i>	58

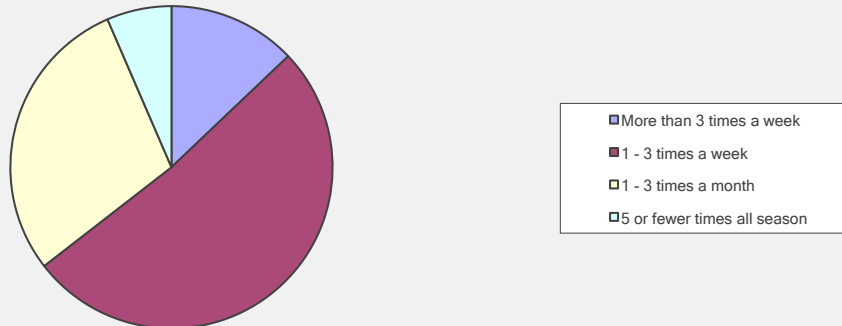


2012 Boaters

Thank you for taking the time to complete this survey. We hope you had an enjoyable boating season this year and hope to see you on the water next season. At the end of this survey, you have the option to submit your contact information to be entered into a drawing from which one winner will be selected at random to win a \$50 Gift Certificate to West Marine. Please complete this survey by October 12, 2012. How often did you (or a family member) go boating / sailing this year? (check only one)

Answer Options	Response Percent	Response Count
More than 3 times a week	12.9%	4
1 - 3 times a week	51.6%	16
1 - 3 times a month	29.0%	9
5 or fewer times all season	6.5%	2
<i>answered question</i>		31
<i>skipped question</i>		2

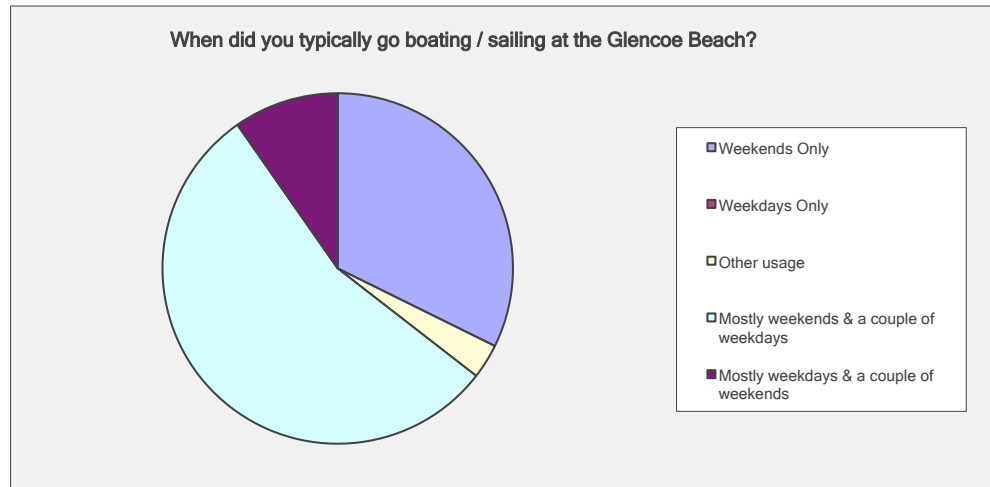
Thank you for taking the time to complete this survey. We hope you had an enjoyable boating season this year and hope to see you on the water next season. At the end of this survey, you have the option to submit your contact information to be



2012 Boaters

When did you typically go boating / sailing at the Glencoe Beach?

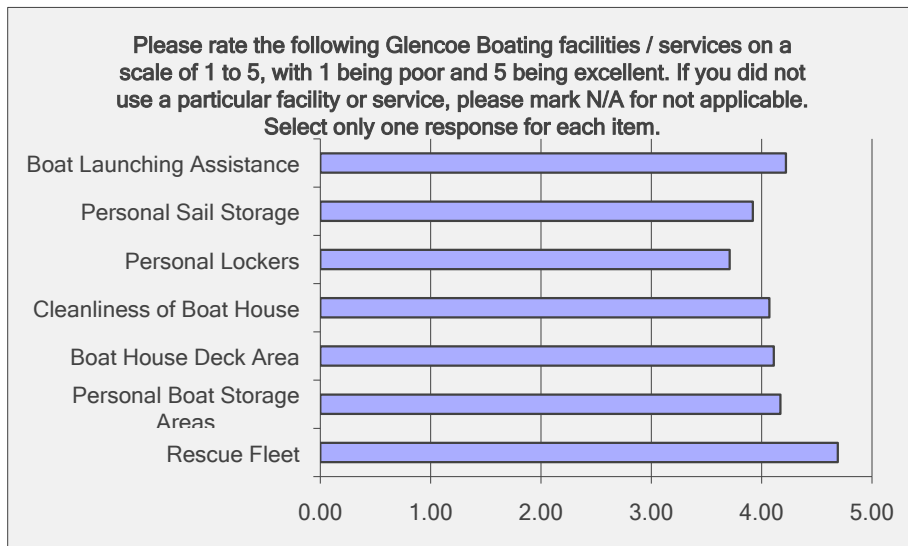
Answer Options	Response Percent	Response Count
Weekends Only	32.3%	10
Weekdays Only	0.0%	0
Other usage	3.2%	1
Mostly weekends & a couple of weekdays	54.8%	17
Mostly weekdays & a couple of weekends	9.7%	3
Other (please specify)		3
	answered question	31
	skipped question	2



2012 Boaters

Please rate the following Glencoe Boating facilities / services on a scale of 1 to 5, with 1 being poor and 5 being excellent. If you did not use a particular facility or service, please mark N/A for not applicable. Select only one response for each item.

Answer Options	1 - Poor	2	3	4	5 - Excellent	N/A	Rating Average	Response Count	
Rescue Fleet	0	0	1	6	19	5	4.69	31	
Personal Boat Storage Areas	0	0	6	12	11	2	4.17	31	
Boat House Deck Area	0	1	5	11	10	3	4.11	30	
Cleanliness of Boat House	0	1	9	5	13	3	4.07	31	
Personal Lockers	1	3	8	7	9	2	3.71	30	
Personal Sail Storage	2	2	2	9	10	5	3.92	30	
Boat Launching Assistance	1	0	5	7	14	4	4.22	31	
Additional Comments								8	
								<i>answered question</i>	31
								<i>skipped question</i>	2

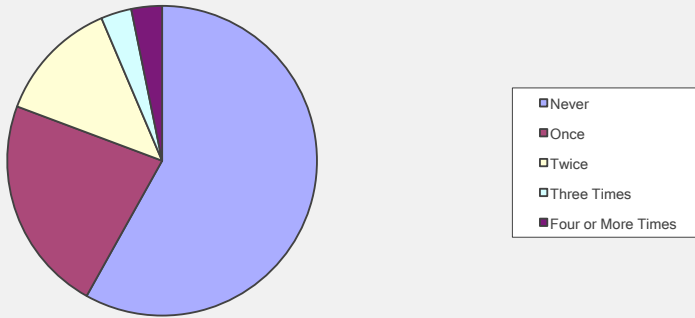


2012 Boaters

Please help us with additional information regarding rescue fleet operations. How many times were you towed by our rescue fleets?

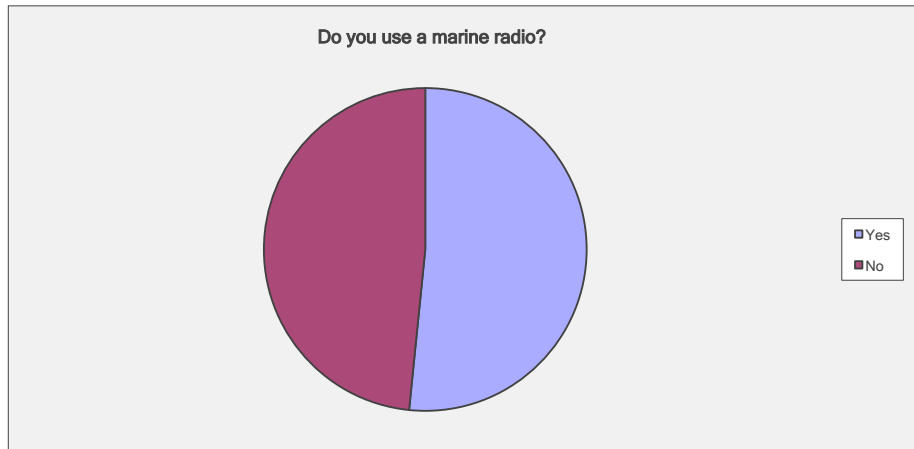
Answer Options	Response Percent	Response Count
Never	58.1%	18
Once	22.6%	7
Twice	12.9%	4
Three Times	3.2%	1
Four or More Times	3.2%	1
<i>answered question</i>		31
<i>skipped question</i>		2

Please help us with additional information regarding rescue fleet operations. How many times were you towed by our rescue fleets?



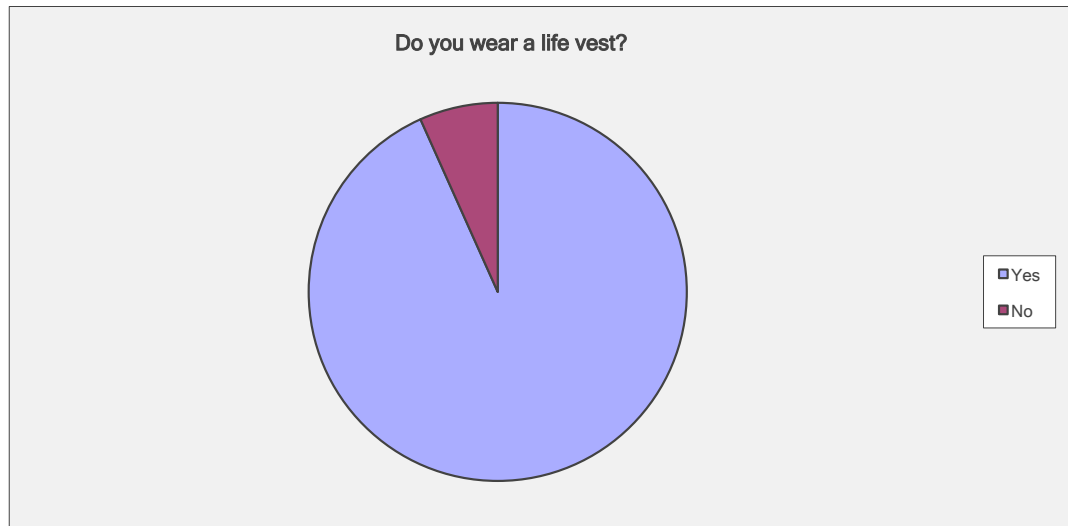
2012 Boaters

Do you use a marine radio?		
Answer Options	Response Percent	Response Count
Yes	51.6%	16
No	48.4%	15
<i>answered question</i>		31
<i>skipped question</i>		2



2012 Boaters

Do you wear a life vest?		
Answer Options	Response Percent	Response Count
Yes	93.3%	28
No	6.7%	2
<i>answered question</i>		30
<i>skipped question</i>		3



2012 Boaters

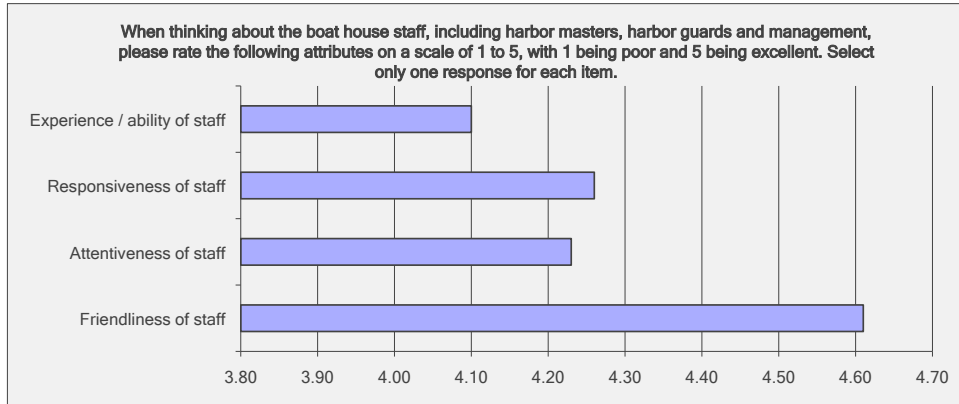
Please tell us your comments of the rescue service and/or what you would improve on.

Answer Options	Response Count
	15
<i>answered question</i>	15
<i>skipped question</i>	18

2012 Boaters

When thinking about the boat house staff, including harbor masters, harbor guards and management, please rate the following attributes on a scale of 1 to 5, with 1 being poor and 5 being excellent. Select only one response for each item.

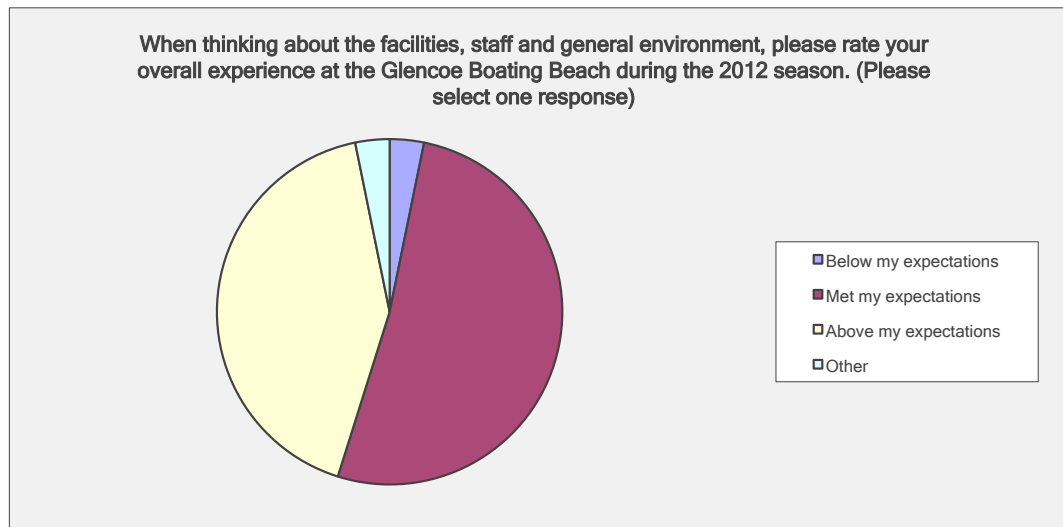
Answer Options	1 - Poor	2	3	4	5 - Excellent	Rating Average	Response Count	
Friendliness of staff	0	0	1	10	20	4.61	31	
Attentiveness of staff	0	0	7	10	14	4.23	31	
Responsiveness of staff	1	0	5	9	16	4.26	31	
Experience / ability of staff	0	0	7	12	10	4.10	29	
Additional Comments							11	
							<i>answered question</i>	31
							<i>skipped question</i>	2



2012 Boaters

When thinking about the facilities, staff and general environment, please rate your overall experience at the Glencoe Boating Beach during the 2012 season. (Please select one response)

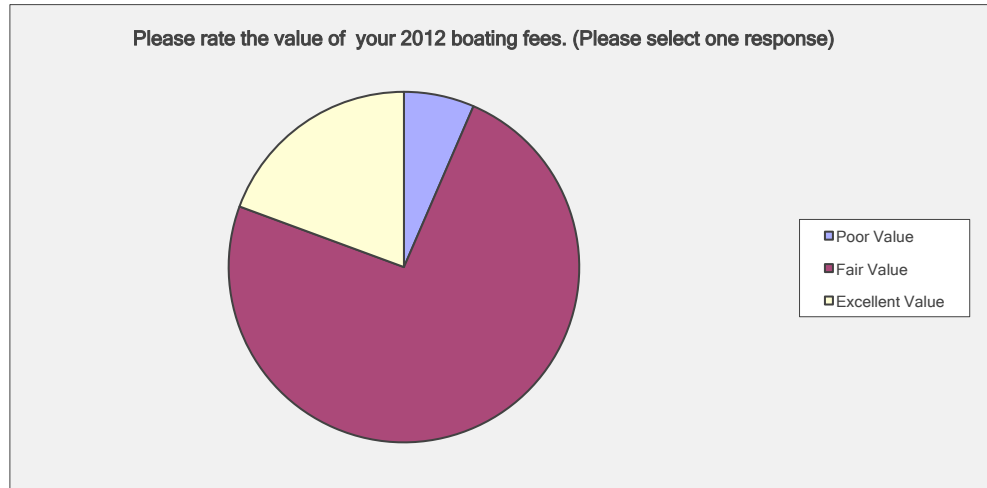
Answer Options	Response Percent	Response Count
Below my expectations	3.2%	1
Met my expectations	51.6%	16
Above my expectations	41.9%	13
Other	3.2%	1
Other (please specify)		8
	answered question	31
	skipped question	2



2012 Boaters

Please rate the value of your 2012 boating fees. (Please select one response)

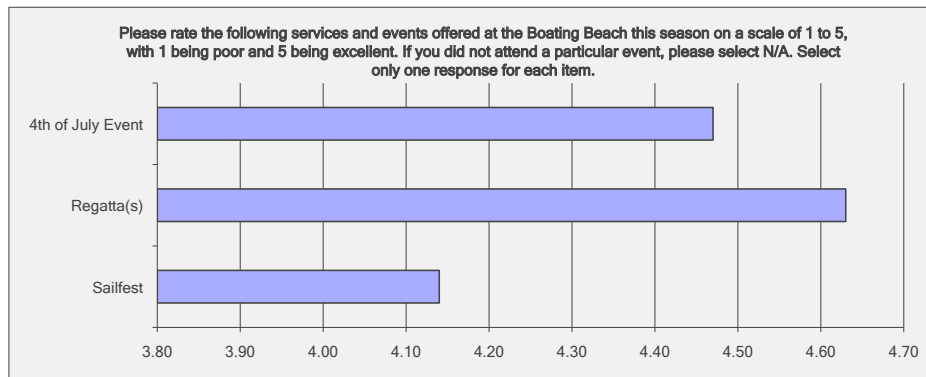
Answer Options	Response Percent	Response Count
Poor Value	6.5%	2
Fair Value	74.2%	23
Excellent Value	19.4%	6
Additional Comments		6
	<i>answered question</i>	31
	<i>skipped question</i>	2



2012 Boaters

Please rate the following services and events offered at the Boating Beach this season on a scale of 1 to 5, with 1 being poor and 5 being excellent. If you did not attend a particular event, please select N/A. Select only one response for each item.

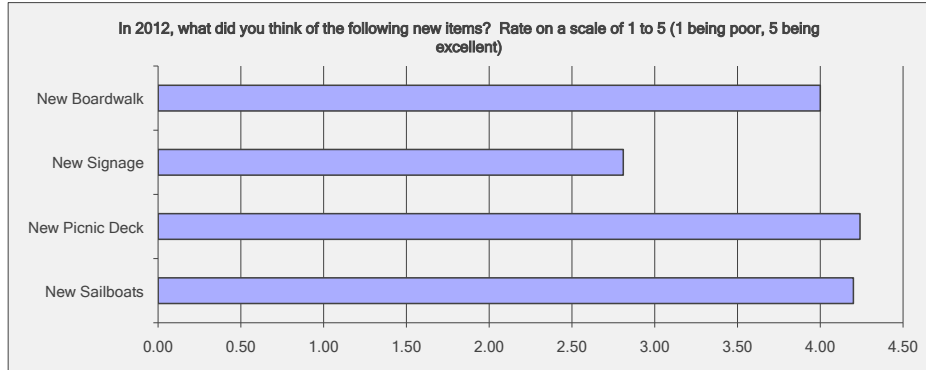
Answer Options	1 - Poor	2	3	4	5 - Excellent	N/A	Rating Average	Response Count	
Sailfest	0	2	1	4	7	17	4.14	31	
Regatta(s)	0	0	1	4	11	15	4.63	31	
4th of July Event	0	1	1	4	11	14	4.47	31	
Additional Comments								5	
								<i>answered question</i>	31
								<i>skipped question</i>	2



2012 Boaters

In 2012, what did you think of the following new items? Rate on a scale of 1 to 5 (1 being poor, 5 being excellent)

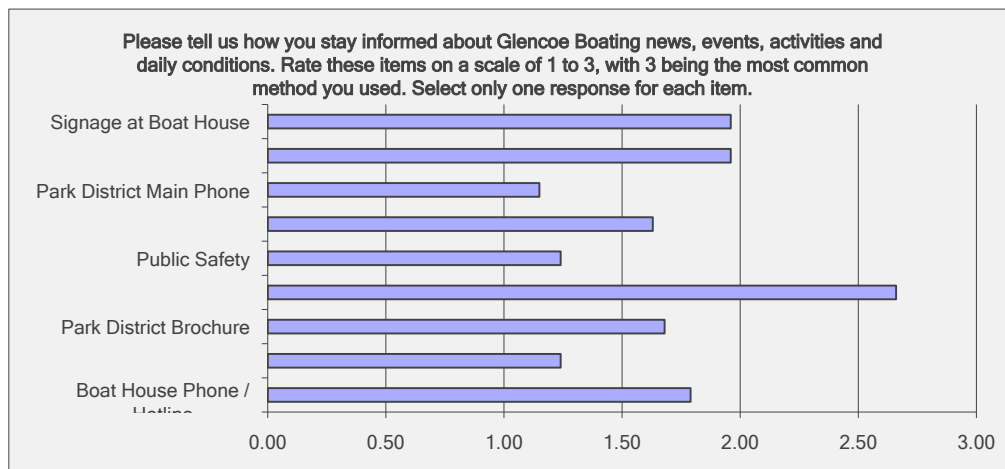
Answer Options	1 - Poor	2	3 - Fair	4	5 - Exceptional	N/A	Rating Average	Response Count	
New Sailboats	0	0	2	0	3	13	4.20	18	
New Picnic Deck	0	0	1	11	5	1	4.24	18	
New Signage	3	2	6	5	0	4	2.81	20	
New Boardwalk	0	2	4	6	8	4	4.00	24	
								<i>answered question</i>	31
								<i>skipped question</i>	2



2012 Boaters

Please tell us how you stay informed about Glencoe Boating news, events, activities and daily conditions. Rate these items on a scale of 1 to 3, with 3 being the most common method you used. Select only one response for each item.

Answer Options	1 - Least Common	2	3 - Most Common	Rating Average	Response Count
Boat House Phone / Hotline	13	8	7	1.79	28
Neighbors	21	2	2	1.24	25
Park District Brochure	12	9	4	1.68	25
Other Boaters	2	6	21	2.66	29
Public Safety	21	2	2	1.24	25
Park District Website	13	7	4	1.63	24
Park District Main Phone	23	2	1	1.15	26
Talking to Glencoe Park District Staff	9	9	8	1.96	26
Signage at Boat House	7	13	6	1.96	26
Additional Comments					6
<i>answered question</i>					31
<i>skipped question</i>					2



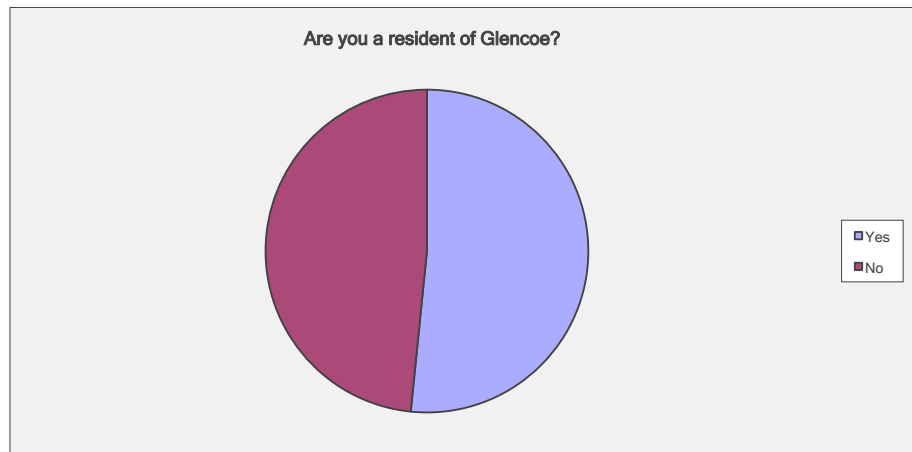
2012 Boaters

What area or service would you like to see improved in the future at the Boating Beach?

Answer Options	Response Count
	31
<i>answered question</i>	31
<i>skipped question</i>	2

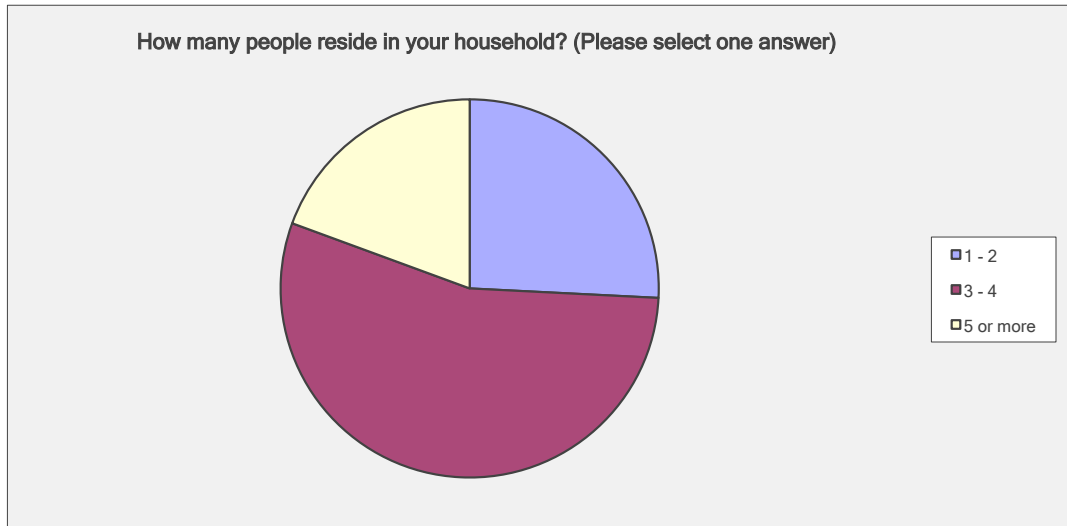
2012 Boaters

Are you a resident of Glencoe?		
Answer Options	Response Percent	Response Count
Yes	51.6%	16
No	48.4%	15
answered question		31
skipped question		2



2012 Boaters

How many people reside in your household? (Please select one answer)		
Answer Options	Response Percent	Response Count
1 - 2	25.8%	8
3 - 4	54.8%	17
5 or more	19.4%	6
<i>answered question</i>		31
<i>skipped question</i>		2



2012 Boaters

Please feel free to share any additional comments with us below.

Answer Options	Response Count
	9
<i>answered question</i>	9
<i>skipped question</i>	24

2012 Boaters

Personal information is optional, but is required to be included in the drawing for a \$50 Gift Certificate to West Marine.

Answer Options	Response Percent	Response Count
Name:	100.0%	21
Address:	100.0%	21
Phone:	95.2%	20
Email:	100.0%	21
	<i>answered question</i>	21
	<i>skipped question</i>	12

