

The background of the entire page is a photograph of a scenic lake. In the foreground, there's a rocky shoreline with some small waves. The middle ground shows several boats, including a large sailboat with a tall mast, and other smaller vessels. The background features a steep, forested hillside under a cloudy sky.

Incline Village General Improvement District

2014 BEACH SURVEY

FINAL REPORT

February 2015

Prepared For

Design Workshop

Stateline, Nevada

Incline Village General Improvement District

Incline Village, Nevada

Prepared by

Chuck Nozicka Consulting

Tourism and Recreation Planning

Sacramento, California

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Executive Summary

The following presents a summary of research findings for the *IVGID 2014 Beach Survey* conducted during the summer and fall of 2014 for Incline Village General Improvement District (IVGID), Department of Parks and Recreation. The survey design and sampling methodology was developed by Design Workshop with input from Chuck Nozicka Consulting in the role of research project technical advisor. Chuck Nozicka Consulting also conducted data analysis and provided this summary report.

Findings for each research topic are first presented for each of the three samples including the mailed, online, and on-site intercept samples. Results are then presented for each topic and by preferred beach (*which beach do you use most often?*).

Methodology

- The 2014 survey utilized three separate data collection modes: a self-administered questionnaire mailed to IVGID property owners, augmented by a companion self-administered online questionnaire, and an on-site intercept sample of beach users collected at the selected beaches during the summer of 2014.
- A total of 2,224 useable surveys were collected via the mailing process, 254 via the online method, and 286 via the on-site intercept method.
- All data was entered into a format provided by *Survey Monkey* (SM), an online survey research platform. Data was analyzed by SM, with additional examination by data exported into EXCEL spreadsheet and in SPSS for select data points.

Respondent Demographic Profile

- IVGID beach users are a relatively older demographic, with the mailed sample averaging 61.0 years, online 52.9 years, and intercept sample at 52.8 years.
- Those over 65 years comprised 42.1% of mailed respondents and 48.0% of online respondents, but about one quarter (24.8%) of intercept respondents; intercept respondents had the largest percentage of those less than 34 years of age.
- The majority of those surveyed live in households comprised of couples or multiple adults, both with and without children at home. A minority are single. About half of those surveyed in all samples live in households with no children.
- The respondents represent an affluent population, with the majority living in households at or above \$100,000 per year (80.6% mailed, 86.4% online, 71.6% intercept). Though still relatively affluent the younger intercept sample is less so than the other respondents.
- The respondents are similarly well educated with more than 8 in 10 having a college degree or more (85.6% mailed, 89.7% online, 81.3% intercept).
- Those with a Ski Beach preference tended to be male (mailed 56.3%, online 71.9%, intercept, 67.6%); among the online sample, Ski Beach also has a higher percentage of those single with children (12.5%) and multiple adult households with children (15.6%).

Over one-third (39.4%) of the Ski Beach intercept sample was also from a single no children household, somewhat lower income, and a younger average age (45.7 years).

- Those with an Incline Beach preference included a large percentage of couples with children (37.7%), while Burnt Cedar Beach loyalists were also more likely to be couples with children (online 44.2%) or from households with multiple adults with children (intercept 12.3%) compared to others.

Beach Use Profile

- The vast majority of beach users are either full time residents (45.8% mailed, 60.8% online, 48.2% intercept), or 2nd home owners (combined 51.9% mailed, 36.8% online, 41.2% intercept); more than 90% of mailed and online respondents were parcel owners.
- The bulk of those surveyed visit IVGID beaches several times a month or more; those reporting the highest frequency of use were the intercept sample (44.5% more than one day per week).
- The most typically visited beach is Incline Beach (74.0% mailed, 81.6% online, 80.9% intercept), followed by Burnt Cedar and Ski Beach.
- A small minority do not visit IVGID beaches (6.9% mailed 2.4% online). The primary reasons for not visiting the beaches are: 1) too crowded (45%) and, 2) just not a beach goer (44%).
- Incline Beach is the beach visited most often, with half or more saying that they use this beach most often (46.9% mailed, 50.2% online, 56.8% intercept), followed by Burnt Cedar and Ski Beach.
- Average party size for the intercept sample was 2.77 persons. The length of stay at IVGID beaches averages well over 3 hours per visit (mailed 3.25 hours, online 3.94 hours, and intercept 3.82 hours).
- The majority in all samples listed the scenery and proximity as the reasons why they visit IVGID beaches (over 65% for all samples); a second tier included BBQ and picnic areas (39.4%, 38.4%, and 30.6%), and open lawn areas (39.1%, 42.0%, and 34.3%).
- The most important attributes that attract people to IVGID beaches are ranked as follows: 1) being near the water, 2) outdoors/scenery, 3) relaxation, 4) family bonding, 5) social interaction, 6) exercise, and lastly 7) partying.
- When asked about the beach they used most often – the preferred beach – approximately half of respondents from all samples listed Incline Beach as their preference (mailed 46.9%, online 50.2%, intercept 56.8%), followed by Burnt Cedar Beach (38.2%, 34.4%, and 30.4%), while Ski Beach was less preferred with slightly more the one-in-ten visiting that beach most often (mailed 14.9%, online 15.4%, intercept, 12.9%).
- However, those preferring Ski Beach visited more days per season (combined weekly or more than one day per week – mailed 52.9%, online 60.0%, intercept 63.9%), followed by Incline Beach, with a similar percentage among intercept respondents (64.8%).

- Among reasons to visit all three beaches, highest scores were for proximity/closeness including Incline Beach (mailed 18.2%, online 15.5%, and intercept 18.0%), Ski Beach (mailed 13.2%, online 17.5%, intercept 15.4%) and Burnt Cedar (mailed 9.5%, online 11.0%, intercept, 10.6%).
- Next mentioned reason to visit was scenery/natural environment at Incline Beach (mailed 17.0%, online 15.5%, intercept 16.9%), Ski Beach (mailed 13.2%, online 9.7%, intercept 12.1%), and Burnt Cedar Beach (mailed 14.1%, online 13.8%, intercept 13.3%).
- However, each beach featured characteristics distinct from the others that motivated recreation users to visit – compared to Incline Beach users of Ski Beach mentioned good boating, while for Burnt Cedar Beach the pool and open lawn areas were noteworthy.
- Distinctions among beaches were most notable when respondents listed the primary reason to visit. For all sample groups proximity and scenery remained the prime reason to visit Incline Beach, for Ski Beach boating stood out, and for Burnt Cedar Beach the pool was a predominant reason.

Recreation Use Patterns and Preferences

- Respondents listed a full range of typical beach activities led by resting/relaxing (mailed 87.7%, online 86.6%, and intercept 87.7%); over 50% of each sample also listed swimming in the lake, picnicking, and sunbathing. A second tier of typical activities was listed by one-quarter of respondents in nearly all categories including kayaking, sightseeing, playground use, stand up paddle boarding, and special events.
- Among typical recreation activities listed, two were among the top mentions for all three beaches and by all three sample groups – swimming in the lake and resting/relaxing. By varying degrees of order for each specific beach, two other passive recreation categories held for all beaches and for all sample groups – sunbathing and picnicking.
- Each beach also featured a full array of other activities in which visitor participated, with the principal distinctions being a preference for boating and kayaking at Ski Beach and swimming in the pool at Burnt Cedar Beach.
- Among the primary activities, the most mentioned by all samples was passive beach enjoyment including resting/relaxing (mailed 42.4%, online 40.1%, intercept 44.2%); the second most mentioned primary reason was swimming in the lake (14.9%, 13.4%, and 21.4% respectively), the remaining primary activities listed covered a full range with each garnering less than 10% of each sample.
- Each beach indicated its unique position among IVGID properties when respondents listed their primary recreation activities – Incline Beach was distinguished by relaxing and swimming in the lake for all respondents; Ski Beach was clearly a preferred boating destination with power boating, kayaking and PWC use mentioned at varying degrees depending on the sample; Burnt Cedar was again noteworthy for pool use.

- When asked about new amenities or services that could enhance the IVGID beach experience, respondents in all samples with slight variation ranked as follows: 1) improved restrooms, 2) improved café/bar/restaurant, 3) music events, 4) additional picnic or BBQ areas, 5) food and drink service to the beach, 6) umbrella rentals, 7) chair and cabana rentals, 8) a climbing wall, 9) valet parking, and 10) bungee trampoline.
- 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.
- Regarding beach access policy, the majority preferred a picture pass and punch card user policy (mailed 63.2%, online 58.4%, intercept 57.9%); from one-quarter to one-third also included cash entry guests (mailed 26.2%, online, 32.0%, intercept 33.1%), about 10% of each sample preferred a picture card only entry.
- Those preferring only picture card entry comprise about 10% for the mailed sample at all three beaches. Among online users, a smaller percentage called for picture card only at Ski Beach (6.5%) and Incline Beach (6.6%), with Burnt Cedar Beach having a somewhat higher percent of mentions from the online sample (15.4%) .
- Among intercept users, responses varied to a greater degree by beach. These respondents were far more open to cash entry at Ski Beach (50%), with only 3.5% saying this beach should be picture card only. Like the other respondent samples, from one-quarter to one-third said cash entry was acceptable at Incline and Burnt Cedar Beaches.
- The most mentioned write-in comments concerned beach crowding, parking, allowing dogs, cleanliness, and adding music entertainment events.
- IVGID beaches receive extremely high satisfaction ratings by every respondent sample, with an average on a 1 to 10 scale (“1” Absolutely Not Recommend to “10” Absolutely Recommend), with mailed sample at 8.84, online 8.65, and intercept 8.96.

1. Introduction

This report comprehensively profiles recreation user perspectives of IVGID beaches. The research project was designed to provide supporting information for an overall beach facility assessment currently in-progress by Design Workshop (DW), Stateline, Nevada for the Incline Village General Improvement District (IVGID).

The questionnaire design and sampling methodology was conducted by DW with input from IVGID. Chuck Nozicka Consulting was retained as a technical advisor to DW and provided comments and input for the research project as well as conducting analysis of data provided by DW through the *Survey Monkey* (SM) platform. This summary report is provided by Chuck Nozicka Consulting, Tourism and Recreation Planning, Sacramento, California.

Chuck Nozicka Consulting has significant experience conducting tourism development and recreation use by applying primary and secondary research to a range of planning and development projects. These projects including planning and development work in the Lake Tahoe Basin as well as in other Sierra Nevada recreation destinations. For thirty years our firm has focused its work on community planning and development with a focus on the dynamic recreation and tourism sector. We have assisted communities and resource managers with analysis that provides long term sustainability in recreation experience quality, environmental integrity, and economic benefit for local communities and resource managers.

Objectives

The scope of work was designed to assist Design Workshop with the development and analysis of a community and recreation user survey for the recreation facilities operated by the Incline Village General improvement District (IVGID) Recreation Department. Specifically the tasks included the following:

- Project scoping and background review. This task included a review with DW and IVGID focusing on survey objectives and approach. We assisted with identifying and refining project parameters by reviewing related background information sources.
- Survey design. We assisted Design Workshop with design of the survey instrument and data collection approach. Specifically we reviewed IVGID project objective information and reviewed proposed data collection approaches, reviewed and revised the survey instruments as needed, and provided a coding approach for subsequent data entry and analysis tasks.
- Data review and analysis. Data was entered into the *Survey Monkey* (SM) platform per the selected DW and IVGID data collection approach by IVGID staff. We reviewed raw data in the SM platform and exported each individual sample set into EXCEL format for further assessment. We also conducted all available and pertinent SM “compare” analysis and also exported this data into an EXCEL format, conducted detailed analysis using EXCEL and where applicable a statistical analysis software package – the Statistical Package for the Social Sciences (SPSS, IBM). We conducted a wide variety of data runs to identify all salient output as is typically done with surveys of this type.
- Summary report. We assessed and presented study findings in this summary report including tabular and graphic presentations of all salient findings.

- Observations. Finally, we presented consultant observations and conclusions with respect to their implications for future recreation planning and management at IVGID beaches.

Report Content

Following is a summary of each research task according to the chapters in this report. Note that all pertinent findings are also broken out by “beach used most often” or preferred beach. All data points showing useful distinctions among selected beaches are presented. In addition to this Introduction chapter the report includes the following:

Chapter 2: Respondent Profile. This section presents a profile of study respondents including all surveyed demographic characteristics, beach use activities, and reasons for visiting IVGID beaches.

Chapter 3: Recreation Use Patterns and Preferences. We identified beach recreation patterns, preferences, and user motivations for each sample category.

Chapter 4: Planning Implications. As indicted by the data and the consultant’s professional observations, we outline a series of implications for recreation management and future associated recreation programming.

Appendix: Copies of the survey questionnaire used in each sample are provided.

Methodology

As developed by DW and IVGID three separate data collection approaches were utilized for purposes of economic and methodological efficiency, and to allow for the maximum opportunity for IVGID residents, property owners, and beach users to participate. First, listed property owners where each sent a mailed survey with return envelope, secondly an identical set of survey questions was provided via online access for Incline Village residents and interested citizens, finally, staff at IVGID administered an on-site, real time intercept survey to users at the three beaches during the 2014 season. Each sampling approach provided a distinct look at IVGID beach users and residents, with mailed respondents, online, and on-site beach users each showing slightly varied characteristics and preferences.

Research Limitations

All survey or polling methodologies have some limitation. For the self-administered approach, used in this research project, we relied on questionnaire design and question wording to elicit an accurate response. However, each answer is a respondent’s interpretation to a question’s meaning. Fortunately, this particular research project relied on a very simple, relatively straightforward questionnaire that was intentionally worded with clear and direct language. Upon our review and scan of the processed data we found no evident misinterpretation of the questionnaire on the part of respondents that would invalidate any questions used on the instrument.

However, we did apply three different fielding methods – a mailed questionnaire, a similar online accessible questionnaire, and an onsite intercept questionnaire administered to current beach users at the three beach sites. Combining these three methods with the SM data analysis features and inherent limitations did complicate analysis tasks since that platform does not allow for combining similar data sets nor is it amenable to easy export into powerful statistical software packages like SPSS. Fortunately the data was adaptable to the EXCEL format which provides useful tools for simple statistical analysis that directly applicable to this research project.

Finally, the *IVGID 2014 Beach Survey* represents a profile of recreation use at these sites during the 2014 season and by some respondents' (mailed and online sample) recall of experiences at these beaches. Accordingly this does not directly indicate that the user profile and recreation patterns will be identical over the long term. Future recreation patterns may vary per any changes in visitor awareness, changes in the profile of IVGID property owners and beach users, and changes in the array of activities and services available at the beaches. Nevertheless this survey does provide a robust baseline for current planning and management activities, as well as for future research and planning study at the IVGID beach facilities.

2. Respondent Profile

Demographic Profile

TABLE 2-1: Respondent Demographic Profile

	Mailed	Online	Intercept
GENDER			
Male	48.8%	53.3%	41.2%
Female	51.2%	46.7%	58.8%
AGE			
24 or under	0.2%	1.9%	7.5%
25-34	2.3%	6.6%	7.9%
35-44	6.9%	22.7%	13.8%
45-54	18.8%	25.8%	16.5%
55-64	29.7%	20.2%	29.5%
65 and over	42.1%	48.0%	24.8%
Average	61	52.9	52.8
HOUSEHOLD COMPOSITION			
Single, no children	9.7%	8.8%	12.4%
Single, with children	4.2%	4.2%	7.5%
Couple, no children	40.6%	35.6%	35.3%
Couple, with children	31.5%	38.9%	31.6%
Multiple adults, no children	4.9%	5.1%	6.0%
Multiple adults, with children	9.1%	7.4%	7.1%
HOUSEHOLD INCOME			
Under \$25,000	1.2%	0.6%	5.2%
\$25,000 to \$49,999	3.1%	2.9%	5.7%
\$50,000 to \$74,999	6.4%	4.7%	7.3%
\$75,000 to \$99,999	8.7%	4.7%	10.4%
\$100,000 to \$124,999	11.8%	10.6%	16.6%
\$125,000 to \$149,999	10.8%	9.4%	8.3%
\$150,000 to 174,999	3.9%	8.8%	4.7%
\$175,000 to 199,999	7.0%	9.4%	6.2%
\$200,000 or more	47.1%	48.2%	35.8%
EDUCATION			
Did not complete high school	0.1%	0.5%	0.8%
High school graduate	3.1%	1.4%	4.0%
Some college or technical training	12.6%	10.8%	13.9%
College graduate	35.8%	41.8%	35.1%
Graduate degree	22.7%	27.7%	12.7%
Post-graduate degrees	27.1%	20.2%	33.5%

TABLE 2-2: Respondent Demographic Profile by Preferred Beach

	Ski Beach	Incline Beach	Burnt Cedar
GENDER			
MAILED			
Male	56.3%	47.1%	46.6%
Female	43.7%	52.9%	53.4%
ONLINE			
Male	71.9%	43.6%	58.7%
Female	28.1%	56.4%	41.3%
INTERCEPT			
Male	67.6%	40.0%	32.9%
Female	32.4%	60.0%	67.1%
AVERAGE AGE			
MAIL	59.7	64.1	62.2
ONLINE	54.2	50.2	55.8
INTERCEPT	45.7	49.8	54.5
HOUSEHOLD TYPE			
MAILED			
Single, no children	10.0%	9.5%	8.5%
Single, with children	3.4%	4.3%	4.0%
Couple, no children	40.2%	39.2%	41.2%
Couple, with children	36.1%	31.5%	32.5%
Multiple adults, no children	3.8%	5.8%	3.8%
Multiple adults, with children	6.5%	9.7%	10.1%
ONLINE			
Single, no children	3.1%	11.7%	7.8%
Single, with children	12.5%	2.9%	2.6%
Couple, no children	31.3%	36.9%	35.1%
Couple, with children	31.3%	36.9%	44.2%
Multiple adults, no children	6.3%	5.8%	3.9%
Multiple adults, with children	15.6%	5.8%	6.5%
INTERCEPT			
Single, no children	39.4%	9.9%	6.2%
Single, with children	0.0%	7.9%	9.9%
Couple, no children	39.4%	32.5%	38.3%
Couple, with children	18.2%	37.7%	25.9%
Multiple adults, no children	0.0%	6.6%	7.4%
Multiple adults, with children	3.0%	5.3%	12.3%

TABLE 2-2(cont.): Respondent Demographic Profile by Preferred Beach

HOUSEHOLD INCOME	Ski Beach	Incline Beach	Burnt Cedar
MAILED			
Under \$25,000	1.3%	1.5%	0.5%
\$25,000 to \$49,999	2.5%	3.7%	2.5%
\$50,000 to \$74,999	8.8%	5.9%	6.0%
\$75,000 to \$99,999	6.3%	9.2%	9.2%
\$100,000 to \$124,999	9.6%	11.9%	13.4%
\$125,000 to \$149,999	10.0%	11.3%	10.9%
\$150,000 to 174,999	3.3%	3.8%	3.9%
\$175,000 to 199,999	8.8%	7.8%	5.2%
\$200,000 or more	49.4%	44.9%	48.4%
ONLINE			
Under \$25,000	0.0%	1.1%	0.0%
\$25,000 to \$49,999	4.8%	3.4%	1.8%
\$50,000 to \$74,999	4.8%	5.6%	3.6%
\$75,000 to \$99,999	0.0%	5.6%	5.4%
\$100,000 to \$124,999	19.0%	6.7%	14.3%
\$125,000 to \$149,999	4.8%	11.2%	7.1%
\$150,000 to 174,999	14.3%	7.9%	8.9%
\$175,000 to 199,999	4.8%	11.2%	7.1%
\$200,000 or more	47.6%	47.2%	51.8%
INTERCEPT			
Under \$25,000	8.3%	5.5%	3.4%
\$25,000 to \$49,999	12.5%	5.5%	1.7%
\$50,000 to \$74,999	16.7%	6.4%	5.2%
\$75,000 to \$99,999	8.3%	10.9%	10.3%
\$100,000 to \$124,999	4.2%	18.2%	19.0%
\$125,000 to \$149,999	4.2%	7.3%	12.1%
\$150,000 to 174,999	4.2%	5.5%	3.4%
\$175,000 to 199,999	4.2%	6.4%	6.9%
\$200,000 or more	37.5%	34.5%	37.9%

Recreation Use Profile

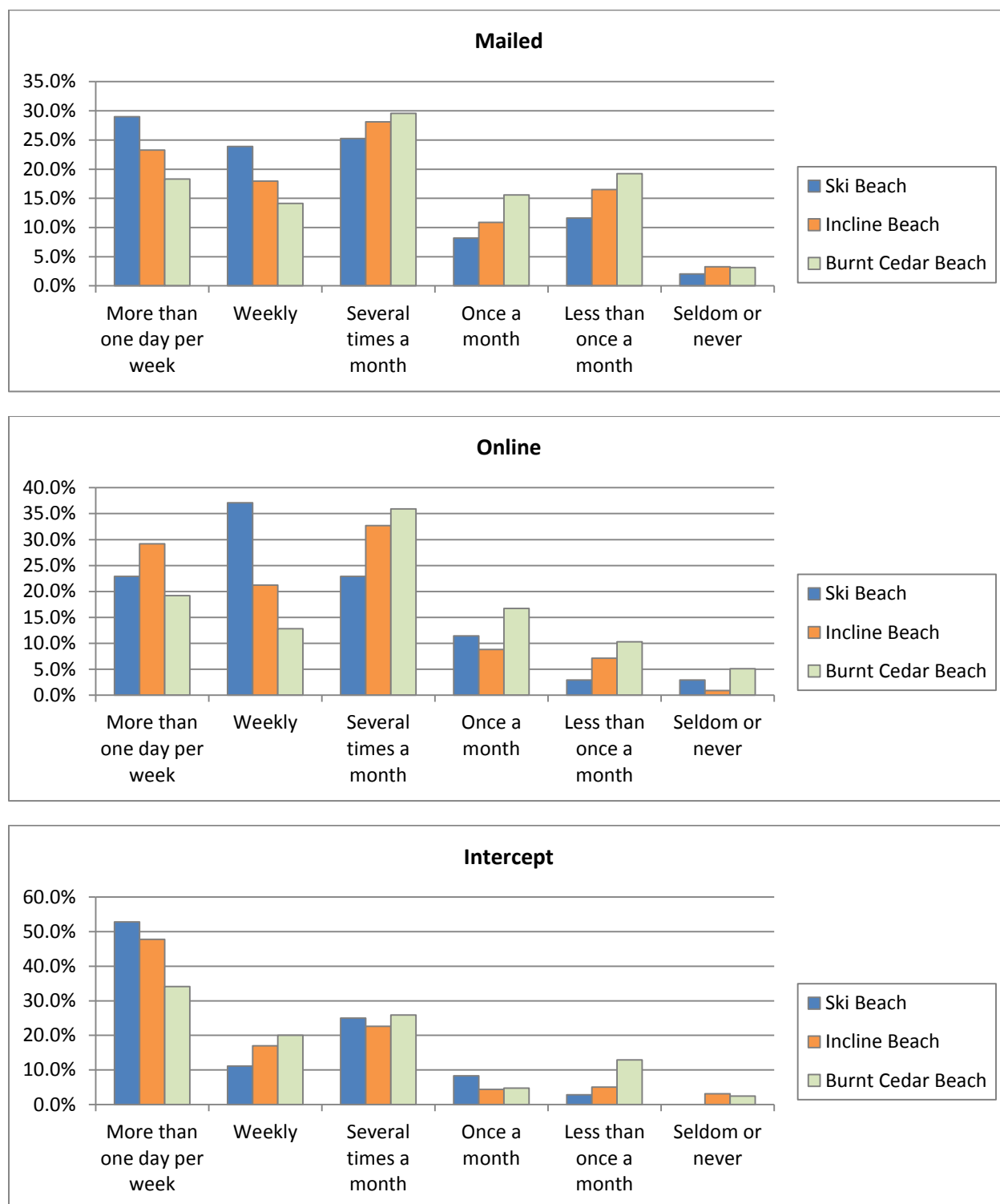
TABLE 2-3: Recreation Use

	Mailed	Online	Intercept
RESIDENCE			
Full time /year round resident	45.8%	60.8%	48.2%
2nd home – summer or extended vacation	19.5%	13.6%	25.7%
2nd home – weekends, holidays, vacation days	32.4%	23.2%	15.5%
Homeowner guest use	0.4%	1.6%	6.0%
Vacation rental	1.6%	0.0%	3.9%
Resident in neighboring community	0.4%	0.8%	0.7%
OWNERSHIP			
Parcel Owner	93.7%	91.2%	-
Renter	6.3%	8.8%	-
ACCESS			
IVGID picture pass holder	97.1%	95.9%	87.0%
Punch card day use entry	2.7%	3.3%	8.1%
Cash day use entry	0.3%	0.8%	4.9%
FREQUENCY OF USE			
More than one day per week	22.0%	24.6%	44.5%
Weekly	17.3%	20.6%	17.1%
Several times a month	28.3%	32.0%	23.8%
Once a month	12.1%	11.8%	5.0%
Less than once a month	17.0%	7.5%	7.1%
Seldom or never	3.3%	3.5%	2.5%
BEACHES TYPICALLY VISIT			
Ski Beach	42.5%	60.4%	33.6%
Incline Beach	74.0%	81.6%	80.9%
Burnt Cedar Beach	66.4%	67.6%	59.7%
Do not visit IVGID Beaches	6.9%	2.4%	-
PREFERRED BEACH			
Ski Beach	14.9%	15.4%	12.9%
Incline Beach	46.9%	50.2%	56.8%
Burnt Cedar Beach	38.2%	34.4%	30.4%
Average Party Size	-	-	2.77
Average Hours Per Visit	3.25	3.94	3.82

TABLE 2-4: Frequency of Use by Preferred Beach

	Ski Beach	Incline Beach	Burnt Cedar
MAILED			
More than one day per week	29.0%	23.3%	18.3%
Weekly	23.9%	18.0%	14.1%
Several times a month	25.3%	28.1%	29.6%
Once a month	8.2%	10.9%	15.6%
Less than once a month	11.6%	16.5%	19.2%
Seldom or never	2.0%	3.3%	3.1%
ONLINE			
More than one day per week	22.9%	29.2%	19.2%
Weekly	37.1%	21.2%	12.8%
Several times a month	22.9%	32.7%	35.9%
Once a month	11.4%	8.8%	16.7%
Less than once a month	2.9%	7.1%	10.3%
Seldom or never	2.9%	0.9%	5.1%
INTERCEPT			
More than one day per week	52.8%	47.8%	34.1%
Weekly	11.1%	17.0%	20.0%
Several times a month	25.0%	22.6%	25.9%
Once a month	8.3%	4.4%	4.7%
Less than once a month	2.8%	5.0%	12.9%
Seldom or never	0.0%	3.1%	2.4%

FIGURE 2-1: Frequency of Use by Preferred Beach



Reason for Visiting IVGID Beaches

TABLE 2-5: Why Visit IVGID Beaches

	Mailed	Online	Intercept
Scenery/nature	68.3%	65.3%	68.3%
Proximity/Closeness	63.6%	65.8%	68.7%
Barbecue & picnic areas	39.4%	38.4%	30.6%
Open lawn areas	39.1%	42.0%	34.3%
Pool	30.7%	24.7%	26.1%
More family friendly	29.1%	26.9%	28.4%
Quieter	25.4%	20.1%	32.5%
Facilities well maintained	25.3%	23.3%	25.7%
Food services	25.0%	27.4%	21.3%
Social interaction	21.7%	31.1%	29.9%
Bar services	21.7%	33.8%	25.0%
Playground	19.7%	21.9%	18.3%
Good boating	16.3%	19.6%	16.4%
Lively atmosphere	12.0%	21.0%	14.6%
Volleyball/bocce ball area	8.8%	9.6%	10.1%

TABLE 2-6: Primary Reason to Visit IVGID Beaches

	Mailed	Online	Intercept
Scenery/Natural environment	28.1%	16.5%	26.7%
Proximity/Closeness	24.0%	24.1%	30.2%
Pool	11.5%	9.4%	9.9%
Good boating	8.4%	10.8%	7.0%
More family friendly	6.1%	6.6%	4.7%
Barbecue & picnic areas	6.1%	7.1%	1.7%
Social interaction	3.9%	8.0%	2.9%
Quieter	3.6%	5.2%	7.0%
Facilities are better maintained	2.1%	5.2%	2.9%
Open lawn areas	1.6%	1.9%	1.2%
Playground	1.4%	0.9%	1.7%
Volleyball and bocce ball area	1.2%	0.0%	1.2%
Lively atmosphere	0.8%	1.9%	0.6%
Bar services	0.8%	2.4%	1.7%
Food services	0.4%	0.0%	0.6%

FIGURE 2-2: Why Visit IVGID Beaches

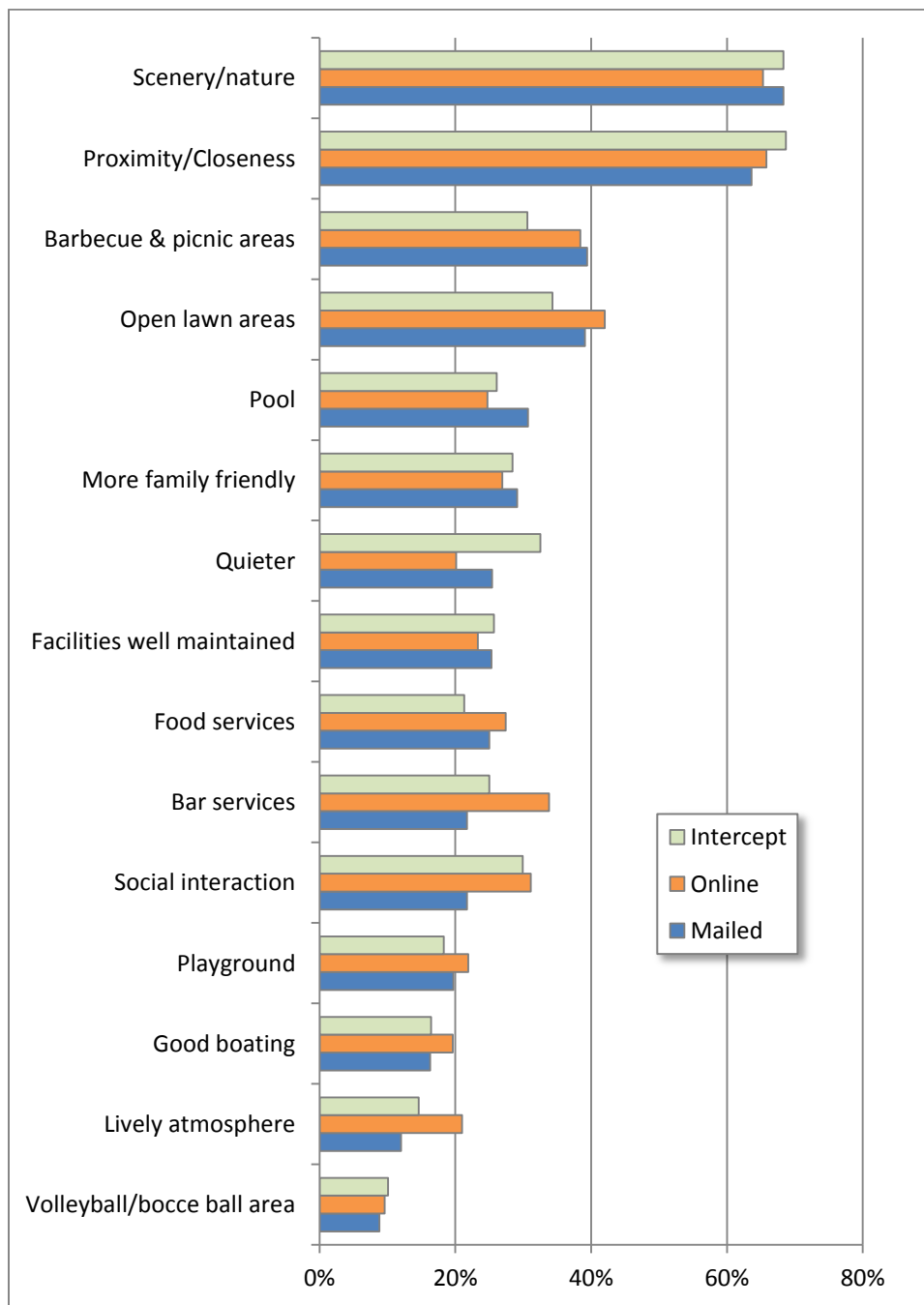


FIGURE 2-3: Primary Reason to Visit IVGID Beaches

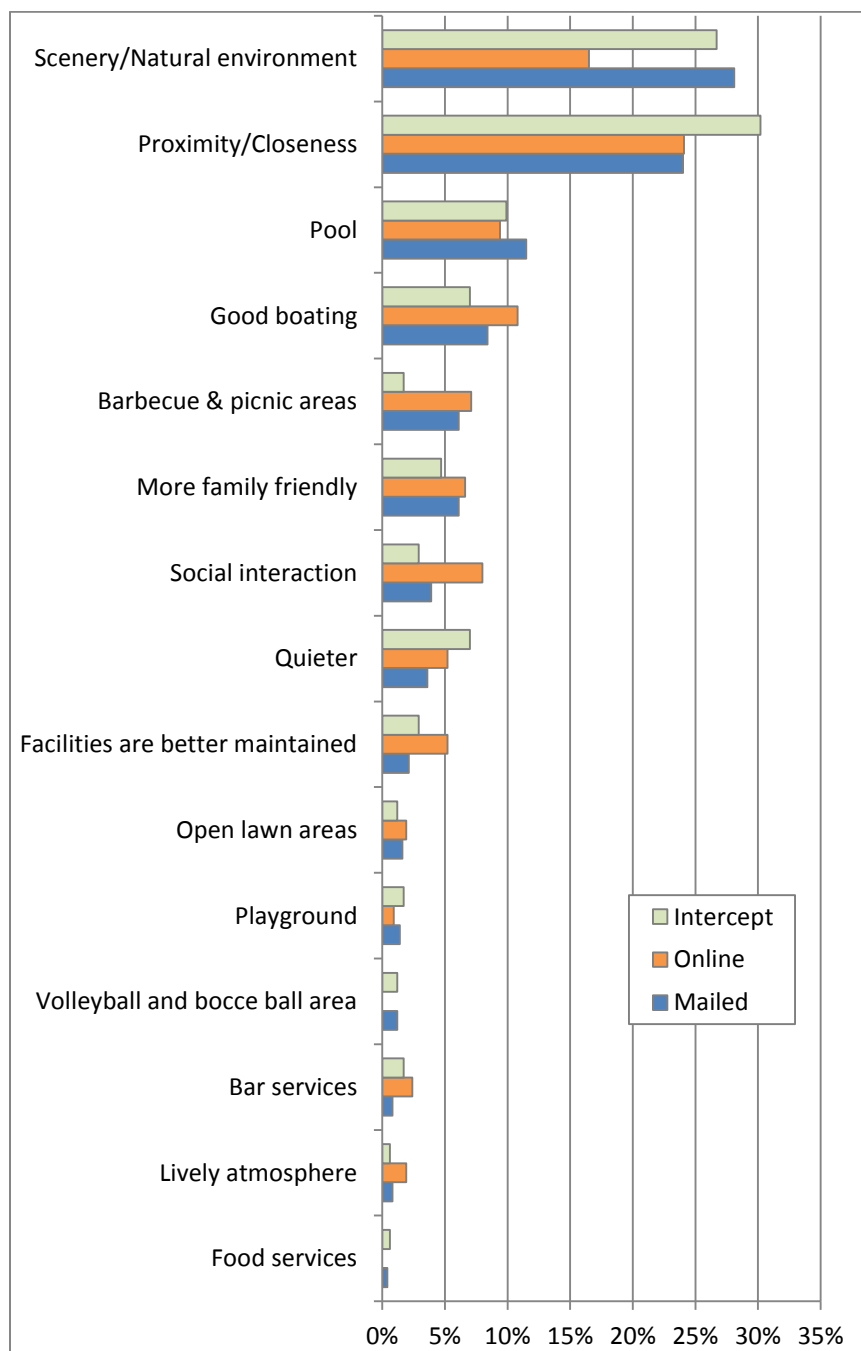


TABLE 2-7: Reasons to Visit by Preferred Beach

	Ski Beach	Incline Beach	Burnt Cedar
MAILED			
Proximity/Closeness	17.0%	18.2%	9.5%
Scenery/Natural environment	13.2%	17.0%	14.1%
Barbecue & picnic areas	8.1%	8.8%	9.1%
Open lawn areas	7.3%	7.7%	10.2%
Food services	3.2%	6.0%	6.0%
Bar services	3.4%	5.9%	4.3%
Quieter	5.2%	5.7%	5.8%
Facilities are better maintained	5.0%	5.4%	6.1%
Social interaction	5.7%	5.3%	4.2%
More family friendly	4.2%	5.1%	8.6%
Playground	2.2%	4.2%	5.3%
Lively atmosphere	3.2%	3.4%	1.8%
Good boating	15.4%	3.1%	0.9%
Volleyball and bocce ball area	3.7%	2.2%	1.4%
Pool	3.1%	2.1%	12.8%
ONLINE			
Proximity/Closeness	17.5%	15.5%	11.0%
Scenery/Natural environment	9.7%	14.7%	13.8%
Barbecue & picnic areas	5.8%	9.5%	6.9%
Bar services	3.9%	9.3%	5.1%
Social interaction	5.8%	8.8%	3.8%
Lively atmosphere	2.9%	6.5%	2.0%
Open lawn areas	11.7%	6.2%	12.0%
Food services	2.9%	6.0%	6.4%
Facilities are better maintained	3.9%	4.3%	6.1%
Good boating	18.4%	4.1%	0.5%
Quieter	1.9%	4.1%	5.1%
Playground	4.9%	4.1%	5.4%
More family friendly	4.9%	3.7%	8.7%
Volleyball and bocce ball area	3.9%	2.4%	1.0%
Pool	1.9%	0.7%	12.2%

TABLE 2-7 (cont.): Reasons to Visit by Preferred Beach

	Ski Beach	Incline Beach	Burnt Cedar
INTERCEPT			
Proximity/Closeness	15.4%	18.0%	10.6%
Scenery/Natural environment	12.1%	16.9%	13.3%
Quieter	6.0%	7.9%	6.5%
Barbecue & picnic areas	5.4%	6.9%	7.0%
Social interaction	9.4%	6.7%	5.3%
Bar services	6.0%	6.6%	3.8%
Open lawn areas	5.4%	6.3%	10.8%
Facilities are better maintained	6.7%	5.8%	5.3%
Food services	2.0%	5.6%	4.3%
More family friendly	7.4%	5.0%	8.0%
Playground	1.3%	3.8%	5.5%
Lively atmosphere	3.4%	3.5%	2.8%
Good boating	10.7%	3.4%	1.5%
Pool	4.7%	2.0%	12.6%
Volleyball and bocce ball area	4.0%	1.5%	2.8%

FIGURE 2-4: Prime Reason to Visit by Preferred Beach

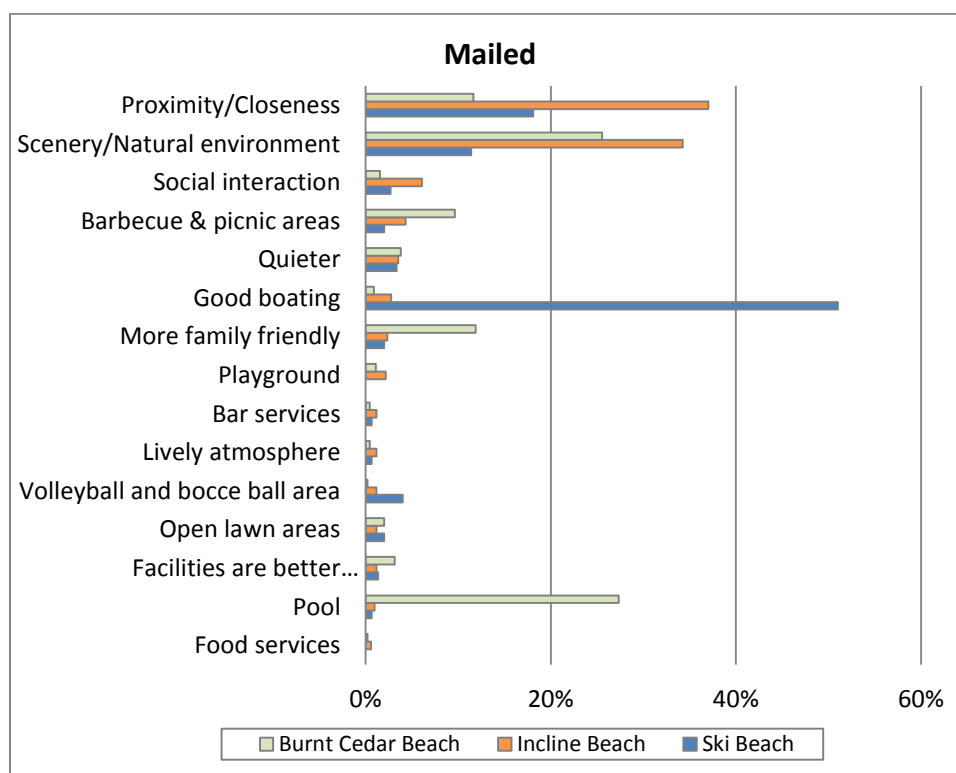


FIGURE 2-4 (cont.): Prime Reason to Visit by Preferred Beach

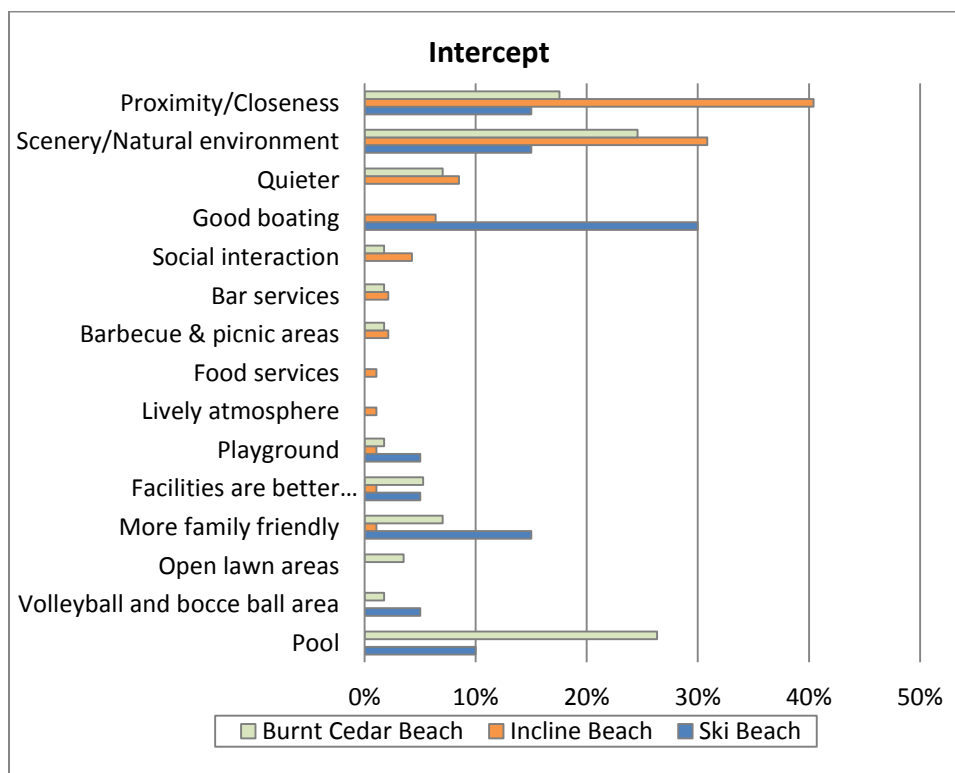
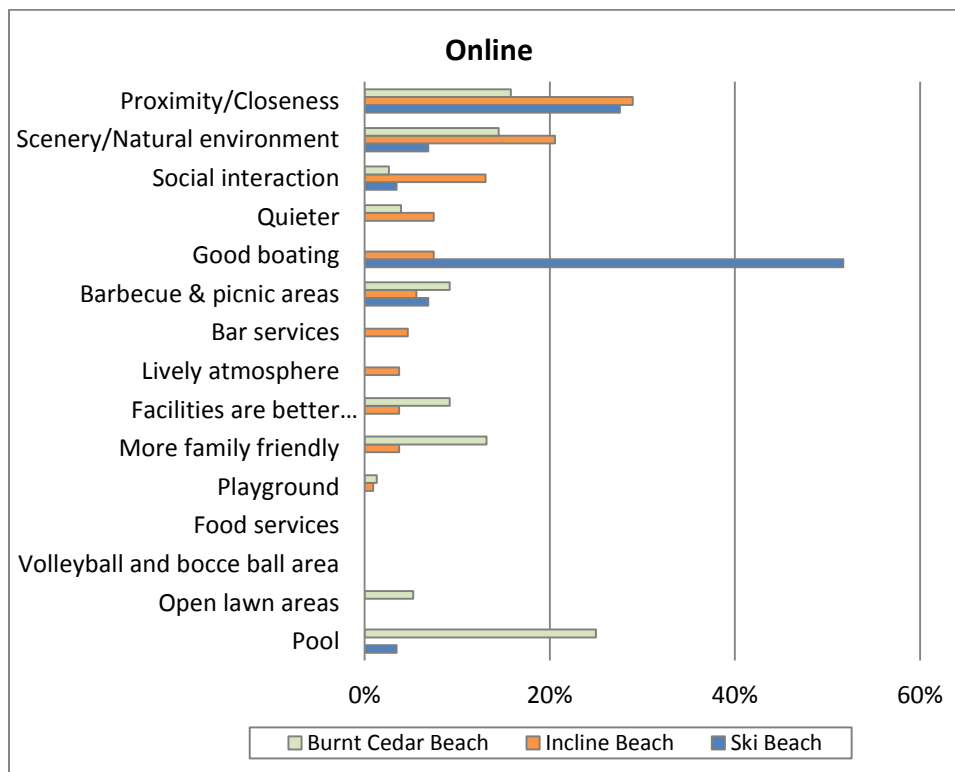


TABLE 2-8: Beach Attribute Importance Rating
By Scale Average for Attribute Influencing Decision to Visit
(1-5 Scale Average: "1"=Not at all Important to "5"=Absolutely Necessary)

	Mailed	Online	Intercept
Being near the water	4.78	4.79	4.82
Enjoying outdoors/scenery	4.72	4.78	4.71
Relaxation	4.60	4.62	4.75
Family bonding	4.08	4.03	4.04
Social interaction	3.58	3.67	3.62
Exercise	3.54	3.40	3.68
Partying	2.79	2.75	2.73

FIGURE 2-5: Beach Attribute Importance Rating
By Scale Average for Attribute Influencing Decision to Visit
(1-5 Scale Average: "1"=Not at all Important to "5"=Absolutely Necessary)

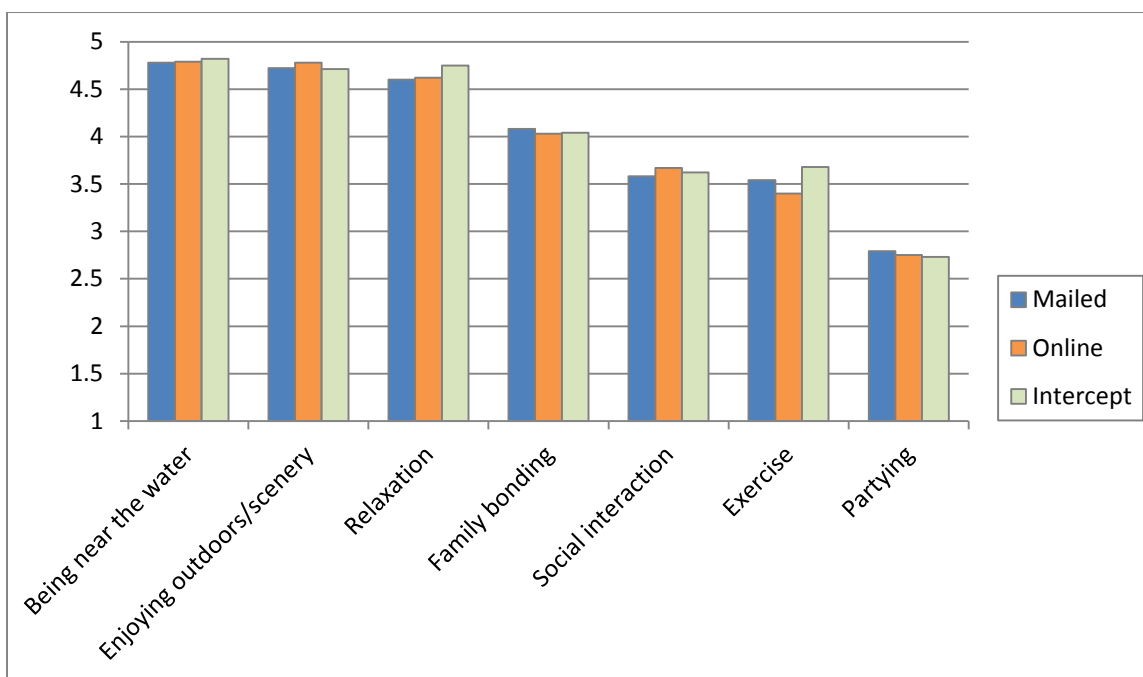


TABLE 2-9: Attribute Importance Rating by Preferred Beach
By Scale Average for Attribute Influencing Decision to Visit
(1-5 Scale Average: "1"=Not at all Important to "5"=Absolutely Necessary)

	Ski Beach	Incline Beach	Burnt Cedar
MAILED			
Being near the water	4.71	4.80	4.77
Enjoying outdoors/scenery	4.60	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	3.50	3.85	3.48
Exercise	3.67	3.43	3.22
Partying	2.58	2.8	2.77
INTERCEPT			
Being near the water	4.80	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
Exercise	3.48	3.78	3.58
Social interaction	3.81	3.67	3.44
Partying	3.18	2.68	2.62

FIGURE 2-6: Attribute Importance Rating by Preferred Beach
By Scale Average for Attribute Influencing Decision to Visit
(1-5 Scale Average: "1"=Not at all Important to "5"=Absolutely Necessary)

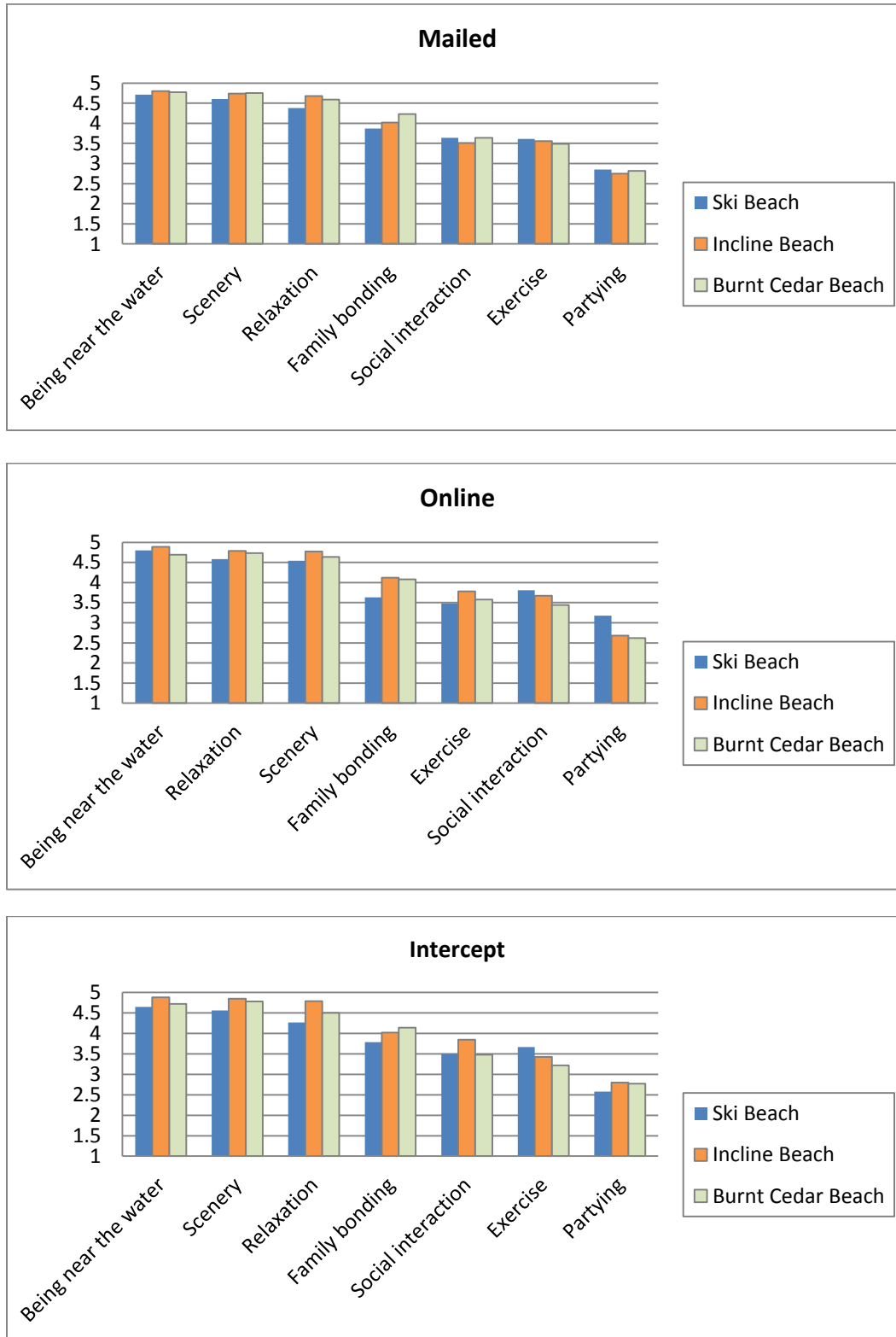


FIGURE 2-7: Reason for Not Visiting IVGID Beaches

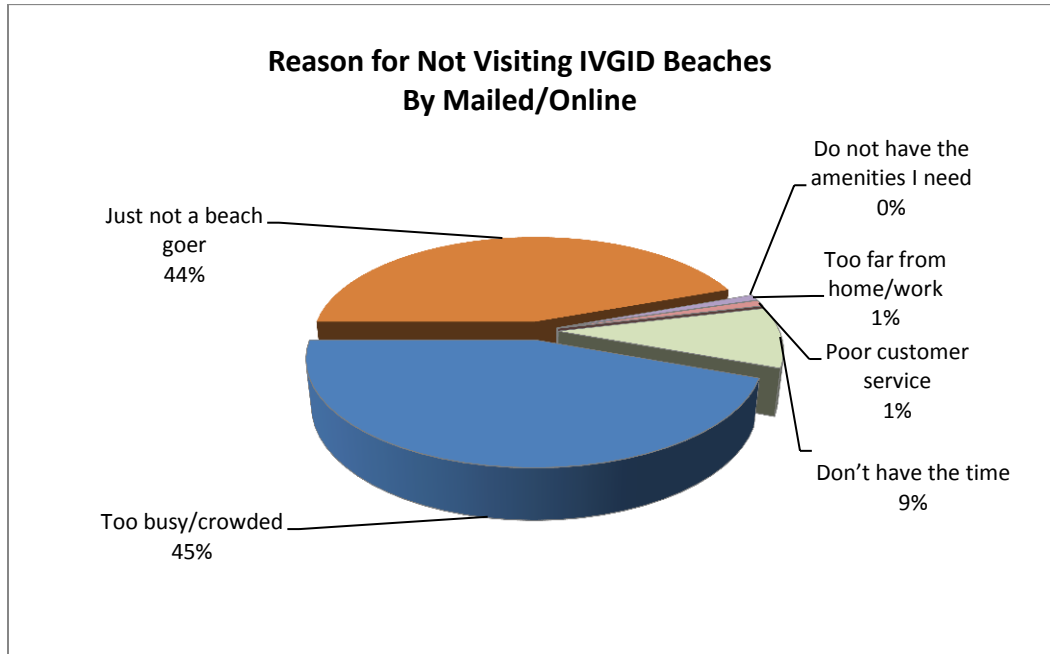


TABLE 2-10: Other Reasons for Not Visiting IVGID Beaches

MAILED

My property has a beach.

Have a boat

jet skis + boats' exhaust have ruined Incline Beach - 25 yrs ago we were so fed up we bought a pass to park at Sand Harbor for last 25 yrs. We have forgotten about the Incline beaches, would use Burnt Cedar pool but our condo pool May-Sept. Before the jet skis we went to the Incline beaches almost every day.

Normally only there in winter.

HAVE ACCESS TO OUR OWN BEACH

JUST TOO CROWDED

not dog friendly

No beach access

NOT DOG FRIENDLY

I went to Incline Beach almost daily for over 20 years. It stopped being tranquil and quiet. It's a very unpleasant place now. Kayaks, paddle board. too many people

no parking

Do not allow dogs on beach area

I do not live at I.V.

have our own beach

condo has private beach

Have not been here long enough

We have dogs, so we go other places

Have a good beach at Crystal Shores West, where our unit is located

No dogs allowed - we don't want to leave our baby (dog!) at home while we go to the beach

arrogance of entry, used to live in crystal bay and have been treated like an outcast for years

<i>we have our own beach</i>
<i>cannot bring our dogs</i>
<i>I have a beach at my condo</i>
<i>once or twice a year with visitors</i>
<i>noisy, rowdy people</i>
<i>golfer</i>
<i>have a private beach.</i>
<i>home beach and marina at my condo</i>
<i>too crowded limited parking</i>
<i>Not in Incline during the summer</i>
<i>no dogs allowed</i>
<i>rented out full time</i>
<i>Have private beach.</i>
<i>Too many non-homeowners allowed access!</i>
<i>only use the pool</i>
<i>would like to make the time</i>
<i>Dogs not allowed</i>
<i>I own a yearly rental but do not live in Incline Village at this time.</i>
<i>Prefer the public access just down the lake towards sand harbor off the highway.</i>
<i>Cannot go in the sun anymore.</i>
<i>Go to sand harbor--3 hrs. at beach</i>
<i>Use Sand Harbor.</i>
<i>Too expensive for family</i>
<i>We have a lake front home with a pier & buoy.</i>
<i>Don't live there</i>
<i>have a private beach</i>
<i>we have our own beach -grandkids go to BC to use pool</i>
<i>Just haven't had the chance to go yet. but will</i>
<i>poor customer service</i>
<i>93 years old and incapacitated</i>
<i>Live out of town</i>
<i>I work too much</i>
<i>just not a beach goer</i>
<i>just not a beach goer</i>
LIVE ON THE WATER WITH POOL
<i>We have a dog.</i>
HUSBAND DISABLED
TOO EXPENSIVE FOR A LARGE FAMILY
<i>I have my own beach (Lake front)</i>
I LIVE ON THE LAKE
MY FATHER-AN INCLINE RESIDENT SINCE 1970 IS 87 YEARS OLD AND DOES NOT GO ANYWHERE I AM HIS CARETAKER AND THE BEACH DOES NOT FIT INTO MY SCHEDULE
PROPERTY IS A RENTAL
<i>Only went when grandkids were small.</i>
ONLINE
<i>Beach access at condo</i>
<i>lakefront property owner not allowed access to beaches</i>
<i>Visit Tahoe area infrequently</i>

3. Recreation Use Patterns and Preferences

Typical Activities

TABLE 3-1: Typical Activities at IVGID Beaches

	Mailed	Online	Intercept
Resting/Relaxing	87.7%	86.6%	87.3%
Swimming in the Lake	65.4%	66.1%	76.1%
Picnicking	60.7%	61.6%	51.8%
Sunbathing	58.9%	66.1%	68.5%
Barbecuing	37.1%	46.0%	32.6%
Swimming in the Pool	35.9%	26.8%	33.3%
Kayaking	31.9%	34.4%	30.4%
Sightseeing	25.9%	21.0%	23.9%
Playground Use	21.6%	25.0%	24.3%
Standup Paddle Boarding	20.5%	29.0%	27.9%
Special Event	18.3%	24.6%	14.9%
Power Boating	14.6%	18.8%	9.1%
Volleyball Use	9.8%	13.8%	10.9%
Bocce Ball Use	7.9%	5.4%	7.6%
Personal Watercraft (PWC) Use	7.6%	7.6%	8.3%
Fishing (from shore)	3.1%	3.6%	3.6%
Fishing (by boat)	2.9%	0.9%	2.5%

FIGURE 3-1: Typical Activities at IVGID Beaches

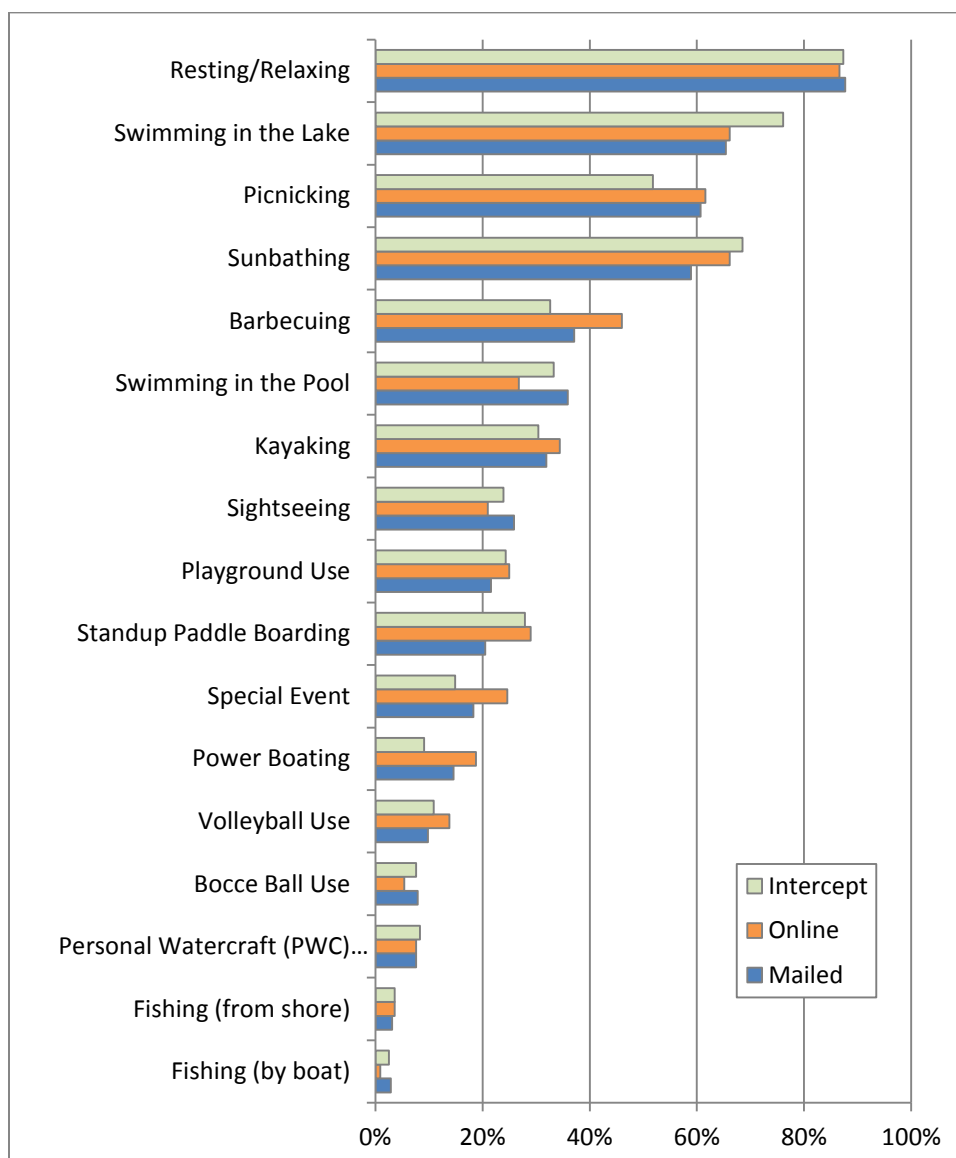


TABLE 3-2: Other Typical Activities at IVGID Beaches

MAILED
<i>Just love being near or in the Lake!</i>
<i>water aerobics</i>
<i>B-day parties, family time</i>
<i>Socializing</i>
<i>Grandchildren, sand, secure , natural.</i>
<i>family time/reunions, relaxing, reading.</i>
<i>with guest they rent paddleboard kayaks.</i>
<i>Goose patrol</i>
<i>More opportunities for dogs-ski beach in the winter is great/as well as aspen park/but nothing really available in summer.</i>
EXCERCISE
<i>Barefoot bar</i>
<i>Sand play</i>
<i>Walk dogs to beach on my days off 9/16 -4/15</i>
<i>Dog visits when allowed.</i>
<i>Tiki bar</i>
<i>Kids catch crayfish, skipping rocks, playing in sand.</i>
ENTERTAINMENT
<i>Socializing</i>
<i>food service</i>
READING
<i>son likes to use small raft in swim area</i>
SAILBOAT LAUNCH AND RETRIEVAL
MY KIDS LOVED THE TRAMPOLINE GAME
<i>playing in sand</i>
<i>Dog play/bonding</i>
<i>pot luck parties</i>
<i>canoeing, sailing</i>
<i>Bar</i>
PEACE AND SERENITY
<i>weekly beach party</i>
<i>meeting with friends/other families.</i>
<i>dog in winter</i>
<i>reading</i>
<i>dog beach</i>
<i>enjoying the beauty</i>
<i>Kids play football on grass.</i>
<i>Live music and barefoot bar</i>
<i>watching sunsets</i>
FISH TACOS AT THE GRILLE
<i>live music</i>
<i>I do not visit the beach</i>
<i>Walking/excerise</i>
I ENJOY THE LIVE BANDS
<i>Friday night music</i>
DOGS
<i>Social gathering</i>

<i>Photography</i>
<i>Dog park</i>
<i>MUSIC FRIDAY NIGHTS- ENJOY THE BANDS</i>
<i>dog friendly</i>
<i>watching kids</i>
<i>DOG WALKING</i>
<i>Float on inner tubes</i>
<i>reading</i>
<i>boat launch</i>
<i>Reading books</i>
<i>Solitude</i>
<i>Refreshments</i>
<i>dog access</i>
<i>letting my dog socialize, skipping rocks</i>
<i>photography</i>
<i>SAILBOAT</i>
<i>family reunion annual</i>
<i>dogs</i>
<i>sitting on beach with friends</i>
<i>Dog walking</i>
<i>Barefoot Bar</i>
<i>enjoying the privilege of being an Incline Village parcel owner that access us to use our private beaches</i>
<i>family time</i>
<i>boating</i>
<i>reading</i>
<i>Dogs use of beach</i>
<i>bar activity</i>
<i>weekly bbq</i>
<i>family get togethers</i>
<i>sailing</i>
<i>dogs playing</i>
<i>walk dog</i>
<i>cray</i>
<i>live music</i>
<i>waterski</i>
<i>launch boat</i>
<i>isn't this redundant?</i>
<i>Aquasize</i>
<i>goose patrol</i>
<i>frisbee exercise in grass area</i>
<i>walking</i>
<i>Exercise (ski beach) in winter.</i>
<i>dog walking - ski beach seasonally</i>
<i>quiet natural enjoyment</i>
<i>quiet natural enjoyment</i>
<i>taking pictures of water and walking/running</i>
<i>If there are group gatherings</i>
<i>meeting friend</i>
<i>Yoga</i>
<i>air boats</i>

<i>Playing catch on lawn area</i>
<i>reading</i>
<i>Watching the sunset.</i>
<i>dogs OK</i>
<i>Walk dog during the off season.</i>
<i>Observing wildlife--birds, ducks, geese, etc.</i>
<i>family time</i>
<i>Canoeing</i>
<i>My dog swims in the lake.</i>
<i>Dog</i>
<i>Kids love the beach volleyball</i>
<i>July 4th</i>
<i>Dog Play</i>
<i>Kids playing in sand and stream.</i>
<i>dogs</i>
<i>Building sand castles, looking for tadpoles.</i>
<i>Barefoot bar</i>
<i>socializing</i>
<i>enjoying the scenery</i>
<i>Clean restrooms</i>
<i>walk dog</i>
<i>Playing in the sand.</i>
<i>Launching my boat</i>
<i>Dog beach usage.</i>
<i>DOG EXERCISE</i>
<i>PRIVACY</i>
<i>looking at the view & walking along the shore.</i>
<i>social</i>
<i>whatever my need is for the day.</i>
<i>prone paddle boarding</i>
<i>letting dog play</i>
<i>DOGS</i>
<i>Boat launching</i>
<i>When with grandchildren we request Burnt Cedar for pool and boulder climbing.</i>
<i>Food service bar</i>
<i>READING</i>
<i>4TH OF JULY FIREWORKS</i>
<i>FOR GRANDKIDS</i>
<i>Socializing with friends& family</i>
<i>BOOK CLUB MEETING</i>
<i>WALKING</i>
<i>Dog swim in winter.</i>
<i>dog exercise</i>
<i>POOL</i>
<i>DOG SWIM</i>
<i>GROUP BBQ</i>
<i>DOG ACCESS</i>
<i>MOVE THE GARBAGE/RECYCLE BINS WHERE THEY DON'T OBSTRUCT THE LAKE VIEW.</i>
<i>BOAT LAUNCHING AND BALLY UP</i>
<i>aquacise class</i>

GOOSE PATROL

Crawdad fishing.

Dog walking when allowed.

Jumping on my tube

ONLINE

Listening to the live music while participating in the above activities.

Listening to live music (band by Incline Spirits)

Bar services

Dog Herding

reading and enjoying the scenery

dawg walking

Take the dog down in fall & winter

Bar Service by the Lake with girlfriends

love the fireworks and the jumpers on the 4th

Dog running

family recreation

Sailboat

Boating

exercising dog (winter only)

Love 4th of July events on beach and fireworks are the best

Fireworks and 4th of July great event

Even though we haven't used the barbeque, we like that it is offered, choices

frisbee and football

Playing on the beach with my kids

Floating in inner tubes and air mattresses

Yoga on the Beach

INTERCEPT

MUSIC -INCLINE BEACH

chillin'

boating

reading

Skiping rocks w/ my boys

PLAYING IN SAND

Crawdadding at Burnt Cedar

PEOPLE WATCH

Drinks

Birthdays

walking

reading

Fri, & Sat a.m water exercise

hanging with friends

dog access when available

boating

AQUA AEROBICS

music

TABLE 3-2: Typical Activities by Preferred Beach

	Ski Beach	Incline Beach	Burnt Cedar
MAILED			
Resting/Relaxing	72.8%	91.8%	88.5%
Swimming in the Lake	59.9%	73.2%	58.0%
Sunbathing	48.6%	65.8%	54.9%
Picnicking	50.7%	59.5%	66.4%
Barbecuing	32.0%	35.7%	40.7%
Kayaking	44.9%	32.2%	26.6%
Sightseeing	17.7%	29.3%	25.0%
Standup Paddle Boarding	23.5%	22.9%	16.5%
Playground Use	14.0%	20.0%	27.0%
Special Event	15.0%	19.6%	17.6%
Swimming in the Pool	22.1%	18.0%	63.3%
Power Boating	41.5%	13.0%	6.6%
Volleyball Use	11.9%	8.9%	10.3%
Bocce Ball Use	9.5%	7.9%	7.1%
Personal Watercraft (PWC) Use	19.1%	6.7%	4.2%
Fishing (by boat)	5.8%	2.1%	2.9%
Fishing (from shore)	1.7%	1.5%	5.8%
ONLINE			
Resting/Relaxing	69.7%	89.4%	90.9%
Sunbathing	33.3%	77.9%	63.6%
Swimming in the Lake	60.6%	69.9%	63.6%
Picnicking	57.6%	59.3%	66.2%
Barbecuing	39.4%	50.4%	42.9%
Kayaking	45.5%	33.6%	31.2%
Standup Paddle Boarding	30.3%	30.1%	27.3%
Sightseeing	3.0%	28.3%	18.2%
Special Event	24.2%	25.7%	23.4%
Playground Use	12.1%	24.8%	31.2%
Swimming in the Pool	17.7%	19.2%	65.9%
Power Boating	45.5%	17.7%	9.1%
Volleyball Use	20.6%	7.1%	14.1%
Personal Watercraft (PWC) Use	29.4%	5.8%	4.7%
Bocce Ball Use	0.0%	5.3%	7.8%
Fishing (from shore)	0.0%	1.8%	7.8%
Fishing (by boat)	3.0%	0.9%	0.0%

TABLE 3-2 (cont.): Typical Activities by Preferred Beach

	Ski Beach	Incline Beach	Burnt Cedar
INTERCEPT			
Resting/Relaxing	70.6%	91.0%	87.1%
Swimming in the Lake	73.5%	85.9%	58.8%
Sunbathing	58.8%	71.4%	64.7%
Picnicking	47.1%	52.6%	52.9%
Kayaking	14.7%	36.5%	24.7%
Standup Paddle Boarding	26.5%	33.3%	18.8%
Barbecuing	41.2%	30.8%	31.8%
Sightseeing	11.8%	28.2%	21.2%
Playground Use	17.7%	22.4%	30.6%
Swimming in the Pool	17.7%	19.2%	65.9%
Special Event	17.7%	16.0%	11.8%
Volleyball Use	20.6%	7.1%	14.1%
Bocce Ball Use	20.3%	7.1%	3.5%
Power Boating	29.4%	6.4%	5.9%
Personal Watercraft (PWC) Use	29.4%	5.8%	4.7%
Fishing (from shore)	5.9%	2.6%	4.7%
Fishing (by boat)	5.9%	1.9%	2.4%

Primary Activity

TABLE 3-3: Primary Activity at IVGID Beaches

	Mailed	Online	Intercept
Resting/Relaxing	42.4%	40.1%	44.2%
Swimming in the Lake	14.9%	13.4%	21.3%
Swimming in the Pool	7.0%	7.8%	6.1%
Kayaking	6.4%	6.0%	2.0%
Picnicking	6.0%	6.9%	2.0%
Sunbathing	5.8%	2.8%	8.1%
Power Boating	4.6%	9.2%	2.0%
Barbecuing	4.3%	6.0%	1.5%
Sightseeing	1.8%	2.3%	1.5%
Standup Paddle Boarding	1.8%	2.8%	5.6%
Personal Watercraft (PWC) Use	1.8%	0.9%	2.0%
Playground Use	1.1%	0.5%	2.0%
Special Event	0.7%	0.9%	0.0%
Volleyball Use	0.6%	0.5%	1.0%
Fishing (by boat)	0.3%	0.0%	0.0%
Fishing (from shore)	0.3%	0.0%	0.5%
Bocce Ball Use	0.2%	0.0%	0.0%

FIGURE 3-2: Primary Activity at IVGID Beaches

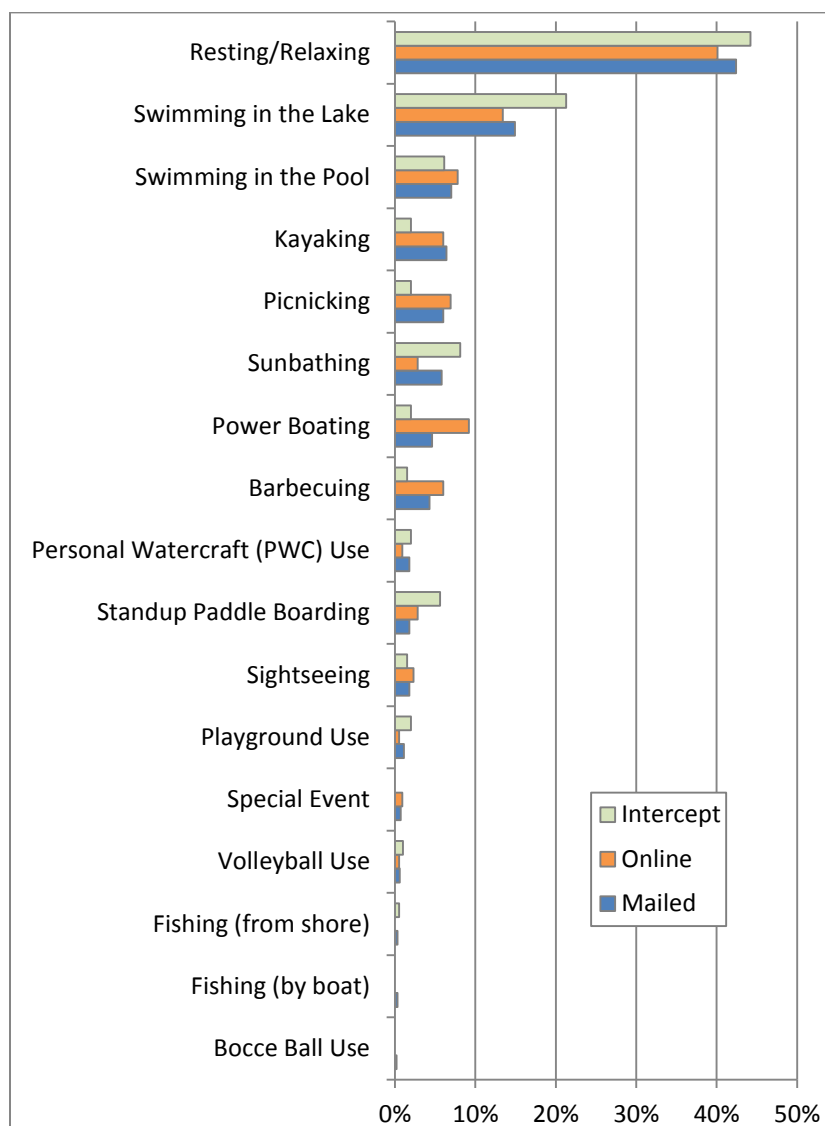


FIGURE 3-2: Primary Activities by Preferred Beach

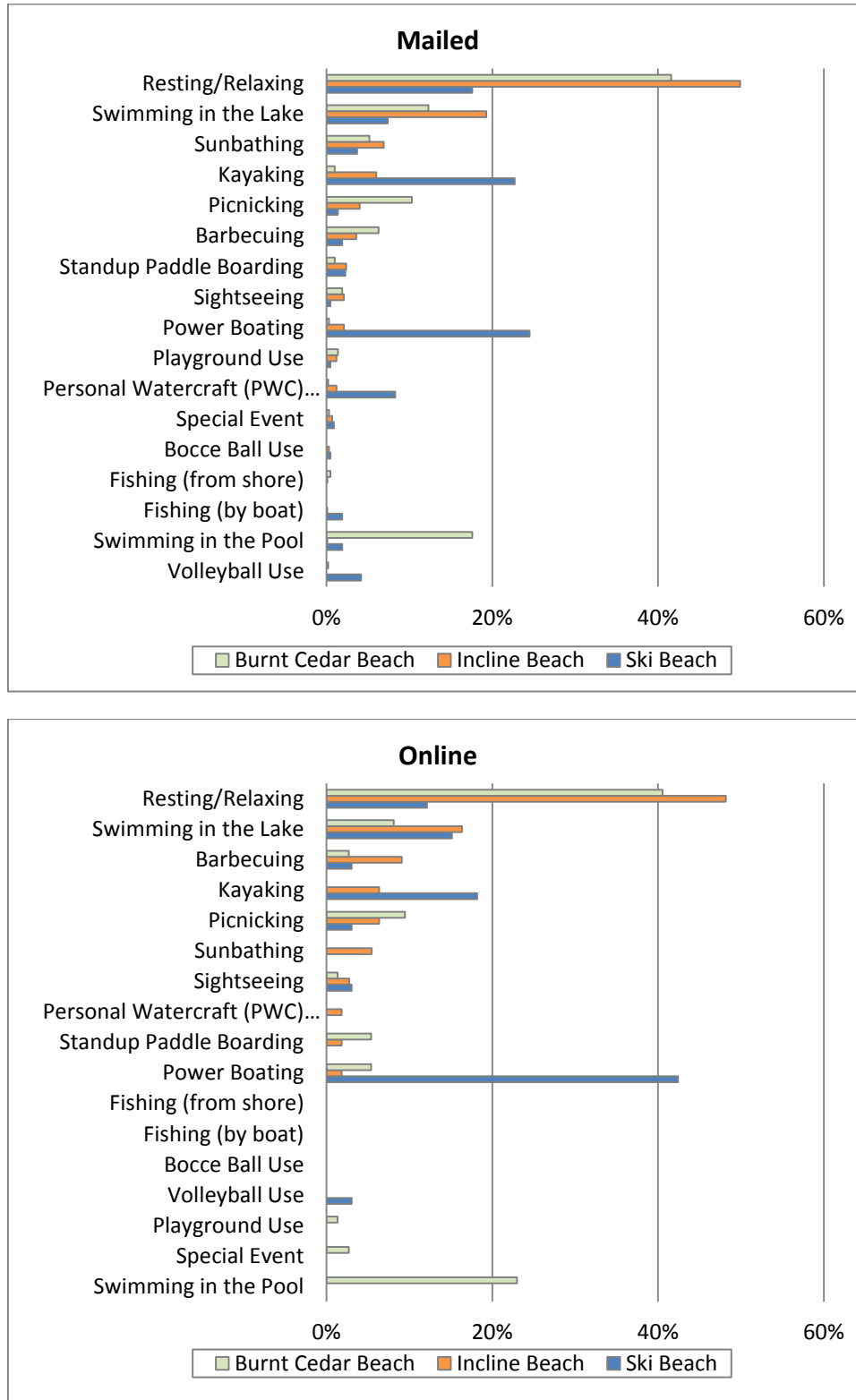


FIGURE 3-2 (cont.): Primary Activities by Preferred Beach

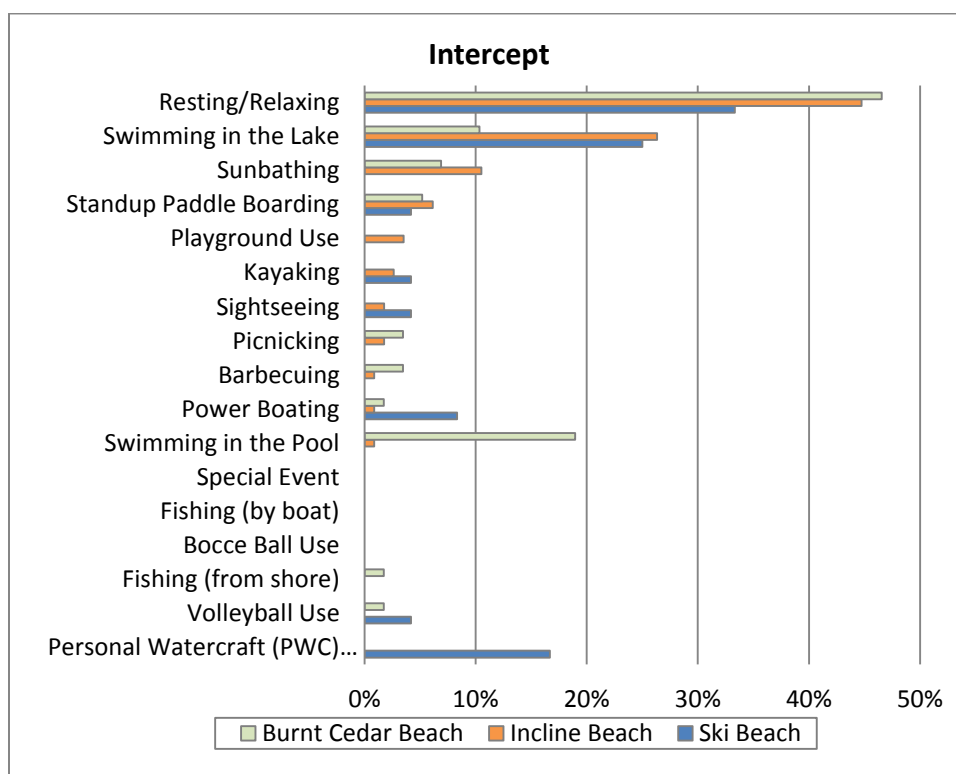


TABLE 3-4: Important New Amenities and Services by Scale Average
(1-5 Scale Average: "1"=Not at all Important to "5"=Absolutely Necessary)

	Mailed	Online	Intercept
Improved restrooms	3.51	3.66	3.49
Improved snack bar/café/restaurant	3.15	3.54	3.05
Music events	3.11	3.28	3.2
Additional picnic & barbecue areas	2.97	3.15	2.69
Umbrella rentals	2.70	2.68	2.54
Food service to the beach	2.70	2.99	2.83
Drink service to the beach	2.67	3.02	2.87
Improved bar service	2.66	3.00	2.71
Improved playground facilities	2.64	2.75	2.6
Chair rentals	2.48	2.43	2.33
Cabana rentals	2.33	2.31	2.24
Climbing Wall	1.89	2.07	2.02
Valet parking	1.84	2.00	1.89
Bungee Trampoline	1.82	2.02	1.83

FIGURE 3-3: Important New Amenities and Services by Scale Average
(1-5 Scale Average: "1"=Not at all Important to "5"=Absolutely Necessary)

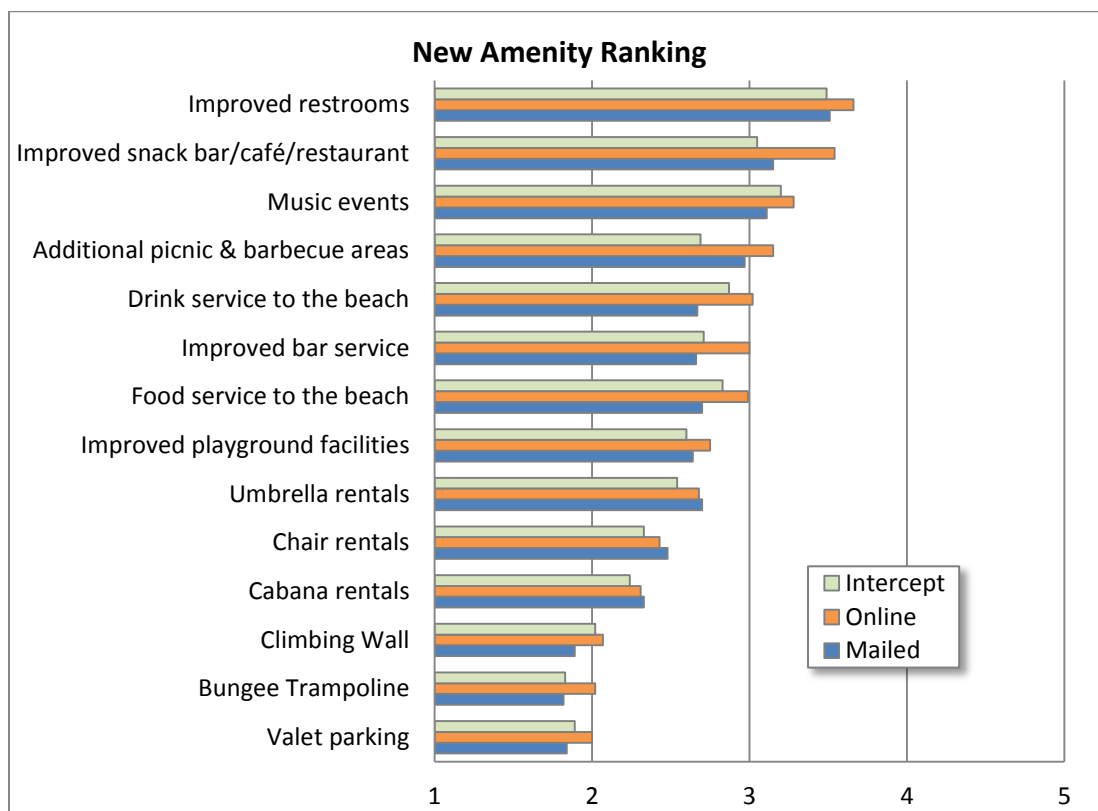


TABLE 3-5: Important New Amenities and Services by Preferred Beach by Scale Average
(1-5 Scale Average: "1"=Not at all Important to "5"=Absolutely Necessary)

	Ski Beach	Incline Beach	Burnt Cedar
MAILED			
Improved restrooms	3.39	3.62	3.42
Improved snack bar/café/restaurant	2.92	3.24	3.14
Music events	3.08	3.18	3.06
Additional picnic & barbecue areas	2.87	2.93	3.06
Food service to the beach	2.59	2.76	2.68
Umbrella rentals	2.41	2.74	2.77
Drink service to the beach	2.58	2.74	2.62
Improved bar service	2.61	2.73	2.62
Improved playground facilities	2.50	2.61	2.75
Chair rentals	2.26	2.52	2.51
Cabana rentals	2.18	2.33	2.39
Valet parking	1.81	1.89	1.79
Climbing Wall	1.87	1.85	1.96
Bungee Trampoline	1.84	1.79	1.86
ONLINE			
Improved restrooms	3.33	3.79	3.58
Improved snack bar/café/restaurant	3.16	3.72	3.42
Music events	3.00	3.47	3.12
Improved bar service	2.36	3.29	2.86
Drink service to the beach	2.47	3.26	2.93
Additional picnic & barbecue areas	3.00	3.17	3.16
Food service to the beach	2.70	3.17	2.82
Umbrella rentals	2.32	2.78	2.67
Improved playground facilities	2.55	2.77	2.77
Chair rentals	2.32	2.51	2.35
Cabana rentals	2.17	2.37	2.31
Valet parking	1.62	2.17	1.89
Climbing Wall	1.84	2.13	2.09
Bungee Trampoline	1.77	2.03	2.14

TABLE 3-5 (cont.): Important New Amenities and Services by Preferred Beach
By Scale Average (1-5 Scale Average: "1"=Not at all Important to "5"=Absolutely Necessary)

	Ski Beach	Incline Beach	Burnt Cedar
INTERCEPT			
Improved restrooms	3.48	3.54	3.40
Music events	3.27	3.27	3.04
Improved snack bar/café/restaurant	3.47	3.01	2.96
Drink service to the beach	3.09	2.77	2.99
Food service to the beach	3.18	2.72	2.91
Improved bar service	3.15	2.64	2.66
Improved playground facilities	2.79	2.61	2.54
Additional picnic & barbecue areas	2.91	2.56	2.86
Umbrella rentals	2.44	2.38	2.89
Chair rentals	2.21	2.19	2.65
Cabana rentals	2.41	2.11	2.44
Climbing Wall	2.78	1.89	1.98
Valet parking	2.09	1.81	1.96
Bungee Trampoline	2.58	1.70	1.79

FIGURE 3-4: Important New Amenities and Services by Preferred Beach
By Scale Average (1-5 Scale Average: "1"=Not at all Important to "5"=Absolutely Necessary)

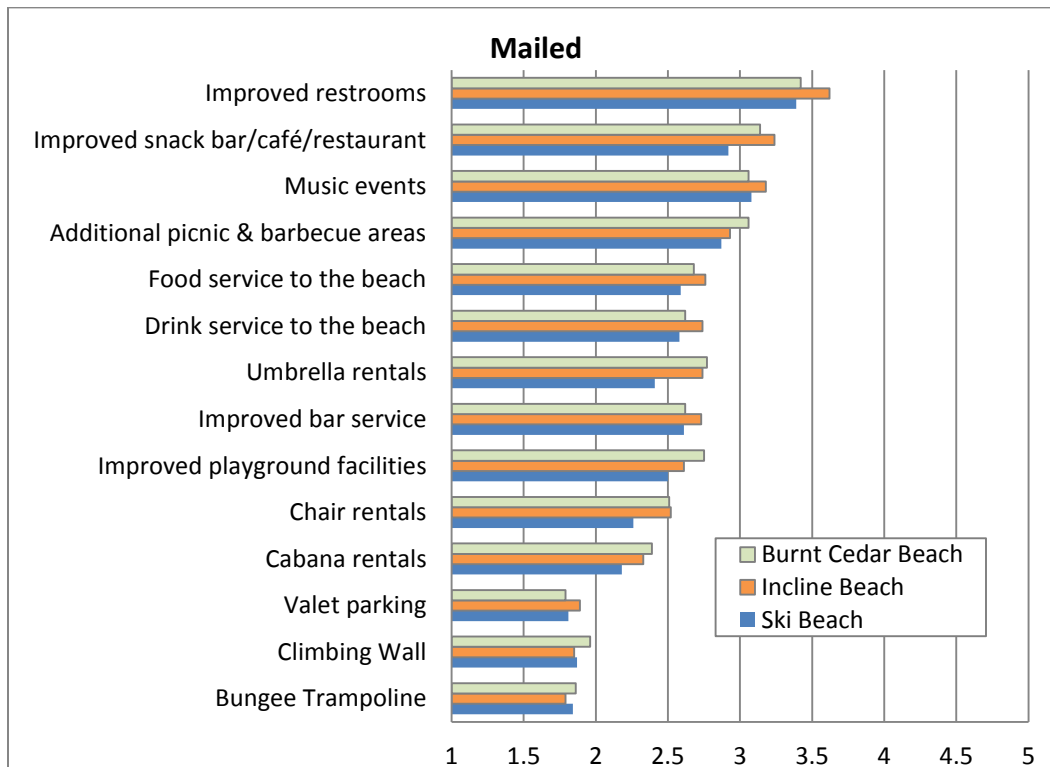
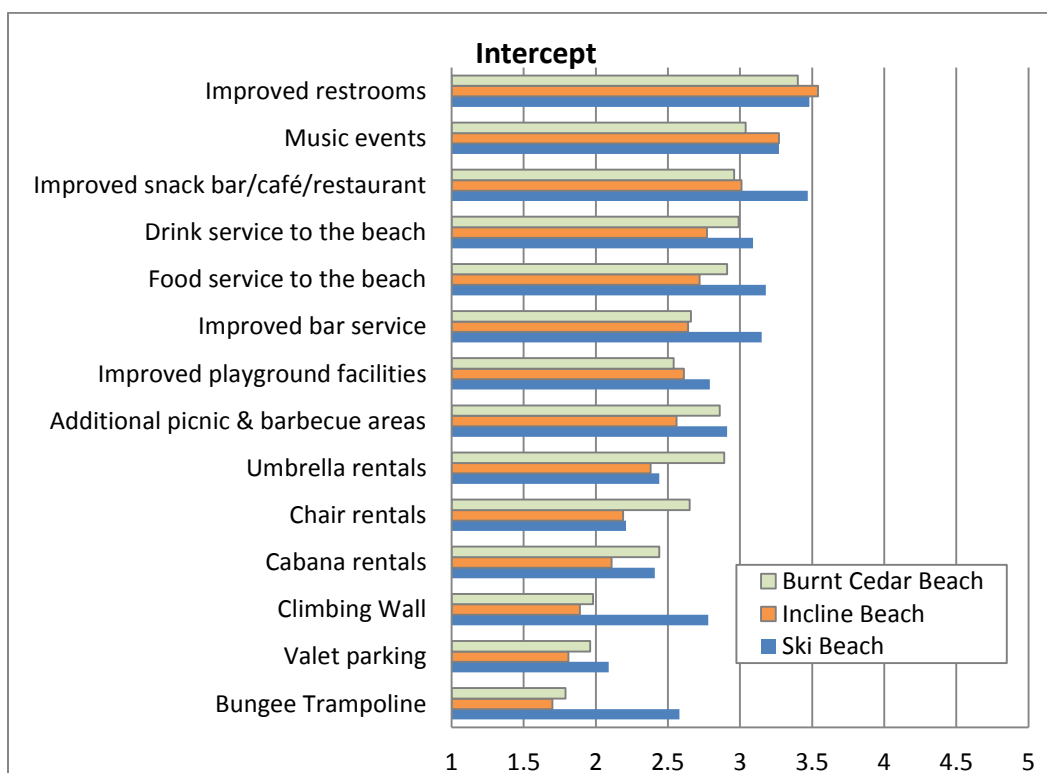
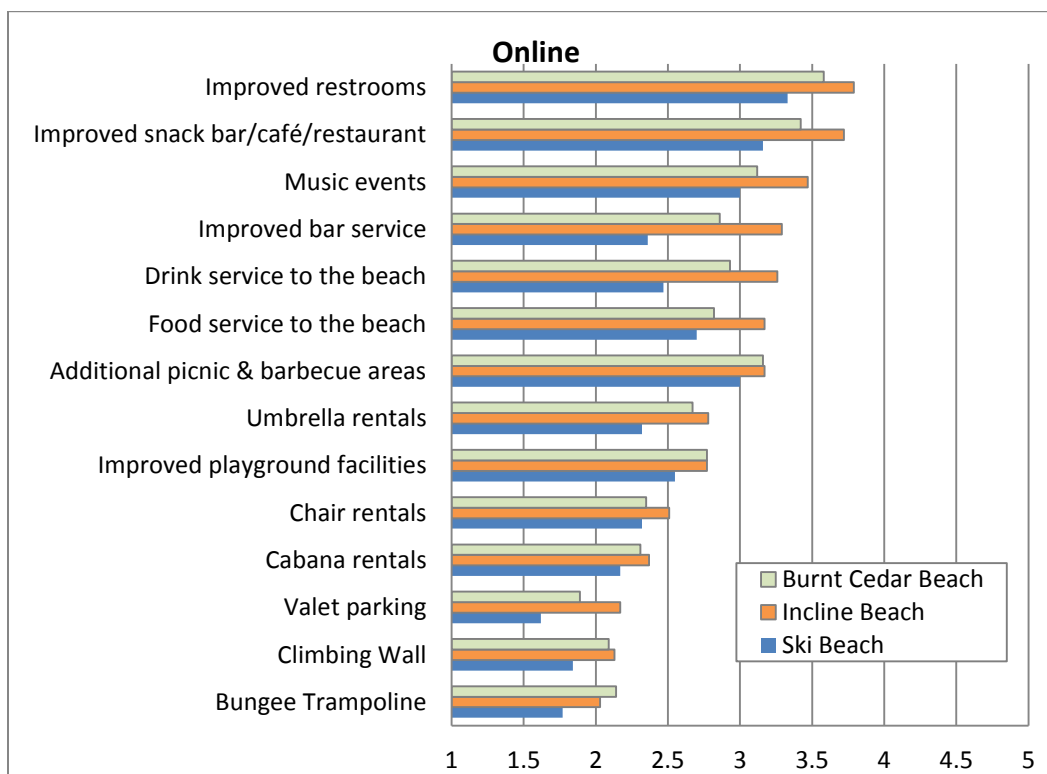


FIGURE 3-4 (cont.): Important New Amenities and Services by Preferred Beach
By Scale Average (1-5 Scale Average: "1"=Not at all Important to "5"=Absolutely Necessary)



Satisfaction Rating – Would Recommend IVGID Beaches

TABLE 3-6: Would Recommend IVGID Beaches

	Absolutely Not (1)	2	3	4	Neutral (5)	6	7	8	9	Absolutely Yes (10)	AVG. RATING
MAILED	2.4%	0.6%	0.6%	0.5%	4.6%	1.8%	5.0%	12.1%	13.1%	59.3%	8.84
ONLINE	2.3%	1.4%	1.4%	0.5%	4.1%	3.2%	7.7%	13.6%	8.2%	57.7%	8.65
INTERCEPT	1.9%	0.0%	0.4%	0.4%	4.6%	2.3%	4.6%	12.6%	11.1%	62.2%	8.96

FIGURE 3-5: Would Recommend IVGID Beaches

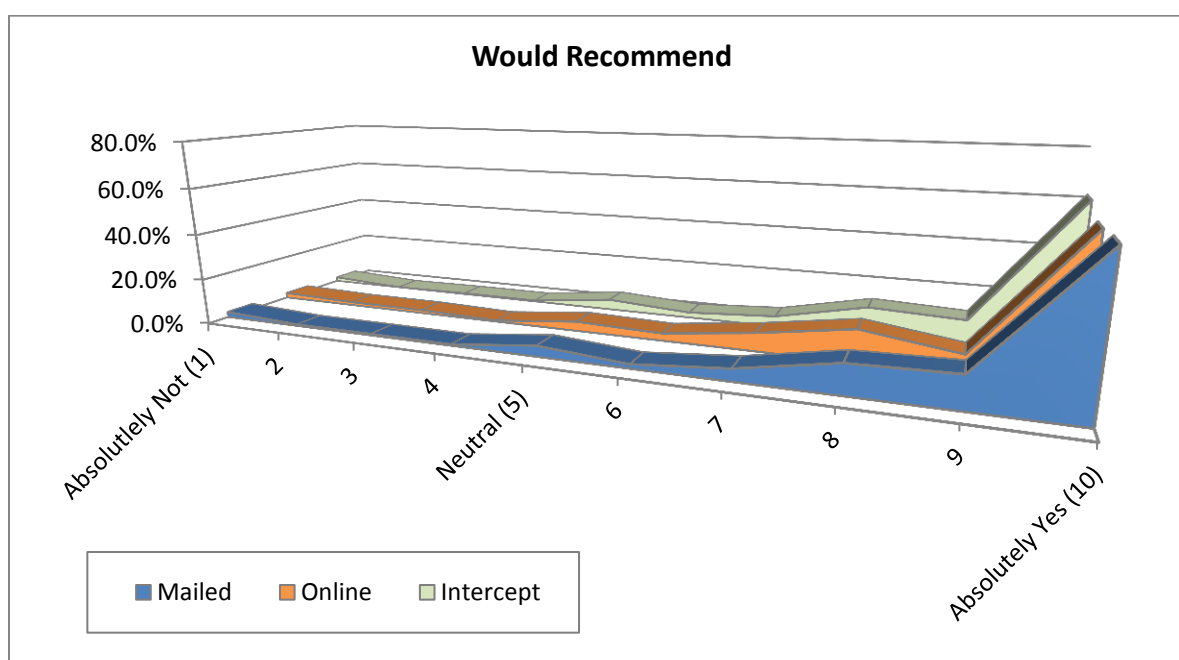
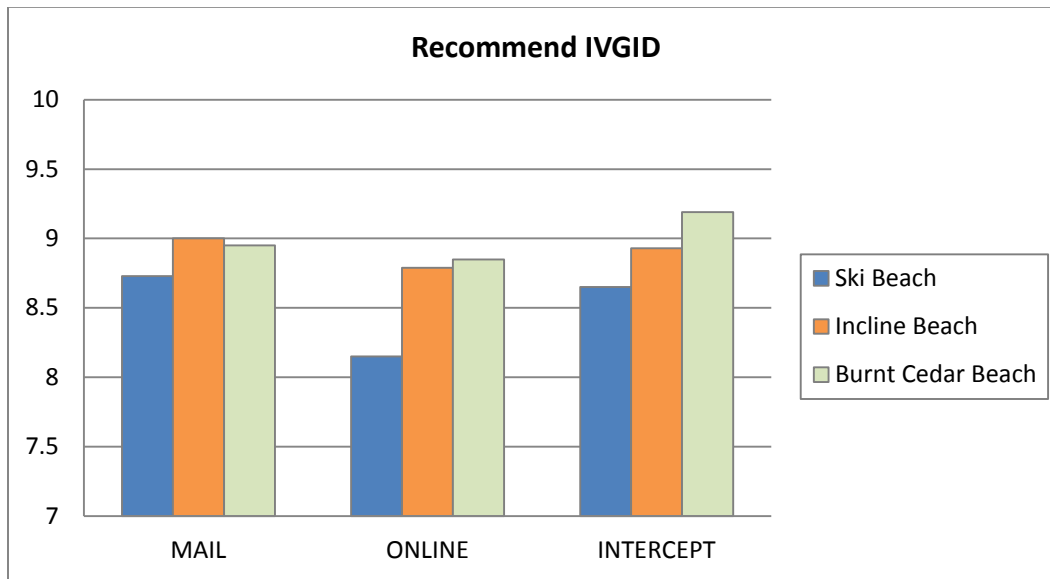


FIGURE 3-6: Would Recommend IVGID Beaches by Preferred Beach
By Scale Average (1-10 Scale Average: "1" Absolutely Not to "10" Absolutely Yes)



Beach Access

TABLE 3-7: Access Policy Preferences

	Mailed	Online	Intercept
IVGID picture pass holders only	10.7%	9.6%	9.1%
IVGID picture pass holders and punch card users only	63.2%	58.4%	57.9%
IVGID picture pass holders, punch card users, cash entry guests	26.2%	32.0%	33.1%

FIGURE 3-7: Access Policy Preferences

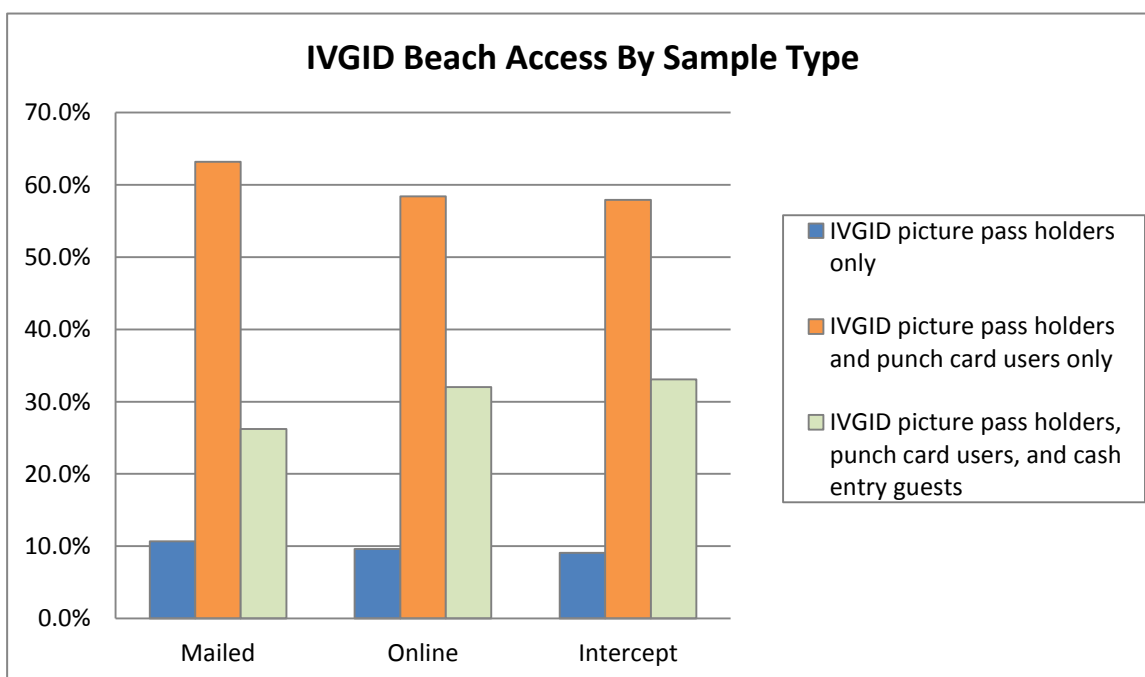
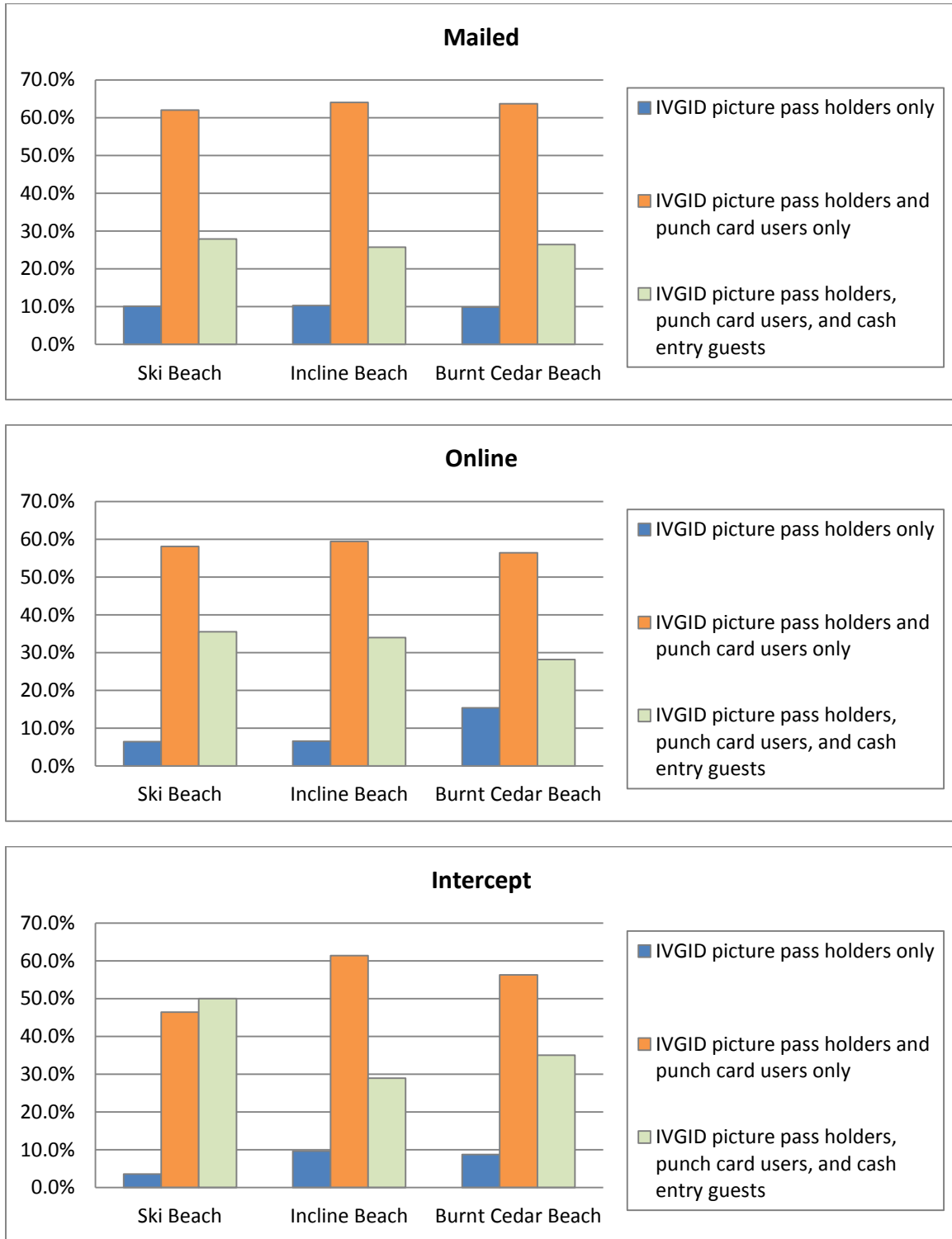


TABLE 3-8: Access Policy Preferences by Preferred Beach

	Ski Beach	Incline Beach	Burnt Cedar
MAILED			
IVGID picture pass holders only	10.1%	10.3%	9.9%
IVGID picture pass holders and punch card users only	62.0%	64.0%	63.7%
IVGID picture pass holders, punch card users, and cash entry guests	27.9%	25.7%	26.4%
ONLINE			
IVGID picture pass holders only	6.5%	6.6%	15.4%
IVGID picture pass holders and punch card users only	58.1%	59.4%	56.4%
IVGID picture pass holders, punch card users, and cash entry guests	35.5%	34.0%	28.2%
INTERCEPT			
IVGID picture pass holders only	3.6%	9.7%	8.8%
IVGID picture pass holders and punch card users only	46.4%	61.4%	56.3%
IVGID picture pass holders, punch card users, and cash entry guests	50.0%	29.0%	35.0%

FIGURE 3-8: Access Policy Preferences by Preferred Beach



Suggested Changes, Added Activities and Facilities, and Most Important Thing

Respondents were provided with multiple opportunities to make additional written comments about changes they would like to see at IVGID beaches, new activities or facilities that could enhance their beach experience, and the single most important thing IVGID can do to improve. Respondent comments, regardless of topic, centered on the following management areas:

- Reduced crowding at beaches
- Additional parking
- Beach cleanliness
- Allowing dogs
- Adding music entertainment
- Limiting access

4. Planning and Management Implications

- 1) *IVGID Beach Users.* The research included a mailed and online sample of those who either own property in the IVGID service area or are interested citizens, with the intercept sample including on-site beach users surveyed during the summer of 2014. Each of these samples may represent a slightly different audience. While mailed and online respondents indicated that they do use IVGID beaches often, intercept respondents were more frequent visitors. They also tended to be from younger age groups and accordingly lower income households. While responses from the intercept sample were generally not dramatically different from the other groups, managers reviewing these findings should note that on some issues such as access policy there were differing perspectives
- 2) *Each Beach has a Featured Role.* While the predominant reason for visiting all studied IVGID beaches is for passive recreation such as relaxing and scenery, each does have a specific purpose as viewed by those surveyed. Incline Beach is viewed as a scenic relaxing location and a place to swim in the lake – perhaps a less active recreation destination and slightly more appeal to those with children. In comparison Burnt Cedar is noted for the pool and lawn areas and thus attractive as a family group activity site as indicated by the data. Finally, Ski Beach is very clearly a boating access beach compare to its companion facilities, may attract a younger male user and thus may be a distinct recreation management site. This indicates that each beach has a specific audience that may be especially engaged when planning and managing for each beach's unique characteristics.
- 3) *Crowding and Parking.* These are consistently critical issues for destinations in the Lake Tahoe Basin during the summer months and the IVGID beaches are no exception. Throughout the survey and noted with emphasis in written comments, crowding and associated parking issues remain a perceived issue.
- 4) *Access.* While only a minority of those surveyed want picture pass access only, when combined with the punch card responses the bulk of respondents prefer to not allow cash entry visitors. Nevertheless, those in favor of cash entry do comprise a large minority from one-quarter to one-third of respondents.
- 5) *Additional or Improved Amenities and Services.* Restrooms are typically the single most requested recreation site improvement, and from the perspective of those surveyed, IVGID beaches are no exception. Specifically how restroom facilities were to be improved was noted only rarely in comments, so this issue deserves further investigation. Interestingly, respondents were also in agreement about other additions specifically improved snack bar/café/restaurant facilities. Finally, music events were predominantly mentioned as an addition at the beaches. There was a further array of other new amenity ideas that provide addition options for enhancing the beach experience.
- 6) *Overall Satisfaction.* Overall IVGID beaches receive very robust positive satisfaction ratings by all respondent groups as well as ratings by preferred beach indicating a management approach that addresses the needs of IVGID recreation users.

Appendix

IVGID 2014 Beach Survey Questionnaires