

IMPROVING WATER QUALITY AT GREAT LAKES BEACHES VIA RESEARCH & ENGAGEMENT



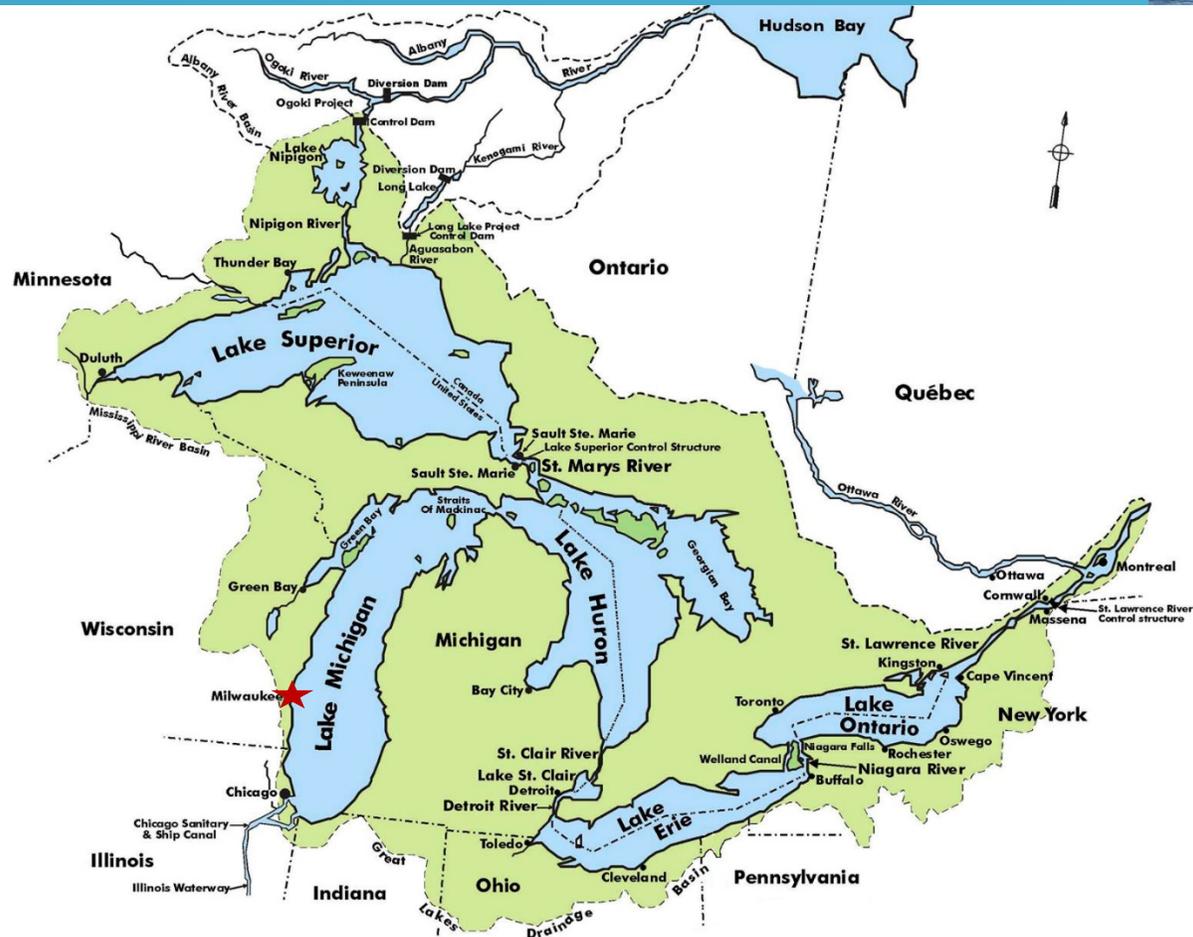
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SOUTH SHORE BEACH MILWAUKEE, WI



U.S. Army Corps of Engineers, Detroit District

► Under advisory or closure
59/100 days in 2014

MICROBIAL ECOLOGY RESEARCH

- ▶ Beach water quality impairments identified
 - ▶ Stormwater discharges and combined sewage overflows
 - ▶ Localized runoff from adjacent parking lot
 - ▶ Gulls and waterfowl
- ▶ Bower et al, 2005; McLellan & Salmore 2003; Scopel et al. 2006

ECONOMICS RESEARCH

- ▶ CVM & travel cost surveys of Milwaukee residents and beachgoers
- ▶ Surveys at 5 neighborhoods (521 respondents)
- ▶ Surveys at 6 beaches (440 respondents)



WHY MKE COUNTY RESIDENTS (38%) DON'T VISIT THE BEACH

Reason	Percentage
Poor Water Quality	42.3%
Other	40.1%
No Time	30.6%
Not Interested	29.1%
Dirty	24.0%
Overcrowded	18.3%
Limited Parking	10.7%
Lacks Amenity	6.1%
Too expensive	1.0%

153,000 POTENTIAL BEACH-
GOERS DO NOT VISIT LAKE
MICHIGAN BEACHES IN WHOLE
OR PARTLY DUE TO WATER
QUALITY CONCERNS

BEACH EXPENDITURES

Beach	Average Day Visit Expenditure	Beach Type	Shoreline Length
South Shore Beach	\$13.02	Urban	500 ft
Grant Park Beach	\$17.07	Urban	2,300 ft
Bradford Beach	\$24.22	Urban	2,750 ft
Kohler Andrae Beach	\$62.35	Destination	13,200 ft
Point Beach State Forest	\$126.11	Destination	31,680 ft
Peninsula State Park Beach	\$281.92	Destination	800 ft

ECONOMIC SURVEY RESULTS

- ▶ Milwaukee County population: 956,023
 - ▶ Of beachgoers, 62% are willing-to-pay for improved water quality
 - ▶ WTP is \$6.7 million annually
 - ▶ Which beach (if any) would you choose?

	BEACH A	BEACH B	BEACH C	OPTION D – Don't visit any beach
Beach Closure Days/Summer	25	10	1	--
Summer Fee	\$0	\$10	\$25	--

SOUTH SHORE BEACH

- ▶ Clean-up costs:
\$1-\$5 million

VIDEO



STAKEHOLDER ENGAGEMENT

- ▶ \$500,000 donation from Miller-Coors
- ▶ \$1.6 million in Milwaukee County funds







Russell



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THANK YOU!

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Friends of South Shore Park

