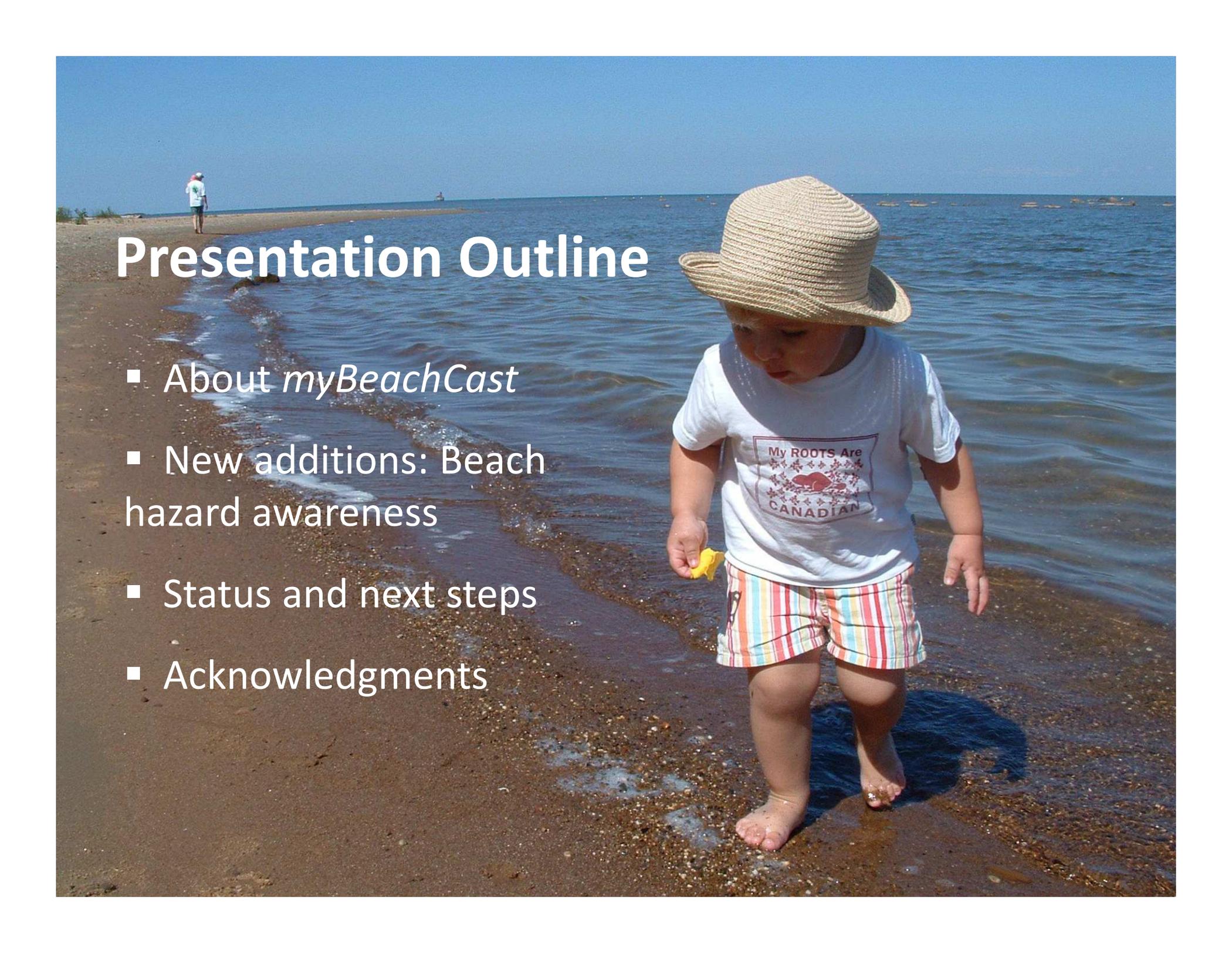




***myBeachCast:***  
**Improving Great Lakes beach hazard  
awareness**

October 30, 2015

Presented by: Steve Cole  
Great Lakes Commission

A young child wearing a straw hat and a white t-shirt with the text "My ROOTS Are CANADIAN" is walking on a beach. The child is holding a small yellow object in their hand. The background shows a sandy beach, the ocean, and a clear blue sky. Another person is visible in the distance on the beach.

# Presentation Outline

- About *myBeachCast*
- New additions: Beach hazard awareness
- Status and next steps
- Acknowledgments

# About myBeachCast

- Mobile app serving water quality advisories for more than 2,000 inland and Great Lakes beaches (1,226 Michigan beaches!)
- Weather and forecasts, waves, wind speed/direction, water temperature, dangerous current warnings
- Developed by Great Lakes Commission and LimnoTech, in collaboration with Great Lakes states

# Attributes

- Delivers near real-time information about beach conditions to broad public user community
- Allows for local discovery (i.e., what beaches are in my neighborhood?)
- Informs about current lake/beach conditions in an unobtrusive, portable, convenient manner
- Marketed through Apple iTunes and Google Play app stores
- Can be supplemented with additional data

My apps

Shop

Games

Editors' Choice



# myBeachCast

Great Lakes Commission - August 9, 2013  
Weather

Install

Add to Wishlist

★★★★☆ (22)

+22 Recommend this on Google



## Description

Going to the beach? Now you can get real-time information on beach water quality advisories, weather and water conditions all on your mobile phone for beaches in the 8 Great Lake States of Michigan, Wisconsin, Minnesota, Indiana, Illinois, Ohio, Pennsylvania, and New York. The Great Lakes Commission (GLC), in partnership with LimnoTech and the Great Lakes states, has developed a free smartphone application that provides convenient, public access to swim advisories and other environmental conditions information for 1,900 beaches in the Great Lakes region. Funded by the Great Lakes Restoration Initiative, the myBeachCast application (app) retrieves locational and advisory data for Great Lakes and inland lake beaches in

# myBeachcast for Android





myBeachCast

Update

Rating: 4+

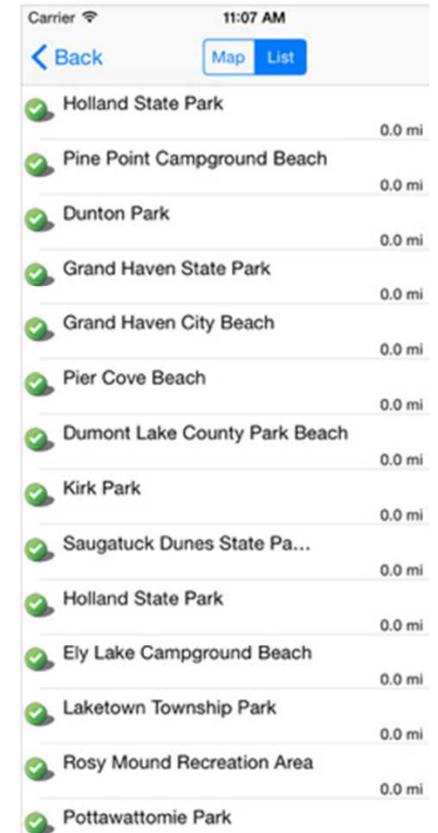
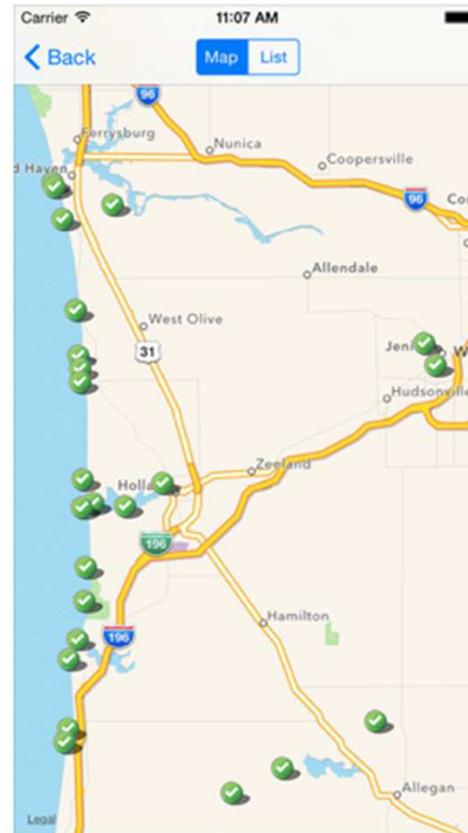
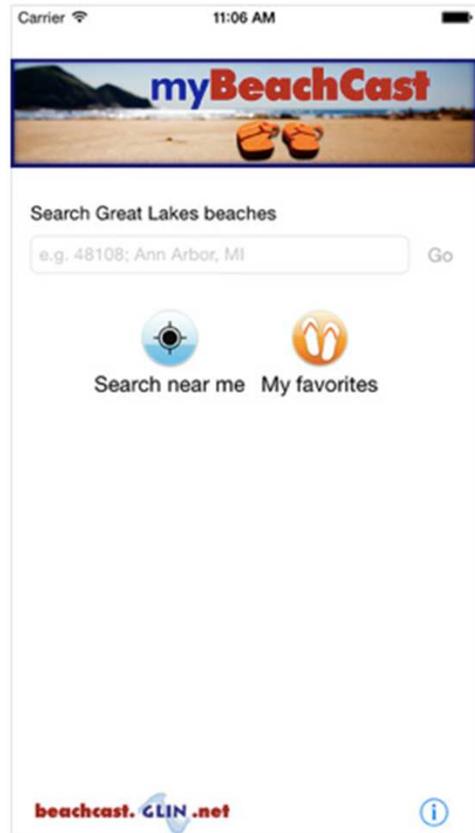
© 2015 Great Lakes Commission

# myBeachCast 4+

Great Lakes Commission >

Details Ratings and Reviews Related

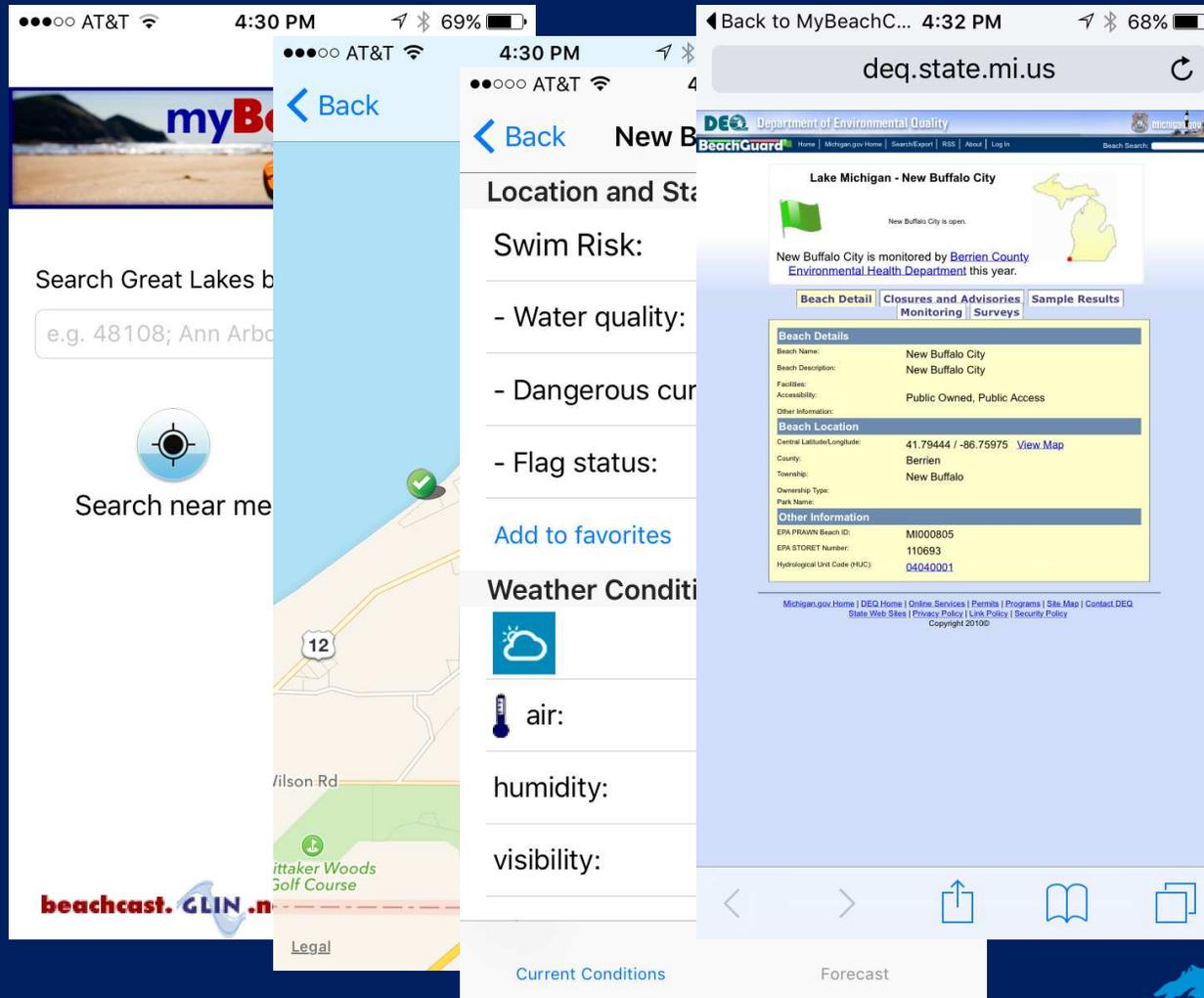
## iPhone Screenshots



## Description

\*\* IOS 8 - Please allow myBeachCast to access Location Services. Settings > Privacy > Location Services. Restart the app after you ma

# myBeachcast on iPhone





beach basics

Welcome to Great Lakes BeachCast!

This website, enhanced with funding from the [Great Lakes Restoration Initiative](#), broadcasts critical information about beach

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Initiative.



- Current weather, water and wind conditions

- Beachcast on the Web:
- 20,000+ page views
- Over 15% for live beach conditions

About BeachCast:

These resources are maintained by the [Great Lakes Commission](#) through its [Great Lakes Information Network](#).

View BeachCast promotional materials:

# New in 2015: Local reports

- New project funded by NOAA Coastal Storms Program
- Adding beach condition reports, flag status into myBeachCast
- Pilot area: Silver Beach, Berrien County
- Flag status and additional local updates reported by Silver Beach staff

# Status and next steps

- Adding additional data for Erie, PA beaches; NY state database under development
- Integrating more hazard warnings to help alert swimmers to dangerous currents, high winds/waves
- Exploring strategies to inform more municipalities about this technology
- Funding for 2016??

# Acknowledgments

- Great Lakes Commission: Devra Polack, Jeff McAulay
- LimnoTech: Ed Verhamme, Hua Tao, Tad Slaweki
- State beach managers
- BeachGuard, Windsor Solutions: Bill Rensmith
- NOAA National Weather Service
- IOOS, Great Lakes Observing System

*Funded by:*

*NOAA Coastal Storms Program*

*U.S. EPA, through the Great Lakes Restoration Initiative*



# Questions?

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