

HOLLAND STATE PARK

DRAFT PHASE 2 GENERAL MANAGEMENT PLAN

LONG RANGE ACTION GOALS

Long range management guidance focused on the specific natural resources, historic/cultural resources, recreation opportunities and education/interpretation opportunities of Holland State Park.



Michigan Department of Natural Resources
Parks and Recreation Division
12/08/2020

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Visitors enjoying the Lake Michigan beach

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MSPAC – STEWARDSHIP SUBCOMMITTEE

NRC – MICHIGAN STATE PARK ADVISORY COMMITTEE



Big Red lighthouse viewed across the channel from the park

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Chapter 1: Planning Process

1.1 Introduction

Holland State Park is located in southwest Michigan on Lake Michigan, four miles west of the City of Holland, Ottawa County, Michigan. The park was established in 1926 when the state purchased the land, recognizing the benefits and importance of maintaining public access open to the Lake Michigan shoreline. The park consists of two separate units totaling 140 acres. The Lake Macatawa Unit features a modern campground, a beach on Lake Macatawa and a scenic hiking trail that connects to Ottawa County's Mount Pisgah Dune Walk. The Lake Michigan Unit features a modern campground nestled among the dunes and a swimming beach with bathhouse, picnic area, playground and channel fishing area. Holland State Park is consistently among one of the most visited parks within the Michigan state park system.

The General Management Plan (GMP) guides the future long-term management of Holland State Park and is based on the mission of the Parks and Recreation Division (PRD): "to acquire, protect and preserve the natural and cultural features of Michigan's unique resources, and to provide access to land and water public recreation and education opportunities".

1.2 Planning Objectives

The objective of the GMP is to bring together PRD staff, representatives from other Department of Natural Resource (DNR) divisions, stakeholders and the public into a planning process that directs management decisions and implementation strategies for the park.

The Phase 1 GMP for Holland State Park, approved in March 2010, presents a 20-year management zone plan and defines the purpose and significance of the park. The supporting analysis included in the Phase 1 GMP provides important background information on the park such as park setting, area demographics, history, land ownership, legal mandates, and cultural, natural and recreation resources. This Phase 2 GMP builds upon the previous planning step and identifies 10-year action goals to be accomplished in the park as a whole and in each of the management zones. These are implementation items for park staff and partners, addressing infrastructure, park management, and operations that impact the resource protection and visitor experience at the park. While the Phase 2 GMP addresses some specific natural resource goals, a separate Stewardship Plan will be developed to identify targets for conservation and related natural resource goals and management strategies.

1.3 Plan Process Overview

The Holland State Park planning team met periodically over a ten-month period, beginning in fall 2019. For this Phase 2 GMP, the first step was to review the Phase 1 GMP to assure that no conditions have changed that would result in the need to amend the overall guiding document. The planning team completed the required 5-year review of the Phase 1 GMP and determined that no changes were warranted.

Input was sought from stakeholders and the public throughout the planning process to ensure the DNR is responsive to its partners and visitors. Stakeholders were invited to provide input early in the planning process through a workshop designed to identify strengths, weaknesses, opportunities and threats at Holland State Park. An on-site survey conducted by Michigan State University (MSU) with assistance from park staff in the summer and fall of 2018 also provided insight on park use, users' satisfaction, and desires. The planning team used this information to guide the development of the draft Phase 2 GMP. The public was invited to review and comment on the draft plan either online or at a virtual public input meeting. The planning team reviewed all the comments received before recommending the final plan for adoption.

1.4 Planning Team

This Phase 2 General Management Plan was developed with valuable input and expertise of the planning team.

NAME	TITLE	DIVISION
Sean Mulligan	Unit Supervisor	Parks and Recreation Division
Debbie Jensen	Management Plan Administrator	Parks and Recreation Division
Matt Lincoln	Lands Program Manager/Plan Administrator	Parks and Recreation Division
Greg Norwood	Stewardship Unit Ecologist	Parks and Recreation Division
Gary Jones	District Supervisor	Parks and Recreation Division
Joe Strach	Regional Field Planner	Parks and Recreation Division
Peter Rose	Geologist	Minerals Management
Gerald Thayer	Lieutenant	Law Enforcement Division
Brian Gunderman	Fisheries Manager	Fisheries Division
Elizabeth Brockwell-Tillman	Explorer Program Specialist	Marketing and Outreach Division
Jeff Corser	Fire Officer	Forest Resources Division
Nik Kalejs	Wildlife Biologist	Wildlife Division

1.5 Public Input Overview

On-site Survey

An on-site survey was conducted by Michigan State University (MSU) between June and October 2018 as part of a wider study at select state parks to better understand park use and users. This survey provided representative sampling of park visitors to ascertain visitor demographics, park experience and suggested changes/things not to change. Of the 1,029 questionnaires distributed to visitors, 137 were completed and returned by camper respondents and 122 were returned by day use visitors who arrived by vehicle. The data analysis showed that the average amount of time a day visitor vehicle was in the park was 4.9 hours and the day visitor party averaged 2.6 people per vehicle. For camping respondents, the average was 2.5 people per vehicle.

Of those surveyed, 17 percent of day use visitors and 12 percent of campers reported one or more persons in their party with a physical impairment that impacted their ability to participate in certain types of recreation activities.

The most common activities undertaken by campers, other than camping, were hiking/walking, scenic viewing, bicycling on a paved road and sunbathing. The most popular day use activities were scenic viewing, hiking/walking, sunbathing, swimming, and photography. The most important park activities, as identified by campers, were camping, scenic viewing and swimming. Day use visitors highlighted swimming and scenic viewing as their most important activities.

Park visitor spending in the local area of Holland State Park was substantial. Campers from a single vehicle reported spending an average of \$145 in the 24 hours prior to being surveyed with 95% spending something within 20 miles of the park. The greatest average amounts were for lodging fees, food and beverages from a store and restaurant/bar meals and drinks. Day visitor spending averaged \$109 per vehicle with 77% of them spending something in the local area in the past 24 hours. The greatest portion of day visitor spending was on lodging fees, restaurant/bar meals and drinks and vehicle related spending.

Visitors were generally very satisfied with their visit, giving the park a favorable level of satisfaction score of 8.2 on a scale of 1 to 9, with 9 being highly satisfied. Camping respondents answered slightly lower at 7.8. Some challenges were identified including the need for upgraded utilities that can handle higher amperage camping units and the desire for upgraded and more toilet/shower facilities. Some also felt that the campground was overcrowded. Changes sought by day visitors included improved maintenance and improved access to the beach and Lake Michigan. When asked about changes to the park, many respondents identified that they do not want to see changes, keeping the beach, campground and staff the same. The full On-site Use and User Study Report is provided in Appendix C.

Stakeholder Meeting

A stakeholder meeting was held on January 14, 2020, at the Park Township office in Holland, Michigan, to guide the Phase 2 GMP for Holland State Park. Participants were invited to provide their input, identifying strengths, weaknesses, opportunities and threats related to the park. A total of 13 participants represented government, business and tourism, and non-profit organizations from around the region. The following is a summary of the input received. A full report of the meeting is provided in Appendix B.

Strengths identified by stakeholder representatives in attendance included park staff, beach access, scenic viewing, Americans with Disabilities Act (ADA) accessibility, trails, fishing and special programs. Stakeholders also noted the park's proximity and access to Ottawa County amenities like Mount Pisgah and fishing boardwalks.

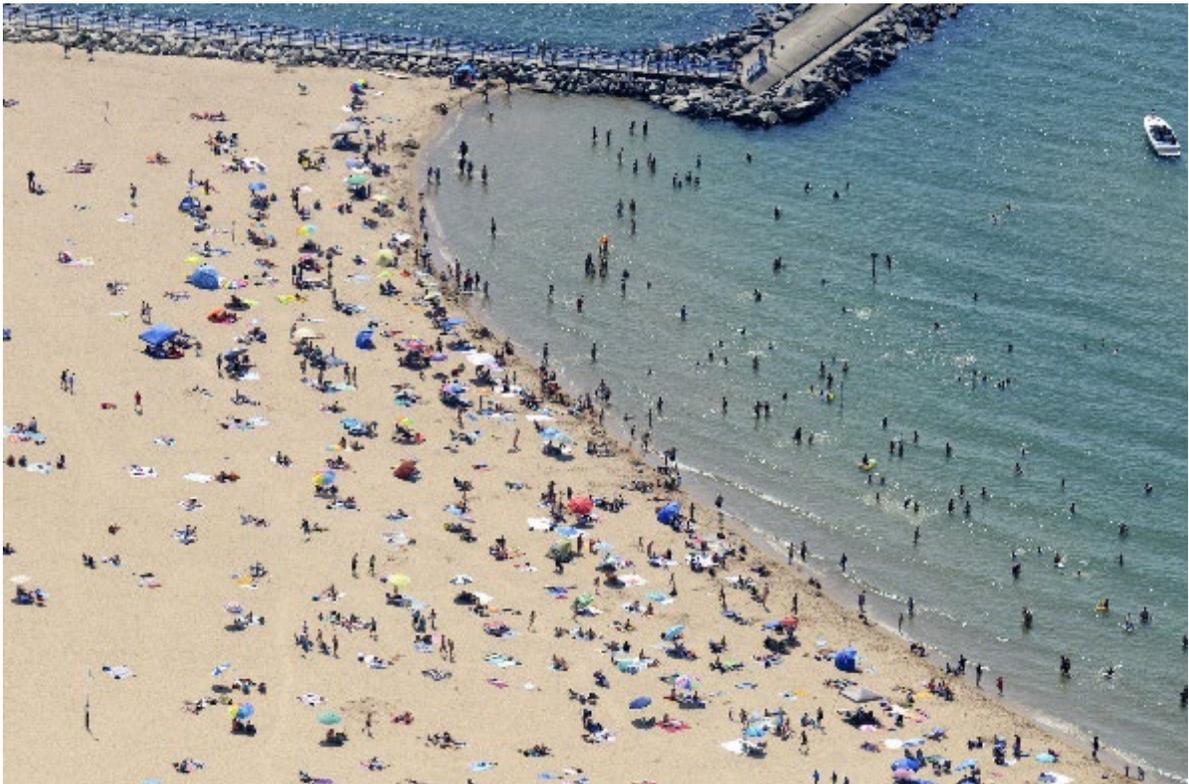
Weaknesses of the park identified by stakeholders in attendance included traffic backups on Ottawa Beach Road, wildfire risk on back dunes, Woodstock campground restroom condition, chain link fence around the Lake Macatawa campground, lack of warning for US Army Corps of Engineers pier users during dangerous lake conditions and pedestrian safety.

Opportunities identified include extension of the channel walkway, public transit or shuttle to the park, smart signage to inform visitors of parking space availability, upgrade or remove campground fence, improve partnerships and volunteer participation and improve pedestrian crosswalks.

Potential threats that may occur to the park in the future include fires, invasive species, increased severe weather events, and decreased funding.

Virtual Public Input Meeting

A virtual public input meeting was held online via the GoToWebinar application on August 20, 2020 at 6:00pm to review the Phase 2 General Management Plan and solicit comment on the 10-year action goals. The draft Phase 2 Plan was also posted on the DNR's website and comments were invited via e-mail and an online survey. A press release went out 3 weeks in advance of the meeting to 22,038 recipients of the GovDelivery system, including 30 stakeholders associated with the park. A total of 38 people attended the virtual public meeting and provided comments on topics including water safety, traffic/pedestrian circulation, parking, building conditions and accessibility. Full public input data and comments are provided in Appendix B.



Aerial view of Lake Michigan beach

Chapter 2: Overview of Phase 1 General Management Plan

The Phase 1 GMP for Holland State Park was approved on March 29, 2010. The following information summarizes the significance statements and management zones for the park, which were defined in the Phase 1 GMP.

2.1 Significance Statements

Holland State Park was determined to be significant for the following reasons. These statements contain minor corrections made by the Phase 2 planning team without changing the original meaning or intent.

- Holland State Park offers the public one mile of Lake Michigan shoreline. The sandy beach welcomes over 2 million day-users each , making it one of the most visited parks in the system.
- Campsite occupancy regularly exceed 80% during the week in the summer.
- The sand dunes play a significant role in the park. The Critical Dunes and associated ecological resources in the park, as well as Mt. Pisgah on adjacent county land, are part of the coastal ecosystem and are a major draw for visitors.
- Archaeological resources found in Holland State Park include remains of foundations from vacation cabins, a golf course and a hotel from the early 1880's. The historical draw of tourists to the area is highlighted in the nearby Ottawa County Pump House Museum.
- The park is home to a high-quality forested dune ecosystem which also includes abundant spring wildflowers.
- Boat and fishing access to Lake Macatawa, which connects to Lake Michigan, is provided near Holland State Park. The Holland Channel is popular for fishing of salmon and walleye.
- The park offers unique recreational opportunities including birding, water sports, camping near the beach and trails that connect to a regional system.

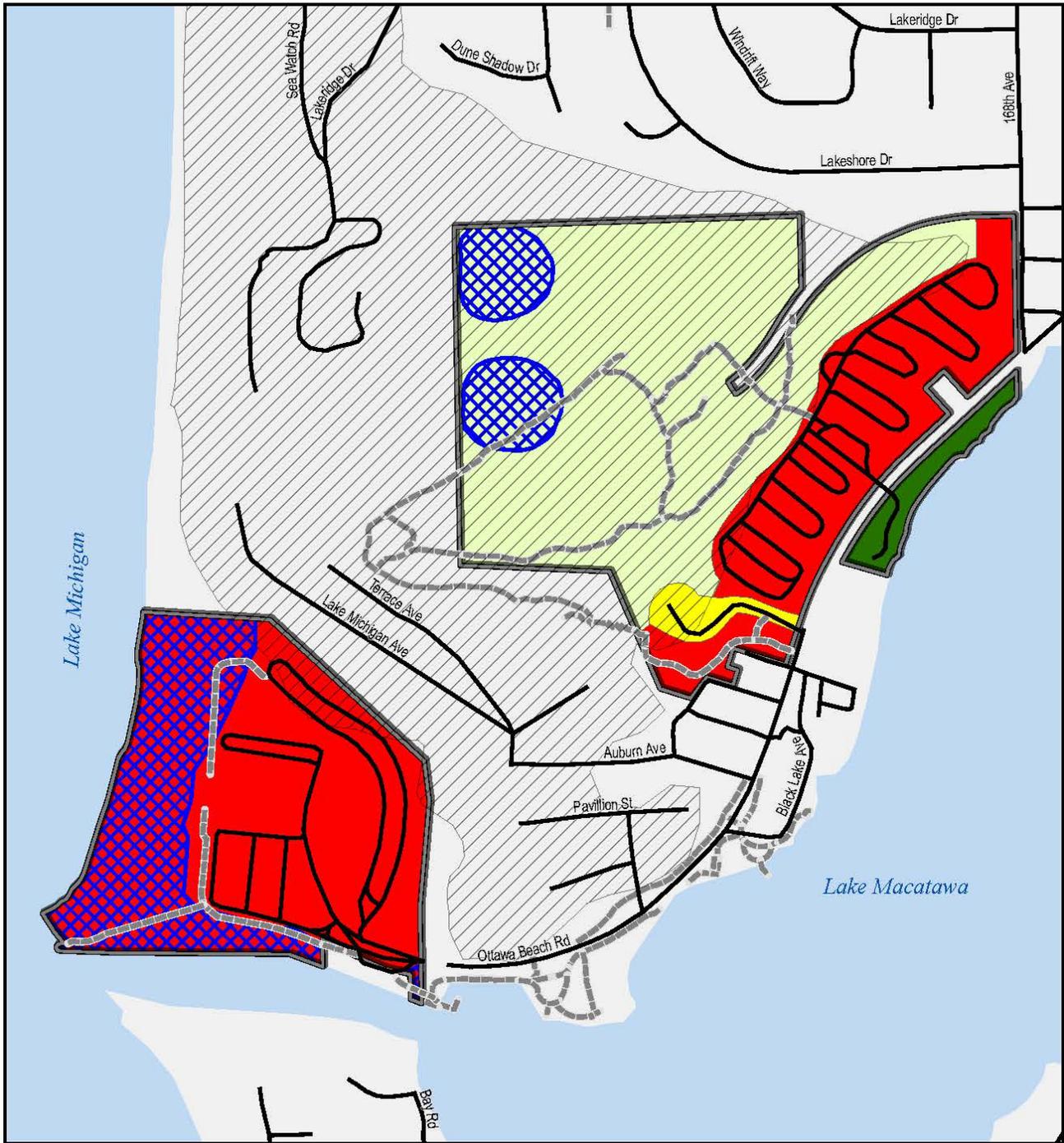
In addition to these statements, the team also determined the park to be significant for the following reasons:

- Holland State Park maintains a close partnership with Ottawa County Parks, who operate and maintain nearby fishing boardwalks, Mount Pisgah and a marina.
- Many people visit Holland State Park to view breathtaking sunsets and the lighthouse, "Big Red", located on the opposite side of the channel from the park.

2.2 Management Zones

The Phase 2 GMP planning team reviewed the zoning map developed in the Phase 1 Plan and determined no changes were necessary, although minor discrepancies were corrected around the Visitor Services Zone and the Developed Recreation Zone behind the Lake Macatawa campground to reflect existing land use. A condensed review of the management zones along with the zoning map follows. A thorough description of each management zone can be found in the Phase 1 GMP.

- Primitive Zone comprises 63 acres, or 45% of the park. Just under half of Holland State Park, comprising the designated Critical Dunes area, will be managed to only allow dispersed and low frequency use for low impact recreational purposes (foot traffic only).
- Natural Resource Recreation Zone comprises 3 acres (2%) and permits recreation with moderate to high density of use conducted in a natural setting. The Natural Resource Recreation Zone comprises a small amount of Holland State Park, along Lake Macatawa. The intent of this designation is to keep this beach area natural while still allowing water access.
- Scenic Overlay Zone comprises 23 acres (17%) and recognizes that there are aesthetic qualities to be preserved and protected in the park. While there are many, those identified during the planning process, and noted on the management zone plan, are along Lake Michigan and at two high points of the dunes.
- Developed Recreation Zone comprises 72 acres (51%) and allows recreation with high density of use conducted in areas not designated for natural resource significance. In this zone, recreation dominates with natural resource attributes enhanced as possible. The two designated campground areas and Lake Michigan day use area are located within this zone.
- Visitor Services Zone comprises 2 acres (2%) and encompasses the developed areas required for program administration and operations. The current administrative offices, including maintenance facilities and the park office, are located within this zone.



MICHIGAN DEPARTMENT OF NATURAL RESOURCES



Holland State Park - Management Zones

- | | | |
|---------------------|--|----------------------------------|
| State Park Boundary | Critical Dunes* | Natural Resource Recreation Zone |
| Road | Barrier Dune Formations Designated Pursuant to 1976 P.A. 222 | Developed Recreation Zone |
| Waterbody | Base Zones | Visitor Services Zone |
| Non-Motorized Trail | Primitive Zone | Overlays |
| | | Scenic Overlay |



Updated: 04/06/2020

*Critical Dunes as designated by the Michigan Department of Environment, Great Lakes, and Energy

2.3 Changes Since Phase 1 General Management Plan

Annual Visitation

The number of campers per year has steadily increased from 111,080 in 2015 to 124,624 in 2019. Day use visitation was estimated at 2.4 million in 2019, up from 2 million in 2015, and 1.3 million in 2007, as documented in the Phase 1 plan.

Lake Levels

Since the Phase 1 GMP was approved, Holland State Park has experienced roughly a 7-foot swing in Lake Michigan water levels, from a record low in 2013 to the current record high. Both extremes come with their own challenges. Currently, the recently completed channel walkway has seen flooding resulting in limited access to the channel. The planning team recognized the need to accommodate for large lake level fluctuations when planning for park improvements.

Infrastructure Improvements

The following projects have been completed since the Phase 1 GMP was approved:

- 1) Pines building replaced with a new toilet/shower building (2011)
- 2) Channel walkway ADA improvements began (2015-2016)
- 3) Community project play-structure installed at the Lake Michigan beach day use area (2016)
- 4) New HVAC system installed at the park headquarters (2016)
- 5) Concession and beach campground toilet/shower building roof replaced with metal roofs holding a 50-year warranty (2017)
- 6) Lake Macatawa Campground improvements including sanitation station, repaved campground roads, ADA campsites, and ADA accessibility to jug-fillers (2018)
- 7) Design and planning phase for interior upgrades to the beach concession building began (2019)
- 8) Continued planning for channel walkway accessibility improvements (2019)

Project Boundary

A project boundary is a geographic area reflecting the future desired park boundary. The DNR has an interest in acquiring or disposing of property within this boundary that supports the mission of the DNR on a willing seller/ willing buyer basis. The planning team reviewed the 2004 Project Boundary, approved by the Natural Resources Commission, along with the recommended project boundary from the Phase 1 GMP. It was concluded that the recommended boundary from the Phase 1 GMP is still relevant with one small change to include additional property along Ottawa Beach Road to provide increased opportunities for parking. In addition, the park supports protecting adjacent undeveloped land and will work with adjacent landowners should they wish to sell in the future.



MICHIGAN DEPARTMENT OF NATURAL RESOURCES



Holland State Park - Project Boundary

- Holland State Park Current Boundary
- NRC 2004 Approved Project Boundary*
- Recommended to be added to the NRC 2004 Approved Project Boundary
- Ottawa County Lands
- Road
- Trail



Updated: 11/21/2019

*A project boundary is a geographic area in which the DNR is seeking to acquire property that supports the mission of the DNR on a willing buyer / willing seller basis, approved by the Natural Resources Commission in May 2004

2.4 Supporting Documentation Updates

Threatened and Endangered Species

At the time of this writing, no federally- or state-listed species were known to occur at Holland State Park. All records were historical, most dating from the early 20th century. The forested dunes within the Primitive Zone are a southerly occurrence of mesic northern forest, but it is not in exemplary condition due to fragmentation and invasive species.

Legal Mandates

Legal mandates that impact Holland State Park have been updated and are included in Appendix A of this plan for reference.

Mineral Ownership

The DNR owns all mineral rights in the park.

Funding Sources

An updated funding source map has been produced, depicting the funding sources used to acquire property for the park. A description of these funding sources can be found in the Phase 1 GMP.

Supporting Analysis Clarifications:

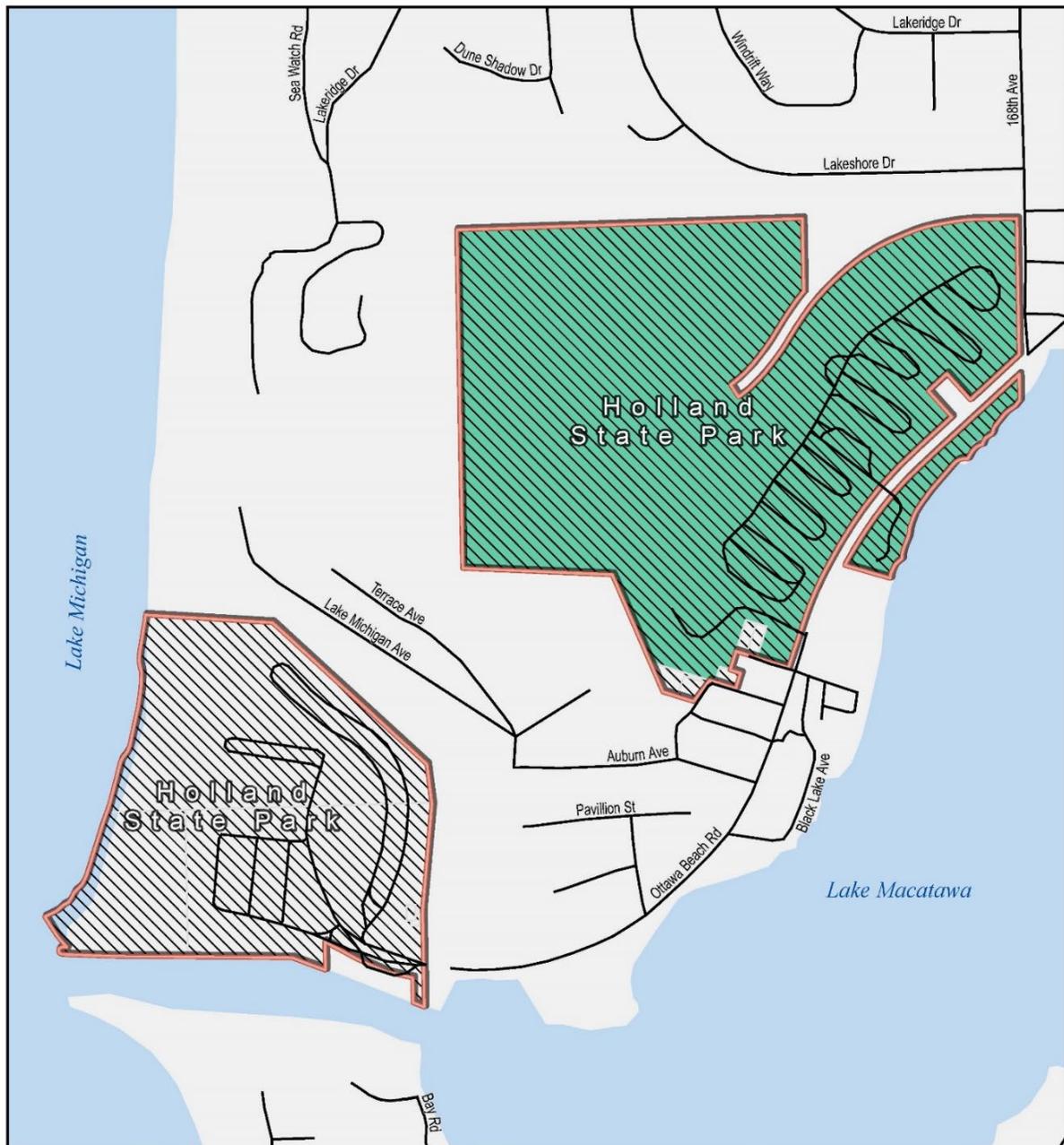
Fishing

Fishing is a popular activity on Lake Macatawa and Lake Michigan. The last DNR creel survey for Lake Michigan at the port of Holland was conducted in 2013. During that year, the estimated fishing effort was over 20,000 angler trips. The primary species caught were yellow perch, Chinook salmon, coho salmon, steelhead, and lake trout. Another creel survey will be conducted in 2020. Michigan DNR currently stocks Chinook salmon at the west end of Lake Macatawa near the channel to Lake Michigan. With assistance from the Outdoor Discovery Center, the salmon are briefly held in net pens to acclimate before being released into the lake. Within Lake Macatawa, anglers target walleye, yellow perch, largemouth bass, bluegills, and channel catfish. Through a cooperative arrangement between the DNR and the Holland Fish and Game Club, fingerling walleyes are reared in a local pond and stocked in Lake Macatawa every year. Muskellunge historically were present in Lake Macatawa, but muskellunge abundance declined in the late 1800s-1900s. Michigan DNR began stocking Great Lakes strain muskellunge in Lake Macatawa in 2012 in an effort to rebuild the population. The popularity of muskellunge fishing in the lake is expected to increase substantially over the next several years as muskellunge from the initial stocking events reach adulthood.

Wildlife

Holland State Park is an exceptional location to view a wide range of migratory and over-wintering birds due to its position along Lake Michigan – a barrier to migratory birds and a natural corridor. The park is well recognized for all bird migration, including songbirds, shorebirds, raptors, and waterbirds. Over-wintering waterbirds can be impressive, with many thousands off-shore during migration and ice-free winter months. Songbird migration in the forest and forest edges can be heavy in both spring and fall. Summer is a slower time because many fewer species nest in the forest. However, barely a few weeks pass between spring and fall migrations, with migratory shorebirds returning as early as the first week of August. Anywhere large

volumes of bird migration occur, bats and insects also move through in significant numbers, but comparatively far less is known than birds.



MICHIGAN DEPARTMENT OF NATURAL RESOURCES



Holland State Park - Funding Sources

-  State Park Boundary
-  Road
-  Waterbody
-  Federal Land and Water Conservation Fund
-  Special Legislation



Updated: 11/21/2019

Chapter 3: 10-Year Action Goals

The action goals proposed for Holland State Park were developed by the planning team in response to stakeholder and public input and in context of the core values and guiding resources discussed in the Phase 1 GMP. The action goals for Holland State Park generally focus on upgrading existing infrastructure while maintaining a focus on protecting natural resource-based recreation experiences. Priorities identified in this plan include upgrading and improving existing infrastructure within the camping and day use areas, improving accessibility, and improving traffic flow. These goals are supported by the recommendations of all of the major planning efforts guiding recreation in Michigan, including the Michigan Statewide Comprehensive Outdoor Recreation Plan (SCORP).

The planning team has developed 10-year action goals that it believes are necessary to guide management and development within the designated management zones in order to achieve the desired user experience. Action goals are categorized under two types: Management and Operations or as Infrastructure and Development, which is further broken down to small projects and capital outlay projects. These categories align with the PRD Strategic Plan as well as the annual Capital Outlay funding process. Action goals are recommended to address the following criteria:

- Natural resources
- Historic/cultural resources
- Recreation opportunities
- Education/interpretation opportunities
- Management focus
- Development

A separate Natural Resource Stewardship Plan will be developed that will identify conservation targets, goals and threats to those conservation targets for the park. This plan will also identify and define strategies to reach the goals for Holland State Park.

Management plans are based on known needs, funding realities and sound investment policies, but do not guarantee future PRD funding to achieve the actions identified. PRD will seek internal funding, alternative funding sources, partnerships and other potential mechanisms for implementing the desired future conditions defined in this plan. On an annual basis, PRD districts determine priorities for project planning and project capital outlay. Each district's top projects are then evaluated at a state-wide level for available funds.

The following 10-year action goals are categorized in terms of priority based on health, safety, and welfare, as well as ease of implementation (cost, ability to implement with own staff, partnerships, etc.). Priority Level 1 projects indicate those that should be addressed within the next 2 years. Priority Level 2 projects include those that should be addressed within 2-5 years. Priority Level 3 projects are desired, but can be tackled in the next 5-10 years, once funding has been identified. The "Program Input From" column identifies the project coordinators for each goal with a project lead identified in bold. Opinion of probable costs have been developed for each capital outlay action goal identified (see Appendix D) and these projects will be included in the statewide master project list.

10-YEAR ACTION GOALS

MANAGEMENT AND OPERATIONS

Action Goals	Priority	Management Zone	Program Input From
Continue to implement invasive species control, with a strong emphasis on early detection and rapid response, and monitor progress (hemlock woolly adelgid, garlic mustard, oriental bittersweet)	Ongoing	All	Stewardship Park Supervisor Volunteers/ Partners
Review all proposed earthwork activities for potential impact on historic/cultural resources	Ongoing	All	Stewardship Regional Planner Park Supervisor
Continue to complete and comply with annual safety inspections and plans	Ongoing	All	Park Supervisor
Review and update Wildfire Plan and Emergency Plan	Ongoing	All	Park Supervisor Stewardship Local Emergency Services
Work with local partners to identify and implement a variety of solutions to improve water recreation safety	Ongoing	All	Park Supervisor Local Partners
Develop a variety of approaches (smart phone notifications, AM radio station, electronic message board, etc) to convey real-time park information such as parking availability, water safety, etc.	Ongoing	All	Park Supervisor Local Partners
Work with local partners to improve traffic flow and pedestrian safety	Ongoing	All	Park Supervisor Regional Planner Local Partners
Continue to provide effective programming at the park through the Explorer Guide Program and partnerships	Ongoing	All	Park Interpreter Park Supervisor Partners
Continue to work with volunteer partners to assist with regular beach clean-up	Ongoing	Developed Recreation	Park Supervisor
Evaluate the opportunity to add full hook-up sites at Lake Macatawa Campground, in association with restroom building design	1	Developed Recreation	Regional Planner Park Supervisor Business Analyst
Develop a Natural Resource Stewardship Plan for the park identifying targets for conservation and related natural resource management strategies, including invasive species management	2	All	Stewardship Park Supervisor

MANAGEMENT AND OPERATIONS Continued

Action Goals	Priority	Management Zone	Program Input From
Conduct a visitor use management study to determine the following for the park: - monitoring strategy related to visitor use - processes and tools to develop long-term strategies to manage amounts and type of visitor use to achieve desired conditions for visitors and park resources	2	All	Park Management Plan Administrator Regional Planner Park Supervisor
Work to establish a janitor position for the park in response to increasing use numbers	2	All	District Supervisor Park Supervisor
Improve recycling efforts at the park as opportunities allow and provide education on green initiatives to park visitors	2	Developed Recreation	Park Supervisor Green Initiatives Team
Work with interested parties to establish a Friend's Group for the park	3	All	Park Supervisor Fund Developer

INFRASTRUCTURE AND DEVELOPMENT: CAPITAL OUTLAY PROJECTS			
Action Goals	Priority	Management Zone	Program Input From
Design and construct replacement toilet/ shower building (for Woodstock building) and contact station/camp registration building at Lake Macatawa Campground. Consider implications of possible full-hook-up sites and opportunities to include options such as shelter for programming and/or dishwashing station.	1	Developed Recreation	Regional Planner Park Supervisor
Renovate beach bathhouse in accordance with design currently in progress, including increasing capacity and adding a first aid/ ranger station	1	Developed Recreation	Regional Planner Park Supervisor
Replace HVAC system in Pines toilet/ shower building	2	Developed Recreation	Regional Planner Park Supervisor
Work with local partners to implement an automated parking notification system	2	All	Regional Planner Park Supervisor Local Partners
Design and construct accessibility improvements along the channel and to the beach, considering adjacent amenities and resiliency in response to fluctuating lake levels	2	Developed Recreation	Regional Planner Park Supervisor
INFRASTRUCTURE AND DEVELOPMENT: CAPITAL OUTLAY PROJECTS Continued			

Action Goals	Priority	Management Zone	Program Input From
Design and install electric service upgrade in Lake Macatawa Campground	3	Developed Recreation	Regional Planner Park Supervisor
Patch and chip-seal pavement at beach parking lot	3	Developed Recreation	Regional Planner Park Supervisor

ADA - Americans with Disabilities Act

HVAC - Heating, ventilation, and air conditioning

INFRASTRUCTURE & DEVELOPMENT: SMALL PROJECTS			
Action Goals	Priority	Management Zone	Program Input From
Complete a structural assessment of the former park manager's residence to determine feasibility of adaptive re-reuse or building removal.	1	Administrative Services	Regional Planner Park Supervisor
Replace roof on cold storage building	1	Administrative Services	Park Supervisor
Add shade structure(s) to beach playground area	2	Developed Recreation	Park Supervisor
Phased replacement of fence around campground	2	Developed Recreation	Park Supervisor
Explore adding WiFi to the beach pavilion	2	Developed Recreation	Park Supervisor

PARTNER PROJECTS			
Action Goals	Priority	Management Zone	Program Input From
Explore opportunities for park shuttle service and/or water-taxi/ferry service with local partners	Ongoing	All	Park Supervisor District Supervisor Local Partners
Coordinate with Park Township on pedestrian crossing development at key locations along Ottawa Beach Road	1	All	Park Township Park Supervisor Regional Planner Road Commission
Install additional swings at the day use beach area	3	Developed Recreation	Regional Planner Park Supervisor Local Partners

Chapter 4: Implementation Strategy

This chapter of the GMP provides guidance for implementation of the action goals and maintaining the plan so it remains relevant in the long term. These guidelines will also help the park align the action goals with park, district and statewide annual funding processes and annual tasks outlined in the PRD's Strategic Plan or other planning documents. Although the implementation of the GMP will require commitment from staff at every level, it will be the primary responsibility of the Unit Supervisor/Manager to oversee plan implementation.

A long range plan such as this must maintain a degree of flexibility in order to be responsive to changing circumstances or opportunities that cannot be foreseen. The planning team recognizes that some goals may be accomplished in a short time frame, while others may carry over through multiple years. It will be important to track progress so that the plan remains a relevant park management tool. The GMP will be reviewed every five years to ensure it remains viable.

4.1 Implementation Toolbox

The following is a list of items to consider when reviewing and prioritizing the implementation of action goals identified in the GMP.

Coordination/ Communication

- Meet regularly with the Regional Field Planner and District Supervisor to coordinate and prioritize large capital projects for capital outlay requests.
- Maintain an open dialogue with local partners and stakeholders to coordinate community-related projects as identified in the action goals.
- Follow-up regularly on progress for action goals that are not the primary responsibility of the Unit Supervisor/Manager with the responsible program position.

Funding

- Identify estimated cost for each capital improvement/infrastructure project, with assistance from Regional Field Planner or other planning and infrastructure section staff as needed.
- Identify potential funding sources for each project/task. Liaise with PRD grants coordinator as appropriate.
- Align potential funding sources with the annual "call for projects" in July for capital outlay funding requests.
- Review action goals list and determine which projects can be requested to receive District Small Project funding through the District Supervisor.

Scheduling

- Further prioritize projects based on need, funding, staffing and other constraints and opportunities.
- Incorporate project/task assignments into annual staff performance objectives

4.2 Documentation of Changes

The Unit Supervisor/Manager should keep a record of any major changes to the park since approval of the GMP and note potential updates that may be required in the future. Documenting these changes will assist in the 5-year plan review or when the GMP is updated. Changes may include:

- New user requests or conflicts
- Emerging recreation, funding or partnership opportunities
- Changes in land management
- Land transactions or changes to the Approved Project Boundary
- Major infrastructure projects or removal of structures

Changes may be documented by marking up the park's copy of the GMP or maintaining a log that is kept with the GMP. In reviewing the action goals for changes, document goals that may become irrelevant or are no longer viable, as well as proposed new action goals, including justification.

The park zoning is intended to be a long-term document. Changes will only be considered with adequate justification and are subject to a formal review and approval process.

4.3 Documentation of Accomplishments

As action goals are completed, the Unit Supervisor/Manager should mark them as such in the park's copy of the GMP, including the completion date. This will also help to maintain a log of accomplishments for district and division-wide reporting purposes, including PRD's strategic plan.

4.4 Five-year Review Process

General management plans are reviewed every five years from the date of approval of either the Phase 2 plan or the complete GMP. The planning team for the 5-year review is made up of the Park Management Plan Administrator, Unit Supervisor/Manager, Regional Field Planner and District Supervisor, with other team members included as may be necessary. A 5-Year Review Form will be used to record all changes to the plan within the past 5 years. Upon reviewing the GMP and the documented changes, the planning team will determine whether the changes warrant a complete update of the plan.

If there are no major changes required in either the zoning or the action goals, the planning team will complete the 5-Year Review Form and attach it as a supplement to the existing GMP. If zoning changes are needed, the GMP will be revised or updated following the established planning process led by the Park Management Plan Administrator. If changes to the action goals only are required, the Phase 2 GMP planning process will be implemented.



One of two camper cabins available for rent in the Lake Michigan unit

APPENDIX A – LEGAL MANDATES UPDATE

For all park general management plans, legal mandates are identified that serve to further guide the development of the general management plan and subsequent action plans. For our planning purposes, the term “Legal Mandates” refers not only to federal and state law, but also the administrative tools of “Policy” and “Directive” of the Natural Resource Commission, the Department, and the Parks & Recreation Division. Examples include Orders of the Director, Park and Recreation Areas State Land Rules and all other laws, commission orders, and rules or directives that apply to the park.

Legal Mandates were listed in the phase 1 plan. However, due to omissions and updates, a complete updated list of legal mandates impacting Holland State Park follows.

FEDERAL STATUTE

ENDANGERED SPECIES ACT, 1973
This Act authorizes the determination and listing of species as endangered and threatened, and prohibits unauthorized taking, possession, sale and transport of endangered species
BALD AND GOLDEN EAGLE PROTECTION ACT, 1940 AND AMENDMENTS
This Act prohibits anyone, without a permit issued by the Secretary of the Interior, from "taking" bald eagles, including their parts, nests, or eggs. The Act defines "take" as "pursue, shoot, shoot at, poison, wound, kill, capture, trap, collect, molest or disturb." "Disturb" includes actions that may result in injury to the eagle, a decrease in its productivity or nest abandonment.
NATIONAL HISTORIC PRESERVATION ACT, 1966 AS AMENDED
This is the primary federal law governing the preservation of cultural and historic resources in the United States. The law establishes a national preservation program and a system of procedural protections which encourage the identification and protection of cultural and historic resources of national, state, tribal and local significance.

STATE STATUTE

NATURAL RESOURCES AND ENVIRONMENTAL PROTECTION ACT (NREPA) AND AMENDMENTS	
PA 451 of 1994, Part 5	Gives the DNR authority to make rules to support its mission. This includes State Land Rules, Land Use Orders, Wildlife Conservation Orders, Fisheries Orders and Watercraft Control.
PA 451 of 1994, Part 31 Water Resources Protection	Provides authority to EGLE to require a permit for any occupation, construction, filling, or grade change within the 100-year floodplain of a river, stream, drain, or inland lake.
PA 451 of 1994, Part 301 Inland Lakes and Streams	Requires a permit from the state (EGLE) to undertake certain activities relating to inland lakes and streams, such as dredging, fill, marinas, structures, alteration of flow, etc.
PA 451 of 1994, Part 303 Wetlands Protection	Requires a permit from the state (EGLE) to undertake certain activities in regulated wetlands, such as, dredging, fill, construction or drainage.
PA 451 of 1994, Part 741 State Park System	The department shall create, maintain, operate, promote, and make available for public use and enjoyment a system of state parks to preserve and protect Michigan's significant natural resources and areas of natural beauty or historic significance, to provide open space for public recreation, and to provide an opportunity to understand Michigan's natural resources and the need to protect and manage those resources.
PA 451 of 1994, Part 323 Shorelands Protection and Management	This act enables the EGLE to designate and control use through permitting of "Environmental Areas" (an area of the shoreland determined to be necessary for the preservation and maintenance of fish and wildlife) and "High Risk Erosion Areas" (an area of the shoreland that is determined to be subject to erosion).
PA 451 of 1994, Part 353 Sand Dunes Protection and Management	The law defines a "critical dune area" as a geographic area designated in the "atlas of critical dune areas" dated February 1989 that was prepared by the department of natural resources. Sec. 35304. (1) states that: A person shall not initiate a use within a critical dune area unless the person obtains a permit from the local unit of government in which the critical dune area is located or the department (EGLE).
PA 451 of 1994, Part 365 Endangered Species Protection	The department shall perform those acts necessary for the conservation, protection, restoration, and propagation of endangered and threatened species of fish, wildlife, and plants in cooperation with the federal government, pursuant

	to the endangered species act of 1973, Public Law 93-205, 87 Stat. 884, and with rules promulgated by the secretary of the interior under that act.
PA 451 of 1994, Part 325 Great Lakes Submerged Bottomlands	A permit is required for all filling, dredging, and placement of permanent structures (i.e., docks, piers, pilings, etc.) below the "ordinary high water mark" and on all upland channels extending landward of the "ordinary high water mark" of the Great Lakes.
PA 35 of 2010, Part 741 Recreation Passport	This act amended the Michigan Motor Vehicle Code to provide for a State Park and State-operated public boating access site "Recreation Passport" that a Michigan resident may obtain by paying an additional fee when registering a motor vehicle.
PA 451 of 1994, Part 761 Aboriginal Records and Antiquities	The state reserves the exclusive right and privilege to all aboriginal records and other antiquities including those found on the bottomlands of the Great Lakes.

PUBLIC HEALTH CODE	
PA 368 of 1978, Part 125, Campgrounds, Swimming Areas and Swimmers' Itch	Established to protect and promote the public health by establishing health code requirements and regulations that all public (including DNR) and private campgrounds must meet. Includes permitting, licensing, inspections and rules regarding sanitation, safety standards and public health. Also covers testing and evaluating quality of water at bathing beaches, safety and rescue equipment.

ORDERS

The following Orders apply to Holland State Park.

Land Use Orders of the Director

5.2 Possession or consumption of alcoholic beverages in certain state parks and recreation areas, prohibited conduct.

Order 5.2 A person shall not do any of the following:

(7) Possess or consume an alcoholic beverage at any time within the following described locations:

- (e) Holland State Park – entire park

5.12 Certain state parks and recreation areas, requirements for use, certain conduct prohibited.

Order 5.12 The following conduct shall apply to use of Michigan SPs and RAs:

(14) Holland SP, prohibited conduct. A person shall not possess or use furniture designed or intended for indoor use within Holland SP from May 15 to July 15 unless the furniture is enclosed within a camping shelter. Furniture that is designed or intended for indoor use and is placed outside of the camping shelter may be removed at the discretion of the park manager.

5.16a Entry, use and occupancy of certain state parks, recreation areas and scenic sites, prohibited conduct.

Order 5.16a (1) A person shall not do any of the following:

(a) Enter any of the following state-owned lands with a motor vehicle unless a valid Michigan recreation passport has been purchased and affixed to the vehicle:

- (33) Holland SP, Ottawa County.

Wildlife Conservation Orders

Wildlife is owned by all the people of the state of Michigan, and protection is administered and managed by the Michigan DNR. Hunting and trapping regulations including methods of take, bag limits, license quotas, and season dates are established by the Natural Resources Commission (NRC) and are described in the Wildlife Conservation Orders.

7.1 Hunting or trapping in state parks or game refuges; designating where permissible; permits; hunting or trapping in state recreation areas.

Sec. 7.1 (1) Except as otherwise provided in this chapter or by permit issued by the director, no person shall trap or hunt with firearms or dogs or in any other manner in any state park, state game refuge, or other lands under the control of and dedicated by the department as a game refuge or wildlife sanctuary.

(2) Except as otherwise provided in this chapter, state recreation areas shall be open to hunting and trapping during established seasons.

APPENDIX B – STAKEHOLDER AND PUBLIC INPUT SUMMARY

Over the duration of the Phase 2 General Management Plan development process, the Planning Team ensured a variety of opportunities for stakeholder and public input and feedback.

Stakeholder Meeting

A stakeholder meeting was held on January 14, 2020 at the Park Township office in Holland, Michigan to guide the Phase 2 GMP for Holland State Park. Participants were invited to provide their input, identifying strengths, weaknesses, opportunities and threats related to the park. A total of 13 individuals representing government, business and tourism and non-profit organizations from around the region attending the meeting. The meeting began with a short presentation of the Phase 1 GMP that was completed in 2010 and a review of the planning process for this Phase 2 GMP. Input gathered at the meeting is listed below:

STRENGTHS

- Beach access
- Hiking trails
- Viewing access to Big Red (visibility)
- Camping
- Proximity to the city
- Effective weather forecasting for visitors
- Communications
- Good balance of camping and day use
- Pricing – per vehicle
- Contributor to economy
- ADA accessibility
- Staff
- Recreation activities
- History of park and area
- Channel walkway
- Full-service amenities
- Drivable and parking is good
- Off season sunset “vista”
- Viewing of lake waves
- Positive relationship between public and private owners in the area
- Environmental stewardship
- Two units, two uses
- Fishing
- Active waterfront
- Mount Pisgah
- Connection to regional trail system
- Cycling to the park
- Special programs, education, explorer program

WEAKNESSES

- Ottawa Beach Road parking overflow
- No lifeguards
- Lack of shade
- Residents and wildfire risk (15 years ago)
- No weather emergency shelters
- Firewood from far away (infected wood)
- Woodstock restrooms need updating
- Chain-link fence around camping (rusty)
- Traffic and safety at times
- Different pick up and drop off
- Nightly, loud cruising vehicles
- Pedestrian safety
- Lack of signaling to indicate Ottawa Beach is full
- Lack of connection between two units
- Lack of alternative lodging
- Lack of extended channel walkway
- Maintenance of HQ buildings, old management residence
- Bits of asphalt from lot to beach (unintentional mixing)
- Heavy maintenance burden
- North end restroom
- Trampling of dunes between rental cottages and beach
- Continued access to pier during dangerous times (lack of warning)
- Only one emergency exit
- Heightened wildfire risk due to dune grass
- Lack of hydrants

OPPORTUNITIES

- Extend walkway out to pier along channel
- Pedestrian crosswalk design improvements
- Public transit
- Early communication about parking lot availability status (former AM trans., currently Facebook)
- Smart signage, shuttle, link trolley
- Shaded seating
- Increase information, signage, control access to pier
- Increase staff, appropriate resources
- Fire hydrant
- No fence or more aesthetically pleasing fence
- Improve trail access through continued cooperation with Ottawa County
- Balance improvements with infrastructure and emergency services
- Increase partnerships/ staging of safety and emergency resources
- Revenue generation, public-private partnerships (e.g. food, lodging, shuttle)
- Special programming, education
- Fish stocking (muskie, walleye)
- Fishing pier installation
- Increase volunteer clean up
- Increase recycling via grant funding
- Increase partnerships, cooperation, coordination (e.g. invasive species)
- Composting, company local in Holland
- Lifeguards to serve 2 million visitors
- Better railing along channel
- Relatively simple traffic alleviation

THREATS

- Active shooter
- Dune migration
- Man-made fire (campfires, fireworks)
- High water
- Lack of effective marketing
- Over-use (trash), maintenance, staff limits
- Invasive species
- Water quality
- Asian carp
- Increase in severe weather
- Development of surrounding property
- Hard-bodied watercraft and swimming
- Protect critical dunes
- “Meteo-tsunamis”
- Firewood still permitted to be brought in
- Increase in storms
- Changing weather
- Vandalism
- Water borne illness (Lake Macatawa)
- Increased substance abuse and subsequent crime
- Decreased funding
- Drug use
- Increased gang activity, rowdy park lots

Stakeholder Meeting Attendees	
Name	Stakeholder Affiliation
Drew Rayner	Ottawa Conservation District
Megan Boos	Ottawa Conservation District
John Gocke	West Michigan Park Association
Bob Garlinghouse	West Michigan Park Association
Daniele Dykens	Park Township
Curt Terhaar	Ottawa County Parks
Jason Boerger	Ottawa County Parks
Nathan Bocks	City of Holland
Bill Grimes	Lake Ranch Resort
Andy Kenyon	City of Holland
Steve Cook	West Michigan Park Association
Scott Gamby	Park Township
Chris Schropp	U.S. Army Corps of Engineers

Planning Team Attendees: Matt Lincoln (Park Planner/Land Liaison), Greg Norwood (Stewardship Ecologist), Brian Gunderman (Fisheries Manager) Sean Mulligan (Unit Supervisor), Gary Jones, (District Supervisor), Dana Skytta (Lead Ranger)

Virtual Public Input Meeting

A virtual public input meeting was held online via GoToWebinar application on August 20, 2020 at 6:00pm to review the draft Phase 2 General Management Plan and comment on the draft 10-year action goals. The Phase 2 Plan was also posted on the DNR's website and comments were invited via e-mail and an online survey. A press release went out 3 weeks in advance of the meeting to 22,038 recipients of the government-delivery system, including 30 associated with the park.

The press release for the meeting, analytics gathered at the meeting, a list of attendees, comments received, as well as survey results are provided below.

[Share or view as webpage](#) | [Update preferences](#)



MICHIGAN DEPARTMENT OF **NATURAL RESOURCES**

- DNR News -

Aug. 6, 2020

Contact: [Matt Lincoln](#), 517-284-6111

Help shape Holland State Park management planning at Aug. 20 virtual meeting



The Michigan Department of Natural Resources will host a virtual public meeting at 6 p.m. Thursday, Aug. 20, to gather public feedback on a new draft phase 2 general management plan for Holland State Park in Ottawa County.

The meeting will be formatted similar to other open houses, including a review of the draft plan and planning process, followed by an opportunity for

people to share feedback and questions with DNR staff.

Advance registration is required. [Register for the GoToWebinar meeting](#) and view a copy of the draft management plan at [Michigan.gov/Holland](#). A recording of the meeting will be posted on this webpage by Aug. 28.

Comments also can be shared via email through Sept. 4 with Matt Lincoln, a land

liaison, grants coordinator and planning analyst with the DNR Parks and Recreation Division, at LincolnM@Michigan.gov.

The phase 2 general management plan defines a long-range (10- to 20-year) planning and management strategy that will help the DNR protect and preserve the site's natural and cultural resources and provide access to land- and water-based public recreation and educational opportunities. Get more information on the DNR's management plan process at Michigan.gov/ParkManagementPlans.

The 140-acre [Holland State Park](#) is best known for sugar sand beaches, beautiful sunsets and views of the iconic "Big Red" lighthouse. The park is home to two modern campgrounds, concessions, a playground and connections to Holland's system of non-motorized trails. A boat launch is located 1 mile east of the park with a fish cleaning station.

For more information about the plan or meeting, contact Matt Lincoln at LincolnM@Michigan.gov or 517-284-6111.

/Note to editors: An accompanying photo is available below for download./

[HollandStatePark.jpg](#)

DNR COVID-19 RESPONSE: For details on affected DNR facilities and services, [visit this webpage](#). Follow state actions and guidelines at Michigan.gov/Coronavirus.

A total of 38 people attended the virtual meeting, including DNR staff. A short presentation about the General Management Plan process was followed by a presentation of the Phase 1 GMP, approved in 2010 and the primary elements of the phase 2 draft plan. After the presentation, a question and answer session was facilitated through the GoToWebinar online application.

Virtual Public Meeting Attendees

Dawn Anderson
Dave Benjamin
Anna Brown
Janis Buell
Yuja Chang
Karl DeYoung
Steve Dieleman

Carol Fewless
Gregory Field
Howard Fink
Matt Gillette
Matt Hoekzema
Gerald and Mary Hunsburger
Roger Lenneman

Virtual Public Meeting Attendees

Kevin Lepech
Cassandra Lybrink
Michael Martinez
Linda McCombs
Joyce Nilsen
Robert Ortman
Lauren Rosenthal
Andy Slagh

Bruce Stewart
Sharon Vanderlaan
Addison Web
George Whinery
Joseph Zobkiw
Kelsey Ross
Melissa Lettinga
Roger Wade

DNR Employees Present

Sean Mulligan
Debbie Jensen
Matt Lincoln
Joe Strach

Brad Parsons
Jessica Orlando
Greg Norwood

Questions and Comments Collected During Webinar

To begin the webinar, participants were asked: What do you like most about Holland State Park? The following responses were collected:

- Migrating birds
- The waves
- The beach is my favorite part of the park, but it's all good!
- I like the history of the park, the access to the pier and break water
- Playground, viewing boats in channel
- The playground
- I love the expansive beach
- The broad beach, the clean beach, the clean water., the parking close to the beach, the long beach along the channel, the picnic tables along the channel, the walk way to the break water, the ability to walk on the break water.
- I like the stretch of land along the channel. I like sitting and watching the water in the flow of water in the channel. I like watching the boats in the channel.
- I like the safety and security in the park

Questions/comments from the public and DNR are summarized below:

1. Does the park have any plans to expand their boundary further to protect undeveloped land? Do you partner with land conservancies? *We always welcome partnerships with land conservancies because our goals are often similar. E-mail me with any ideas.*
2. What is the park doing to address beach safety and emergency preparedness? (multiple questions)
 - *Staff script in contact booth on red flag days*
 - *Public Service Announcements*

- *Facebook page messaging*
 - *Live web cam with beach conditions*
 - *Regular meetings with township and local emergency representatives*
 - *Secured funding for mobile electronic message board with remote access to be located near 160th*
 - *Working on getting a PA system installed*
 - *Working on site-specific signage*
 - *Working on flip-down signs to reiterate conditions on beach*
 - *Looking into fatality trends to develop information to distribute to visitors at hotels and welcome centers, for example, not from this area*
 - *Lifeguards were discussed at the meeting. Park manager expressed concerns about adding lifeguards to the park. Lifeguards would require a DNR policy change.*
 - *Park Supervisor welcomes feedback and will work to advance these concerns and solutions within the Department.*
3. *What are you doing to address parking issues? The park is working to improve traffic flow and notifications when the parking lot is full. We are also exploring the potential of a shuttle service.*
 4. *Consider closing the beach campground for day use parking during peak times. Lakefront campsites are extremely popular and that is the original campground for the park. This would solve a problem by creating another one.*
 5. *Could a bike trail be established between roads and Lake Michigan to connect the two units? Private property owners could be included to find a route. Critical dunes are in the way and prevent development. However we'd be open to discussions with private property owners and Ottawa County.*
 6. *Is the PA system definite with a timeline for implementation? It's in the planning phase currently.*
 7. *Can a storm shelter be constructed for beach goers in the event of a storm? That's something we could explore when renovating the beachhouse.*
 8. *Is the lighthouse accessible to the public? The lighthouse is on public property but is not owned by the park, so DNR does not have any jurisdiction over the lighthouse. The only way to get to it is by water since there's private property in front of it.*
 9. *I'm interested in developing a boat ferry service to the park from Downtown Holland. Contact the park supervisor to work on a concession contract that would also take into account demand and safety. Permission from the US Army Corps of Engineers (ACoE) would also need to be obtained since Holland State Park does not own the channel/seawall where the boats would dock. You may also want to contact Ottawa County to see what opportunities exist at their nearby marina.*
 10. *Can we get some flashing lights at the crosswalks on the road leading to the park? The Township is already working on improving the crosswalks and we are also working on improving signage.*

These three questions were not answered during the meeting and answered later via e-mail.

10. *Are you doing anything about the rising water levels and the increase of beach grass? Also and unlikely suggestion would fire pits on the beach be a possibility? Unfortunately, the water levels are not something we have control over. Our focus is on making sure that any new infrastructure in the lakeshore/channel area considers long-term sustainability in response to changing lake levels. Park staff have been trying to clean the beach with the beach sweeper as much as possible and this year the grass hasn't been as big of an issue. In the beach area we manage the grass to keep it from building up and creating dunes at the swimming beach. In the other areas of the park,*

we encourage the growth to stabilize the dunes. Hopefully lake levels will begin to drop and the issue will dissipate all together. Although fire rings are an interesting suggestion, the day-use nature of the beach does not lend itself well to campfire use. Placing them there may also encourage folks to start fires on the beach without fire-rings and that could create safety issues.

11. Can you just personally give me an estimate of the number of comments/questions you've received about water safety? *We received a total of 82 comments or questions related to the draft Phase 2 General Management Plan. Out of those, 16 related to various aspects of water safety and of those, 10 were from the same person (and somewhat repetitive). As discussed in the meeting, the DNR is taking a multi-faceted approach to addressing water recreation safety with our partners and will continue to make it a priority.*
12. Since this idea wasn't addressed, could a fence be established around the pier, to help prevent big waves from sweeping people off the pier? *A fence around the pier would need to be undertaken by the Army Corps of Engineers (ACoE) since it is their property. It would need to be engineered to withstand the powerful Lake Michigan storms through the fall, winter and spring and also accommodate fishing during certain times of the year. Our focus right now is on public awareness to keep people away from the water during dangerous conditions. We plan to discuss it further with the ACoE as it will ultimately be their decision.*

Project Website

A webpage was maintained through the duration of the planning process and was updated with maps, meeting information and the draft plan. Contact information was provided for members of the public to submit comments or ask questions.

E-mailed/Mailed Comments

We would like to provide input regarding a few specifics as it pertains to the Holland State Park 10 year plan and the public input request for the August 20 meeting.

We have been summer residents of the area for the past 30+ years and enjoy visiting the Holland State Park.

Observation #1 - We have noticed that the pavilion commons area and the surrounding sidewalks to all areas are typically in a constant state of being overblown with sand. It wouldn't take much for a person to blow out the pavilion commons area and the surrounding sidewalks to make it more appealing for visitors and safe for bicycling. We realize that this is a daily maintenance task, but this is where a volunteer effort could be implemented.

Observation #2 - There are 4 swings left on the original swing set located next to the new playground facility. Often times we see parents and kids waiting for a turn. It wouldn't take much to erect a couple of new swing sets for a modest dollar amount. We would also suggest adding a swing set to the North side of the beach by the campground. You can recall there used to be one there.

Observation #3 - The lines waiting to enter the HSP often extend past Dune Dogz, Ottawa Beach Inn and sometimes Oak Grove Resort. It seems the campers should have a right-hand access lane starting as

soon as possible to allow quicker entrance to their beach campsite. This also impacts local residents who are a block or two from home and are forced to wait in the long line.

Observation #4 - A remote controlled camera system should be added at each entrance lane to allow one employee to zoom in to license plates to view the "P" park symbol. We sometimes see 4 or 5 park attendees standing around the entrance booths.

Observation #5 - The beach house pavilion must have some internet connectivity to conduct credit card business, but there should also be public wi-fi for emergency use and convenience use by park attendees.

Observation #6 - We see a scrap yard of picnic table frames back by the DNR maintenance building by Mt. Pisgah and a shortage of picnic tables on the channel where many guests like to enjoy the view.

Observation #7 - The 48 page document for phase 2 mentions the use of AM radio for communications, but this is antiquated technology and needs to be the current form of consumer media (Facebook or an App on phones).

Observation #8 - The HSP has always been a popular area for auto enthusiasts and cruising. However, as of recently, the fad has been loud, backfiring cars which annoy the park attendees, campers, area residents and the guests of Dune Dogz and Lake Ranch Resort. There needs to be an enforced noise ordinance.

Thank you for including these items in the August 20 meeting.

While our home of record is in Grand Rapids, my wife Shar and have spent 48 summers at our cottage on Terrace Walk, the Upper Board Walk at Ottawa Beach. From our porch we look down into the Lake Michigan Unit of the State Park, which has been a good neighbor for many years.

I have some comments about the park:

>We feel the State Park is understaffed and under patrolled. Earlier this summer, we heard cars and cycles with overly loud mufflers in the park early in the morning and late at night.

> The Lake Macatawa beach by the Lake Macatawa Unit seems very under utilized.

> Finally, the consistent long lines of vehicles trying to get into the Lake Michigan unit puzzle me. You might consider developing some of your state owned land into additional parking. See attached GIS map.

Hi,

I'd love to see a dog beach at Holland state park in the near future. Please consider this during your planning meeting.

I am not sure that I am addressing this to the correct department. I was told by one of the rangers at Holland State Park to address my idea to Sean Mulligan but I could not find contact information for him. Also, I thought that it might be appropriate for the Thursday, August 20 meeting which I cannot attend.

As so many are, I am concerned about the number of drownings at Holland State Park. An idea came up in a group the other day that I thought was worth mentioning: Get a digital billboard (possibly donated by a local business), and ask a local PR/imaging firm to donate their time to come up with creative ways to communicate the seriousness of the riptide conditions when the flag is red. Obviously, it would not discourage everyone, but at least it might be part of a larger solution.

If you are not the correct person to whom this should go, I would appreciate you forwarding it to Sean Mulligan, or letting me know to whom it should go.

Thank you for all your group does to make Holland State Park the special place that it is.

Can you fill me in on why Holland State Park does not allow alcohol? I have numerous friends that will not bring their families to Holland state park because of this ban. They enjoy having a beer or glass of wine with dinner and refuse to be harassed by a park staff when they are trying to spend time with their families. Why is this ban in place? Can this be addressed at the August 20 meeting?

My husband and I own a cottage on Second Avenue. This property along with properties owned by Holiday Haven and Dune Dogz is part of an area that i noticed was part of a plan to eventually turn it into parking for the State Park. Would you clarify for me what the State's intentions are regarding 2nd and 3rd Avenues? Can the State use eminent domain and take our property away from us? If so, how likely is this and when?

I intend to participate in the Input meeting but would like your input as well.

Hi, I am working with Park Township, Holland Aquatic center and Holland Rotary club to try and institute the below described program as a vendor to the DNR. Is it reasonable to ask that I get 2 minutes to lay out this plan tonight?

This is a letter to the editor of the Holland Sentinel, but it best describes the plan and the idea we have.....thks

Letter to the editor;

Forgive me in advance if I'm a little over zealous. But I'm tired of reading about people dying at Michigan States busiest state park... over two million visitors a year....at \$9 a pass, plus daily passes, that's almost 14 million a year. I know that pass is for all state parks but surely the states busiest park should have a larger prorated share due to the amount of residents visiting, yes?

The city of Holland and the Aquatic center are diligently working a red flag, no swimming sign program, even now, on their own nickel, no help from the state.

For \$15k a year we could have two fully trained life guards on duty all during the busiest and most deadly times..These would be supplied by the Aquatic center. Maybe we as a community can raise a few bucks to build a tower or two to better see swimmers and the beach and to better identify rip currents. We can hover a drone just past the swim area to watch from an altitude that would let us see the whole swimming area; it would feed the video to a 52" monitor in the concession stand, where it would be monitored by volunteers. They can start stop and zoom in, touch the screen and send GPS coordinates to the life guard's wrist band or Jet Ski.

Having two drones would allow full time viewing, those lithium batteries last about 25 minutes the drones comes home automatically on low battery, where we have already deployed the second. Drones can also be equipped with FLIR lenses that are heat imaging lenses that can be used when doing recover work, as well as 100dp speakers and a payload of one 500gr life ring to toss to someone being pulled out to sea..or drop a packet of food coloring to drop on a swimmer in trouble, this way everybody will see including the lifeguards and the drones.

These drones are not that expensive anymore, two equipped like I stated maybe \$4k, two lifeguards maybe \$15k a year [figuring two at 40 hours a week for three months, at \$15 an hour] so a community/stat grant investment of \$20,000 dollars a year could quite possibly save a life...even one life would be well worth the investment..Especially if you were the parents of the little 6 year old boy who lost his life in waist deep water...just this past June..

By the time the Coast Guard gets here from Traverse City it usually too late and it turns into a recovery mission. Drones can do this work at a fraction of the cost, and can be there in 15 seconds..

I've been on social media with this idea and am met with an onslaught of haters. People only say how stupid the victims must be....this shows a narrow insight into the real world...the young man who drowned last year was from Africa..I don't know how long I'd last in the Serengeti, or if I could even read the signs.

If I was a god, and I saw how people acted towards each other in this world I'd invent a perfect virus that would continue to kill at alarming rates, unless society can learn to care about others...hope we aren't doomed.

Maybe we don't save a life, but we have to try, don't we?

Please discuss the idea of a second boardwalk further out after the last parking lot to allow more distance. Also please maintain bathrooms. They are awful and shameful. Last, please place some trees closer and to the beach for a nicer experience. Thank you! Oh also please put larger signs to designate the water conditions and place a large flashing sign designating water conditions including in Spanish!!! At the park entrance also!

Thank you for your response to my concerns regarding traffic on Ottawa Beach Road leading into Holland State Park. I have been a summer resident of Ottawa Beach for 72 years and Ottawa Beach has been my permanent residence since 2000. While traffic leading into the State Park has been a problem for many years, it seems to be especially bad this year. Perhaps it is because of the shelter in place/covid pandemic, exceptionally good weather on weekends or the time it takes park personnel to verify recreational passports on license plates. I do feel that an electronic message board at 168th Street would be very helpful, as the best solution in the past for traffic on Ottawa Beach Road was when the County Sheriff had mounted deputies on 168th St. and Ottawa Beach Rd. diverting traffic when the parking at the State Park was full. Is there any chance of testing an electric sign Labor Day weekend?

Myself, and the Holland Aquatic center, Holland Rotary Club, and we are talking with Park Township..would like to talk about how we work can with the state to do the following outline of our swimmer safety program .I've copied and pasted my proposal below.. I didn't get a chance to speak last night.

We can begin training and fund raising this winter and have our program running early next spring. We would like to provide Licensed drone pilots each drone equipped with dual lens for Flir lens and a zoom lens, 100dp speaker and payload release ...[to drop a 500gm life ring to people being pulled out by riptides]

We would fly pre-programmed flight paths until there's an issue, The flight paths would be outside the swim area, it would connect to 52" liquid display monitors for both to start stop and zoom in, touch the screen and you get immediate GPS coordinates which are instantly sent to life guards wrist bands or jet ski. These monitors will be monitored by trained Rotary volunteers in dark office in the concession stand only 15 seconds to the edge of the water. When alerted to anybody missing, the drone speakers can tell people to get out of the water, the drone can then easily switch to its Flir lens ..this heat seeking lens is very similar to the coast guards heat seeking lens, this way we can scan the swim area quickly and within minutes even seconds of being informed of someone missing, .. for search and rescue mode we can still identify up to a 72 hours in the water] if a person is in a rip current we can drop a life ring, A drone can spot rip currents from altitude, whereby we can alert the lifeguards of its locations, with speakers we can tell people to get out of the water..

We also want to raise money for human lifeguards, this is where the Aquatic center can get involved..we can have two full time guards during the three heaviest months for \$15k [that's \$15 an hour for 40 hour work weeks for two guards]

As it is, we call the coast guard about 250 miles north of us, they fly that 20 million dollar chopper down in search and rescue mode, [three people in the chopper,] ..but it arrives quite late after a person is missing and usually it turns into a recovery operation..they will search till they need fuel and then fly back and forth..a drone can do all that for less than a fraction of the cost and risk of human life. A properly equipped drone can do search and rescue just as easily..safer

I've lost a loved one in a drowning accident, I know how excruciating it is to know they are drowned but the body still cannot be found..drones can do this work much easier and much safer..even in higher winds. I've attached drone footage of when I was looking for the drowning victims this year.. Couple of thoughts about the meeting...

Would it be prudent to cover the rocks on the north side of the breakers with a net? When people are washed off they are sometimes slammed right back into the rocks..if they survive this there's is nothing to grab onto

Inclement weather coming in? close all west bound traffic from 160th ..then use both lanes for people escaping the park east bound..
How can we get this discussion started?

We are commenting regarding the plan for Holland State Park. Our family has been camping at the park for decades. We agree the number 1 priority is a new bathroom at Woodstock. This is many years

overdue! We would like to see a modern facility, but please do not duplicate the Taj Mahal at the Pines! You could have built two very nice, modest facilities for the price. We spent time last week at Harrisville State Park last week and were impressed with the bathroom there. The family showers with sinks and toilets are a wonderful idea! We also agree a utility dishwashing area is needed. Another improvement we'd like to see are more paved lots, along with better maintenance. There really is no evidence of maintenance of the campsites and the bathroom maintenance and cleanliness is atrocious! Areas of concern are the crosswalks along Ottawa Beach Road. It is better than it used to be but still worrisome, and the hassle of getting to the beach from the campground on weekends. It was especially frustrating this summer waiting in line to get into the beach when it was not full and only one lane open going in! Please do what is needed to get the summer help and train them! Have you thought about hiring retirees for the summer, maybe give them free camping? Sign me up! We also agree that the beach pavilion needs to be upgraded, especially the bathroom facilities. Early in the summer, the beach could use more grooming as well. There is so much to like about the park, but it could be so much better! Sometimes I wonder what out of staters think about "Pure Michigan". I know money is always an issue, but improvements are overdue. Thanks to all for their work. We love our state parks!

Recently, while at the beach, enjoying some ice cream by the pavilion, a gentleman approached us and asked if there was any where at the beach he could rent a sun umbrella. We told him there wasn't. We don't know zoning ordinances or the beach's policies but wondered if that could be something that could become available in the future- rentals of beach items? Just a thought.

Please accept my apology for missing the Holland webinar. I had family stuff come up unexpected which took priority. I appreciate the invite. Having Being in municipal management for decades, now retired, and currently on local City Wyoming boards and commissions know how public input opportunities have value. I've been an avid fish / hunt / recreation family/ group camping fan for decades.

Thank you again for the opportunity for input, wish I could have actively participated.

I have lived near Holland State park my whole life and visit the park a couple times a week. I know the State is deciding on future plans but my input would focus more on improving what is currently there. I have 2 small kids (boys 6 and 9). My suggestions are improvements that would benefit mainly children as having kids I notice things that likely are drawbacks for other parents.

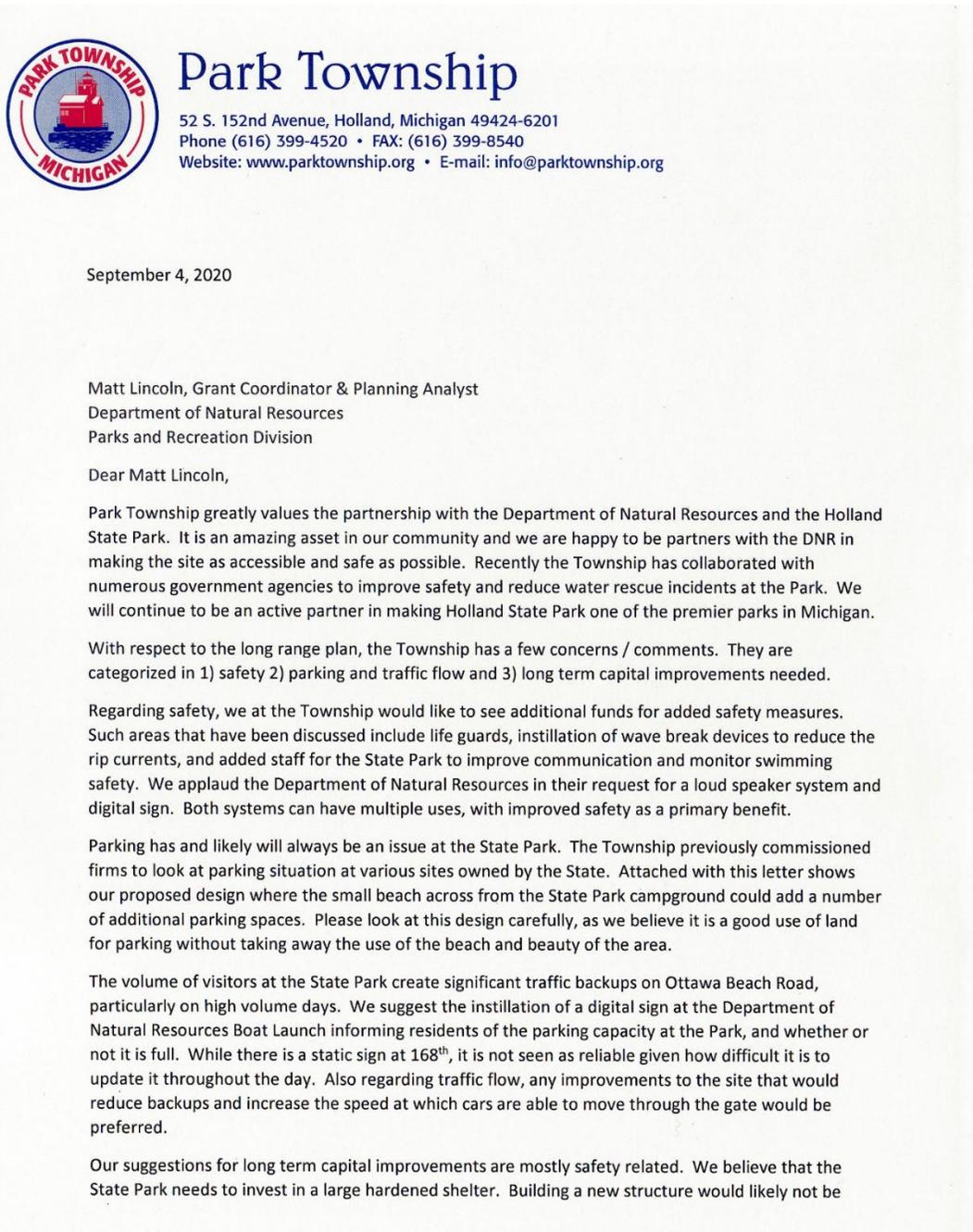
1. The graffiti that has been allowed to cover the beacon at the end of the north pier. It is covered with vulgar words and terms. The "F" word is written everywhere all over it. While growing up in the area this graffiti was never here. It has been allowed to grow and as graffiti does, it builds upon itself. It is embarrassing bringing reading age kids out there. I am sure it would be a daily chore to get it under control as signs, a camera, or daily maintenance would be required before it would go away. It does not show well for our community. I would be happy to take pictures of the words and phrases and email them, they would likely make you embarrassed, as they do me. The phrases are honestly grotesque.

2. In the past the DNR would shoot radar and control speeding in the park. I am out there several times a week and have not seen this happen in recent years. At this point many people drive very fast through

the park, especially at the West entrance/exit drive driveway that runs behind the main parking lot. Many people going through this area are going easily 25 mph, with cars parked on both sides. This is a safety concern and is mis management. Can the police assist on a routine basis?

Overall, these are both issues that have been allowed to happen, and by not enforcing rules it tells people the poor activity is okay. I think addressing these two items would benefit many.

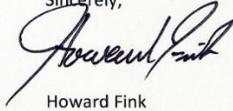
Let me know if you would like pictures of the pier beacon or video of the people speeding through.



feasible, the looking at strengthening the existing structures should be analyzed. In a severe weather event, it is not feasible to have an evacuation as there is only one entrance and exit out of the Park. Traffic backups and panic are likely. The Park needs a place for residents to shelter in place in the event of an emergency.

We appreciate the opportunity to provide our recommendations. Please let us know how we may be able to assist. We hope that our input is incorporated into the long range plan.

Sincerely,



Howard Fink
Park Township Manager

Post Meeting Survey

Meeting attendees were asked to review and help prioritize action goals by completing an online survey. The survey was also shared on the park website. 15 responses were collected. The total number of votes for each goal, and associated comments, are illustrated in the following survey results.

Q1 Prioritize your top four draft action goals Select the corresponding checkboxes for four of the following action goals:

ANSWER CHOICES	RESPONSES
a. Implement invasive species control, with a strong emphasis on early detection and rapid response	13.33% 2
b. Explore the development of an AM radio station or interactive application to communicate real-time park information.	20.00% 3
c. Continue to provide effective programming through the Explorer Guide Program and partnerships	26.67% 4
d. Continue to work with volunteers to assist with beach clean-up	26.67% 4
e. Evaluate adding full hook-up campsites at the Lake Macatawa Campground in associating with new restroom building goals	20.00% 3
f. Conduct a visitor use management study to improve park management and provide the best visitor experience	20.00% 3
g. Work to establish a janitor position for the park in response to increased visitation	40.00% 6
h. Establish a Friend's Group for the park.	0.00% 0
i. Develop a Natural Resource Stewardship Plan for the park	0.00% 0
j. Improve recycling efforts and green initiatives	6.67% 1
k. Develop a Stewardship Plan for the park	6.67% 1
l. Design and Construction – Replace the Woodstock toilet/shower and campground registration building at the Lake Macatawa Campground	33.33% 5
m. Renovate beach bath house including a first aid/ ranger station	26.67% 4
n. Replace HVAC system in Pines toilet/ shower building	0.00% 0
o. Work with local partners to implement an automated parking notification system	20.00% 3
p. Design and Construction - Improve channel walk accessibility	46.67% 7
q. Design and Construction - Upgrade Lake Macatawa Campground electric	6.67% 1
r. Patch and chip-seal pavement at beach parking lot	0.00% 0
s. Complete structural assessment of former park manager's residence to determine adaptive re-use or removal	0.00% 0
t. Replace roof on cold storage building	6.67% 1
u. Add shade structures to beach playground area	20.00% 3
v. Phased replacement of fence around campground	6.67% 1
w. Explore opportunities for park shuttle service with local partners	20.00% 3
Coordinate pedestrian crossing development along Ottawa Beach Road with Park Township	33.33% 5
Total Respondents: 15	

Q2 Should any goals be added to the list? Suggest any action goal(s) you think should be added to the above, if any and explain why.

Answered: 7 Skipped: 8

#	RESPONSES	DATE
1	Water Safety improvements: - Better gating system on the pier - more staff to inform of unsafe swimming	8/25/2020 8:12 PM
2	*Real-Time park information should be on something other than AM radio - no one uses AM radios. *Very important to keep the current park clean. Trash cans on beach, RAKE the beach on a schedule, BRUSH/SWEEP the sidewalks and pavilion common areas on a schedule, ... to us, this would make the beach experience much better. *More picnic tables on channel. This is a unique feature of Holland State Park and could be better utilized by people if more picnic tables were provided. *As our residence is on Ottawa Beach Rd, the continuous line of traffic on sunny weekends is definitely something to put on a priority list to alleviate. Thank you,	8/24/2020 10:54 AM
3	A pedestrian cross walk program is very much needed but in that should be education or substantial flashing lights indicating cross walks. I do not see people in cars being courteous to pedestrians or pedestrians crossing where there are cross walks nearby on Ottawa Beach Road. It's an accident waiting to happen. Keep up the good work. This all looks like a good list and one that would benefit the land, community and visitors. I would like to be kept informed and pitch in and help! Thank you!!	8/22/2020 7:46 AM
4	Fire pits on beach, prevent spread of beach grass	8/21/2020 9:32 PM
5	Keep frame of swings add new/replace swings. Why- kids enjoy swings, old metal frame much safer than new cheaply made swings.	8/21/2020 9:13 PM
6	Ensure the crossings meet ADA requirements for ramps and detectable warnings.	8/21/2020 8:11 PM
7	Sent from my iPhone Hello Please discuss the idea of a second boardwalk further out after the last parking lot to allow more distance. Also please maintain bathrooms. They are awful and shameful. Last, please place some trees closer and to the beach for a nicer experience. Thank you! Oh also please put larger signs to designate the water conditions and place a large flashing sign designating water conditions including in Spanish!!! At park entrance also! Nancy S. Roy 586-601-4787 264 Sterling Dr. Holland, Mi. 49423	8/21/2020 7:57 PM

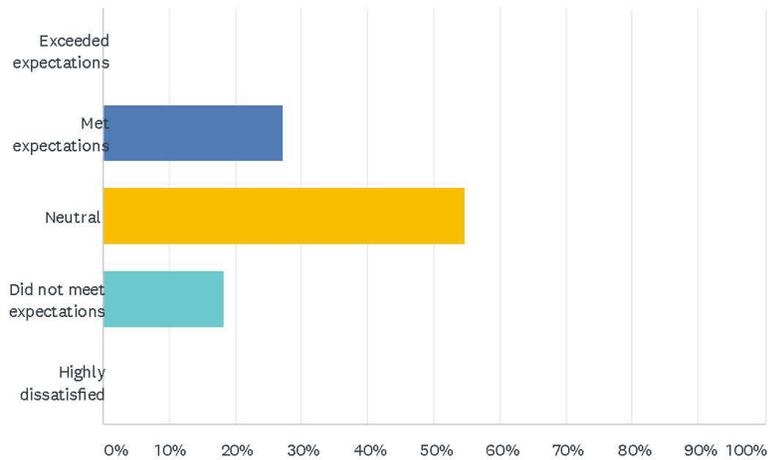
Q3 Should any goals be removed from the list? Suggest any action goal(s) you think should be removed from the above, if any and explain why.

Answered: 1 Skipped: 14

#	RESPONSES	DATE
1	The full hookup sites. Campers who don't use 50 amp and hookup end up paying more for their site. It seems to limit the type of campers who will use the campground.	8/21/2020 7:48 PM

Q4 Please rate the virtual public input meeting held on August 13, 2020 by selecting one of the following options.

Answered: 11 Skipped: 4



ANSWER CHOICES	RESPONSES	
Exceeded expectations	0.00%	0
Met expectations	27.27%	3
Neutral	54.55%	6
Did not meet expectations	18.18%	2
Highly dissatisfied	0.00%	0
TOTAL		11

Q5 Please explain the reason for your rating in the previous question.

Answered: 8 Skipped: 7

#	RESPONSES	DATE
1	I could not get the audio to work.	8/24/2020 10:54 AM
2	There was no time set aside for public input at the "public input" meeting.	8/23/2020 2:23 PM
3	Informative	8/22/2020 9:36 AM
4	I was unable to attend this time but very interested in the projects and would like to become an active participant. Thank you	8/22/2020 7:46 AM
5	I missed it	8/21/2020 9:32 PM
6	Didn't answer my question but it was fine with showing the intentions of the DNR	8/21/2020 9:32 PM
7	Was not able to connect to meeting	8/21/2020 9:13 PM
8	I didn't do the virtual meeting.	8/21/2020 7:48 PM

APPENDIX C – 2018 ON-SITE USE AND USER STUDY REPORT

By Charles M. Nelson and Kali Maisano
Department of Community Sustainability
Michigan State University
East Lansing, MI 48824

March 8, 2019

Introduction

As part of the management planning process for Holland State Park (SP), an on-site study was conducted of a representative sample of park visitors to provide an overall estimate of mean user hours per vehicle in day use parking areas, assess local spending, ascertain the opinion of park users about the future management options and approaches and provide a profile of park visitors, both campers and day users. This on-site approach sampled users on systematically selected days and times across June – October of 2018. It used a windshield survey at the day use parking area and the same survey handed to a sample of up to 20 camping parties on sample days to ensure representation of the full range of park users.

Methods

The on-site study methodology and questionnaire were developed by the senior author in cooperation with the DNR Park Planner Debbie Jensen of the DNR Park and Recreation Division (PRD) staff. The questionnaire is found in Appendix B and is very similar to an instrument that was used in 2016 in the pilot project of integrating visitor surveys into the state park management planning process at Sleepy Hollow State Park, in 2017 at seven other Michigan State Parks and Recreation Areas (Indian Lake, Palms Book, Pontiac Lake, Proud Lake, Rifle River, Saugatuck Dunes and Warren Dunes) and in 2018 at four other Michigan State Parks (Algonac, Duck Lake, Fort Wilkins and Traverse City). A sampling calendar of 27 sample days was developed that proportionally allocated sampling days across June - October based on seasonal estimates of park use for summer and fall provided by the DNR (Appendices C and D). The survey commenced in the field at Holland SP on June 25, 2018.

On a sample day, the survey administrator (a Michigan State Park employee) would begin sampling at one of the day use parking areas at the beginning of the designated sample period (9AM, Noon, 3PM or 6PM) per the sampling schedule. The survey administrator would count all vehicles present upon entering the lot. Once the count is made, a questionnaire with location and time of day is distributed to each vehicle front windshield or directly handed to the driver if he/she is at the vehicle. If it is raining, surveys are enclosed in a clear plastic bag and placed on the windshield. While most vehicles receive a questionnaire, occasionally one leaves before a survey can be administered, hence the number of surveys distributed is slightly lower than the vehicle count. Also, if there are more than 50 vehicles in a lot, it is the intention that all are counted, but only the first 50 counted receive a questionnaire to limit confusion and keep to a time schedule to complete all other vehicle counts and survey distribution. At Holland of the 27 sampling days scheduled, sampling actually occurred on 13 of the scheduled 27 sample days in

day use areas due to staff shortages. Of those 13 days (8 in the summer and 5 in the fall) 8 had more than 50 vehicles parked in the Lake Michigan Day Use Lot, often at capacity of 650.

This method does not capture input from those arriving by bicycle, on foot, or public transportation, only those arriving by vehicle. However, those arriving by vehicle directly support the Michigan State Park system through the purchase of the Recreation Passport or, in the case of non-residents, through the purchase of the non-resident motor vehicle permit. Those arriving by bicycle or on foot, if they have not purchased the Passport or a non-resident motor vehicle permit, are not providing such direct financial support.

For campers, surveys were distributed in the campground which has 309 sites. On a sample day, a survey administrator would randomly choose a campsite number between 1 and 309 and proceeded to sample the next 20 campsites where campers were present by handing them with a questionnaire. If there were less than 20 sites with campers present, then the number of occupied sites with camper present received a questionnaire. If there were more than 20 present, only 20 were to be distributed. Due to staffing shortages, campers were sampled 12 days, 8 during summer and 4 in fall. Also, on four of those days, 50 surveys were distributed to campers.

Respondents returned the questionnaire by U. S. mail using the postage paid, business reply feature of the postcard. Cards were directly delivered to Dr. Nelson at MSU.

Results

Results are presented in three ways. The first is observations/vehicle counts done by the survey administrator. These provide an assessment of use levels for each facility/parking area. The second is survey responses to questions 1-10, which focus on the respondent's experience the day they were sampled. Since these questions ask about the specific day's experience, there is no possibility of oversampling frequent users as each use is a use, whether done by a person who visits the park one time or 100 times in a year. However, Questions 11-16 are weighted to account for frequency of use bias as they ask about suggested improvements, things not to change and demographic information that defines the distinct park user. A frequent user, such as one who visits the park 100 times a year has 100 times greater chance of receiving a survey than one who visits the park once a year. To be able to use a one person, one vote rule where each person has an equal say in suggesting potential changes or the lack of them, the data is weighted to eliminate the frequency of use bias in sampling. For distinct users the data is weighted by the reciprocal of the number of uses the previous year (Q 16). If a person used the park once in the previous year, their weight is 1/1. If they used it 100 times, their weight is 1/100.

All results tables are provided in Appendix A and are numbered as they are in the text of this report.

Observations

There were 18 scheduled sample days in Summer and 9 in Fall. However, due to staff shortages, only 13 days were sampled for day visitors and 12 for campers. Table 1 shows that a total of 3,579 vehicles were counted in day use parking areas over the 13 completed day visitor sample

days (3,170 vehicles in the summer and 409 in the fall) with a total of 548 questionnaires distributed (353 questionnaires in summer and 196 in fall) in day use lots. Campers were sampled on 8 summer and 4 fall days with a total of 481 surveys distributed (356 in summer and 125 in fall).

Survey Results: Uses

One hundred thirty-seven completed questionnaires were returned by camper respondents and 122 by day use respondents as of the November 10, 2018 cutoff (one month after the last day sampled) for a total of 259 respondents. The response rate for day visitors was 22%, for campers 28% and for the combined group 25%.

Activities and Party Characteristics

The average amount of time a day visitor vehicle was parked where it was sampled for day visitors was 4.9 hours and the mean day visitor party averaged 2.6 people per vehicle. A number of day visitors were grouped with others in other vehicles as the mean day visitor group had 4.4 people. For camper respondents, mean people per vehicle averaged 2.5 people per camper vehicle.

A total of 17 percent of day use respondents and 12 percent of camper respondents reported on the day they were sampled that one or more people in their vehicle had a physical impairment that seriously limited him/her from participation in work or recreation. These persons would be classified as disabled under the Americans with Disabilities Act.

Park visitors participated in a wide range of activities. Table 2 shows that the five most common activities for campers in order of participation were camping, hiking/walking, scenic viewing, bicycling on a paved road and sunbathing. For day visitors the five most common activities were scenic viewing, hiking/walking, sunbathing, swimming and photography.

When campers were asked the one most important park activity to them, they were in descending order camping, scenic viewing, swimming, bicycling and hiking (Table 3). When day visitors were asked this question, their five most common responses in descending order were swimming, scenic viewing, camping, sunbathing and hiking.

One unique question asked at this park focused on use of the beach wheelchair available at the park. When asked if they or another in their vehicle had used the wheelchair during their visit to the park, 2% of the campers and 1% of the day users responded affirmatively.

Local Spending

Park visitor spending in the local area of Holland SP was substantial (Table 4). Campers from a single vehicle reported spending an average of \$145 in the 24 hours prior to being surveyed with 95% spending something within 20 miles of the park. The greatest average amounts were for lodging fees, food and beverages from a store and restaurant/bar meals and drinks. Day visitor spending averaged \$109 per vehicle with 77% of them spending something in the local area in the past 24 hours. The greatest portion of day visitor spending was on lodging fees, restaurant/bar meals and drinks and vehicle related spending.

Satisfaction

When asked to rate their satisfaction with their Holland SP experience the day they were sampled, day visitors were generally satisfied with a mean rating of 8.2, while the average rating for campers was lower at 7.8 on a scale of 1 – 9 where 1 is highly dissatisfied, 5 is neutral and 9 is highly satisfied (Table 5). Almost two-thirds of day visitors and almost half of camper respondents gave their experience the highest satisfaction rating (9). Seven percent of campers and five percent of the day visitor respondents rated their experience as dissatisfying, with four percent of campers and two percent of day visitors rating it as neutral.

When asked an open ended question about the one most important reason for their experience rating, campers were most likely to mention it was a generally wonderful experience, that they liked the campground or the good maintenance and patrol (Table 6). For day visitors, the most common positive comment was having a generally wonderful overall experience, the day use area being well maintained and patrolled or liking the beach/swim area. The most common concerns voiced by campers was that the campground was overcrowded and that maintenance needed to be improved. For day users, concerns were most likely to be poor maintenance and patrol or poor access to the beach.

Distinct Users Opinions

To understand the opinions of distinct users, one open ended question asked visitors to identify the one most important change they would like at Holland SP. This information is weighted as previously discussed to insure frequent users who are more likely to be sampled are not over represented in the results. If a respondent provided more than one desired change, only the first change was recorded in data entry. Campers most commonly suggested that campground utilities be updated to accommodate higher amperage units, that facilities be better maintained or that more facilities be added to support the campground, with special focus on increasing the number of toilet/shower opportunities/facilities (Table 7). For day visitors, the three most frequent suggestions were no improvements needed, improve facility maintenance (e.g. bathrooms) or improve access to the beach.

When asked what one most important thing should not be changed at Holland SP (Table 8), campers were most likely to suggest the campground stay the same. They also were likely to support keeping the campground rules or facilities the same. For day visitors the most common suggestion of what not to change was to keep easy beach/lakefront access, not to change anything or to keep the beach/lakefront as is.

Demographics

Distinct respondent campers had a mean age of 60, with ages ranging from 17-80. Forty-nine percent of distinct camper respondents were female and 51% male. For distinct day visitors, the mean age was 55, with ages ranging from 16-82. Seventy-one percent of distinct day visitor respondents were female and 29% male.

The majority of distinct campers and day visitors were Michigan residents (Table 9). Ohio and Wisconsin were the most common non-resident origins of campers. For distinct campers, the

four most common camper zip codes were 49315 (Byron Center), 49428 (Jenison), 49423 (Holland) and 49009 (Kalamazoo). The most common day visitor origins following Michigan were Indiana and Illinois. For distinct day visitors, the four most common zip codes were 49548 (Grand Rapids), 49424 (Holland), 49423 (Holland) and 49316 (Caledonia).

Summary

Holland is a long established western Lower Michigan state park with a very popular beach and a large campground in a town that is heavily invested in tourism. The Lake Michigan day use area is very heavily used for swimming and sunbathing and does not provide the range of day use activities found at most waterfronts in state parks such as a boating access site, fishing area, etc. Staff recorded on almost half the sample days the full capacity level of 650 vehicles parked at the Lake Michigan day use area.

The overall satisfaction rating for campers and day visitors at Holland SP was positive, but also reflects some challenges that, if addressed, could improve those satisfaction ratings. As is typical at state parks, the need for upgraded utilities that can handle higher amperage camping units and the desire for upgraded and more toilet/shower facilities is found at Holland. As is unfortunately also increasingly common, the campground was very busy and yet lacked a full maintenance staff due to challenges in hiring and retaining short term workers. With the heavy level of visitation throughout the summer and the densely located campsites, a number of campers felt the site was overcrowded. Creating space between camps, or a sense of privacy, is a challenge. With the shade of many large trees, establishing vegetative cover to screen sites from one another is a challenge as many of the most vigorous plants for this purpose are intolerant of shade.

The campground is also a distance from the beach, creating a challenge for campers who tended to be older and more likely to report a disabled party member than campers at other parks studied this year or last. It is noteworthy that a higher percentage of campers sought additional parking opportunities than did day visitors. This may reflect the experience of campers attempting to go to the beach by car midday and all parking sites already being in use.

Day visitors sought improved maintenance and improved access to the beach and Lake Michigan. Again, not a surprise with a perpetually full day use beach lot much of the summer and a lack of opportunity to expand parking. They also showed interest in improved concession opportunities at the day use area, as to give up a parking space to get food or other sundry items may result in not being able to return to the beach for hours due to full utilization of the parking.

Park visitors, both campers and day visitors, do spend substantially in the local area. They have a significant array of choices for restaurant and bar meals and drinks. This is reflected in 60% of campers and day visitors patronizing one or more restaurants the 24 hours prior to being surveyed. In summary, the local spending near Holland SP encompasses many sectors of the local economy providing significant economic benefits to the community.

The wide array of zip code origins of visitors, both campers and day visitors is substantial with more than a third of distinct campers and distinct day visitors coming from origins outside of

Michigan. This speaks to both the importance of the park and the region as a major tourism destination. Key state origins for park visitors besides Michigan include the nearby Great Lakes states of Indiana, Illinois, Ohio and Wisconsin. Interestingly, there is also a substantial set of both campers and day visitors coming to the park from Colorado and Missouri.

Acknowledgements

The authors would like to thank Michigan DNR Park and Recreation Division permanent and seasonal field staff for their distribution of the survey instrument, record keeping of the number of surveys distributed and counting vehicles during sampling. We also greatly appreciate the cooperation throughout the project with Division Planning staff.

Appendix A. Tables of Results

Table 1. Vehicle counts and surveys distributed on-site 2018 at Holland SP day use areas and campgrounds.

Parking Lot/Area	Summer Count	Summer Surveys Dist.	Fall Count	Fall Surveys Dist.	Total Count	Total Surveys Dist.
Lake Michigan Unit Day Use Lot	3,158	341	406	193	3,564	533
Lake Macatawa Day Use Parking Lot	12	12	3	3	15	15
Total Day Use Lots	3,170	353	409	196	3,579	548
Campers Sampled in Campgrounds	NA	356	NA	125	NA	481

Table 2. Percent of Holland SP respondents participating in selected recreational activities during sample day in 2018.

Activity	Campers	Day Visitors	All
Hike/walk	80%	56%	68%
Scenic viewing	66	68	67
Camp	95	15	57
Sunbathe	53	48	51
Swim	42	40	41
Bicycle on a paved road	63	17	41
Photography	30	32	31
Picnic	23	26	24
Nature observation	17	20	18
Fish from shore	15	10	12
Use pet friendly beach	12	2	8
Attend Explorer program	7	2	5
Paddle canoe/kayak	5	5	5
Beach volleyball	2	2	2
Fish from a boat	2	2	2
Metal detect	2	0	<1
All others	12	15	13

Table 3. Percent of Holland SP respondents citing one most important recreational activity during sample day in 2018. (a)

Activity	Campers	Day Visitors	All
Camp	81%	14%	51%
Scenic viewing	5	18	11
Swim	3	18	10
Sunbathe	1	13	6
Hike	2	12	6
Picnic	1	8	4
Nature observation	1	2	2
Bicycle	2	0	1
Pet friendly beach	1	1	1
Fish	0	1	<1
Photography	0	1	<1
Metal detect	0	0	0
All others	4	11	7
Total	100%	100%	100%

(a) Total may not add to 100% due to rounding

Table 4. Expenditures of on-site respondents during past 24 hours within 20 miles of Holland SP in 2018 (a).

Item	Campers Mean \$ (% spent something)	Day Visitors Mean \$ (% spent something)	All Mean \$ (% spent something)
Lodging fees	\$56 (69%)	\$35 (22%)	\$46 (46%)
Restaurant & bar meals & drinks	25 (61)	33(60)	29 (60)
Grocery and convenience store food & drink	27 (62)	14 (36)	21 (50)
Vehicle related	21 (46)	15 (36)	18 (41)
Sporting goods	3 (11)	5 (7)	4 (9)
All other items including souvenirs	13 (35)	7 (16)	10 (26)
Total	\$145 (95%)	\$109 (77%)	\$128 (87%)

(a) Totals may not exactly add up due to rounding.

Table 5. Rating of satisfaction with Holland SP use experience by respondents on the day sampled in 2018.

Rating Scale	Campers	Day Visitors	All
1 (very dissatisfied)	1%	2%	1%
2	2	1	1
3	2	2	1
4	2	0	1
5 (neutral)	4	2	4
6	2	4	3
7	14	4	9
8	25	19	22
9 (very satisfied)	48	66	56
Total	100%	100%	100%
Mean Rating (a)	7.8	8.2	8.0

(a) Rating scale: 1=highly dissatisfied; 5=neutral; 9=highly satisfied.

Table 6. Response to open-ended questions about one most important reason for satisfaction rating with Holland SP use by on-site respondents on the day sampled in 2018. (a)

Reason	Campers	Day Visitors	All
Generally like, wonderful, amazing	21%	19%	20%
Clean, well maintained/patrolled	14	18	16
Like lake/beach/swim area	9	15	12
Nature, wildlife, quiet	5	12	8
Like campground	14	1	8
Overcrowded	7	1	4
Poor maintenance/patrol	3	4	4
Like easy access to surface waters and trails	2	6	4
Positive interaction with others	4	2	3
Convenient, close to home	4	2	3
Like facilities	2	2	2
Poor facilities	2	2	2
Positive, friendly staff	2	0	1
Don't like campground	2	0	1
Poor access to lake/beach	0	2	1
Other positives with one response or hard to classify	3	6	4
Other negatives with one response or hard to classify	5	6	6
Total	100%	100%	100%

(a) Total may not add to 100% due to rounding.

Table 7. Response to open ended question about one most important improvement at Holland SP by distinct on-site user survey respondents in 2018 (a).

Improvement	Campers	Day Visitors	All
Nothing to improve/change	12%	17%	14%
Improve facility maintenance	13	13	13
Improve campground utilities	14	5	10
Improved water/beach access	7	12	10
Update and increase facilities (e.g. showers)	10	9	9
Change park rules	4	7	6
Better campground management/maintenance	8	3	6
Better entrance/check-in	10	1	6
More parking	5	3	4
Improve campground store/concessions	1	5	3
Improve information available	6	<1	3
Other suggestions made by one respondent or difficult to classify	8	23	16
Total	100%	100%	100%

(a) Total may not add to 100% due to rounding.

Table 8. Response to open ended question about one most important thing not to change at Holland SP for distinct on-site user survey respondents in 2018. (a)

Don't change	Campers	Day Visitors	All
Don't know/Keep as is	11%	17%	14%
Easy access to beach/Lake Michigan	<1	19	12
Beach/lake	8	13	10
Facilities	14	6	9
Campground	21	<1	9
Nature/wildness/quiet/wildlife	3	12	8
Rules/regulations	19	<1	8
Level of maintenance	11	4	7
Hours/Seasons of operation	<1	8	5
Parking	<1	8	4
Staff/personnel	2	2	2
Other hard to classify or less than 1% of responses	10	11	11
Total	100%	100%	100%

(a) Total may not add to 100% due to rounding.

Table 9. Origins of distinct park visitors to Holland SP by state for on-site user survey respondents in 2018 (a)

State	% Campers Originating	% Day Visitors Originating	% All Originating
Michigan	61%	68%	64%
Ohio	6	6	6
Indiana	5	8	6
Colorado	3	6	5
Illinois	<1	7	4
Wisconsin	6	2	4
Missouri	3	3	3
Florida	3	0	2
Maryland	3	0	2
Oregon	4	0	2
Arizona	3	0	2
All other states	3	<1	1
Total	100%	100%	100%

(a) Total may not add to 100% due to rounding.

Appendix B. On-site questionnaire

Holland State Park Use Assessment _____ Date

Dear Driver:

MSU and the Michigan DNR are cooperating to measure recreation use of Holland State Park as part of updating the park management plan. Please take the 4 minutes needed to complete this form and mail it to us postage paid or put it in one of the drop boxes marked "Park Surveys". You will be anonymous and your name will not be connected with study results. You indicate your voluntary agreement to participate by completing and returning this survey.

1. Please check ALL of the activities in which one or more of the people from your vehicle participated while you were in the park today.

<input type="checkbox"/> Hiking/Walking/Running	<input type="checkbox"/> Photography	<input type="checkbox"/> Paddling watercraft
<input type="checkbox"/> Bicycling paved road/trail	<input type="checkbox"/> Camping	<input type="checkbox"/> Sunbathing
<input type="checkbox"/> Scenic view (lighthouse, etc.)	<input type="checkbox"/> Picnicking	<input type="checkbox"/> Swimming
<input type="checkbox"/> Fishing from boat	<input type="checkbox"/> Metal detecting	<input type="checkbox"/> Attend program
<input type="checkbox"/> Fishing wade/shore/channel sidewalk		<input type="checkbox"/> Beach volleyball
<input type="checkbox"/> Use pet friendly beach at L. Macatawa		
<input type="checkbox"/> Nature observation (birding, etc.)	<input type="checkbox"/> Other(_____)	

2. Which ONE activity was the MAIN reason to visit the park today? _____

3. How many HOURS was your vehicle in the park today? _____ # HOURS

4. Including you, how many PEOPLE came here in this vehicle? _____ # PEOPLE

5. Including other vehicles, how many people are in your group? _____ # PEOPLE

6. Does anyone in your vehicle have an impairment that seriously limits his/her participation in work or recreation? ___ Yes ___ No

7. Did anyone in your party request the beach wheelchair? ___ Yes ___ No

8. During the past 24 hours, how much did you and those in your vehicle spend within 20 miles of Holland State Park on the following items.

Vehicle related (gas, oil, trip related repair, etc.)	\$ _____
Restaurant & bar meals & drinks	\$ _____
Grocery or convenience store food, drink or ice	\$ _____
Sporting goods (fishing supplies, camping gear, etc.)	\$ _____
Lodging fees (camping, motel, cabin rental, etc.)	\$ _____
All other items (boat rental, firewood, souvenirs, ice, etc.)	\$ _____

9. Please rate on a scale of 1-9 (w/ 1 highly dissatisfied; 5 neutral; and 9 highly satisfied), how satisfied you were with today's Holland SP experience. # _____ Rating

10. What is the ONE most important reason for your rating? _____

11. What ONE change would you recommend to improve Holland SP? _____

12. What ONE thing would you recommend not change at Holland SP? _____

13. What is your principal home zip code? _____

14. Your age? _____ years

15. Please circle your gender. M or F

16. How many days did you visit Holland SP in 2017 (last year)? _____ #days

Thanks for your help in improving the management of Holland SP.

Dr. Chuck Nelson, Project Director

MSU Dept. Community Sustainability, 480 Wilson Rd.,

East Lansing, MI 48824 Phone (517) 432-0272 nelsonc@msu.edu _____ Site

Appendix C. Holland Sampling Schedule 2018

- 27 sample days prescribed, 13 accomplished in day use and 12 in campground.
- Based on Summer and Fall use levels per 2017 DNR park use data
- For our study purposes
 - Summer sampling June-August
 - Fall sampling September - November
- Sample days are scheduled with 2/3 on weekdays and 1/3 on weekends similar to calendar.
- Holland SP sampling will begin at one of the following times each sample day: 9 AM, Noon, 3PM and 6PM.

Appendix D. Holland State Park Planned On-Site Sampling Calendar

Day	Date	Start Time	Personnel
Wed	6/27	Noon	
Sat	6/20	9AM	
Tue	7/3	3PM	
Sat	7/7	6PM	
Wed	7/11	9AM	
Sun	7/15	3PM	
Thu	7/19	9AM	
Mon	7/23	3PM	
Sun	7/29	Noon	
Mon	7/30	6PM	
Fri	8/3	3PM	
Sun	8/5	6PM	
Wed	8/8	Noon	
Sat	8/11	3PM	
Thu	8/16	6PM	
Tue	8/21	Noon	
Mon	8/27	9AM	
Fri	8/31	6PM	
Mon	9/3	Noon	
Thu	9/6	3PM	
Sat	9/15	9AM	
Tue	9/18	Noon	
Mon	9/24	6PM	
Sun	10/7	9AM	
Wed	10/10	3PM	
Thu	10/18	6PM	
Fri	10/26	Noon	

APPENDIX D – CAPITAL OUTLAY PROJECTS OPINION OF PROBABLE COST

State Park Funding

The primary funding sources for state park improvement and development projects are Recreation Passport sales (motor vehicle registration fee), the Park Endowment Fund (generated from royalties from oil, gas and mineral extraction on public land) and the Park Improvement Fund (from camping and other state park user fees). One-time appropriations from the state General Fund may also be ear marked for specific needs but are not guaranteed. The annual capital outlay budget for state parks varies significantly from year to year, as illustrated by the table below. The state park system is 100 years old and much of the infrastructure is aging. Identified infrastructure needs across the state park system (excluding Belle Isle Park, trail infrastructure, and state waterways infrastructure) is currently estimated to be over \$278 million.

Fiscal Year	Total Annual Capital Outlay Project Budget**	Identified Infrastructure Needs
FY20	\$ 15,845,000	\$ 278,159,950
FY19	\$ 18,925,000	\$ 273,498,836
FY18	\$ 14,520,000	\$ 264,089,912
FY17	\$ 10,400,000	\$ 285,513,487
FY16	\$ 8,661,000	\$ 312,594,557
FY15	\$ 6,051,500	\$ 303,808,685

***Capital Outlay funds dedicated to funding state park projects; excluding funds for Belle Isle Park, major emergency repairs, District Major Maintenance Projects, etc.*

With such a large gap between financial need and budget, all projects are carefully analyzed to look at innovative solutions to increase efficiencies or downsize assets.

Estimated Cost of Proposed Developments

The following table provides an estimate of probable cost for each capital outlay development project proposed at Holland State Park over the next ten years. Management and operations actions and small projects, which are funded out of district or park funds, are not included in this list but may have additional financial implications. The costs are based on information available at the time and will be refined as conceptual and detailed designs are completed. Where noted, the costs may only include studies or project planning, which will provide direction for development costs if determined appropriate. The costs are based on 2020 prices and should be adjusted according to the consumer price index and the market at the time of implementation.

The following action goals are ranked in terms of priority based on health, safety, and welfare, as well identified need and ease of implementation (cost, ability to implement with own staff, partnerships etc.).

Priority Level 1 projects indicate those that should be addressed within the next 2 years. Priority Level 2 projects include those that should be addressed within 2-5 years. Priority Level 3 projects are desired but can be tackled in the next 5-10 years once funding has been identified.

PRD will seek future internal funding, alternative funding sources, partnerships and other potential mechanisms for implementing the desired future conditions defined in this plan, however the costs listed below do not guarantee funding and will likely be effected by the COVID-19 crisis. On an annual basis, PRD districts determine priorities for project planning and project capital outlay. Each district's top projects are then evaluated at a state-wide level for available funds.

INFRASTRUCTURE & DEVELOPMENT: CAPITAL OUTLAY		
Action Goals	Priority	Opinion of Probable Costs*
Design and construct replacement toilet/ shower building (for Woodstock building) and contact station/camp registration building at Lake Macatawa Campground. Consider implications of possible full-hook-up sites and opportunities to include options such as shelter for programming and/or dishwashing station.	1	\$1,500,000
Renovate beach bathhouse in accordance with design currently in progress, including increasing capacity and adding a first aid/ ranger station.	1	\$700,000
Design and replace HVAC system in Pines toilet/ shower building	2	\$75,000
Work with local partners to implement an automated parking notification system	2	\$30,000
Design and construct accessibility improvements along the channel and to the beach, considering adjacent amenities and resiliency in response to fluctuating lake levels	2	\$350,000
Design and install electric service upgrade in Lake Macatawa Campground	3	\$ 1,600,000
Patch and chip-seal pavement at beach parking lot at day-use area	3	\$350,000
**TOTAL OPINION OF PROBABLE COSTS (10 YEARS)		\$4,605,000

**Does not guarantee funding.*

***Excludes costs yet to be identified by studies to determine best way to proceed and costs associated with projects that are already funded.*