



2021 Beach Operating Plan





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SARS-CoV-2

- All planning is subject to guidance and best practices published by federal and state health agencies





2021 Beach Operating Plan

Operating Goals

- Prioritize resident access
- Operate safely
- Operate efficiently and in a cost effective manner
- Be good stewards of the natural environment
- Create a positive experience for beach patrons



2021 Beach Operating Plan Communications



- Promote the beach as a family friendly destination
- Provide up-to-date information on beach operations via the redesigned website
- Continue to provide notifications to beach patrons through social media channels



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Operating schedule

- Beach operations will be staffed as follows:
 - Memorial Day through June 30th:
 - Parking operations – 0800 through 1600
 - Lifeguard operations - 0800 through 1700
 - July 1st through Labor Day:
 - Parking operations - 0800 through 1800
 - Lifeguard operations - 0800 through 1800
 - Times may be adjusted by beach manager as needed
- Parking lots will be locked at 2100, except for the Surfers and Boat Ramp lots, which will remain open overnight



2021 Beach Operating Plan

Parking lot operations

Lot	Activity	Comments
Boat Ramp	Resident season permit holders	<ul style="list-style-type: none"> • Non-resident season pass holders towing a boat may access the lot • Non-resident season pass holders who also rent a mooring from the Town may access the lot
Main Lot	<ul style="list-style-type: none"> • Resident season permit holders • Non-resident season permit holders • Daily permit holders 	<ul style="list-style-type: none"> • 50% of the parking spaces will be reserved for Middletown residents • Beach manager will have discretion to manage total number of cars in lot depending on circumstances • At the entrance, there will one lane for resident season permits holders, and a second lane for all other transactions
Town Beach Lot	Resident season permit holders	



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Parking lot operations

Lot	Activity	Comments
Surfers' Lot	Resident season permit holders	
St. Georges Lot	Closed to parking	
Triangle A	<ul style="list-style-type: none"> Resident season permit holders Non-resident season permit holders 	
Triangle B	Closed to parking	Lot shall be used to sell seasonal parking passes



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Parking fee schedule

- Resident seasonal:
 - Regular pass: \$70.00
 - Senior pass: \$65.00
 - Motorcycle pass: \$30.00
 - No issuance of a free second pass
 - No issuance of a free pass for 3rd Beach
- Non-resident seasonal:
 - Regular pass: \$140.00
 - Senior pass: \$130.00
 - Motorcycle pass: \$60.00
- Daily pass (\$5.00 from each transaction will be restricted to a capital replenishment fund):
 - Weekdays: \$20.00
 - Saturday, Sunday & holidays: \$30.00



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Pass sales process

- Seasonal passes:
 - Will be sold online via the ViewGov licensing & permitting application
 - Will be sold on site at the gazebo located at Triangle B
- Daily passes:
 - Will be sold at the main lot
 - Only credit/debit cards will be received via LAZ Parking mobile parking application



2021 Beach Operating Plan Concessions

Concession	Activity	Comments
Equipment rental and lessons – 2 nd Beach	Operated by Island Surf & Sport	Contract year 5/5
Equipment rental – 2 nd Beach	New	The Town will solicit proposals from vendors to rent equipment like chairs and umbrellas
Equipment rental – 3 rd Beach	Operated by Island Surf & Sport	<ul style="list-style-type: none"> Contract year 5/5 <i>Need to identify a process for allowing non-resident access</i>
Fitness concession(s)	New	In lieu of approving special use permits haphazardly, the Town will solicit proposal from vendors to provide fitness services



2021 Beach Operating Plan Concessions

Concession	Activity	Comments
Food Concession – Main Pavilion	Suspended – replaced by mobile food concessions	<ul style="list-style-type: none"> The agreement to operate the food concession at the main pavilion was terminated before the 2020 beach season commenced
Mobile food concession – Surfers’ Lot	Operated by Del’s Lemonade along with a subcontract with Flatwaves	Contract year 5/5



2021 Beach Operating Plan Concessions

Concession	Activity	Comments
Mobile food concession – Boat Ramp Lot	Operated by Del’s Lemonade	Contract year 5/5
Mobile food concession(s) – Main Lot	New	In lieu of operating the food concession at the main pavilion, the Town will solicit proposal(s) from vendors to operate mobile food trucks and/or carts



2021 Beach Operating Plan Campground

- The campground will open on May 22nd and close on September 26th
- Seasonal reservations only
- The seasonal reservation fee is \$8,800 (prior-year fee was \$7,800)
- Replace the two storage containers



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Moorings

- The Town will utilize an online system (Dockwa Marina Management) to manage all mooring and dinghy/kayak reservations and payments.
- Seasonal moorings program:
 - There are 54 seasonal moorings; unassigned moorings will be assigned IAW town ordinance
 - Non-resident mooring patrons may purchase a non-resident parking pass and access the 3rd Beach parking areas
- Transient moorings program:
 - There are 11 transient moorings available for rental
- Submit application to state agencies for approval to increase the overall number of moorings (+20) within the harbor



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Dinghy/Kayak racks

- There are 60 dinghy/kayak spaces available on the racks
- Spaces will be reserved for Middletown residents
 - Non-resident mooring patrons may rent a space on the racks for the storage of a dinghy to access their boat



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Family nights

- Plan for family nights with managed capacity limits
 - In addition to free community events, consider organizing revenue generating events
 - In addition to Monday night events, consider organizing weekday events that promote non-peak visitation
- Plan for an end-of-season fireworks display





2021 Beach Operating Plan Special Event Permits

- Recommend that the Town refrain from approving commercial Special Event Permits for activities that interfere with resident's passive activities on the beach properties
 - Commercial activities that have been permitted on the beach have spawned complaints from residents who express that their passive recreation opportunities have been upset
 - Staff have reported difficulties working with Special Event Permit holders
 - Special Event Permits generate little revenue as currently constructed



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Public Safety

- Utilize ‘Community Service Interns’ to enhance service level expectations associated with code enforcement
- Continue to assign an EMS detail to the beach on days when the beach is operating at high capacity
- Review whether additional security cameras should be installed



2021 Beach Operating Plan Personnel

- Rework the organization chart (maintain the 75 FTE cap on staffing) with the following considerations:
 - An adult needs to be hired to manage employees assigned to maintenance operations
 - The Town needs to recruit a new Harbormaster and Assistant Harbormaster
- Update job descriptions and prepare a job book (or task list) for each position



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Lifeguards

- Address areas requiring improvement identified in the American Red Cross inspections
 - Improve lifeguard training program and associated record keeping
 - Purchase equipment required for each lifeguard and lifeguard station





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Water quality testing

- Formalize a Town water quality testing program for 2nd Beach and 3rd Beach & harbor
 - Prioritize investigation of water quality issues at:
 - Watershed that empties from the creek and continues to the north end of 3rd Beach
 - Surfer's End of 2nd Beach
- Apply for an 'unconditional' Water Quality Certification from RIDEM



2021 Beach Operating Plan Capital Projects

- Purchase pump-out boat that meets RIDOH standards for capacity (eligible for grant funding)
- Purchase and install floating pier at boat ramp
- Purchase a safe vehicle to tow the Harbormaster Boat and Pump-Out Boat
- Design, permit and install crosswalks on Sachuest Beach road
- Design, permit and install a beach patron drop-off location
- Improve the main parking lot:
 - Extend the entrance lanes at the main lot
 - Install steel sheeting around the sandy area located east of the main concession and plant dune grass
 - Patch asphalt where failed
 - Recondition surface with chip seal, cold mix or slurry seal
 - Replace metal guiderail located at northwest side of lot with one constructed from timber
 - Replace fencing located on the south side of the lot



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Other Projects

- Enhance & update signage
 - Fewer, more effective and more attractive signs
 - Improve messaging related to restrictions on dogs
- Improve the Town Beach parking lot:
 - Add additional material to level the parking area
 - Add additional curb stops to further delineate parking spaces
- Install anchored swim markers at 2nd and 3rd Beaches
- Record professional announcements to be played over the loudspeakers
- Replace (and enhance) shade structures
- Continue to plant dune grass
- Review and implement seasonal traffic calming practices at the intersection of Paradise, Purgatory & Sachuest Point Roads
- Work with RIDEM to improve the maintenance and regulation of the Purgatory Chasm parking area



2021 Beach Operating Plan Policy proposals

- The carry-in-carry-out trash program would be extended another year
- Update town ordinance 93.11 (mooring permit renewal) to reflect that a mooring may be reassigned if unused for 1-year v. 2-years
- Adopt enhanced parking fine program



2021 Beach Operating Plan Planning

- Update and adopt the Town's Harbor Management Plan
- Develop and adopt a master facilities plan for 2nd and 3rd Beaches





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Next steps

- Review with Beach Commission
- Develop the operating budget
- Work through implementation
- Keep the Town Council and community apprised

