



**Tahoe Donner General Plan Committee
Survey for 20 Year Plan
9/1/15**

Quota: Target of 500 to 1,000 completes
Survey Length: not to exceed 10 minutes

SCREENER

TEXT SCREEN

Hello,

Thank you for taking a few moments to help us with this short survey. This survey is being distributed to all Tahoe Donner homeowners, as a part of the General Planning Committee's (GPC) process to make recommendations to the Board of Directors regarding future Development Fund projects planning on the capital infrastructure wants and needs of our community.

All responses from this survey will be kept confidential and anonymous. A third party research business will be conducting the analysis.

We appreciate you taking a few minutes to help us. As a thank you for completing this survey by September 30, 2015, we will be adding your name into a giveaway, with the following prizes:

- **Grand Prize: 2016 Annual Assessment (valued at approximately \$1,800)**
 - 1 Kayak or Stand Up Paddle Board storage spot for Summer 2016
 - 1 Tahoe Donner Cross Country Ski Pass
 - 1 Tahoe Donner Downhill Ski Pass
 - 1 \$100 certificate at The Lodge
 - 4 \$25 Pizza on the Hill certificates
 - 4 tickets to Tahoe Donner Concert 2016
 - 1 Round of Golf at Tahoe Donner for 4

Now, let's begin!

INSERT HYPERLINK FOR GIVEAWAY RULES

S1. Do you own a property in Tahoe Donner?

1. Yes
2. No

S2. What is your gender?

1. Male
2. Female

S3. Please indicate your age:

NUMERIC



A: BASELINE ATTITUDES

RANDOMIZE ORDER OF QUESTIONS A1 TO A3.

A1. How likely is it that you would recommend Tahoe Donner as a **place to live full time**?

- 0. Not likely at all
- 1.
- 2.
- 3.
- 4.
- 5. Neutral
- 6.
- 7.
- 8.
- 9.
- 10. Extremely likely

A2. How likely is it that you would recommend Tahoe Donner as a **place to own property**?

- 0. Not likely at all
- 1.
- 2.
- 3.
- 4.
- 5. Neutral
- 6.
- 7.
- 8.
- 9.
- 10. Extremely likely

A3. Tahoe Donner features many amenities, such as Golf, Downhill and Cross country skiing, a multi-use trail system and the Beach Club Marina, to name just a few. How likely is it that you would recommend Tahoe Donner **for its amenities**?

- 0. Not likely at all
- 1.
- 2.
- 3.
- 4.
- 5. Neutral
- 6.
- 7.
- 8.
- 9.
- 10. Extremely likely



ALWAYS ASK A3B AFTER A3, REGARDLESS OF WHERE A3 FALLS IN ROTATION

A3B. What were the main reasons you rated Tahoe Donner a (INSERT RESPONSE FROM A3) for its amenities?

OPEN END

A4. Below are pairs of statements. For each pair, please indicate how much you agree with statement A vs. statement B? RANDOMIZE. USE CARD SORT.

SCALE

- 1. Strongly agree with A
- 2. Somewhat agree with A
- 3. Both about the same
- 4. Somewhat agree with B
- 5. Strongly agree with B

STATEMENT PAIRS

A	B
Tahoe Donner should be investing more to enhance existing amenities	Tahoe Donner should invest only to maintain existing amenities
I would like Tahoe Donner to build more new amenities	I would like Tahoe Donner to focus more on improving the amenities we already have
I believe amenities are important because they improve my property value	I do not believe amenities improve my property value
I would spend more time in Tahoe Donner if there were more amenities	Our amenities don't influence how much time I spend at Tahoe Donner
More amenities should be open to the public to help fund Tahoe Donner improvements	More amenities should be exclusive to Tahoe Donner members
I would rather Tahoe Donner preserve recreational open spaces in their natural state	I would rather Tahoe Donner enhance recreational open spaces

A5. How likely is it that you would recommend each of the following Tahoe Donner **amenities**? RANDOMIZE. USE CARD SORT TOOL.

RESPONSES

- 0. Not likely at all
- 1.
- 2.
- 3.
- 4.
- 5. Neutral
- 6.
- 7.
- 8.
- 9.
- 10. Extremely likely



LIST

1. Beach Club Marina
2. Trout Creek Rec Center Gym
3. Trout Creek Pools
4. Northwoods Pool
5. Multi-use trail system
6. Tahoe Donner Equestrian Center
7. Tahoe Donner Bikeworks
8. Tahoe Donner Golf Course
9. Tennis Center
10. Food and Beverage Services at The Lodge
11. Food and Beverage Services at Pizza on the Hill
12. Tahoe Donner Campground
13. Tahoe Donner Downhill Ski Area
14. Tahoe Donner Cross Country Ski Area
15. Tahoe Donner Snowplay
16. Northwoods Clubhouse activities

B: TAHOE DONNER VISION

B1. How much do you agree or disagree with this statement about **Tahoe Donner**?

"Tahoe Donner is a vibrant and desirable mountain community, providing attractive and well-maintained facilities, events, programs, and leading customer service to its members, guests, and public, all while maintaining accessible and healthy natural surroundings."

1. Agree completely
2. Agree somewhat
3. Neither agree nor disagree
4. Disagree somewhat
5. Disagree strongly

B2. What words or phrases in this statement are most important to you? (Click on words to highlight them. Click a second time to remove the highlight)

"Tahoe Donner is a vibrant and desirable mountain community, providing attractive and well-maintained facilities, events, programs, and leading customer service to its members, guests, and public, all while maintaining accessible and healthy natural surroundings."

INSERT HIGHLIGHTER EXERCISE

B2. What could Tahoe Donner do to better achieve this vision? (Write in)

OPEN ENDED

C: GPC INVESTMENT PRIORITIES



C1. In this exercise you will see different **improvements** Tahoe Donner could pursue in the coming years. Please rate how important each of these is to you. RANDOMIZE. USE CARD SORT

RESPONSES

1. Very important
2. Somewhat important
3. Not very important
4. Not important at all

ATTRIBUTES

1. Enhance the facilities and equipment at Snowplay
2. Enhance existing Euer Valley facilities for summer and winter use
3. Invest in alternative energy sources to use clean energy and reduce energy costs
4. Improve water conservation at all facilities
5. Expand Trout Creek interior fitness space
6. Enhance Northwoods Clubhouse for indoor, non-weather dependent activities
7. Build more trails for hiking, biking, horseback riding, and cross-country skiing
8. Continue to invest in and protect adjacent recreational open spaces
9. Enhance the food service capabilities and deck/lawn seating for an improved user experience at the Marina.
10. More non-weather dependent activities for kids (eg: ice rink, climbing wall, natural playground, etc.)
11. Start a community garden
12. Build a flat, multi-use sports field
13. Improve amenity parking

POPULATE C2 WITH ONLY ATTRIBUTES FROM C1 THAT ARE PUNCH 1, VERY IMPORTANT. IF 0 PUNCH 1 AT C1, SKIP TO C3. IF ONLY 1 PUNCH 1 AT C1, AUTOPUNCH THAT SAME SELECTION AT C2 AS "1" MOST IMPORTANT, AND SKIP TO C3. IF ONLY 2 PUNCH 1 RESPONSES AT C1, HAVE RESPONDENT RANK MOST IMPORTANT AND SECOND MOST IMPORTANT AT C2. IF 3 OR MORE PUNCH 1 RESPONSES AT C1, HAVE RESPONDENT RANK MOST, SECOND, AND THIRD MOST IMPORTANT AT C2.

C2. Now please identify the ideas that are most important to you.

INSERT CARD SORT

RESPONSES

1. Most important
2. Second most important
3. Third most important

ATTRIBUTES

1. Enhance the facilities and equipment at Snowplay
2. Enhance existing Euer Valley facilities for summer and winter use
3. Invest in alternative energy sources to use clean energy and reduce energy costs
4. Improve water conservation at all facilities
5. Expand Trout Creek interior fitness space
6. Enhance Northwoods Clubhouse for indoor, non-weather dependent activities



7. Build more trails for hiking, biking, horseback riding, and cross-country skiing
8. Continue to invest in and protect adjacent recreational open spaces
9. Enhance the food service capabilities and deck/lawn seating for an improved user experience at the Marina.
10. More non-weather dependent activities for kids (eg: ice rink, climbing wall, natural playground, etc.)
11. Start a community garden
12. Build a flat, multi-use sports field
13. Improve amenity parking

C3. When you think about improvements to Tahoe Donner, which is more important to you?
RANDOMIZE. USE CARD SORT.

SCALE

1. "A" is much more important
2. "A" is a little bit more important
3. Both about the same
1. "B" is a little bit more important
2. "B" is much more important

STATEMENT PAIRS

A	B
Winter amenities	Summer amenities
Amenities and activities that allow me to enjoy the mountains independently and with my family	Amenities and activities that allow me to interact socially and meet new people
Maintain existing amenities	Enhance and improve amenity offerings

D: PROFILING

D1. How do you feel about the value you receive from the Annual Assessment you pay, which helps fund all of Tahoe Donner’s amenities?

1. Very good value
2. Fairly good value
3. Average value
4. Somewhat poor value
5. Very poor value

D2. Which best describes your use of your Tahoe Donner property?

1. Live in Tahoe Donner full time
2. Live in Tahoe Donner part time
3. Own a lot with no home in Tahoe Donner

ASK ONLY IF PUNCH 2-4 AT D2.

D3. What is the zip code of your primary residence?



ASK D3b IF PUNCH 2 OR 3 AT D2

D3b. How much do you agree or disagree with the following statements?

SCALE

1. Agree completely
2. Agree somewhat
3. Neither agree nor disagree
4. Disagree somewhat
5. Disagree completely

RESPONSES

1. I plan to live in Tahoe Donner full time some day
2. I would like to live in Tahoe Donner full time right now, but don't know how I would earn a living
3. Tahoe Donner is a great place for vacation, but I have no intention of living there full time

ASK IF PART TIME (PUNCH 2) AT D2

D4. How many days do you estimate you and your family spend in Tahoe Donner in a typical year?

NUMERIC

D5. Of those (INSERT RESPONSE TO D4) days, how many do you estimate are in each season?

NUMERIC. REMOVE REQUIREMENT TO MAKE SURE NUMBER TOTALS D4.

1. Winter
2. Spring
3. Summer
4. Fall

ASK D5A ONLY IF PUNCH 1 AT D2

D5A. How many people utilize your property.....?

NUMERIC

1. Full time
2. Part time

ASK D5B ONLY IF PUNCH 2 AT D2

D5B. How many people utilize your property part time?

NUMERIC

IF FULL TIME GREATER THAN 0 AT D5A, ASK FULL TIME. IF PART TIME GREATER THAN 0 AT D5, ASK PART TIME. OK TO ASK BOTH FULL TIME AND PART TIME.

D6. What are the ages of people living at your Tahoe Donner home?

ACROSS THE TOP

1. Full time
2. Part time



SIDE

1. 5 years and under
2. Age 6 to 12
3. Age 13 to 17
4. Age 18 to 29
5. Age 30 to 39
6. Age 40 to 49
7. Age 50 to 59
8. Age 60 to 69
9. Age 70 to 79
10. Age 80 or over

D7. How often do each of the following family members and friends spend time at your home in Tahoe Donner?

TOP

1. Adult children
2. Grandchildren
3. Other relatives
4. Friends or Colleagues

SIDE

1. 10 or more times per year
2. 7 to 9 times per year
3. 5 or 6 times per year
4. 3 to 4 times per year
5. Once or twice per year
6. Once every few years
7. Less often than every few years
8. Never
9. Not relevant – do not have this type of relative

D8. Do you ever rent your home at Tahoe Donner?

1. Yes
2. No

ASK D9 ONLY IF PUNCH 1 AT D8

D9. Approximately how many days per year do you estimate that you rent your Tahoe Donner home?
NUMERIC

D10. Is there any other input you would like to share with management at Tahoe Donner?

OPEN END

D11. Thank you for participating in this survey. Your name will be entered into the **sweepstakes**. Please enter your name, Tahoe Donner Address, phone number, and email address where we can reach you if you win. As a reminder, your survey results will be analyzed in total by a third party, and will never be



associated with you personally. This email or phone number will be used ONLY ONE TIME, to contact winners and let them know of their prize. (Write in)

NAME (FIRST AND LAST):

PHONE NUMBER:

TAHOE DONNER ADDRESS:

EMAIL ADDRESS:

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. The sweepstakes is open to all members of Tahoe Donner Association who are in good standing as of September 2, 2015 and who are 18 years of age or older on the date of entry. The grand prize for this sweepstakes is the value of a 2016 annual assessment (valued at approximately \$1,800). Additional prizes include season passes, restaurant gift certificates, concert tickets, and more. The odds of winning will depend upon number of entries received (out of a maximum of 6,471 possible entries). Sweepstakes subject to [\[link: Official Rules\]](#). Sponsor is Tahoe Donner Association.

TEXT SCREEN

Thank you for helping us with this survey. We appreciate your time and value your input. Please keep an eye out for more news about the General Plan process as the Board addresses the capital reinvestment wants and needs of our community.

END