

# TAHOE DONNER SURVEY PLAN

February 14, 2018

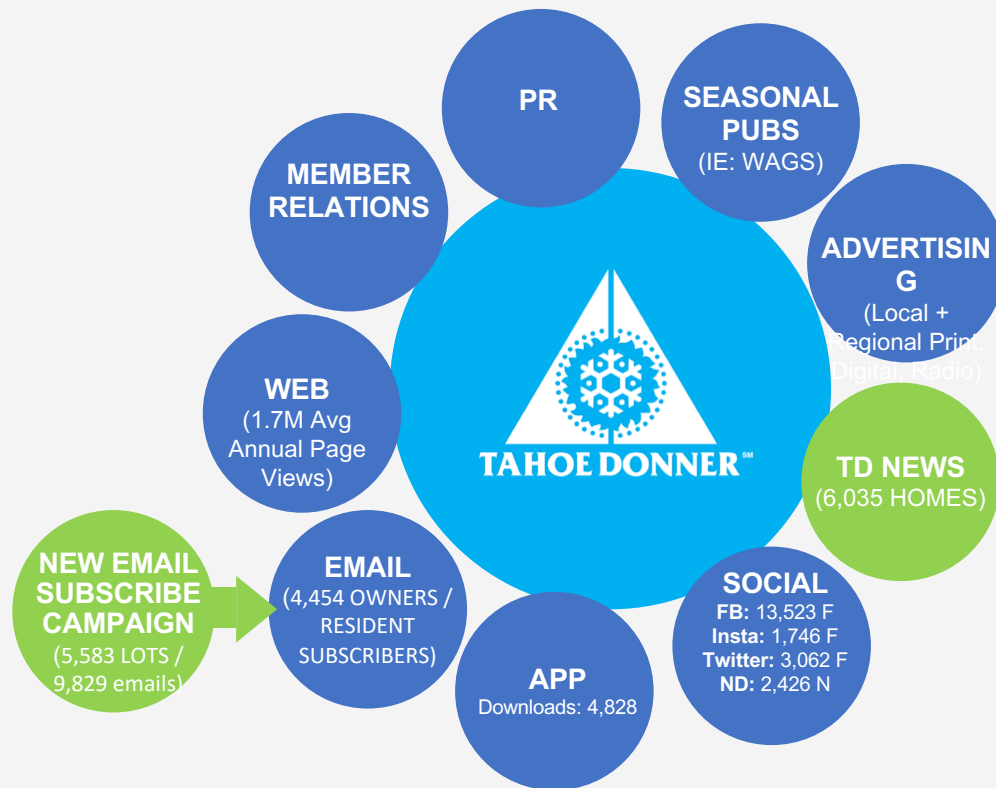


## BACKGROUND

Member feedback is important to ensuring member satisfaction, provide members a sense of involvement / chance to have a voice and provide data points to help inform future business decisions and planning.

Tahoe Donner values member input and provides various ways for members to engage and give feedback. Surveys are one the ways we collect feedback. Historically we have send out our own surveys and hired survey companies to conduct them. The challenge with surveys are they can be very expensive, perceived as biased, require resources and be hard to get a good turn out. However, we do believe they are still valuable and important to use so we can track performance and gather input from our member base. To grow our pool of survey tools, we will be working with FlashVote for association based needs.

# WAYS WE COMMUNICATE TO MEMBERS





# WAYS WE COLLECT FEEDBACK



## WEBSITE

FEEDBACK  
FORM

## ONSITE

AMENITY  
DIGITAL  
FEEDBACK  
SCREENS

DINING  
COMMENT  
CARDS

## SURVEYS

POST EVENT +  
PROGRAMS

OPERATIONS  
SURVEY

MARKETING  
ASSOCIATION

## TOWNHALL MEETINGS

## MEMBER SERVICES

ZENDESK  
SOFTWARE



# SURVEY TYPES



## VARIOUS TAHOE DONNER SURVEY TOOLS

ONLINE  
SURVEYS

FLASHVOTE

TRADITIONA  
L



## Past Survey Participation



2015 Member  
Survey:

**1,447**

2017  
Marketing  
Survey:

**528**

2017  
Operations  
Survey:

**332**

Current FlashVote  
sign-ups:

**477**

# ABOUT FLASH VOTE

**FlashVote** is a scientific survey platform that delivers rapid feedback from representative citizens

## KEY HIGHLIGHTS:

- FlashVote gets large samples of representative citizens to answer professionally designed questions—quickly, frequently and automatically—authenticate users
- You use the fast and reliable results to deliver more valued services, to save money, and to make community members happier
- 95% faster
- 95% cheaper
- 100% easier and unbiased—they do all the work
- Participants are shared results
- Other local clients include: Truckee Chamber, Truckee Tahoe Airport, Nevada County



# FLASH VOTE BENEFITS

## Scientific Surveys

Get results 95% faster, cheaper and easier, so you can do more surveys, whenever you want

## Instant Public Input

Get timely feedback and do iterative surveys, from single agenda items to master plan updates

## Civic Engagement

Connect with your citizens regularly and effortlessly, to make them happier and build authentic trust

## Transparency/Openness

Keep your public informed and involved with special participatory modules that build trust and satisfaction

## Performance Metrics

Automatically collect service satisfaction data that can be integrated into your performance reports

## Neighborhood/Advisory

Easily target and filter feedback by custom geographic regions and demographics



# FLASH VOTE PLAN

- Have been promoting signups since January. Current member sign up is 477 participants. We will turn up volume on sign up promotions starting March 1.
- Currently working with staff, GPC and committee leads to identify survey needs
- Goal is to send out 1 survey a month
- Current survey roadmap:

SURVEY TOPIC	SCHEDULED DATE
Replay of 2015 Association Survey	February
STR Committee	March
Elections Committee Pre-Election	April
Community Goals and Priorities	TBD
Post Elections	June
Annual Assessment and Services	TBD
Citizen Engagement Satisfaction	TBD
Outbound Communications Satisfaction	TBD
Food and Beverage Services	TBD
Communication Preferences	TBD

# THANK YOU