

TAHOE DONNER SURVEY PLAN

February 14, 2018



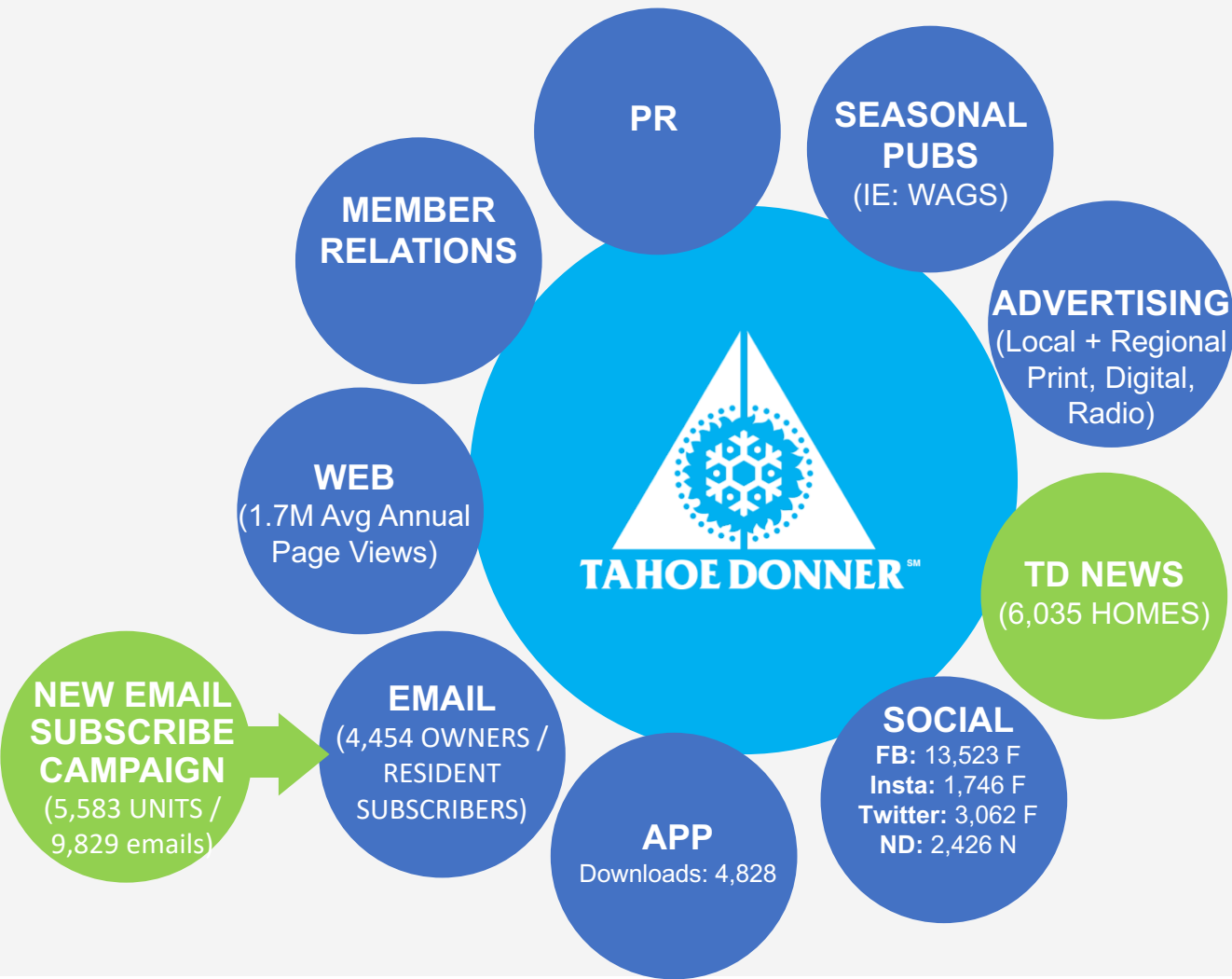
TAHOE DONNERSM

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



TAHOE DONNER™

SURVEY TYPES



VARIOUS TAHOE DONNER SURVEY TOOLS

ONLINE SURVEYS

FLASHVOTE

TRADITIONAL



TAHOE DONNER™

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 6.
- 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 modified 2015 Association Survey	February/March
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

TIMELINE / SCHEDULE FOR FIRST SURVEY

SUNDAY FEB 18	MONDAY FEB 19	TUESDAY FEB 20	WED FEB 21	THURS FEB 22	FRIDAY FEB 23	SAT FEB 24
SUNDAY FEB 25	MONDAY FEB 26	TUESDAY FEB 27	WED FEB 28	MARCH 1	MARCH 2	MARCH 3
		<ul style="list-style-type: none"> • Weekly Email 	<ul style="list-style-type: none"> • <i>All Member Email Sign Up Blast</i> 			
MARCH 4	MARCH 5	MARCH 6	MARCH 7	MARCH 8	MARCH 9	MARCH 10
		<ul style="list-style-type: none"> • Weekly Email Blast + First Flash Vote survey LIVE • Digital Screens, TD News, ND Post, HP 				

First Flash Vote Survey

TITLE: Engagement & Satisfaction

1: Tahoe Donner features a wide variety of amenities, such as Golf, Downhill and Cross Country Skiing, a multi-use trail system, Beach Club Marina, Fitness Center and pools, and various food&beverage outlets, to name a few. How satisfied are you with the current Tahoe Donner amenities and services?
(1-5: Not Sure)

2: In the last 12 months, about how many days do you estimate you and your family spent in Tahoe Donner?

-None	-1 to 2 months	-9 to 11 months
-1 week or less	-3 to 5 months	-12 months
-2 to 4 weeks	-6 to 8 months	-Not sure

3. Did you vote last year in the Tahoe Donner Board of Director Election?
(Yes, No, Not sure)

4) Do you expect to vote this year in the Tahoe Donner Board of Director Election?
(Yes, No, Not sure)

5) Any other comments or suggestions about the Tahoe Donner Association?
(OPEN)

THANK YOU



TAHOE DONNERSM