

TAHOE DONNER SURVEY PLAN UPDATE

April 18, 2018



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AGENDA

- FlashVote Results Breakdown + Recap
- Revisit FlashVote Survey Roadmap
- Current Member Feedback Tools

FLASHVOTE SURVEY RESULTS + BREAKDOWN



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PARTICIPATION RESULTS

SURVEY 01: AMENITIES + IMPROVEMENTS

MARCH 6

- **1096 total participants**—435 registered (closed sample) + 661 opt ins (open sample)
- 435 of 571 registered participated resulting in **76% participation rate** (avg is 40% to 70%)
- **We more than doubled our signups / participation.** Tahoe Donner had a high percentage of growth across all FlashVote communities. Typical increase is 5 to 20%. This means members were engaged and promotions help aid in growth.

SURVEY 02: BOARD ELECTIONS

APRIL 10

- **701 total participants**—689 registered (closed sample) + 12 opt ins (open sample)
- 689 of 1312 registered participated resulting in **53% participation rate** (avg is 40% to 70%)
- **130%** growth in registered users from first survey

AS OF APRIL 18, WE NOW HAVE **1461** REGISTERED TAHOE DONNER FLASHVOTE COMMUNITY MEMBERS.

RESULT FILTERS

LOCALS (“TAHOE DONNER RESIDENTS”) ONLY: Respondents that provided an address in Tahoe Donner.

OWNER / NON-OWNER: Respondents who provided an address “anywhere” and whether they are an owner or not. **NOTE:** *There was a bug that was fixed and made retroactive where the data field links on the results page were showing any owner addresses vs Tahoe Donner addresses.*

RESIDENCY: Respondents who provided an address anywhere and breaks down by where they reside—full time, part time (provided 2 addresses) and non-residents (provided an address outside of TD).

AGE: All respondents who have signed up before or after the survey since everyone who signs up provides a birth year and provided age.

GENDER: All respondents who have signed up before or after the survey since everyone who signs up provides a birth year and provided gender.

COMING SOON—WEIGHTED BY PERSON PER PROPERTY: Results based on one vote per household

CUSTOM FILTER REQUEST—Data to reflect full time and part time owners



FEEDBACK RESULTS

SURVEY 01: AMENITIES + IMPROVEMENTS MARCH 6

- **45.9%** are satisfied and **42.7%** are very satisfied with current amenities
- **30.5%** of residents spent the last year here and **24.3%** spent an average of 1 to 2 months
- **20.6%** think improving existing amenities are most important, **16%** value winter, **16%** value summer and **17%** value none
- **36%** do not want to see any new amenities, **30%** are unsure and **33.4%** offered ideas
- **335** comments and suggestions

SURVEY 02: BOARD ELECTIONS APRIL 10

Tahoe Donner Residents:

- **71%** of voted in last years elections
- **39.3%** did not vote because they didn't know who to vote for
- **84.8%** want to learn about candidates via candidates statements and **68.8%** want to learn via website
- **65%** want candidates to engage with them through planned election events and **51%** through scheduled candidate meeting times
- **78** comments + suggestions

FLASHVOTE SURVEY ROADMAP



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SUGGESTED SURVEY CADENCE—NOT FINAL

SURVEY TOPIC	SCHEDULED DATE
SPECIAL PURPOSE: Amenities + Possible Improvements	MARCH
SPECIAL PURPOSE: Annual Board Elections	APRIL
<ul style="list-style-type: none"> • SPECIAL PURPOSE: STR • Winter Operations (sent outside FlashVote) 	MAY
AMENITIES	JUNE
NO SURVEYS	JULY
SPECIAL PURPOSE: TBD	AUGUST
SUMMER OPERATIONS (sent outside FlashVote)	SEPTEMBER
VISION + FINANCIAL	OCTOBER
SPECIAL PURPOSE: TBD	NOVEMBER
NO SURVEYS	DECEMBER
DEMOGRAPHIC	JANUARY
SPECIAL PURPOSE: TBD	FEBRUARY

FLASH VOTE SCHEDULE

SURVEY TOPIC	SCHEDULE D DATE
SPECIAL PURPOSE: Amenities + Possible Improvements	March 8
SPECIAL PURPOSE: Annual Board Elections	April 12
<ul style="list-style-type: none"> SPECIAL PURPOSE: STR WINTER OPERATIONS 	May 1
<ul style="list-style-type: none"> AMENITIES POST ELECTIONS 	June
NO SURVEYS	July
TBD	August
TBD	September
TBD	October
TBD	November

SURVEY REQUEST LIST:

- Community Goals and Priorities
- Post Elections
- Annual Assessment and Services
- Citizen Engagement Satisfaction
- Outbound Communications Satisfaction
- Food and Beverage Services
- Communication Preferences

UPCOMING SURVEY EXAMPLE QUESTIONS

STR:

Laura Lindgren to present final question set for release.

AMENITIES : DRAFT

1. When in Truckee, how frequently do you or your family use the following amenities?
2. If you had \$100 to spend on improving Tahoe Donner amenities, how many dollars would you spend on each category
3. When evaluating Tahoe Donner spending priorities on amenity improvements, how would you rank the following criteria:
4. Open Comments

CURRENT MEMBER FEEDBACK TOOLS



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SURVEY TYPES



VARIOUS TAHOE DONNER SURVEY + SATISFACTION TOOLS

ONLINE SURVEYS
(Survey Monkey, X)

FLASHVOTE
—NEW

TRADITIONAL SURVEYS

LIKEMOJI—
New Customer
Engagement
Experience

ZENDESK—New
Member Services
CSR Tool

**Comment Cards +
Amenity iPads**

Past Survey Participation



2015 Member
Survey:

1,447

2017 Marketing
Survey:

528

2017 Operations
Survey:

332

Current FlashVote
sign-ups:

1,461



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THANK YOU