TAHOE DONNER SURVEY PLAN UPDATE

April 18, 2018



AGENDA

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



FLASHVOTE SURVEY RESULTS + BREAKDOWN



PARTICIPATION RESULTS

SURVEY 01: AMENITIES + IMPROVEMENTSMARCH 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 ELECTIONSAPRIL 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 + IMPROVEMENTSMARCH 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 ELECTIONSAPRIL 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 cadidates 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



SUGGESTED SURVEY CADENCE—NOT FINAL

SURVEY TOPIC	SCHEDULED DATE
SPECIAL PURPOSE: Amenities + Possible Improvements	MARCH
SPECIAL PURPOSE: Annual Board Elections	APRIL
 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	DECEMEBER
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
SPECIAL PURPOSE: STRWINTER OPERATIONS	May 1
 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

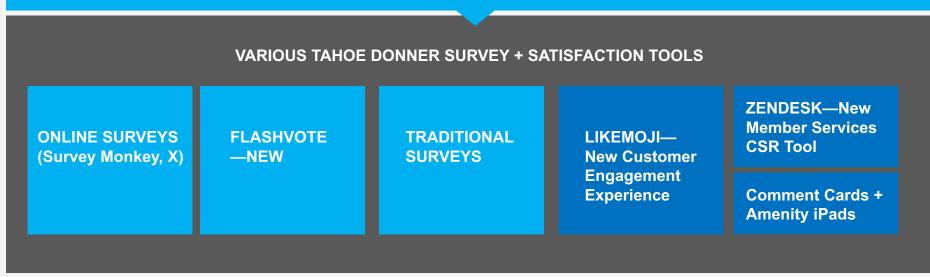


CURRENT MEMBER FEEDBACK TOOLS



SURVEY TYPES







Past Survey Participation



2015 Member Survey:

1,447

2017 Marketing Survey:

528

2017 Operations Survey:

332

Current FlashVote sign-ups:

1,461



THANK YOU

