

2018

ASSOCIATION WIDE MEMBER SURVEY

Oct. 24, 2018



TAHOE DONNERSM

OBECTIVE

To annually assess the Tahoe Donner Membership's satisfaction with their experience being a part of the Tahoe Donner Community.

GOALS

Understand how satisfied the association members are in the following areas:

- Vision of the Association
- Annual Assessment Value
- Amenity Services + Access
- Membership Services
- Membership Communication
- Community Rules & Enforcement
- Facility Capacity & Design
- Service & Amenity Fees

SURVEY REQUIREMENTS

The survey design should incorporate the following key elements:

- Build on key components of the 2015 Membership survey
- Be able to be completed within 10 minutes
- Obtain a representative minimum of 2,000 participants in the survey (no more than one per each of the 6,473 Tahoe Donner Units/Lots)
- Provide useful survey participant demographics for appropriate survey analysis
 - One Survey per property
 - Full-time Resident or Part-time resident
 - Short-Term Rental Property (Rented 30 days or less annually)
 - Long-Term Rental Property (Rented for a period of 30 days or more annually)
 - Undeveloped Lot Owner
 - Multiple Tahoe Donner property owner
 - Gender / Age
 - Length of ownership in Tahoe Donner
- Maximize electronic participation in the survey, but accommodate analog participation
- Complete survey and results analysis in 1st Quarter 2019.
- Obtain Board approval of final survey draft before distribution.
- Complete within established line item 2019 budget limitations.

KEY DATES

- **November 12, 2018:** Rough proposal delivered from Finn Group. Define process with FINN Group / project commences
- **November 17, 2018:** Board meeting info / requirements gathering and plan review
- **November 19–December 15, 2018:** Survey Draft Creation. Collaboration with committees (GPC, Finance, Covenants, ASO)
- **December 15, 2018:** Review survey draft with Board and status check in
- **January, 2019:** Survey opens + awareness campaign to membership
- **February, 2019:** Survey concludes + results / findings delivered to Tahoe Donner

DISCOVERY QUESTIONS

- **Please identify main purpose/goal of this survey? What do we want to learn?** (ie. Satisfaction + usage, compare with 2015 survey, etc)
- **Please list the Top 5 to 10 questions that you would want to ask membership.**
- **In your opinion what is the most important purpose for this data?**
- **What are key requirements that will be important for you in looking at the data?** (ie: 30% turn out, 1 vote per property, etc.)

TAHOE DONNER FEEDBACK MECHANISMS



WEBSITE
FEEDBACK
FORM

DM
Direct Mail
pieces as
needed

ONSITE

LIKEMOJI

AMENITY
DIGITAL
LIKMOJI
KIOSKS

DINING
COMMENT
CARDS

SURVEYS

POST EVENT +
PROGRAMS

SEMI ANNUAL
OPERATIONS
SURVEY

MARKETING

ASSOCIATION

**TOWNHALL
MEETINGS**

**MEMBER
SERVICES**

ZENDESK
SOFTWARE

THANK YOU