

2018

ASSOCIATION WIDE MEMBER SURVEY

Oct. 24, 2018



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MEMBER SURVEY UPDATE

The Survey stakeholder team has had productive work sessions and has a solid draft circulating for final approval. The first member wide survey that will be sent to all members will be approx. 15 mins in length and focused on gathering the following information:

- **Attitudes + Behaviors on**
 - Values relevant to TD
 - TD amenities
 - Emerging Topics: Safety - fires/forest health/defensible space
 - Rule Enforcement
- **Property use**
 - How their property is used
 - Who uses it
 - How often
 - Rental activity
- **Amenity usage (which amenities, how often)**
 - Demographics

TIMELINE

TASK	TARGET DATE
Task force meeting 1 - draft list of topics	12/13
Task force meeting 2 - review draft survey	12/20
Research Design Topic Questions Circulated	12/21
Research Design Topic Questions Returned	1/3
Task Force Meeting #3: Align on Topics	1/9
Survey Draft Stakeholder Review + Feedback #1	1/17
→ Survey Draft Revisions Stakeholder Review #2	1/23
Board Update	1/26
Finalize Survey	1/31
Survey Awareness Promo + Communications	1/28 to 2/15 (then to 3/15)
Survey Live / Fieldwork	2/15 to 3/15
Report / Results	3/21

KEY COMMUNICATION + DISTRIBUTION CHANNELS

TASK	TARGET DATE
Messaging Track / Brand Campaign Development (Copy, visual)	1/16
Production of Assets	1/21-1/28
TD News mention / Ad (Feb Issue)	1/18
Emails (GM, weekly, dedicated Tracks: Coming soon, Now available, Last chance)	1/28, 2/15, weekly, 3/14
Social (ND)	2/15, weekly, 3/14
Website HP widget + Landing Page / Blog	2/15 through 3/14
Member DM postcard—TBD	Drop Feb 12

THANK YOU