

# TAHOE DONNER DOWNHILL SKI LODGE COMMUNITY OUTREACH PLAN

FEBRUARY – MAY 2020



TAHOE DONNER<sup>SM</sup>

# BACKGROUND + OVERVIEW

The General Plan Committee has been actively investigating the best solution for our Downhill Ski Lodge. The conclusion to replace (not remodel) has been determined and a Task Force will spend the next 4 months educating the community and seeking information to present their findings to the board which would determine size, cost and more. The TD communications team will lead and drive the communication plan for awareness and help get member feedback and buy-in for this capital project.

# AUDIENCE

**Primary:** All Tahoe Donner Homeowners, target off-the hill and give voice to the non-vocal majority

**Secondary:** Truckee Community/Facility Users

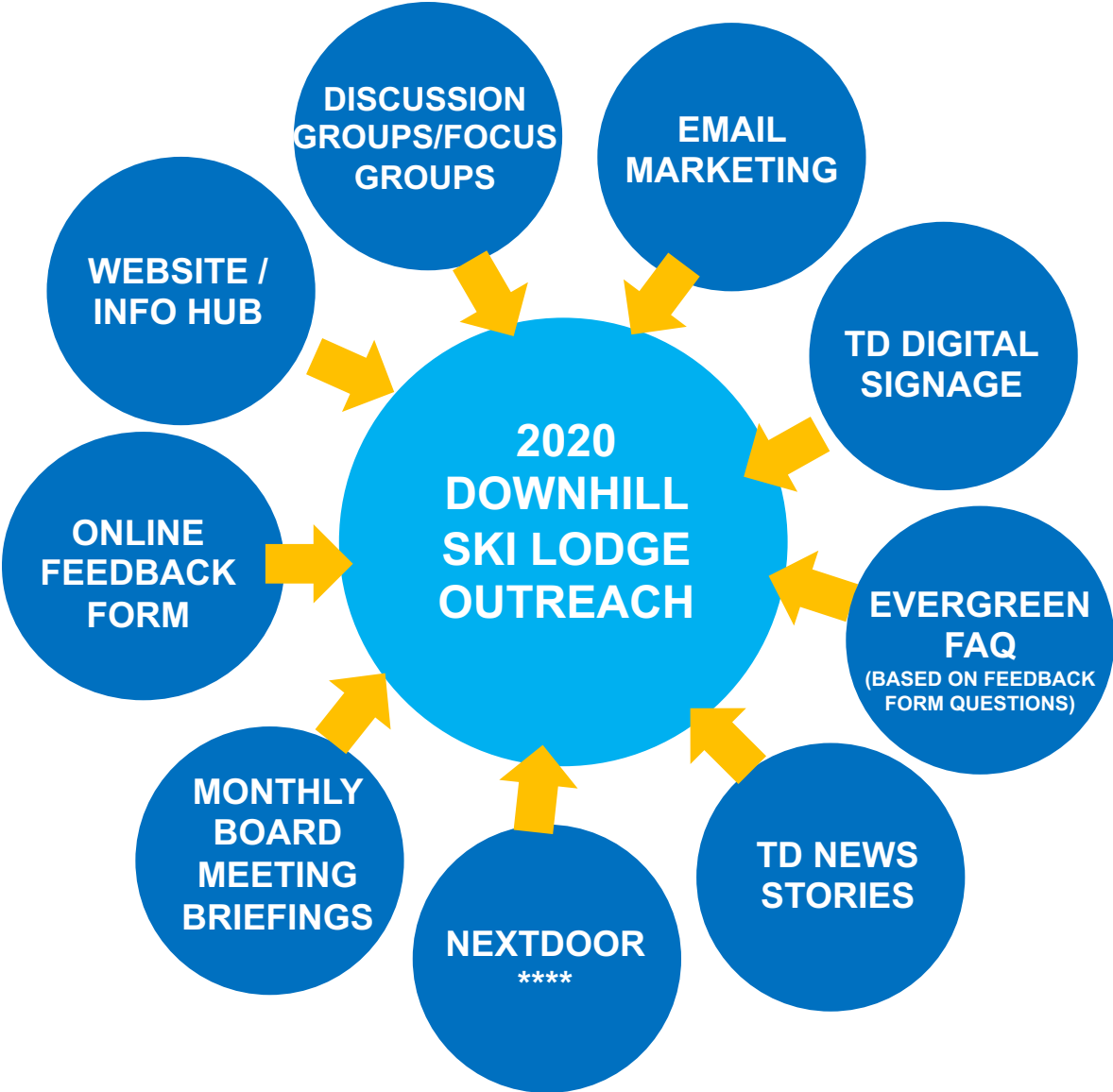
# GOALS

Educate Membership on project and task force status

Get buy-in and feedback to drive concept and potential usage

Create Web Portal: a go-to location w/ details, FAQ, feedback form and toolkit

# COMMUNICATION CHANNELS



# ONLINE INFORMATION PORTAL

## GOAL:

Create an evergreen 1-stop information hub where members can get information, provide feedback, see what other members are asking and have a toolkit for resources

## PAGES INCLUDE

- Project overview
- FAQ
- Feedback Form for ideas and questions
- Neighbors Connecting: highlights of questions and ideas generated from feedback form and answers when applicable (concepts, not exact questions or ideas from feedback form)
- Member Toolkit
  - Includes reports and infographics w/ pertinent project information including past TD News Stories, Industry Reports, Task Force Objectives, Timelines and more

# DISCUSSION GROUPS/FOCUS GROUPS

## **GOAL:**

Provide in-person opportunity to educate, get ideas and correct mis-information

## **INVITATION:**

- 1-2 sessions with an open invite to all members
- 1 Special session to high-volume users
- Potential 1 in Bay Area

## **FORMAT:**

- Small group discussions with short overview then Q&A w/ members. Call-in option available
- Location: Mezzanine? or Ski Lodge if call-in functionality would work
- Dates: TBD, prior to ski season ending
- Potential groups: Senior ski, condo groups, who else?



# TD NEWS STORIES

## OVERVIEW:

90% of homeowners learn about Tahoe Donner from TD News (according to 2019 member survey)

Leverage that exposure to energize the membership about this project and teach them how to give feedback and where to get more information.

## 1-2 stories to focus on:

- Board decision to replace (not remodel) and why
- What taskforce is doing/goals
- Introduce web information portal
- How members can give feedback (web form)
- Promote/Invite discussion groups
- Provide high-level timing update

Turn all TD News stories into blog posts so we can link and share in email marketing, on the info portal and more

# EMAIL COMMUNICATION + NEXTDOOR

## OVERVIEW:

Dedicated emails to homeowner list and inclusion in Tuesday weekly emails

## EMAIL MARKETING

- 3 List Options:
  - Member List (92% list)
  - Capital Projects List
  - Tuesday Weekly Email List
- Frequent promotion for online portal (feedback tool), events, TD News stories, etc
- 1-2 dedicated emails

## NEXTDOOR

- TD Community Posts (limited postings)
  - Able to promote specific meetings including small group and board meetings



# HIGH LEVEL ROADMAP

FEBRUARY	MARCH	APRIL	MAY	JUNE
WEB PORTAL: CREATE FEEDBACK FORM, FAQ, TOOLKIT	UPDATE PORTAL AS NEEDED, ONGOING			
DIGITAL SIGNAGE + EMAIL COMMUNICATIONS – DEDICATED EMAILS + INCLUSION IN WEEKLY EMAIL				
		SMALL GROUP SESSIONS		
		TD NEWS STORY	TD NEWS STORY	
	MONTHLY BOARD BRIEFINGS		PRESENT FINDINGS TO BOARD	BOARD DECISION

# “AWARENESS + ENGAGEMENT” CAMPAIGN CHANNELS + TACTICS

CHANNEL	SPECIFICS
Web	Info Portal + feedback form
Email	Dedicated and weekly emails
Public Relations	TD News stories
Advertising	Digital Screens, TD News ad
Social	Nextdoor (Event promotion)
Events	Small Group Discussion

**THANK YOU**