



# SURVEY CALENDAR

**DRAFT**

March 2020

# DRAFT TD SURVEY CALENDAR

## MARCH

Amenity Access Survey

## APRIL

Member Survey Prep

## MAY

Member Survey

## JUNE

No survey, summer transition (delayed from COVID-19 shutdown)

## JULY

Elections Survey

**DRAFT:** Current situation with COVID-19 and drastic staff reductions make it very difficult to plan. At my current staffing level, we have minimal resources as well as the need to drop everything for crisis messaging and changes.

### **ONGOING FEEDBACK:**

- Zendesk
- Likemoji
- New Homeowner Survey at Member Services (since 12/18)
- TableSafe (The Lodge)
- ASO Experience Survey

# DRAFT

## 2020 Member Survey Priorities (vs. 2019 Survey)

Topics	Comments/Why
<b>KEEP AS IS</b>	
Demographics - Who is the Member + How do they "use" their home	Augement 2019 questions to further understand the member and how they use their home/community
Gauge Perceived Value of X	Annual Assment, Rec Fee, Daily Access Fees, Restaurant Prices, etc
Amenity Use	X % of membership use each amenity with in the last 12 months
Overall satifaction of Association, amenities, enforcement etc	Duplicate of last year
HOA vs. Resort	
Cost Recovery of Amenities	
<b>ADD or INCREASE</b>	
Food and Beverage Desires	What do they want, When do they want it, Where do they want it
ADU rules awareness/interest	
Surveys	How often, how long
<b>MINIMIZE but still include</b>	
Guage Reaction to increasing Fire Safety	We heard loud that this is highly valued in 2019 Member Survey
STR	Minimize, ask how many days p/ yr anticipate STR renting home, gauge how year #1 of registration/rules went
Amenity Access Policy	Covered in March Survey extensively
<b>CUT ENTIRELY</b>	
How do you want to be communicates with	Included in Comm Preferences Survey
Election-based questions	Elections survey completed annually for last two years, planned again for July 2020
Are you aware of Gov Docs	Future campaign when appropriate
ASO experience	Implimented past use survey for 2018/19 users, implemented automatic post-project completion survey
Compare use in TD vs. Use outside TD	we got great info from this and don't need to ask again 1 year later
What new amenities should we add/build	we heard loud and clear that the membership wants to invest in what we have to make it good, not creat new
Impact of Climate Change	Asked last year