

# E-BIKE MEMBER OUTREACH UPDATE

BOARD OF DIRECTORS MEETING FEBRUARY 26, 2021



**TAHOE DONNER<sup>SM</sup>**





# UPDATE PURPOSE

- Provide the board with an initial report from the E-bike Member Outreach campaign
- Introduce directions/options management is considering from member outreach





# GOALS

## Project Goal

- Develop a rule change recommendation through a transparent process that includes regular member outreach. Any recommendation will be expected to be widely accepted, sensible and sustainable rule change built on an informed foundation.

## Member Outreach Goal

- Engage and educate the member of full range of possibilities. Provide for open discussion of views as we consider how, and under what conditions, e-bikes may or may not be allowed on the trail system.



TAHOE DONNER<sup>SM</sup>

# MEMBER OUTREACH CAMPAIGN

## Stage 1: Education and Communication

- Webpage: [tahoedonner.com/e-bike-rule](http://tahoedonner.com/e-bike-rule)
- Tahoe Donner News stories (January and February 2021)
- Dedicated Member Email
  - Sent January 9, 2021
  - Total opens: 14,804
  - Total clicks: 957 (614 to website, 159 to signup form, 150 to feedback form + more)
- Inclusion in weekly eblasts
- Information Forums
- Feedback mechanisms: feedback form

## Stage 2: Survey

Using information gathered from community forums, conduct a survey of the wider membership

[Community](#) [Amenities](#) [Members](#) [News + Events](#) [Ski Resort](#) [XC Ski](#) | [Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#)

### E-Bikes on Tahoe Donner Trails

Like many landowners across the nation, Tahoe Donner has reached the point where there is a need for increased communication, education and consideration about the topic of electric bicycles, commonly referred to as e-bikes, on the Tahoe Donner trail system. With support from the board of directors, the new year brings the launch of a new membership outreach initiative about e-bike regulations on our trails.

Over the next several months, management will engage the membership on this topic through focus groups, a member survey and member comment, and findings and recommendation(s) will be presented to the board at the February board meeting. The management project leads are Annie Rosenfeld, Director of Risk Management and Real Property, and Christina Thayer, Trails Manager.

Management has no opinion on what the recommendation(s) will be at this time. Through a member outreach initiative, board and staff expect to discuss the full spectrum of possible outcomes, including keeping the existing rule as written, adding language to specify more clearly that motor-powered bikes include e-bikes, permitting e-bikes on specifically designated trails or fully including e-bikes across the entire trail system.

#### SPECTRUM OF POSSIBLE OUTCOMES

		
<b>NO ACCESS</b>	<b>ADAPTIVE MANAGEMENT</b>	<b>FULL ACCESS</b>
AMPLIFY EXISTING RESTRICTIVE RULE	PARTIAL/LIMITED/RESTRICTED E-BIKE USE ALLOWED	SINGLE TRACK + FIRE ROADS OPEN

#### Background

An e-bike is an electrically assisted bicycle equipped with fully operable pedals and an electric motor not exceeding 750 watts of power. Available for multiple uses, e-bikes can assist with longer rides and enable riders with limited physical ability to enjoy outdoor recreation more fully.

#### CURRENT TAHOE DONNER RULE

Under the current Tahoe Donner Covenants Rules, the association prohibits motor-powered bikes on common area and other association-owned property.

Covenants Rules Association Owned Property, section 2.2 OffRoad Vehicles: Snowmobiles, motor-powered bikes, all-terrain vehicles (ATV's), off-road motorcycles and off-road use of any motorized vehicle is prohibited on Common Areas, and other Association-owned properties, except that the Association may use such vehicles in the furtherance of its operations.

Because an e-bike is a bicycle equipped with a small electric motor that assists a rider with speed, elevation or a combination of both, it is considered banned under the current rule.

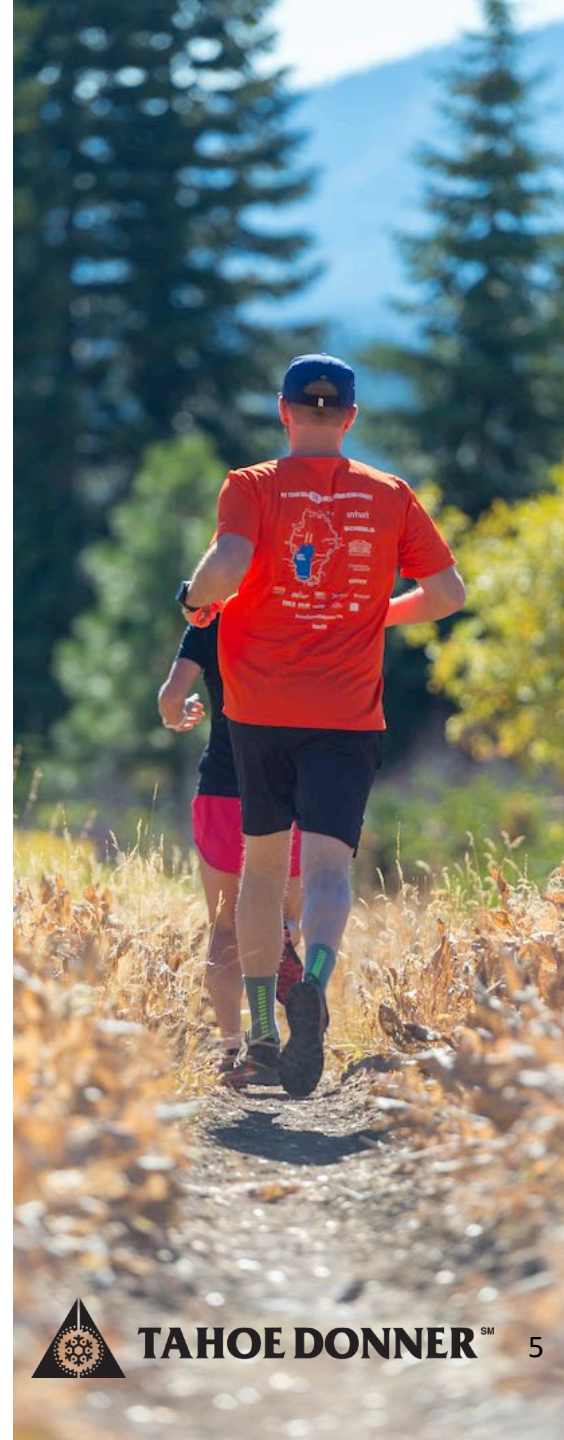
Under California law, e-bikes fall into Class 1, 2 or 3:

<b>CLASS 1 E-BIKE</b>	<b>CLASS 2 E-BIKE</b>	<b>CLASS 3 E-BIKE</b>
		
Low-speed, pedal-assisted bicycle equipped with a motor that activates only when the rider is pedaling and ceases to provide assistance when the bicycle reaches 20 miles per hour	Low-speed, throttle-assisted bicycle equipped with a motor that may be used exclusively to propel the bicycle and ceases to provide assistance when the bicycle reaches 20 miles per hour (pedaling not required for electric assist when using throttle)	Higher-speed, pedal-assisted electric bicycle equipped with a motor that provides assistance only when the rider is pedaling and stops providing assistance when the bicycle reaches 28 mph; operators of Class 3 e-bikes must be 16 years or older and wear a helmet



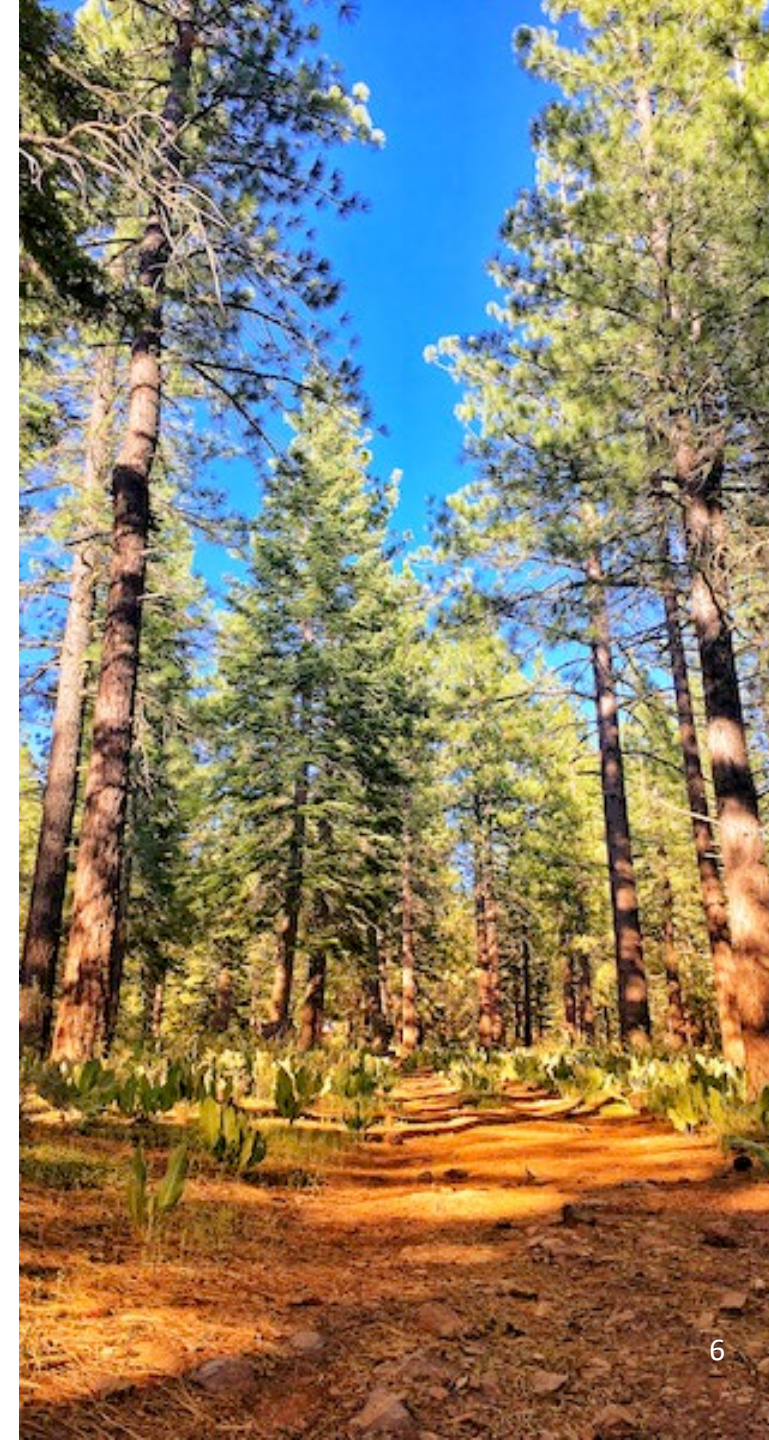
# MEMBER FORUM STATS

- 213 total members registered
- 63 members registered for more than one forum group
- Attendance:
  - January 14: Lunch forum | Pro group | **50+ participants**
  - January 16: Happy hour forum | Undecided group | **21 participants**
  - January 18: Lunch forum | Con group | **27 participants**
  - January 19: Lunch forum | Undecided group | **25 participants**
  - January 21: Happy hour forum | Con group | **31 participants**
  - January 23: Happy hour forum | Pro group | **38 participants**



# MEMBER COMMENTS VIA THE ONLINE FEEDBACK FORM

- 127 member comments received from January 9 through February 8
- The feedback form will remain open
- Form submitted comments can be viewed
  - On e-bike webpage at [tahoedonner.com/e-bike-rule](http://tahoedonner.com/e-bike-rule)
  - Attached as board meeting document







## E-BIKE SURVEY STATS

- An invite to the E-bike Member Survey was sent out to 11,155 member emails on January 26 with a reminder to anyone who hadn't completed the survey after 3 days.
- Survey Monkey is TDA's survey platform.
- Survey was open from **January 26 through February 2** and only took 5-8 minutes to complete.
- **3,564** completed surveys – the largest survey turnout to date.
- Published summary report live on the e-bike webpage and included in this update.





# INITIAL MEMBER OUTREACH THEMES

## COMMONALITIES FROM ALL OUTREACH METHODS

- Tahoe Donner Trail Community: need for enhanced focus on
  - Trail culture: positive shared belief and values
  - Education and communication
  - Trail etiquette and user expectations
  - Signage
  - Stewardship programs (ex. docents, ambassadors)
- Members are generally open-minded and want to find practical solutions that improves the trail experience for all users
- Outdoor Recreation Boom: More and more members are discovering the enjoyment they can have on the trails in a variety of ways.



# INITIAL MEMBER OUTREACH THEMES CONTINUED

## E-BIKE SURVEY HIGHLIGHTS

- Quantitative: preliminary
  - Strong opinions on both sides of the issue
  - Positive and powerful sentiment that e-bike use enables parties of differing abilities to access trails together
  - Positive and powerful sentiment that e-bike use enables access for mobility challenged to enjoy trails
  - Members are generally accepting of e-bikes on double-track (aka fire roads) {72% somewhat agree/total agree}
  - Member opinion is mixed on permitting e-bikes on single-track {48% somewhat disagree/totally disagree}
- Qualitative: 1,498 open-ended responses
  - Members love to provide feedback!
  - Coding performed by Finn Group, pending report

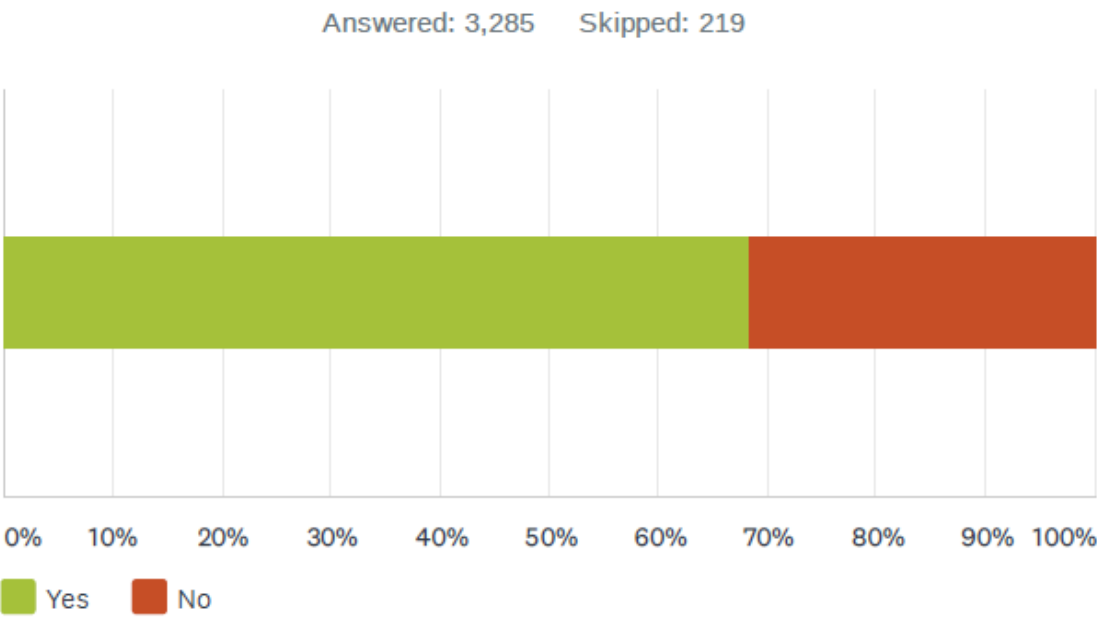




# SELECT SURVEY HIGHLIGHTS

SEE THE FULL SUMMARY REPORT IN  
THE BOARD DOCUMENTS OF ON  
[TAHOEDONNER.COM/E-BIKE-RULE](http://TAHOEDONNER.COM/E-BIKE-RULE)

Q13 Some trail systems permit only certain classes of e-bikes on their trails (See chart above about different classes of ebike). In formulating a potential policy change, should Tahoe Donner make distinctions between e-bike classes, permitting some and banning others?



ANSWER CHOICES	RESPONSES	
Yes	68.37%	2,246
No	31.63%	1,039
TOTAL		3,285



# SELECT SURVEY HIGHLIGHTS

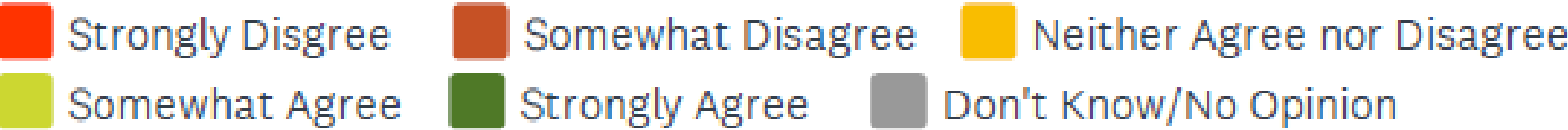
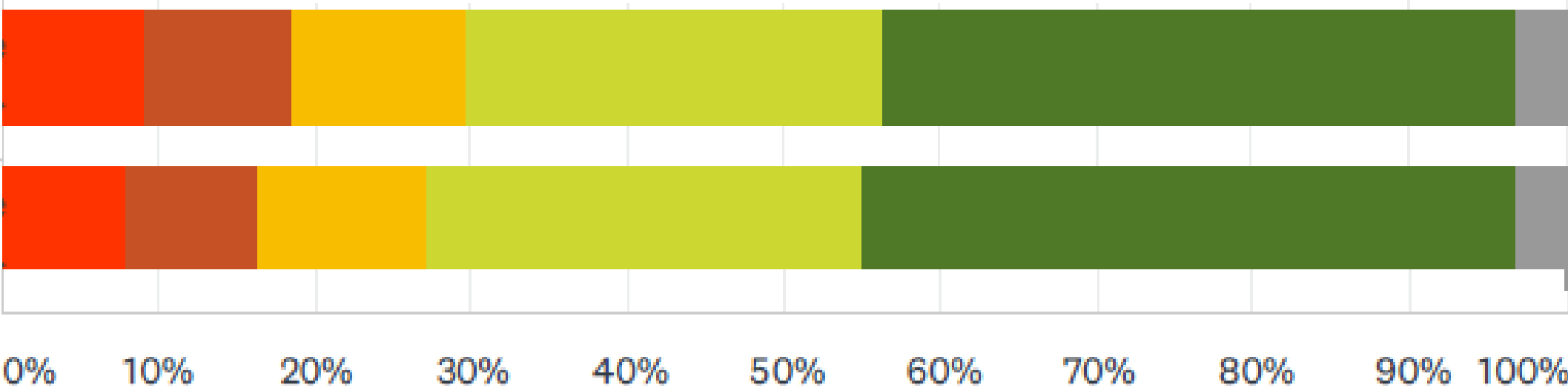
SEE THE FULL SUMMARY REPORT IN THE BOARD DOCUMENTS OF ON TAHOEDONNER.COM/E-BIKE-RULE

Q9 How much do you agree or disagree with each statement below?  
[Select one for each statement.]

Answered: 3,393    Skipped: 111

E-bikes enable riders of different generations, strengths and abilities to enjoy the trails together.

E-bikes enable those with age and health mobility challenges to enjoy the trails.

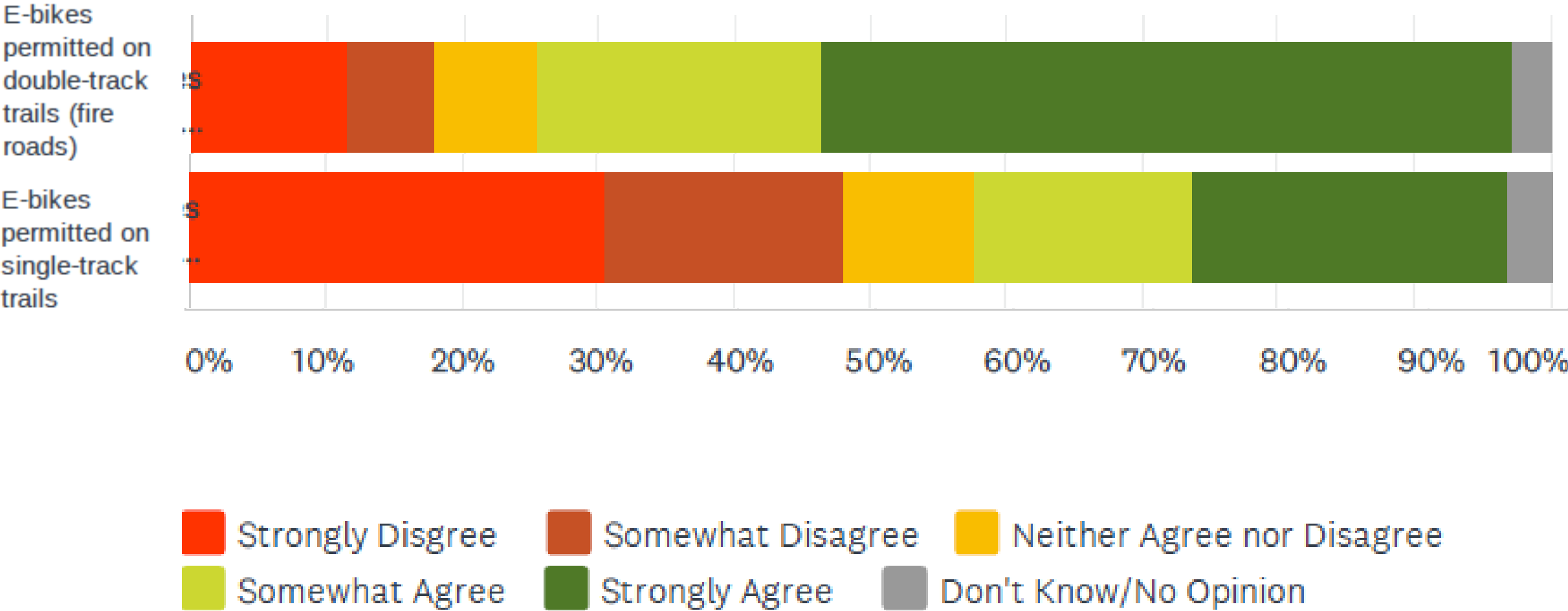




# SELECT SURVEY HIGHLIGHTS

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Q14 Some trail systems permit e-bikes only on select trails or in certain directions. How acceptable for you is each e-bike policy option below?





# MOVING FORWARD

## MANAGEMENT LEVEL

- Education and communication campaign
  - Trail branding and culture development
  - Trail etiquette
  - Signage – Approved 2021 Replacement Reserves Budget
- Continued efforts to disperse trail users across the trail system

## POLICY/RULE LEVEL

- Rule Change Options
  - Enhance existing prohibition
  - Adaptive management: defined as
    - covers a wide variety of options
  - Permitted everywhere

