

# AMENITY ACCESS + REC FEE POLICY CHANGE BOARD UPDATE

JANUARY 28, 2022

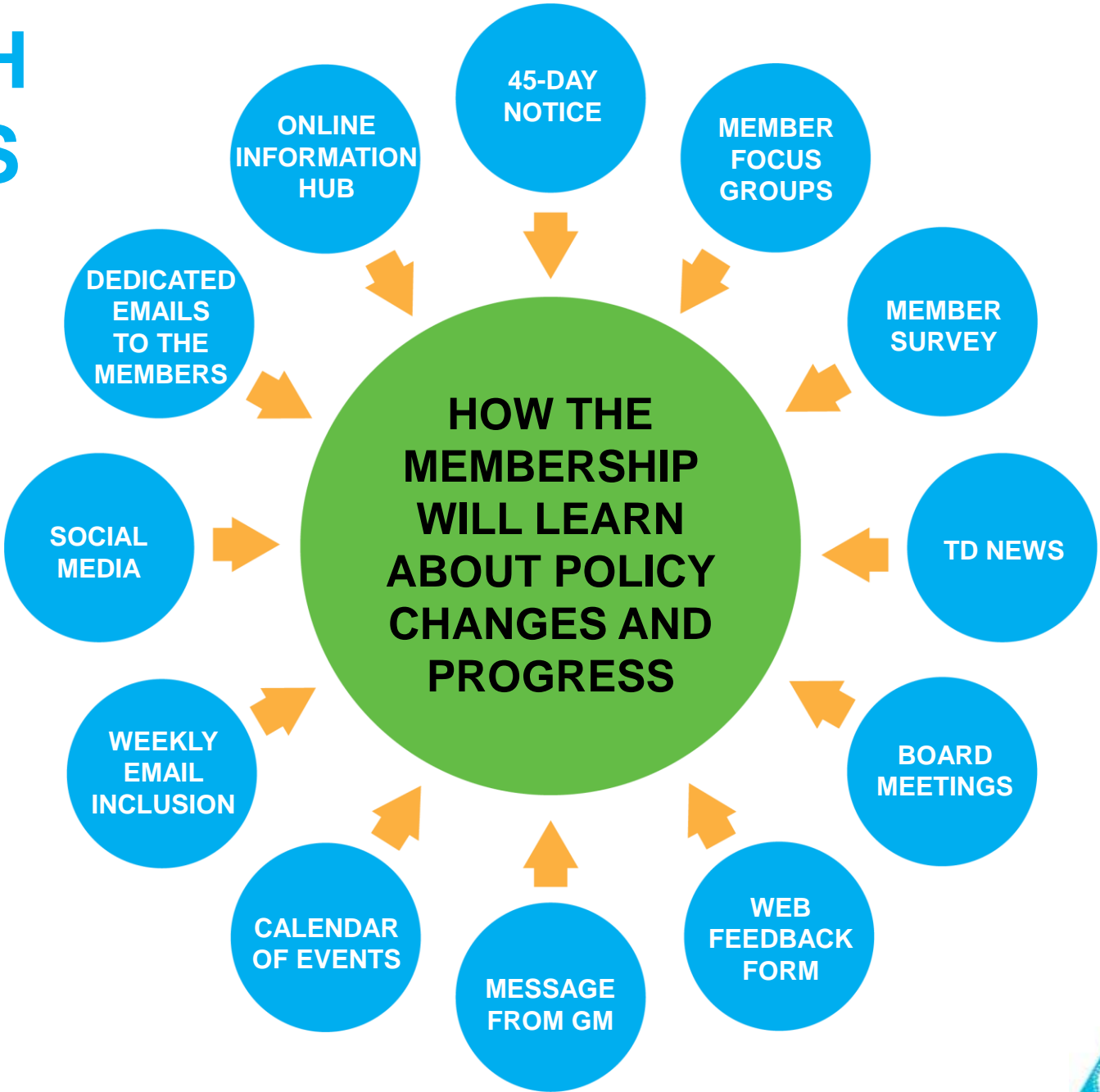
# AMENITY ACCESS POLICY OUTREACH GOAL

**ANALYZE AND SHARE CURRENT AMENITY ACCESS POLICY, GET MEMBER INPUT ON POLICY + REC FEE, DEVELOP AND SHARE POLICY CHANGES TO MEMBERS.**

## **THEMES OF OUTREACH:**

- **TRANSPARENT**
- **UNDERSTANDABLE**
- **EASY TO FIND INFORMATION**
- **TIMELY, CONSISTENT**
- **EASY TO GIVE FEEDBACK**

# OUTREACH CHANNELS



# MEMBER FOCUS GROUPS

## **GOAL:**

Provide an opportunity to learn about issues with current policy and what members are looking for in a new policy

## **INVITATION:**

- 5 sessions with an open invite to all members via zoom option to accommodate on and off-hill residents

## **FORMAT:**

- ZOOM: Open invite to all membership who wish to participate – groups to be limited to no more than 20 people per session
- Key dates:
  - Mid to late February
  - Session dates TBD

# MEMBER SURVEY

## **GOAL:**

Give an opportunity for members to provide feedback on current policies and on future amenity access policies

## **FORMAT:**

- Open to all membership who wishes to participate to provide feedback online.
- Key dates:
  - Membership notified of coming survey through weekly emails and dedicated emails: 4/1/22
  - Member Survey Live: 4/18/22-4/23/22
  - Member Survey Response Analysis: 4/28/2022

# ONLINE INFORMATION HUB

## **GOAL:**

Create an amenity access policy web hub where members can get information, provide feedback, watch previous meetings and look at documents and presentations for the project

## **PAGES INCLUDE**

- Project Overview (Amenity Access Policy, Rec Fee Policy)
- FAQ
- Feedback Form
- Timeline of Project
- Key Documents

## **PLAN TO KEEP CONTENT FRESH**

- Review FAQ twice monthly and update as needed
- FAQs to be developed based on questions received by members through the feedback form, member focus groups emails, etc
- Post presentation videos and key documents once presented to the board

# TD NEWS STORIES + UPDATES IN BRIEFS

## 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.

TD News has long lead-time and print window making it a challenging medium to put timely project updates. Email marketing is best for timely info but it's still a key part of our story telling.

## WHAT:

- Monthly update in “briefs” at minimum
- Quarterly story
- 45-Day Notice July 1, 2022

Link all stories in documents section of the web hub

# EMAIL COMMUNICATION + NEXTDOOR + SIGNAGE

## OVERVIEW:

Dedicated emails to homeowner list and inclusion in Tuesday weekly emails

Signage about how to learn more and provide feedback

## EMAIL MARKETING

- Dedicated: 7-10 days after any major presentation with summary, key documents and video link, link to give feedback
- Include in Tuesday emails: Promotion for online web hub (feedback tool), updates on policy changes (if any), how to provide feedback

## NEXTDOOR + FACEBOOK

- Create posts linking to web hub where members can get more relevant information about the project + how to provide feedback

## SIGNAGE

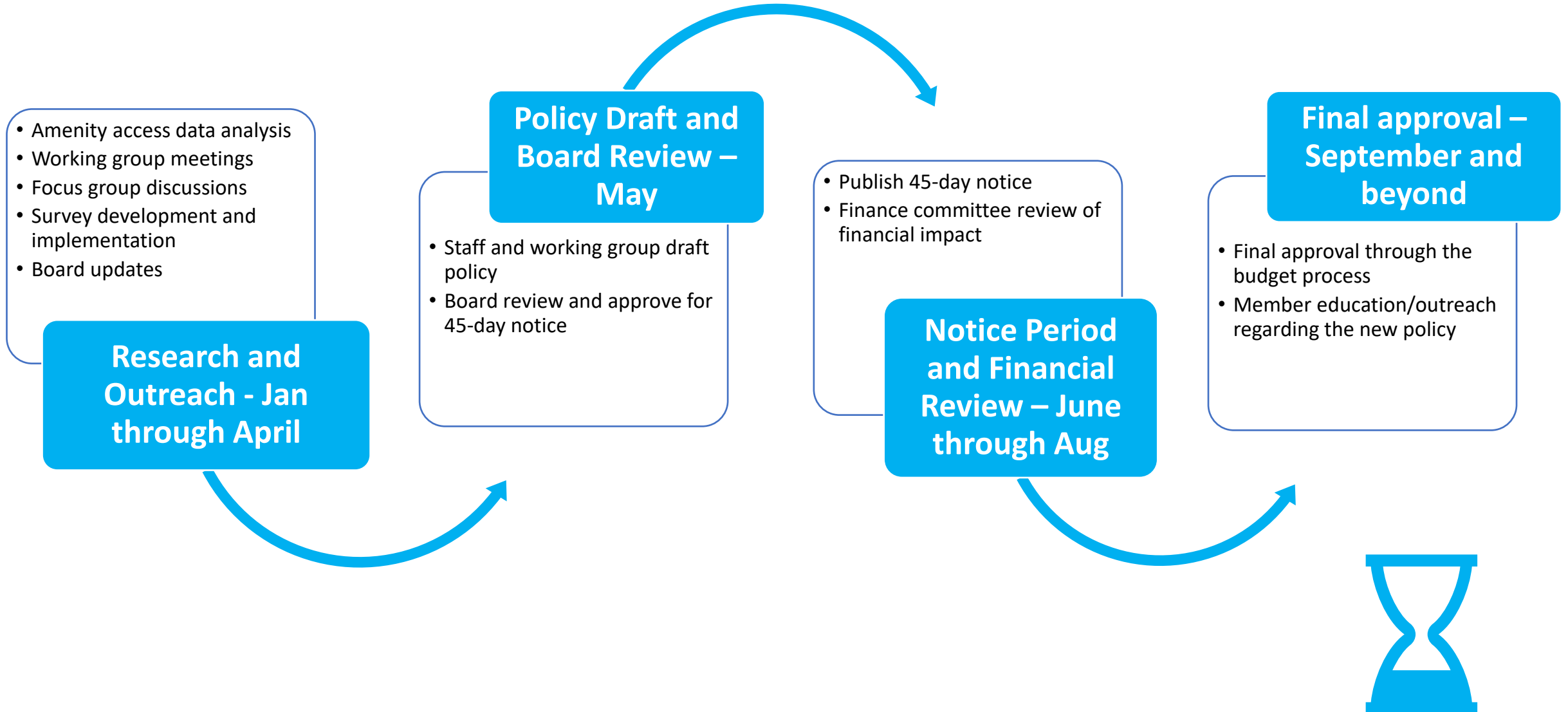
- Digital signage promoting:
  - Info hub/how to give feedback



# “AWARENESS + ENGAGEMENT” CAMPAIGN CHANNELS + TACTICS

CHANNEL	SPECIFICS
Web	Info Hub + feedback form
Email	Dedicated and weekly emails
Public Relations	TD News stories + 45-day Notice
Advertising	Digital Screens
Social	Nextdoor + Facebook
Events	Board Meetings

# TIMELINE



# THANK YOU

