



STAFF REPORT

February 16, 2022

TITLE: 2021 Member Usage and Satisfaction Survey

RECOMMENDATION: Discussion only

BACKGROUND: Tahoe Donner staff executed a **Member Usage and Satisfaction Survey** from November 18 through December 15, 2021. The online survey was facilitated by the F'inn Group, a third-party research group. Tahoe Donner also contracted with the F'inn Group in 2015 and 2019 for similar surveys so benchmarking data is available for comparison.

The goals of the 2021 survey were to:

- Understand member attitudes toward amenities
- Understand new members who purchased a property in the last 24 months
- Understand satisfaction and value of TD
- Identify opportunities to improve

The survey was sent to 10,406 member email addresses. Those emails were directly associated with a unit and lot from the membership database and RTP at the time of the survey. Properties who had multiple emails on file would have received an invite to each email address. In 2019, the F'inn Group weighted responses, so each property got the value of one response (i.e. if two responses came from the property, they were weighted at 50%); however, the weighting did not impact the results and increased the cost of the survey, so the association did not utilize weighting with the 2021 survey.

ANALYSIS:

- 1,879 members completed the survey (increase from 2019)
- Review the F'inn Group Results Summary PowerPoint for all info
- Key findings included:
 - 10% increase in full-time residents since 2019 (26% vs. 16%), estimated to be approximately 1,600 more full time residents.
 - 60% of new members/buyers are 49 years old or younger and 73% of new buyers are motivated to buy because of the amenities and trails
 - Members' perception of value is declining in various areas
 - Having amenities open to members is more important than cutting costs by limiting hours
 - Members give high satisfaction marks on fire safety, common area maintenance and customer service; rule enforcement and short-term rental (STR) issues have lower satisfaction scores
 - Amenity Access Policy, divisive topic of the ski lodge and restaurants all identified as areas that need improvement, which staff are currently working on



OUTREACH: Email invitations were sent by the survey group with reminders for those who hadn't completed the survey.

FISCAL IMPACT: Budgeted expense is both on budget and on time.

ALTERNATIVES: For review only

Prepared by: Lindsay Hogan, Director of Marketing 2/16/2022

Board Meeting Date: 2/25/2022

General Manager Approval to Place on the Agenda: _____