

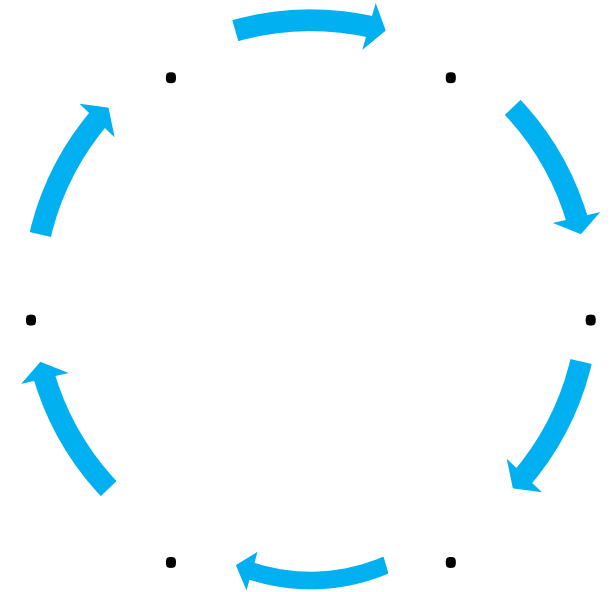
AMENITY ACCESS POLICY CHANGE BOARD UPDATE

MARCH 25, 2022

PURPOSE

Monthly update to the Board of Directors

- Review project scope
- Share the desired outcomes of the project
- Provide an update on the Working Group
- Webform, Focus Group, Member Survey feedback
- Survey update
- Timeline and process update



PROJECT SCOPE

THE SCOPE OF THE PROJECT IS TO UPDATE THE AMENITY ACCESS POLICY

Focus of this working group should be limited to the content of this policy. This policy *“establishes the eligibility requirements for receipt of ID’s by various types of Tahoe Donner Owners, related individuals and guests for discounts at, and access to, recreational amenities within Tahoe Donner.”* The policy defines:

Critical terminology

- Such as Recreation Fee, Immediate Family, Extended Family, Owner, Governing Documents, etc.

Property owner photo ID’s

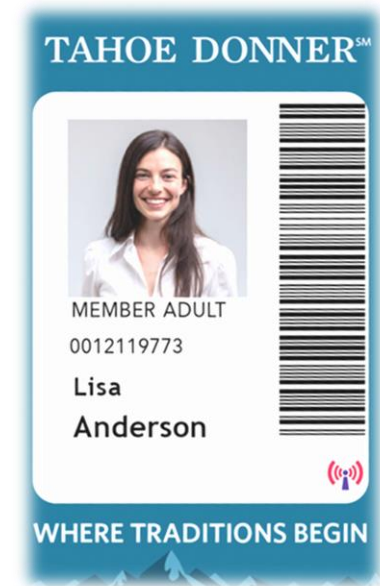
- Who can receive them
- What benefits does a pass holder receive
 - Recreation Fee properties and non-Recreation Fee properties
- How many passes can each property receive
- How long are the passes valid

Use of Recreation Fee Amenities

- Pools, Tennis Center, Marina, Trout Creek Rec Center and Snowplay
- Guest cards, guest access

General rules applicable to amenity use

- Broad rules relevant to minor children, lost ID cards, unauthorized use of ID cards, etc.



THE AMENITY ACCESS POLICY DOES NOT INCLUDE

- *Association pricing policy*
- *Cost recovery goals for recreational amenities*

AMENITY ACCESS POLICY UPDATE OUTCOMES

Outcomes were developed through review of the CCR's, Bylaws, Covenants Rules and Resolutions

- Promote a sense of community among members
- Protect the amenities, the environment and membership
- Foster member enjoyment and use
- Simplify the policy for ease of understanding and administration
- Support a long term sustainable and equitable pricing system
- Clarify user categories

UPDATE - WORKING GROUP

Group of seven members with representation from several membership types formed in January to assist staff through the update process. Five meetings to date.

- Outcomes
- Focus group planning, coordination and execution
- Utilization, financial, historical and comparative information
- Feedback to date through the web portal
- Review survey design



WEB FORM FEEDBACK SUMMARY

The web form has been available for member input since December 2021. To date, there have been 52 submittals. The follow are the top 12 most mentioned concerns in descending order:

- Beach and Trout Creek are too crowded
- Member-first priority
- Increase unaccompanied guest fees
- Al a carte Rec Fee for families smaller than four
- Include some access (including guest access) in assessment or Rec Fee
- Unaccompanied guest fee too high
- Rec Fee is a great deal
- Works great – no change
- Extra cards should cost progressively less
- Children should not be free
- Eight cards are not enough
- Eight cards are too many



MEMBER FOCUS GROUPS

GOAL:

Through a facilitated meeting with a defined set of topics, provide members a platform to vocalize thoughts about our current policy and potential future policy concepts.

Staff hosted five focus groups from February 24 through March 2. Each group represented a different membership type. Staff was able to ask for feedback around four primary topics – the **current policy, guest access, amenity value** and what an **ideal policy** might look like. What follows are the most common responses.



MEMBER FOCUS GROUPS

CURRENT POLICY:

- Concerns about crowding
- Works well for a traditional family, but not for “atypical “ families
- Works well for full time residents with four family members
- Recreation Fee is a good deal
- Not fair for single person household
- Complicated

GUEST ACCESS:

- Concerns about crowding
- How to differentiate “family/personal” guests from “STR/commercial” guests
- Consider peak period blackouts of unaccompanied guests
- Guests do not have the same respect for the amenities
- Higher unaccompanied guest pricing is good



MEMBER FOCUS GROUPS

AMENITY VALUE

- Value elements – Quality, convenience, wellness, variety, decompress
- Concerns with equity
- Some members use other (non-TDA) recreation options – too crowded, too expensive, or both

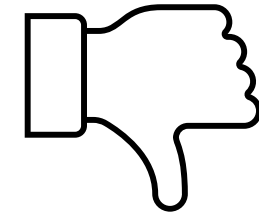
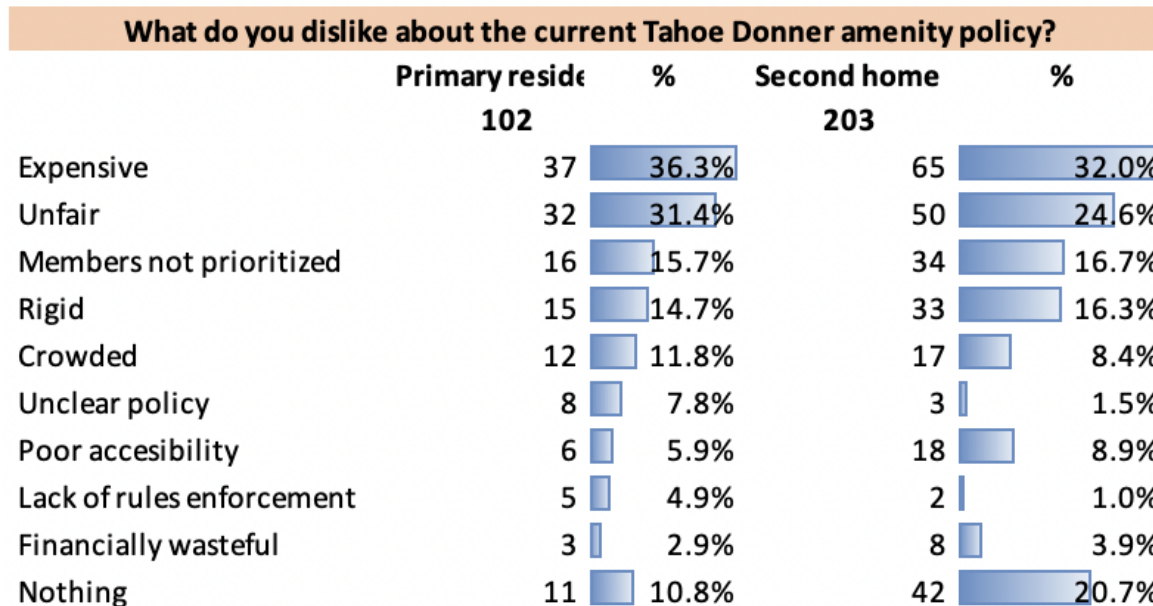
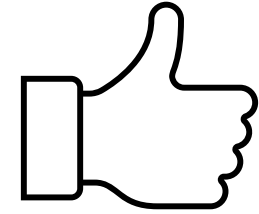
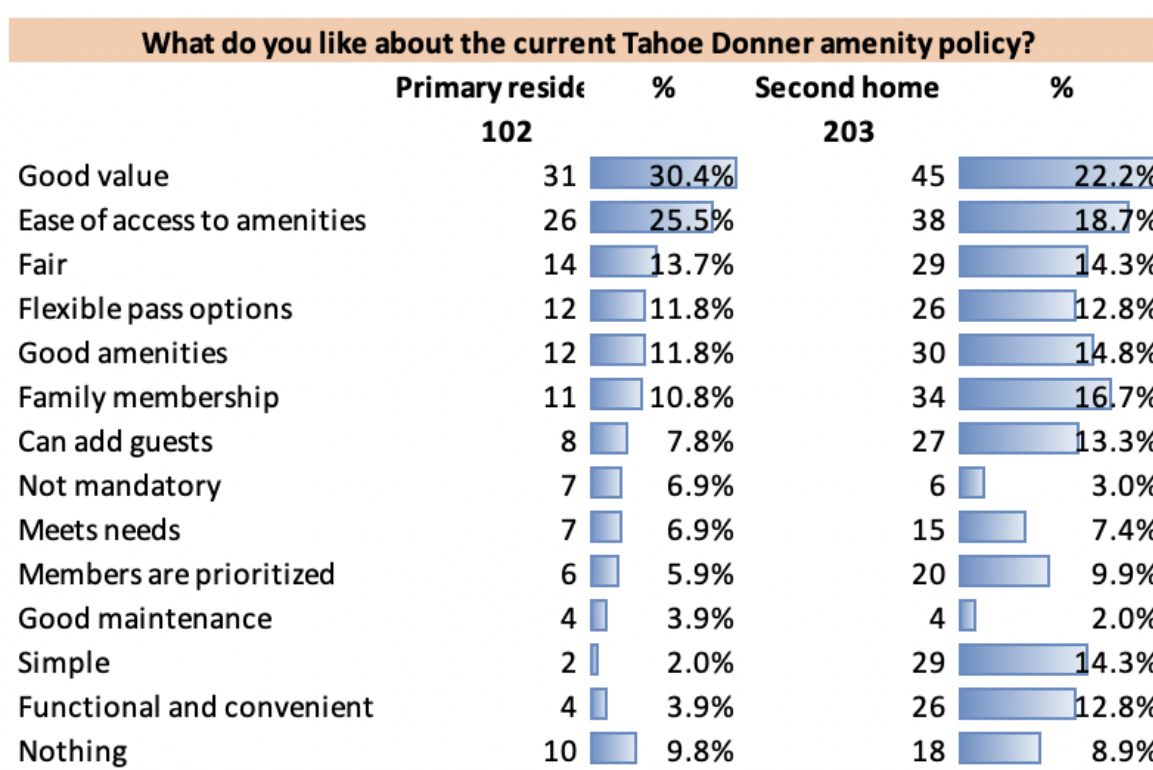
IDEAL POLICY – introduced several “out of the box” ideas to stimulate discussion – discussion focus around

- Black out dates or surge pricing for unaccompanied guests during peak periods
- Specific quantity of free access included in the assessment
- Flexible to a variety of familial situations
- Honors “community” with priority on owners and their families
- Pro-rated options for access if less than a year
- Annual limit on unaccompanied guests per property



2021 MEMBER SURVEY

These results are from the 2021 member survey. The questions were open-ended and these are the coded results. Of note, our consultant indicates that any result over 10% is significant.



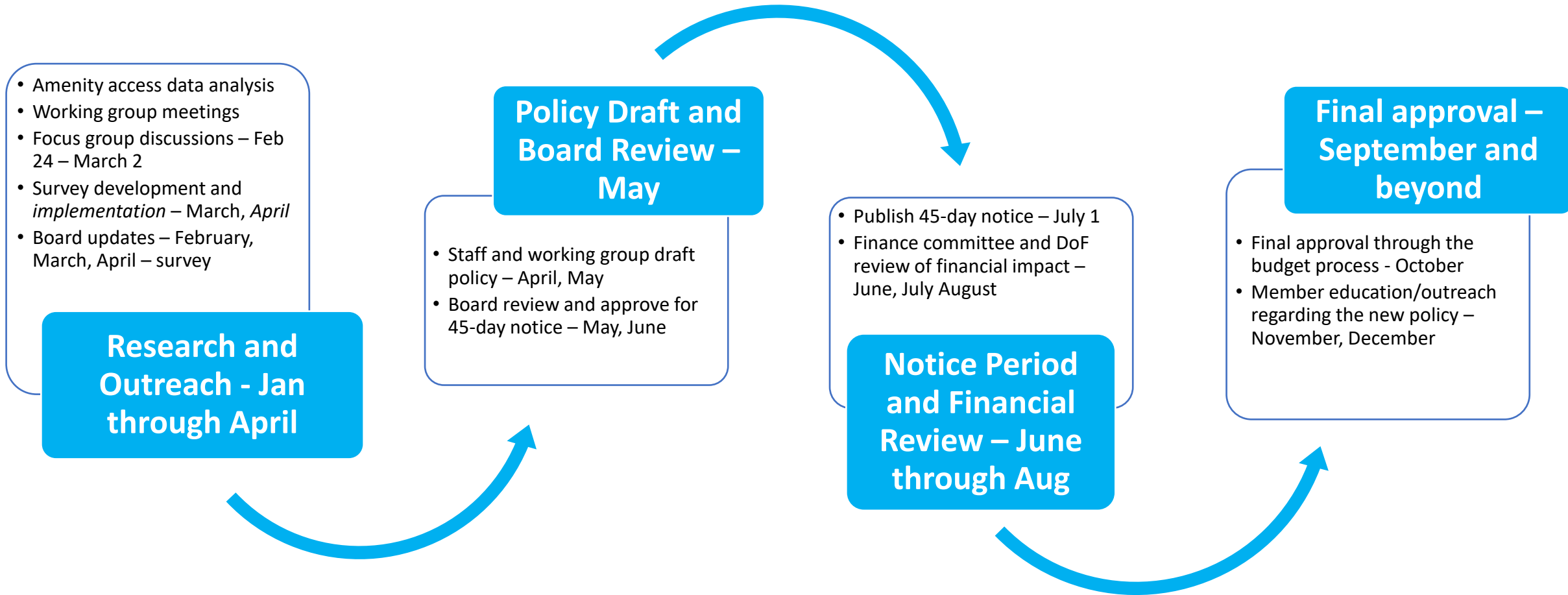
SURVEY

Staff is planning to launch a member survey specific to the amenity access policy in April. Utilizing feedback to date, we intend to use the survey to understand our membership's opinions focusing on value choices, definition preferences and attitudes towards high level policy ideas/options including:

- Simplification of policy
- Value Dichotomies
 - Exclusivity
 - Transferability
 - Guests
- Member concerns
 - Crowding
 - Equity
 - Community
 - Family
- Policy options



PROCESS



THANK YOU