# AMENITY ACCESS POLICY CHANGE BOARD UPDATE

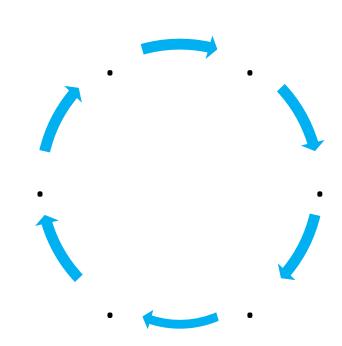
MARCH 25, 2022



### **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

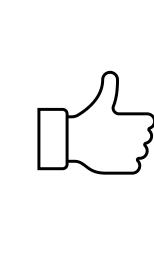
- Black out dates or surge pricing for unaccompanied guests during peak periods
- Specific quantity of free access included in the assessment
- Flexible to a variety of familial situations
- Honors "community" with priority on owners and their families
- Pro-rated options for access if less than a year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

What do you like about the current Tahoe Donner amenity policy?						
	Primary reside	%	Second home	%		
	102		203			
Good value	31	30.4%	45	22.2%		
Ease of access to amenities	26	25.5%	38	18.7%		
Fair	14	13.7%	29	14.3%		
Flexible pass options	12	11.8%	26	12.8%		
Good amenities	12	11.8%	30	14.8%		
Family membership	11	10.8%	34	16.7%		
Can add guests	8	7.8%	27	13.3%		
Not mandatory	7	6.9%	6	3.0%		
Meets needs	7	6.9%	15	7.4%		
Members are prioritized	6	5.9%	20	9.9%		
Good maintenance	4	3.9%	4	2.0%		
Simple	2	2.0%	29	14.3%		
Functional and convenient	4	3.9%	26	12.8%		
Nothing	10	9.8%	18	8.9%		



What do you dislike about the current Tahoe Donner amenity policy?						
	Primary reside	%	Second home	%		
	102		203			
Expensive	37	36.3%	65	32.0%		
Unfair	32	31.4%	50	24.6%		
Members not prioritized	16	15.7%	34	16.7%		
Rigid	15	14.7%	33	16.3%		
Crowded	12	11.8%	17	8.4%		
Unclear policy	8	7.8%	3	1.5%		
Poor accesibility	6	5.9%	18	8.9%		
Lack of rules enforcement	5	4.9%	2	1.0%		
Financially wasteful	3	2.9%	8	3.9%		
Nothing	11	10.8%	42	20.7%		



# **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**

- Amenity access data analysis
- Working group meetings
- Focus group discussions Feb
  24 March 2
- Survey development and implementation – March, April
- Board updates February, March, April – survey

Research and Outreach - Jan through April

Policy Draft and Board Review – May

- Staff and working group draft policy – April, May
- Board review and approve for 45-day notice – May, June

- Publish 45-day notice July 1
- Finance committee and DoF review of financial impact – June, July August

Notice Period and Financial Review – June through Aug

### Final approval – September and beyond

- Final approval through the budget process October
- Member education/outreach regarding the new policy – November, December



# THANK YOU

