

AMENITY ACCESS

REVIEW THE PARAMETERS OF DATA BEING UTILIZED TO HELP
INFORM THE DEVELOPMENT OF THE AMENITY ACCESS POLICY

NOVEMBER 18, 2022



PURPOSE

- Provide an overview of data staff will be utilizing to develop the Amenity Access Policy
 - Survey data
 - Utilization data
 - Revenue data
 - Overview of themes from member feedback



SURVEY DATA BEING UTILIZED TO HELP INFORM AMENITY ACCESS POLICY



MEMBER ENGAGEMENT

Over 6,500 engagements related to our Amenity Access Policy to date with communication including:

- Online web form feedback
- Member working group
- Member focus groups
- 2020 Strategic Plan Survey
- 2021 Member Survey
- 2022 Amenity Access Member Survey

Examples of survey data are presented in the following slides

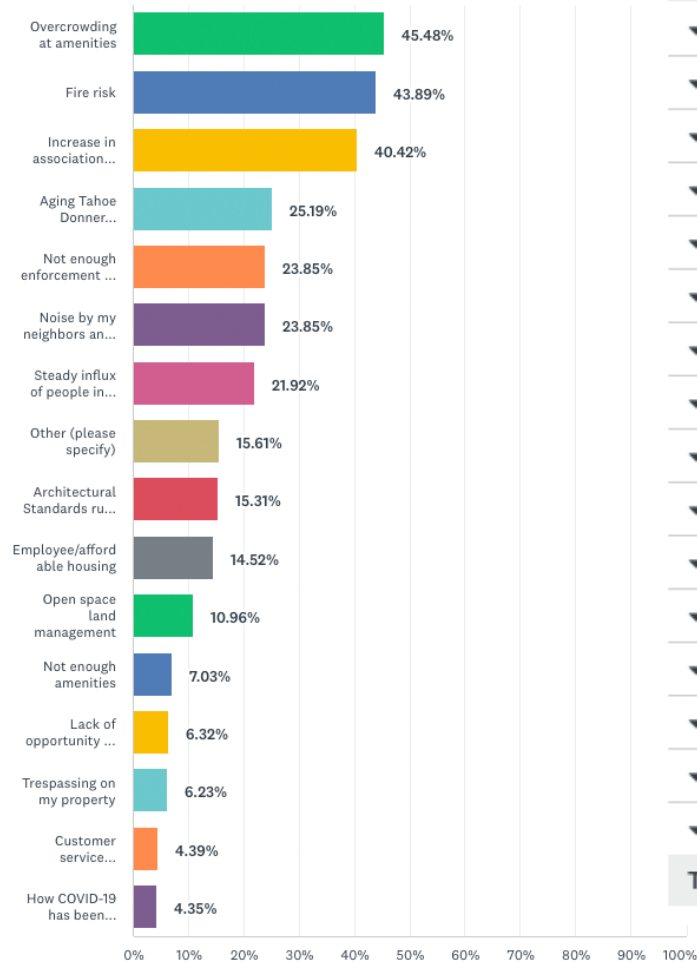


EXAMPLE OF 2020 STRATEGIC PLAN SURVEY DATA

OPEN SEPT. 21-27, 2020 | 2,502 MEMBER RESPONSES

In your opinion, what are the prevailing challenges that should be addressed in Tahoe Donner? Check all that apply.

Answered: 2,390 Skipped: 119



ANSWER CHOICES	RESPONSES	
Overcrowding at amenities	45.48%	1,087
Fire risk	43.89%	1,049
Increase in association fees/costs	40.42%	966
Aging Tahoe Donner buildings/facilities	25.19%	602
Not enough enforcement of rules	23.85%	570
Noise by my neighbors and their guests	23.85%	570
Steady influx of people in the community	21.92%	524
Other (please specify)	Responses 15.61%	373
Architectural Standards rules are too strict	15.31%	366
Employee/affordable housing	14.52%	347
Open space land management	10.96%	262
Not enough amenities	7.03%	168
Lack of opportunity to get involved or provide feedback in Tahoe Donner governance	6.32%	151
Trespassing on my property	6.23%	149
Customer service provided by Tahoe Donner staff	4.39%	105
How COVID-19 has been handled	4.35%	104
Total Respondents: 2,390		

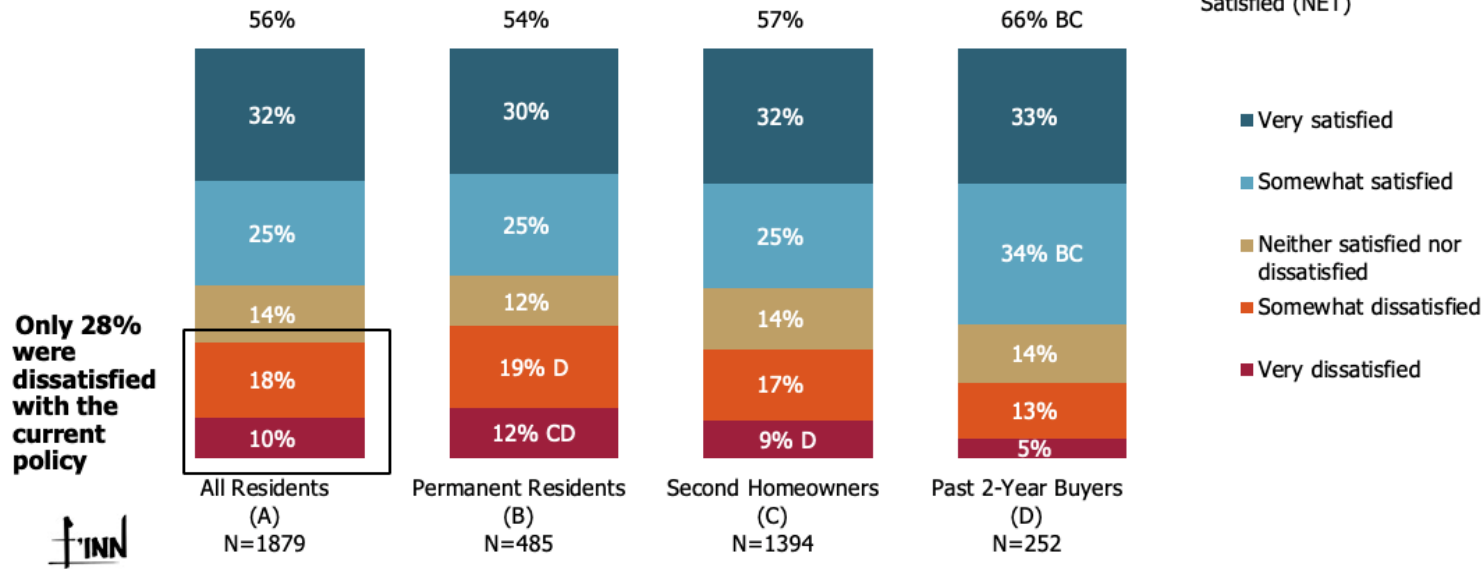


EXAMPLE OF 2021 MEMBER SURVEY DATA

OPEN NOV. 18-DEC.15, 2021 | 1,879 MEMBER RESPONSES

D1: How satisfied are you with the current Tahoe Donner Amenity Access Policy?

Overall satisfaction for the amenity policy is favorable, but 32% of permanent residents and 26% of second homeowners are dissatisfied by it.



What do you like about the current Tahoe Donner amenity policy?

	Primary residence 102	%	Second home 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?

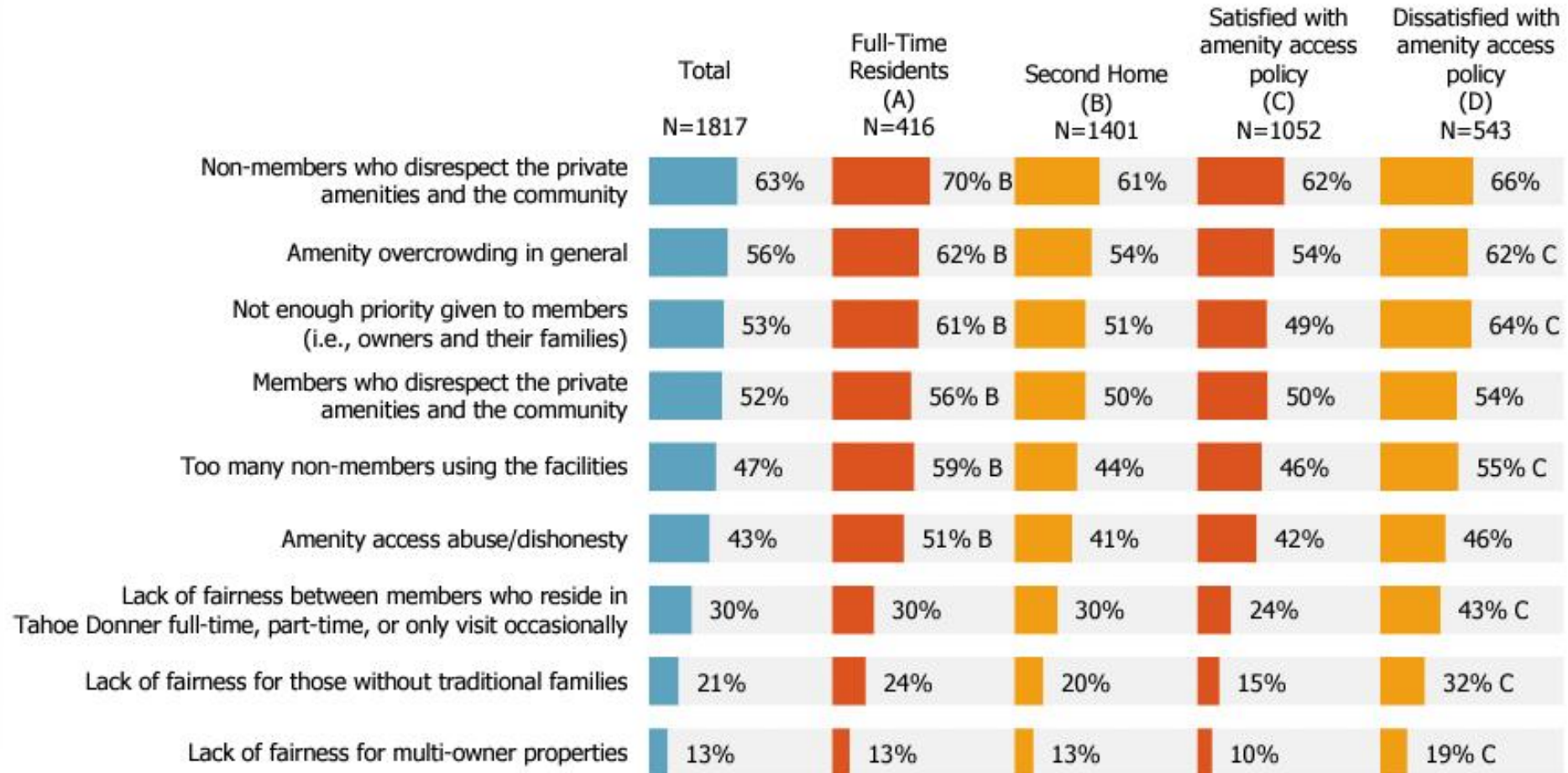
	Primary residence 102	%	Second home 203	%
Expensive	37	36.3%	65	32.0%
Unfair	32	31.4%	50	24.6%
Members not prioritized	16	15.7%	34	16.7%
Rigid	15	14.7%	33	16.3%
Crowded	12	11.8%	17	8.4%
Unclear policy	8	7.8%	3	1.5%
Poor accessibility	6	5.9%	18	8.9%
Lack of rules enforcement	5	4.9%	2	1.0%
Financially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



EXAMPLE OF 2022 AMENITY ACCESS SURVEY DATA

OPEN JUNE 20-JULY 5, 2022 | 2,028 MEMBER RESPONSES

Private Amenity Concerns



THEMES FROM SURVEY DATA

Members are concerned about the following:

- **OVERCROWDING** – especially at the Beach Club Marina and Trout Creek Rec Center
- **MEMBER PRIORITY/EXCLUSIVITY** – increased value
- **SAFEGUARDING** against access abuse/dishonesty
- **SIMPLIFICATION**
- **FAIRNESS** between different types of members/families
- **COST**



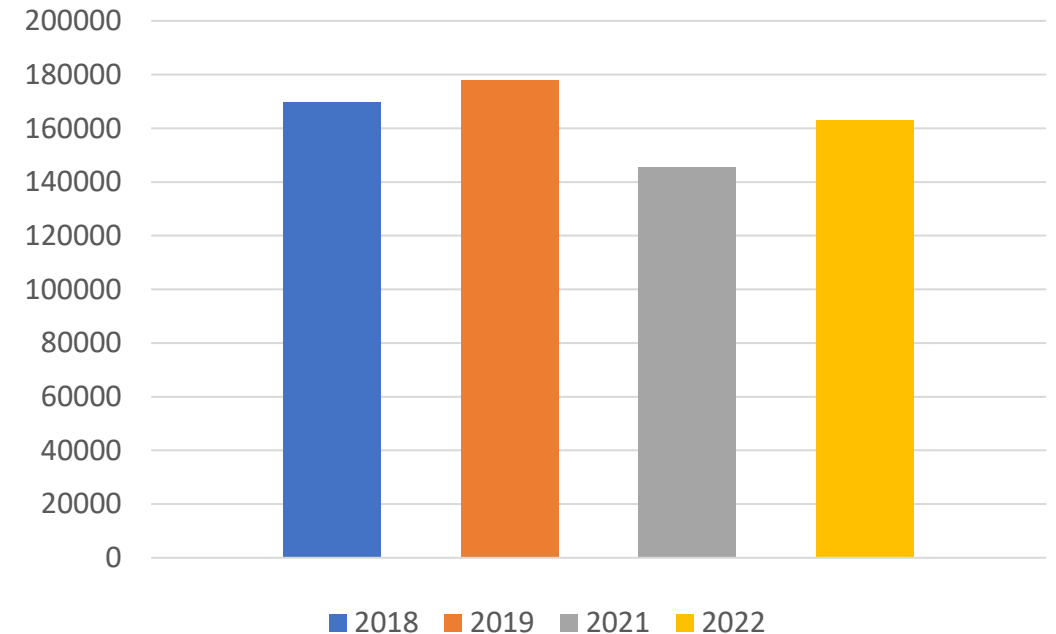
VISITATION AND OTHER RELATED DATA BEING UTILIZED TO HELP INFORM AMENITY ACCESS POLICY



VISITATION

- Currently reviewing 2022 summer access data from May 1-Oct. 31
 - 2022/23 Rec Fee year runs through April 30, 2023
- Total visitation is climbing toward pre-pandemic levels
- To date, 2022/23 Rec Fees have been purchased at 3,383 properties, or 52.2% of all TD properties (high 56.6% in 2019/20; low 39.7% in 2020/21)
- Staff will utilize data from 2018/19 and 2019/20 Rec Fee years as well – visitation
- Use and revenue per property for 2022/23 Rec Fee year

Private Amenity Visitation YTD May 1 – Oct 31



*2020 excluded due to COVID-19 impact



PER-PROPERTY INFORMATION

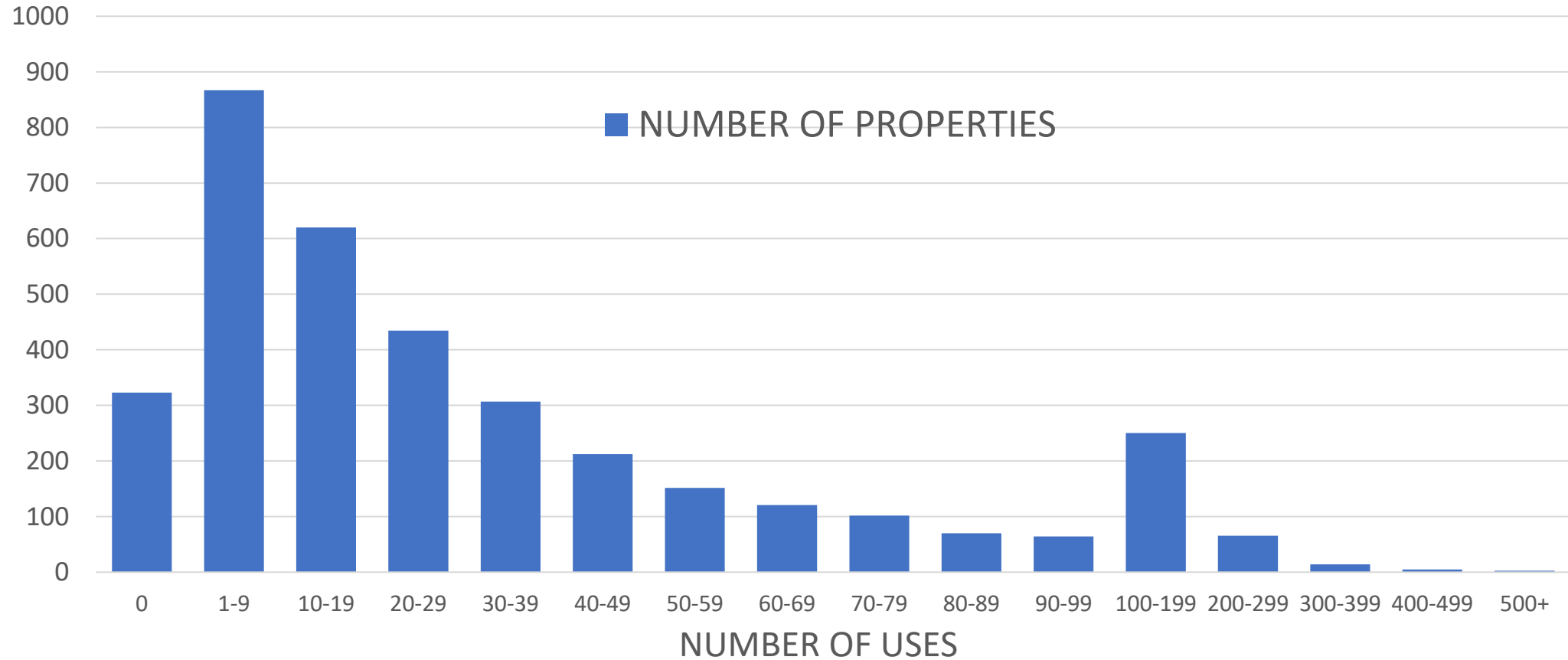
In order to determine overall member use of amenities, per-property information for the current Rec Fee year will include:

- Rec Fee and whether it has been paid or not
- Member access volume
 - Rec Fee
 - Daily access
 - Revenue
- Guest access volume
 - Accompanied
 - Unaccompanied
 - Revenue
- Total access volume and revenue
- Revenue per entry



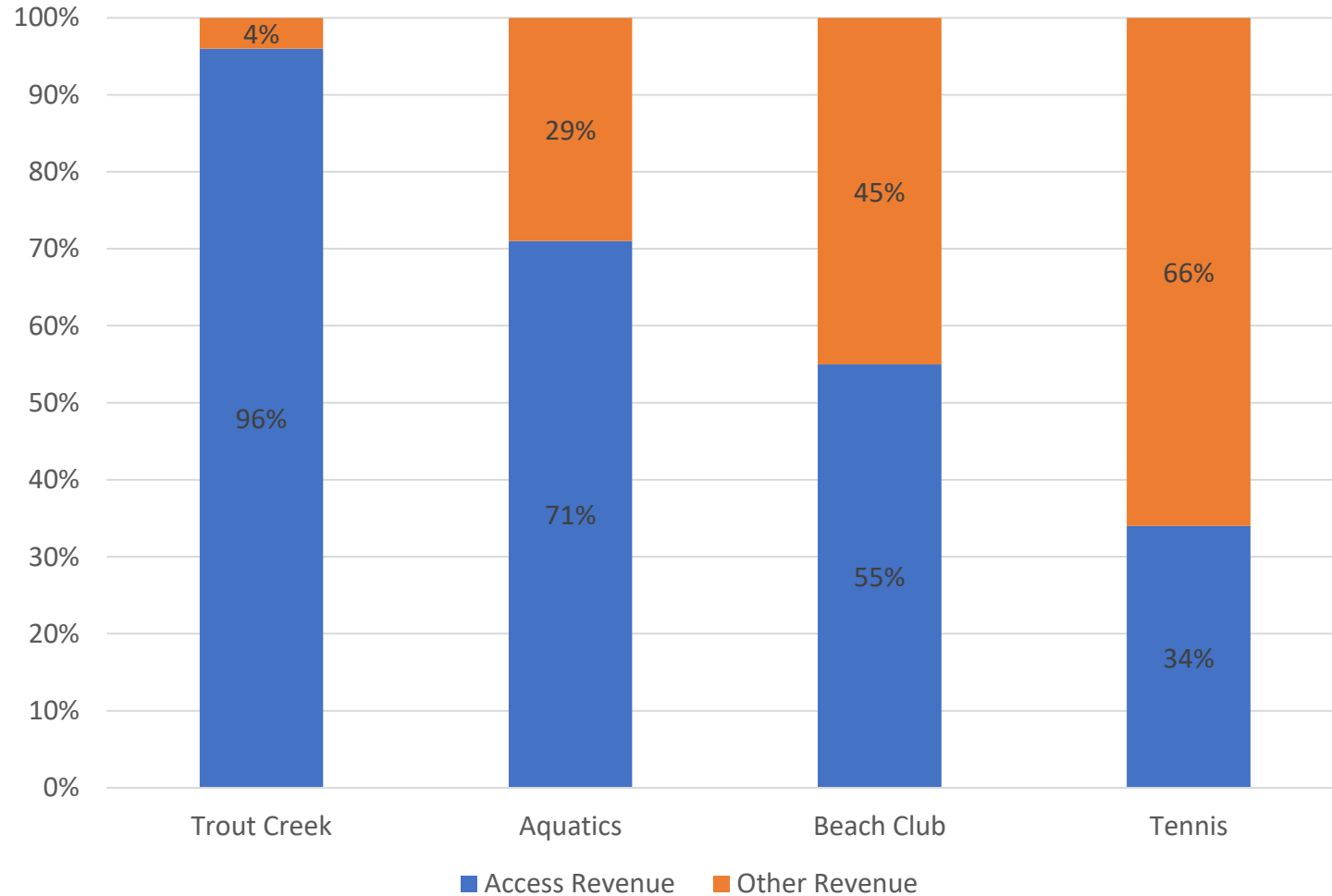
EXAMPLES OF OTHER DATA

VISITATION BY REC FEE PROPERTIES (AVERAGE OF 2018/19 AND 2019/20 REC FEE YEARS)



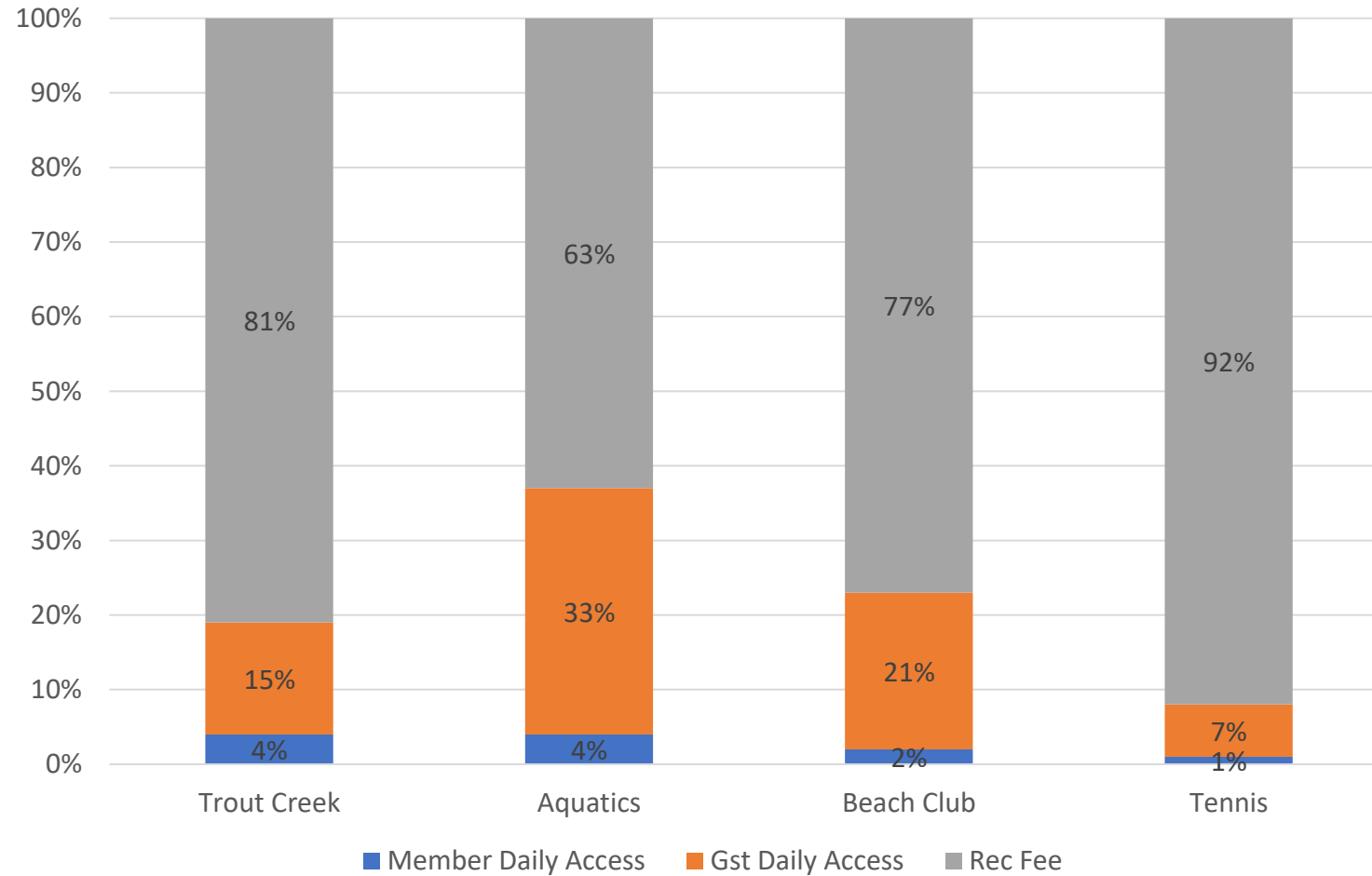
EXAMPLES OF OTHER DATA CONTINUED

PERCENT ACCESS (REC FEE AND DAILY ACCESS) REVENUE TO ALL REVENUE



EXAMPLES OF OTHER DATA CONTINUED

PERCENT ACCESS REVENUE FROM SOURCE



THANK YOU



APPENDIX – AMENITY ACCESS POLICY UPDATE OUTCOMES

ORIGINALLY PRESENTED IN FEBRUARY 2022

Outcomes were developed in the winter of 2022 with the working group through reviews of the C&Rs, Bylaws, Covenants Rules and Resolutions:

- Promote a sense of community among members
- Protect the amenities, 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

