



TAHOE DONNER™

2023 COMMUNICATIONS PREFERENCES SURVEY

September 22, 2023

COMMUNICATION PREFERENCES SURVEY BACKGROUND

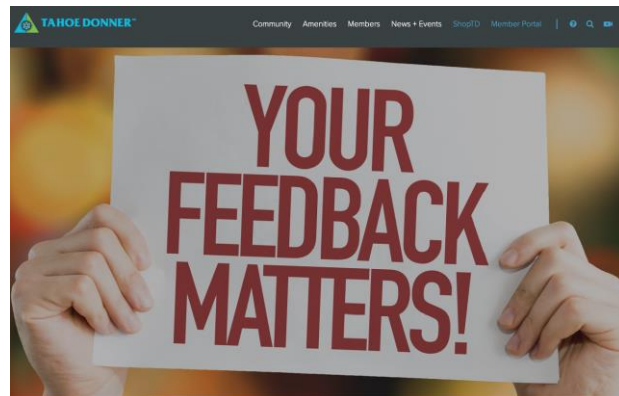
Started in 2017 to gain a better understanding of how the membership wants to be communicated with and what information they want

A survey has been conducted every 2 years since then, including in 2019, and 2021, and just wrapping up for 2023

Many questions are left precisely the same so we can benchmark the results. The following slides are the summary of the 2023 survey and compared to previous years where appropriate and possible

2023 Survey Detail

- 965 total responses
- Sent to 5,523 homeowners (primary homeowners only from eUnify)
- Open for approximately two weeks with two reminders



Member Surveys

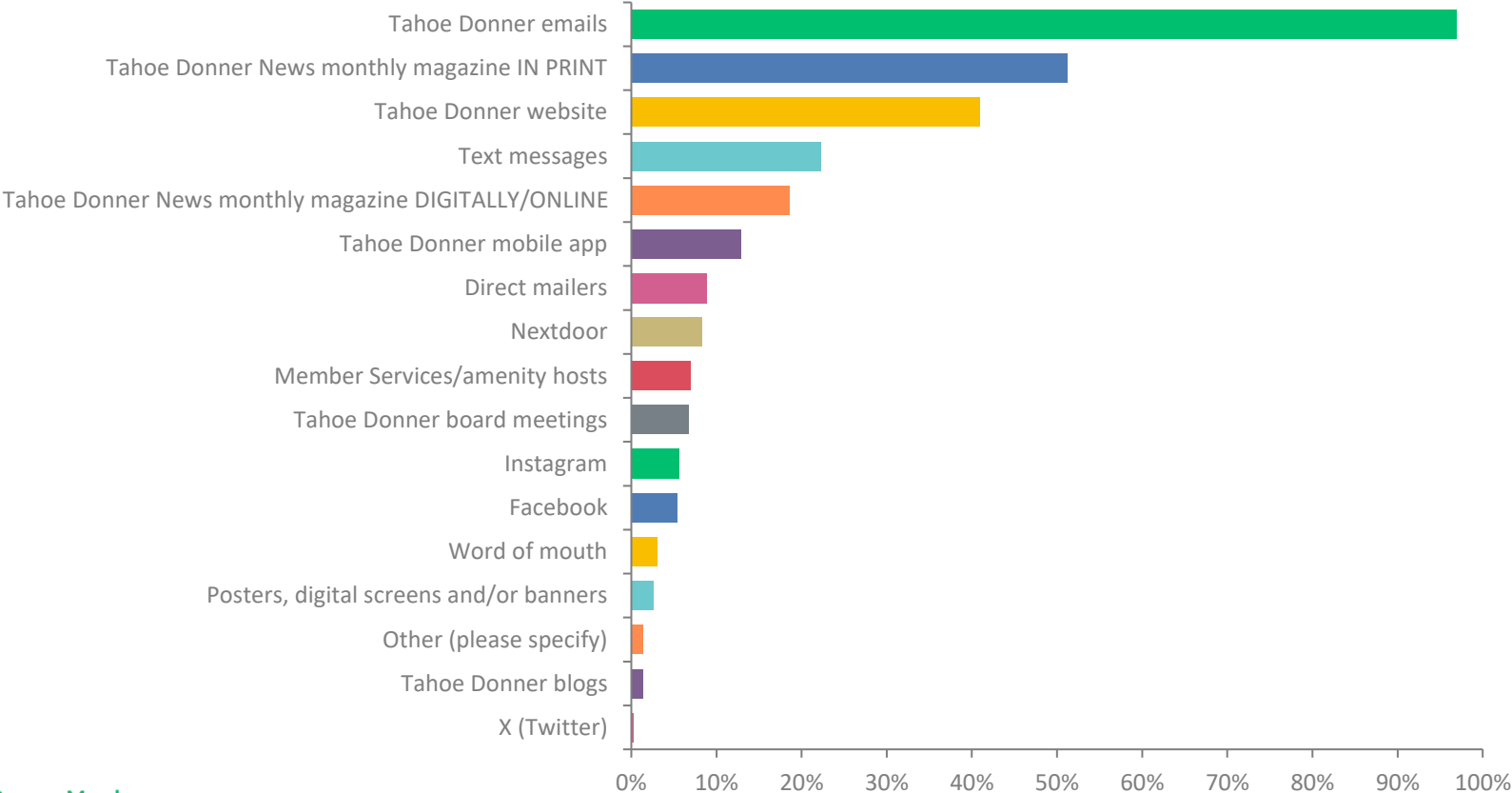
RECENT SURVEY RESULTS

- 2022 Fall Festival Feedback Survey | Open from October 11-17, 2022 | 113 responses
- 2022 Tahoe Donner Post-Election Survey | Open July 7 – July 25, 2022 | 1,093 responses
- 2022 Amenity Access Policy Survey | Open June 20-July 5, 2022 | 2,028 responses
- 2022 Trails Master Plan Survey | Open April 25–May 2, 2022 | 3,302 responses
- 2022 Downhill Ski Lodge Replacement Questionnaire | Open January 9-February 10, 2022 | 3,053 responses
- 2021 Member Survey (report updated 4/14/22) | Open November 18-December 15, 2021 | 1,879 responses
- 2021 Communication Preferences Survey | Open August 16-24, 2021 | 1,979 responses
- 2021 E-Bikes on Tahoe Donner Trails Survey | Open January 26-February 2, 2021 | 3,564 responses
- 2021 Ski Lodge Replacement Project Survey | Open December 29, 2020-January 7, 2021 | 2,643 responses
- 2020 Five-Year Strategic Plan Member Survey | Open September 21-27, 2020 | 2,502 responses
- 2020 COVID-19 Home Use + Amenities Survey | Open July 29 – August 8, 2020 | 3,377 responses
- 2020 Post-Board Election Survey | Open July 8-16, 2020 | 1,629 responses
- 2020 Temporary COVID-19 Amenity Access Survey | Open May 20-June 3, 2020 | 1,710 responses
- 2019 Communications Preferences Survey | Open from October 20-27, 2019 | 1,920 responses
- 2019 Fall Festival Feedback Survey | Open from October 16-21, 2019 | 78 responses
- 2019 Wild West Fest Feedback Survey | Open from September 4-12, 2019 | 64 responses
- 2019 Trails Survey | Open from August 7-13, 2019 | 2,620 responses
- 2019 Pizza on the Hill Survey | Open from August 15-22, 2019 | 2,576 responses
- 2019 Member Survey | Open May 1-30, 2019 | 1,590 responses
- 2019 Elections Benchmark Survey | Open from April 18-20, 2019 | 1,344 responses



Q1: HOW DO YOU PREFER TO RECEIVE COMMUNICATIONS FROM TAHOE DONNER? CHECK ALL THAT APPLY.

Answered: 965 Skipped: 0



Q2: HOW USEFUL IS THE TAHOE DONNER NEWS MAGAZINE TO YOU?

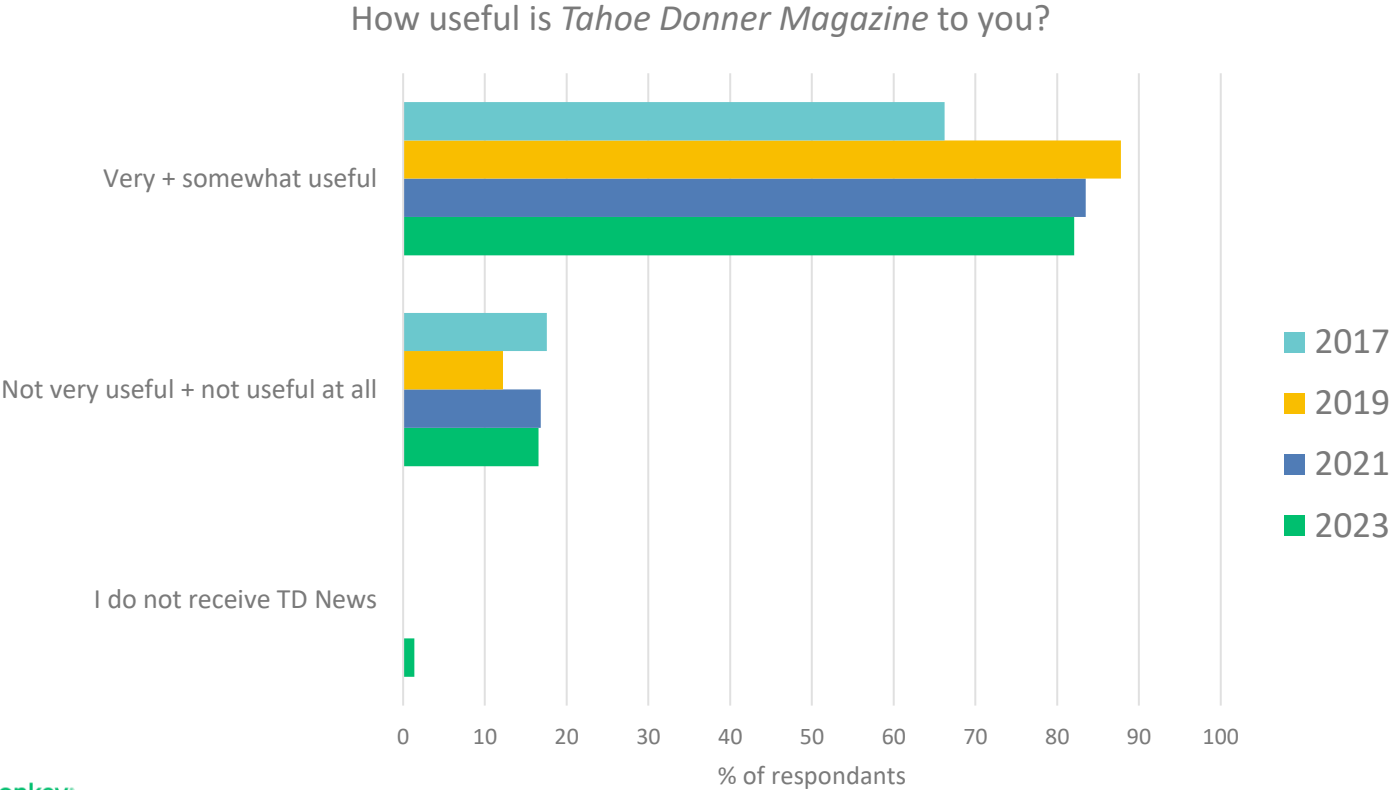
Answered: 961 Skipped: 4

ANSWER CHOICES	RESPONSES	
Very useful	34.86%	335
Somewhat useful	47.14%	453
Not very useful	11.97%	115
Not useful at all	4.68%	45
I do not receive TD News	1.35%	13
TOTAL		961

82%

Q2: HOW USEFUL IS THE TAHOE DONNER NEWS MAGAZINE TO YOU?

COMPARING 2017, 2019, 2021 AND 2023



Q3: HOW OFTEN DO YOU READ THE TAHOE DONNER MAGAZINE, TAHOE DONNER NEWS?

Answered: 963 Skipped: 2

ANSWER CHOICES	RESPONSES	
Every month	53.06%	511
Most months	23.36%	225
Occasionally	15.99%	154
Only Budget/Annual Report issues	1.66%	16
Never	4.15%	40
I do not receive TD News	1.77%	17
TOTAL		963

76%

Q4: HOW SATISFIED ARE YOU WITH THE AMOUNT OF INFORMATION YOU RECEIVE FROM TAHOE DONNER ABOUT KEY GOVERNANCE ISSUES LIKE BOARD MEETINGS, RULE CHANGES, RATE INCREASES, BUDGET MATTERS AND CAPITAL PROJECTS?

Answered: 943 Skipped: 22




	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
👍	3.50% 33	7.00% 66	24.92% 235	36.37% 343	28.21% 266	943	3.79

Q5: HOW WOULD YOU RATE TAHOE DONNER'S TRANSPARENCY RELATED TO KEY GOVERNANCE ISSUES LIKE RATE INCREASES, BUDGET MATTERS AND CAPITAL PROJECTS?

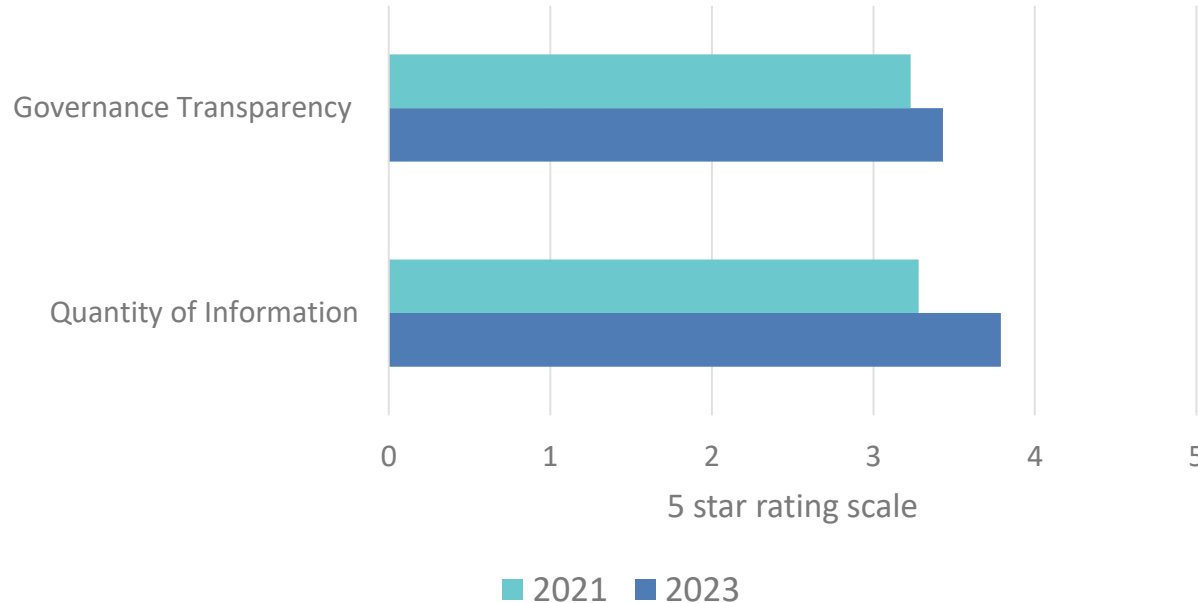
Answered: 938 Skipped: 27



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
	9.06%	13.65%	24.73%	30.17%	22.39%	938	3.43
	85	128	232	283	210		

GOVERNANCE COMMUNICATION: COMPARING 2021 + 2023

Transparency + Amounts of Information: Satisfaction Ratings

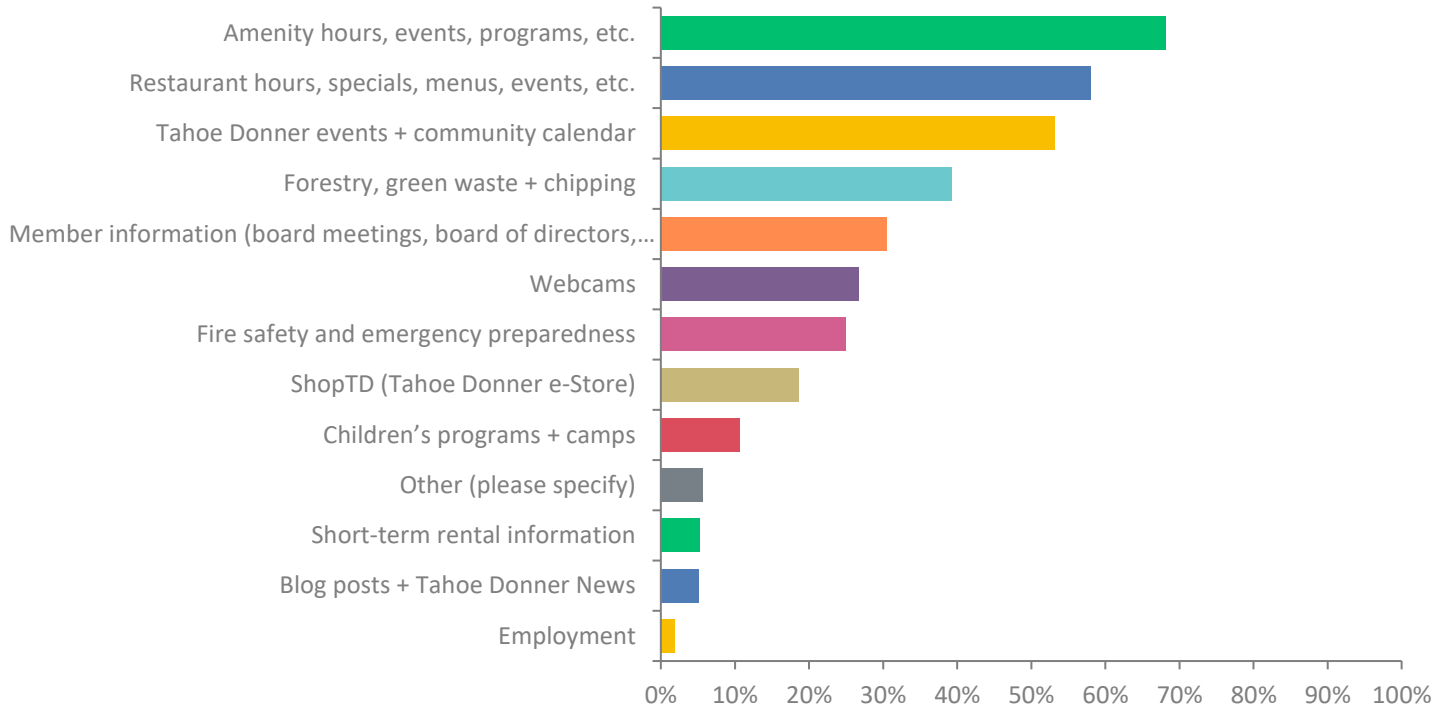


Q5: How would you rate Tahoe Donner's transparency related to key governance issues like rate increases, budget matters and capital projects?

Q4: How satisfied are you with the amount of information you receive from Tahoe Donner about key governance issues like board meetings, rule changes, rate increases, budget matters and capital projects?

Q7: WHAT DO YOU LOOK FOR MOST OFTEN ON THE TAHOE DONNER WEBSITE? SELECT ALL THAT APPLY.

Answered: 894 Skipped: 71



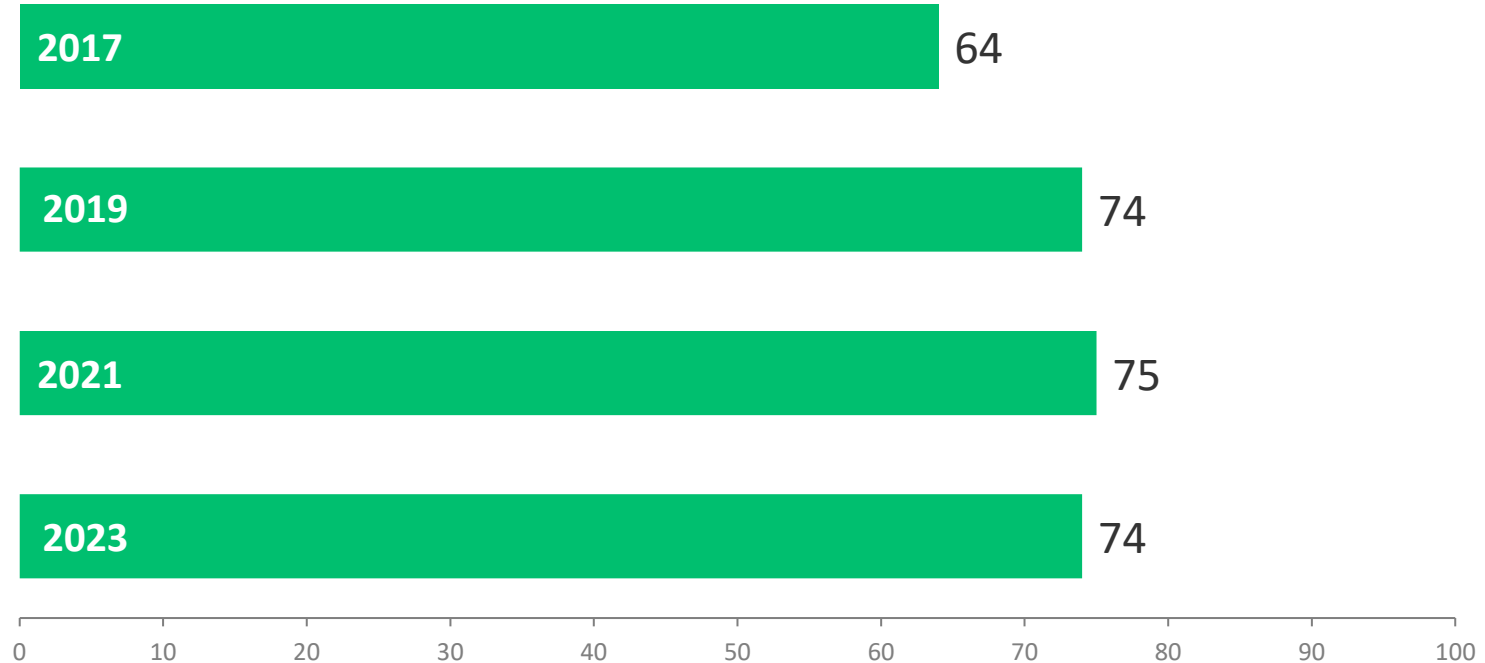
Q7: WHAT DO YOU LOOK FOR MOST OFTEN ON THE TAHOE DONNER WEBSITE? SELECT ALL THAT APPLY.

Answered: 894 Skipped: 71

ANSWER CHOICES	RESPONSES	
Amenity hours, events, programs, etc.	68.12%	609
Restaurant hours, specials, menus, events, etc.	58.05%	519
Tahoe Donner events + community calendar	53.13%	475
Forestry, green waste + chipping	39.26%	351
Member information (board meetings, covenants, capital projects, etc.)	30.54%	273
Webcams	26.73%	239
Fire safety and emergency preparedness	24.94%	223
ShopTD (Tahoe Donner e-Store)	18.57%	166
Children's programs + camps	10.63%	95
Other (please specify)	5.70%	51
Short-term rental information	5.26%	47
Blog posts + Tahoe Donner News	5.03%	45
Employment	1.79%	16
TOTAL		3109

Q10: HOW WOULD YOU RATE TAHOE DONNER ASSOCIATION COMMUNICATION EFFORTS? (SCALE OF 1 TO 100)

COMPARING 2017, 2019, 2021 AND 2023



Q11: HOW CAN TAHOE DONNER IMPROVE COMMUNICATIONS?

Answered: 820 Skipped: 145

ANSWER CHOICES	RESPONSES	
I am happy with current communications	70.24%	576
I would like to see the following (please specify)	29.76%	244
TOTAL		820

Q13: WHICH BEST DESCRIBES THE USE OF YOUR HOME(S) OR PROPERTY(IES) IN TAHOE DONNER?

Answered: 895 Skipped: 70

ANSWER CHOICES	RESPONSES	
Full-time resident	23.91%	214
Part-time resident	41.01%	367
Vacations, holidays and/or long weekends	24.58%	220
Mix of personal use and STR	7.26%	65
Use amenities only	0.11%	1
Rent property full-time	2.01%	18
I neither reside nor visit in Tahoe Donner	1.12%	10
TOTAL		895

QUESTIONS?

THANK YOU