

AMENITY ACCESS ROLLOUT + COMMUNICATION

October 25, 2024

AMENITY ACCESS ROLLOUT + COMMUNICATION

PAYMENT PORTAL DEVELOPMENT

- Creating a new payment portal that supports the user experience better and automates applying amenity access (to reduce staff manual entry)

WEB HUB

- Launched Oct. 15
- Goal: One-stop-Shop for info and how to take action
- Will continue to evolve and develop

PROCESS CREATION + STAFF TRAINING

- Developing process, how-to documents
- Developing staff training SOP
- Integrating into Web Hub

OTHER

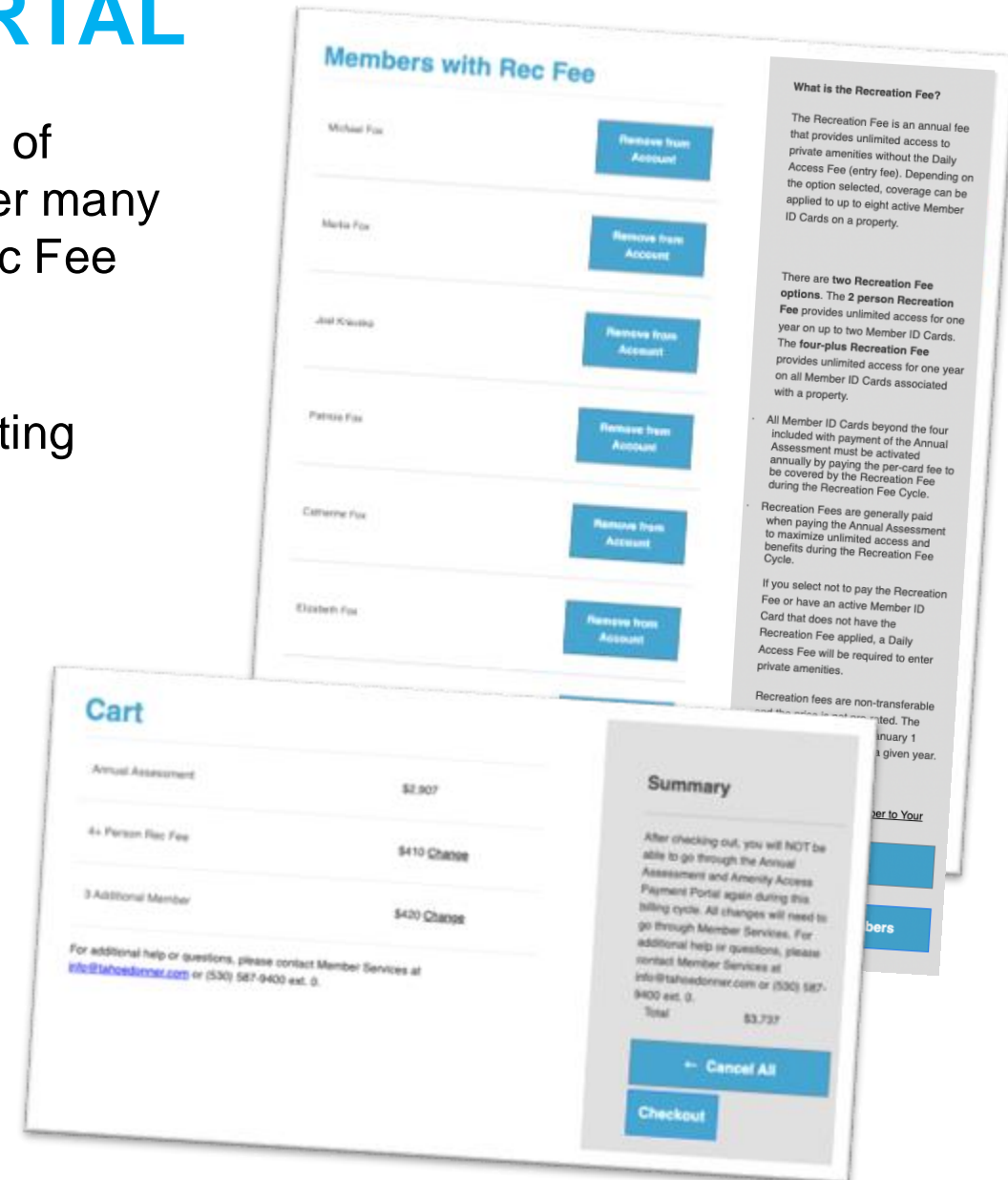
- New cards
- Annual Assessment mailing and education
- Future communication campaigns

ANNUAL ASSESSMENT + AMENITY ACCESS PAYMENT PORTAL



NEW ANNUAL ASSESSMENT + AMENITY ACCESS PAYMENT PORTAL

- The existing payment portal requires a manual application of amenity access, which staff apply property by property over many months. This manual application is impossible with the Rec Fee cycle being moved to January.
- The new portal will automate that process for both accounting software and amenity access software
- The new portal is built with more User Experience (UX) and education in mind
- Version 1 of the portal will be ready for 2025 Annual Assessment payment
- Future rollout to include Fines + Fees and adding a member to your account (V1 will direct to a form for Member Services to process)



WEBSITE HUB

NEW WEB HUB: PURPOSE + PLAN

- Live Oct. 15
- A centralized online hub for all Amenity Access rule change information
- Consolidates information so it is easier to understand (and directs to complete rule for additional context)
- One-stop-shop for all audiences: Members, guests, resident tenants, and short-term tenants (eventually realtors, etc)

Key Features

- The primary destination for communications regarding the rule change
- Includes all actionable documents and forms for easy access (eventually)
- A dynamic platform that will evolve as each phase of the implementation is rolled out
- Includes historical information on rule change

Next Steps for Communication

- We will direct all member communications, emails and announcements to this new web hub
- All staff and comms should encourage members to explore the web hub for the most up-to-date information on changes



PROCESS DEVELOPMENT + STAFF TRAINING



PROCESS DEVELOPMENT + STAFF TRAINING

1. Processes Developed + Form Creation
2. How to Documents Created
3. Staff Training Manuals Created
4. Training Staff

These include:

- How to Request STR Cards
- How to Register Your Personal Unaccompanied Guest
- How to Relinquish Your Rights to a Tenant
- How to Verify Your Members on Property
- How to Apply for an Exception
- How to Add a One-Store Child (under 7)

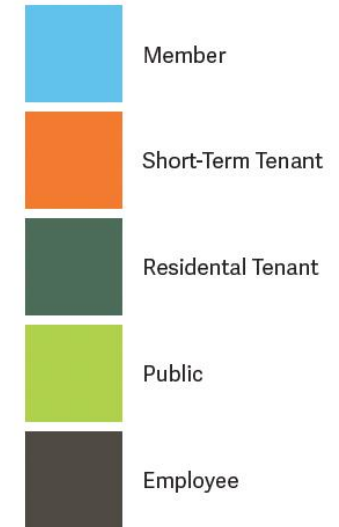
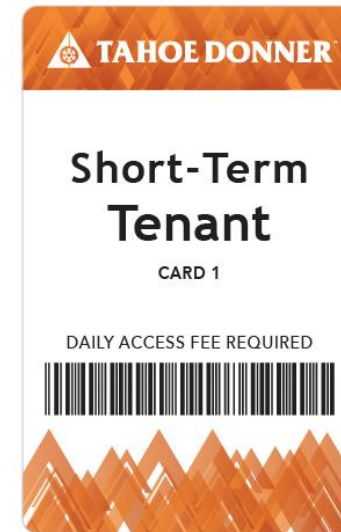
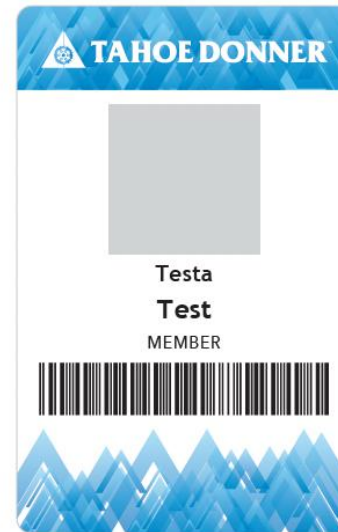


OTHER

NEW CARDS

New ID card stock has been ordered and should be here in the following month

- Member cards will be issued with new design when a person has been validated. Will serve as a visual queue for who has completed the validation process
- STR and Tenant cards are new
- Public and Employee cards will be reordered as we exhaust our supply since they are not related to the Amenity Access Rule change



ANNUAL ASSESSMENT MAILING + EDUCATION

The direct mail Annual Assessment bill is mailed annually on Nov. 15, per the bylaws.

- The bill will come with instructions and a unique code to access the new payment portal (no login required, only 6-digit code)
- Page 2 will include education about the new Amenity Access Rule
- If a member goes to the existing payment portal, there will be a PAY HERE button, which redirects them to the new portal
- Direct mail bills will be followed up in early December with an email directing people to pay on the portal
- Pay by check will still be offered, the portal is the preferred method
- Members interested in a payment plan will need to contact accounting@tahoedonner.com to set up
- Member Services staff is fully trained to support and provide any lost codes to members

TAHOE DONNER ASSOCIATION
407th Address
TRUCKEE, CA 96161

ANNUAL INVOICE
NOVEMBER 15, 2023

Account Due* (Due Date) **Amount Due*** **Account No.** **Rec Fee \$** **Account Due**
Property Address: **NOVEMBER 15, 2023** **January 1, 2024**
Unit Id: **NOVEMBER 15, 2023** **January 1, 2024**

Payment must be postmarked on or before March 4, 2024.
10% DELINQUENCY FEE applies MARCH 4, 2024.

2024 ANNUAL ASSESSMENT **\$2,907**
The 2024 Budget Report is included in the December issue of Tahoe Donner News.

OPTIONAL 2024 RECREATION FEE (4+ PERSON) **\$410**
2-PERSON OPTION **\$250**
Recreation Fee is valid May 1 - Dec. 31, 2024. See next page for details on the prorated fee for 2024. The Rec Fee entitles eligible ID cardholders unlimited entry into the following amenities without paying the daily access fee: Trust Creek Recreation Center and Pool, Tennis Center, Beach Club Marina, Snowplay and Northwoods Pool. Additional cards (up to four) are \$340 per card.

Pay online through the member portal at tahoedonner.com/member-portal.
• For payment by check, use the bottom section of this invoice.
• For other payment options, including payment plans, please visit tahoedonner.com/assessment.
• Enroll in paperless [eStatements](http://tahoedonner.com/assessment) to receive official communications via email at tahoedonner.com/member-portal.

*Your Amount Due reflects any existing credits or balance on your account in addition to the 2024 Annual Assessment. Log into your member portal account at tahoedonner.com/member-portal for more details.

If you already credited payment, thank you. Questions about this invoice or payment plan options should be directed to Membership Accounting at (530) 587-9417 or dmr@tahoedonner.com.

Assessment payments, gifts or contributions to Tahoe Donner Association are not tax deductible as charitable donations.

***IF PAYING BY CHECK, PLEASE CLEARLY WRITE YOUR ACCOUNT NUMBER (LISTED BELOW) IN THE MEMO FIELD OF THE CHECK

Detach and return with payment

Account Number **Account No.** Date Due **January 1, 2024** Amount Due **Account Due**
Rec Fee \$ **NOVEMBER 15, 2023** **January 1, 2024**

Total Fee \$

TAHOE DONNER ASSOCIATION
13309 NORTHWOODS BLVD
TRUCKEE, CA 96161

*Bank_CouponScanLine

NOVEMBER + DECEMBER COMMUNICATION

STR CARD CAMPAIGN (Q4 2024)

- Specific message to owners registered with the Town of Truckee
- How to request STR cards, link to form to intake all info
- Must be registered as an STR with both the Town of Truckee and Tahoe Donner
- \$75 annual validation fee

GUEST ACCESS CAMPAIGN (Q4 2024)

- Dedicated messaging to all TD homeowners
- Personal guests with a member do not need to register their guests
- Guest Cards will be deactivated in January 2025
- Personal guests who a member does not accompany will need to add them on their ShopTD profile

REC FEE CAMPAIGN (Q1 2025)

- Education on Rec Fee benefits, how to purchase
- Traditionally this campaign is implemented in April/May but will need to align with the calendar year now

VALIDATION CAMPAIGN + REALTOR CAMPAIGNS (Q2/3 2025)

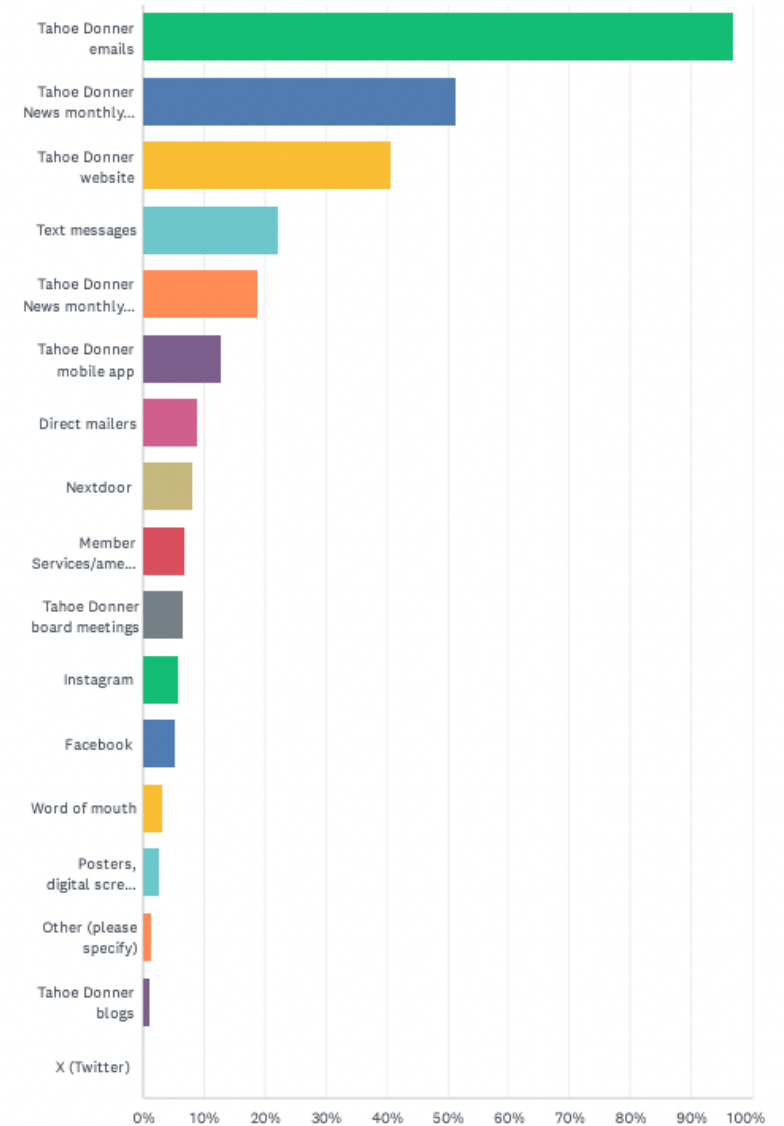
- Validation is already being done with new homeowners and changes on properties. Holding on initiating a member-wide campaign to allow time to refine the process and space out complex messaging to members

MEMBER COMMUNICATION PREFERENCES

2023 Member Communication Preferences Survey responses, which align with the plan

ANSWER CHOICES	RESPONSES
Tahoe Donner emails	97.01%
Tahoe Donner News monthly magazine IN PRINT	51.34%
Tahoe Donner website	40.82%
Text messages	22.37%
Tahoe Donner News monthly magazine DIGITALLY/ONLINE	18.66%
Tahoe Donner mobile app	12.89%
Direct mailers	8.87%
Nextdoor	8.25%
Member Services/amenity hosts	6.91%
Tahoe Donner board meetings	6.70%
Instagram	5.67%
Facebook	5.36%
Word of mouth	3.09%
Posters, digital screens and/or banners	2.68%
Other (please specify)	1.44%
Tahoe Donner blogs	1.34%
X (Twitter)	0.31%
Total Respondents: 970	

Q1 How do you prefer to receive communications from Tahoe Donner?
Check all that apply.



THANK YOU