

AMENITY ACCESS ROLLOUT + COMMUNICATION

January 24, 2025

AMENITY ACCESS ROLLOUT + COMMUNICATION

PROCESS CREATION + STAFF TRAINING

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

COMMUNICATION + MEMBER SERVICES

- Payment Portal
- Web hub
- STR Education
- What do know in 2025
- By the Numbers

IMPLEMENTATION SINCE JAN 1

- Grace period
- Feedback
- Challenges
- Usage

LOOKING AHEAD

- Annual Assessment + Rec Fee Payments
- Validation
- Ramp Up prior to Summer
- Gearing up for 2026 Changes

PROCESS DEVELOPMENT + STAFF TRAINING



PROCESS DEVELOPMENT + STAFF TRAINING

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

These include:

- **DONE.** How to Request STR Cards
- **DONE.** How to Register Your Personal Unaccompanied Guest
- **DONE.** How to Relinquish Your Rights to a Tenant
- **DONE.** How to Verify Your Members on Property
- **DONE.** How to Apply for an Exception
- **IN PROGRESS.** How to Add a One-Store Child (under 7)
- **ADDED.** How guest rates work with no guest cards

TAHOE DONNER
Owner Relinquishment

1 Owner Relinquishment Definition and Rules 2 Owner Info 3 Tenant Info
4 Acknowledgement and Authorization

Amenity Access Rule approved on October 10, 2024

OWNER RELINQUISHMENT PROCESS: A process administered by the Association through which Owners may delegate certain rights, privileges, and benefits to Resident Tenants.

The Member Photo ID Cards associated with a Residential Parcel pursuant to Section C may be relinquished by the Owner to a Resident Tenant upon written request of the Owner and the presentation to the Association of a valid Resident Tenant lease.

- To initiate the Owner Relinquishment Process, Owners must submit their request in writing to the Member Services Office.
- Operating Plan fees (\$75), conditions, and restrictions may apply.

The right to delegate and assign Resident Tenant Photo ID Cards to a Resident Tenant through the Owner Relinquishment Process shall extend to all Owners who have initiated the process before the start of the next month period.

Owners may initiate the process through the Owner Relinquishment Process before the start of the next month period.

and privileges, specifically

ed before

TAHOE DONNER
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Unit & Lot Number
If you do not know this information leave blank.

Property Address *

Address Line 1
Truckee
California
96161

Property Owner *

First
Last
Owner Phone No. *

Owner's Email *

Owner's Mailing Address

Address Line 1
Address Line 2
City
State
Zip Code

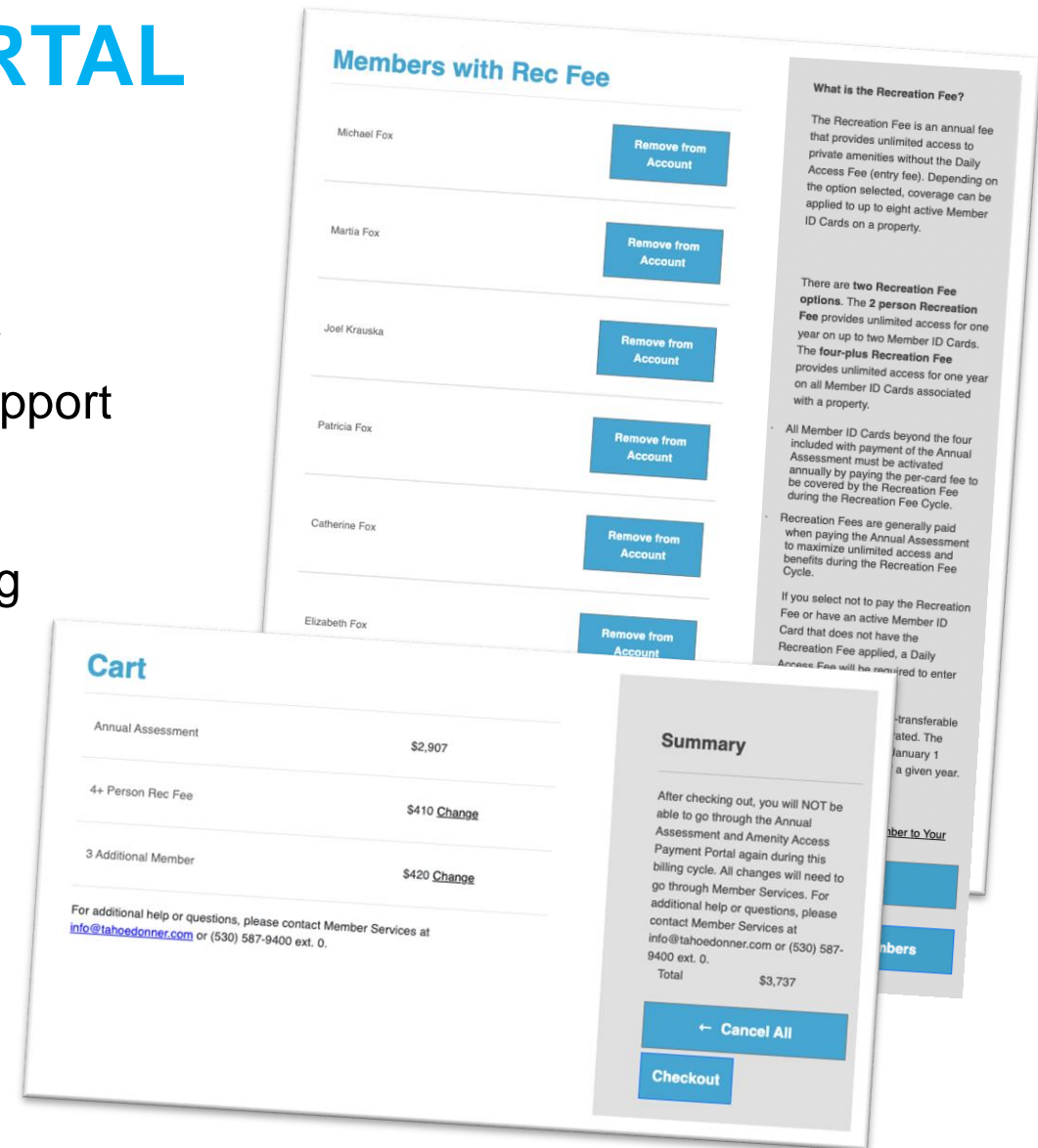
Next >

COMMUNICATION + MEMBER SERVICES



NEW ANNUAL ASSESSMENT + AMENITY ACCESS PAYMENT PORTAL

- Annual Assessment Payment Portal Launched
- Launch challenge initially but pacing ahead of last year for payment collection. Members are using it without much support needed now
- The new portal automated that process for both accounting software and amenity access software for about 90% of all payments



AMENITY ACCESS WEB HUB

- Live since Oct. 15 but have continued to add and evolve content as we are able to, and as we learn where people need more information
- A centralized online hub for all Amenity Access rule change information
- Includes all actionable documents and forms for easy access
- A dynamic platform that will evolve as each phase of the implementation is rolled out



NEW CARDS

- Member cards are being 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



EDUCATION

The Communication Department has produced the following:

- TD News + Life Stories (monthly)
- Dedicated emails: Oct. 17, Dec. 11 (STR), Dec. 13 GM email
- Weekly email (frequently)
- Feedback loop from Member Services and Operations to inform what communication should focus on
- STR Campaign – sent early Dec
- Property Management Education – presentation early Dec
- What's new for 2025 – Email, Postcard, Rack Card, Mid-January

2025 AMENITY ACCESS RULE CHANGE
WHAT STR OWNERS NEED TO KNOW
LEARN MORE TO PREPARE FOR 2025

Members
Member ID Cards
Documentation is now required to verify familial relationships for Member ID Cards. Member ID Cards are required for private amenities access (Daily Access Fees or Paid Rec Fee required in 2025) and other member-exclusive pricing and benefits.

Who Qualifies for a Member ID Card?
Property owners and their immediate family are eligible for Member ID Cards per the Family Access Rule.

What's Changing?
The Amenity Access Policy Rule Change addresses the following:
• Amenity user categories and access priorities
• Number of Member Photo ID Cards available per property
• Family eligibility and age requirements for Member Photo ID cards
• Phasing out the Annual Recreation Fee
• Personal guest access
• Resident (long-term/seasonal) and short-term tenant access
Effective immediately, the priority list for amenity access will be expanded to all user categories, including members, personal guests, resident (long-term and seasonal) and short-term tenants. These differentiations will also impact the registration process requiring documentation to verify relationships for long-term or changing Member ID Cards.

Personal Guests
Personal Guest Access + Registration
At any time, guests accompanied by a member with an active Member ID Card may continue to enjoy access to private amenities; Daily Access Fees apply.
The use of transferable guest cards will be phased out, and a new registration process for unaccompanied guests will be implemented on Jan. 1, 2025. Following a grace period ending Jan. 31, 2025, transferable guest cards will no longer be valid.
Guest registration will be available online ahead of the implementation.

Resident
Resident Tenant Access
Property owners may continue to rights and member benefits to the seasonal – with a lease of 30 days relinquish their rights more than 30 days in advance. Administration fees apply. Visit tahoe-donner.com/amenity-access to learn more about Resident Tenant access.

Short-Term
Short-Term Tenant / Short-Term Tenant Card
Beginning in 2025, Short-Term Tenants registered with the Town of Truckee and Tahoe Donner may purchase up to six transferable Short-Term Tenant Cards annually. Short-Term Tenant Cards grant access to private amenities with a paid Daily Access Fee. Short-Term Tenant Cards are subject to limitations during peak periods.

2025 Amenity Access Rule Changes
Tahoe Donner's updated Amenity Access Rule reflects the association's desire to better serve the needs of a community while preserving members' enjoyment of private amenities. Following a vote at a special board meeting held on Oct. 10, 2024, new policies have been implemented as of Jan. 1, 2025, and will continue to be implemented over the next three years.

What's Changing?
The Amenity Access Policy Rule Change addresses the following:
• Amenity user categories and access priorities
• Family eligibility and age requirements for Member ID cards
• Phasing out the Annual Recreation Fee (\$200)
• Personal guest access
• Resident (long-term/seasonal) and short-term tenant access
Tahoe Donner's goal is to prioritize the personal use of amenities by members and their families while ensuring that expanded access does not diminish the quality of the experience.

Expanded Amenity Access:
Amenity access categories now include members, personal guests, resident tenants (long-term/seasonal) and short-term tenants.

Member ID Card Verification:
Property owners and their immediate family are eligible for Member ID Cards, which grant access to private amenities (Daily Access Fees may apply) and member-exclusive pricing and benefits. Documentation verifying family relationships will now be required for new or updated cards. A complete list of acceptable forms of documentation can be found at tahoe-donner.com/amenity-access. By Dec. 31, 2025, all existing Member ID Cards on a property must be updated with documentation.

Personal Guest Access + Registration:
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Resident Tenants:
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Short-Term Tenants:
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Learn More About the Amenity Access Rule
To learn more about all changes to the Amenity Access rule, update your Member ID Cards, register personal guests, request short-term tenant cards and more, visit tahoe-donner.com/amenity-access.

MEMBER SERVICES

Major uptick in total support provided

- Total Zendesk tickets: 3,081 in Dec. 2023 vs. 4,307 in Dec 2024
 - Calls, emails, chats (not including walk-up)
- The average duration of interaction is much longer, answering more questions (and more complex answers), new processes for how to apply in the backend (getting more efficient)
- Biggest pushback is validation and general concern with assessment increase

REQUESTS PROCESSED

- 269 STR Card applications processed
- 179 Active Owner Relinquished Properties, 64 applications since October 10
- Approximately 200 properties validated (either completely processed or in the process)
 - The process to validate a property takes approximately 20-60 minutes of staff time per property, generally caused by all the “clicking” required in RTP
 - When adding or changing a person on the property that person’s validation is required at the time of interaction, a 31-day grade period is provided to submit/present documentation for the rest of the property to ease the frustration with the member

IMPLEMENTATION + OPERATIONS



IMPLEMENTATION + OPERATIONS

- **Validation Documentation:** Almost immediately feedback on expanding documentation accepted list (as expected). Operating plan has been updated to the list of acceptable documentation
- **Grace Period for Guest Cards**
 - STR Cards were not available until December 1
 - A hard termination to the guest card process on January 1 during a holiday period would have tremendous customer service impacts and burden on the staff teams at Trout Creek and Member Services
 - Grace Period Process: Jan 1-31: Staff ask if the “guest” was renting a property upon entry and charging the appropriate access fee
 - February and on: If presented with a guest card, staff would continue to ask the question, charge the appropriate fee, and collect the guest cards to take them out of circulation
- **Generally Positive:** Operational staff are working through the interactions with the membership in a positive manner. Most of the frustration is related to the assessment increase rather than the new rule

TROUT CREEK USAGE (Only private amenity currently open)

- All non-member access 1/1-15/2025
 - Accompanied personal guests – 54%, Unaccompanied personal guests – 13%, STR tenant - 33%
- All **unaccompanied**, non-member access 1/1-15/2025
 - Unaccompanied personal guests – 29% | STR tenant – 71%

LOOKING FORWARD



LOOKING FORWARD

ANNUAL ASSESSMENT REMINDER CAMPAIGNS (JAN + FEB)

- Email reminders leading up to when the late fee is applied

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 this year

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

REFINING + RECIRCULATION CONTENT (JUNE 2025)

- Guest cards are no longer valid and STR Card education before the summer private amenities open
- Unaccompanied guest access process
- Validation

2026 CHANGES (LATE Q3 and Q4)

- No Rec Fee, Access Including in Annual Assessment for x# of cards

THANK YOU