



COMMUNITY OUTREACH & ENGAGEMENT - EXECUTIVE SUMMARY

July 2021



PURPOSE

WHY WE ENGAGED OUR COMMUNITIES

We at TFHS believe in the value of community stewardship, stakeholder concerns and also the healthcare needs of our many communities in the development of the future of the TFHS Hospital Campus.

Through a multi-method outreach approach, online surveys, site awareness walks and a series of interactive virtual workshops, stakeholders defined what it means to be a patient-focused and sustainable mountain community health system. This valuable feedback and knowledge sharing has supplied TFHS with context to develop a campus master plan that advances access to care, wellness for patients and caregivers, and the needs of the communities TFHS serves.

COMMUNITY STAKEHOLDERS ENGAGED IN THE OUTREACH

TFHS Employees & Volunteers

TFHS Patients & Family Members

TFHS Communities & Neighbors

(Including residents, businesses, community groups, government agencies, education systems)

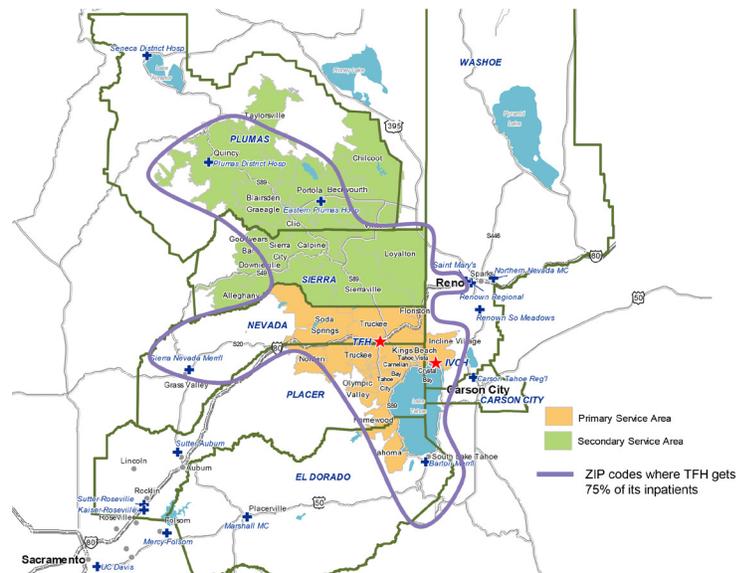
PATIENT DEMAND & REACH

As the Tahoe Basin communities continue to see population growth, the hospital has seen service demands increase in parallel. The hospital strives to provide quality and equitable access to care for the communities through better understanding of their needs.

THE COMMUNITIES WE SERVE

Tahoe Forest Health System (TFHS) serves a wide-reaching region within our primary and secondary service area, which extends far beyond the Town of Truckee and encompasses portions of three counties. Our geographic area covers approximately 3,500 square miles with primary services reaching the communities of Truckee, North Lake Tahoe, Donner Summit and the Sierra Valley in California and Incline Village in Nevada. Every resident in our region needs full, fair, and equally timely access to great healthcare.

For TFHS, great healthcare delivery requires a somewhat dense campus of clustered medical specialists at a single healthcare village. TFHS is a rare rural system and facility growth is limited due to the property boundaries of the land we own. In order to meet our communities' needs for high-acuity care, breadth of services and continuity of care, campus density is required.



Communities served by TFHS

PROCESS

OVERALL OUTREACH PROCESS

The outreach and engagement process used multiple strategies to connect with community members and stakeholders from a range of patient-focused participants to regional influencers. Over a thousand people were invited to participate in the outreach, and over 700 were engaged in the overall process, including surveys, site walks and workshops. Due to the ongoing global pandemic, most engagement relied upon online tools to facilitate discussion and elicit feedback.

SURVEYS

(DECEMBER 2020 - FEBRUARY 2021)

Online survey participation was garnered through digital and hard copy fliers distributed by email, direct mail and through providers' offices during patient visits. The survey focused on five key areas for feedback to inform the Truckee campus master planning efforts related to Service Access & Utilization, Parking & Drop-Off, Wayfinding & Circulation, Overall Visit Experience, and Adjacent Land Use.

SITE AWARENESS WALKS

(FEBRUARY 2021)

Following the survey, individuals interested in additional engagement opportunities were invited to attend a day of Site Awareness Walks. These walks hosted small, in-person discussion while touring the TFHS campus to seek input on Wayfinding, Parking, Safety, and Patient Experience, while experiencing the sounds, sights and perception of the campus while on foot.

WORKSHOPS

(FEBRUARY - MARCH 2021)

After receiving input from the site awareness walks, a progression of three online community workshops offered a platform to further understand needs and influences on the campus. Each workshop started with a brief presentation by TFHS leadership sharing concepts, history, purpose, and long-term planning strategies. Each participant then was able to contribute to a brainstorming session regarding the patient experience and onsite needs that will help inform the TFHS Master Plan.



Screen shot from Community Workshop #1 - Discussion of key survey findings



Screen shot from Community Workshop #2 - Discussion and activity mapping the ideal patient experience

SURVEY DATA HIGHLIGHTS:

- Over 90% of Community Members surveyed reported arriving to the campus by personal car. Parking availability is currently the biggest challenge identified. The data indicated that the majority of patient arrivals do not live within walking or biking distance of the TFHS main campus.
- The average rating for ease of wayfinding was 4.2 out of 5 stars. The biggest challenges were related to inadequate signage and layout.
- Over 82% believe all healthcare services should be on one connected campus.
- 72% report a safe walkway across Donner Pass Road would be the most important added convenience.
- 56% of respondents placed importance on outdoor gathering/relaxation spaces.

COMMUNITY INSIGHT

As TFHS collaborated with community members through the engagement process, leadership continued to ask questions, hear ideas and document stakeholder feedback as it related to the hospital campus and the master planning efforts. This active listening through surveys, site awareness walks, and workshops uncovered five important themes.

COMMUNITY CHARACTER

To residents and visitors, Tahoe-Truckee “community character” means “small town feel”, views and open space.

ENVIRONMENTAL STEWARDSHIP

Sustainability strategies shared by participants were in line with TFHS’ ongoing efforts to minimize greenhouse gas emissions, awareness of the carbon footprint of healthcare facilities, and desire to align with regional efforts for a sustainable and resilient future. Additional suggestions included showcasing green building design features as learning tools.

BEING A GOOD NEIGHBOR

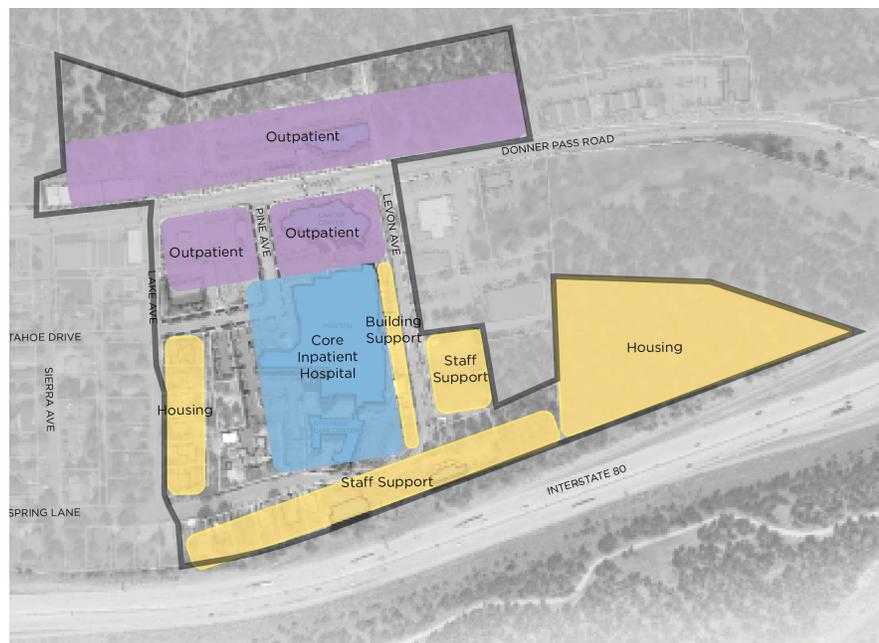
The community would like TFHS to provide a campus that integrates health services alongside pedestrian- and bike-friendly connectivity as well as a buffer between the hospital campus and residential neighborhoods.

ARRIVAL ALTERNATIVES

Community insight included a general concern regarding congestion along Donner Pass Road, car traffic, bike safety, and access to the hospital via public transportation. A higher-density campus, with healthcare services collected in one connected healthcare village, can minimize negative traffic and parking impacts.

OPEN SPACE & PEDESTRIAN ACCESS

TFHS heard the feedback for increased connection to outdoors, access to interactive and wellness-oriented green spaces for TFHS and public use, vista points, and pedestrian access to walk to and through the hospital campus.



TFHS Campus Master Plan Boundary Land Use Diagram showing the extent of growth for TFHS long term Master Plan

NEXT STEPS

TFHS is working diligently with Town Staff and our Community Partners to create alignment with the Health Care needs of the communities we serve and the related community priorities. We extend our thanks for ongoing support and interest in helping us be the best mountain community health care system.