



# Tahoe Forest Hospital District Community Survey Highlights

*Results of a Study Conducted April 24 - May 2, 2023*



OPINION  
RESEARCH  
& STRATEGY



# Survey Specifics and Methodology

<b>Dates</b>	April 24 - May 2, 2023
<b>Survey Type</b>	Dual-mode Resident Survey
<b>Research Population</b>	Tahoe Forest Hospital District Adult Residents (Census data was used to establish demographic quotas)
<b>Total Interviews</b>	407
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.9\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews

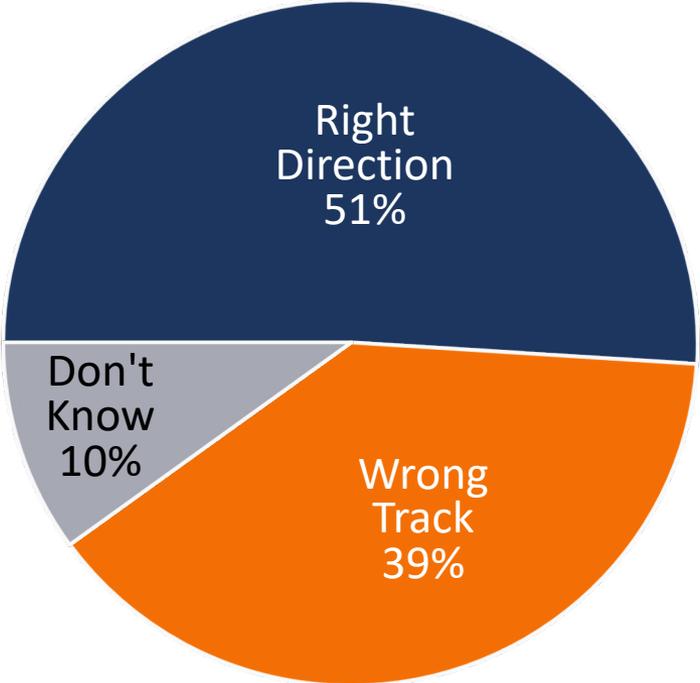
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



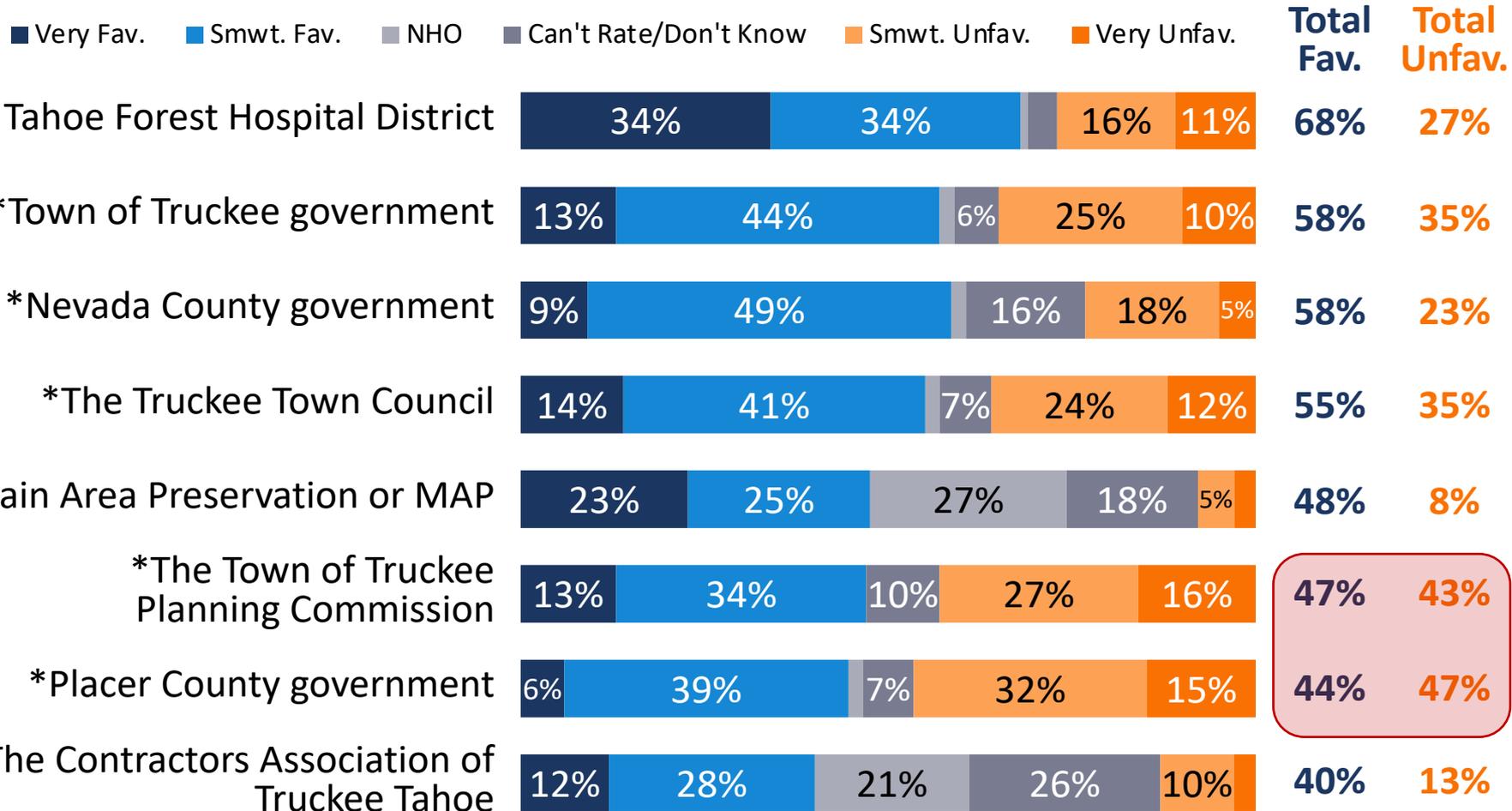
# Community Context

# Half of District residents feel good about where things are heading locally, but many also hold misgivings.

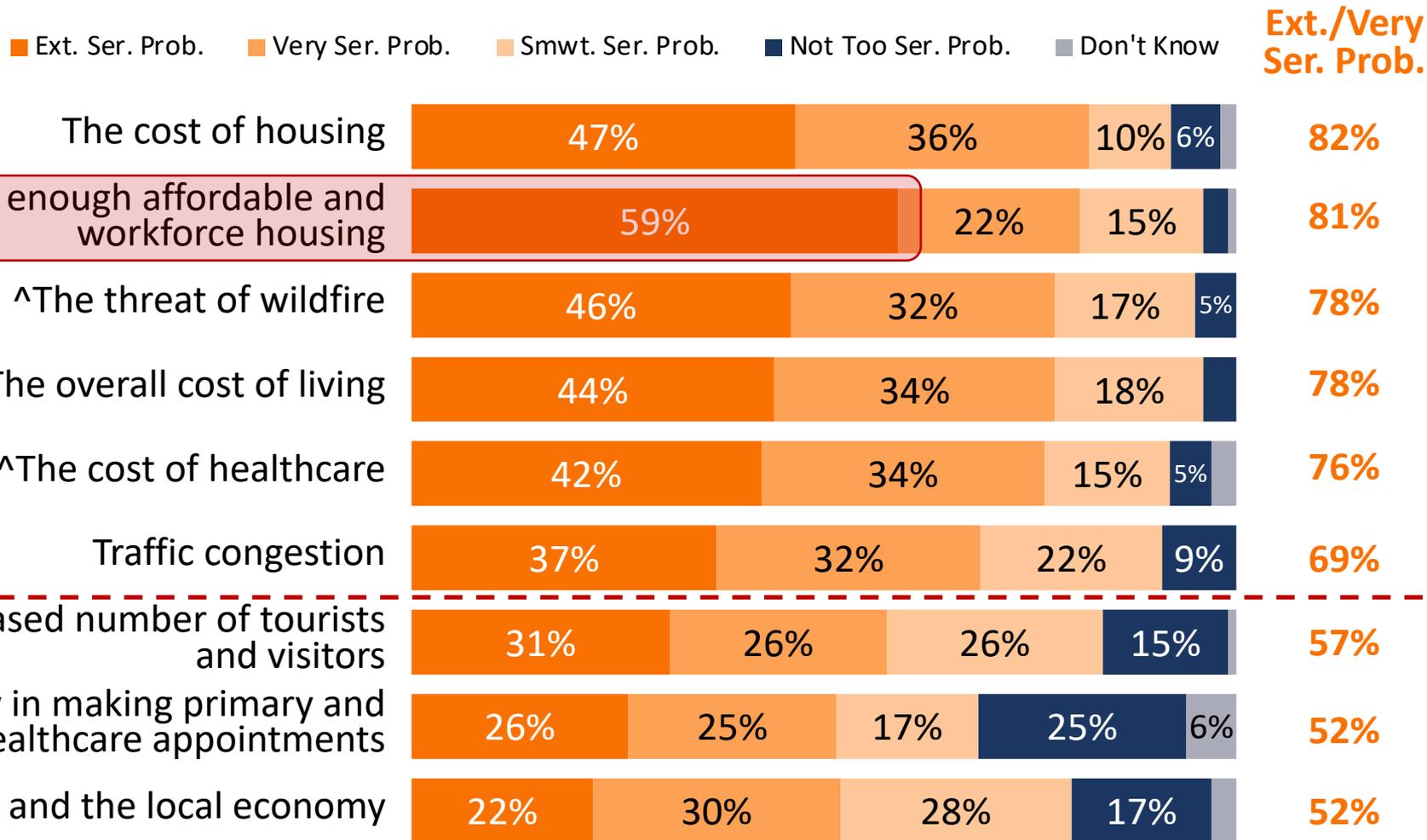
*Would you say things in your local community are going in the right direction, or are they on the wrong track?*



# Two-thirds of residents view the District favorably; views of the Truckee Planning Commission and Placer County government are more evenly divided.

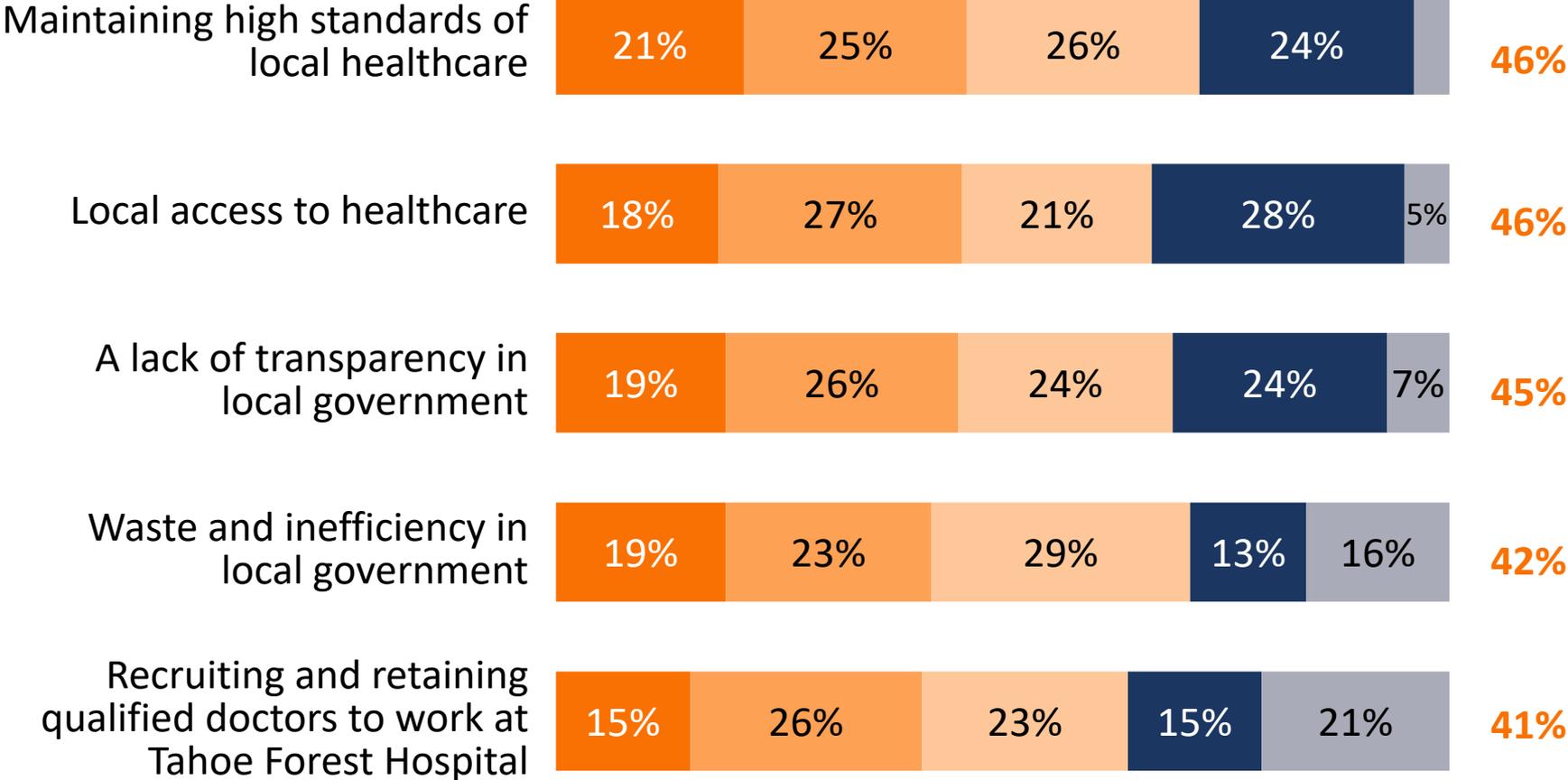


# Along with wildfire threats, residents are particularly concerned with cost-of-living and housing issues, and general traffic congestion.



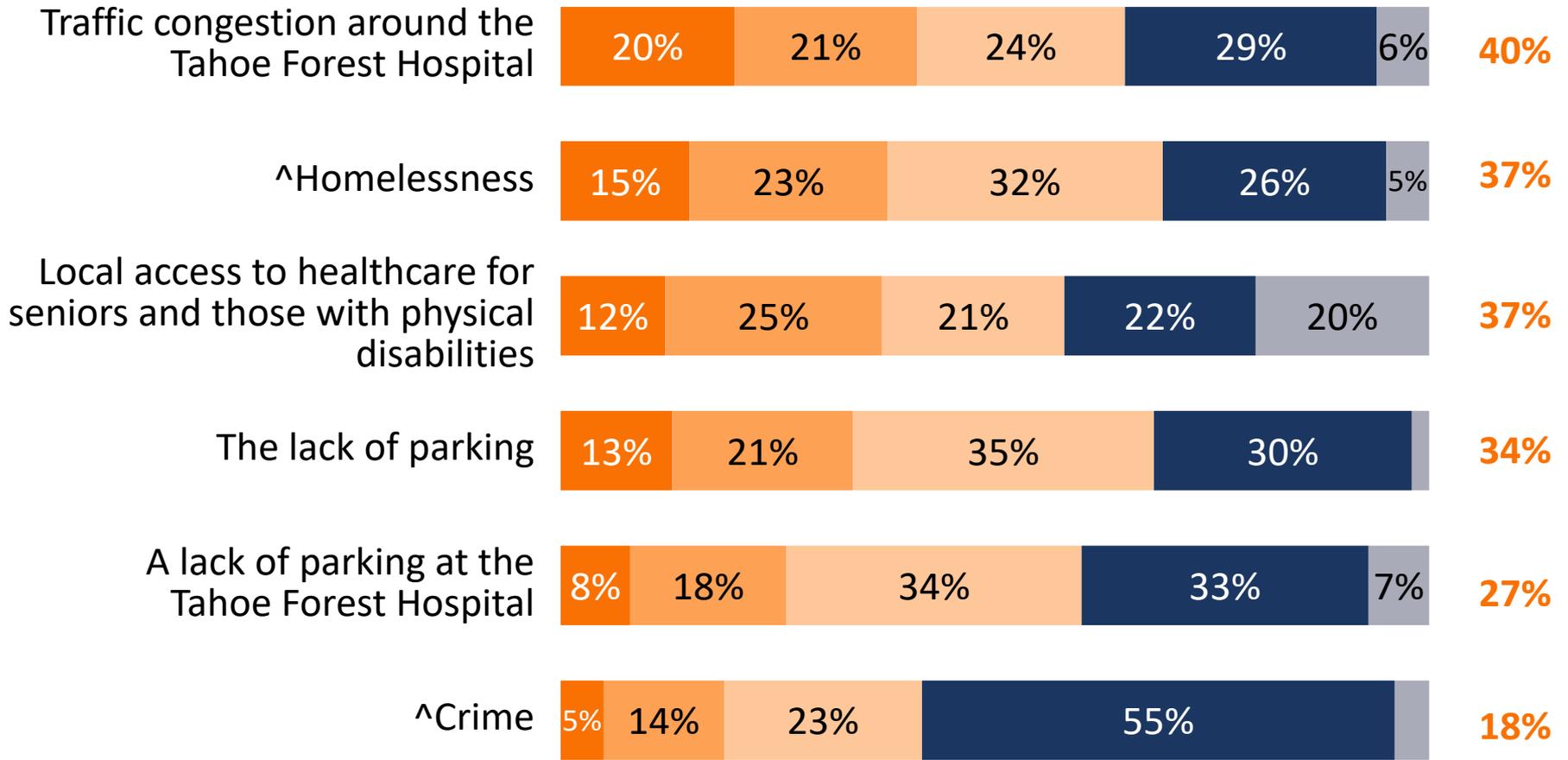
# While still concerting to majorities, issues related to healthcare appear to be second tier issues.

■ Ext. Ser. Prob.  
 ■ Very Ser. Prob.  
 ■ Smwt. Ser. Prob.  
 ■ Not Too Ser. Prob.  
 ■ Don't Know  
 Ext./Very Ser. Prob.



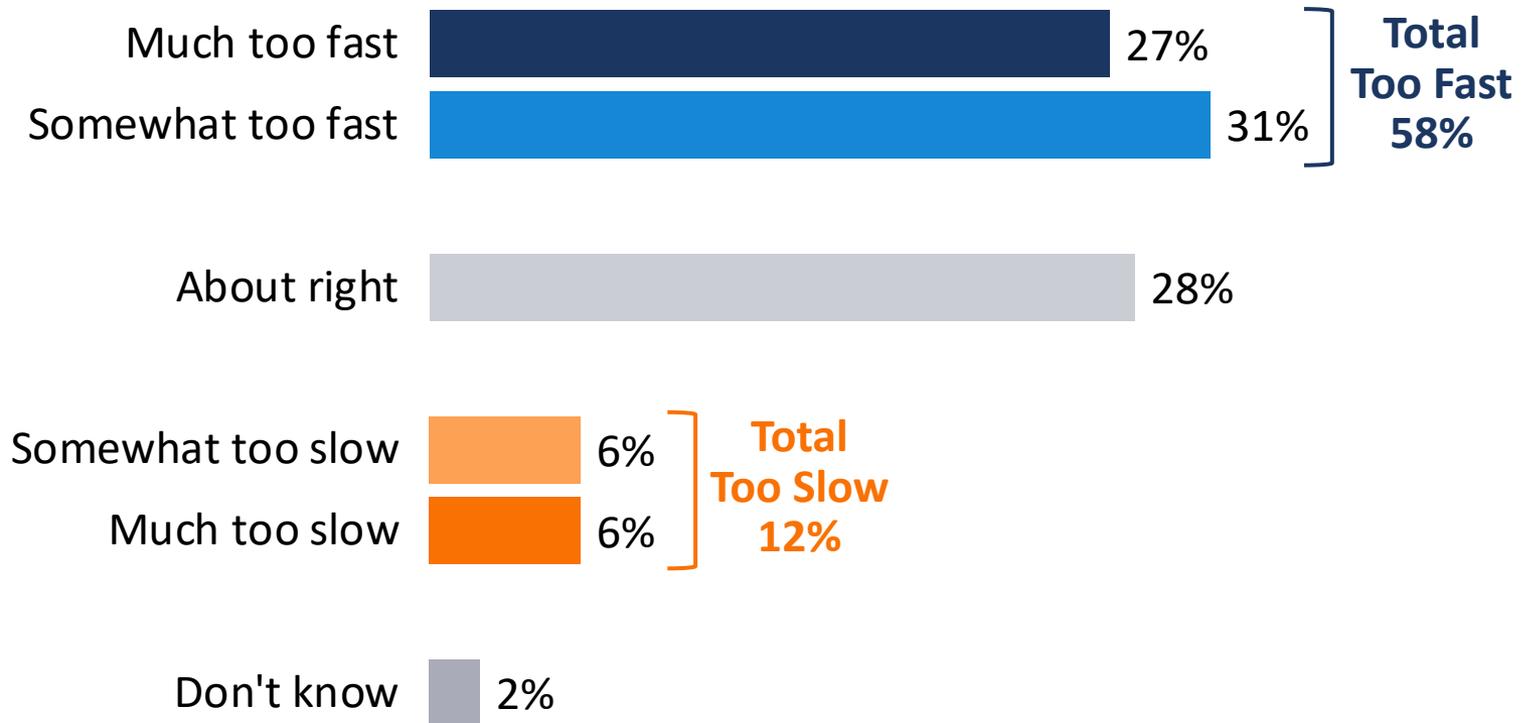
# Additional Community Concerns

■ Ext. Ser. Prob.  
 ■ Very Ser. Prob.  
 ■ Smwt. Ser. Prob.  
 ■ Not Too Ser. Prob.  
 ■ Don't Know  
 **Ext./Very Ser. Prob.**



# Nearly three in five feel the local rate of growth and development is too fast.

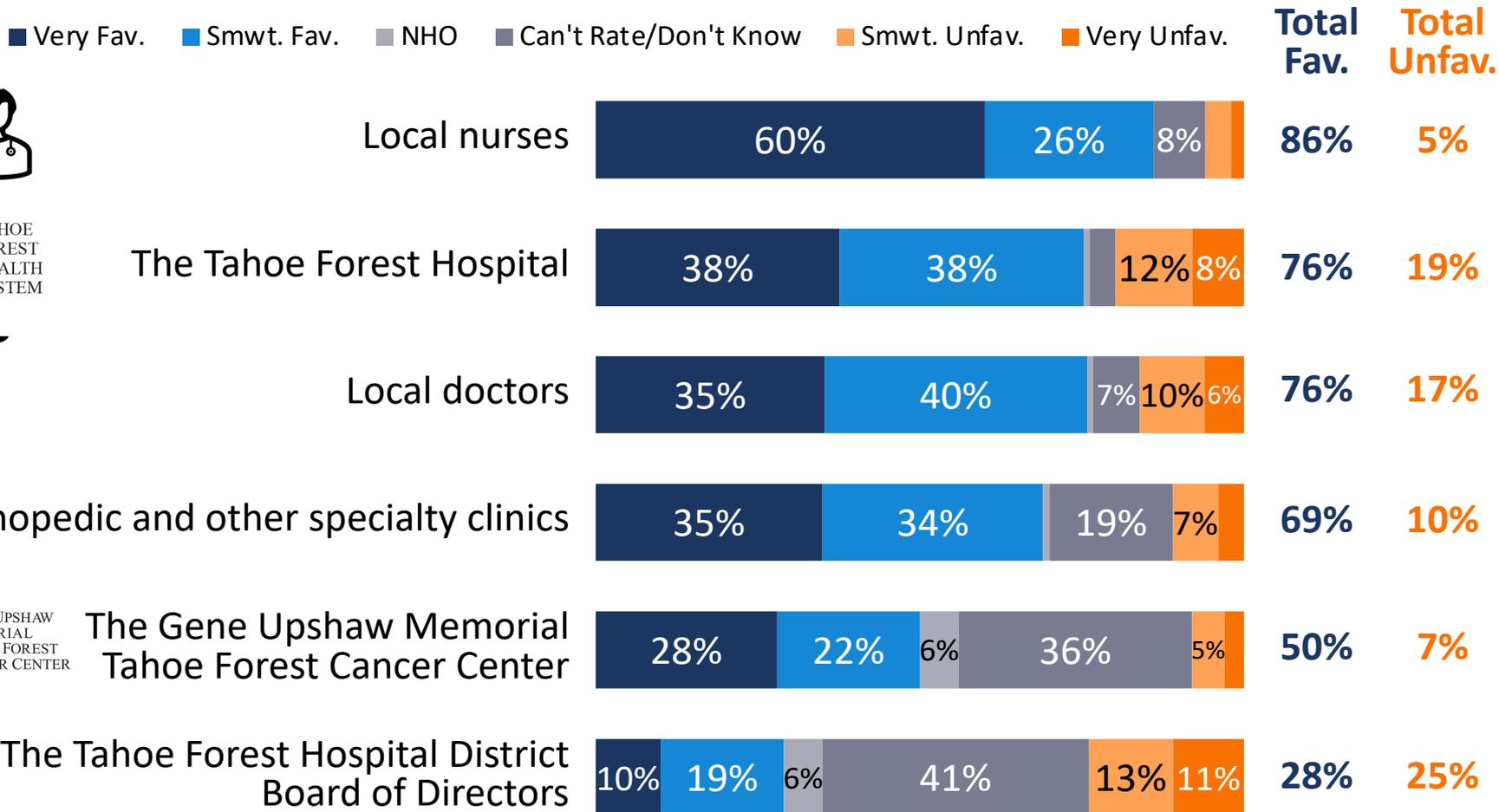
*Do you think the general rate of growth and development in your community is too fast, about right, or too slow?*





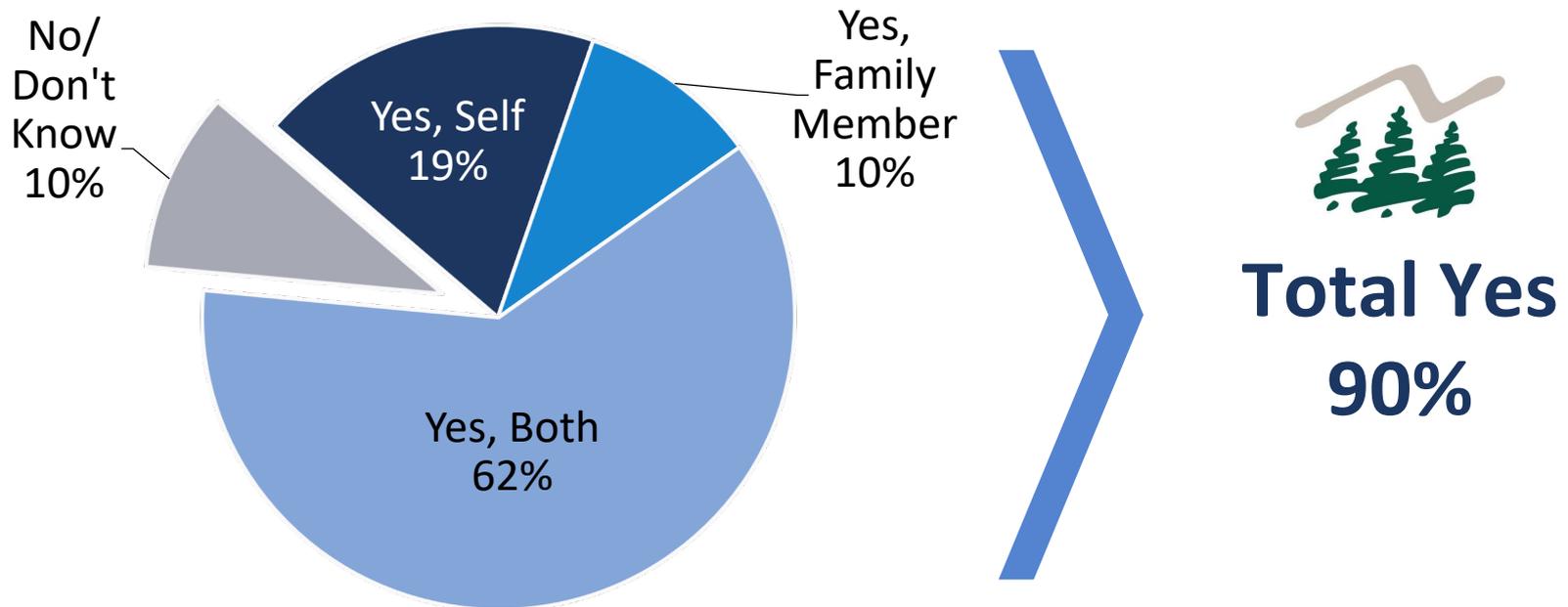
# Views on the Tahoe Forest Hospital District

# Nurses, doctors, and the Hospital District's facilities are all viewed favorably.



# Nearly all local residents have some direct connections with District facilities.

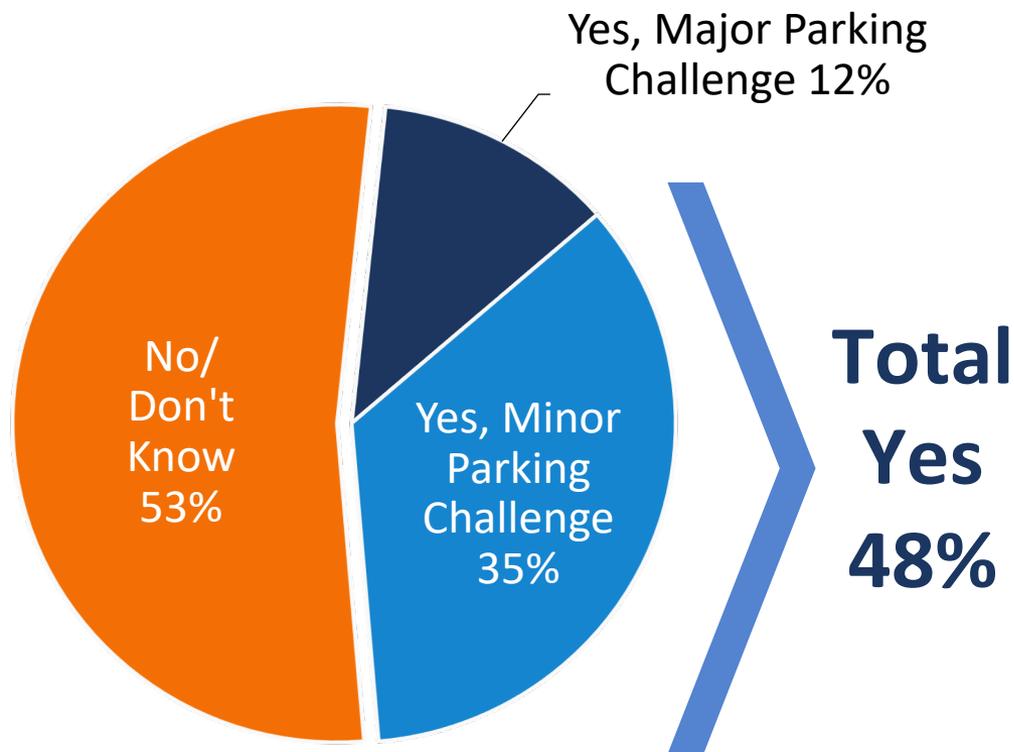
Have you or a family member ever been to one of the Tahoe Forest Hospitals, the Cancer Center, or any of the other local Tahoe Forest Hospital District healthcare clinics as a patient?



# About half expressed some parking challenges at District facilities.

*In general, have you or your family members had any challenges finding parking when visiting these healthcare facilities?*

*(Asked of Who Visited Facilities)*





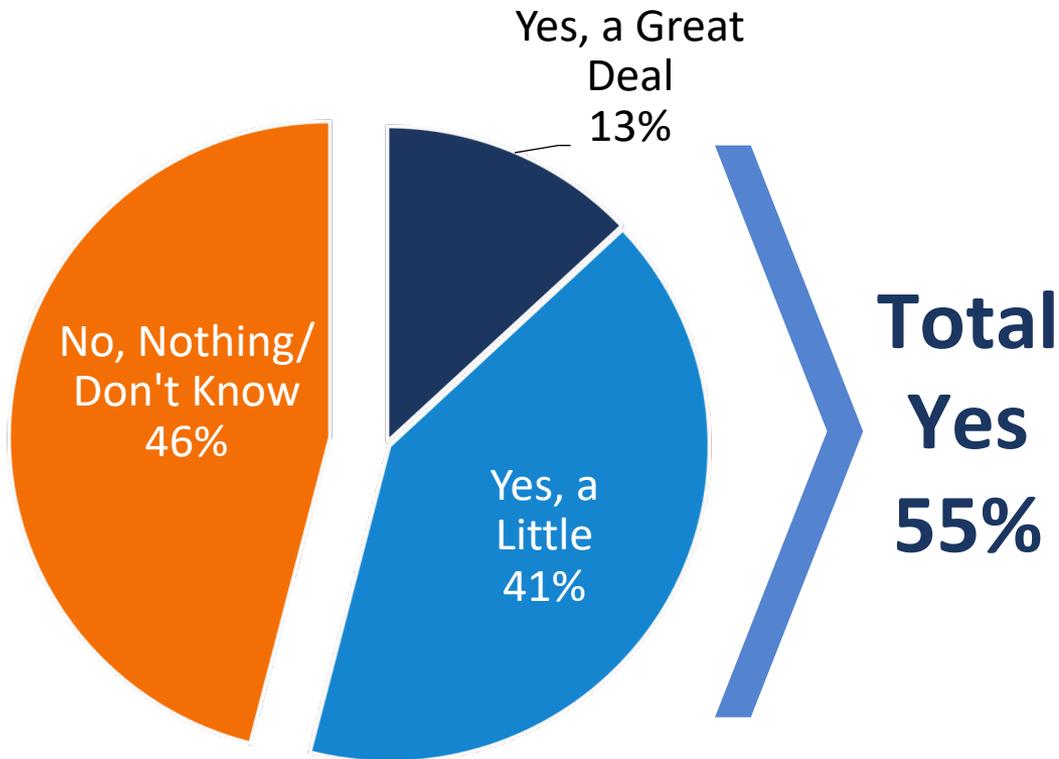
# Reactions to Including the Hospital in the General Plan Update

# Testing Reactions to the General Plan and Hospital

- Respondents were first asked if they have heard, seen or read anything about Truckee's General Plan update.
- Next, they were presented with two distinct positions about the Hospital and the update:
  - One position is that with increased demand the Hospital should be included in the General Plan update.
  - One position is that the Hospital's desire to aggressively grow, when growth is already a problem, deserves to be handled separately from the General Plan Update.

# A majority has heard about Truckee's General Plan update, though few have heard many details.

*Have you heard, read, or seen anything about the Town of Truckee's current process to update its General Plan, a document that guides land use planning and permitted zoning for the Town for decades into the future?*



17% of Truckee residents have heard a "great deal" and 47% have heard "a little."

# When presented with two choices, three in five residents prefer including the Hospital in Truckee's General Plan update.

*Because the Tahoe Forest Hospital is located in the Town of Truckee, it is subject to the Town's General Plan. I am going to read you 2 statements related to how the Hospital is addressed in the Town of Truckee's current General Plan update. Please tell me which statement comes closest to your personal opinion.*

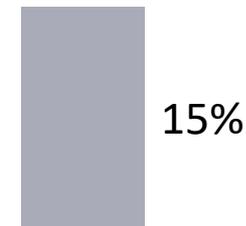
**(INCLUDE)** Tahoe Forest Hospital's patient visits have increased by 64,000 patient visits—over 50%—in the last 6 years alone. To provide the highest standard of care for our community the Hospital should be included in the Town's General Plan update that regulates future land use planning and zoning issues.



**(EXCLUDE)** The Tahoe Forest Hospital just wants to grow significantly at a time when over-development is already a problem in our community. If the Hospital wants to build more buildings and a giant parking garage putting more traffic on our local streets, these issues should be handled separately per project between the Hospital and Town.



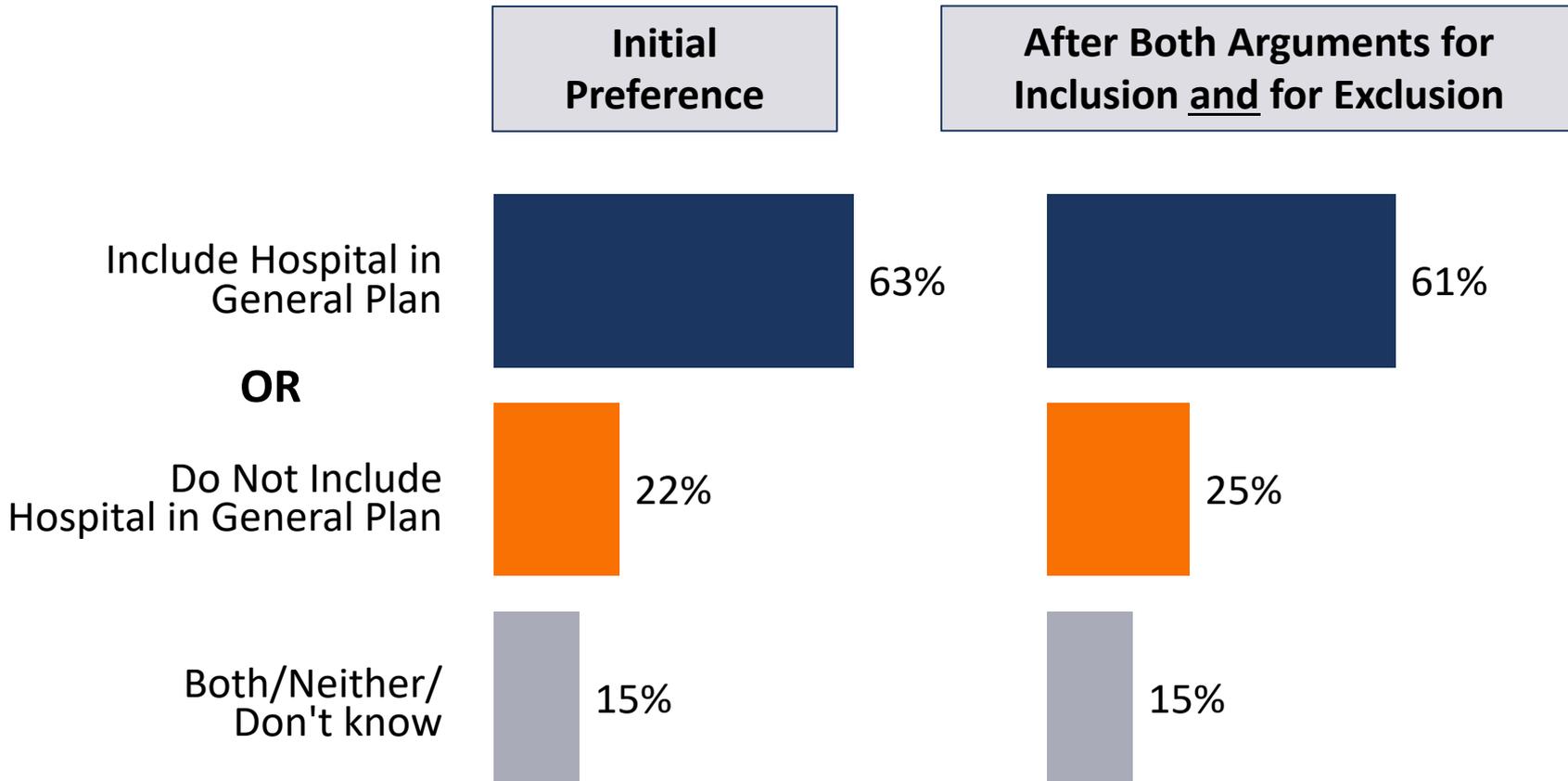
Both/Neither/Don't know



# Arguments Related to Inclusion of the Hospital in the General Plan Update

- Arguments in favor of inclusion included the increased demand for Hospital services; we should factor in the Hospital into the Town's long-term plans; it is more cost-effective to include the Hospital now than separate actions; that the Hospital was removed without public discussion; that restricting the Hospital's potential to grow would force residents to travel more for healthcare; and that there may be environmental and regulatory impacts of not including the Hospital.
- Argument in favor of approving the General Plan without the Hospital included that this process started in 2018 and it is late for the District to complain; that the Town should delay this multi-year process to include the Hospital; that the Hospital is already buying up land and their expansion deserves a separate public discussion; and that the Hospital's proposed growth will increase traffic congestion and have a negative impact on the local quality of life.

# In aggregate, arguments did not shift preferences for each position.





# Conclusions

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- The Hospital District and its healthcare facilities are all viewed favorably in the community, and most residents have some direct touchpoints with them.
- Residents are most concerned about cost-of-living issues (including the cost of healthcare), housing issues and traffic, broadly speaking, and a majority feels that local growth and development are too fast.
- A majority of residents would prefer that the Hospital is included in Truckee's General Plan update, especially given the increased demand on healthcare services and the importance of taking that into consideration when making long-term plans for Truckee.

**For more information,  
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