



MEMBERS

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Justin Kliewer
Catherine Koehn
Claire Lane
Dave Letrondo (Chair)
Kevin Klauer
Jeff Dvi-Vardhana (Alternate)

Ex-Officio Members

Maureen Sheehan,
Department of Neighborhoods
David West,
Swedish Cherry Hill
Carly Guillory,
Seattle Department of Construction &
Inspections

**Swedish Medical Center Cherry Hill
Standing Advisory Committee (SAC)**

DRAFT Meeting Minutes

Meeting #4

November 28, 2017

Adopted May 9, 2018

Swedish Medical Center – Cherry Hill
500 17th Ave – East Tower
Cherry Hill Auditorium
Seattle, WA 98122

Members and Alternates Present

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|----------------|-----------------|-------------------|
| Julia Blum | Catherine Koehn | Jeff Dvi-Vardhana |
| Kevin Klauer | Claire Lane | |
| Justin Kliewer | David Letrondo | |

Staff and Others Present

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|-----------------|----------------|------------|
| Maureen Sheehan | Andy Cosentino | David West |
| Emily Ehlers | | |

I. Opening and Introductions

Mr. David Letrondo opened the meeting. Brief introductions followed.

II. Housekeeping

There was a motion to adopt the May 11, 2017 and June 14, 2017 meeting minutes and it was seconded. The Committee voted, and the motions were adopted.

III. Commute Trip Reduction (CTR) Survey Results

Mr. Mark Melnyk presented Transportation Management Plan (TMP) progress and results from the survey that was conducted recently. (See attached.)

Mark said Swedish just received the results from the survey completed in October 2017. The last survey done was May 2016. In both cases the survey was of the entire campus and the SOV Rate in 2016 was 56%, and it did not reach the 50% goal Swedish was working towards. Since then Mark and Swedish began a focused effort to identify an efficient way to communicate the robust transportation programs available with all caregivers. Swedish improved their approach by customizing and tailoring programs to individuals based on their preference. This allowed them to have a more effective conversation about the programs that are available to caregivers.

The drive alone rate improved from 56% in 2016 to 47.9% in 2017 exceeding the 50% goal for the campus. The major mode improvements were from transit and rideshare.

Ms. Claire Lane asked if there is an explanation regarding the change in the drive-alone rate and an increase in rideshare from Sabey. Mr. Melnyk mentioned that the drop in their drive alone rate is due to a smaller population similar, but not to the same extent as NW Kidney. The increase in rideshare is due to the innovative

partnership by SMC, SMG and Sabey to seek out solutions to the transportation problems. The rideshare mode split is going backwards due Swedish's restrictive policy. They must commit to carpooling at 60% to get the benefit of carpooling. Swedish also introduced a flexible approach that allows daily and flexible ridesharing matches.

The mode split is not people, but individual trips and making the program more flexible giving people more choices that made the ride and commute mode work for them in any given day. There is also an increase in rideshare in the SMC population because nurses travel and cover different campuses in various times because of the nursing shortage.

A question was asked if Swedish can give the totals of all the groups surveyed. Mr. Melnyk mentioned that 79% of the commute trips are made by SMC and SMG, 12% for LabCorp, 2-3% for NW Kidney, and the smaller tenants make up about 5-7%.

Ms. Lane asked about when the survey was done. The survey was done on October 2017 and was previously done on May 2016.

Ms. Lane asked about how many rides were taken and how many people took advantage of Scoop. Mr. Melnyk mentioned that the survey is anonymous. Swedish does not know who took the survey but knows that Scoop has a positive impact. He noted that they know from Scoop about who is using their service. They do not know who is using it from the survey, but from the survey, they know that the rideshare increased, and Scoop counts as a rideshare.

A question was asked if Lyft and Uber are counted as rideshare. Mr. Melnyk responded that they are not.

Ms. Lane asked about the rate of return for the survey from this year compared to last year. Mr. Melnyk noted that last year it was 70% and this year was 60%. She asked about how the non-response were treated, and he mentioned that they did not count.

Mr. Melnyk also highlighted the strategies and programs to ensure that the campus is reaching its TMP goals including transportation events, enhanced apps, rewards program, additional staff to handle these transportation programs, changes in transit services, etc.

Mr. Melnyk summarized that the CTR goals were accomplished due to Swedish leadership buy-in, having an environment that was conducive to change, and a robust programming infrastructure to make the change possible. Swedish will continue to build and enhance the programs to ensure the future TMP goals are met.

IV. Streetscape Design Plan for 18th Avenue

Mr. Jason Henry and Ms. Anna O'Connell of Berger Partnership presented the Streetscape Design Plan for 18th Avenue. (See attached.) She noted that all this work is under the guidance of the MIMP and meeting all the MIMP requirements.

She showed a diagram of the existing conditions including the existing street trees that will be removed due to the underground utilities and the larger street trees along Jefferson Street that will remain.

The Central Ridge Neighborhood Greenway Plan and its design elements will incorporate a reduction of the speed limit to 20 mph, adding a speed table, wayfinding signage, pavement markings, curb bulbs, smoothing out the sidewalks and streets, and adding curb ramps.

The primary goal of the greenway is to create safer pedestrian and bike through ways throughout the city.

Elements being proposed include new curb bulbs at Cherry and Jefferson, painted crosswalks, mid-block raised crossing, maintaining street widths, creating seating elements, incorporating pedestrian scaled lighting, bike racks and installation of a storm water planting. The plantings will be low height, to blend well with the amenities while maintaining good visibility.

There will not be a dedicated bike lane because the city does not recommend bike lanes on non-arterial streets and the street is not wide enough to accommodate on-street parking, vehicle travel lanes and bicycle lanes.

Ms. Sheehan commented that the streetscape concept plan one of the MIMP requirements that allows this Committee to review and comment, both positive or negative before it goes to SDOT for their own review. Any comments and feedback will be shared with SDOT and she reminded the Committee to speak to the items or areas in the plan that they are passionate and interested about.

A question was asked about the location of seating and Ms. O'Connell mentioned that they associate the seating locations with the building entries.

A comment was made about if there is any benefit having a turn lane on 18th Ave onto Jefferson and Ms. O'Connell mentioned that it would require a change of the width of the street, but she would defer the answer to a traffic engineer.

A comment was made about any light signaling along Jefferson, and Ms. O'Connell noted that there is no new signaling, but there will be an addition of a curb bulb and striping across 18th Ave.

Ms. Emily Ehlers of SDOT commented that the neighborhood greenway program will be looking at every arterial crossing and they are not sure about any intersection controls between 18th Ave and Jefferson, if it is not a signal, it might be a rectangular rapid flashing beacon or all-way stop or other strategy to help people cross the street.

SAC Comments for SDCI relating to the Streetscape Design Plan for 18th Avenue

1. A suggestion was made that the same type of tree that is along Cherry St. also be planted on 18th Ave. because of the beautiful colors it turns in the fall. Ms. O'Connell made a note and she believes that those are maple trees.
2. There was support for burying the utility lines underground.
3. where possible crosswalks should be located at the corners nearest the bus stops on E Jefferson St.
4. In general, the committee was supportive of the proposed plan.
5. Where possible, SDOT should require a crosswalk button with flashing pavement.

V. Wayfinding Guidelines

Mr. Joseph Hines and Ms. Lois Jean Broadway of TGB Architects presented the Wayfinding Guidelines. (See attached.)

Mr. Hines commented that they will be using the design guidelines document to look at wayfinding. To have a wayfinding plan is a condition of the MIMP and it will be used as the campus develops and implemented into various projects throughout the life of the MIMP. He noted that they are not proposing any changes to the existing signage at this time.

They looked at the existing conditions and surveyed the campus at various times of the day and identified and documented the existing signage and how it is working for the campus. SDCI asked for a plan that shows where the signage locations might be over the course of the MIMP and they looked at the areas of the campus that are currently deficient. They also looked at the overall MIMP massing projection and what might these signage locations might look like.

Wayfinding is much more than signage. It is also about color, texture, landmarks, lighting, landscaping etc. Wayfinding is about different pieces put together to help the public go from point A to point B. The goals of the guidelines are to present the Swedish brand and create a similar look with simplicity and clarity that is easily understood on all their campuses. Additionally, to make sure that what is implemented is simple to understand, eliminates any language issue, as well as preserves the flexibility to change and be sensitive to context.

The current public parking facilities on campus are not well signed and small, and they want to ensure that adequate parking signages are visible and available around campus.

Finally, they looked at the existing buildings and the design guidelines to try and identify if there are any wayfinding components that could be enhanced, and site designs and architectural character that could benefit from additional requirements or suggestions from signage and wayfinding on campus.

A question was asked about how the signage will meet the goal of wayfinding and preserve the residential neighborhood. Mr. Hines noted that Swedish is beginning to look at site signage to make it consistent across the board along with the same street signs that is appropriate for the neighborhood and making it as clean and contemporary.

A comment was made about the timeline to implement these wayfinding strategies around existing buildings. Mr. West responded that these guidelines will set a template to maintain consistency across the campus and there is a desire to start moving forward. This includes making sure the Emergency Department signage is clear and back lit. There is no definite timeline but the desire to begin moving forward and make incremental progress.

A question was asked about how Swedish will deter patients from parking in the neighborhood. They will start by ensuring the parking signage is legible and it shows in the perimeter signs, as well as making sure that they see the building and it is visible from the street.

SAC Comments for SDCI relating to the Wayfinding Guidelines:

1. Bring public awareness to the location of the James Tower since it is located on E Jefferson St. and not E James St.
2. Having visible, well-lit signage that helps the public in wayfinding is important but remind the team that it is still a residential neighborhood.
3. A comment was made about how helpful the red and directional arrows are to the emergency department.
4. Too many signs, especially along the two blocks stretch of 16th Avenue, does not look like a residential neighborhood.

VI. Schedule Update

Mr. Letrondo opened the discussion about schedule update.

Mr. Cosentino added that tonight's meeting covered any progress reports that are related to the TMP, Wayfinding and Streetscape. There are no current construction projects. Mr. Cosentino hopes that in the next six to nine months, Swedish can provide more concrete information about upcoming developments.

VII. Public comment

Mr. Letrondo opened the discussion for public comments. There were no public comments.

Ms. Sheehan mentioned that a comment was sent via email (below) from Mr. Dylan Glosecki, a former CAC chairperson about tonight's presentation to share to the Committee. He was unable to attend tonight's meeting.

Comments from Mr. Dylan Glosecki:

(in reference to the 18th Ave Streetscape Concept Plan)

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DG 1) Commend consolidation of parking entry into single curb cut to increase pedestrian and cyclist safety by reducing potential conflicts between bike/pedestrians and vehicles.

DG 2) Concerned about quality of space. Ensure has feel of plaza rather than driveway. Avoid allowing vehicular circulation to dominate court between buildings. Note current main campus entry off Jefferson feels like driveway designed for cars not for people. Avoid its failings by designing a shared pedestrian and vehicular use space.

DG 3) Consider single family neighbors along 19th will have direct views into this plaza. Provide planting, street furniture and other elements to establish pedestrian scale and accommodate pedestrian use and access off pedestrian walk/setback that runs between single family on 19th and building a and b.

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DG 4) Applaud use of GSI planting

DG 5) per MIMP design guidelines encourage use of:

- Native or adapted planting.
- drought tolerant planting
- pollinator pathway certified planting (pollinator pathway runs along Columbia St one block to north from Seattle U to Nora's woods)

DG 6) a reminder of CAC guidance per page 36 of CAC final report dated 05/28/2015:

Section B1.3.2 Landscape General Guidelines. (Page 157 of the Final Master Plan)

Amend the statement of intent as follows:

The hospital campus should be composed of a rich, ~~and~~ varied and well-maintained landscape and plant palette.

Section B1.3.3 Planting (Page 157 of the Final Master Plan)

Add the following bullets

- Include pollinator Pathway Certified plants
- To minimize need for irrigation, consider landscape designs that capture storm water run-off.
- Where irrigation is necessary, include drip irrigation systems where possible.

VIII. Committee Deliberation

Mr. Letrondo opened the discussion for Committee deliberation.

Questions were asked about how to encourage a better response rates about the survey, the timing of the survey, and how the survey response results were collected and analyzed.

Mr. Melynk mentioned that the CTR survey is administered by Washington State and the same questions are applied every year to different companies. He acknowledged that the survey response rate is lower because Swedish employees and staff had just completed an employee engagement survey and another survey from the Department of Health, so the employees may have been distracted by these other surveys. There is no penalty to staff for not taking the survey and it is Swedish's responsibility to constantly remind them to take the survey.

A question was raised about making sure that the integrity of the survey data and confidence in the results and not compromised since this information is critical to the SAC and Swedish as well as the surrounding neighborhood.

Mr. Melynk added that SDOT does the survey data analysis. Responses to the survey are calculated at the state level and shared at the city level. Swedish has other data sources that are indicators to ensure that the transportation programs are being used effectively such as the ORCA card enrollment and usage and feedback from the apps.

A comment was made that it would be helpful if the Committee can get a copy of the survey and the questions being asked. Mr. Melynk noted that he will send out a copy of the survey. (See survey attached.)

A comment was made about having Mr. Melynk come back to this Committee to present and share these other data sources and opportunities for improvement.

A comment was made about making sure that these transportation changes are real and lasting and not a short-term deal, and that there should be a sustained commitment from Swedish to follow through. A response was made that Swedish is already having these discussions to ensure that they are meeting and exceeding the SOV goals for years to come, and it will always be a topic of discussion by senior management.

A question was asked about how Swedish views additional parking with new construction. A parking lot on 18th Ave has already been defined in the MIMP. They will still encourage caregivers to use alternative modes of transportation even though there will be parking available.

Mr. Letrondo commented that the Committee is very pleased about the streetscape plan. He noted that he likes the addition of more trees and the layout of the sidewalks and the wider strip for landscaping.

IX. Adjournment and scheduling of next meeting

Ms. Sheehan mentioned that she will reach out to Swedish regarding the next meeting if there are any conceptual design that may come up. She added that it is best to engage the Committee as early as possible.

No further business being before the Committee, the meeting was adjourned.