

CENTRAL HEALTH

UNIVERSITY MEDICAL CENTER BRACKENRIDGE CAMPUS REUSE & REDEVELOPMENT PLAN

PROPOSED: PROJECT GUIDING PRINCIPLES

by Ad Hoc Committee

April 16, 2014



PROJECT GUIDING PRINCIPLES

- 1. MISSION:** Advance Central Health's efforts to provide access to health care to those who need it most, and promote Travis County as a model healthy community.
- 2. STEWARDSHIP:** Promote uses and programs at the Central Health downtown campus that support the short- and long-term fiscal stability of Central Health and deliver returns for the citizens and taxpayers of Travis County.
- 3. PARTNERSHIP:** Strengthen and expand relationships with health and wellness providers, collaborate with other public-sector entities, and help advance the goals of the larger community.

PROJECT GUIDING PRINCIPLES

- 1. MISSION:** Advance Central Health's efforts to provide access to health care to those who need it most, and promote Travis County as a model healthy community.
- a. **Health Care Uses:** Consider programs and uses for existing and new buildings that advance Central Health's strategic plan and that make the best use of the downtown campus location.
 - b. **Central Health Priorities:** Sustain Central Health's commitment to enhance outpatient specialty care, cancer care, behavioral health and women's health services throughout Travis County in the most appropriate locations.
 - c. **Healthy Communities:** Promote physical activity and improve health with comfortable, safe access to, within and through the site for people of all abilities, whether walking, biking, using transit or driving.

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2. **STEWARDSHIP:** Promote uses and programs at the Central Health downtown campus that support the short- and long-term fiscal stability of Central Health and deliver returns for the citizens and taxpayers of Travis County.
 - a. **Fiscal Responsibility:** Optimize cash flow to Central Health, make wise and effective use of taxpayer dollars, and attract new revenue to support Central Health's mission.
 - b. **Meeting Community Needs:** Leverage Central Health's property assets to support ongoing efforts to address community health needs, close gaps in service delivery and achieve the district's priorities.
 - c. **Sustainability:** Promote efficient use of resources, energy and water; reduce auto dependency and transportation burdens; and improve the natural and built environment at and around Central Health's downtown site.

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- 3. PARTNERSHIP:** Strengthen and expand relationships with health and wellness providers, collaborate with other public-sector entities, and help advance the goals of the larger community.
- a. **Stakeholders:** Ensure that the low-income, uninsured and underinsured individuals and communities whom Central Health serves continue to receive access to quality health care.
 - b. **Neighbors:** Confer with East Austin residents and support Downtown initiatives, including the University of Texas Medical District, the IH 35 Corridor Improvement Project, the Waller Creek and Waterloo Park projects, the proposed Innovation Zone, the State Capitol Complex Master Plan, and others.
 - c. **Collaborators:** Work with the Seton Healthcare Family, Dell Medical School, health care entities, wellness advocates, business partners and civic and public entities, including Travis County and the City of Austin.