

# Strategic Plan for Veteran Affairs Advisory Committee

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## Veterans Affairs Advisory Committee

- District 1: Tephonie Hopper\*
- District 2: Hope Jackson\*
- District 3: Don Parrott
- District 4: Jonathan Bohannon
- District 5: Laura Butler (Secretary)
- District 6: Bruce Biegel\* (Vice-Chair)
- District 7: Justin Rotti
- District 8: Melissa Harcrow
- Mayor: Lance Lehr (Chair)

\* Subcommittee Chair



September 13th, 2021

# Three Focus Areas



## **Employment**

Employ Veterans at every level



## **Marketing**

Inform, Educate, and Connect Veterans



## **Homelessness**

No Veteran is homeless in the City





**Cultivate an Environment Conducive to Strong, Sustainable Economic Development**

⚡ 1.6

Provide business-friendly permitting and inspection processes

**Set the Standard for Sound Governance and Fiscal Management**

⚡ 6.1

Recruit and Retain a Skilled and Diverse Workforce

**Promote Transparent and Consistent Communication Amongst All Members of the Community**

⚡ 5.2

Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications

⚡ 5.5

Strengthen messaging opportunities through media outlets and proactive community outreach

**Nurture and Promote a Healthy, Sustainable Community**

⚡ 8.1

Deliver prevention, intervention and mobilization services to promote a healthy, productive and safe community

⚡ 8.2

Stabilize neighborhoods through community, housing and ADA improvements

# VISION

- ❖ The VAAC will serve as a source of information related to the status, resources, and services available in the community for the large population of Veterans.
- ❖ It will identify and review the entire range of services currently available to Veterans and recommend ways to strengthen such services.
- ❖ It will evaluate and recommend programs, policies and practices designed to alleviate Veteran's difficulties in meeting needs for essential services and other areas affecting them.
- ❖ It will stimulate awareness among both the public and private sector of Veterans full potential and of the importance of Veteran's contributions to the sustainability and development of our community.



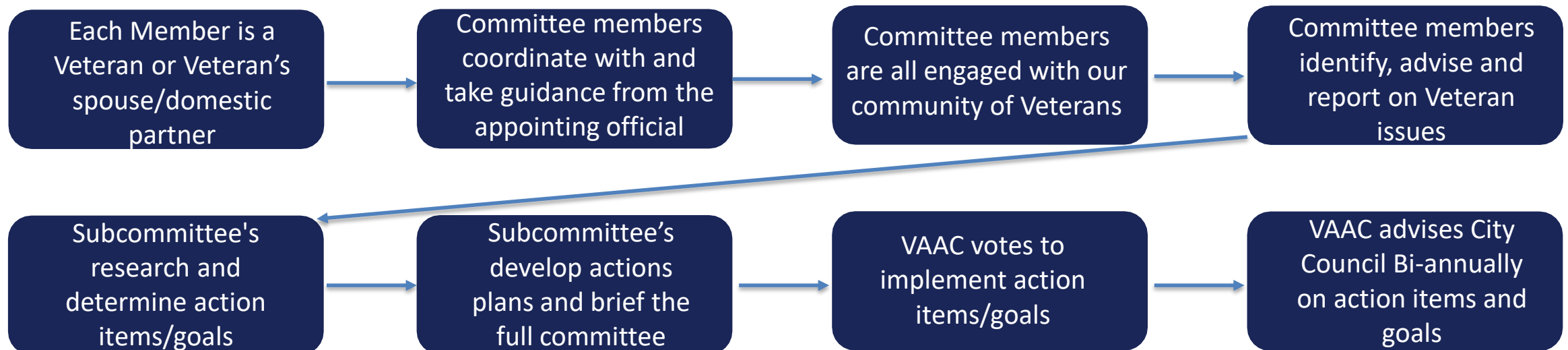
# MISSION

El Paso will be the leader among large American cities in the support of Veterans, service members, and their families. We will provide ***every Veteran the ability to live, work, and play in El Paso*** with the goal of providing employment, sustainable housing, and information that leads each Veteran to become a thriving part of the community.

# Veterans Affairs Advisory Committee

## ROLES, RESPONSIBILITIES, & DUTIES

“The role of the VAAC is to advise City Council on all matters related to Veteran programs, policies and procedures.”



# Employment



## Employment Goals

Goal 1.1 Achieve a 15% Veteran City workforce by 2025 as voted on and unanimously approved by City Council on February 3, 2020

Goal 1.2: Consistent participation in Veterans, Transitioning Service Members, and Military Spouse community events and hiring fairs

Goal 1.3: Educate City Employers and other potential Employers that hiring Veterans, Transitioning Service Members, and Military Spouses is a benefit to them and the community

# Marketing Communication

## Marketing Goals

Goal 2.1: Establish a new brand identity to reflect El Paso as the best home for Veterans, service members and their families by creating a well-planned, well-formatted, diverse, inclusive and accessible redesigned website and a logo that echoes the same

Goal 2.2: Establish an incentive program to encourage Veterans' business growth and establish mentorship and partnerships amongst Veteran and civilian-owned businesses

Goal 2.3: Highlight and promote the Tenant Based Rental Assistance Program, the City of El Paso Veterans Hiring Program, Veteran businesses, and Veteran non-profits through community awareness, social media campaigns, and outreach

Goal 2.4: Expand social media reach and influence by establishing accounts that reflect what the current environment uses (such as Instagram and LinkedIn)



# Homelessness



## Homelessness Goals

Goal 3.1: Continued Funding for VPSH Program until Veteran Homelessness is Eradicated

Goal 3.2: Modify VAAC Bylaws to Authorize VAAC to Examine all Veteran Programs through Assessment of Quantifiable Performance Metrics

Goal 3.3: Mandate that all Veterans are assessed via Coordinated Entry and HMIS Before Receiving Services

# Goals



## Overall Goals

Goal 4.1: (City 6.1/6.2) Address Veteran employment in the city strategic plan by placing a goal (6.1.1) to *Obtain a 15% Veteran Workforce by 2025*

Goal 4.2: (City 5.5) Address Veteran communication in the City strategic plan by placing a goal (5.5.1) to *Expand Veteran presence on our web pages and social media sites and build a comprehensive strategy to connect with Veterans and Service Members*

Goal 4.3: (City 8.1) Address Veteran homelessness in the city strategic plan by placing a goal (8.1.1) to *Sustain the funding of case management, supportive services and rental assistance to homeless Veterans*

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