




Veterans Affairs Advisory Committee

March 1, 2021





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STRATEGIC PLAN GOALS:

1 – CULTIVATE AN ENVIRONMENT
CONDUCTIVE TO STRONG, SUSTAINABLE
ECONOMIC DEVELOPMENT

5 – PROMOTE TRANSPARENT AND
CONSISTENT COMMUNICATION AMONGST
ALL MEMBERS OF THE COMMUNITY

8 – NURTURE AND PROMOTE A HEALTHY,
SUSTAINABLE COMMUNITY



The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes in a draped, flowing manner. The colors are vibrant, with the blue field of stars on the left and the red and white stripes on the right.

The Veterans Affairs Advisory Committee

The Veterans Affairs Advisory Committee Serves as a source of information to the status, resources, and services available within the El Paso community to the City's large Veteran population.

Stimulate awareness among the public and private sector of Veterans' full potential and of the importance of Veteran contributions to the sustainability and development of our community.

ADVISE

INFORM

Identify the range of services available to Veterans and recommend ways to strengthen such services, to include the promotion of collaboration among Service Providers.

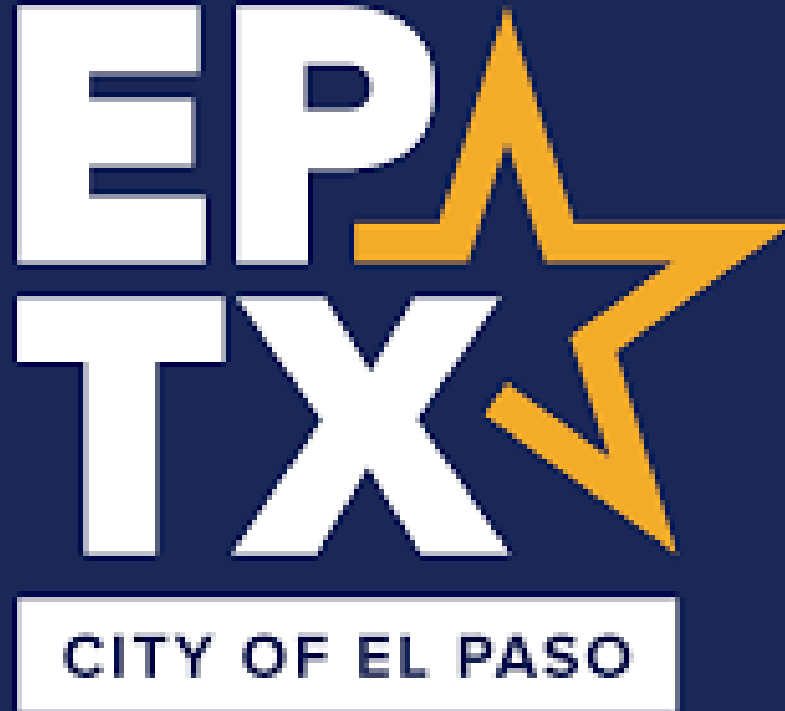
Evaluate and recommend programs, policies and practices designed to alleviate Veterans' difficulties in meeting basic needs related to transportation, housing, employment and other areas affecting Veterans in the city.

CONNECT

EVALUATE

The Veteran Affairs Advisory Committee

❖ Mayor Appt	Lance Lehr	Term Expires	06/15/2021
❖ District 1	Tephanie Hopper *pending*	Term Expires	09/07/2023
❖ District 2	Hope Jackson	Term Expires	07/20/2021
❖ District 3	Don Parrott	Term Expires	09/05/2021
❖ District 4	Reginald Daniel	Term Expires	06/29/2021
❖ District 5	Laura Butler (Secretary)	Term Expires	05/04/2021
❖ District 6	Bruce Biegel (Vice-Chair)	Term Expires	06/30/2021
❖ District 7	Justin Rotti	Term Expires	10/19/2021
❖ District 8	Dean Sanders (Chair)	Term Expires	10/03/2021



VAAC Employment Subcommittee

Chair: Bruce Biegel

Members: Don Parrott, Dean Sanders, Hope Jackson, Lance Lehr and Laura Butler

Veterans in the Workforce

The City Council passed a motion to create policies concerning our recommendations in February 2020. This included:

- Veteran points for the examination and the 20% interview rule
- A goal of 15% Veterans in the city workforce by 2025
- “Degree is preferred” or “related experience” in job postings



HR worked to implement these rules but found that it violated CSC rules and the City Charter. HR proposed new strategies that have found results:

- Denoting on the eligible lists which candidates are Veterans
- Creating the HR4Vets program
- Creating the monthly tracking of Veterans who are interviewed City-wide
- Attending Veteran Job Fairs

With these actions, in time, it will clearly show the City Workforce and Local Employers that the City of El Paso is leading by example.

Job #	Job Title	Total # of Applications Received	Total # on Eligible List	# of Veterans on Eligible List	# of Veterans Interviewed	# of Veterans Hired
EP Water						
21027-072	Wastewater	19	6	0	0	0
U3623-072	Application	71	7	0	0	0
20875-022	Instrumentation	49	8	4	2	1
20875-022	Instrumentation	49	8	4	2	0
10310-052	Purchasing	50	7	2	2	0
Streets & Maintenance						
U5310-121	City Traffic	23	6	0	0	0
18320-062	Facilities Maintenance	18	3	0	0	0
18760-072	Irrigation	35	5	0	0	0
U1240-072	Heavy Vehicle	41	20	6	0	0
18540-032	Trades Helper	100	4	0	0	0
Total				83	38	11
Oct-20					45%	13%

Job #	Job Title	Total # of Applications Received	Total # on Eligible List	# of Veterans on Eligible List	# of Veterans Interviewed	# of Veterans Hired
Sun Metro						
18110-082	Fleet Maintenance	30	18	1	0	0
18120-092	Fleet Maintenance	36	6	1	1	0
18210-072	Fleet Body	14	2	0	0	0
Fire (& Animal Services)						
19755-012	Public Safety	39	19	1	1	1
U9816-092	COVID-19	220	194	17	15	6
22340-092	Senior Animal Services	41	8	1	1	0
Total				68	26	10
Nov-20					38%	15%

Job #	Job Title	Total # of Applications Received	Total # on Eligible List	# of Veterans on Eligible List	# of Veterans Interviewed	# of Veterans Hired
Airport (CID & IB)						
12460-102	Senior Case Manager	100	9	0	0	0
12065-102	Business & Finance	40	15	0	0	0
18630-012	Electrician	132	5	0	0	0
Police Department						
19520-092	Vehicle for	120	28	6	2	1
12255-102	CB Payroll	128	14	0	0	0
19770-092	Public Safety	120	25	2	0	0
19250-082	Police Rec	120	40	4	0	0
TOTAL				78	27	9
Dec-20					35%	12%

Three Month Average:
39% of all interviews conducted were Veterans
13% of the total number of employees hired were Veterans

Veteran and Military Spouse Employment



Hiring & You! **WORKFORCE SOLUTIONS BORDERPLEX**

2020 STATEWIDE VIRTUAL HIRING FAIR

NOVEMBER 5 9AM - 12PM

VETERANS, MILITARY, & SPOUSES

REGISTER NOW
borderplexjobs.com/events

★ ★ ★ OPEN TO THE PUBLIC ★ ★ ★

Join the Texas Workforce Commission, Workforce Solutions Borderplex, and Texas Medical Center for the 9th Annual Hiring Red, White, & You! Statewide Hiring Fair to connect transitioning service members, military spouses, National Guard, reserve, veterans and their family members.

No cost to veterans, their spouses or employers.
Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay Texas: 711 (Voice) or 1-800-735-2989 (TTY). Funded wholly by federal funds.

TEXAS VETERANS LEADERSHIP PROGRAM

Connecting Returning Veterans Call: 1-888-VET-TEXAS

Virtual Career Fair Prep Workshop

Prepare for the American Legion Career Fair

Workshop Topics Include:

- How to prepare for a virtual career fair
- Career fair registration & resume upload
- Navigating the Premier Virtual Platform
- How to chat with employers

Tuesday, February 2, 2021
1:30pm - 3pm CST (12:30pm-2pm MST)

Register at:
<https://tinyurl.com/ALCareerFairPrep>


www.twc.texas.gov/jobseekers/texas-veterans-leadership-program

THE AMERICAN LEGION DEPARTMENT of TEXAS

VIRTUAL CAREER FAIR

Employment Opportunities are Waiting for You. Register Now and Connect with Local and Nationwide Employers Looking to Hire.

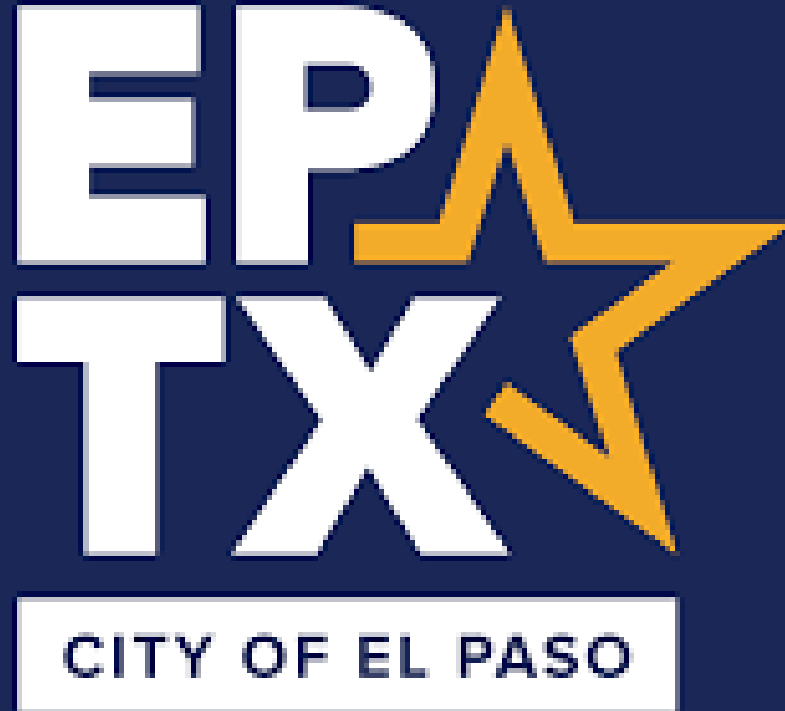
Tuesday, February 9, 2021 ★ 10:00am-2:00pm (Central Time)



Job Seeker Registration <https://tinyurl.com/y9l3aqs9>

Employer Registration <https://tinyurl.com/y9fmrnr5j>

- **Key Concerns:** Hiring Veterans, Transitioning Service Members, Military Spouses into appropriate and Meaningful Employment.
- **Critical Gaps:**
 - Information to and participation with local businesses
 - Translation of specialties to City/County job opportunities
 - Military Spouse employment. Historically, military spouse unemployment rate averages 10% higher than the average unemployment rate. Almost half of all working military spouses are underemployed
- **Recommendations:** To use City resources to promote the strong relationship with Fort Bliss and advocate for hiring Veterans and Military Spouses
 - Enhance Recruitment for Veteran Employment:
 - Educating City Hiring Managers: Veteran intangible benefits and Military Spouse qualifications
 - MOS Cross Reference
 - SHRM (Society for Human Resource Management) assistance with training and hiring
 - Need language to address related experience towards minimum qualifications



VAAC Homelessness Subcommittee

Chair: Hope Jackson

Members: Don Parrott,
Reginald Daniel and Justin
Rotti

VETERANS EXPERIENCING HOMELESSNESS



Evolution of the Homeless Veteran Program

- Opportunity Center VTLC (20 beds) - 2004
- HACEP Veterans Lodge PSH (15 units) – 2006
- HUD/VASH (255 vouchers) – 2009
- Health Care for Homeless Veterans (HCHV) Emergency Shelter – 2014
- VA Supportive Services for Veteran Families (SSVF) – 2014
- **DCHD VTBRA + Services & Case Management for Veterans (20 beds) - 2021**
 - * VTBRA Contract with Endeavors Execution Pending
- **VAAC will receive Quarterly Updates from DCHD and Monthly Updates from Endeavors**

Most Recent Point in Time (PIT) Results

- There are approximately 55 Homeless Veterans (average age is 50 years old)
- 22% are unsheltered
- 78% are sheltered
- 57% reported having a mental health problem
- 45% reported having an issue with substance abuse
- 17% have been in El Paso County 1 year or less

VETERANS EXPERIENCING HOMELESSNESS



Eliminate Silos Between Agencies Working to Prevent and End Veteran Homelessness

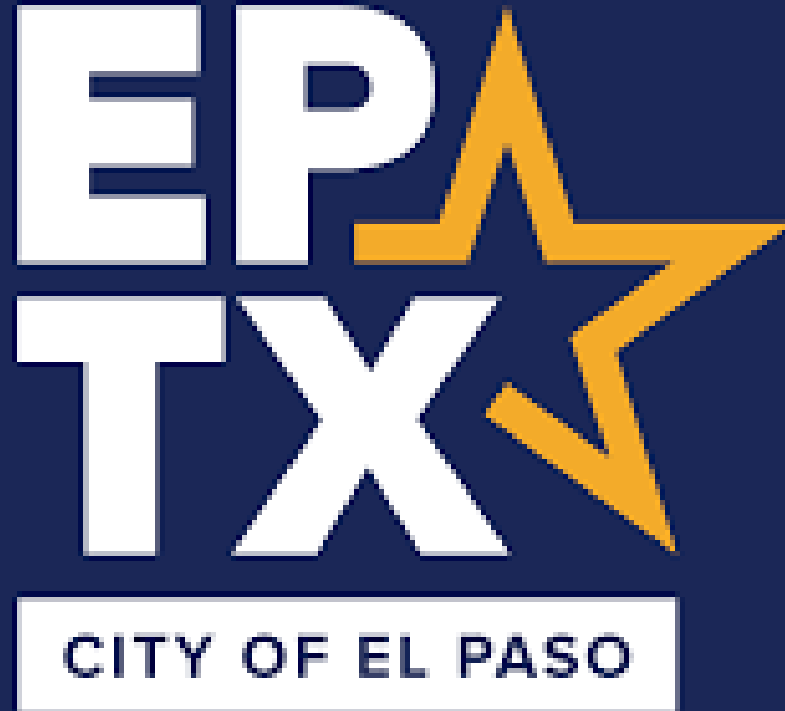
- Mandate that all Veterans are processed via the Coordinated Entry Process before receiving services
- Enhance the High Utilizer Project as it applies to Veterans
- Support the Community Strategic Plan for Veteran Housing and Homelessness to include wrap around services

Accolades and Recommendations

- Outstanding DCHD Collaboration with all Stakeholders for NOFA development
- Outstanding EPCH effort toward Mandated Annual PIT Count and Survey and is dedicated to objectives to prevent and end homelessness amongst homeless Veterans
- EPCH Master List process is **exclusive** for and **critical** to the objective of Ending Veteran Homelessness
- Recommend committing resources to enhance the Homeless Veteran Master List

**** With Council approval, the City Manager is committed to continuing to fund the VTBRA Program in 2022**





VAAC Marketing and Outreach Subcommittee

Chair: Lance Lehr

Members: Bruce Biegel,
Dean Sanders and Laura
Butler

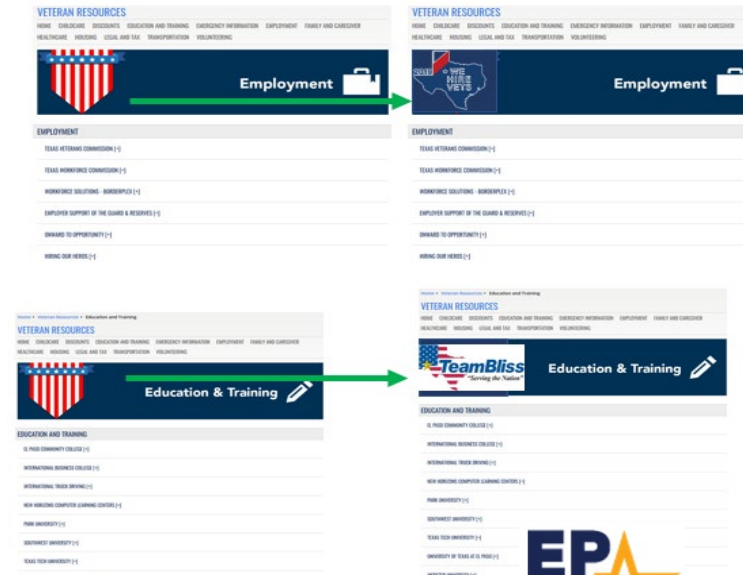
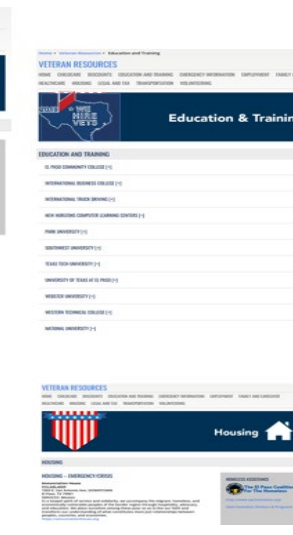
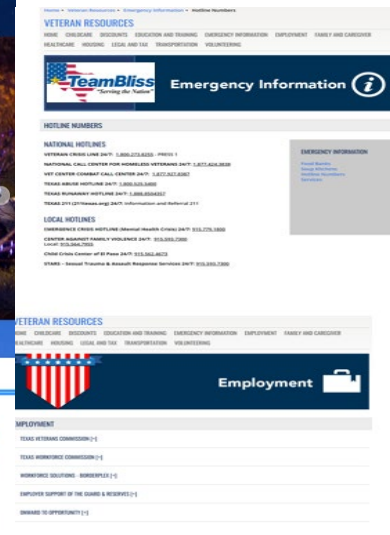
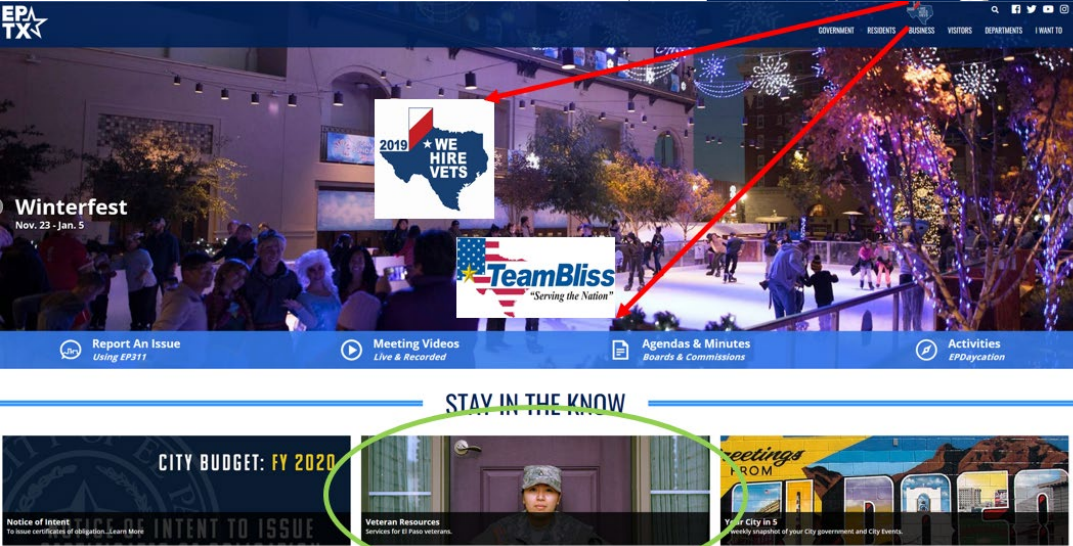
Marketing/ Communications 2018

- Key Concerns
- No overall branding or marketing to cover the largest economic input to the city
- Critical Gaps
- Key communications with 18% of the population, including service members, DOD civilians, families, retirees and their families
- Recommendations
- Engage PIO and HR through the city to develop professional branding while simultaneously developing a communication and marketing strategy to implement the brand

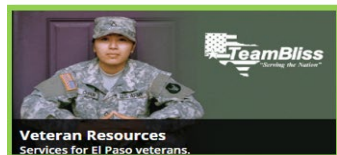
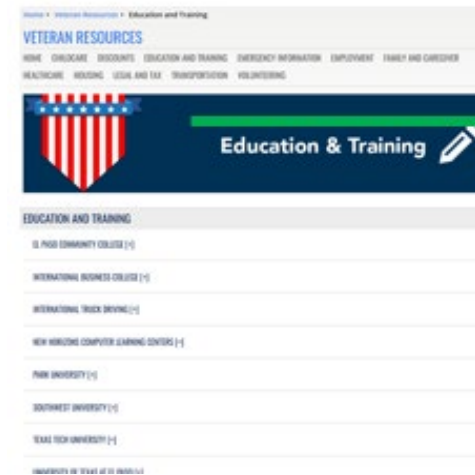
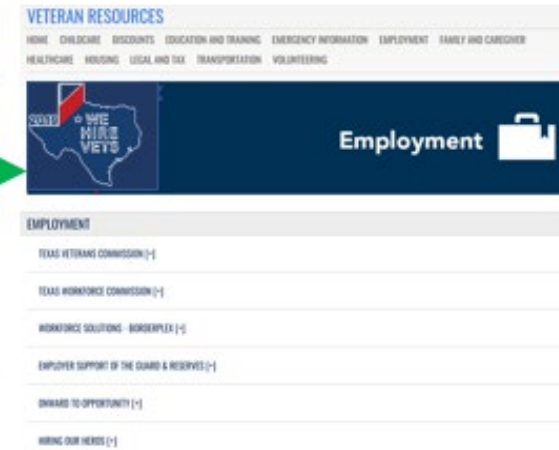
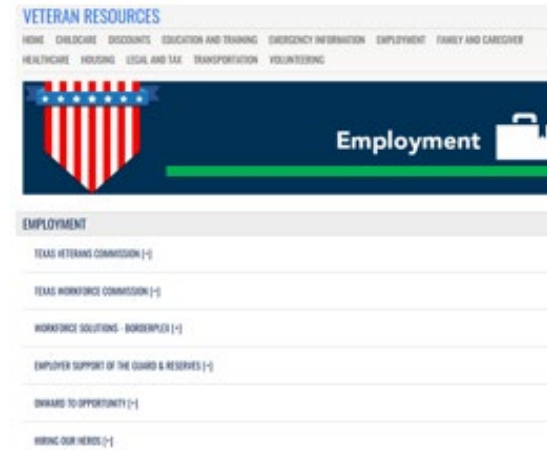
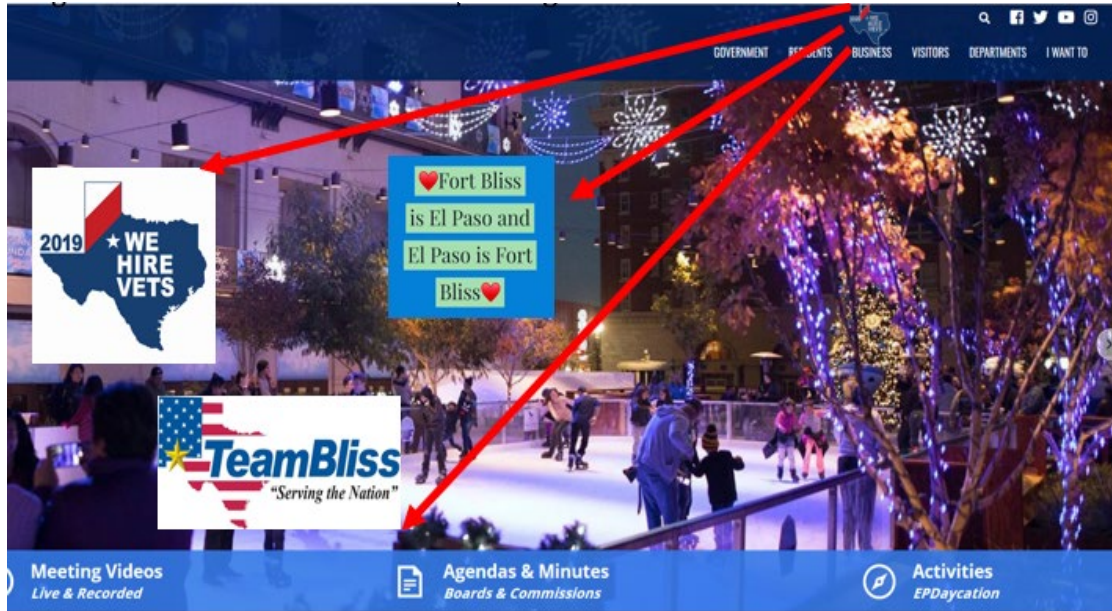


2019 Marketing/ Communications

- Key Concerns
- No overall branding or marketing to cover the largest economic input to the city
- Critical Gaps
- Key communications with 18% of the population, including service members, DOD civilians, families, retirees and their families
- Recommendations
- Engage PIO and HR through the city to develop professional branding while simultaneously developing a communication and marketing strategy to implement the brand

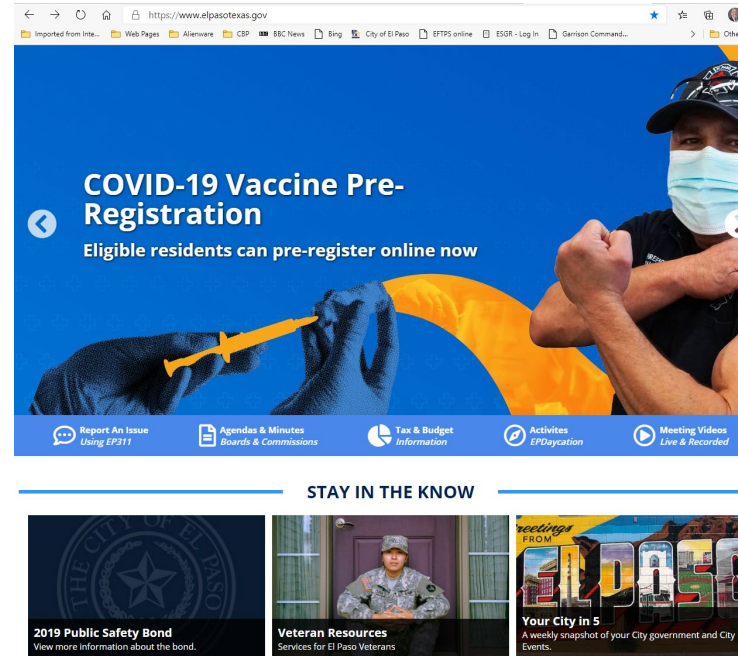
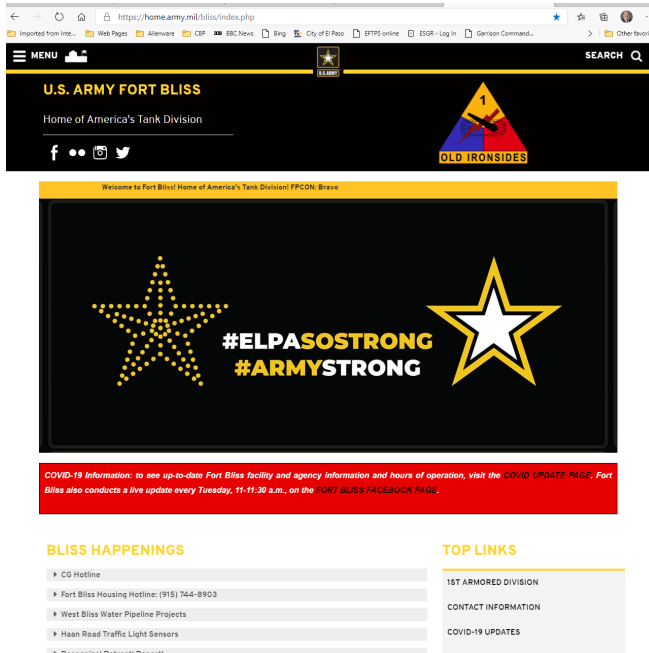


Veteran Marketing and Outreach in 2021



Veteran Marketing and Outreach in 2021

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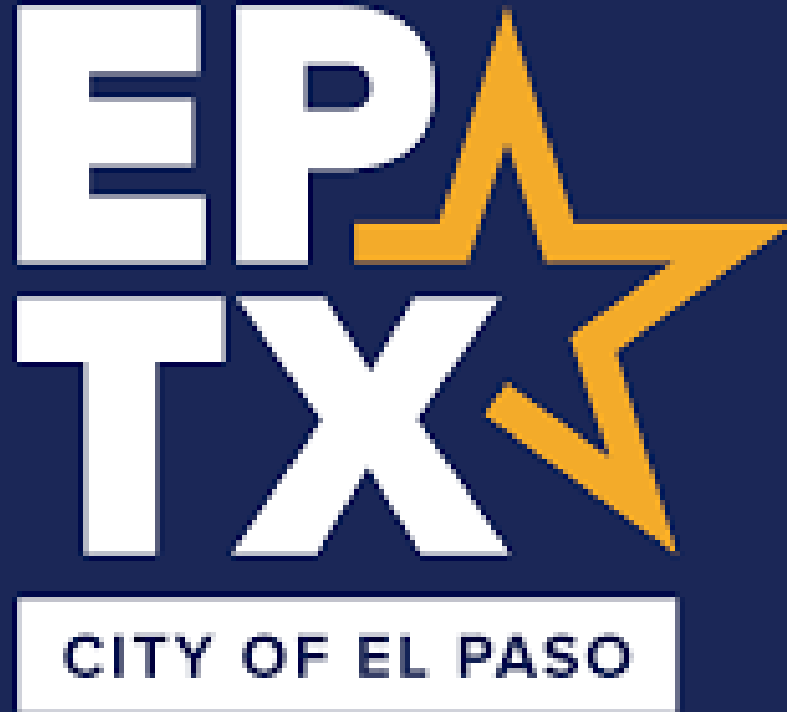


WHERE WE WANT TO GO

- Communication marketing and Veterans Strategic Plan
- “We Hire Vets” logo populated
- Website Splash Page Updates
- Veteran Highlights
- Veteran Testimonials
- Logo Development

WINS

- HR support for Employment of Veterans
- HR4Vets
- We Hire Vets – 3 times in a row
- Bridge Fellowship
- Facebook Page
- Destination El Paso App
- Sun City Bliss



VAAC Recommendations for Action

Employment: Bruce Biegel
Homelessness: Hope Jackson
Marketing & Outreach: Lance Lehr



Recommendations for Veteran and Military Spouse Employment

- ❖ We ask that Veteran Employment be addressed in our city strategic plans
 - **Goal 6** (Set the Standard for Sound Governance and Fiscal Management)
 - 6.1 Recruit and retain a skilled and diverse workforce
 - 6.1.1 Obtain a 15% Veteran workforce by 2025

Recommendations: To use City resources to promote the strong relationship with Fort Bliss and advocate for hiring Veterans and Military Spouses

- Enhance Recruitment for Veteran and Military Spouse Employment
 - Educating City Hiring Managers: Veteran intangible benefits and Military Spouse qualifications
 - MOS Cross Reference: Incorporate Military Operational Specialty codes into Job Specifications where appropriate



Recommendations for Veterans Experiencing Homelessness

- ❖ Recommend committing resources to enhance the Homeless Veteran Master List
- ❖ Sustain the funding of Case Management and Supportive Services section of the Homeless Veterans Tenant Based Rental Assistance program (VTBRA) as part of the FY22 Budget (Rental Assistance is already funded through FY22)



Veteran's Affairs Advisory Committee

Recommendations for Strategic Goals in Marketing & Communications

- ❖ We ask that Veterans and Military be addressed in our city strategic plans
 - **Goal 5** - Promote Transparent and Consistent Communication Amongst *all* Members of the Community. Expand the Veteran presence on our webpage and social media sites as well as build a comprehensive strategy to connect with Veterans and Service Members (future Veterans)
- ❖ Support the increased FY22 Military Affairs budget that will include an advertising budget that enables reaching out to Veterans and their families on billboards, radio and flyers



Veteran's Affairs Advisory Committee

FOR COUNCIL ACTION:

- ❖ We ask that Veterans and Military be addressed in our city strategic plans
 - **Goal 5** Promote Transparent and Consistent Communication Amongst *all* Members of the Community
 - 5.5 Strengthen messaging opportunities through media outlets and proactive community outreach
 - **5.5.1 Expand the Veteran presence on our webpage and social media sites as well as build a comprehensive strategy to connect with Veterans and Service members**
- ❖ We ask that Veteran Employment be addressed in our city strategic plans
 - **Goal 6** Set the Standard for Sound Governance and Fiscal Management
 - 6.1 Recruit and retain a skilled and diverse workforce
 - **6.1.1 Obtain a 15% Veteran workforce by 2025**

Thank You!
We are a
Veteran Ready El Paso!





Veterans Affairs Advisory Committee

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