

Strategic Plan for Veteran Affairs Advisory Committee

Veterans Affairs Advisory Committee

- District 1: Tephania 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.

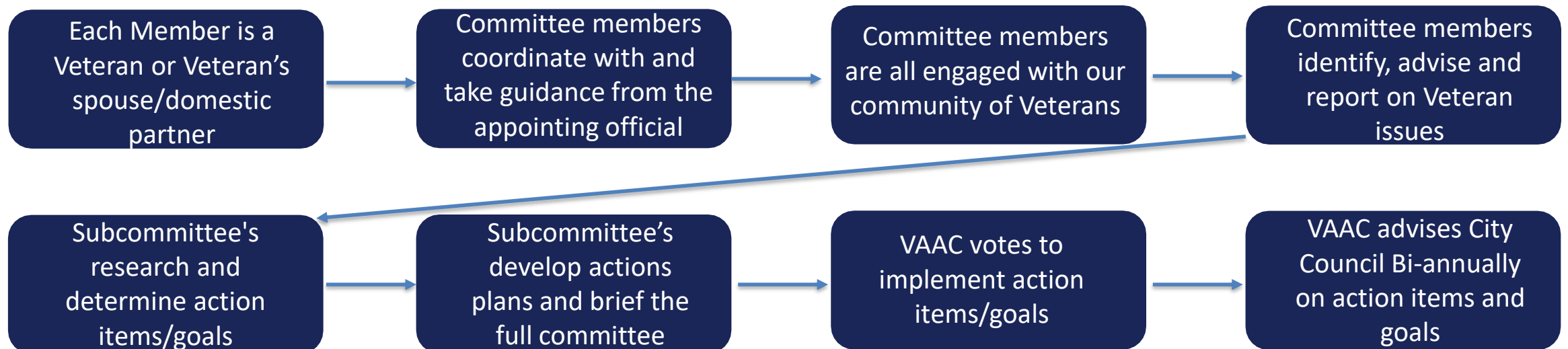
MISSION

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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