

SMCVC 2018 Veteran's Study Proposal  
**DRAFT**

**Background:** The County of San Mateo Board of Supervisors (the "Board") is focused on a shared vision (Shared Vision 2025) which plans to deliver its five "community outcomes" — healthy, livable, prosperous, environmentally conscious and collaborative — to all San Mateo County residents. On June 2, 2015, the San Mateo County Veteran's Commission (SMCVC) was created to promote programs and policies that address the unmet needs of veterans in San Mateo County. The last comprehensive county-wide veteran's assessment was conducted in 2014 by Applied Survey Research. The SMCVC created a sub-committee on April, 2018 to develop a social media strategy to target those veteran's that had not yet contacted our County Veteran's Service Office (CVSO).

**Reason for Proposal:** After consulting various parties about social media strategies to contact veterans in San Mateo County and in other discussions, it became apparent to the sub-committee that targeting veteran's based on the 2014 study likely didn't provide the granularity that would ensure the efficient use of taxpayer money in its social media outreach. It was also decided that a more comprehensive review of past and current outreach efforts (including social media) would significantly improve any future outreach efforts. Finally, the sub-committee agreed that conducting a needs assessment update would afford the best opportunity to learn more about how veterans might become aware of the CVSO based on which types of media channels they use to learn about local resources (e.g. newspaper, billboard, TV, radio, social media, local bulletin boards, etc.). Accordingly, the SMCVC is requesting Board approval of this proposal to conduct an update to the 2014 study or a new study to understand the current demographics of the San Mateo County veteran community in order to be able to develop the most effective outreach campaigns possible to achieve 100% veteran awareness.

**Proposal Details:** SMCVC requests Board approval of this proposal and the subsequent funding required to execute this project. The key milestones in this project include:

- Comprehensively review past and current CVSO outreach efforts and evaluate their effectiveness.
- Work with San Mateo County Human Service Agency (HSA) to develop a Request for Proposal to conduct a new veteran's needs assessment based on the successful 2014 needs assessment.
- In addition, include questions about preferred media and communication channels for local veterans.
- Board approval/funding delivered for needs assessment execution.
- Based on the results of the needs assessment, work with HSA/CVSO to develop an expected budget recommendation for Board approval and funding to deploy a holistic, multi-channel veteran outreach program to drive both awareness of and enrollment with CVSO.
- Seek Board approval for the veteran outreach proposal.
- Execute the outreach program by HSA.
- Deliver the results to the Board when substantively completed.

**Roles and Responsibilities:**

- Board:
  - Review and approve/disapprove/return for correction this proposal to SMCVC.
  - If proposal approved, fund the needs assessment execution.
  - Based on the future outreach campaign proposal, approve/disapprove/return that proposal and fund.
  - Review the results delivered by SMCVC.
- HSA:
  - Communicate expected costs to Board and seek approval/funding.
  - If approved and funded, execute 2018 Study.
  - Seek Board approval and funding for campaign.
  - Deliver results to Board when complete.

**Overall Study and Outreach Program Goals:**

- Updated demographic information on county veterans.
- Create new channels where County veterans and their families can become aware of HSA/CVSO/ veteran resources.
- Target increase of 25% for new Veteran contacts at the CVSO office within the next 24 months.

**Budget Request:**

- Study cost estimate: To Be Confirmed (2014 Applied needs assessment Research study cost \$150,000).