Veterans and Community Oversight and Engagement Board (VCOEB)

Master Plan Update

June 22, 2022

Agenda

VCOEB: Master Plan Update June 22, 2022 @ 10:00 a.m. PDT
Discussion Topics
Plans to Socialize Final Product
Next Steps

Plans to Socialize Final Product - Background

Background of Draft Master Plan 2016

- Draft Master Plan 2016 (DMP) was developed to revitalize West Los Angeles (WLA) Campus into a thriving community for homeless and other at-risk Veterans and their families.
- The DMP initiative was launched in 2015 with significant participation and collaboration from various stakeholders.
- 1,000+ public comments were received and incorporated into the DMP.
- The Secretary of VA (SECVA) adopted the DMP in January 2016, sealing VA's commitment to the "framework" expressed in the DMP.

Building Input for Master Plan 2022 (MP2022)

- Per DMP, update would be every 3-5 years.
- VA Greater Los Angeles Healthcare System (VAGLAHS) continued forward with the MP2022 process seeking feedback.

Plans to Socialize Final Product - Goals

Following SECVA approval and release of MP2022 in April 2022, VAGLAHS continues stakeholder engagement of activities and progress.

Master Plan 2022 Communications Goals

- Build trust between Veterans and VA departments responsible for carrying out Master Plan work.
- Ensure transparency and accountability in land use and other campus-related decisions by engaging Veterans and stakeholders.
- Align Master Plan communications efforts of with all internal stakeholders.

SUPPORT OUR MISSION

STARS AND STRIPES

THEATERS BRANCHES VETERANS HISTORY LIVING SPORTS MULTIMEDIA

VETERANS NEWS

VA secretary signs new master plan for LA homelessness project, vows action after delays

BY NIKKI WENTLING • STARS AND STRIPES • APRIL 22, 2022

Construction workers restore a 1920s-era bu
Los Angeles on Feb. 23, 2022. Two buildings
homeless veterans, with each set to contain
assists the VA in determining the most effec
Stripes)

FOREWORD

When someone signs up to serve our country in the military, we make them a simple promise: if you take care of us, we will take care of you; if you fight for us, we will fight for you; if you serve us, we will serve you when you transition out of the service. That promise echoes President Lincoln's charge in his Second Inaugural Address to care for those "who shall have borne the battle" and for their families, caregivers and survivors. And that promise reverberates into today when President Biden reminds us that our Nation's "most sacred obligation" is to prepare and equip the troops we send into harm's way and to care for them and their families when they return home.

Veteran homelessness is our country's single greatest point of failure in fulfilling that promise. Fortunately, we are beginning to turn the tide. Last October, after visiting the West Los Angeles VA Medical Center and "*Veterans Row*"— encampment for homeless Veterans just outside the campus—we committed to getting Veterans living on *Veterans Row* into housing by November, and to getting an additional 500 Veterans experiencing homelessness in Los Angeles into housing by the end of 2021. Thanks to the work of the VA Greater Los Angeles Healthcare System and community partners, we accomplished and even exceeded both of those goals.

That is what it means to fight for Veterans—and that is what the West Los Angeles Master Plan 2022 is all about. Designed with significant public participation and comment from a wide range of stakeholders, the West LA Master Plan 2022 modernizes and reorganizes the West LA campus to provide more permanent supportive housing that meets the needs of vulnerable Veterans—including chronically-homeless, aging and severely-disabled Veterans and women Veterans with children. The Plan provides direct assistance to Veterans experiencing homelessness on issues that led them to be homeless—helping vulnerable Veterans find jobs, access legal assistance, locate appropriate mental health services, receive treatment for substance abuse disorders and much more. It lays the foundation for improved land-use efficiency and ease-of-access, and refines and details realistic timelines based on actual utility upgrades and funding expectations. The Plan also provides interim and long-range planning concepts that extend beyond the next 3 to 5 years.

Success in West LA will have an outsized impact on Veteran homelessness in Greater Los Angeles and help VA solve homelessness across the Nation. It will help us regain momentum across the country so we can get back to the kinds of successes we witnessed in the beginning of the last decade. This West LA Master Plan 2022 provides that clear direction.

Thank you for your crucial support of Veterans and the future of our first comprehensive Veterans community—the West Los Angeles VA Medical Center campus.

May God bless our troops, Veterans, their families, caregivers and survivors. And may we always give them our very best.

Sincerely,

Denis McDonough
Secretary

West LA VA Master Plan 2022

Plans to Socialize Final Product - Goals

MP2022 Communications Goals (continued)

- Increase communication of programs available to Veterans and their families to maximize engagement.
- Communicate on the progress of work done toward the Master Plan more actively and frequently to maximize stakeholder support.
- Maintain and increase VA Senior Leadership's awareness and support for plans and efforts in service of the Master Plan.
- Increase awareness of VA activities and initiatives.
- Communicate resources available to Veterans, families, and caregivers.

Plans to Socialize Final Product - Approach

Approach

- Provide multiple avenues for community participation.
- Provide ongoing engagement tactics for corresponding stakeholder groups. (web, media, email comms, campus tours, external outreach, signage).
- Provide stakeholders encouragement to assist in “peer-to-peer” engagement to help spread the word, sharing info.
- Initiate and maintain regular and ongoing contact and collaboration with decisionmaker(s).

Primary Stakeholder Targets

- VSOs
- Veterans residing or active on the WLA Campus
- Veteran community across the Greater Los Angeles area

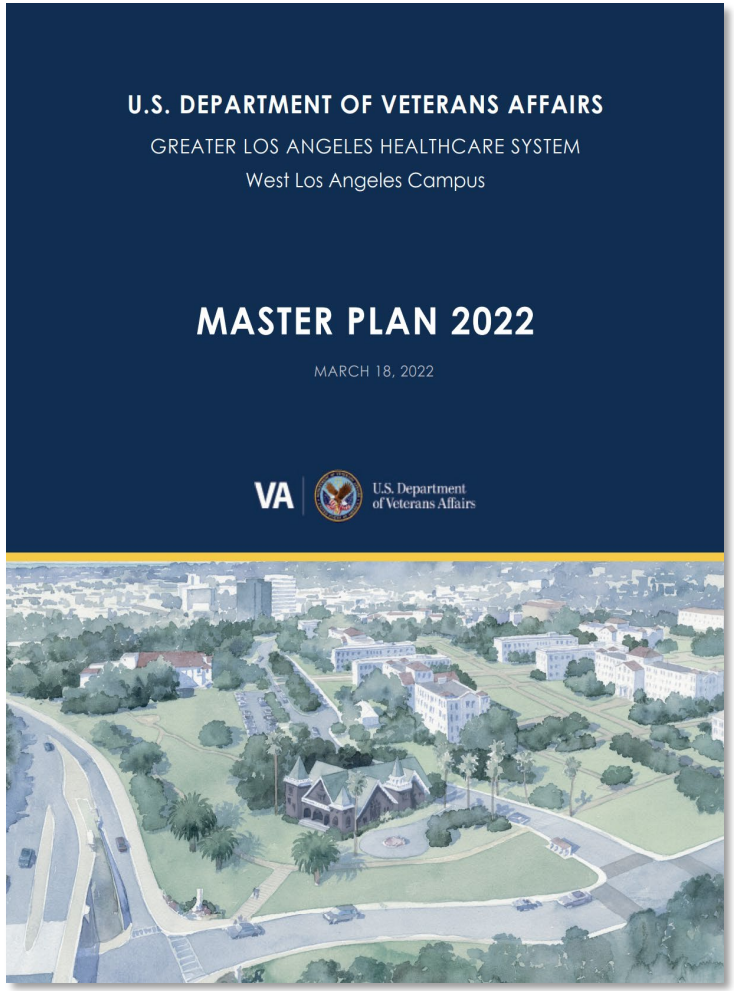
Secondary Stakeholder Targets

- Elected Officials & Legislators (Local, State, & Federal) within VAGLAHS jurisdiction
- VAGLAHS staff
- Veterans Integrated Service Network, Veterans Health Administration, & VA Senior Leadership
- Community Based Organizations within the VAGLAHS jurisdiction
- Media

Plans to Socialize Final Product - Messaging

Pointing to MP2022 Key Messages

- **Designed with significant public participation and comment** from a wide range of stakeholders.
- **Modernizes and reorganizes the WLA Campus** to provide more permanent supportive housing that meets the needs of vulnerable Veterans.
- **Provides direct assistance to Veterans** who are experiencing homelessness with issues that led them to be homeless, including job resources, legal assistance, and medical and mental health services.
- VA is committed to the engagement of homeless Veterans and Veterans at risk of homelessness with a **variety of programs** supporting the Housing First model and **working to end Veteran homelessness** across the 5-county VAGLAHS jurisdiction.



Plans to Socialize Final Product - Methods

Socializing Using Online and Multimedia

- Send Quarterly e-newsletter (Master Plan e-Mailer) to GovDelivery Master Plan stakeholders email list
- Post video segments of current and future Master Plan construction sites to VAGLAHS social media channels and Master Plan website

Socializing Onsite at WLA Campus

- Host tours of Master Plan sites to the public, local Veterans groups, elected officials, and media (with care to COVID-restrictions)
- Train VAGLAHS staff to use opportunities while serving Veterans across our jurisdiction and while meeting with other key stakeholders to promote engagement

Plans to Socialize Final Product - Methods

Continue to conduct proactive community outreach, with VAGLAHS representatives attending local neighborhood council, Veteran Service Organization (VSO), and elected official meetings to share progress updates on Master Plan activities.

- **Continuing Use of Existing Meetings**
  - Conduct standing meetings to receive input from VCOEB, WLA Master Plan Integrated Project Team (IPT) Governance Board, CVEB, and VAGLAHS Executive Team
  - Leverage recurring Town Hall meetings to provide updates and receive input

- **Principal Developer Regular Meetings through Backbone Organization**
  - Organize Town Hall meetings among Veteran residents of the new community to provide updates and solicit feedback
  - Organize convenings of VA staff and Veteran service partners to coordinate programming, services, and events

Plans to Socialize Final Product - Comms

Weekly Tactic #1: Articles, videos, and content

- **Objective**: Highlight MP2022 construction and progress, showing what these efforts mean for the Veteran community on the WLA Campus
- **Platform**: VAGLAHS Website story articles, VAntage Point articles, Master Plan Website

Weekly Tactic #2: Provide social media posts on Community Engagement and Reintegration Service (CERS) & Strategic, Facilities & Master Planning (SFMP) Program

- **Objective**: Provide information on current activities and successes, alternating between CERS & SFMP programs/activities
- **Platform**: VAGLAHS Social Media Vehicles

Plans to Socialize Final Product - Comms

Monthly Tactic #1: Master Plan Success Stories and Updates

- **Objective**: Provide 1-2 monthly success stories highlighting MP2022 construction progress and how these efforts and individuals impact the WLA Campus Veteran community
- **Platform**: VAGLAHS website, VAntage Point Blog, Master Plan website, Social Media vehicles

Monthly Tactic #2: CERS Success Stories

- **Objective**: Provide 1-2 monthly Veteran-interest stories highlighting Veterans in CERS programs and services and/or Veterans who are or have used CERS programs and services
- **Platform**: VAGLAHS website, VAntage Point Blog, Master Plan website, Social Media vehicles

Completed Headlines:

March 2022

- ✓ "Veteran Success Stories on CBS National"

April 2022

- ✓ "SECVA Signing of Master Plan"
- ✓ "Veteran Housing Initiatives"

May 2022

- ✓ "VA to Add for homeless Veterans, hoping to be model around country"
- ✓ "Master Plan Newsletter"

June 2022

- ✓ "Women's Housing Program Opens"
- ✓ "VA Employee Story: Social Worker Veronica Olson"
- ✓ "Building 207 Construction Update"

Plans to Socialize Final Product - Comms

Quarterly Tactic #1: Care Treatment Rehabilitation Service (CTRS) & Master Plan Quarterly Town Hall Meetings

- **Objective**: Provide an overview of CERS and SFMP Programs with general Questions & Answers

Quarterly Tactic #2: CERS & SFMP Master Plan Update eNewsletter

- **Objective**: Share repurposed content from published stories, social media, images, and other updates and informational content to inform stakeholders

Ad Hoc Tactic #1: WLA Campus Tours

- **Objective**: Preplanned tours to show approved visitors SFMP activities, on-campus initiatives, and other campus activities that support the Master Plan

Ad Hoc Tactic #2: Press Releases, Media Advisories

- **Objective**: Provide specific activity/event information of interest to the Veteran community to include Grand Openings, Ribbon Cutting Ceremonies

KSBY (NBC – SLO & Calif. Central Coast)

Metric	Facebook	Twitter
Impressions (F/T)	35	2,919
Post Reach (F)	33	--
Post Engagements	16	39

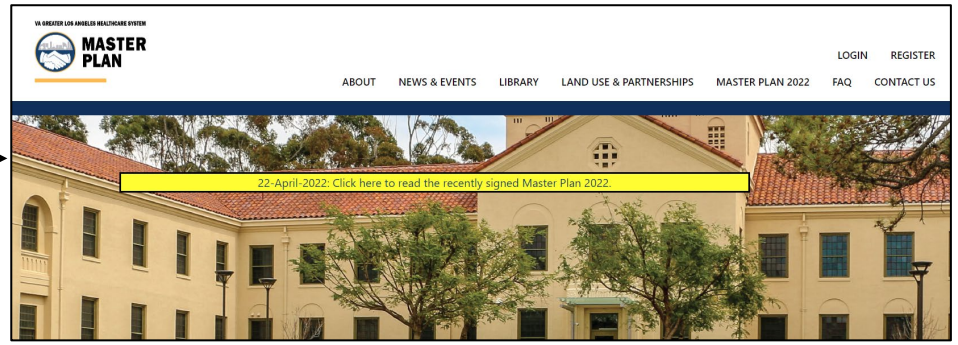
Plans to Socialize Final Product - Website

Master Plan Website URL Finalization

- ***Background:*** Existing DMP URL will be phased-out, eliminating the term "draft" from the web address (**www.westladraftmasterplan.org**)
- ***Interim Plan of Action:*** Both web addresses currently lead to the same landing page of the existing website, and load from the same server:

www.westladraftmasterplan.org

www.westlamasterplan.org

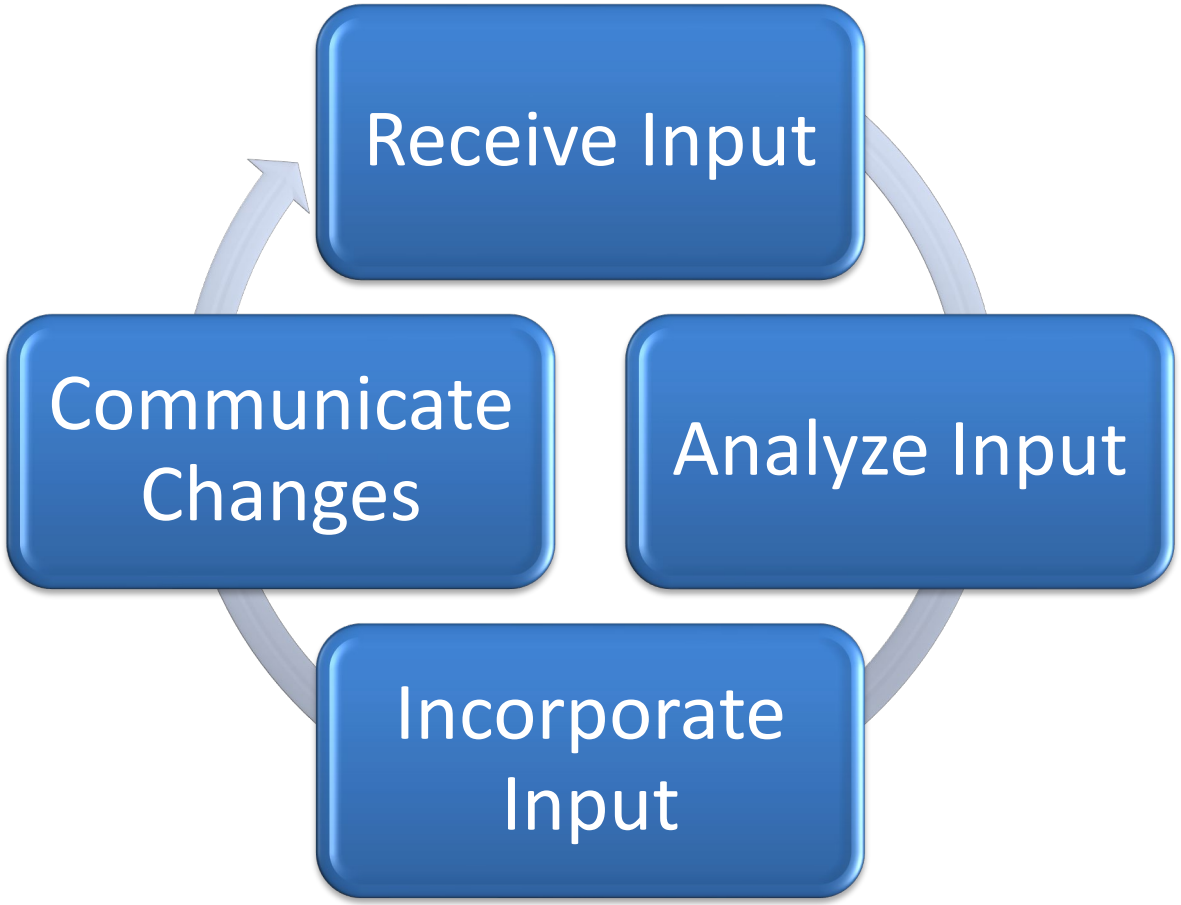


- *Migration to* **www.westlamasterplan.org** will be completed in 2023

Next Steps

Utilizing engagement meetings and Town Halls to collect feedback and data to Incorporate input into the next Master Plan iteration: In 3-5 years

- Receive input from stakeholders (VCOEB, WLA Master Plan Integrated Project Team (IPT) Governance Board, CVEB, VAGLAHS Executive Team, and Veterans)
- Incorporate input into the next Master Plan iteration
- Communicate the incorporated feedback with the stakeholders



Next Steps

Upcoming June, July, August, and September Meeting Schedule

Date	Meeting
June 8, 2022	Veteran Town Hall
June 21 and 22, 2022	VCOEB
July 7, 2022	Veteran Service Organization Town Hall
July 11, 2022	Elected Officials Forum – Rep. Ted Lieu
July 14, 2022	Employee Town Hall
July 21, 2022	Elected Official Town Hall
July 2022	VCOEB
August 4, 2022	Veteran Service Organization Town Hall
August 2022	OAEM/GLA/PD Joint MP/EUL Townhall
August 11, 2022	Employee Town Hall
August 18, 2022	Elected Official Town Hall

Date	Meeting
August 2022	OAEM/GLAHS/PD Town Hall – PE EUL
August 4, 2022	Veteran Service Organization Town Hall
August 2022	VCOEB
August 2022	CVEB
August 11, 2022	Employee Town Hall
August 18, 2022	Elected Official Town Hall
September 1, 2022	Veteran Service Organization Town Hall
September 8, 2022	Employee Town Hall
September 15, 2022	Elected Official Town Hall
September 2022	VCOEB

Next Steps: FY21 EUL Infrastructure Projects

FY21 PROJECT NAME	TYPE	START / COMPLETION DATE
Install Fire Suppression Water Distribution System, North Campus (Awarded)	Design	09/27/21 12/31/22
Install Water Pressure Boosting Measures, North Campus (Awarded)	D/B	09/27/21 08/24/22
Physical Verification Site Utilities Mapping (Awarded)	Design	09/16/21 12/31/22
Solar System Relocation and Reinstallation, Sepulveda (Awarded)	D/B	09/24/21 06/10/22
B402 Parking Lot 38 Utilities Infrastructure Relocation, North Campus (Awarded)	D/B	09/29/21 09/02/22
B404 Parking Lot 48 Utilities Infrastructure Relocation, North Campus (Awarded)	D/B	09/29/21 10/15/22
EUL Emergency Abatement B156/B157 (Awarded)	D/B (Completed)	06/24/21 09/29/21

EUL Project(s) Supported

B156 and 157 (110 Veteran Units)

B205 and B208 (120 Veteran Units)

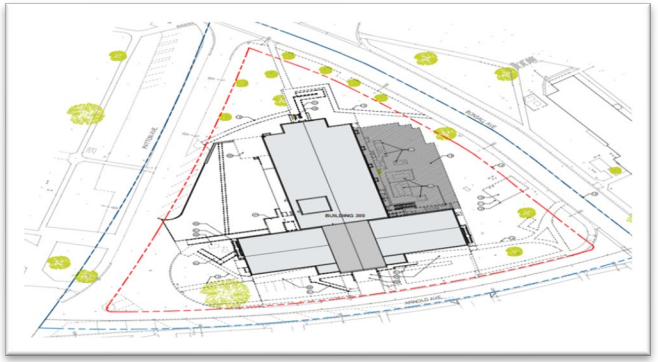
Lot 48 (72 Veteran Units)

Lot 38 (118 Veteran Units)

B207 (59 Veteran Units)

Next Steps: FY22 EUL Infrastructure Projects

EUL Project(s) Supported:



B300 (72 Veteran Units)

Lot 38 (118 Veteran Units)

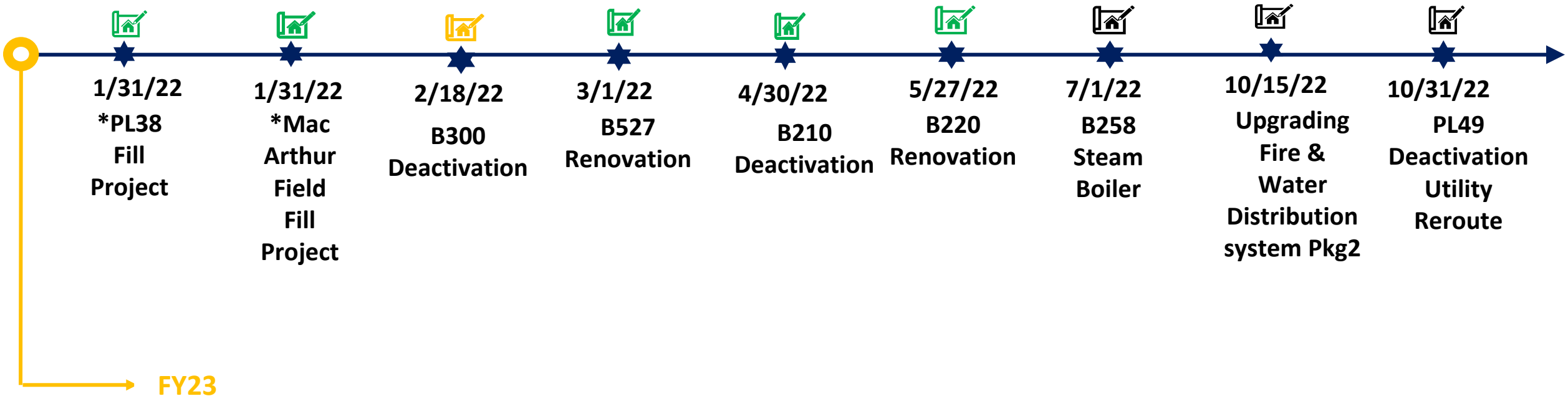
Lot 48 (72 Veteran Units)

B210 (41 Veteran Units)

158 (71 Veteran Units)

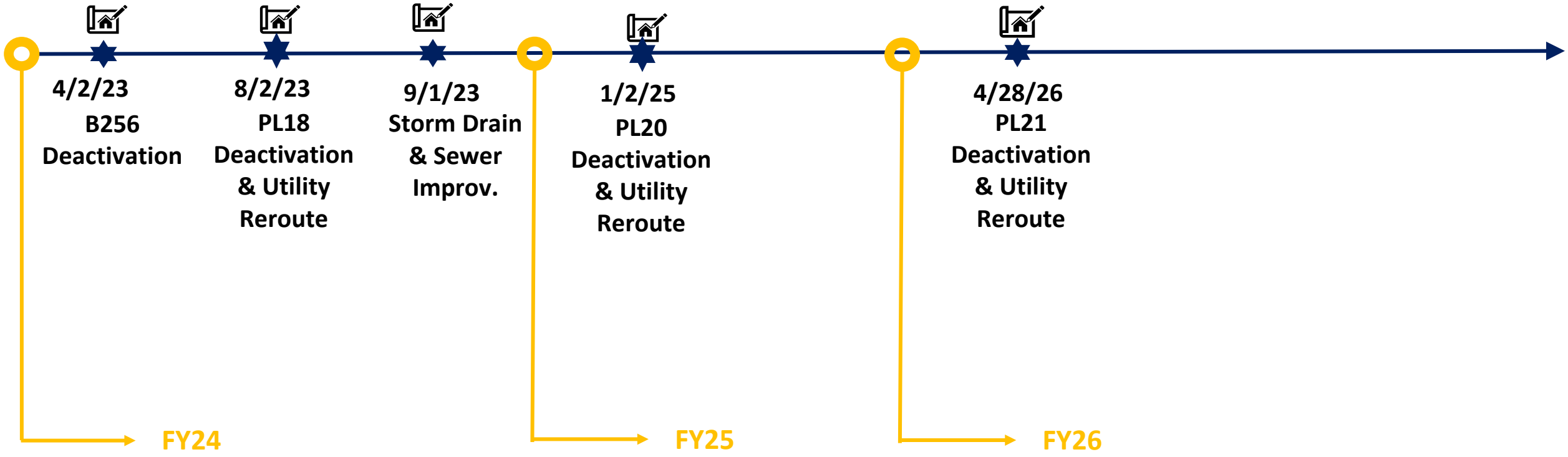
FY22 PROJECT NAME	EUL PARCELS SUPPORTED
Parking Lot Construction and Expansion, North Campus (Awarded)	Lot 38, Lot 48
B233 (hazmat) Demolition Assessment, Demolition, and Replacement (Awarded)	Lot 48
B206 Partial Renovation	B210
B527 Physical Security Design Manual Renovation (Relocate OIT)	B300, B158
B158 Remediation	B158
Upgrading Fire and Water Distribution system Ph1 (DBB, pending 100% Design)	All North Campus

Next Steps: FY22/23 Projects Development



*Capital contribution project through the Minor Construction Program.

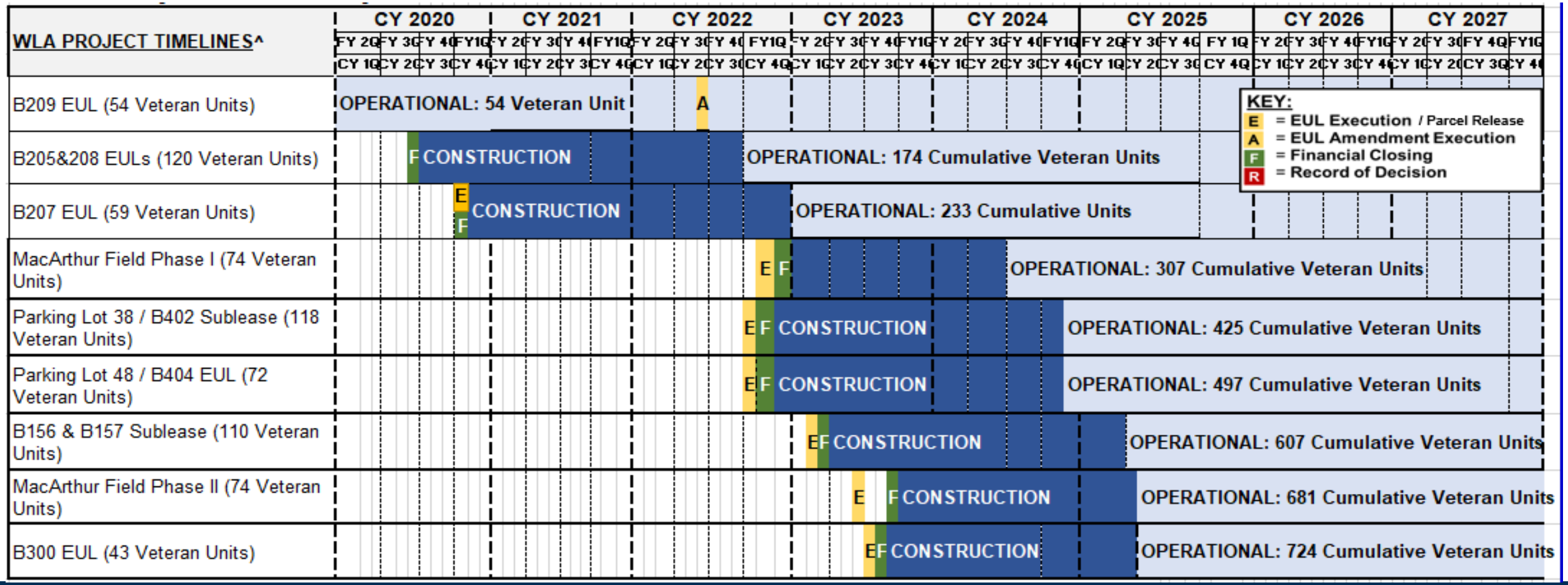
Next Steps: FY24-26 Projects Development

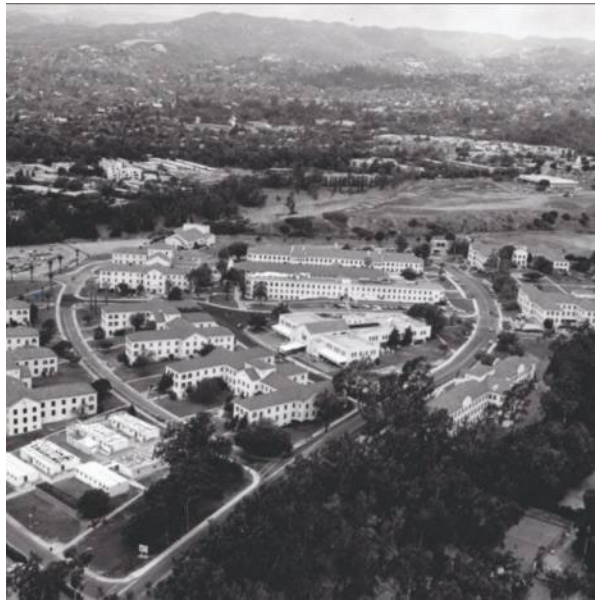


Next Steps: What Matters Most

Ending Veteran Homelessness and "…enables Veterans to thrive."

- **Actions/Results - Cumulative Veterans Housing Units Online**





Comments or Questions?