

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).



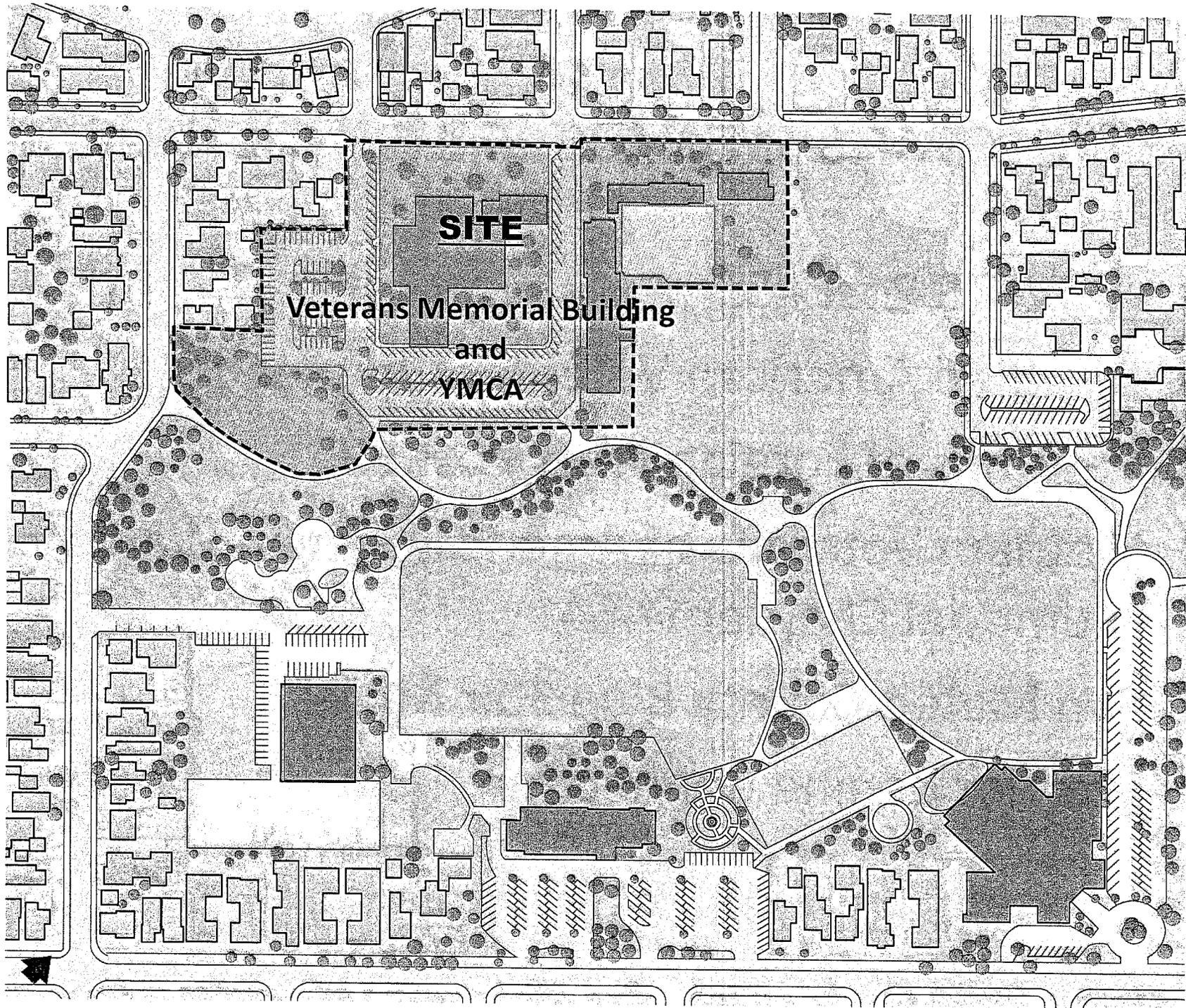
City of Redwood City  
YMCA of Silicon Valley  
Red Morton Park  
Joint City-YMCA Project  
**Schematic Design Update**

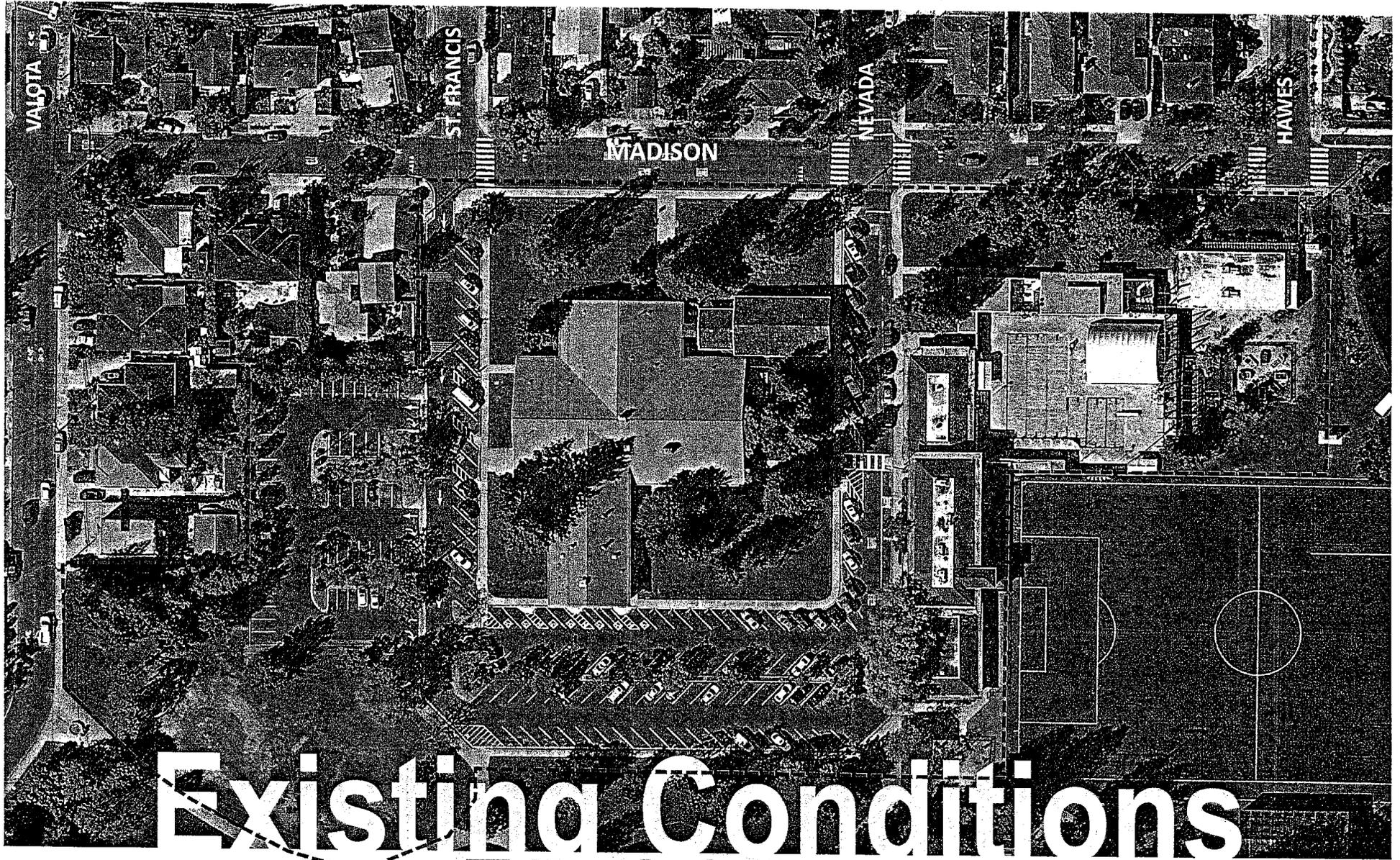
**Summer 2018**



# Veterans Groups and Activities

- AMVETS Post #53
- Disabled American Veterans Chapter 16
- Veterans of Foreign Wars Post 69
- Vietnam Veterans of America, Steven Warren Memorial Chapter #464
- San Mateo County Blue Star Moms
- Warrior Canine Connection





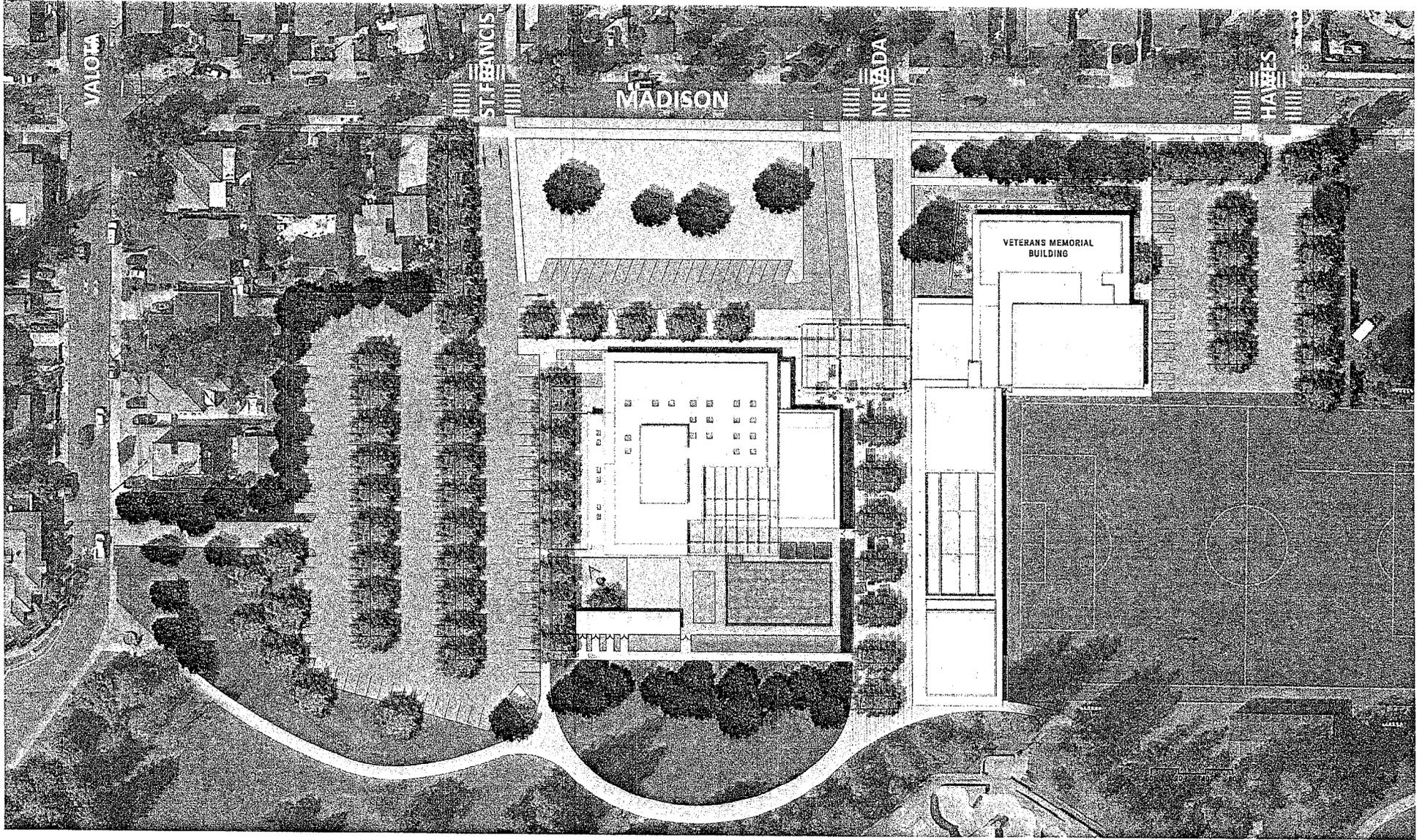
**Existing Conditions**  
**55,000 sf**



- **171 Parking Spaces**
- **Theater**
- **Some Wellness + Adaptive P.E.**
- **Veterans, Seniors and Community Services**
- **2 Swimming Pools (Seasonal Use Only)**

**Existing Conditions**  
**55,000 sf**

**els/**



**80,000 sf**



- **289 Parking Spaces**
  - **+20 Parking Spaces at CAB**
  - **+50 Parking Spaces at Armory**

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**TOTAL NEW PARKING: 359 Parking Spaces**

- **New Veterans Memorial Building**
- **New YMCA – Wellness and Fitness Activities**
- **New Theater and Swimming Pools**

**2018**  
**80,000 sf**

**els/**



the



**WORKSHOP #1**  
**GALLERY WALK + INFORMATION GATHERING**  
01.17.2018

**WORKSHOP #2**  
**SITE PLAN OPTIONS + PROGRAMMING + ADDITIONAL INFORMATION**  
**GATHERING**  
01.31.2018

**WORKSHOP #3**  
**DESIGN RESPONSE TO WORKSHOP #1 AND #2**  
02.22.2018



# WORKSHOP #1

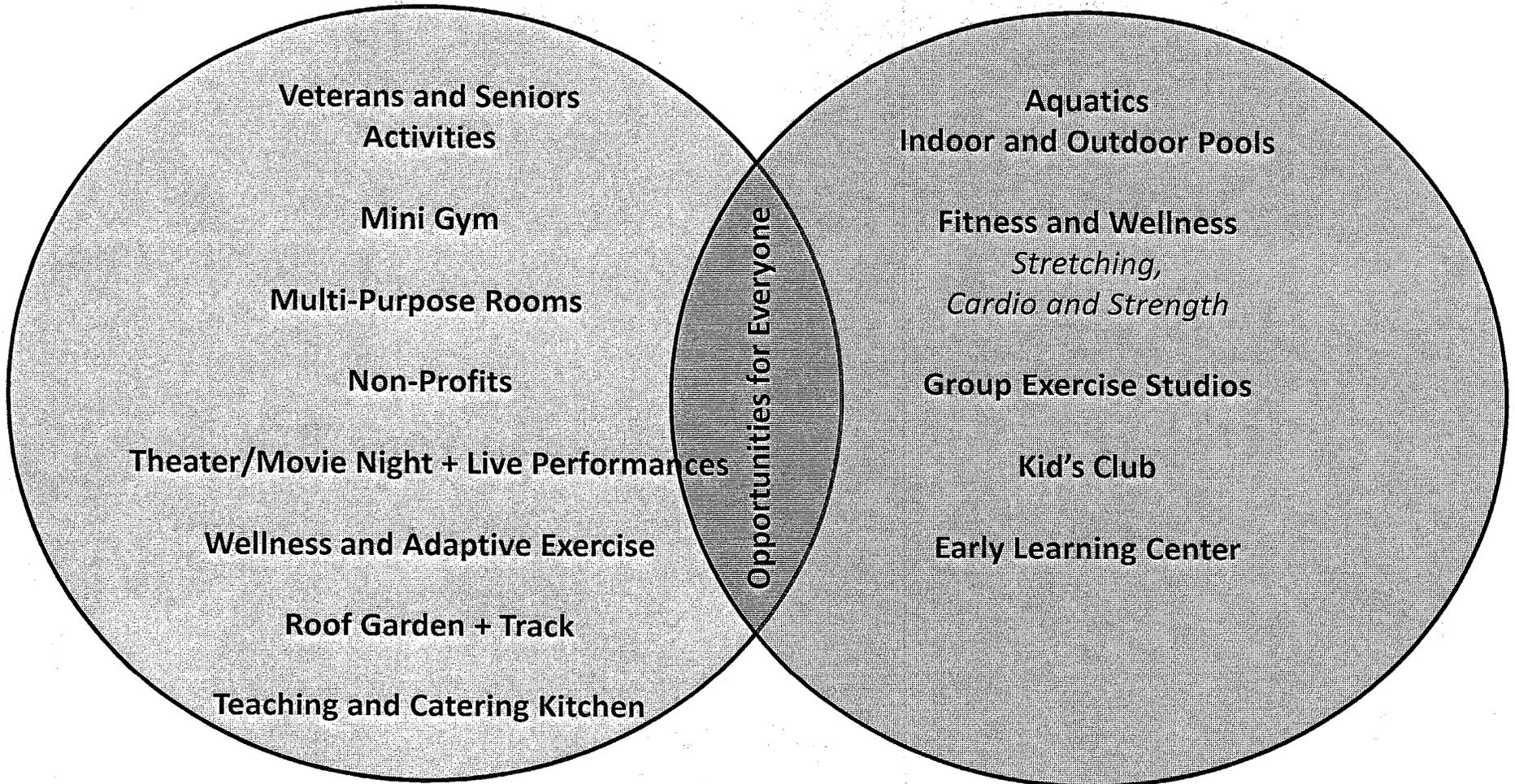
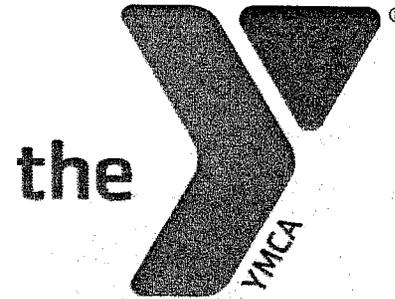
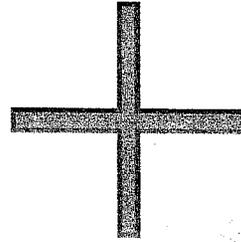


# WORKSHOP #2



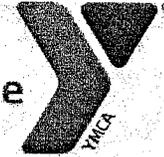
# WORKSHOP #3



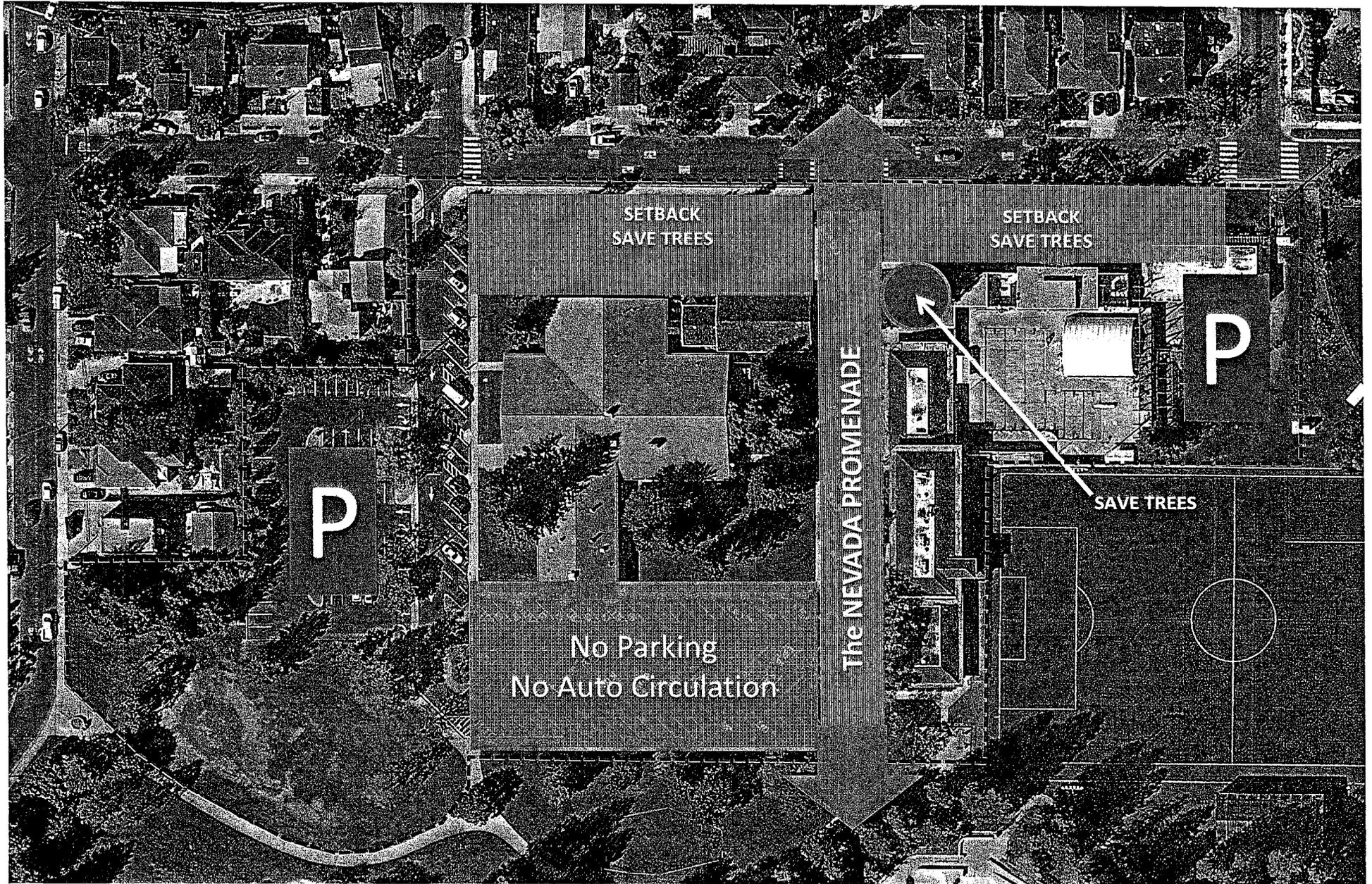




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# Preserving and Adding to Red Morton Park



SETBACK  
SAVE TREES

SETBACK  
SAVE TREES

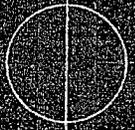
The NEVADA PROMENADE

No Parking  
No Auto Circulation

SAVE TREES

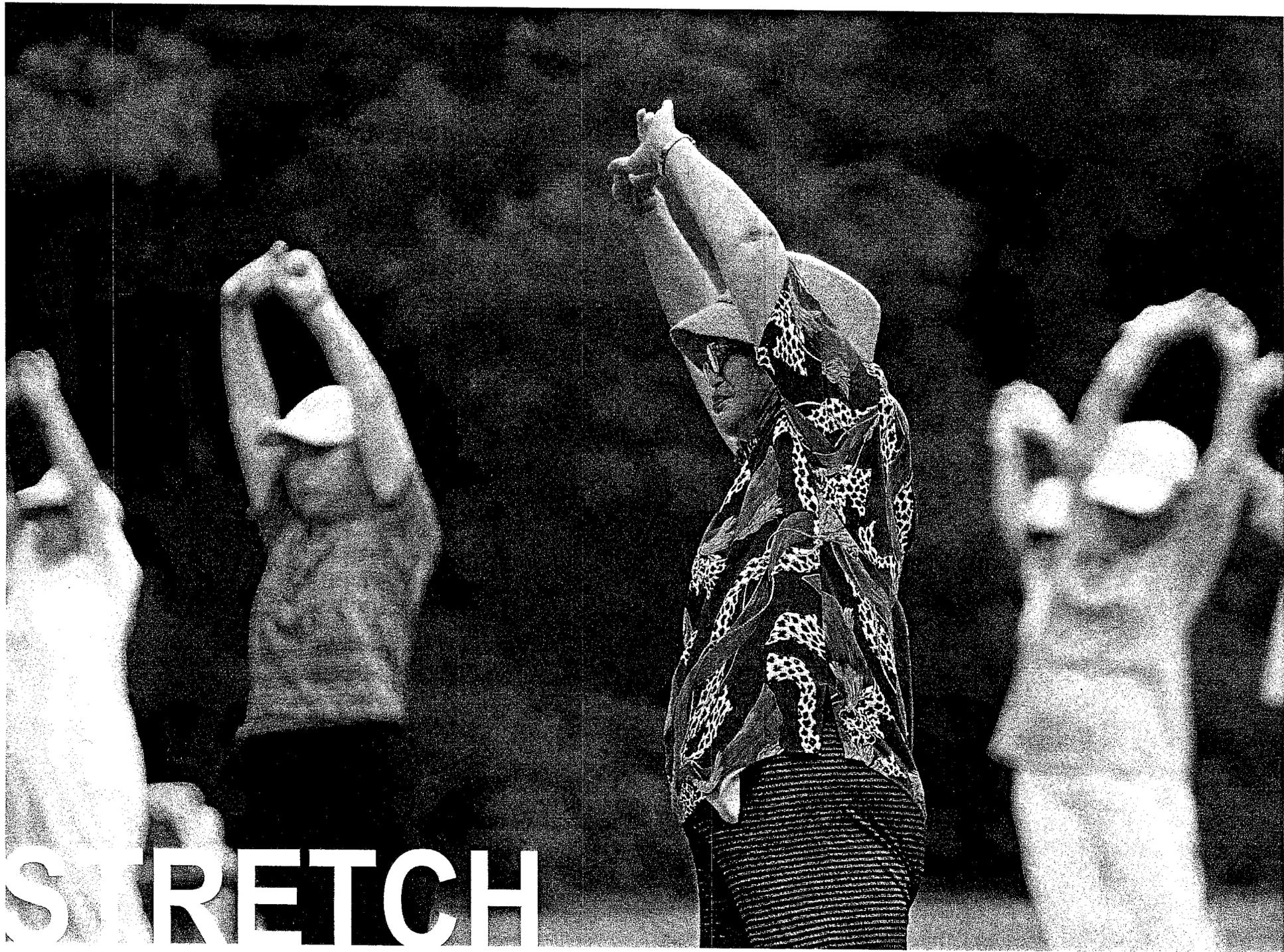
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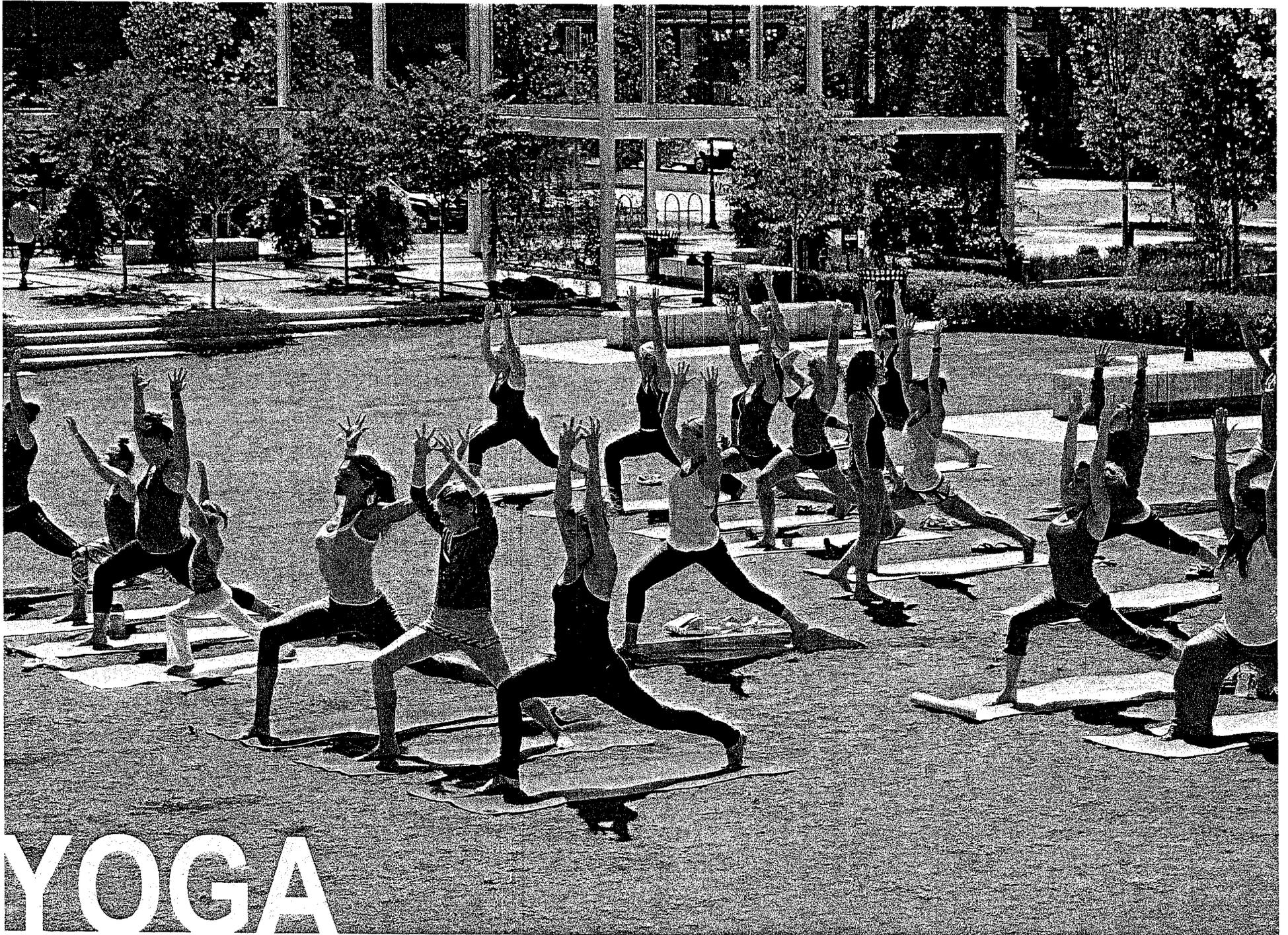




# What Happens on the PROMENADE?



STRETCH



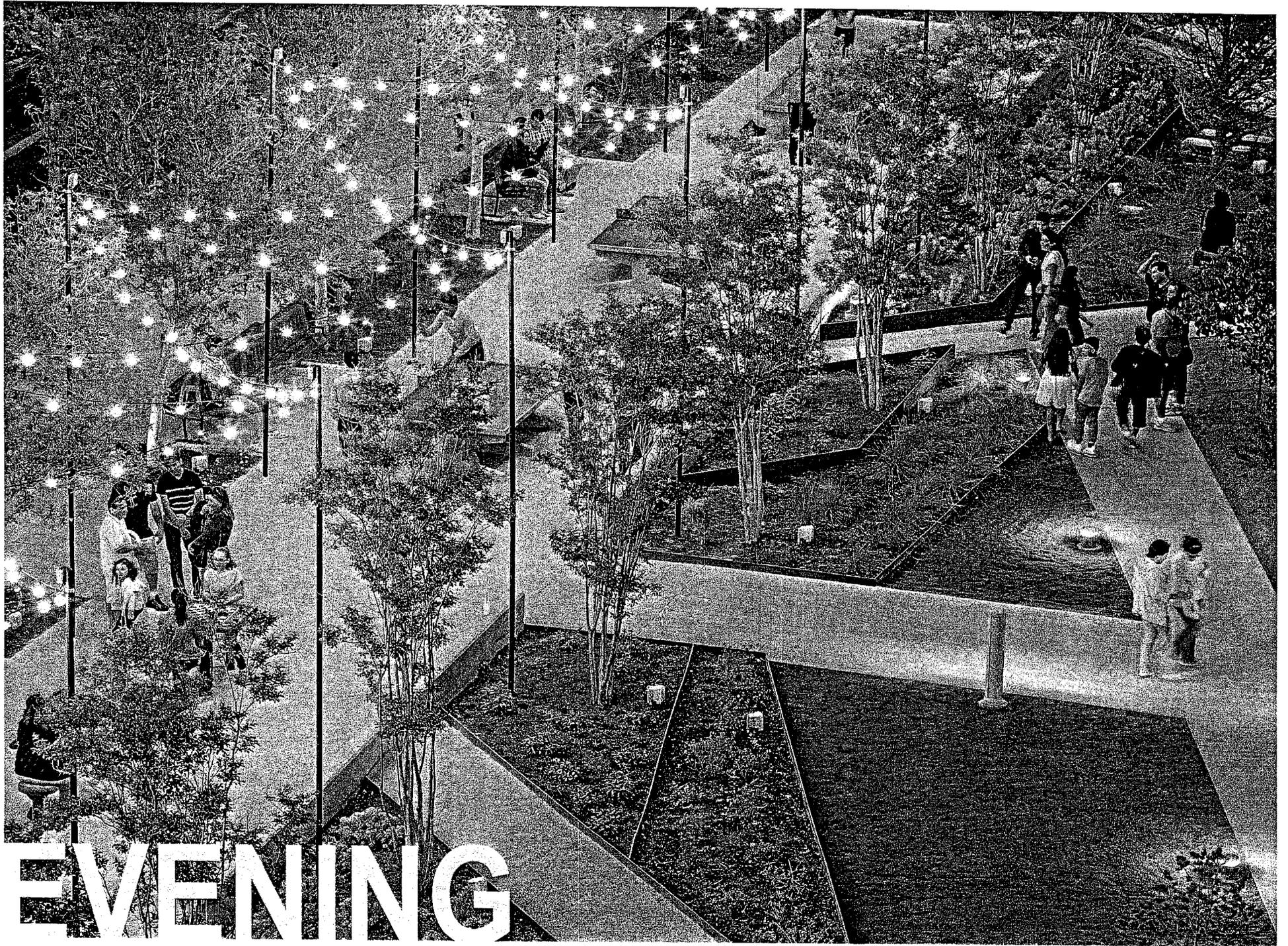
YOGA



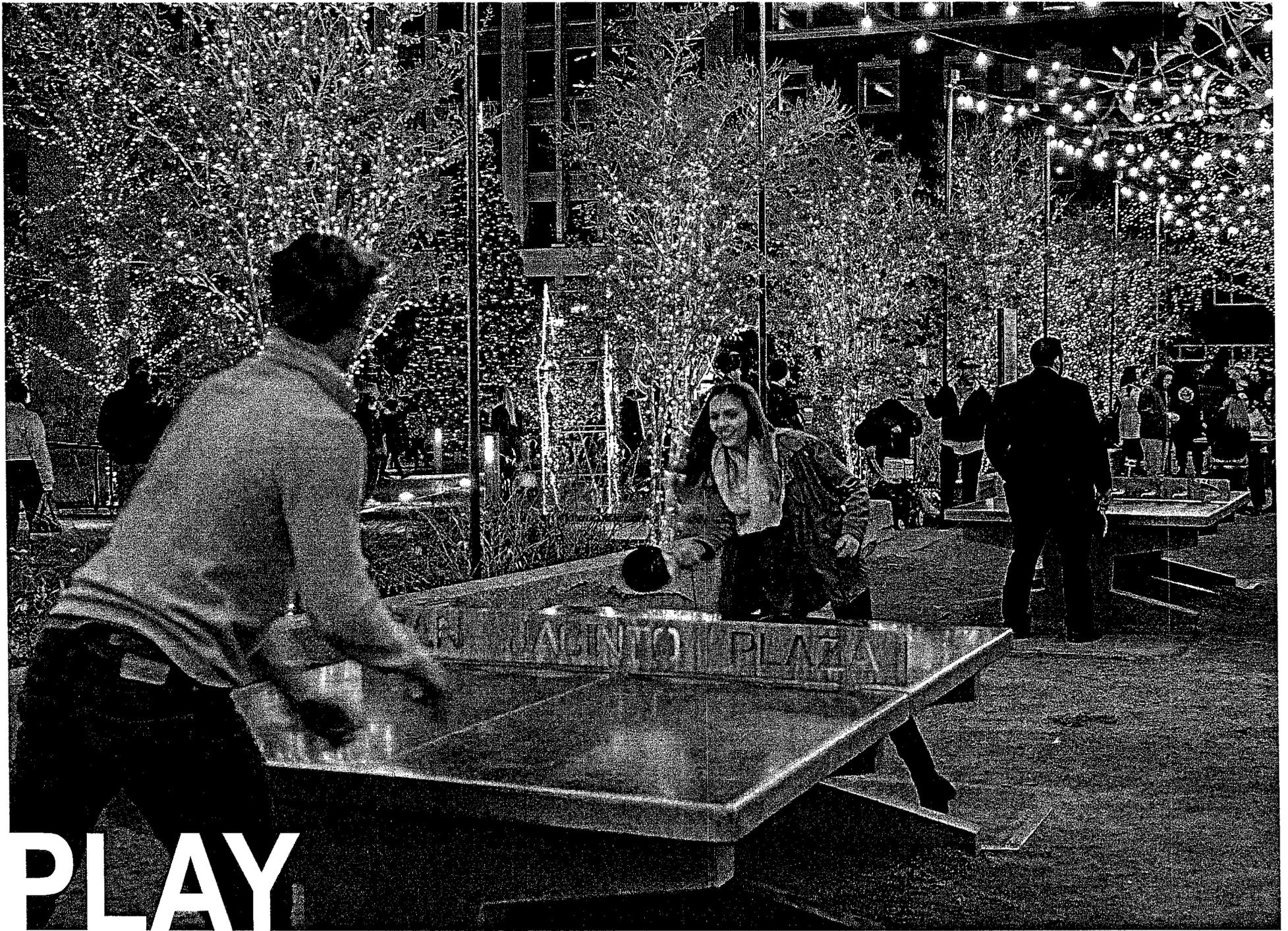
**GIN!**



FESTIVAL



EVENING



PLAY

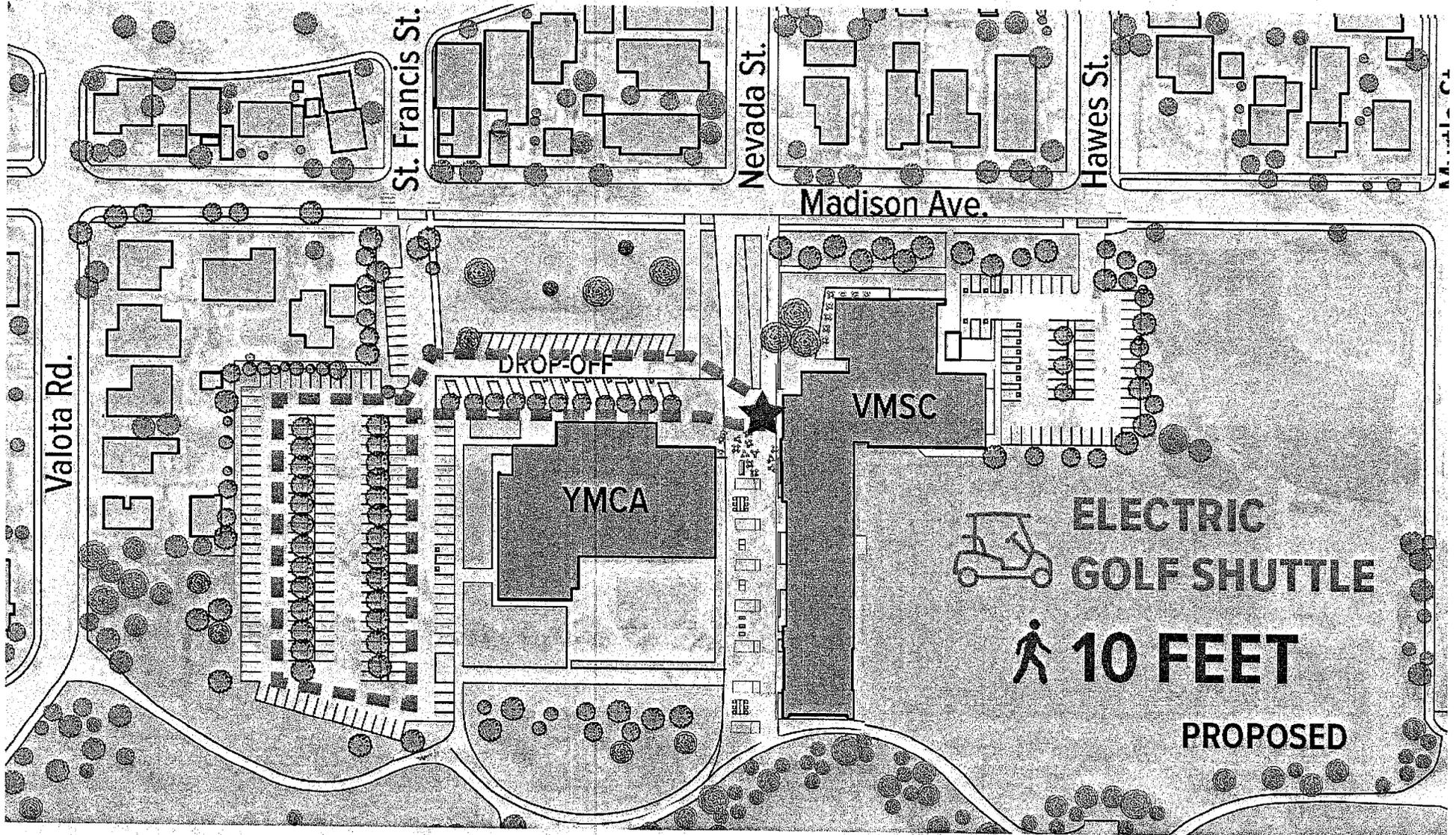


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# Walking Distance

**els/**



Valota Rd.

St. Francis St.

Nevada St.

Hawes St.

Madison Ave.

DROF-OFF

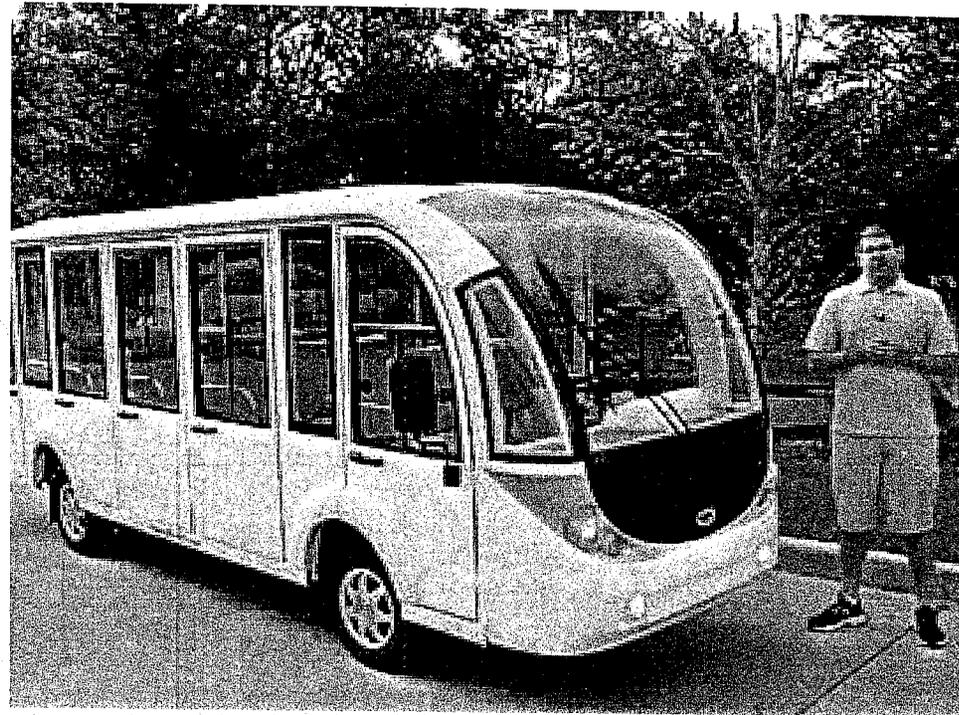
YMCA

VMSC

**ELECTRIC  
GOLF SHUTTLE**

**10 FEET**

**PROPOSED**



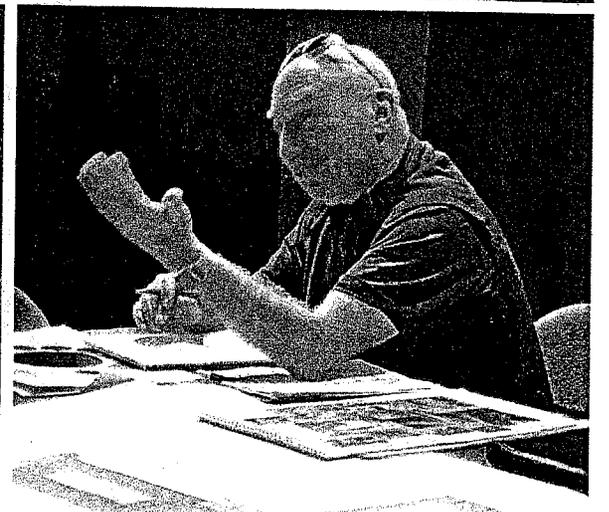
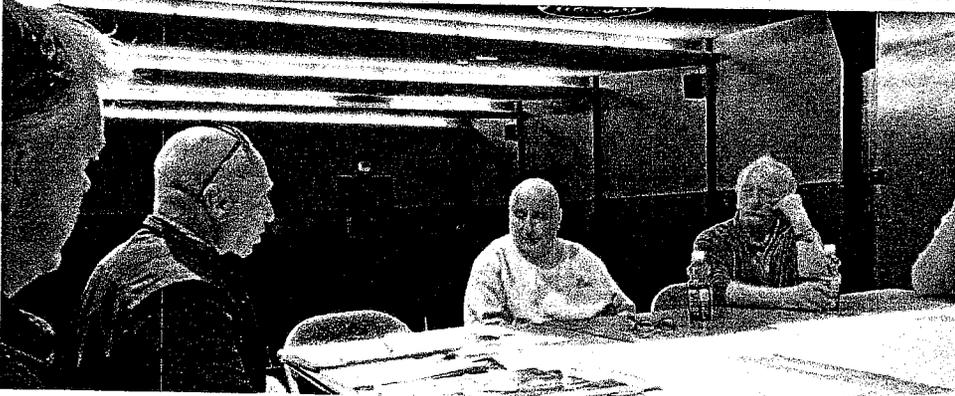
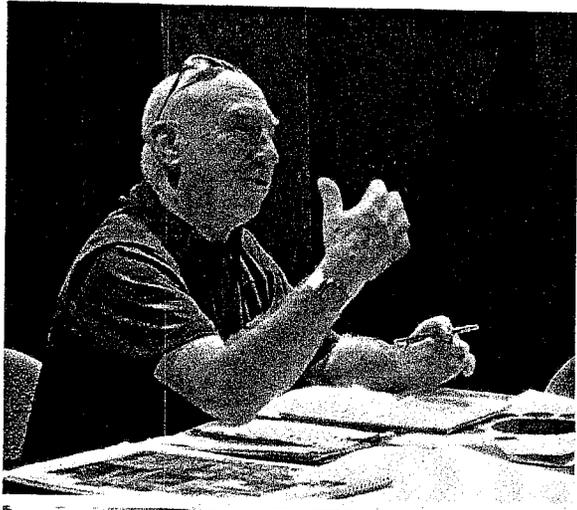


# Honoring Veterans

+

# Celebrating NFL Alumni

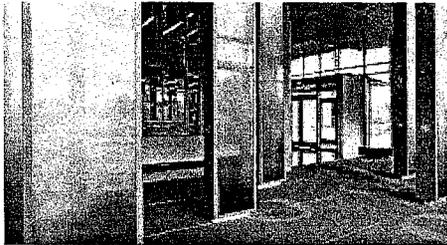
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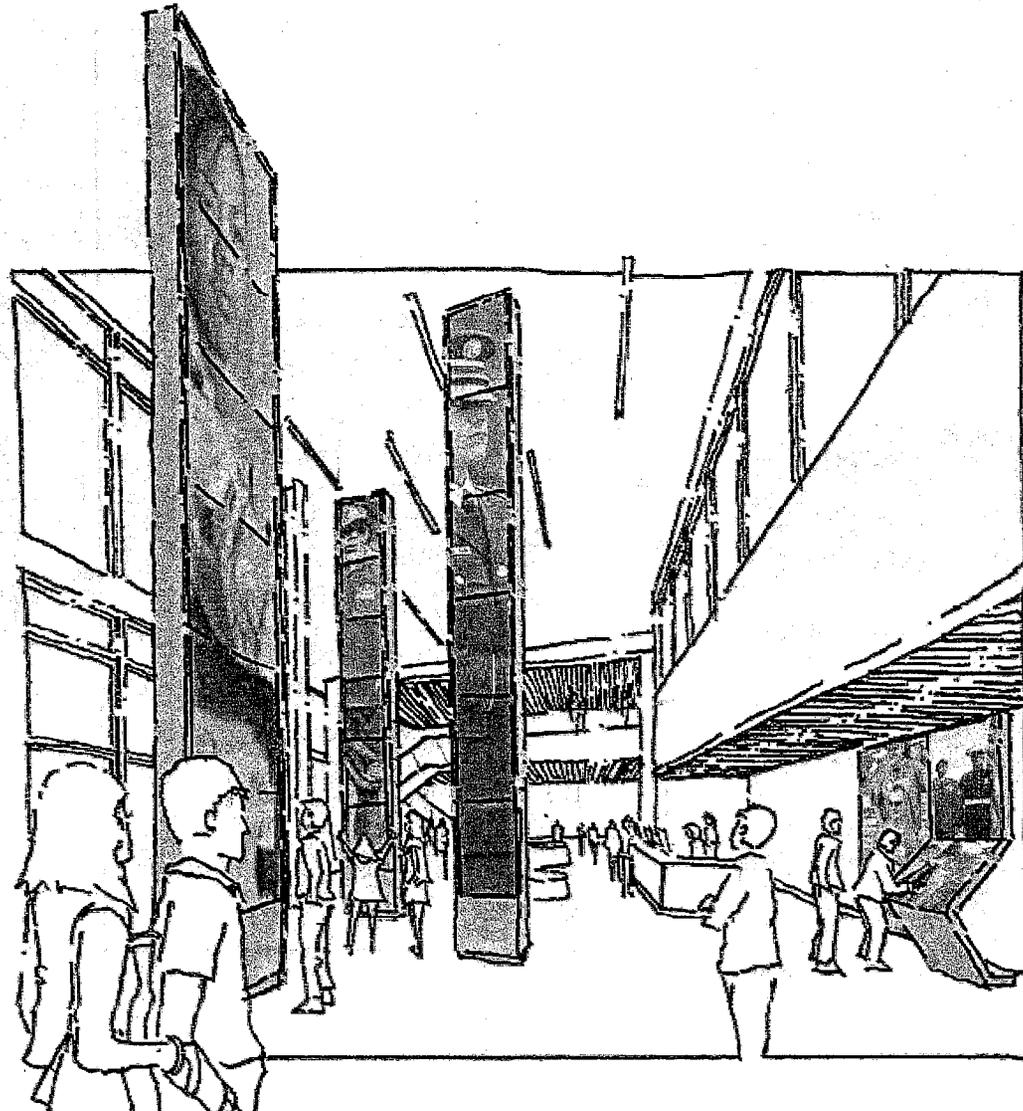
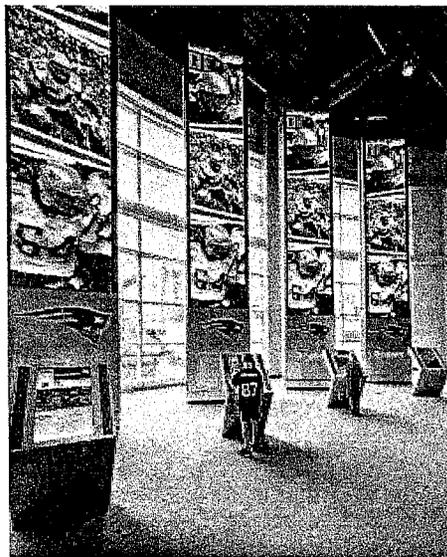
VETERAN'S MEMORIAL BUILDING - Redwood City, CA

CambridgeSeven

LOBBY ENTRY - Veterans Topic 9: Moments of War and  
NFL Alumni Topic 6: Heritage of Redwood City Field



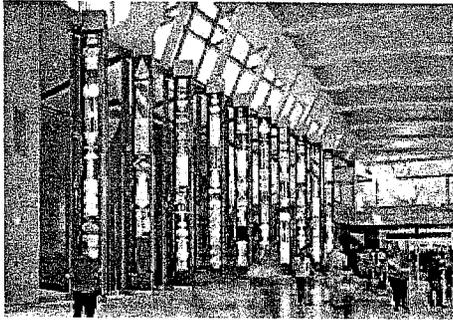
Precedent Image - University of Oregon -  
Ford Alumni Center



VETERAN'S MEMORIAL BUILDING - Redwood City, CA

CambridgeSeven

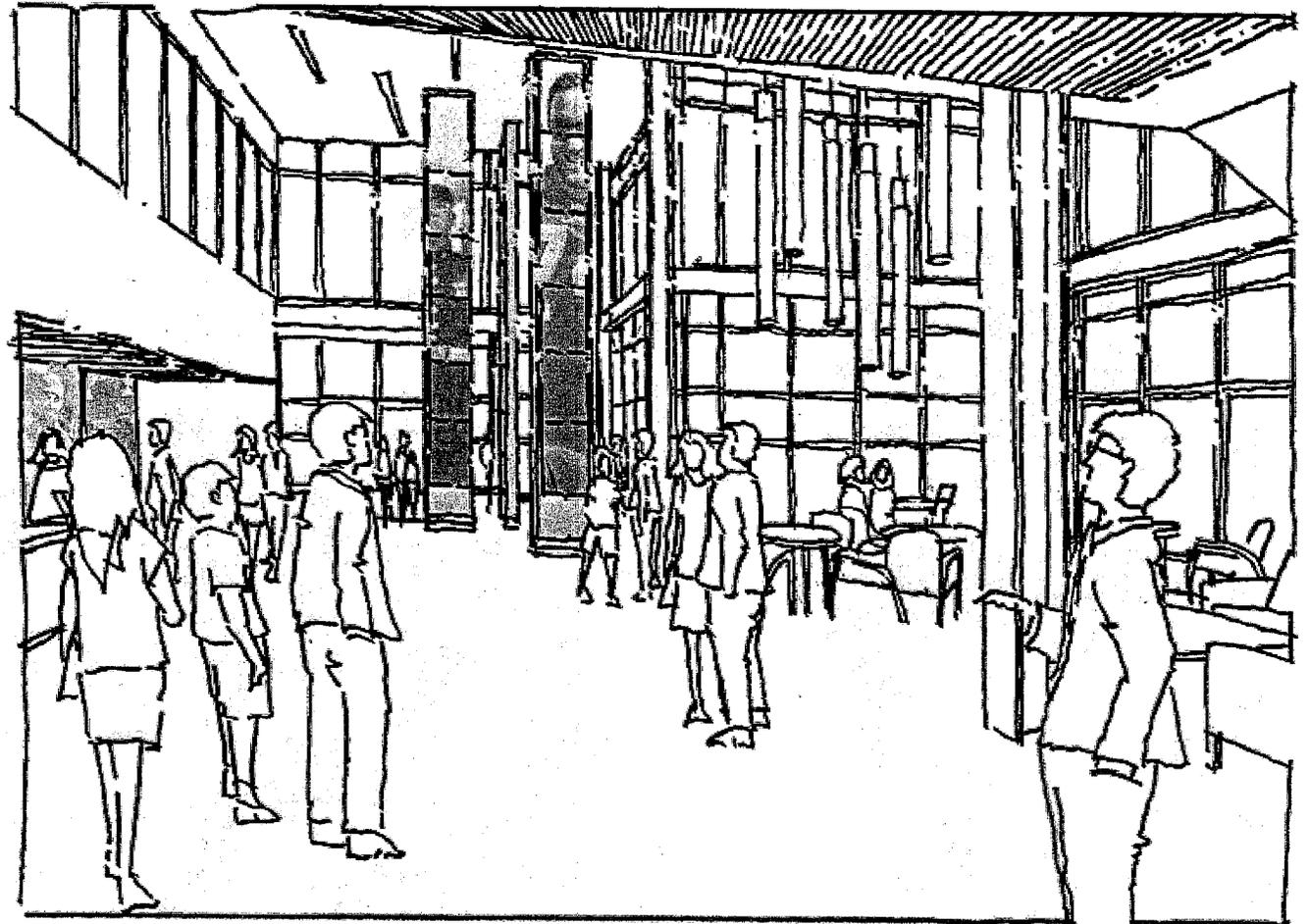
LOBBY - Veterans Topic 9: Moments of War and  
NFL Alumni Topic 6: Heritage of Redwood City Field



Precedent Image - Los Angeles Airport (LAX)



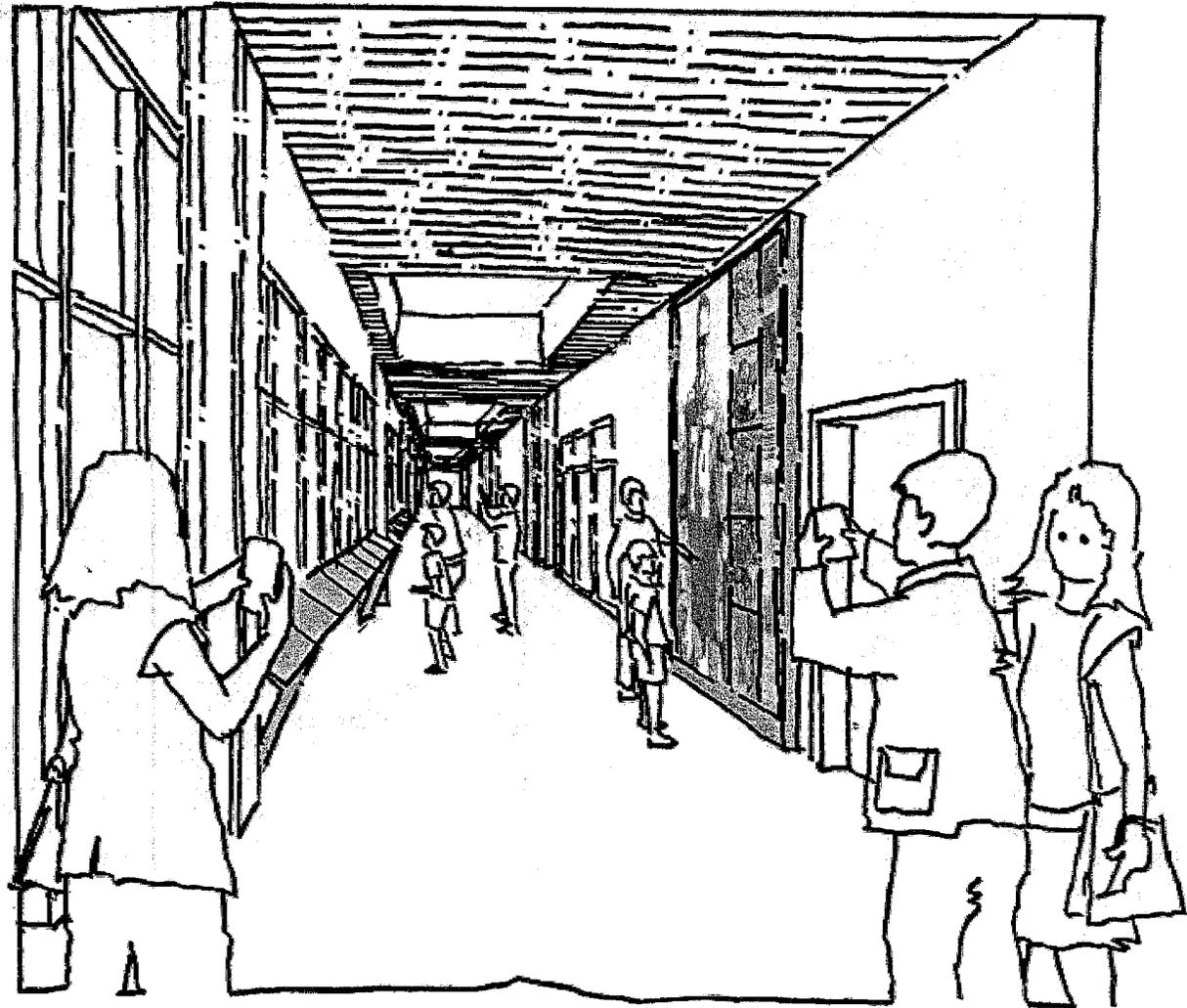
Precedent Image - The Hall at Patriots Place  
Presented by Raytheon



VETERAN'S MEMORIAL BUILDING - Redwood City, CA

CambridgeSeven

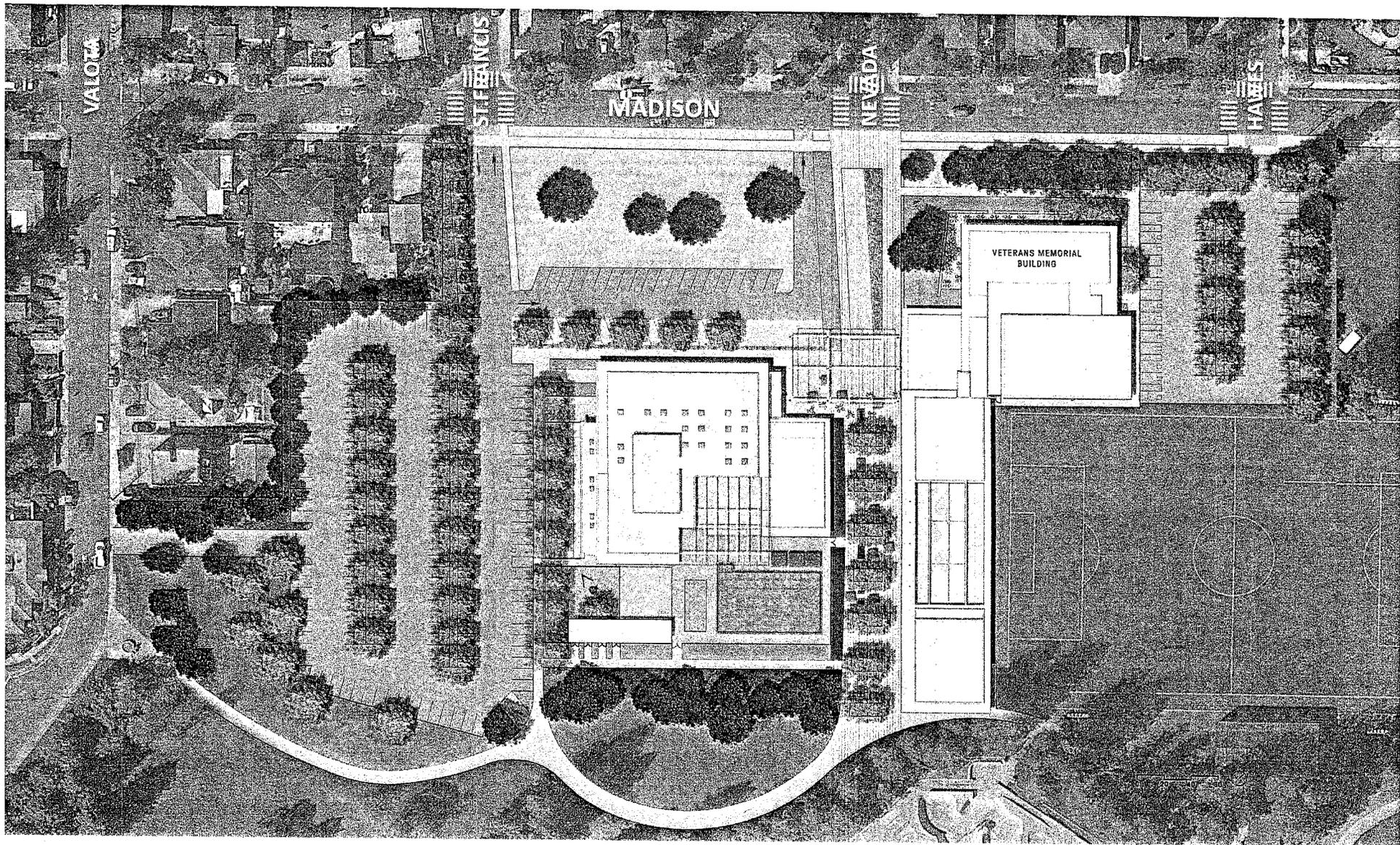
FIELD HALLWAY - NFL Alumni Topic 6: Heritage of Redwood City Field  
Veterans and NFL Alumni Topics 1-5: Community Programs

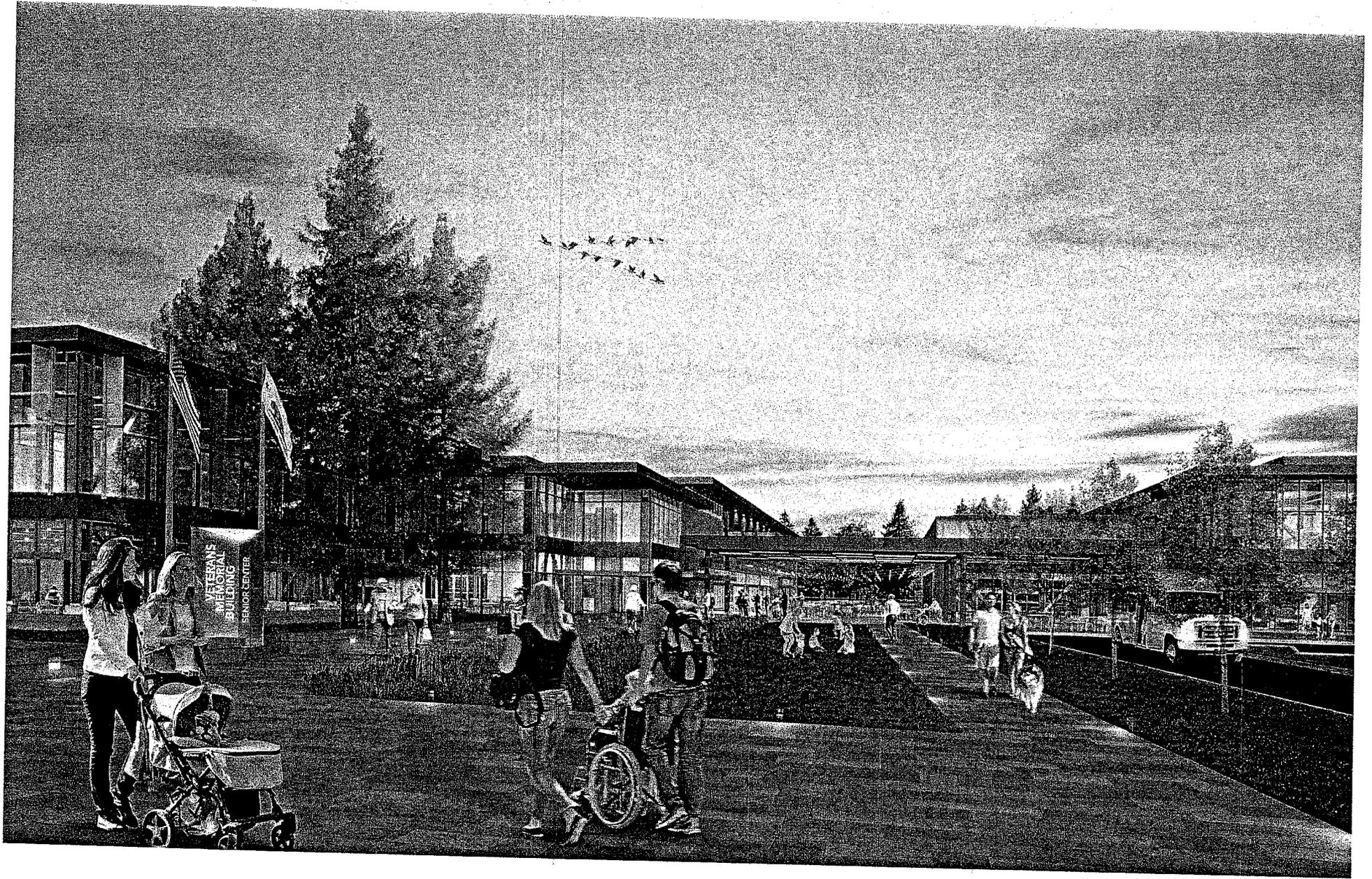


Precedent Image - University of Oregon -  
Ford Alumni Center



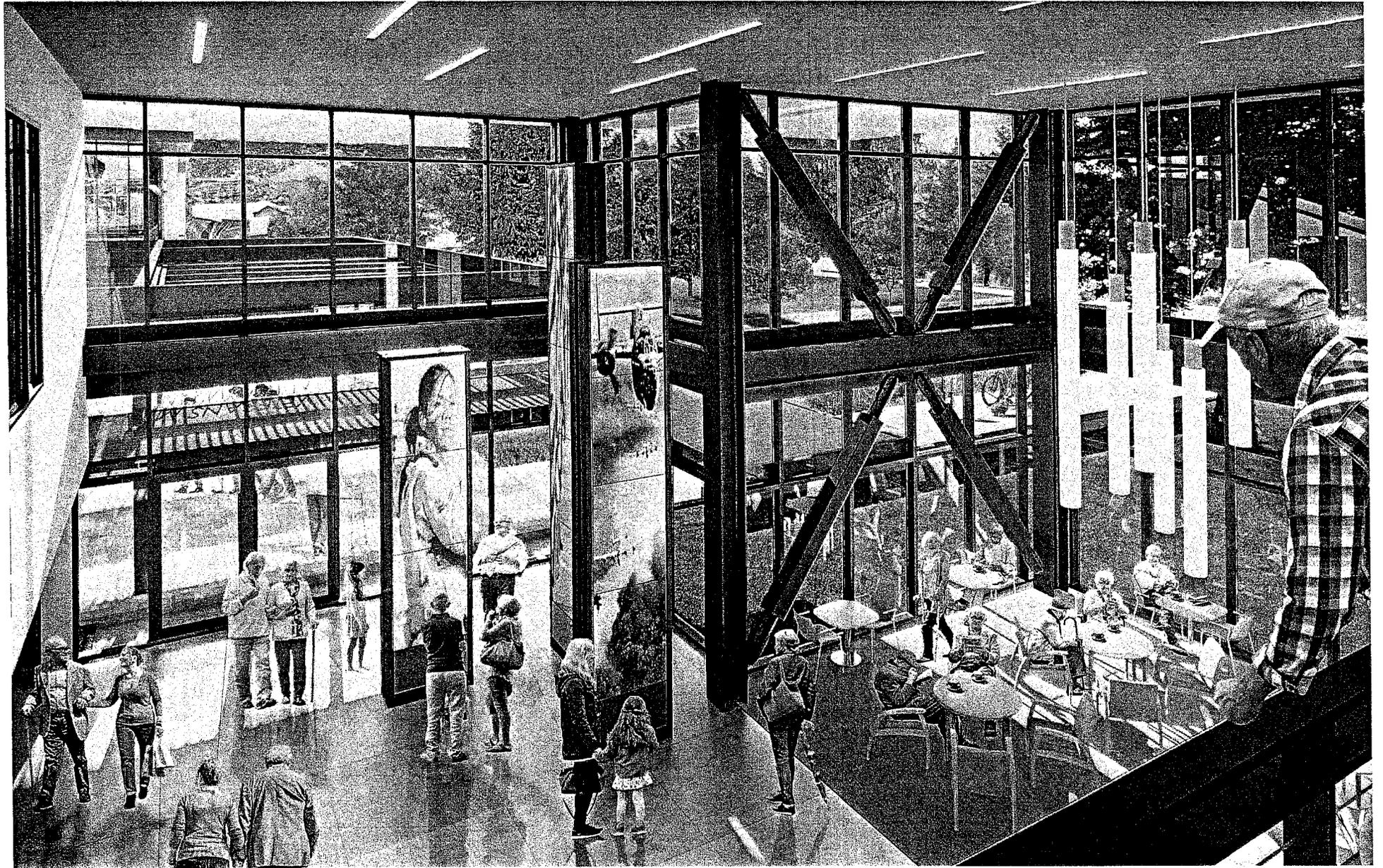
Precedent Image - San Francisco 49ers Museum





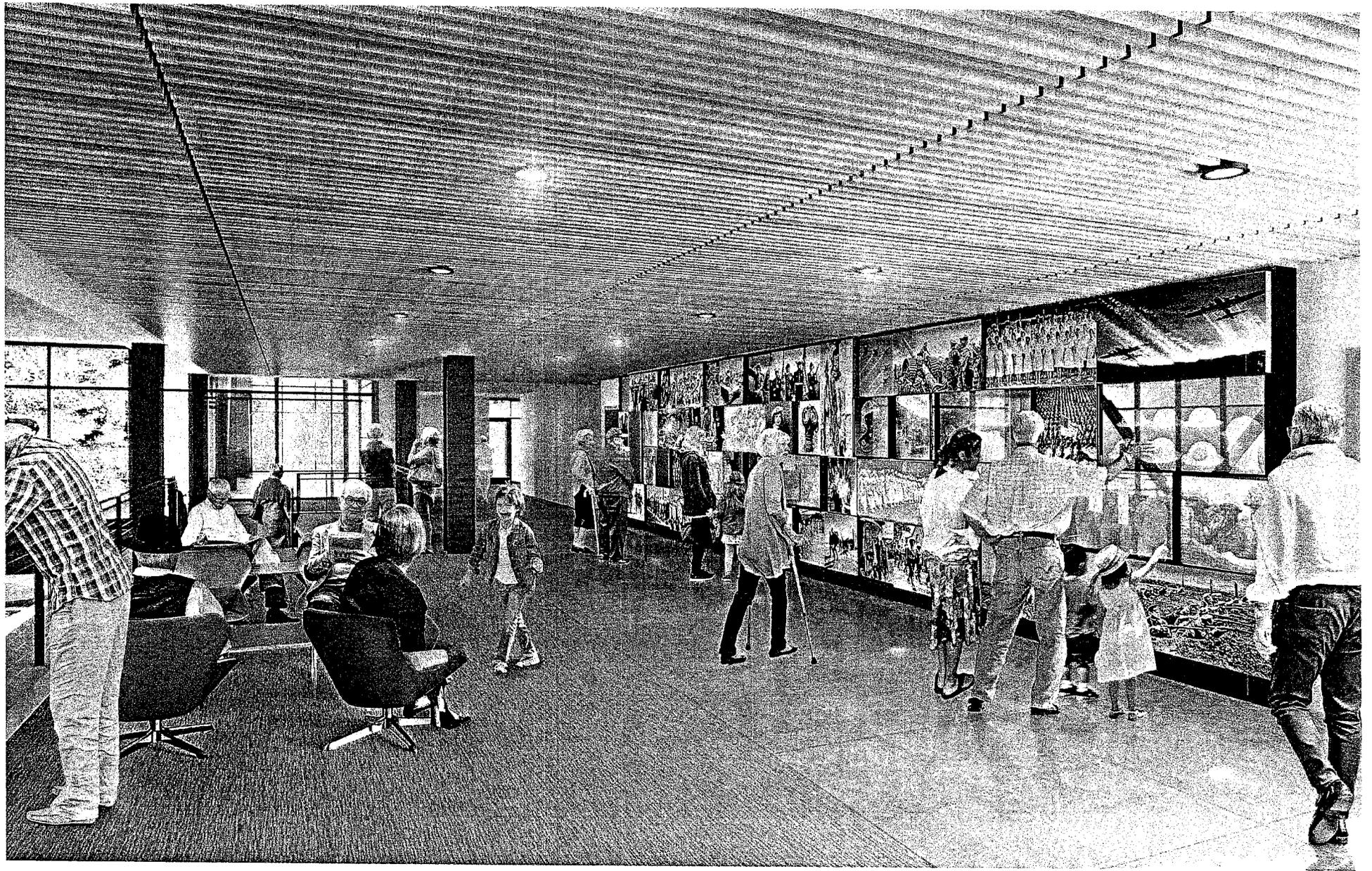








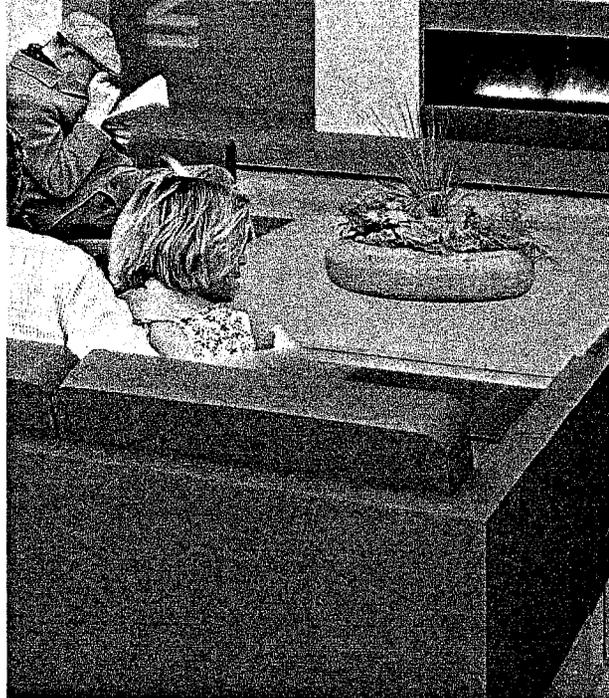
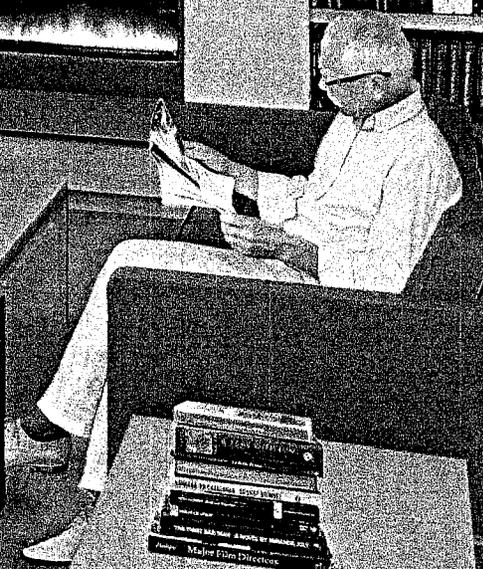






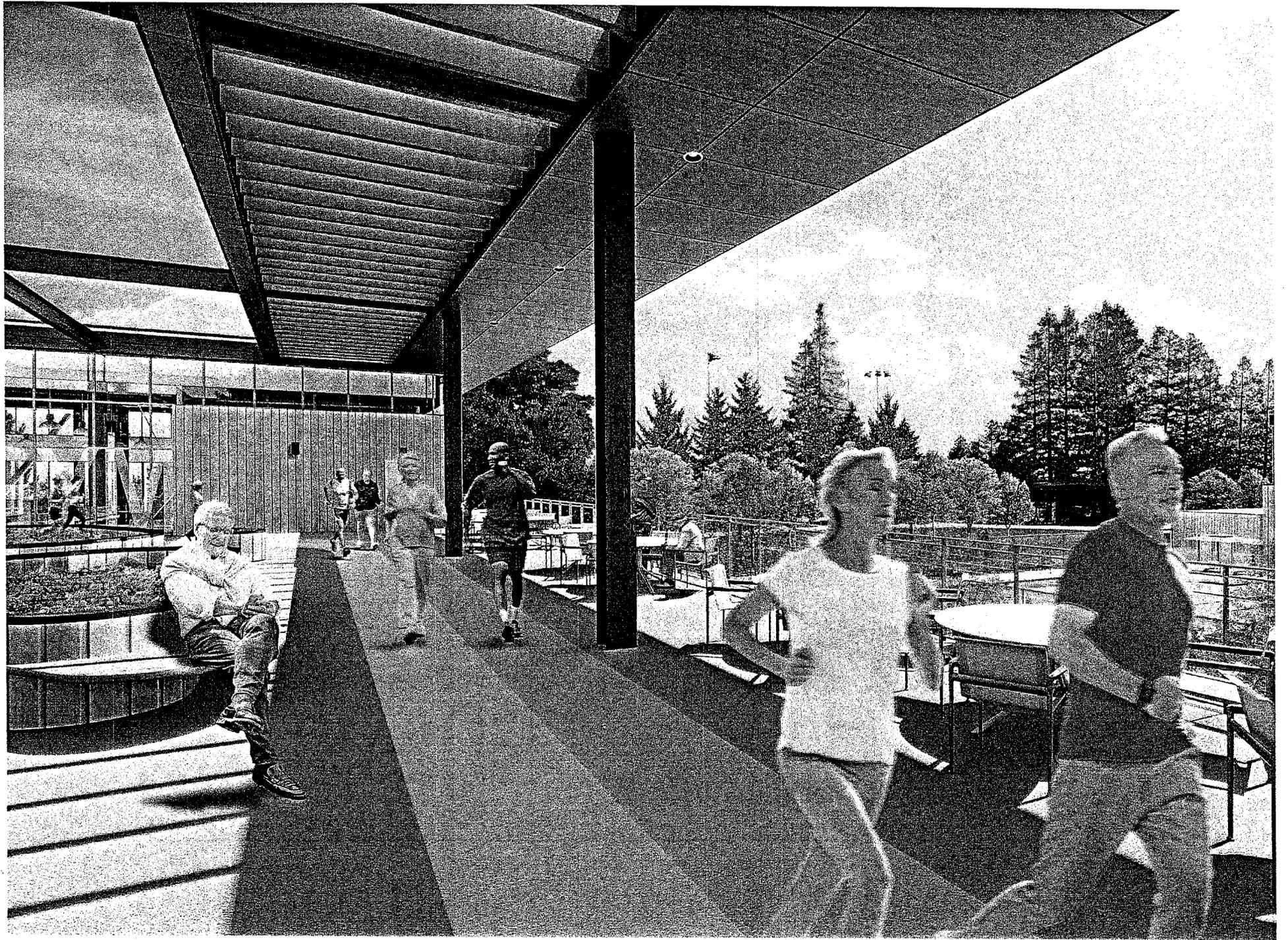


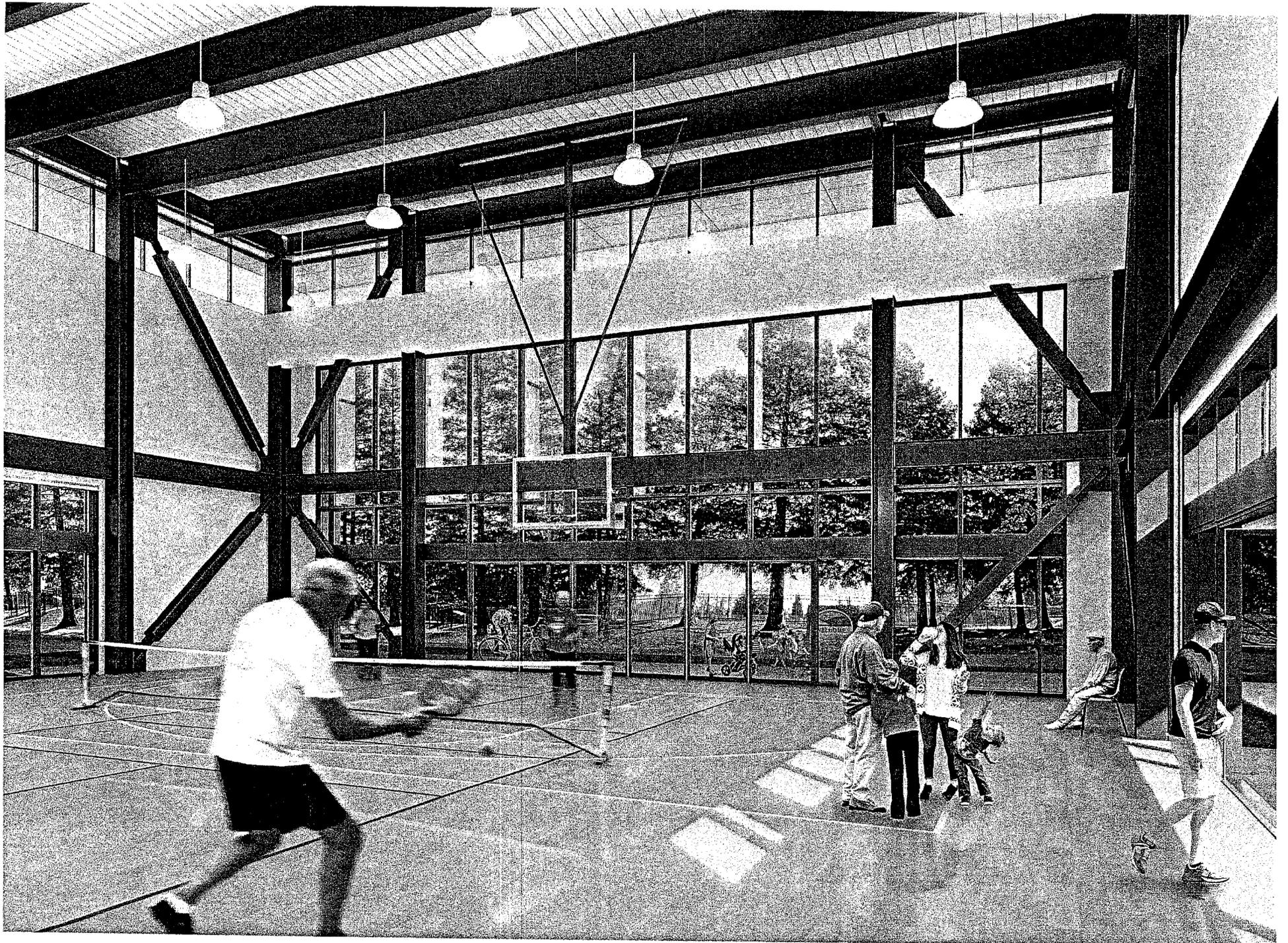
INTEGRITY  
ADVOCACY  
EXCELLENCE

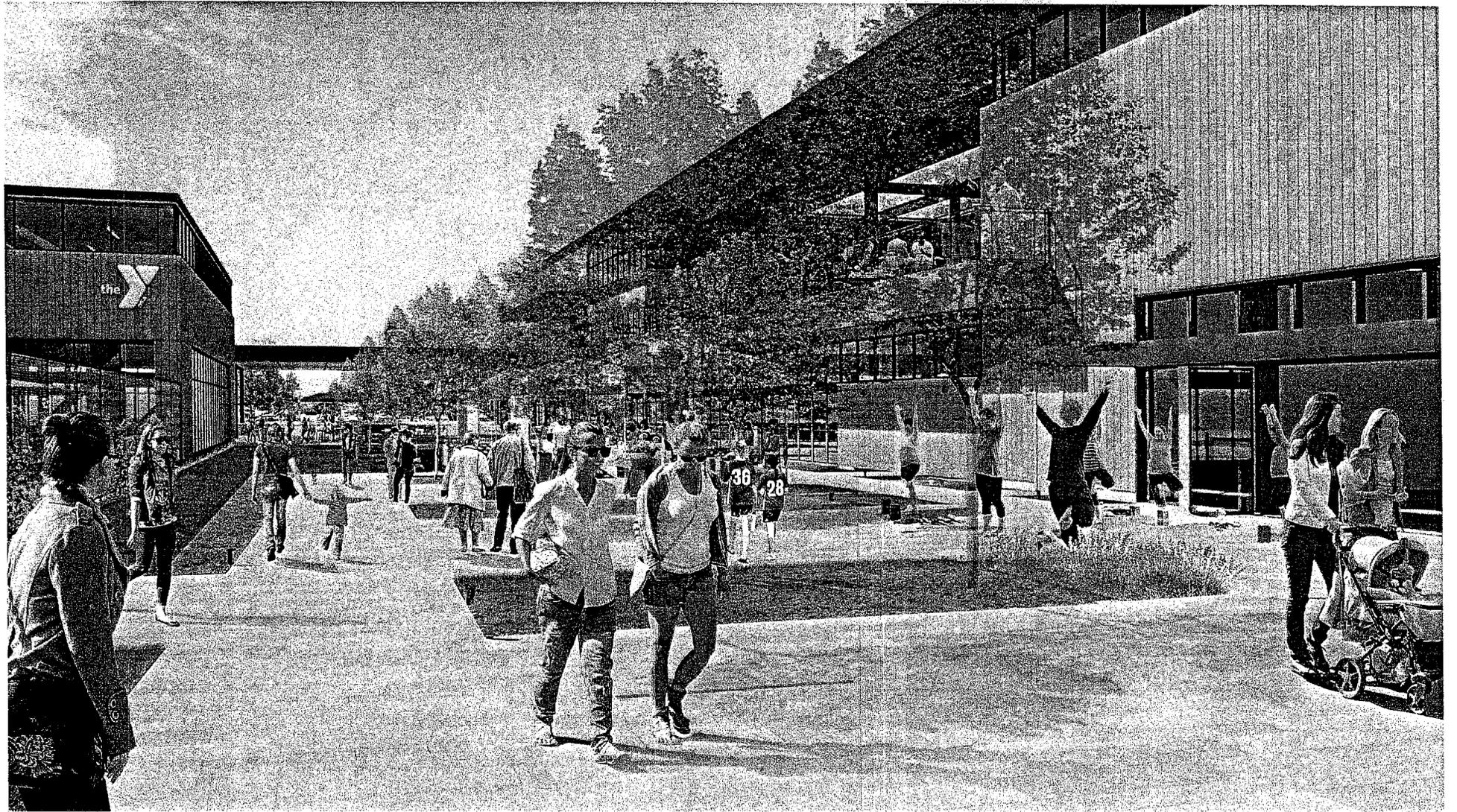


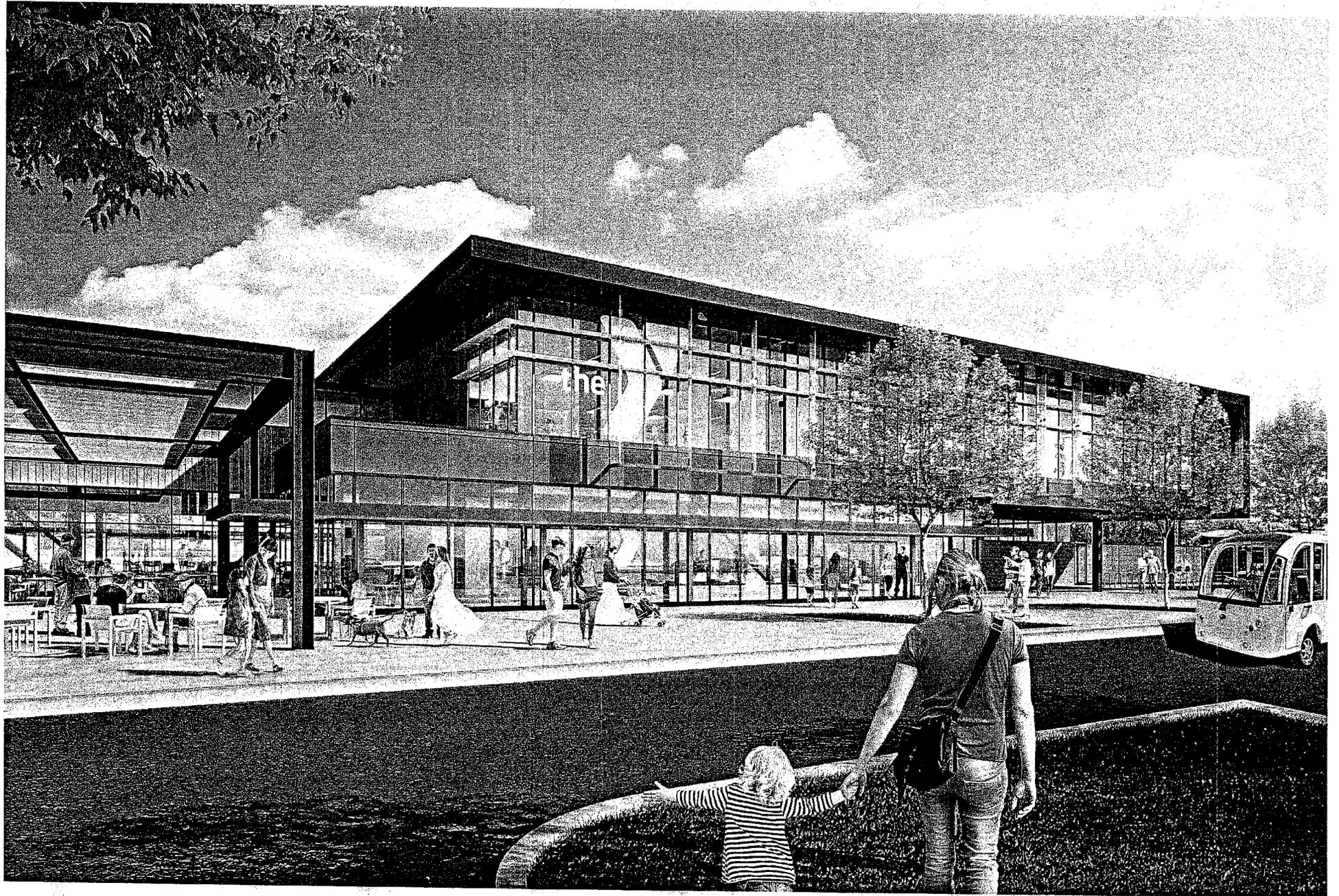




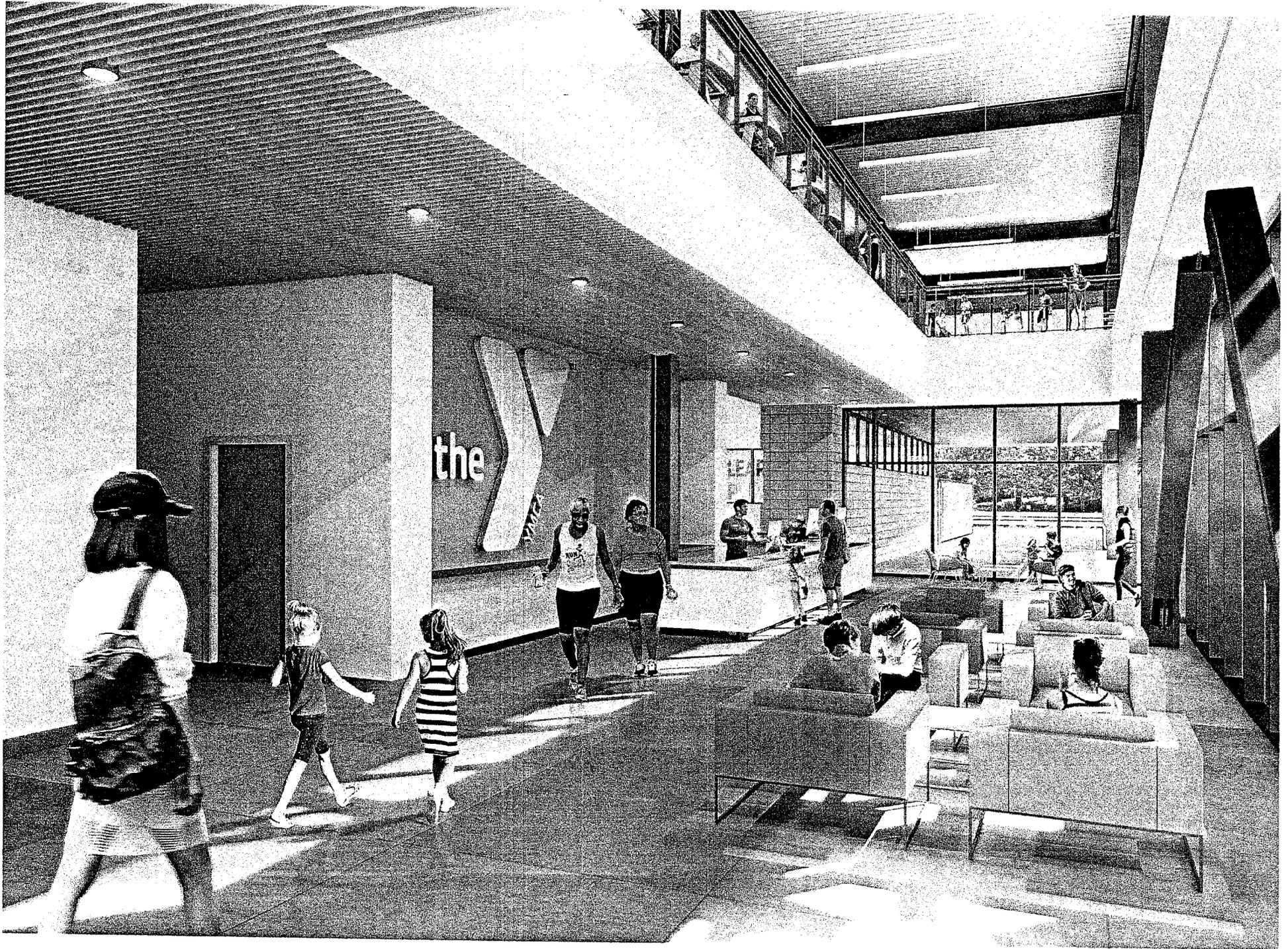


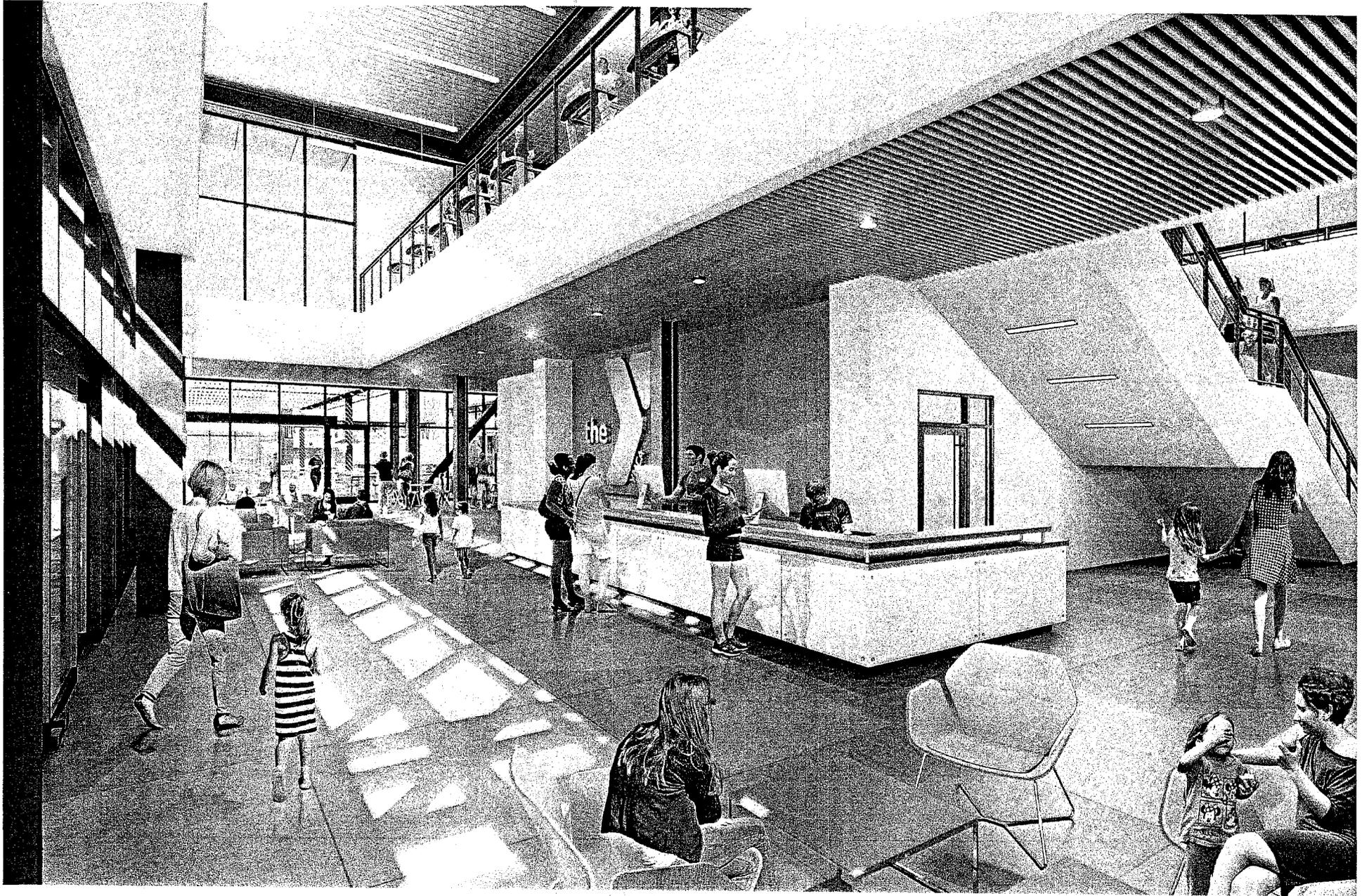


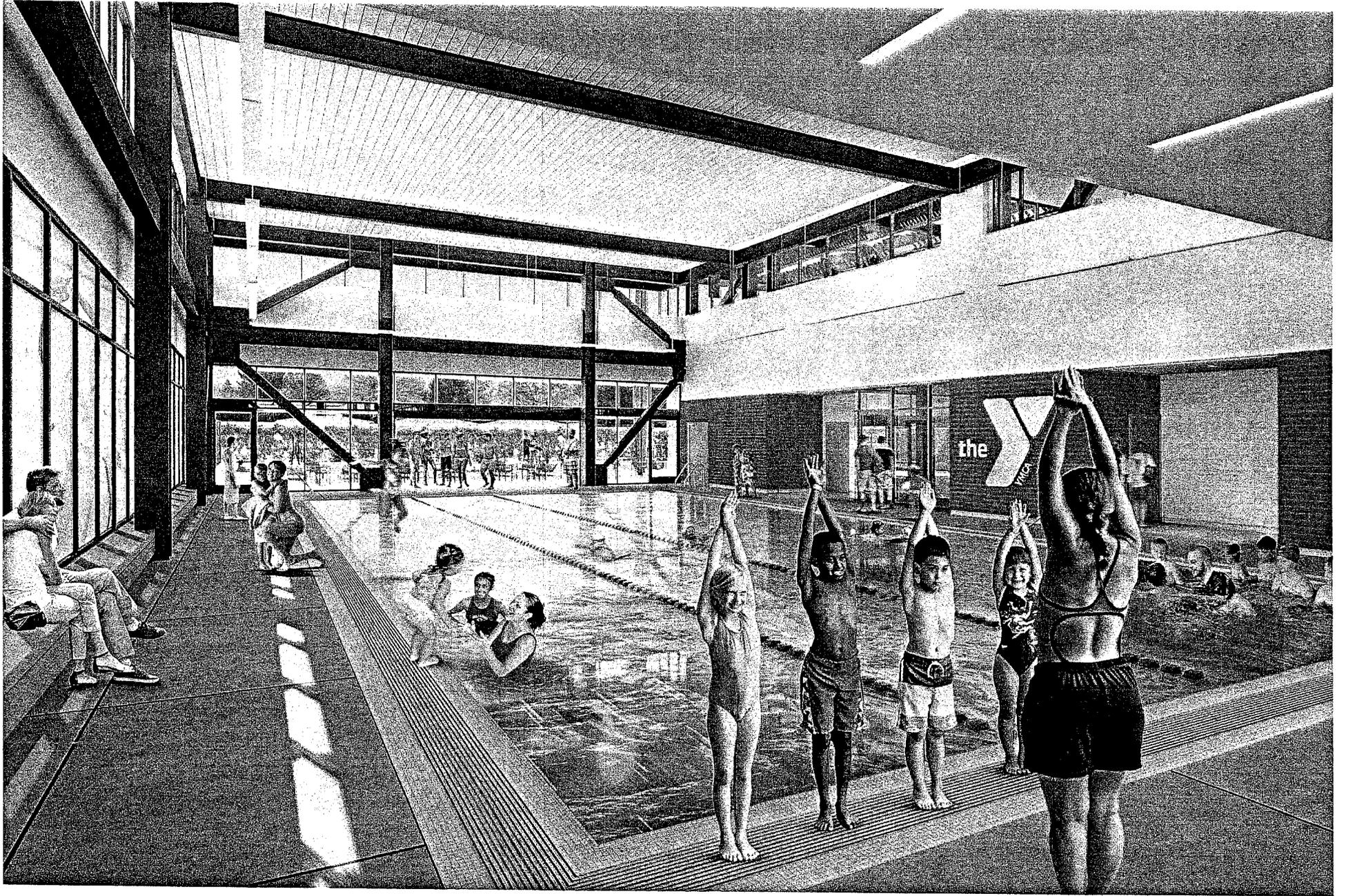


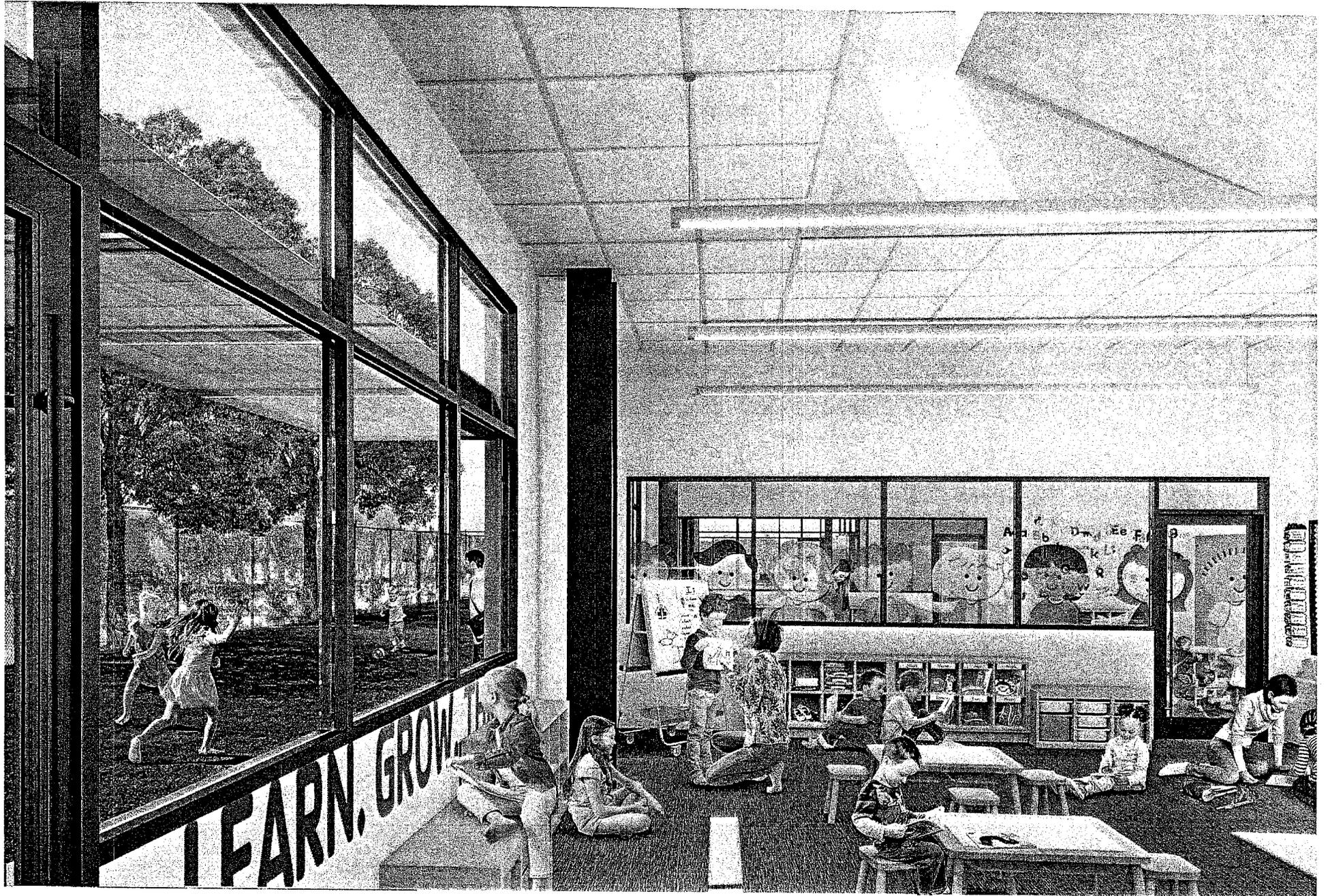


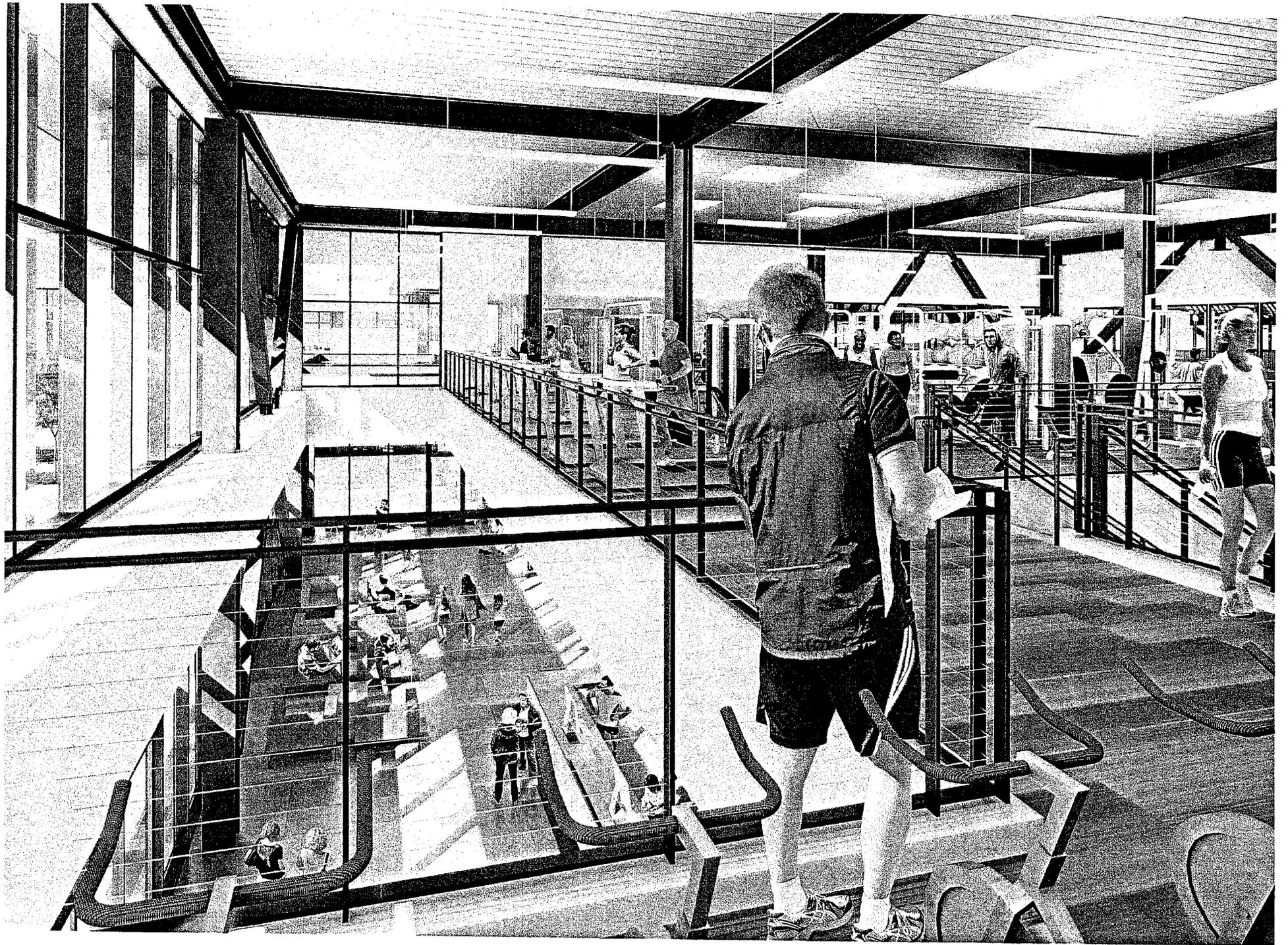


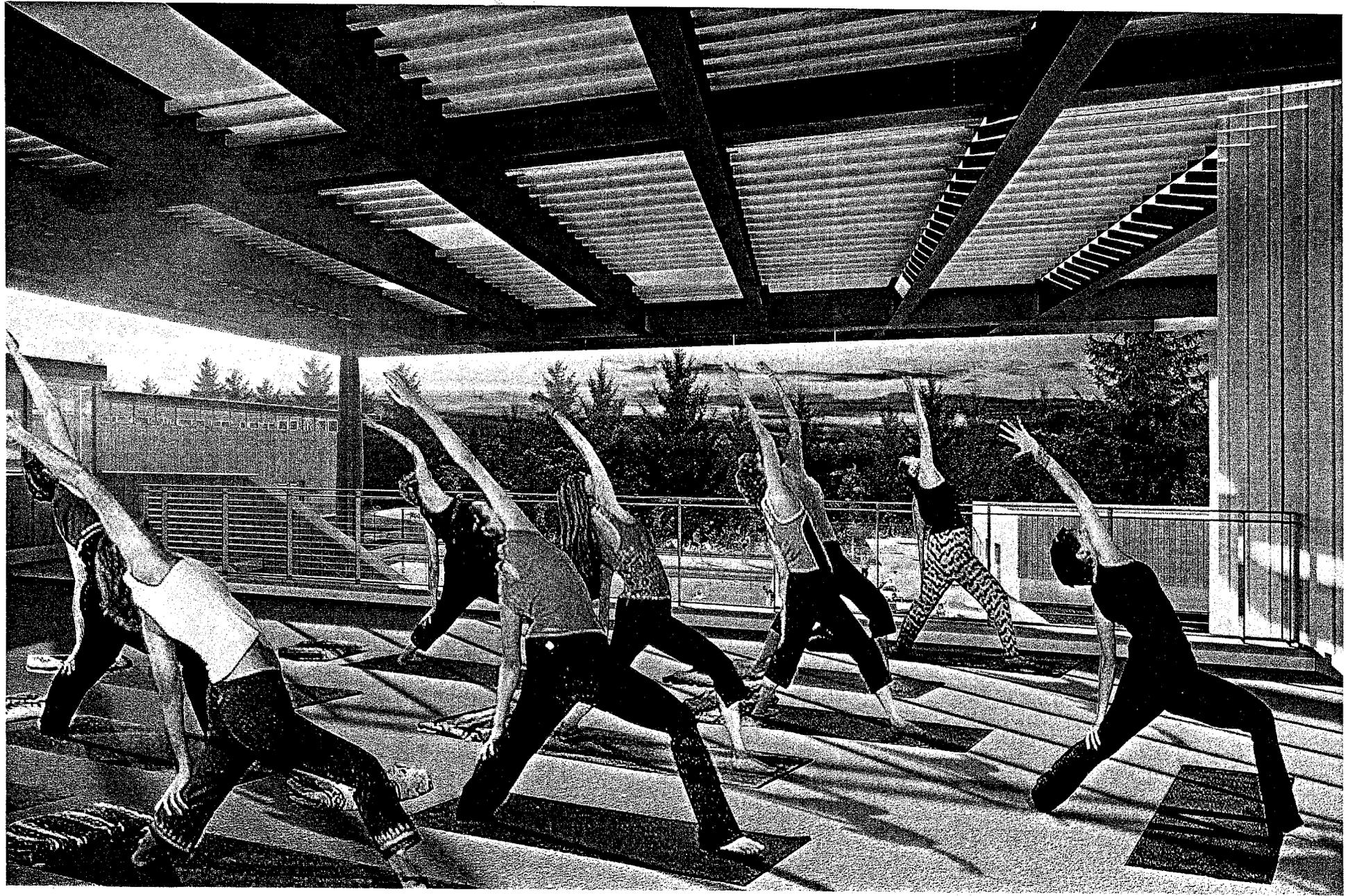


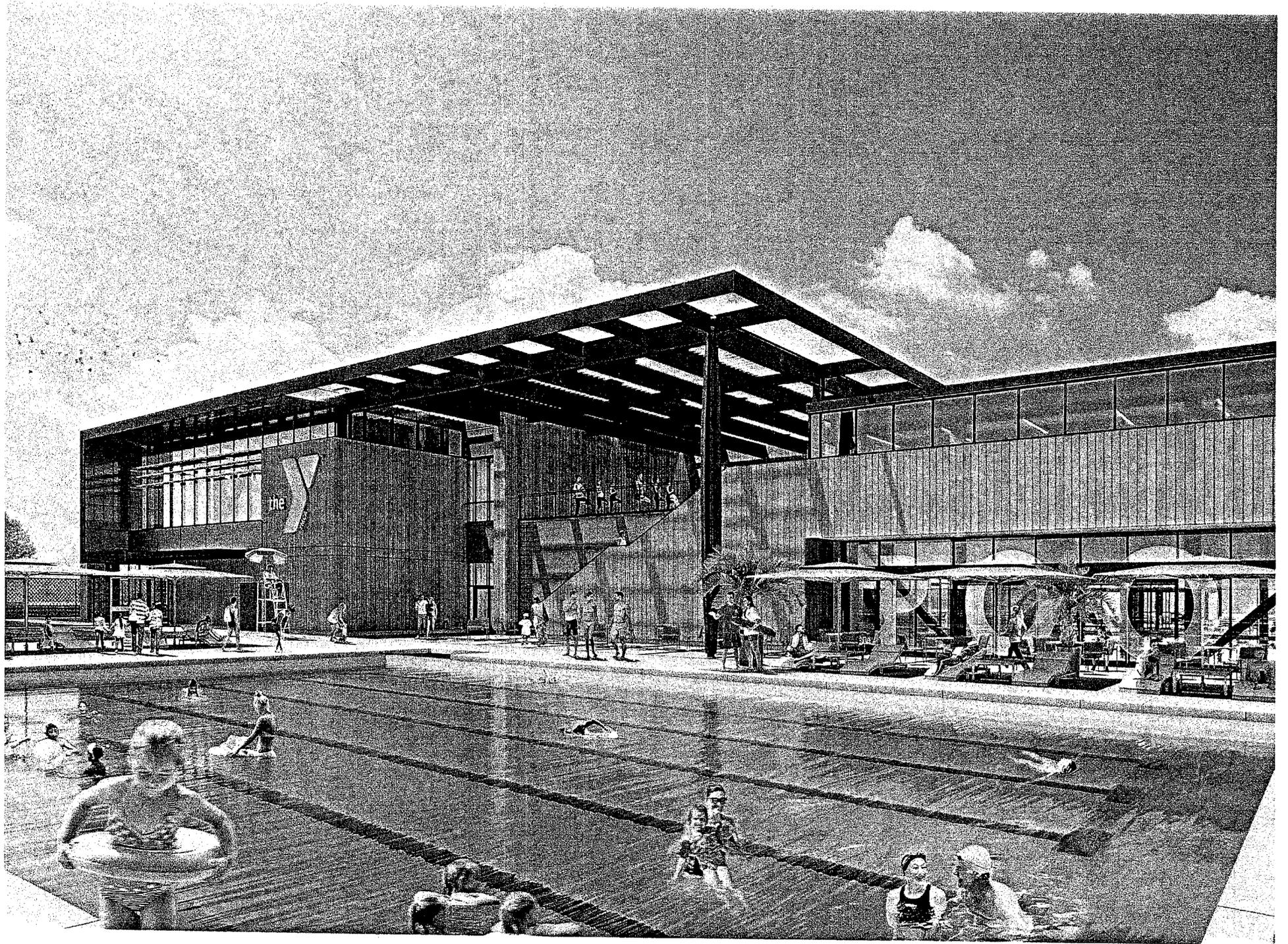


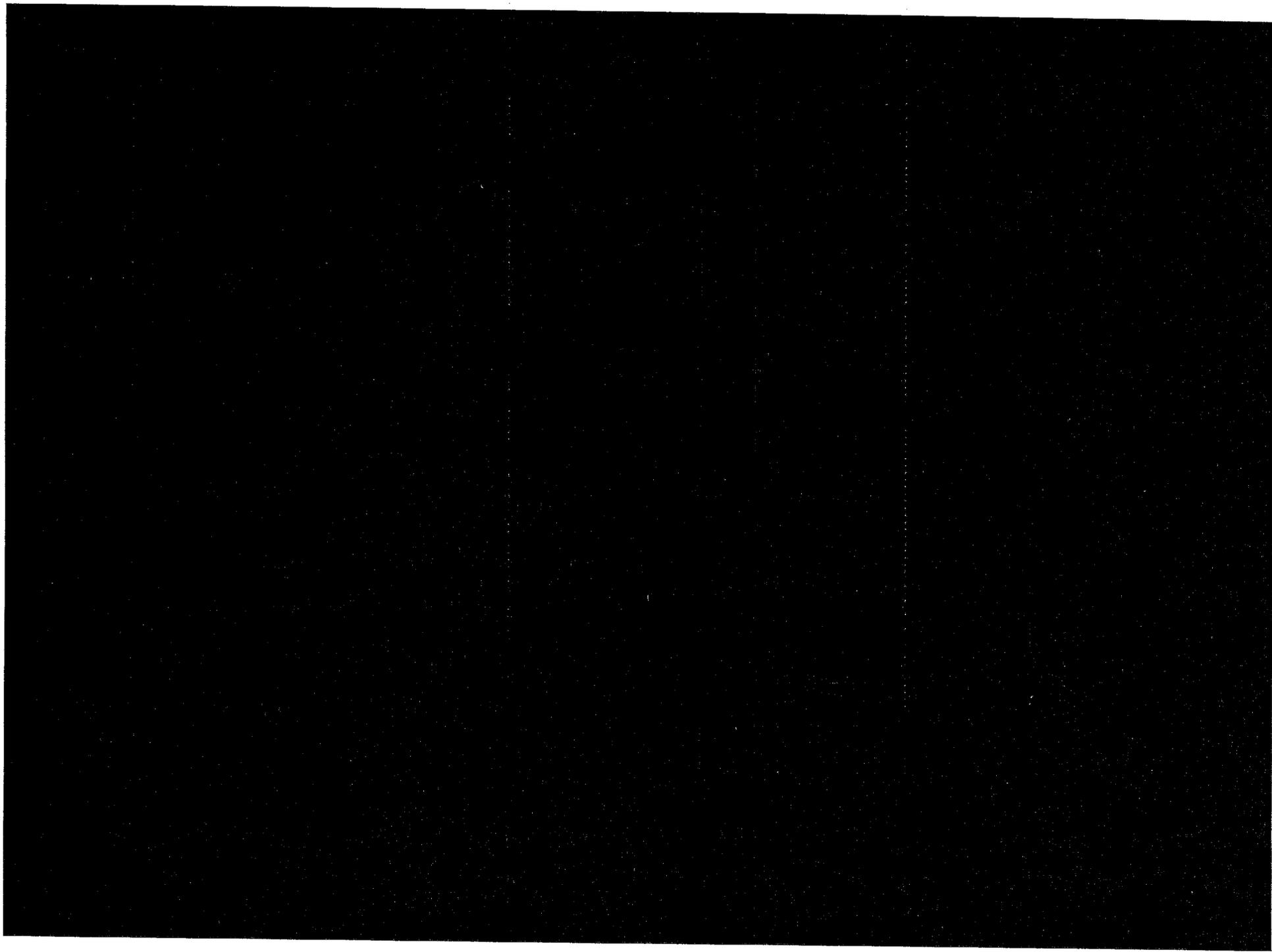


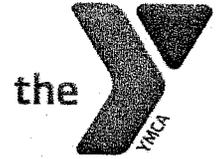




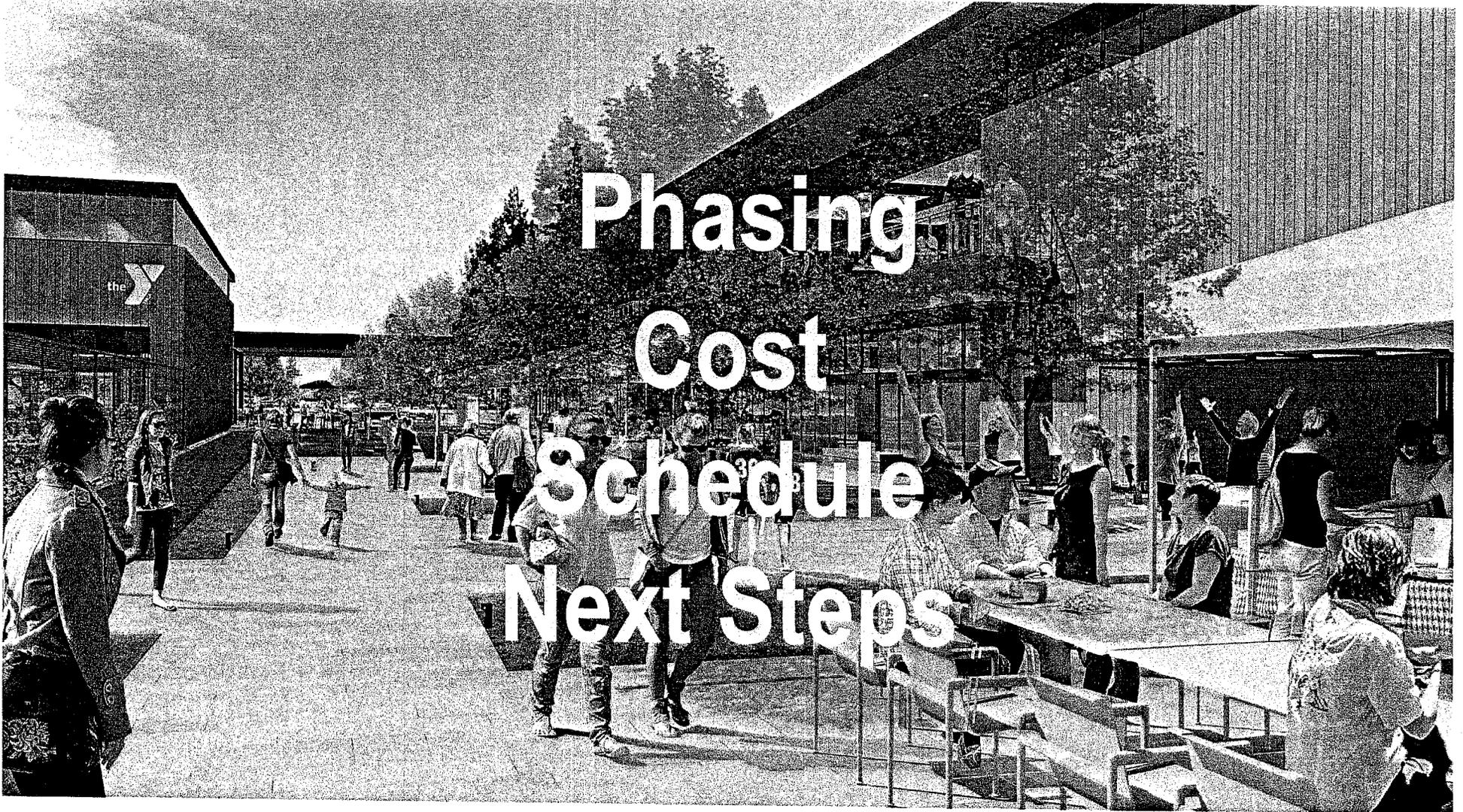




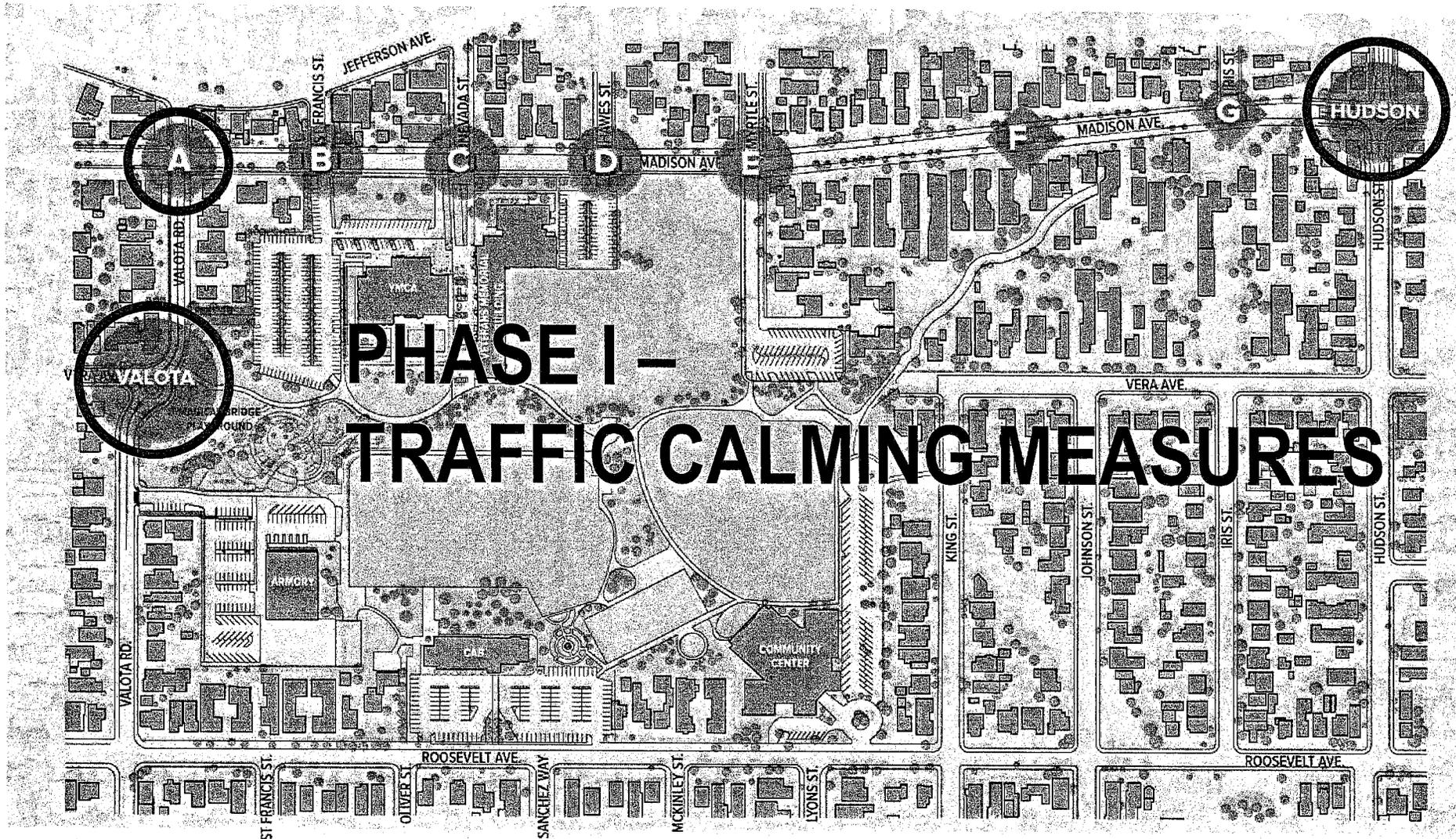


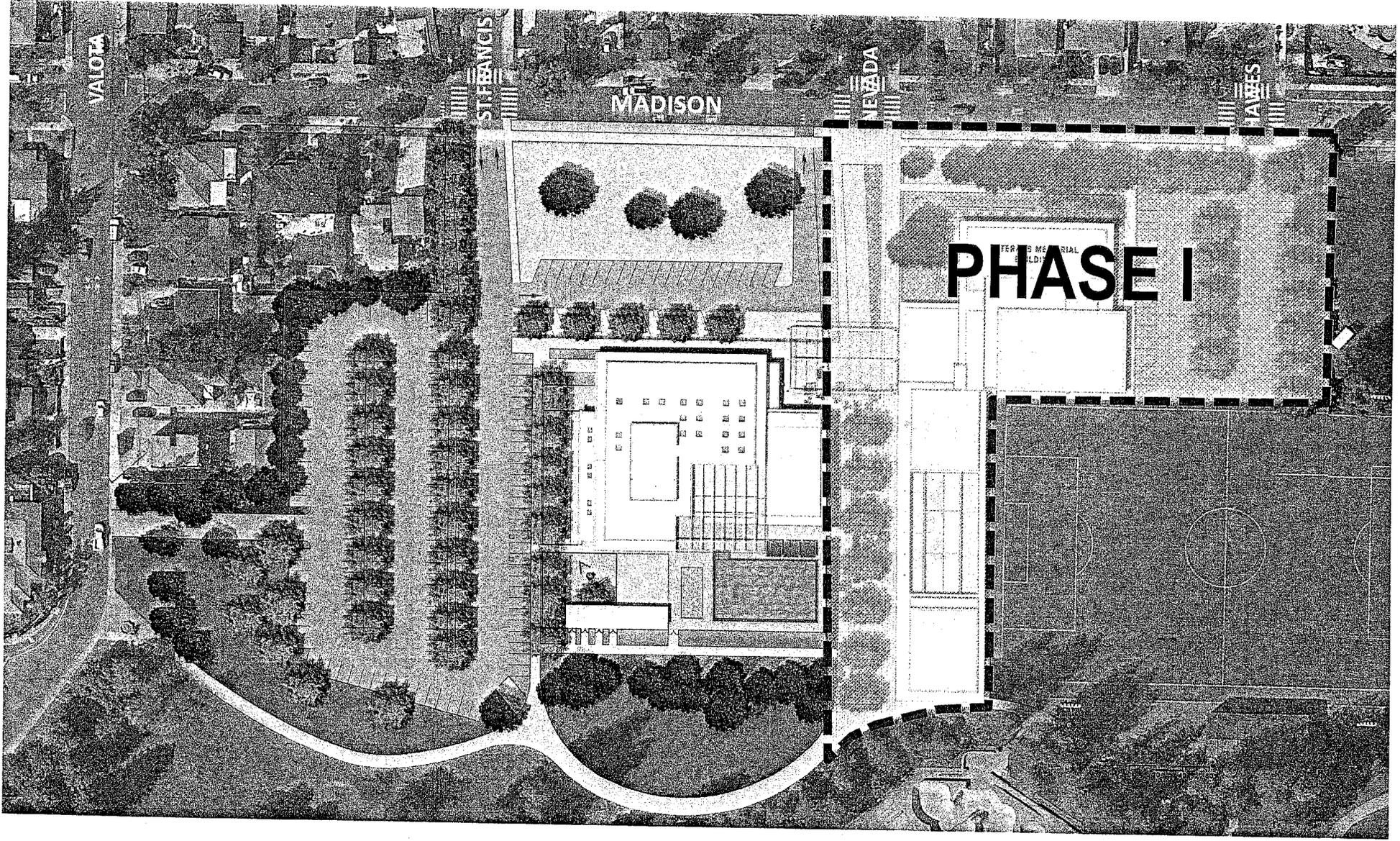


# Phasing Cost Schedule Next Steps



TRAFFIC CALMING IMPROVEMENTS - REDWOOD CITY - *Final Improvement To Be Determined*  
AREAS OF IMPROVEMENT





VALOTA

ST. FRANCIS

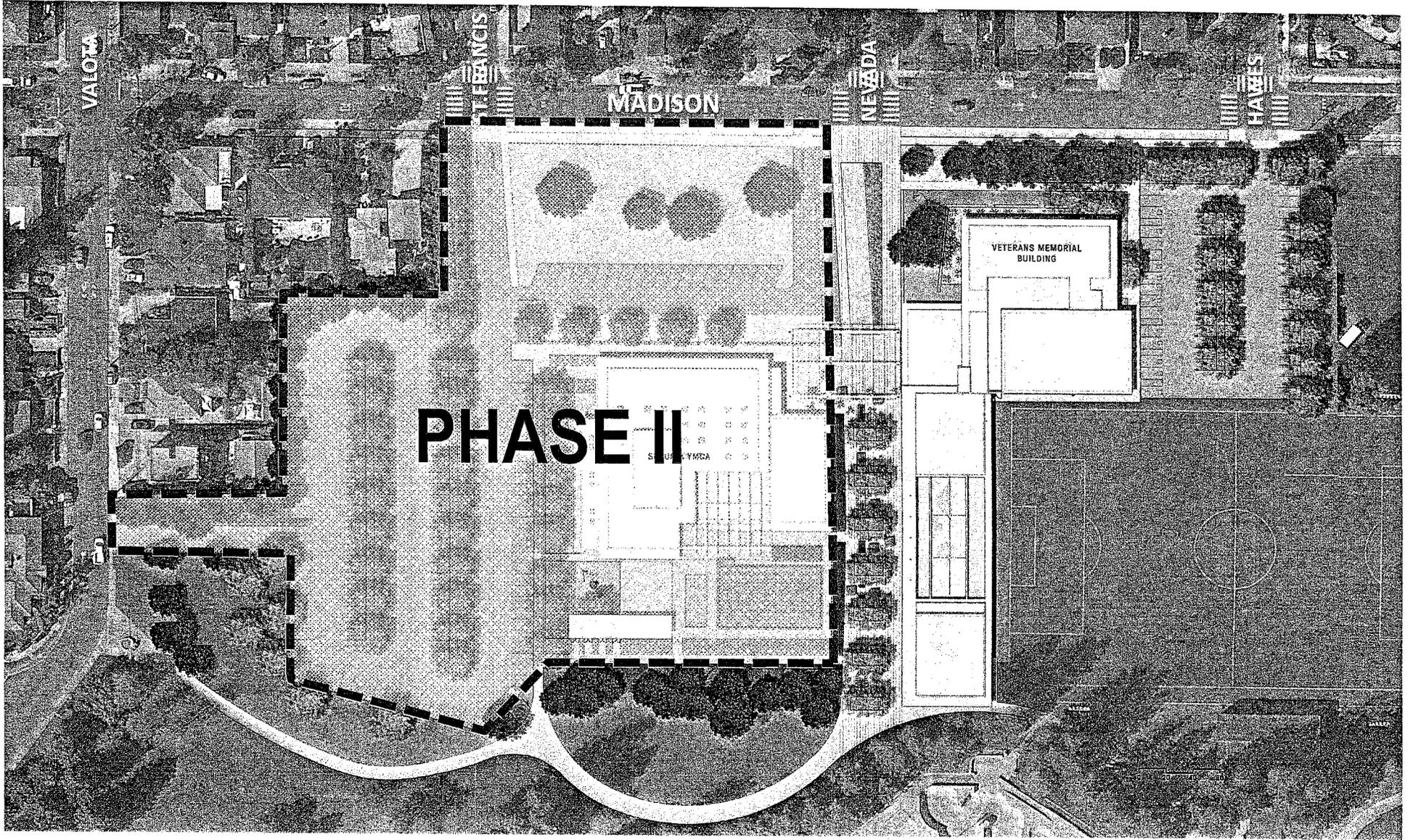
MADISON

NEVADA

JAMES

PHASE I

FERDINAND MEMORIAL  
FIELD



VALOTA

FRANCIS

MADISON

NEVADA

HAWES

**PHASE II**

VETERANS MEMORIAL BUILDING

# Schematic Design Estimate & Construction Schedule

<b>PHASE 1</b>	<b>Estimate</b>	<b>Early Start</b>	<b>Early Completion</b>
• Traffic Calming	\$ 5.0MM	→ Apr 2019	May 2020
• Veterans Memorial Bldg	\$46.9MM	→ Apr 2019	May 2021
<hr/>			
	<b>\$51.9MM</b>		
<b>PHASE 1a</b>			
• East Parking	\$ 2.5MM	→ Apr 2019	May 2021
• Promenade	\$ 3.3MM	→ Apr 2019	May 2021
<hr/>			
	<b>\$ 5.8MM</b>		
<b>PHASE 2a &amp; b</b>			
• YMCA Building and Aquatics	\$36.6MM	→ Aug 2020	Sep 2022
• West Parking	\$ 3.3MM	→ Aug 2020	Sep 2022
<hr/>			
	<b>\$39.9MM</b>		

# Next Steps

- **Confirm budget and scope for Phase I with City Staff and YMCA.**
  - **Initiate Phase I - A/E (DD and CD) effort parallel with CEQA – Start June 2018.**
  - **Complete Phase I - A/E (DD and CD) effort by March 2019 – Coincides with CEQA effort.**
  - **Return to City Council in April 2019 for action on the following:**
    - **Certification of CEQA Documentation**
    - **Project Approval**
    - **Direction to Bid Phase I**
-



City of Redwood City  
YMCA of Silicon Valley  
Red Morton Park  
Joint City-YMCA Project  
**Schematic Design Update**

**Summer 2018**

**els/**

