

Baker County

- Expand events in the community to focus on Veterans and their dependents who have not filed for full entitled benefits;
- Veterans Benefit Events in January of 2014 and 2015;
- Sponsor Veteran focused events with established Baker County supportive services programs;
- Purchase of billboard advertising on major highways in Baker County to attract interest and inform Veterans and their dependents on how to access benefits;
- Purchase radio advertising to target Veterans and their dependents who have not applied for full entitled benefits; and
- Expand newspaper advertising to target Veterans who have not filed for benefits.

Clackamas County

- Advertising – Radio, movie screen, print, and social media advertising to reach veterans;
- Staff (salary) – Office Specialist 1 @ 18 hours/week including taxes;
- Occupancy and Technology – technology for new staff;
- Materials and Supplies – Display and promotional items to hand out at large county wide events (Fair and Buckaroo); and
- Additional outreach support

Columbia County

- Mobile billboard campaign utilizing local public transportation (bus banners), including printing;
- Concentrated 12 month advertising in local newspaper;
- Staff Admin Cost, Equipment (color copier/scanner, digital signature pad), Vision Van rental fee;
- Veterans Stand Down Outreach including venue rental, event banner, and food and 3 buses for veteran to travel from community to Stand Down; and
- Increased outreach to our local assisted living facilities, nursing homes and veteran service organizations and community service organization (Elks, Moose, Eagle and Masons, and Kiwanis).

Crook County

- Placing advertising in the local newspaper for one year, which will be a series of ads containing different information;
- The Central Oregonian will design, print, and mail 10,565 postcards to 5 different zip; and
- Addition of 10 extra hours to enhance the front office staff position.

Deschutes County

- Media Campaign to supply contact information and promote assistance available to veterans, eligible family members and others seeking/wishing to access resources and services. The Media Campaign will be broadcast on local radio and cable television stations to target specific demographic groups, as well as printed Nickel Ads publications to reach veterans on limited budgets;
- Informational Presentations – to reach veterans in outlying areas that are unaware of assistance and resources available; will help provide ready access to services veterans need in their local communities / place of residence; and
- Printed Information – development and distribution of printed brochures, which summarizes benefits, and describe assistance, available and to be displayed in a variety of public outlets and local businesses routinely frequented by veterans and family members.

Douglas County

- Advertising – Stand Alone Banners for Marketing;
- Staff (salary) – FTE (28 hours per week (.7FTE), on-call, unbenefited);
- Travel – 450 miles/month to out-of-office locations;

- Equipment – Laptop, scanner, portable printer for use at two new locations;
- Printing, Publication Design – Updating brochures and pamphlets with additional outreach information; and
- DocuWare & Essential Learning Licenses and Cell/telephones (two additional locations) & legal background checks.

Harney County

- Advertising – County-wide mailing;
- Travel – Fuel increased outreach;
- Equipment – Computer, Printer and Electronic Signature Pads; and
- Printing & Publication – Color Flyers

Jackson County

- Expand outreach to as many local assisted and senior living facilities as possible, including travel costs;
- Increased part time VSO and receptionist hours (OA II and 1 VSO both from .8 to 1.0 FTE);
- Equipment – 1 Laptop/docking station/internet card for outreach use by VSO; and
- Printing/Publication – Increased Pamphlet for distribution.

Josephine County

- Outreach Project – to promote benefit awareness and increase claims productivity through a series of planned educational orations throughout the community by specifically targeting nursing homes, service organizations, religious organizations, and clubs that attract veterans;
- Marketing and Advertising – establish marketing strategies to increase program awareness throughout the community by updating the county website and using a series of advertising modalities; and
- Administration – Overall increase of .75 FTE; adding .25 to existing assistant service officer position; and an additional .50 position in office.

Lake County

- Advertising – Radio, Newspaper, Veteran Activities/Events;
- Staff – Assistance CVSO;
- Materials and Supplies – Ink, Paper, etc.;
- Travel – Lake County Ring-Route (Loop);
- Equipment – Laptop, Printer (Mobile);
- Printing/Publication – Tri-Fold Brochures; and
- Other – Veteran Activities/Events.

Lane County

- Advertising – Billboard, Radio, TV, Newspaper, Theater;
- Staff – Extra Help Outreach Coordinator (for 1.5 FY) and Overtime;
- Travel – Mileage Reimbursement;
- Equipment – Color laser printer and toner cartridges; and
- Printing/Publication – Brochure and print material.

Linn County

- Increase office staffing to 3 full time employees (Currently 2.7 FTE) to file more claims and also do more outreach appointments.

Malheur County

- Advertising – Purchase Weekly Newspaper Ad, 2 Memorial Day Ads, 6 Front Page Ads;
- Travel – Mileage to conduct Outreach and home visits, attend meetings to address outreach, and start outreach to Jordan Valley semiannually;
- Equipment – Purchase Technology Equipment to file paperless claims; scanner and desktop computer; and
- Printing/Publications – Brochures, Envelopes and Business Cards for mail outs.

Morrow County

- Advertising – Direct Mail, Newspaper & Mobile Signage;
- Staff – Additional hourly staff time;
- Materials and Supplies – Materials & refreshments for Benefit Fairs;
- Travel – Mileage to outreach activities;
- Equipment – Replace 10 year old Outreach Laptop Computer, MS Office 2013, Electronic Signature Pad;
- Printing/Publication – Business cards and publication design; and
- Other – Facility rental.

Multnomah County

- To increase the number of community education programs that are sponsored/conducted – goal of two educational programs with a target audience of veterans and military families; two that are continuous education/training for professionals working with veterans;
- Ongoing networking and exploring opportunities to expand geographic reach throughout the county for VSO team members to hold interviews/meetings with veterans and family members;
- Three specific types of advertising – local/neighborhood newspapers, direct mail campaign, and TriMet advertising; and
- Increased Office Support to handle increased phone call volume, screening, appointment setting and paperwork processing – an additional 0.5 FTE of an office assistant.

Umatilla County

- Advertising – Shared billboard advertising signage with Morrow County;
- Staff – CVSO salary: .80 FTE; and
- Equipment – Outreach: 3 Laptops, 3 Printers/Scanners, 3 cell phones.

Wallowa County

- Equipment – All in one Printer, Scanner, Fax & Copier; and
- Hire Part Time Assistant.

Washington County

- Advertising – TriMet advertising campaign on Light Rail and three bus lines;
- Direct Mail – approx. 55,000 postcards to targeted zip codes within Washington County;
- Promotional Items – distribute approx. 5,000 pens imprinted with ADRC/Veterans contact information to veterans at outreach activities and events; and
- Outreach Activities – increase the number and type of outreach activities to include sites not visited before, including many of the nearly 60 senior housing locations (assisted living, retirement communities), aging conferences and fairs, LOVE Inc. consortium and other churches and faith-based organizations.

Yamhill County

- Addition of a Community Engagement Specialist, part-time position to perform targeted community outreach specific to veterans' services in the community;
- Travel reimbursement for the cost of the CVSO and/or community engagement specialist traveling to targeted outreach locations and reimbursement for equipment associated with completing power of attorney and claims work in the field;
- Budgetary support for another major community event to follow-up on the Community Covenant to organize a community-wide veterans' summit;
- Advertising – for Summit event;
- Materials and Supplies – Material items to function at outreach and misc. supplies/hall rental for summit event; and
- Printing/Publications – Flyers, brochures, banners for event and outreach handouts.