

Community Analysis

Los Angeles Report



AMERICA'S WARRIOR PARTNERSHIP



*This community analysis was sponsored by
JP Morgan Chase & Co. and conducted by
America's Warrior Partnership.*



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*Partnering with communities to
prevent veteran suicide*

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Executive Summary

Los Angeles, commonly referred to as L.A., is the second-largest populous city in the United States with a population of 3.9 million within the city limits according to the US Census 2020. L.A. is the county seat of Los Angeles County, the most populous county in the United States with an estimated population of 7.8 million residents according to the 2020 US Census American Community Survey. L.A. County has approximately 2,466.9 people per square mile in 2020 per the US Census. Land area of the county in square miles is 4,059.28. The population density within the county causes congested traffic which can be frustrating when traveling from numerous destinations. Trains can also be crowded depending on the time of day of travel.

Demographics*

	Total Population	Veteran Population	% of Total Veteran Population
Los Angeles County	7,856,756	252,329	3%

*According to 2020 U.S Census Bureau American Community Survey

Its population is larger than 41 individual U.S. states. It is the third-biggest metropolitan economy in the world, with a Nominal GDP (gross domestic product) of over \$700 billion larger than GDPs of Belgium, Norway, and Taiwan.

The County is largely populated with Asian Americans with the greatest number of immigrants being Burmese, Cambodian, and Chinese. L.A. County also has a large Latino population who are mostly of Mexican heritage.

L.A. is known for their entertainment and digital media industry. Five prominent movie companies headquartered there include:

- Paramount Pictures
- Universal Pictures
- 21st Century Fox, Sony
- Walt Disney Studios
- Warner Bros

Walt Disney partners with the Department of Defense Skill-Bridge program to offer the Military Fellowship Program. They provide fellowship opportunities across a wide range of Disney roles to active-duty military members at the end of their military service.



— Key Findings

STRONG COLLABORATION BETWEEN VA VET CENTERS & UNIVERSITIES

Collaboration with VA Vet Centers and universities is thriving within the L.A. community. Vet Centers throughout L.A. County are assigned a specific territory related to the surrounding universities. VA Vet Centers are required to go to each university in their area to educate the students about services and available resources within the community. For example: University of Southern California (USC) community includes approximately 1,984 veterans including faculty. The West Los Angeles Vet Center provides resources, shares information about upcoming community events, and often collaborates with the USC veteran resource center by participating in campus activities.

DIVERSE POPULATION

L.A. County is a diverse community and therefore, cultural competency is important. Many different cultures thrive within the area and the veteran population within the community is a direct reflection of the county's diversity demonstrated by the following demographics:

- 24% Hispanic/Latino
- 17% Black or African
- 12% other (non-White)

STRONG LEADERSHIP WITHIN THE VETERAN SPACE

Los Angeles Veterans Collaborative is a network of public, private, and government agencies working together to improve the lives of veterans. The group has existed for more than ten years. It leverages working groups to address barriers related to employment, healthcare, housing, education, and other factors that may affect the well-being of veterans and military families.



— Results Summary

Leadership

The Los Angeles Veteran Collaborative is leading the way when it comes to community collaboration. Organizations within the group work toward a common goal of coordinating services for veterans, breaking down barriers, and informing policy. A monthly meeting is held virtually every second Wednesday of the month. This is an open meeting; registration for this meeting can be found on Eventbrite.

Outreach

All local Vet Centers within L.A. County perform outreach to the surrounding universities based on territories. University of Southern California (USC), California State University (CSU), Chapman University and Los Angeles Southwest College conduct proactive outreach, engagement, and follow-up with veterans. Some other organizations who conduct outreach are Los Angeles Homeless Services Authority, New Directions for Veterans and Village for Vets.

Use of Technology

Currently, software and technology are not fully coordinated among leading programs within the community. Unite US and the L.A. County Peer Access Network for Veterans aims to be a coordination system for the community; however, this coordinated care network focuses on social service programs rather than proactively engaging those who do not have an immediate need.

Purposeful Activities

Each community has different opportunities for recreation depending on the needs of the population. Community resources identified in L.A. County were Hero Rescue Mission, Yoga for Veterans (provided by the Department of Veterans Affairs), Veterans Memorial Community Regional Park, Merging Vets and Players, Battle Buddies, Fishing Buddies 4 Veterans, and American Legion Hollywood Post 42

Physical Healthcare

The West Los Angeles VA Medical Center is in L.A. County. This VA hospital is the 4th largest facility within the United States. There are also two healthcare clinics within L.A. County. They are the East Los Angeles VA Clinic and Los Angeles VA Clinic.

Behavioral Health

There are three VA Vet Centers located within L.A. County. Other veteran organizations located within the community are Veterans and Loved ones Recovery (VALOR), Women Vets on Point, Wounded Warrior Project's Warrior Care Network, and Lifeline for Vets.

Use of Funding/Grants

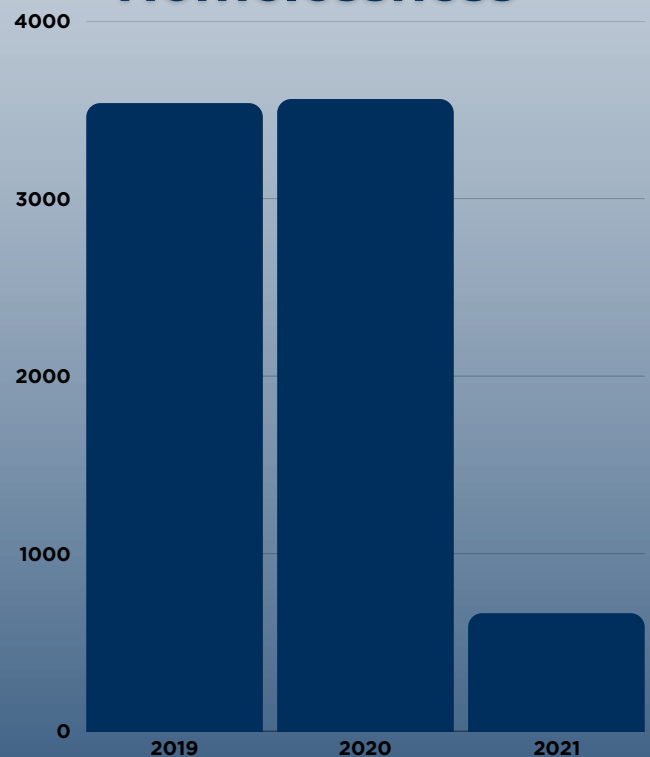
Identified issue-based funding is met by private organizations or veteran organizations such as the VA, Vet Centers, Volunteers of America of LA (VOALA), California Workforce Association, Go For Broke National Education Center, United Service Organization (USO), U.S. VETS- Serving Those Who Served, and American Legion Hollywood Post 42

Homelessness Program

Los Angeles has the highest veteran homeless population. Nearly 665 veterans were homeless in 2021 according to the US Department of Housing and Urban Development Point-In-Time Count.

Several homeless programs were identified through the VA and nonprofit agencies within the community supporting housing. New Directions for Veterans, VOALA, Los Angeles Homeless Services Authority, Immanuel Housing Inc, Village for Vets, Outside the Wire (Jewish Family Service of Los Angeles), Greater Los Angeles Fisher House Foundation, and Habitat for Humanity each provide housing support programs.

Veteran Homelessness*



*According to Housing and Urban Development Point-in-time estimate

Education

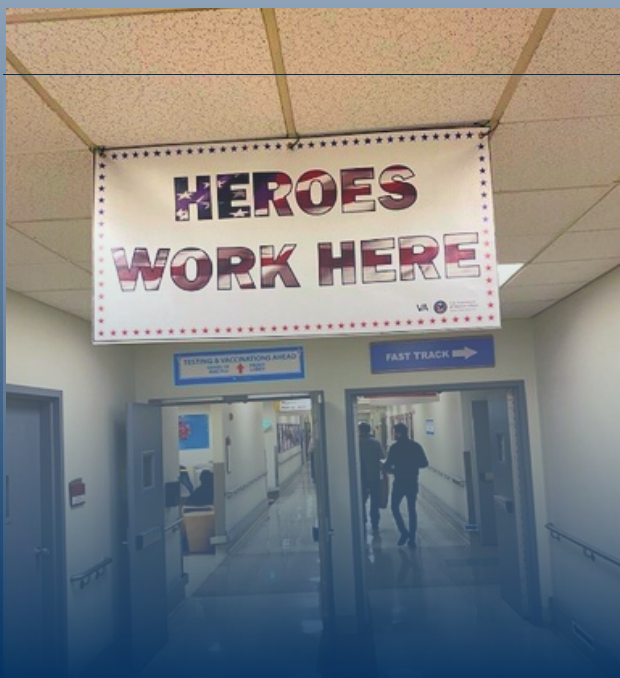
University of Southern California (USC), California State University (CSU), Chapman University and Los Angeles Southwest College are aware of the veteran services available throughout the community and work closely with Vet Centers. Veteran Resource Centers are in place on campus at each university where veterans can receive assistance regarding educational needs. Veteran Service Offices (VSOs) are provided on each campus meeting with veterans face-to-face to strategize on academic and career plans. They also assist with job placement post-completion of the program.

Access to Benefits Service

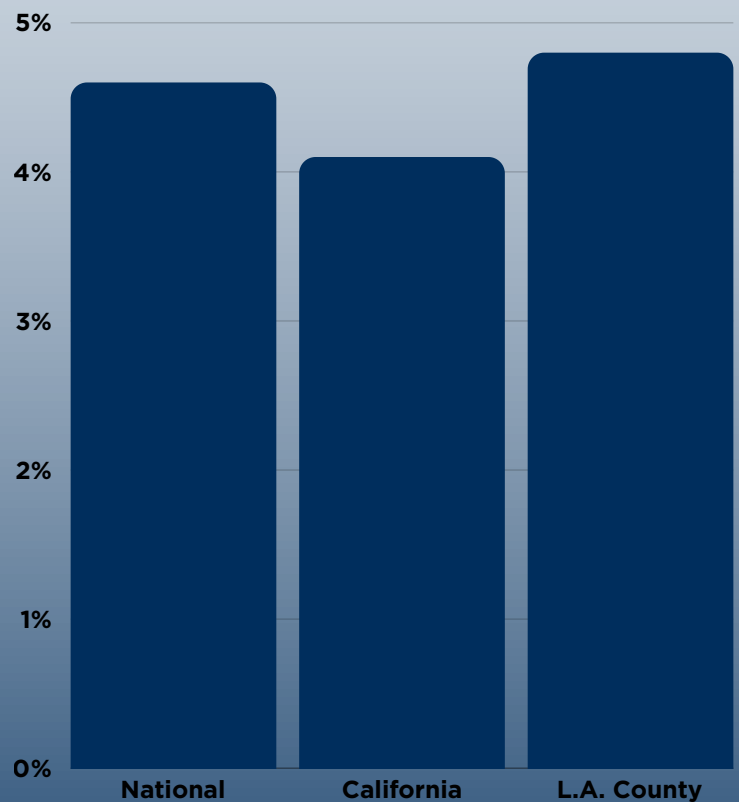
Veterans are aware of the services located within their community. It was stated accessing services is easy, but veterans find it cumbersome travelling to appointments because of traffic and experience long wait times when scheduling an appointment.

Employment

There are more than 20 locations for assistance with employment through the L.A. County America's Job Center of California. In addition, some other organizations that assist with veteran employment are Veterans First (Jewish Vocational Service of Los Angeles), Work Force California, and We Hire Heroes Los Angeles Job Board for veterans.



Unemployment Rate*



*According to the October 2022 Bureau of Labor and Statistics

How Local Branches of Chase Can Help

“JPMorgan and Chase Office of Veteran and Military affairs seeks to hire 2 million veterans and 200,000 military spouses.” The target mission affects the following areas.

Growth & Entrepreneurs

Entrepreneurship educational opportunities would pique interest on college campuses. College campuses already conduct extensive outreach to veterans. There is opportunity to work collaboratively with these campuses to share information about entrepreneurship.

The University of Southern California (USC), California State University (CSU), Chapman University and Los Angeles Southwest College have Veteran Resource Centers on campus for veterans and families that already provide a strong audience for growth and entrepreneurship programs.

Branch(es) can work with universities/colleges, workforce agencies and employment partners by:

- Sponsoring events to promote local veteran-owned businesses.
- Sponsoring entrepreneurship workshops in partnership with the business colleges and/or workforce agencies.
- Hosting “shark tank” events on campus to hear from entrepreneurs and provide advice on how they can get started.

Career and Skills

Organizations who support employment and skills training include Veterans First (Jewish Vocational Service of Los Angeles), Work Force California, and We Hire Heroes Los Angeles Job Board for veterans. Programs are in place to recruit and hire qualified veterans within the college campuses and within L.A. County through employment services. Expanding awareness of these efforts would provide unique growth opportunities for veterans either looking for a career or looking to enhance their career. Also, specific training programs within college campuses or in collaboration with employment programs could amplify existing efforts to bring veterans into high-demand fields.

Recommendations for Branch(es) to enhance engagement include:

- Hosting/attending job fairs & resource fairs with collaborative partners.
- Leveraging community partners above to assist with marketing “Onward to Opportunity and Veterans Job Mission” for eligible/interested applicants.
- Sponsoring staff to find all the veterans and military connected family members on university campuses and connect them to existing training, workforce, and employment programs.

Financial Health

Branch(es) engagement and implementation include:

- “Lunch and Learns” are very popular and can be coordinated in collaboration with education systems, Vet Centers and employment programs.
- Setting up “Virtual Workshops” on your local website to include introductory courses.
 - For example Budgeting, Savings accounts, Checking accounts, Credit Cards, Taxes, Loans, Short-Term vs. Long-term Investments, Life Insurance (Term Life, Whole Life), food insecurity, and stress management.

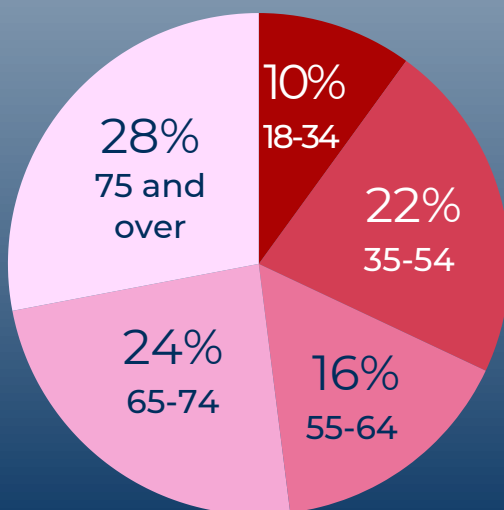
Community Development-Veteran Engagement and Outreach

L.A. County makes up approximately 3% of the veteran population with 47% being white pre-9/11 males. However, 24% identify as Hispanic/Latino ethnicity and 8% are Asian.

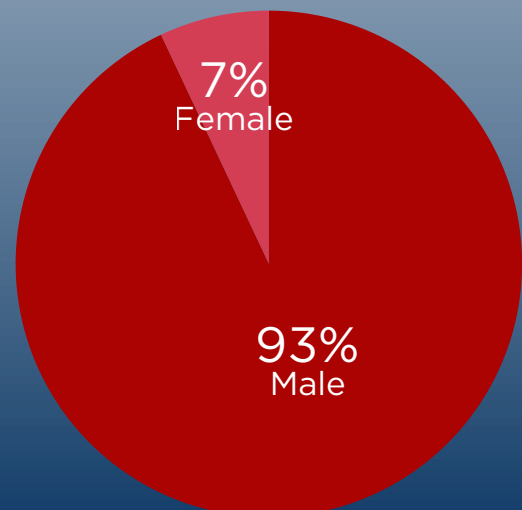
Branch(es) engage and conduct community development by:

- Building rapport with their customers through a representation of cultural competency within the local branches as well as targeting outreach to veterans 65 and older as they make up 52% of the veteran population.
 - Bilingual employees to strengthen language barriers.
 - Training employees when working with customers from a multi-race community.
 - Target outreach to nursing homes, retirement communities, and senior centers.
- L.A. County area and surrounding local colleges specifically University of Southern California (USC), California State University (CSU), Chapman University and Los Angeles Southwest College are ideal outreach venues for targeting 18–34 year old veterans who make up 10% of the veteran population.
- Building rapport with local organizations such as Veterans Memorial Community Regional Park offers recreational activities.
- Sponsoring an event in collaboration with the American Legion Hollywood Post 42 to amplify support for veterans and educate attendees about “Onward to Opportunity and Veterans Job Mission”.
- Training employees in military/veteran communities (example: psycharmor.org)

**L.A. County
Veteran Age Range**



**L.A. County
Veteran Gender**



Philanthropic Opportunity

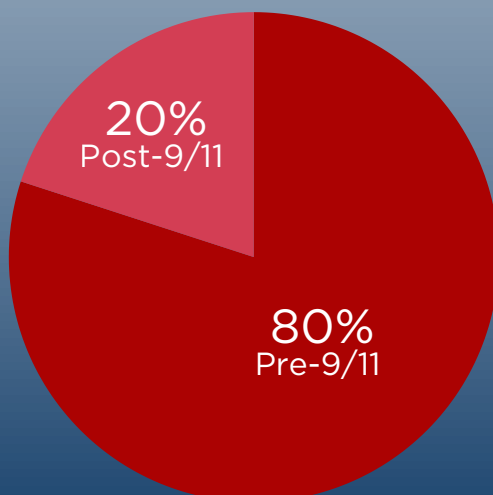
Great services and opportunities are observed through the community assessment within L.A. County. The assessment indicated non-governmental entities (NGO's) where funding from the branches would greatly amplify their efforts to support veterans.

Listed below are several universities currently lacking support to cater to the veteran population and/or cannot provide a Veteran Resource Center.

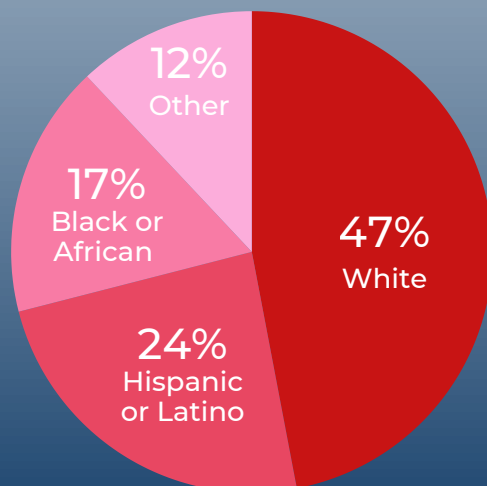
- Los Angeles Pacific University
- Antioch University Casa Loma College
- Loyola Marymount University

Proactive financial education and building financial wellness for the veteran community can prevent them from being unstable if a crisis occurs, unable to make a car payment or pay their rent which is a slippery slope. Partnering with community centers, nonprofits focused on preventing homelessness, Goodwill, and universities from providing classes can significantly benefit the L.A. county community.

**L.A. County
Service Era**



**L.A. County
Veteran Ethnicity**



— Program Impact Evaluation

Military veterans generate significant economic benefits for communities. This may not be well understood by local, government and other key stakeholders. The economic impact analysis provides a quantitative method to estimate the economic benefits that veterans bring to the L.A. County MSA. Although Community Integration serves all veterans, our economic impact is based on the post-9/11 population because they have access to more benefits than the pre-9/11 population. Based on projection of serving all 50,046 post-9/11 veterans, the estimated amount of new annual funds to enter the community is \$623 million.

The estimated amount of savings to the community is \$207 million. The total estimated economic impact on the community is \$831 million.

Measure	Number Served	Estimated Value	Total Estimated Economic Impact	Estimated New Funds to Community	Estimated New Savings to Community	Value Measured and Source of Information
Economic impact of Veterans enrolled in school	10,009	\$21,400	\$214,196,880	\$214,196,880		The value is the average GI Bill benefit to include tuition, living stipend, and fees (Source: VA.gov GI Bill Report)
Economic impact of Veterans graduating from school	2,252	\$10,507	\$23,662,499	\$23,662,499		The value is the increase in income due to graduating from higher education/training. Source: Dec 2014, Utah System of Higher Education. Our calculations do not include the annual increase to state and local tax revenues would be approximately \$4.6 million.
Economic impact of previously unemployed Veterans becoming employed	1,501	\$40,302	\$60,508,617	\$60,508,617		The value is the average income for Veterans but does not include the value of purpose and productivity. This also does not account for savings in unemployment insurance or loss of productivity. (Source: 2015 Veteran Economic Opportunity Report)
Economic impact of Veterans enrolled in VA Healthcare	35,032	\$5,889	\$206,300,733		\$206,300,733	The calculation is the average cost of healthcare for enrolled Veterans but does not include the value of access to physical and behavioral care. The community and state savings of Veterans receiving federally funded health care. (Source: May 2015 Commission on Care Study)
Economic impact of Veterans enrolled in VA Benefits	25,023	\$13,000	\$325,299,000	\$325,299,000		The figure is the average disability payment of Veterans. Aside from the value of access to other services offered by the Veterans Benefit Administration. (Source: August 2014 Congressional Budget Office Study)
Economic impact of Veterans formerly homeless but now housed	51	\$23,000	\$1,179,834		\$1,179,834	It can cost a community as much as \$23,000 for one person to be chronically homeless for one year (shelter stays, jail time, emergency room visits, etc.). (Source: The Economics of Homelessness, University of Chicago, May 14, 2013)
Total Estimated Economic Impact			\$831,147,564	\$623,666,996	\$207,480,568	

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