

Community Analysis

Dallas 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

The Dallas-Fort Worth-Arlington Metroplex encompasses 11 counties and is the economic and cultural hub of North Texas. It is the most populous metropolitan area in both Texas and the Southern United States, making it the fourth largest in the United States. The Metroplex has the highest annual population growth in the United States. Dallas is 8,675.1 square miles, with 859 people per square mile, and has a population of approximately 7,395,851.

Dallas/Plano/Irving Population* Breakdown:

	Collin County	Dallas County	Denton County	Ellis County	Hunt County	Kaufman County	Rockwall County
Total Population	1,006,038	2,622,634	861,690	179,484	96,202	129,792	45,168

Fort Worth/Arlington/Grapevine Population* Breakdown:

	Johnson County	Parker County	Tarrant County	Wise County
Total Population	171,359	138,447	2,077,153	67,884

Demographics*

	Dallas	Fort Worth	Total
Total Population	4,941,008	2,454,843	7,395,851
Veteran Population	197,046	121,775	318,821
% of Total Veteran Population	4%	5%	4%

*According to 2021 Estimates based on 2020 Census with estimate based on counties provided

The metropolitan region's economy is primarily based on banking, commerce, insurance, telecommunications, technology, energy, healthcare, medical research, transportation, and logistics. Some of the major companies in the local area are:

- Toyota
- ExxonMobile
- State Farm
- McKesson
- American Airlines

Given the size of the community, exploring Dallas was overwhelming due to the distance and space between veteran organizations located throughout Dallas and Fort Worth. Traffic congestion on the major thoroughfares can be frustrating when traveling around the Metroplex.

Dallas veterans speak highly of the Dallas VA. The American Legion and VFW are incredibly involved with giving back to the veteran nonprofit services.

Vet Centers are community-based counseling centers that provide a wide range of social and psychological services to eligible veterans and their families.





— Key Findings

Community Buy-In

Dallas is a community that invests in the veteran population through its support of veteran-focused nonprofits and community events. Many corporate, nonprofit, and government programs are interested in veterans thriving within the community, from the Dallas Cowboys to the Greater Dallas Veterans Foundation and the American Legion.

Availability of Resources

Dallas has significant resources available to veterans due to the size and wealth of the area. The veterans interviewed mentioned positive feelings about the local VA, the vast housing programs, the business, and employment opportunities supported by the community, and the many community events and recreational activities that target the veteran population.

Invested in Entrepreneurship

During this onsite analysis, it was identified after speaking with several community service providers and veteran business professionals that veteran entrepreneurship is a priority for the community. The Chamber of Commerce is leading this initiative by educating veterans on the resources available to start their businesses.

VETERANS MEMORIAL PARK

CITY OF FORT WORTH
PARKS & RECREATION DEPARTMENT

Results Summary

Purposeful Activities

There are several organizations hosting purposeful activities across the Dallas-Fort Worth (DFW) community including DFW Mission Continues, Love Field Post 243, VFW, American Legion, Cover 6 outdoors, and Dallas United Crew.

Physical Healthcare

The main VA is located in Dallas, TX. There are health clinics located throughout the Dallas – Fort Worth area, including the Dallas VA Clinic, Decatur VA Clinic, Denton VA Clinic, Fort Worth New York VA Clinic, Fort Worth VA Clinic, Granbury VA Clinic, Grand Prairie VA Clinic, Greenville VA Clinic, Plano VA Clinic, Polk Street VA Clinic, Sherman VA Clinic, Tyler Broadway VA Clinic, Tyler Centennial VA Clinic, and the North Texas VA Mobile Clinic.

Behavioral Health

There are several Vet Centers in the area, including the Arlington Vet Center, Dallas Vet Center, Fort Worth Vet Center, and Mesquite Vet Center.

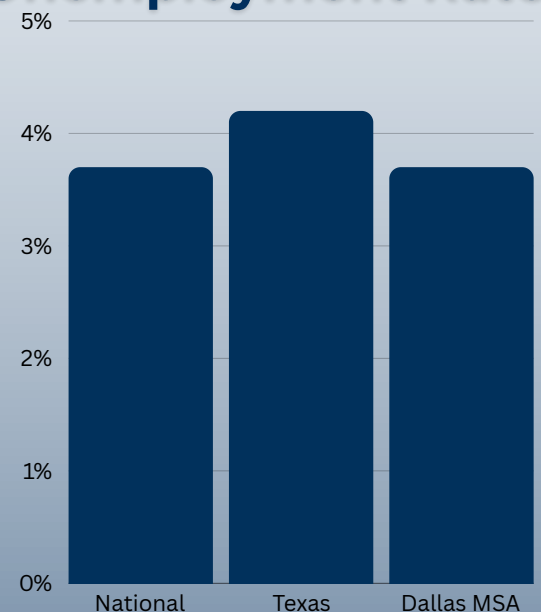
Employment

Quality programs exist, but communication to promote the programs and connect with veterans is challenging. Some of the programs identified were the Dallas – Fort Worth Chamber of Commerce Hiring Our Heroes program and CareerOneStop.

Leadership

The leading organizations within the Dallas area for veteran programs are the Greater Dallas Veteran Organization, United Way (Mission United), and Association of the United States Army (AUSA). Veterans-serving organizations (VSOs), American Legions, and VFWs are also a part of the community but lack the community's support.

Unemployment Rate*



*According to the March 2022 Bureau of Labor and Statistics

Use of Community Funding

Identified issued-based funding is met by veteran organizations such as American Legions, VFW, VA, Association of the United States Army (AUSA) North Texas, The Mission Continues, United Way, Cover 6 Outdoors, Dallas United Crew, etc.

Homelessness

Several organizations were identified, such as Homeless Veteran Services of Dallas (HVSD), Warrior City, Salvation Army, and Barack of Harris House.

Education

Identified colleges/universities are the University of Dallas, Texas Christian University, Dallas College, the University of Texas at Dallas, and Texas Women's University.

Access to Benefits

The Texas Veteran Network, United Way (Mission United, the VFW, and American Legions provide access to earned benefit claims and applications.

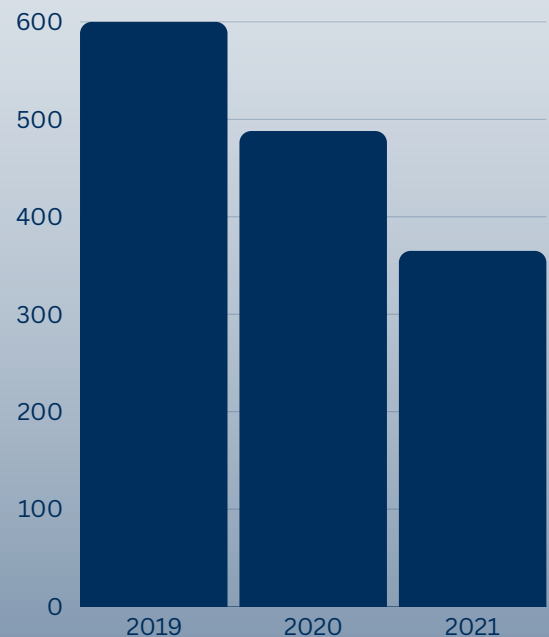
Outreach

Outreach is provided by veteran-serving organizations, including the VA, Survivor Outreach Services, and Carry the Load.

Use of Technology

There is a lack of coordinated technology; therefore, the organizations supporting the veterans all use their technology systems. In doing so, duplication can arise, and a lack of shared support with community providers occurs. The Texas Veteran Network leverages a technology platform that bridges partners and providers.

Veteran Homelessness*



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

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

Educational opportunities related to business and entrepreneurship would pique interest on college campuses and amplify existing efforts to bring veterans into high-demand fields. With programs already in place to recruit and hire qualified veterans, coordinating would allow veterans unique growth opportunities and the ability to build relationships that could lead to career growth.

Texas Christian University (TCU) and the University of Texas Dallas have one-stop walk-in centers for veterans and their families. Dallas College has seven locations around the greater Dallas area. They provide Veteran Service Offices (VSOs) on each campus that meet with veterans face-to-face and strategize an academic and career plan and job placement post-completion of the program.

Branch(es) conduct outreach to higher education systems by:

- Sponsoring events in partnership with the universities and local veteran-owned businesses.
- Sponsoring veteran(s) to find all the veterans and military-connected family members on campus and connect them to services.
- Discussing hiring efforts and national recruiting plans with deans and faculty to make them aware of opportunities for veterans and develop strategies for those on the education track.
- Partnering with Dallas – Fort Worth Chambers of Commerce in leading the initiative of veteran entrepreneurship by being a resource available for educating veterans on "How to start their own businesses."

In addition, provide incentives to engage the veterans and their families. For example, provide free pizza to veterans and their families once a semester.

Career and Skills

Other organizations identified as opportunities for engagement were Career-One-Stop, Dallas–Fort Worth Chambers of Commerce, and Hiring Our Heroes. These organizations are highly active within the community, hosting resources fairs and engaging with local veteran organizations/college campuses for recruitment.

Recommendations for branch(es) engagement:

- Hosting/attending job fairs & resource fairs with Career-One-Stop and Hiring Our Heroes
- Work in partnership with Dallas – Fort Worth Chambers of Commerce offering monthly virtual Veteran's Networking Groups-this provides the opportunity to engage veterans, transition service members, and eligible spouses
- Leveraging community partners above to assist with marketing “Onward to Opportunity and Veterans Job Mission” for eligible/interested applicants

Financial Health

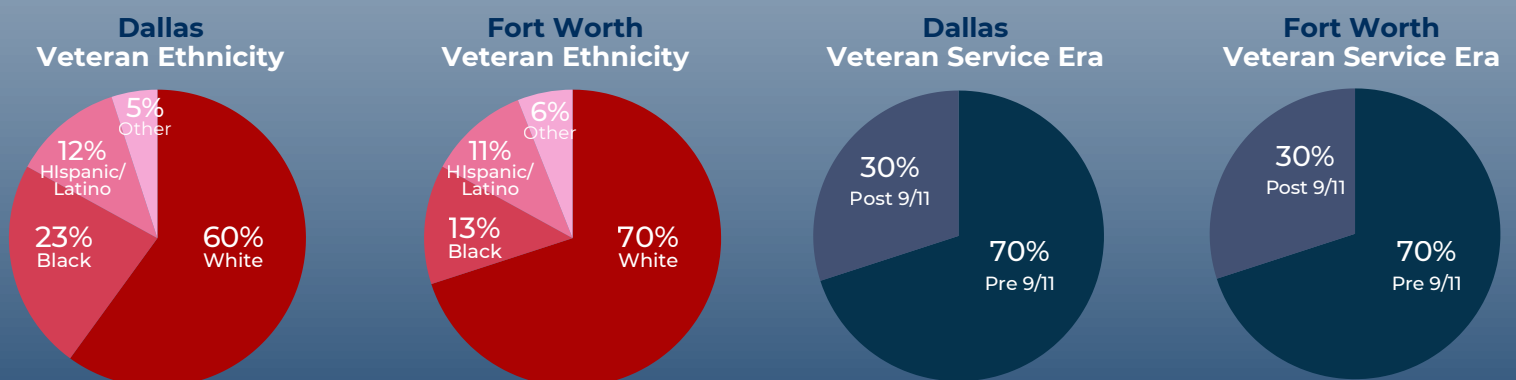
Recommendations for branch(es) engagement and implementation:

- “Lunch and Learns” are immensely popular and can be shared through the branch partners such as education systems, and Dallas – Fort Worth Chambers of Commerce
- Set up “Virtual Workshops” on your local website to include basic courses.
 - For example: Budgeting, Savings account, Checking account, Credit Cards, Taxes, Loans, short term vs. long term investments, Life insurance (Term Life, Whole Life), food insecurity, stress management.

Community Development-Veteran Engagement and Outreach

Veterans in Dallas make up approximately 4% of the veteran population, with the largest population being 89% white males with ages ranging between 35 to 54.

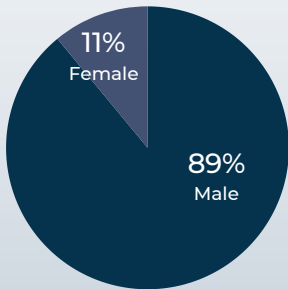
Veterans in Fort Worth make up approximately 5% of the veteran population, with the largest population being 88% white males ranging between the ages of 35 to 54.



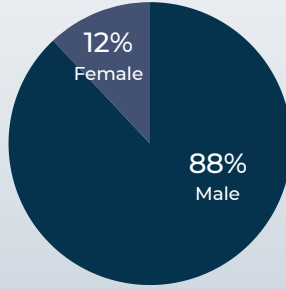
Branch(es) engage and conduct community development by:

- Building rapport with the veteran/active military community and the one-stop
- Share the Eventbrite calendar for the greater Dallas area and participate in job fairs and local events. [Dallas, TX Veterans Events | Eventbrite](#)
- Training employees on Military/Veteran communities.
 - <https://psycharmor.org/>

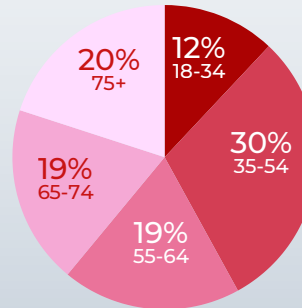
**Dallas
Veteran Gender**



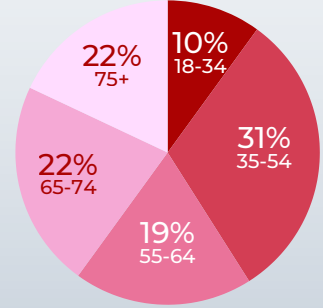
**Forth Worth
Veteran Gender**



**Dallas
Veteran Age**



**Forth Worth
Veteran Age**



Philanthropic Opportunity

Excellent services and opportunities are observed through the community assessment within the Dallas area. The assessment indicated two non-governmental organizations (NGOs) where funding from the branches would amplify their efforts to support veterans.

Field Love Post 243 has approximately 375+ members, all active and involved within the American Legion. It has several events extending its welcome to veterans, family members, and the community. These events provide the opportunity to connect and market to the veterans within the community.

John Franklin Sprague VFW Post 6796 is the largest VFW Post in North Texas. It has approximately 520+ members, all active and openly participating in weekly/monthly post-meetings. This VFW is heavily involved within the community offering a plethora of events open to the community. The commander of the VFW is 40 years young, educating and motivating the younger veterans to join.

Dallas Community College (DCC) has seven locations that build relationships with veterans to support their career path and employment opportunity. They would benefit from events on campus and facilitation on each campus to open the possibility for veterans and family members to be aware of other veterans and family members attending DCC.



Program Impact Evaluation

Military veterans generate significant economic benefits for communities. Local, government, and other key stakeholders may not understand this well. The economic impact analysis provides a quantitative method to estimate veterans' economic benefits to the Dallas MSA area. Although Community Integration serves all veterans, our economic impact is based on the Post-9/11 population because they have more benefits than the Pre-9/11 population. Based on a projection of serving all 95,647 Post-9/11 veterans, the estimated amount of new annual funds to enter the community is \$1.2 billion.

The estimated amount of savings to the community is \$397 million. The total estimated economic impact on the community is \$1.6 billion.

Community Outcome: 95,647 Served

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	19,129	\$21,400	\$409,369,160	\$409,369,160		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	4,304	\$10,507	\$45,223,336	\$45,223,336		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 in state and local tax revenues would be approximately \$4.6 million.
Economic impact of previously unemployed Veterans becoming employed	2,869	\$40,302	\$115,642,962	\$115,642,962		The value is the average income for Veterans but does not include the value of purpose and productivity. This also does not account for unemployment insurance savings or productivity loss. (Source: 2015 Veteran Economic Opportunity Report)
Economic impact of Veterans enrolled in VA Healthcare	66,953	\$5,889	\$394,278,189		\$394,278,189	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	47,824	\$13,000	\$621,705,500	\$621,705,500		The figure is the average disability payment of Veterans. Aside from the value of access to other services offered by the Veterans Benefits Administration. (Source: August 2014 Congressional Budget Office Study)
Economic impact of Veterans formerly homeless but now housed	98	\$23,000	\$2,254,878		\$2,254,878	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			\$1,588,474,025	\$1,191,940,958	\$396,533,067	

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