

Community Analysis

New Orleans Report



AMERICA'S WARRIOR PARTNERSHIP



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



JPMORGAN CHASE & CO.



*Partnering with communities to
prevent veteran suicide*

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Executive Summary

The New Orleans metropolitan area, commonly referred to as Greater New Orleans, encompasses eight Louisiana parishes. The ecclesiastical term parish was adopted in 1807 as France and Spain colonized the state. Due to the Roman Catholic influence, parish generally coincided with church parishioners and established the boundaries better known by other states as counties. The Greater New Orleans parishes include Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, and St. Tammany. According to the 2020 U.S Census Bureau American Community Survey the total population for Greater New Orleans parishes is 984,355.

- Jefferson Parish – 337,672
- Orleans Parish – 311,964
- Plaquemines Parish – 16,420
- St. Bernard Parish – 34,268
- St. Charles Parish – 39,893
- St. James Parish – 16,370
- St. John the Baptist Parish – 32,277
- St. Tammany Parish – 195,491

Demographics*

	Jefferson, Orleans, Plaquemines, & St. Bernard Parish	St. Charles, St. James, St. John the Baptist, & St. Tammany Parish	Total
Total Population	700,324	284,031	984,355
Veteran Population	39,186	21,170	60,356
% of Total Veteran Population	6%	7%	3%

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

Greater New Orleans is approximately 3,755.2 square miles, with approximately 311 people per square mile. Economically, the Greater New Orleans area is one of the largest commercial hubs for Louisiana.

Some of the largest companies operating in the Greater New Orleans area include:

- Globalstar
- GE Capital
- AT&T
- Textron

The community relies on the generous support from local industry in the area to fund nonprofit programs. One fortune 500 company in particular, Entergy, committed \$1 million in 2019 to support sustainable housing and employment for veterans and families in New Orleans.



— Key Findings

LACK OF OUTREACH & RESOURCES ON COLLEGE CAMPUSES

Most universities in the New Orleans area are unaware of how many veterans are attending the university and using their earned benefits. Lack of funding does not allow all the universities in the area to have the appropriate space for veterans to meet and/or congregate for veteran-related activities. Xavier University of Louisiana, New Orleans Technical College, and University of Holy Cross need financial resources to expand veteran services.

In addition, Tulane University received \$12.5 million from the Avalon Action Alliance to provide specialized care for military and veterans with a focus on cognitive health. However, there is a lack of marketing available for veterans to be aware of this resource as it was not identified online or through other veteran-serving organizations.

PARISHES OFFER THEIR OWN ACTIVITIES

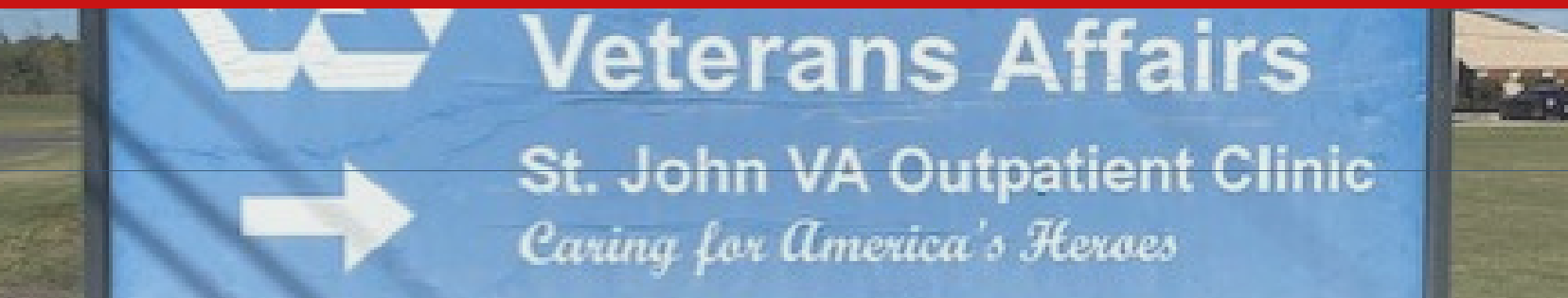
Each of the eight parishes works within its community to gather veterans in one space to honor them and show support. For example,

- St. Charles Parish hosted a Veterans Luncheon at Edward Dufresne Community Center, allowing all veterans and their spouses to gather in support of the ribbon cutting for the Gold Star Families Memorial Monument.
- Bastion Community of Resilience hosted an event in the New Orleans Parish titled, “Veterans Experience Project: In This Together” collaborating with veteran organizations to educate the broader community about their programs.

It was identified that each parish operates separate from the others and there did not appear to be collaboration.

ONLY ONE VA IN THE LOCAL COMMUNITY

There are eight Department of Veterans Affairs (VA) outpatient clinics located within the Greater New Orleans area, but there is only one VA hospital which is located in downtown New Orleans that supports the region. The veterans that were interviewed reported that they do not readily use the VA hospital due to lack of parking, excessive distance/time when using public transit, and a lack of awareness of VA shuttles for appointments.



— Results Summary

Use of Funding/Grants

Identified issue-based funding is met by veteran organizations such as: VA hospital/VA clinic, Veterans Experience Project, The National WWII Museum, Veterans 5k, Nola VFW Patron Party, Nola VFW Post 8973, New Orleans Vet Center #717, Goodwill, New Orleans Mission, Unity of Greater New Orleans, HOPE, and Volunteers of America (Southeast Louisiana).

Outreach

Outreach is provided by veteran serving organizations. The VA conducts proactive outreach, engagement, and follow-up with veterans.

Purposeful Activities

Each parish has distinct opportunities for recreation. Community events/opportunities identified include The National WWII Museum, Veterans 5k, Nola VFW Patron Party, Veterans Experience Project, Nola VFW Post 8973, St. Charles Parish Veteran Luncheon and New Orleans Vet Center #717.

Physical Healthcare

The New Orleans VA Medical Center is apart of the VA Southeast Louisiana Healthcare System. This hospital offers all medical services needed by veterans. There are also 8 outpatient clinics available for primary care needs including Baton Rouge South VA Clinic, Baton Rouge VA Clinic, Bogalusa VA Clinic, Franklin VA Clinic, Hammond VA Clinic, Houma VA Clinic, Slidell VA Clinic, and St. John VA Clinic.

Leadership

Bastion Community of Resilience appears to be a leader within this community. There is no centralized lead organization. Veteran-serving organizations (VSOs) such as American Legions and VFWs are part of each parish. Independent/specific direct services are available, but cohesion is limited.

Use of Technology

There is a lack of coordinated technology therefore, the organizations supporting veterans all use their own technology system. In doing so, duplication can arise and a lack of shared support with community providers occurs.

Employment

There are a few veteran services that provide employment assistance in the area such as Louisiana Workforce Commission and Louisiana Blue Careers.

Access to Benefits Service

Veterans are aware of the VA services provided within the area. There are county veteran service officers assigned to specific parishes, but employee turnover can make access difficult.

Behavioral Health

There is one VA Vet Center located in downtown New Orleans that provides a wide range of social and psychological services.

Homelessness Program

There were several homeless programs identified through the VA as well as Hope, Volunteers of America (Southeast Louisiana), Goodwill, New Orleans Mission (rescue and recovery), and Unity of Greater New Orleans. Additionally, Bastion Community of Resilience focuses on rehabilitation and reintegration to encourage independent living.

Education

Loyola University and Southern University at New Orleans are aware of their veteran population and have space for veterans to congregate on campus. New Orleans Technical College, Xavier University of Louisiana, and University of Holy Cross all have VA representatives located in their Financial Aid offices.



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

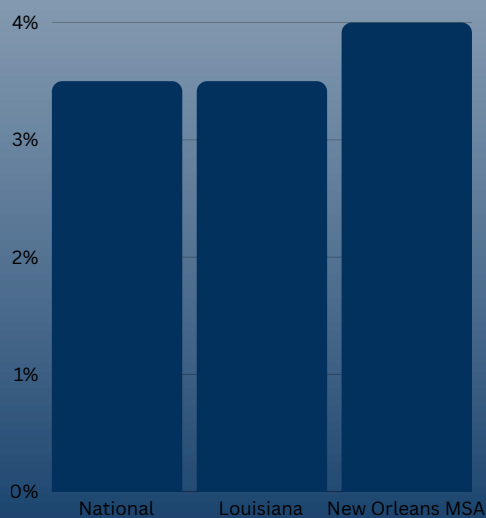
Entrepreneurship and growth opportunities are plentiful in the Greater New Orleans area. The veteran population on college campuses is an open market and all veterans need to be identified. This untapped market is primed with growth opportunities that could lead to career advancement.

Branch(es) educate Xavier University of Louisiana (XULA), Southern University at New Orleans (SUNO), University of Holy Cross (UHC), Loyola University New Orleans, and New Orleans Technical College veterans/family members by:

- Sponsoring universities 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 plans for those on that educational track.

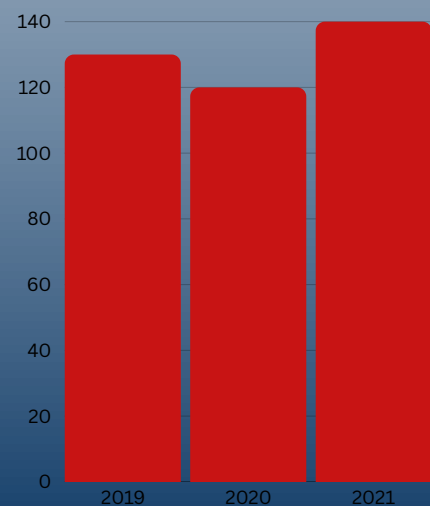
In addition, provide incentives to engage the veterans and their families: For example: Provide free pizza to veterans and their families once a semester.

Unemployment Rate*



*According to the October 2022 Bureau of Labor and Statistics

Veteran Homelessness*



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

Career and Skills

Other organizations identified as opportunities for engagement were Bastion Community of Resilience and Louisiana Workforce Commission who are active in workforce development hosting resource fairs and actively supporting job recruitment.

Recommendations for Branch(es) engagement:

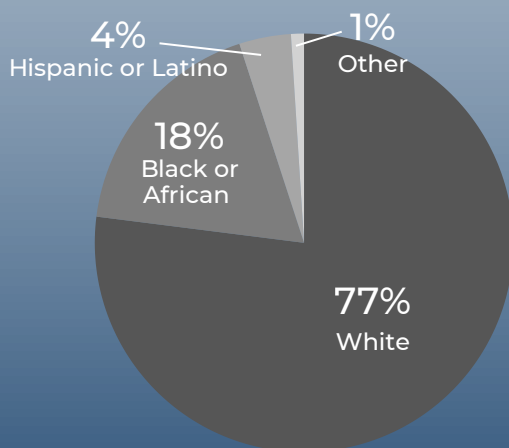
- Hosting/attending job fairs & resource fairs with Louisiana Workforce Commission.
- Participate/sponsor with Louisiana Workforce Commission and offer monthly virtual employment assistance and training opportunities to engage veterans, transitioning service members, and eligible spouses.
- Leveraging education systems and employment services to assist with marketing “Onward to Opportunity and Veterans Job Mission” for eligible/interested applicants.

Financial Health

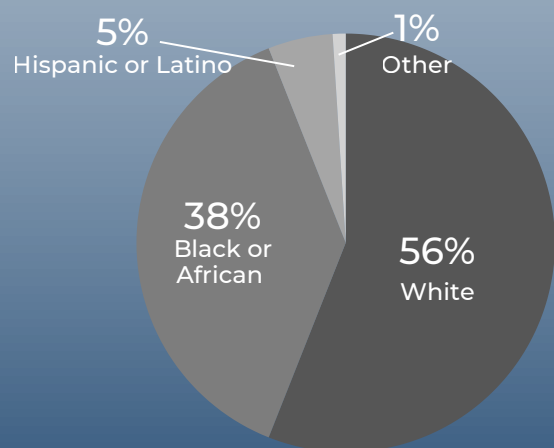
Branch(es) engagement and implementation:

- “Lunch and Learns” are very popular and can be shared through branch partners such as education systems, Bastion Community of Resilience and American Legions/VFW’s.
- Advertise on the Louisiana Workforce Commission website, university/college veteran program sites, and your local website.
- 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, and stress management.

**St. Charles, St. James, St. John
the Baptist, & St. Tammany Parish**
Veteran Ethnicity



**Jefferson, Orleans, Plaquemines,
& St. Bernard Parish**
Veteran Ethnicity



Community Development-Veteran Engagement and Outreach

St. Charles, St. James, St. John the Baptist and St. Tammany Parish make up approximately 7% of the veteran population, with 77% being white pre-9/11 males.

Jefferson, Orleans, Plaquemines, and St. Bernard Parish make up approximately 6% of the veteran population, with 56% being white pre-9/11 males.

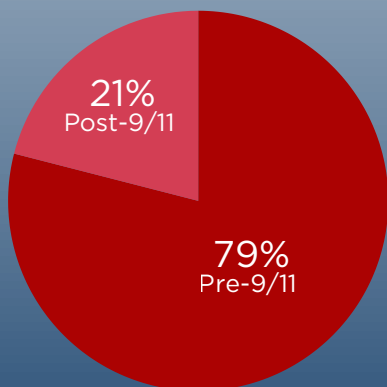
The veteran population in these rural counties were combined due to the density of the veteran population.

Branch(es) engage and conduct community development by:

- Building rapport with the veteran/active duty military community and universities such as: Xavier University of Louisiana (XULA), Southern University at New Orleans (SUNO), University of Holy Cross (UHC), Loyola University New Orleans, and New Orleans Technical College through representation to target the veteran customer base.
- Building rapport with American Legion and VFW 8973 to engage veterans and family members through representation to target active duty, veteran, and family members.
- Sponsoring events with VFW 8973 can amplify their support provided to the community and educate those they serve on JPMC “Onward to Opportunity and Veterans Job Mission”.
- Training employees on Military/Veteran communities: psycharmor.org

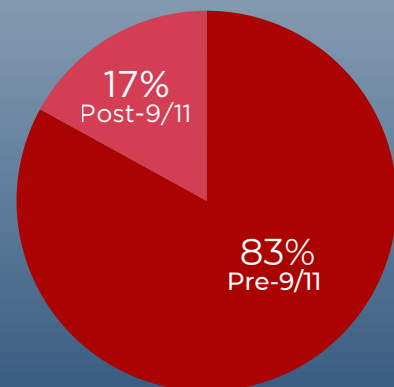
St. Charles, St. James, St. John the Baptist, & St. Tammany Parish

Service Era



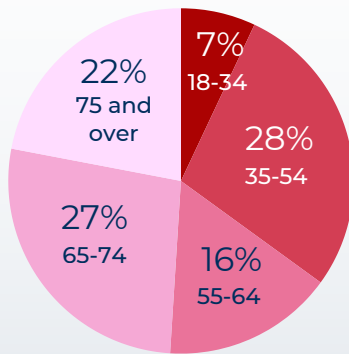
Jefferson, Orleans, Plaquemines, & St. Bernard Parish

Service Era



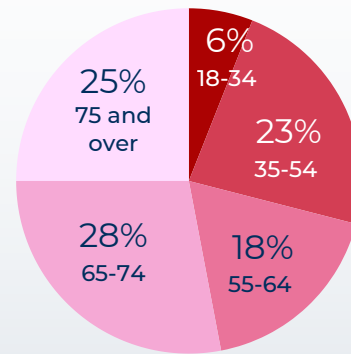
**St. Charles, St. James, St. John
the Baptist, & St. Tammany Parish**

Veteran Age



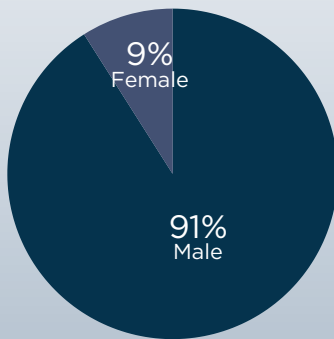
**Jefferson, Orleans, Plaquemines,
& St. Bernard Parish**

Veteran Age



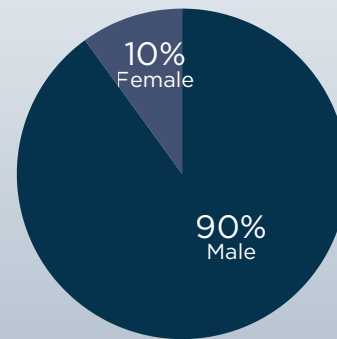
**St. Charles, St. James, St. John
the Baptist, & St. Tammany Parish**

Veteran Gender



**Jefferson, Orleans, Plaquemines,
& St. Bernard Parish**

Veteran Gender



Philanthropic Opportunity

There are great services and opportunities observed through the community assessment within the New Orleans area. The assessment indicated two areas within the community where funding from the branches would greatly amplify their efforts to support veterans.

Xavier University of Louisiana, New Orleans Technical College, and University of Holy Cross need space for the veterans on campus to come together. This will enhance engagement among all veterans on campus.

VFW 8973 has several events extending their welcome to veterans and their families offering endless amount of engagement. This would increase engagement across the entire veteran community.



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 New Orleans MSA area. 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 11,116 post-9/11 veterans, the estimated amount of new annual funds to enter the community is \$139 million.

The estimated amount of savings to the community is \$46 million. The total estimated economic impact on the community is \$185 million.

Community Outcome: 11,116 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	2,223	\$21,400	\$47,576,480	\$47,576,480		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	500	\$10,507	\$5,255,812	\$5,255,812		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	333	\$40,302	\$13,439,911	\$13,439,911		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	7,781	\$5,889	\$45,822,622		\$45,822,622	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	5,558	\$13,000	\$72,254,000	\$72,254,000		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	11	\$23,000	\$262,060		\$262,060	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			\$184,610,884	\$138,526,203	\$46,084,682	

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