



# Fort Hood Region Veterans Inventory Initiative

Quarterly Report, January-March 2010

An assessment of the intentions, educational level, skills, employment desires, and suggestions to improve the Fort Hood region's "Quality of Place" for Soldiers leaving military service at Fort Hood, Texas.





**Quarterly Report: 2nd Quarter, FY 2010**  
(January - March 2010)

**A. BACKGROUND:** Operation Economic Transformation is the Greater Killeen Chamber of Commerce plan to identify, measure, and capitalize on new and emerging economic development opportunities present in the Fort Hood region. One key recommendation was to regularly administer a survey designed to capture insightful information regarding the skills and desired career fields of veterans separating from military service at Fort Hood. In July 2006, the following parties entered into a Memorandum of Understanding (MOU) to routinely inventory the intentions, educational level, skills, employment desires, and suggestions of separating Soldiers in order to improve the Fort Hood regional “Quality of Place”:

- Fort Hood Adjutant General/Army Career and Alumni Program (ACAP)
- Workforce Solutions of Central Texas - Board
- Workforce Solutions of Central Texas - Service Centers
- Greater Killeen Chamber of Commerce
- Heart Of Texas Defense Alliance
- Texas Veterans Commission

Data is collected via a voluntary twelve-question survey administered during either the Transition Assistance Program (TAP) workshop or installation final clearance<sup>1</sup>. The purpose for the collection and analysis of this data is threefold:

1. Develop and retain the region’s skilled and motivated military Veteran workforce;
2. Foster innovation and entrepreneurship; retain existing businesses, and attract new business to the region; and
3. Align the efforts of the participating agencies to enhance options for current and future/potential residents.

**B. DEMOGRAPHICS**

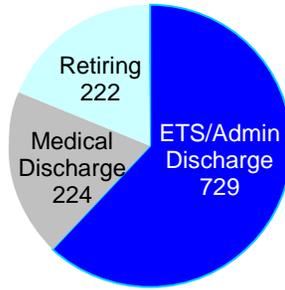
1. For the 2nd Quarter (January - March 2010):
  - a. 1175 Soldiers completing their military service at Fort Hood responded to the survey.
  - b. 81 percent of respondents were leaving military service prior to becoming retirement-eligible (729 responses/62%), or were being medically discharged (224 responses/19%).
  - c. 19 percent (222 respondents) were retiring after 20 or more years of service.

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<sup>1</sup> Retiring Soldiers may participate in TAP up to two years prior to their retirement date, while non-retiring Soldiers may participate up to one year in advance. For FY 2010, 28% of TAP participants are within 90 days of separation; an additional 50% are within 180 days of separation.

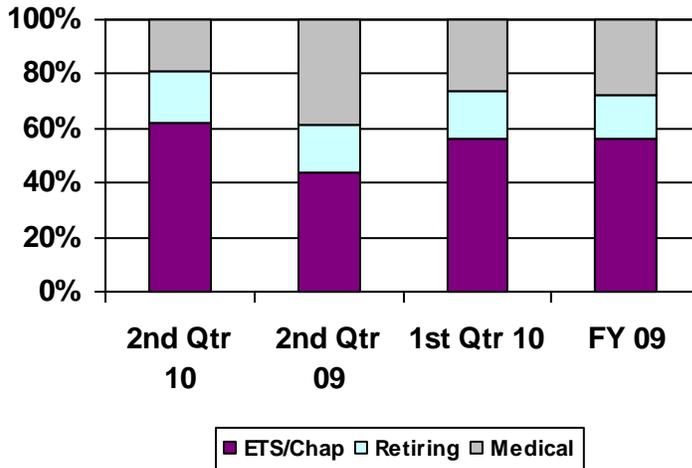


DEMOGRAPHIC DISTRIBUTION



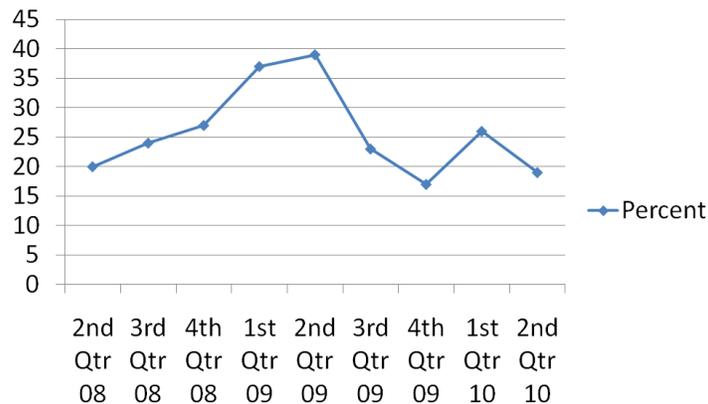
2nd QTR 2010

2. Percentages according to the reason cited for leaving the service by comparing 2nd Quarter 10 with 2nd Quarter 09 as well as 1st Qtr 10, and fiscal year 2009 are as follows:



3. Trends. While the number of Soldiers separating due to medical discharge increased by 19% from January 2008 to March 2009, this number has been decreasing since April 2009 with just a slight increase during October to December 2009. This data can be seen in the following chart.

Percent Medically Retired



## FORT HOOD REGION VETERANS INVENTORY INITIATIVE



Creation of the Warriors in Transition Units (WTU) has resulted in more efficiencies in the medical evaluation process and has likely reduced the backlog of medical dispositions of discharged Soldiers assigned to the Fort Hood WTB. During the past five quarters beginning in January 2009, there has been a significantly larger amount, than in previous quarters, of Soldiers who were medically discharged with 20 or more years of military service (i.e. already eligible to retire). We will continue to monitor this data in future reports.

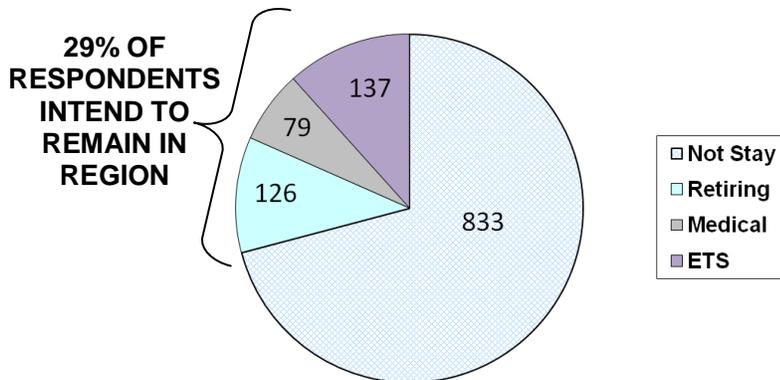
**C. INTENTIONS ON STAYING IN THE REGION:** The respondents were surveyed regarding their intentions on remaining in the region (within 30 miles of Fort Hood – generally equating to the Killeen-Temple-Fort Hood Metropolitan Statistical Area) when their service ended.

1. 342 respondents (representing 29% of all respondents) indicated they intended to stay in the region. This data represents:

- a. 126 retirees (57% of all retirement eligible respondents).
- b. 216 (23%) non-retirement eligible respondents.

In addition, 314 (38%) of the 833 who responded they did not intend to stay in the region, would do so if desirable employment were available.

### INTENDING TO STAY IN THE REGION WHEN SERVICE ENDS



2. Conclusions. For the past twelve months (April 2009 – March 2010), a total of 1083 Soldiers (29.8% of all respondents) leaving the service at Fort Hood indicate they intend to remain in the region once their service is complete. When comparing this to the current 2nd Quarter data (29.1%), it would appear that the number of Soldiers planning to remain in the Temple-Killeen-Fort Hood MSA region at the time of this survey is just slightly lower than the average for the year. When comparing these percentages with the average from the previous year (April 2008 - March 2009) (32.3%), this shows that there has been a slight decrease at the time of the survey in the number of Soldiers intending to remain in the Temple-Killeen-Fort Hood MSA after leaving the service. However, because these surveys are completed up to one year for non-retiring Soldiers and two years for retiring Soldiers before actually leaving the service, “intent” to remain (or leave) may change by the actual separation date.

## FORT HOOD REGION VETERANS INVENTORY INITIATIVE



However, since the implementation of the new survey, the respondents are now able to indicate their intentions more clearly of what they plan to do and what they desire once leaving the service. Since July 2009, of those 2218 not intending to remain in the Central Texas region, 848 (38.2%) said they would stay if the respondent's desired employment was available. We will continue to monitor this data, but it clearly demonstrates that desirable employment readily available within the MSA is a strong driving force in retaining Soldiers in this area following their service in the military.

3. While the Veterans Inventory Initiative only surveys the intent of Soldiers departing the service, it is possible to more accurately track the disposition of the retiring population using data from the Retired Army Personnel System, which provides the actual numbers of retired Soldiers to zip code level. For the sixth quarter in a row, the rate of growth for retirees in the Killeen-Temple-Fort Hood MSA increased slightly. Since February 2008, military retirees grew by 10 percent in the Killeen-Temple-Fort Hood MSA. From April 2008 until July 2009, the number of retirement-eligible separating Soldiers declined, but since July 2009 this number has steadily increased. However, the number indicating they intend to remain in Central Texas has decreased. It is uncertain if the economic situation impacted this data. For this quarter report, Harker Heights, Belton and Lampasas experienced growth rates exceeding the MSA average with Killeen and Temple showing a rate of growth just slightly lower than the MSA. Based on the collected retiree data, the retiree growth rate in Killeen has consistently averaged higher than the MSA since October 2007. The Harker Heights retiree growth rate has consistently trailed just behind the MSA growth rate since December 2008, but has now surpassed it for the past three quarters. As stated earlier, the collected data indicates that the amount of Soldiers retiring from Fort Hood may fluctuate based on the economy. However, the data shown below indicates the number of retired Soldiers living in Central Texas is increasing and has been steadily increasing each quarter. Because a retiring Soldier could complete the survey up to two years before actually retiring, this growth could be the result of Soldiers changing plans of where they will reside after retirement, or it could also be a result of previous retirees moving back into the Central Texas area after having lived somewhere else before.

	FEBRUARY 2009	MARCH 2010	DIFFERENCE	% CHANGE
<b>KILLEEN</b>	8043	8340	297	3.7
<b>COPPERAS COVE</b>	3013	3095	82	2.7
<b>HARKER HEIGHTS</b>	1828	1955	127	6.9
<b>TEMPLE</b>	1137	1176	39	3.4
<b>KEMPNER</b>	887	906	19	2.1
<b>BELTON</b>	815	859	44	5.4
<b>LAMPASAS</b>	348	363	15	4.3
<b>GATESVILLE</b>	350	355	5	1.4
<b>NOLANVILLE</b>	267	272	5	1.9
<b>SALADO</b>	207	213	6	2.9
<b>MSA</b>	16895	17534	639	3.8

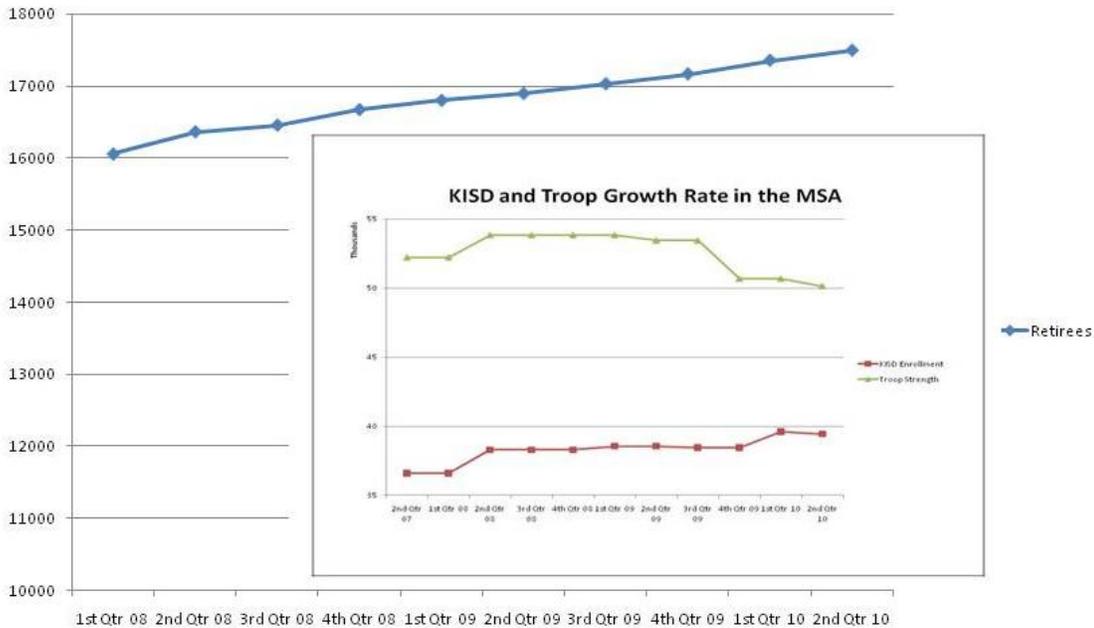
The military retiree rate of growth for north Texas (174 counties less the Killeen-Temple-Fort Hood MSA) was 4.5% from February 2009 to March 2010 which is slightly higher than what it was for the same area from February 2008 to March 2010 at 3.6%. As reported in the pie graph above, the percentage of Soldiers intending to remain in the area after leaving the military



gradually decreased from 40% in December 2007 to 29% in March 2010, yet as shown here, the number of retirees living in the area has actually continuously increased since October 2008 with the MSA up 1 percent this quarter from last quarter. In the past year, the growth in the MSA has been almost 4 percent. We will continue to monitor retiree data to determine the potential relationship between intent and the number of retirees that actually remain in the region. In April 2008, the Texas Comptroller certified that the direct economic impact of military retirees and surviving annuitants in the Killeen, Temple, Fort Hood MSA (Bell, Coryell and Lampasas counties) equates to \$791.5 million annually.

As shown in the following graph, in addition to an increase in the amount of military retirees living in the area, there has also been an increase in the number of students enrolled in the Killeen Independent School District even though Fort Hood authorized strength is decreasing. This could be an indication that many Families choose to remain in the MSA while the Soldier PCSs to another location with a scheduled deployment in order to provide stability for the family; younger military retirees may have school-aged children, and as the number of retirees in the area grows, so does school enrollments.

**Retiree Growth Rate in the MSA**



Additionally, while the national economy was continuing to experience the effects of the slowly recovering economy as a result of the recession this reporting period, the Killeen-Temple-Fort Hood MSA was:

- a. ranked #2 out of 10 for Cities with the Best Jobs, January 2010, <http://blogs.payscale.com/content/2010/01/cities-with-the-best-jobs.html>.
- b. ranked #1 in renter livability (apartmentratings.com).
- c. rated one of the five best areas for military families (Babb Group - military.com).
- d. ranked #3 out of 201 MSAs for employment outlook in spring 2010 (Manpower, March 2010).



e. an increase in the MSA civilian labor force (Texas Workforce Commission, Dec 2009).

f. unemployment rate for the MSA at 7.3% in March while the Texas and national rates were higher at 8.2% and 9.7% respectively (Bureau of Labor Statistics, [www.bls.gov/eag/eag.tx\\_killeen\\_msa.htm](http://www.bls.gov/eag/eag.tx_killeen_msa.htm), June 2010).

g. Killeen area economically more stable than much of Texas, ([www.killeenchamber.com/news/demographer](http://www.killeenchamber.com/news/demographer), May 2010).

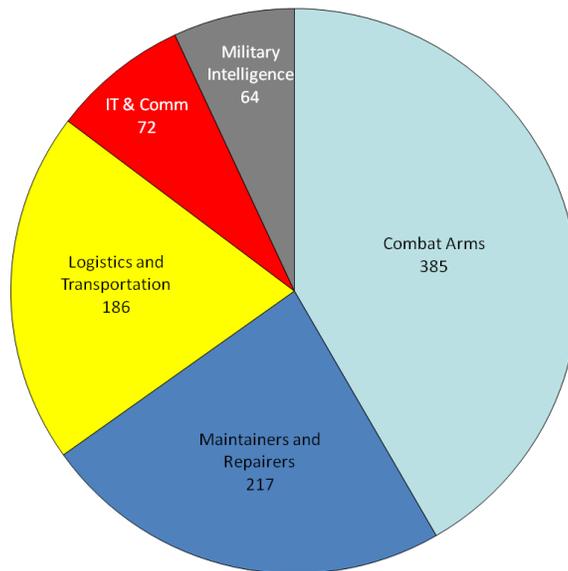
h. Killeen-Temple-Fort Hood MSA ranked #2 out of 200 as Best Performing Economy in the U.S. by the Milken Institute, Nov. 2009, [www.bestcities.milkeninstitute.org](http://www.bestcities.milkeninstitute.org)

i. Killeen-Temple-Fort Hood MSA ranked #20 out of 100 as the Healthiest Housing Market by Hanley Wood Market Intelligence, October 2009, [www.builderonline.com](http://www.builderonline.com).

j. the Fort Hood metropolitan area (Killeen, Temple, Fort Hood) ranked #13 for the happiest and healthiest area (January 2010 - [www.well-beingindex.com/default.asp](http://www.well-beingindex.com/default.asp)).

In addition to these indicators of economic stability for the Killeen-Temple-Fort Hood MSA, there are many other indicators of growth and stability in the area such as construction of the new Darnall Army Medical Center, a new record for enplanements in 2009 at the Killeen-Fort Hood Regional Airport, as well as the opening of the new Texas A&M University-Central Texas.

**D. MILITARY OCCUPATIONAL SPECIALITIES:** Departing Soldiers represented 137 different Military Occupational Specialities. However, 81% (924 /1136respondents) can be grouped into five general areas: Combat Arms, Maintainers/Repairers, Logistics/Transportation, Information Technology/Communications, and Military Intelligence. For the first time, Military Intelligence was ranked as one of the top reported MOSs. This is most likely a result of the 504th Battlefield Surveillance Brigade returning from deployment in January 2010.



### **COMBAT ARMS**

The types of units at Fort Hood (five Brigade Combat Teams and one Fires Brigade at the time of this report) and deployment cycles explains the higher number of Combat Arms Soldiers leaving the service. Most, if not all, will be combat veterans of the Iraq/Afghanistan campaigns, which have a distinctive small-unit focus by their nature. Therefore, in addition to the skills listed

## FORT HOOD REGION VETERANS INVENTORY INITIATIVE



below, these Soldiers would likely have extensive leadership and staff planning skills that far surpass those of their civilian peers.

Soldiers in combat arms comprise 34 percent of the reported fields.

<b>Infantry</b> (148)	Member or leader who individually employs small arms/heavy anti-armor weapons in support of combat operations
<b>Field Artillery</b> (80)	Operate or supervise high technology cannon artillery weapons, automated tactical data systems, intelligence activities, target processing, radar operations, artillery surveying operations, or meteorological observation
<b>Armor</b> (137)	Member or leader who employs main battle tanks or cavalry fighting vehicles in combat operations, and performs reconnaissance and security.
<b>Air Defense Artillery</b> (20)	Operate command/control/communications/computer information systems or the lightweight, highly mobile Avenger or medium weight Patriot Air Defense Missile systems.

### MAINTAINERS/ REPAIRERS

Soldiers that work in the field of maintenance and repair comprise 19 percent of the population.

<b>Aviation repairers</b> (65)	10 different enlisted specialties (less pilots and air traffic controllers) ranging from aircraft structural repairers to airframe-specific armament/electrical/avionics system repairers.
<b>Tracked Vehicle Mechanics</b> (56)	Perform or supervise unit maintenance, diagnose, and troubleshoot malfunctions on gas turbine and diesel power plants; the suspension, steering, hydraulics, auxiliary power units, and the armament/fire control systems on tracked vehicles including the M1 Abrams main battle tank and Bradley Fighting Vehicle.
<b>Wheeled Vehicle Mechanics</b> (46)	Supervise and perform unit, direct support and general support level maintenance and recovery operations on light and heavy wheeled vehicles, their associated trailers and material handling equipment.
<b>Special purpose</b> (27)	10 different low-density fields that require a degree of technical skills that would support the repair and maintenance of Army vehicles and equipment. These skills include metal workers (welders), machinists, small arms and fire control repair, power generation and special purpose equipment (such as HVAC and refrigeration systems).

### LOGISTICS AND TRANSPORTATION

Soldiers serving in the logistics and transportation fields comprise 16.4 percent of reported fields.

<b>Motor Transport Operator</b> (43)	Supervises and operates wheel vehicles to transport personnel and cargo. Oversees and checks proper loading and unloading of cargo on vehicles and trailers.
<b>Petroleum Supply Specialists</b> (34)	Supervise the receipt, storage, accountability, and cares for dispensing, issuing and shipping bulk or packaged petroleum, oils,

## FORT HOOD REGION VETERANS INVENTORY INITIATIVE



	and lubricants.
<b>Automated Logistical Specialists (29)</b>	Supervise and perform management or stock record/warehouse functions pertaining to receipt, storage, distribution and issue, and maintain equipment records and parts.
<b>Unit Supply Specialists (27)</b>	Supervise or perform duties involving the request, receipt, storage, issue, accountability, and preservation of individual, organizational, installation, and expendable supplies and equipment.
<b>Food Service Specialists (18)</b>	Supervise or prepares, cooks and serves food in field or garrison food service operations.
<b>Ammunition Supply Specialists (12)</b>	Assists in receipt, storage, issue, maintenance, modification, destruction, and demilitarization of explosive items. Performs ammunition supply stock control and accounting duties using both automated and manual procedures.

### INFORMATION TECHNOLOGY AND COMMUNICATIONS

The information technology and communications field makes up 6 percent of the fields reported.

<b>Signal Support Systems Specialist (27)</b>	Supervise, install, employ, maintain, troubleshoot and assist users with battlefield signal support systems, terminal devices, satellite communications equipment and automated telecommunications computer systems, to include local area networks, wide area networks and routers. Integrate signal systems and networks; performs unit level maintenance on authorized signal equipment and associated electronic devices; train and provide technical assistance to users of signal equipment.
<b>Information Technology Specialist (11)</b>	Supervise, install, operate and perform unit level maintenance on multi-functional/multi-user information processing systems, peripheral equipment, and associated devices. Perform analyst and information assurance functions and conducts data system studies. Perform Information Services Support Office (ISSO) duties of printing, publications, records management and Communication Security (COMSEC) custodian functions and certification authority duties in support of the Defense Message System (DMS).
<b>Telecommunications Operations Chief (6)</b>	Telecommunications Operations Chief plans, coordinates, configures, directs, integrates, and supervises the installation, operation, maintenance, and management of telecommunications systems and networks, and oversees information systems support functions for command, control, communications and computers used at all echelons of the Army.
<b>Satellite Communication Systems-Operator Maintainer (5)</b>	Satellite Communication Systems Operator-Maintainers are responsible for making sure that the lines of communication are always up and running. They install, operate, maintain and repair strategic and tactical multichannel satellite communications.
<b>Multichannel Transmission System Operator-Maintainer</b>	Supervise, install, operate and perform unit level maintenance on multi-channel line-of-site and tropospheric scatter communications systems, communications security (COMSEC) devices, and

**FORT HOOD REGION VETERANS INVENTORY INITIATIVE**



(5)	associated equipment.
<b>Radio Operator-Maintainer (5)</b>	Radio Operator-Maintainers are primarily responsible for all maintenance checks and services on assigned radio communication equipment.

**MILITARY INTELLIGENCE**

The military intelligence field makes up 5.6% of the fields reported.

<b>Intelligence Analyst (20)</b>	Supervises, performs, or coordinates collection management, analysis, processing, and dissemination of strategic and tactical intelligence.
<b>Human Intelligence Collector (18)</b>	Supervises and conducts debriefings and interrogations and elicitation in English and foreign languages for positive intelligence and force protection information. Translates documents, prepares and edits reports. Conducts analysis and performs briefings.
<b>Military Intelligence Systems Maintainer/Integrator (6)</b>	Performs and supervises maintenance, integration, and electronics monitoring on various computer systems. Conducts computer network operations, installs and reconfigures computer hardware and software and authors web applications.
<b>Signals Intelligence Analyst (5)</b>	Supervises and performs analysis and reporting of intercepted foreign communications. Performs collection management and produces intelligence reports.
<b>Cryptologic Linguist (5)</b>	Cryptologic Linguist is primarily responsible for performing and supervising the detection, acquisition, geolocation, identification and exploitation of foreign communications using signals equipment.

**E. DESIRED POST- MILITARY SERVICE EMPLOYMENT:** Respondents are asked to indicate the type (or types) of post-military employment they desire. In order to standardize input for ease of analysis, the survey provides 14 broad categories conforming to industry categories found in the North American Industrial Classification System (NAICS), but respondents may write in and/or amplify any area not listed. For the 2nd Quarter report, the top five desired categories of post-military service employment were<sup>2</sup>:

**SOLDIER**

- 1. Law Enforcement/Security: 204
- 2. Management/Business: 144
- 3. Medical/Health Field: 127
- 4. Transportation/Warehouse: 96

**SPOUSE**

- 1. Medical/Health Field: 125
- 2. Education/Teaching: 72
- 3. Management/Business: 47
- 4. Administrative/Office: 43

<sup>2</sup> Employers desiring to hire Fort Hood veterans may post their employment website URL link on the ACAP website ([www.acap.army.mil](http://www.acap.army.mil)). Employers may also coordinate with the Fort Hood Transition Services Manager (Linda Christ at (254)288-6735) to arrange to recruit potential Veteran employees in person Tuesday through Thursday, and briefly address the TAP workshop (industry they represent, skills they are seeking, availability to discuss job opportunities.) Employers may place a job posting via "Work in Texas" ([www.workintexas.com](http://www.workintexas.com)) - a statewide, internet-based job matching system through the Central Texas Workforce Center (254)200-2020. The Texas Veterans Services staff work closely with the Central Texas Workforce Business Services including job development, direct referrals, and military skills-civilian occupations matching. Contact Jerry Butts (Killeen: (254)200-2026 or Waverly Hargrove (Temple: (254)773-1607, ext 4032) for more information.

## FORT HOOD REGION VETERANS INVENTORY INITIATIVE



5. Computers/Software: 95                      5. Food Serv/Culinary Arts: 32

For only those respondents who are retirement eligible, the top categories of desired post-service employment are:

1. Management/Business: 49 responses
2. Transportation/Warehouse: 35 responses
3. Education/Teaching: 27 responses
4. Medical/Health Field: 16 responses

The anomalies in Military Occupational Specialty data may have been carried over to the types of post-service employment desired. Because of the higher number of Combat Arms respondents eligible to leave the military this quarter due to the redeployment cycles, Law Enforcement, as a desired career after military service, continues to remain the number one desired job as has traditionally been seen since July 2008. Given the skills of the predominant Military Occupational Specialties (Combat Arms), a high rate of recent combat experience, and advanced educational attainment of the respondents, a wide range of possibilities available in the Law Enforcement area is apparently appealing.

Since July 2008, the Medical/Health Field topped the list for desired spouse employment whereas, up until that time, it had consistently been the second desired career. Retiring Soldiers listed Transportation as an area for post-service employment which has been one of the top five choices since October 2008. Again, this is most likely a function of the high volume of respondents this quarter whose MOS was Transportation and Logistics. This quarter, Education/Teaching was not listed as one of the top five desired employment choices after retirement whereas it has been since July 2009. Instead, Computers/Software was one of the top choices this time which is most likely a result of the fact that the fourth largest group of Soldiers leaving the service this quarter had a Communication MOS.

Officers and Non-Commissioned Officers eligible to retire have spent many years leading increasingly larger and more complex organizations, are graduates of an Army Professional Education system that focuses on developing their leadership skills, and have demonstrated success as a result of their longevity of service. In most cases, their skills would include human resource development, supervision of large numbers of subordinates, fiscal planning, etc. Therefore, Management and Administration are areas of post-service employment that are consistent with their training and experience.

The *Operation Economic Transformation* Report identified four “target industries” or clusters that present the Greater Fort Hood Region with immediate opportunities for economic growth:

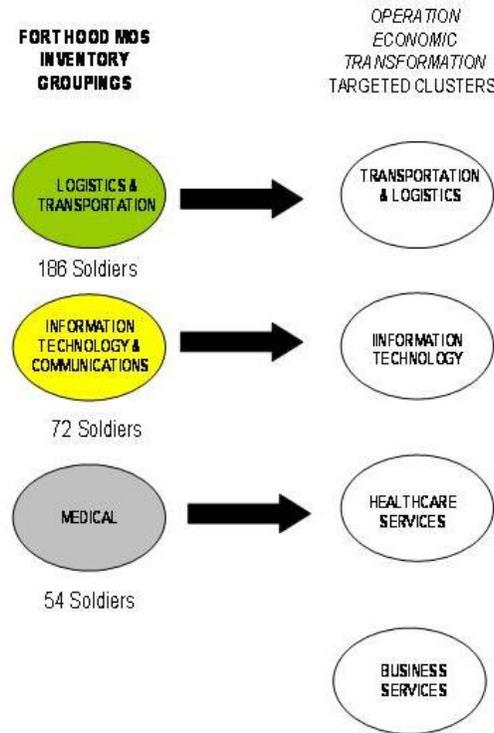
- Information Technology
- Transportation and Logistics
- Healthcare Services
- Business Services

Clusters are geographic concentrations of interconnected firms and institutions utilizing related applications and serving similar markets. When fully developed, clusters can act as the principal drivers of economic growth and innovation in a region. The report recommended

## FORT HOOD REGION VETERANS INVENTORY INITIATIVE



pursuing the development of these four clusters through a coordinated strategy of business retention, recruitment and entrepreneurship.



When separating the respondents into major MOS categories, the data directly correlates to these target clusters in the Operation Economic Transformation Report as shown in the chart above. In addition, because Officers and Non-Commissioned Officers eligible to retire have spent many years of their military career in leadership positions and are graduates of an Army Professional Education system, they have acquired many skills in Management and Administrative roles. This training and experience, regardless of their MOS, would directly correspond with the Business Services cluster.

**F. EDUCATION LEVEL OF THOSE REMAINING IN THE REGION:** Respondents were asked to indicate their highest level of educational attainment. Seventy-six percent have post-secondary education:

1. Some College - 50%
2. Associates Degree - 14%
3. Baccalaureate Degree - 9%
4. Masters Degree - 3%

The data depicted below represents only the 342 respondents who indicate they intended to stay in the region upon completion of their service, and is separated by those eligible for retirement and those Soldiers leaving the service that are not retirement eligible.<sup>3</sup> The data indicates that a large majority (93%) of retirement-eligible respondents who intend on remaining in the region have some post-secondary education. Forty-nine percent list their highest education level as “Some College” while 21 percent have received an Associate’s degree. In addition, 17 percent have received a Bachelor’s degree and 6 percent have completed a

<sup>3</sup> Data is for 126 retirees and 216 non-retirement eligibles;

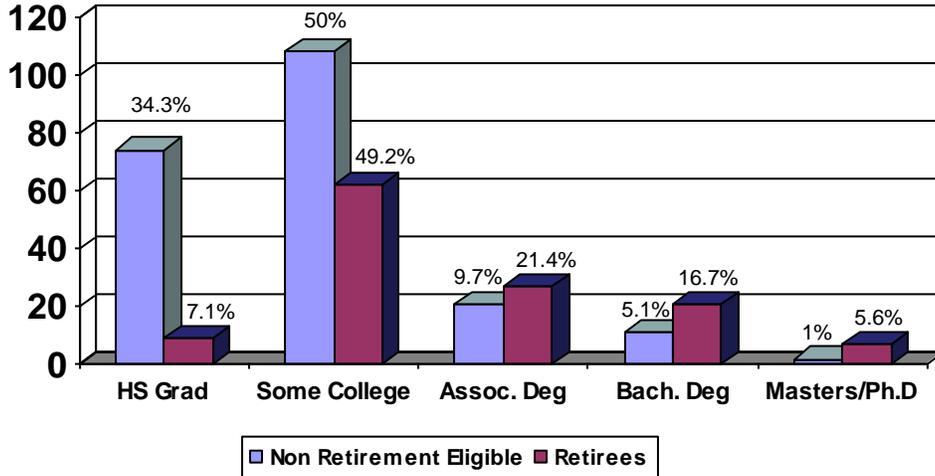
**FORT HOOD REGION VETERANS INVENTORY INITIATIVE**



Master's/PhD degree. Sixty-five percent of non retirement-eligible Soldiers have a post-secondary education with 50 percent indicating they have "Some College."

**HIGHEST LEVEL OF EDUCATION ATTAINED**

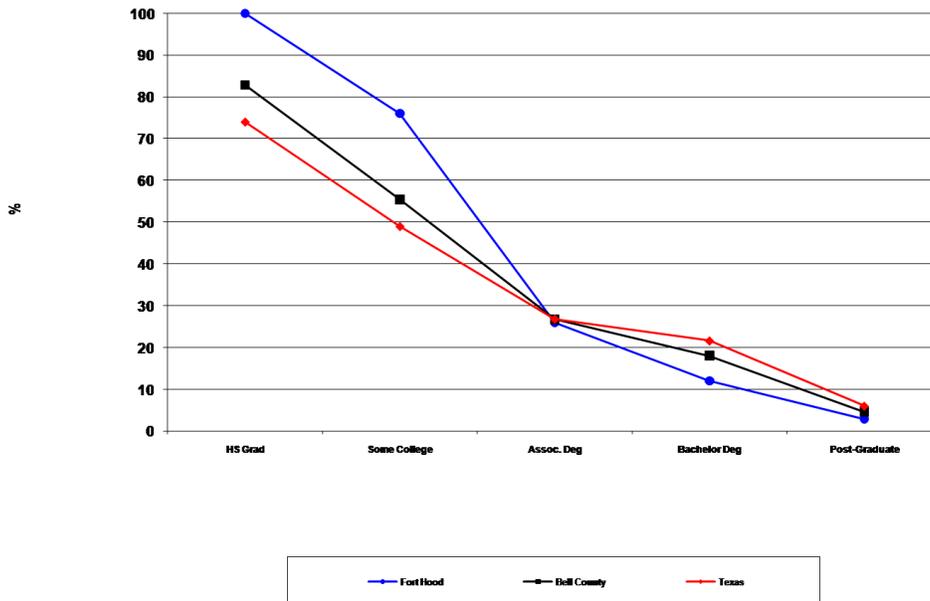
Soldiers REMAINING in the Region



1. For 2nd Qtr 2009, the educational attainment of separating Soldiers remaining in the region compared to Bell County and the state of Texas is depicted in the following graph<sup>4</sup>.

**EDUCATIONAL ATTAINMENT COMPARISON**

Soldiers REMAINING in the Region



The data generally indicates Soldiers are better-educated than their civilian counterparts, both in the region and statewide. Yet, when the data is graphed for only those Soldiers intending to

<sup>4</sup> Source: Texas Higher Education Coordinating Board; also cited on the Texas A&M University Real Estate Center - Market Overview 2008.

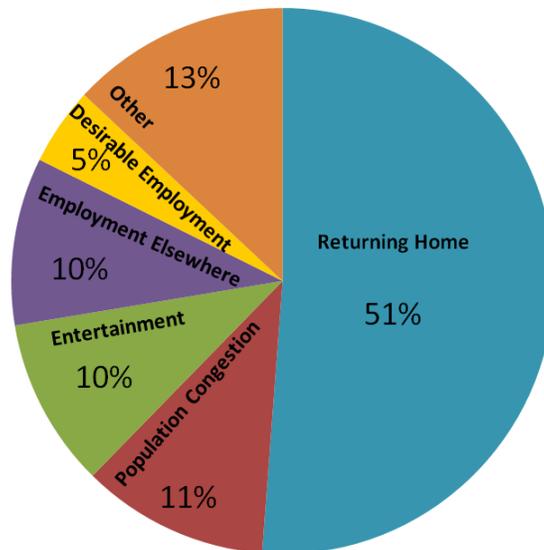


remain in the region, we can see that the Fort Hood MSA has a large group of potential employees who have a high degree of self initiative and demonstrates that these Soldiers willingly embrace the notion of lifelong learning. Continuing education is an important component to retention and it is also routine for Soldiers to perform in an increasingly sophisticated and technical operating environment in the execution of their duties. Enrollments at the two regional community colleges are up, and the creation of Texas A&M-Central Texas in May 2009 provides additional opportunities for Soldiers pursuing (or finishing) baccalaureate and masters degrees.

**G. DESIRED “QUALITY OF PLACE” IMPROVEMENTS:** In the past, the Veteran's Inventory Initiative reports have tracked the respondents' desired improvements (their perception of the Central Texas Quality of Place) if remaining in the Killeen-Ft. Hood MSA after separation from the military service. Respondents were also given the opportunity to provide additional comments regarding their response to "quality of place." The survey was revised effective July 2009 to gain more clarity on the quality of place factors separating Soldiers specifically indicated needed improvement.

1. Respondents were asked to indicate the improvements they would desire in the general areas of desirable employment, available higher education, affordable housing, crime rate, traffic congestion, population congestion, or family entertainment that would positively affect their decision to remain in the region. "Returning to home of record" or "moving for employment elsewhere" were optional responses if not staying in this region. For this quarter as indicated in the graph below, 51% of the respondents stated that they would be returning to their home of record, and 10% stated that they were leaving the area due to finding employment elsewhere.

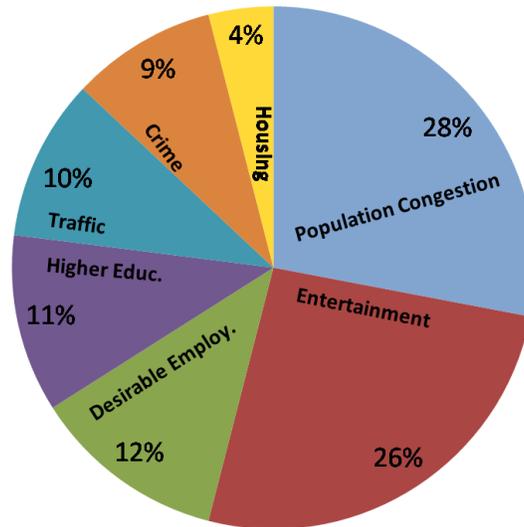
### **Desired Quality of Place Responses 2nd Quarter 2010**



After removing the "returning to home of record" and "moving for employment elsewhere" choices, the following graph depicts the factors that would positively affect the remaining respondents'(39%) desire to remain in Killeen-Temple-Fort Hood MSA upon leaving the service.



## Quality of Place Desires Needing Improvement 2nd Quarter 2010



2. For this quarter, there has been a shift in the top desired quality of place improvements reported for the Killeen-Temple-Fort Hood MSA. In previous reports, available higher education, affordable housing, and available entertainment have always been the top three desired quality of place improvements. However, for this quarter and the past two, housing had the lowest ranking in desired quality of life improvements. In September 2009, Coldwell Banker released its annual Home Price Comparison Index of homes and reported that Killeen's housing market had the ninth most affordable housing in the nation and the fourth least expensive in Texas. This reinforces the fact that the Killeen-Temple-Fort Hood MSA does offer very affordable housing for those Soldiers leaving the service. Although available higher education is not ranked at the bottom of most desired improvements this quarter, it still does not rank as one of the highest as has been seen in the past. Texas A&M-Central Texas is now an established upper level university in the area and the University of Mary Hardin-Baylor and Central Texas College have both recently received improved ratings in their rankings of colleges in the U.S. and Texas. It is possible that Soldiers have seen improvements in post-secondary education for the past three years. We will continue to monitor this response in future reports. In previous reports when reporting the "other" desired improvements, the top three comments added have always been regarding available desired employment, improvement in crime and improvement in traffic. The above graph depicts that these still remain some of the top desired quality of life improvements that would positively affect a Soldier's desire to remain in the area once leaving the service, but for this quarter, traffic and crime ranked near the bottom. While the number one reason that Soldiers would not remain in the Killeen-Temple-Fort Hood MSA once leaving the service this quarter was due to population congestion, it could be due to the fact that the 1st Cavalry Division had just returned from deployment during the time that this quarter survey was administered. This could also be due to the fact that the population has been growing since it



has been reported that the Killeen-Temple-Fort Hood MSA economy appears to be more stable than most of Texas.

Perceptions versus reality. Specific comments that separating Soldiers cite as desired improvements to the Central Texas “Quality of Place” remain consistent from previous reports. As 75 to 80 percent of Fort Hood Soldiers reside in the communities of Central Texas (98% within 10 miles of the Fort Hood main gate), the comments reflect their perceptions of areas where improvements might further influence their decision to remain in the region when their military service ends. As Operation Economic Transformation points out, “Economic development planning that is responsive to new opportunities...recognizes the increasing importance of quality of place in the attraction and retention of business and workers. Quality of place is about providing options, not just for current residents, but for those who will be residents in the future.” Veterans ending their service at Fort Hood are clearly a talented and educated workforce worth retaining in the Central Texas region, and their perceptions of Quality of Place improvements are important feedback to be considered in future planning. We will continue to monitor the responses for any significant changes in subsequent reports.

Additional information not addressed in this quarterly report may be available for release to eligible entities. Requests for specific information should be addressed in writing to Executive Director, Heart Of Texas Defense Alliance at 2916 Illinois Avenue, Killeen TX 76543.

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