

COVID-19 Indicator Dashboard

April 15, 2021

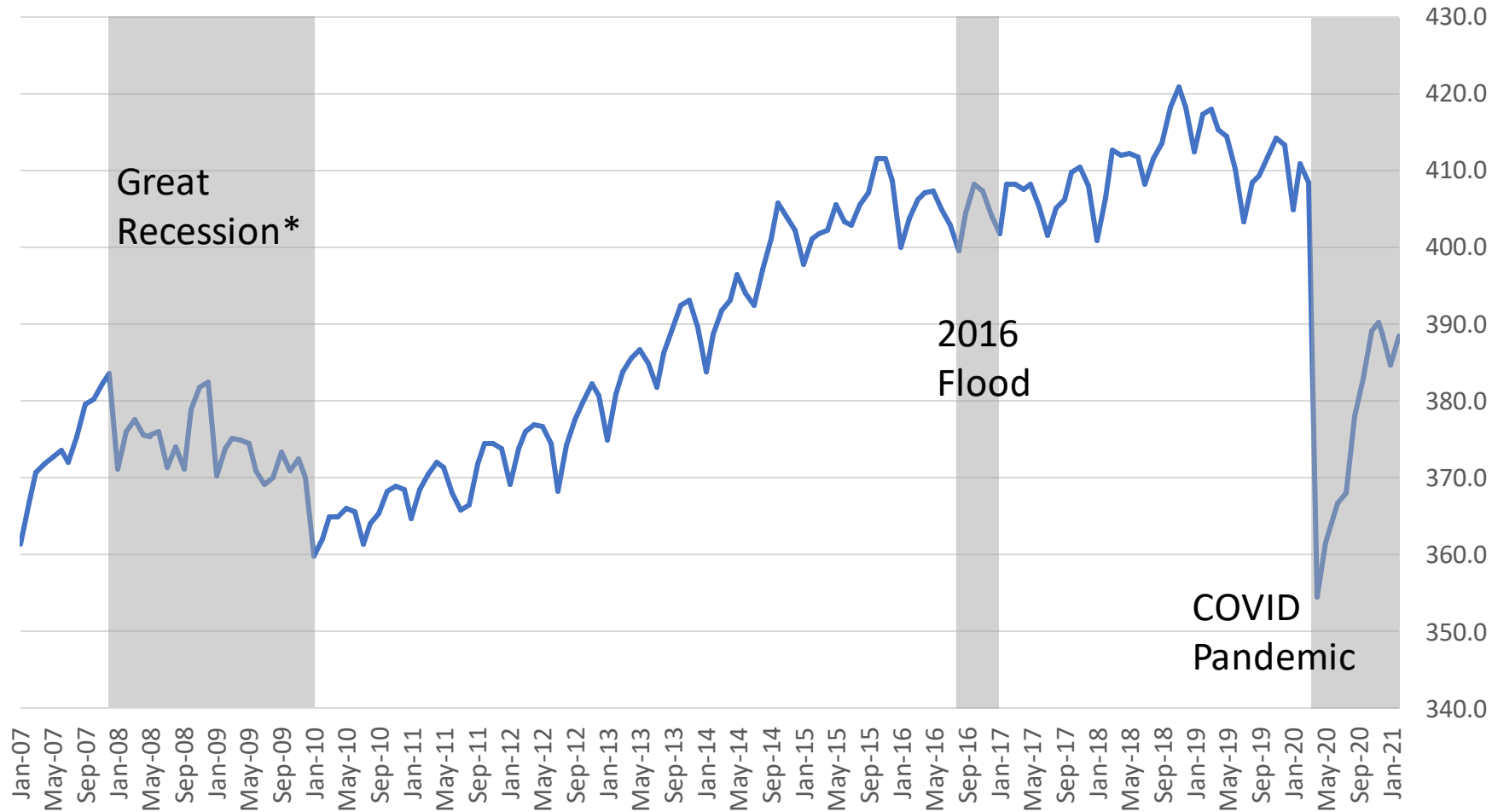
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Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

The region added 3,800 jobs in February, rebounding from losses in January.



Major BR MSA Job Losses

- Great Recession* (12/07 – 1/10): -6.2%
- 2016 Flood (8/16): -1.0%
 - Led to lower job count in high-employment times like holidays
- 2020 Covid-19 Pandemic (3/20 – 2/21): -4.9%
 - -13.2% in April, at the lowest point for nonfarm jobs

Source: BLS, LWC, BRAC Analysis.

*Technical dates of the recession are 12/2007 to 6/2009, but greatest negative job effects felt in Baton Rouge metro area in 1/2010

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Leisure & Hospitality and Construction jobs still show major pandemic-related losses.

Major industries in the Capital Region

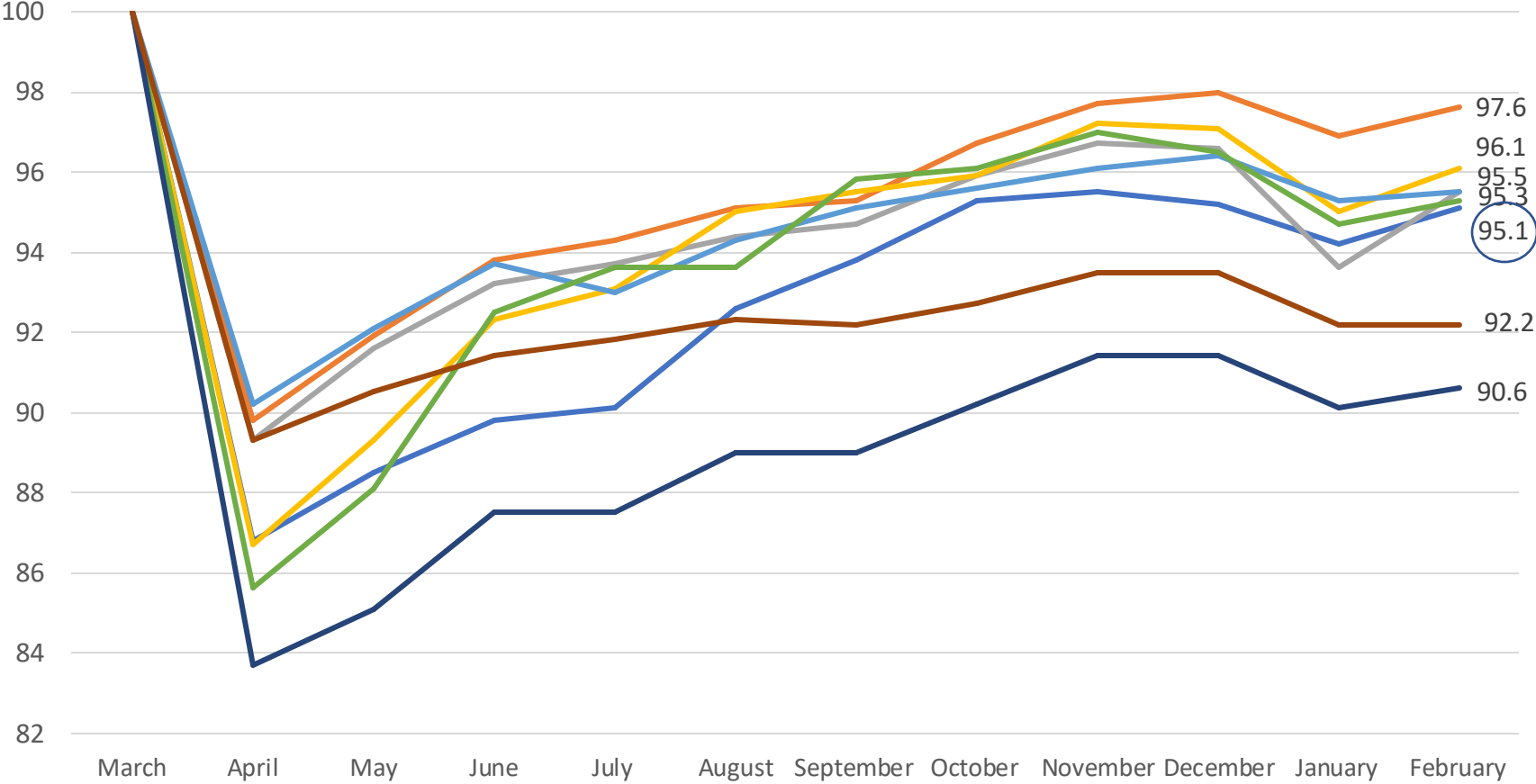
Industry	COVID Job Loss	%age Lost
Construction	-6,100	-12.8%
Leisure & Hospitality	-4,300	-11.2%
Professional Services	-2,800	-5.6%
Education & Healthcare	-2,800	-5.1%
Manufacturing	-1,200	-3.9%
Trade, Transportation & Utilities	-300	-0.4%
Government	+300	+1.7%

- Most industries showed flat growth over-the-month, but some saw significant movement. The largest movers were Government (+1,600), Construction (+1,200), and Trade, Transportation & Utilities (+600).
- The Leisure & Hospitality and Construction sectors have seen the greatest amount of job loss. With the state now operating under Phase 3 restrictions, these jobs may see a rebound in the coming months.
- Manufacturers beginning delayed turnarounds and expansions throughout 2021 would be a boon to construction job numbers.

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Major revisions by the Bureau of Labor Statistics indicate Baton Rouge is in line with peer metros and ahead of in-state metros regarding job recovery

Metro Area Employment Index



- Recent reporting indicates that job recovery in Baton Rouge is better than originally anticipated.
- The metro has recovered at a similar speed as many out-of-state peer metros.
- Job numbers for March and April, in which the region entered Phase Three, will provide a better understanding of where we are currently.

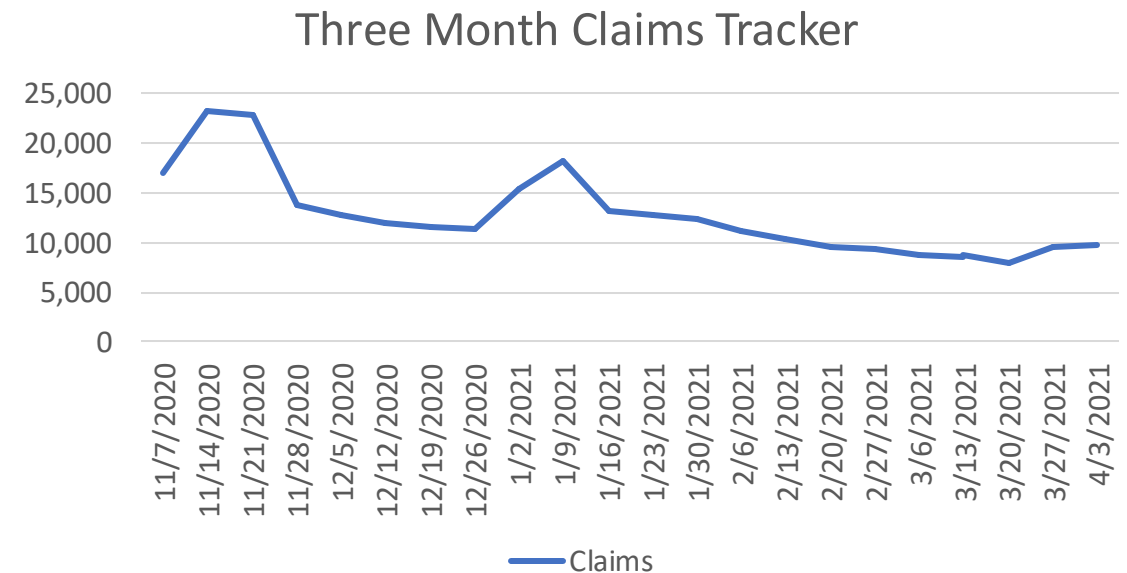
Source: BLS, BRAC Analysis.

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Unemployment claims have increased for two consecutive weeks, breaking up a ten-week continual drop for the MSA.

Parish	3-20-2021	3-27-2021	4-3-2021
Ascension	1,005	1,226	1,274
East Baton Rouge	4,739	5,713	5,896
East Feliciana	136	153	168
Iberville	384	418	449
Livingston	952	1,125	1,134
Point Coupee	190	249	248
St. Helena	111	122	140
West Baton Rouge	300	370	361
West Feliciana	81	92	85
BR MSA total	7,898	9,468	9,755

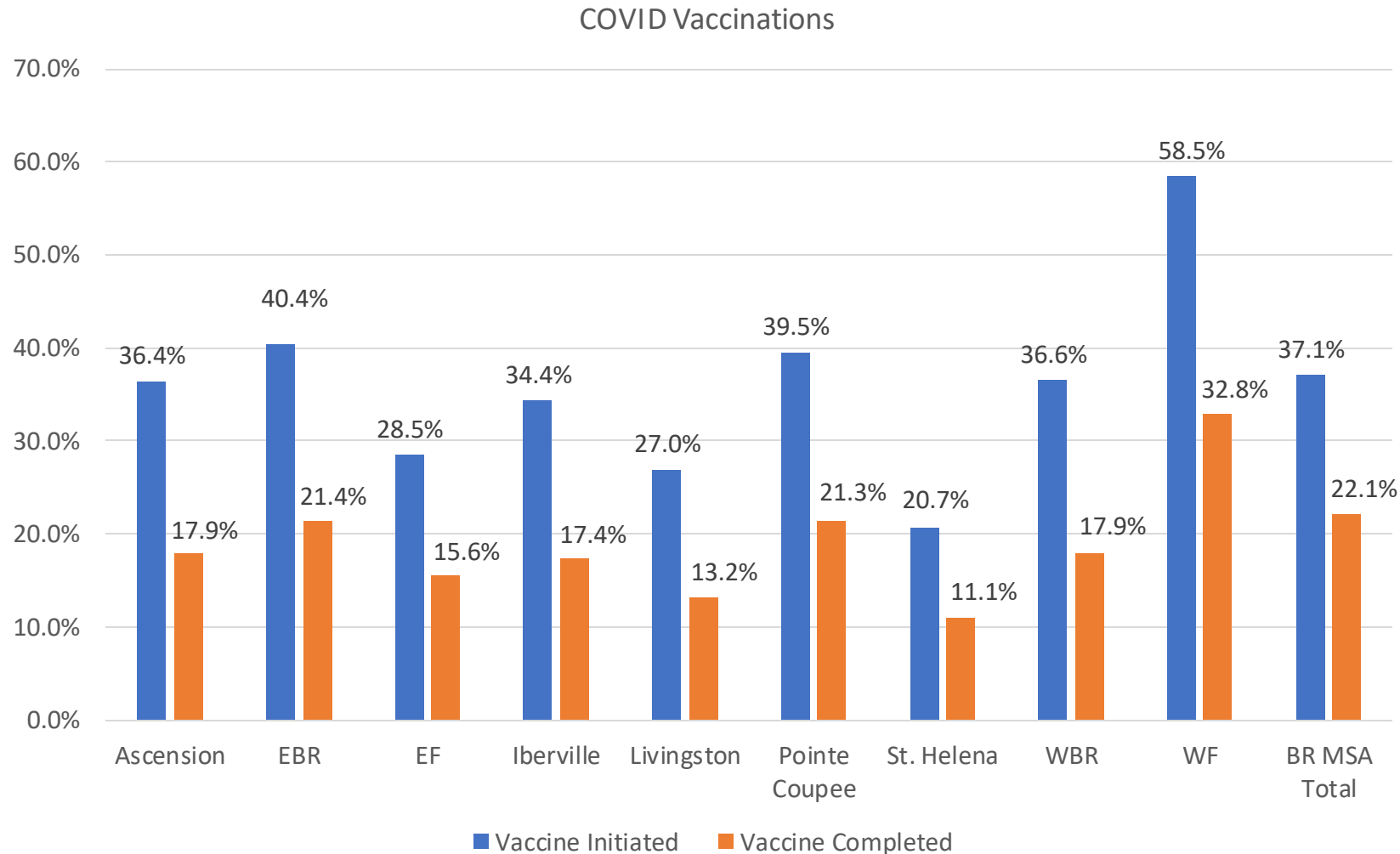
- Weekly claims have vacillated between approximately 8,000 and 10,000 weekly since mid-February.



Sources: Louisiana Workforce Commission, BRAC Analysis.
 Dates signify initial plus continued claims for week ending on that day.

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Vaccine uptake varies significantly among Capital Region parishes.



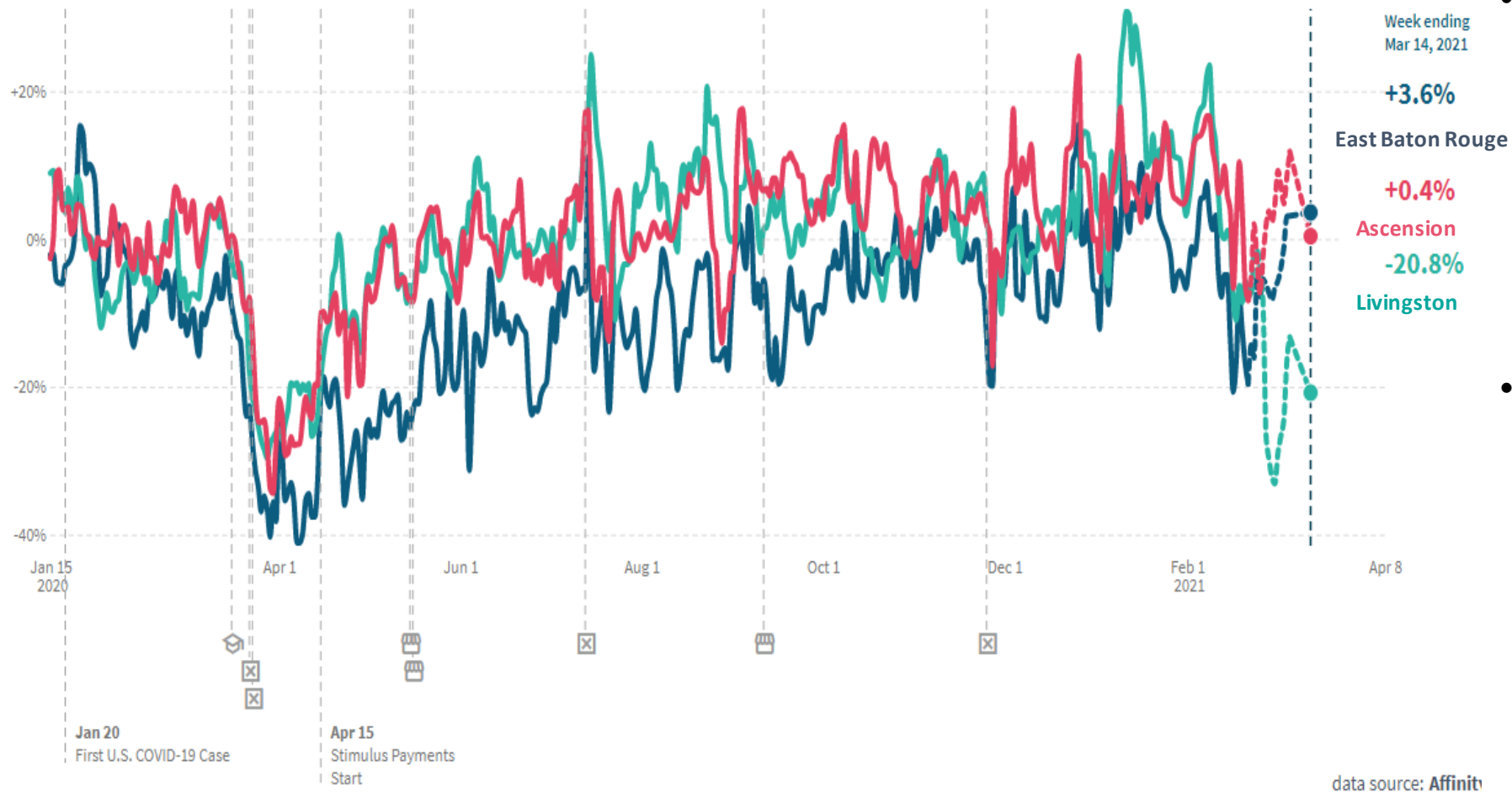
- West Feliciana has initiated vaccines on over 58.5% of its adult population, while St. Helena is lagging with 20.7%.
- The region's largest parish, EBR, is near the top with 40.4% vaccine initiation. Since over half the residential population is in the parish, this is key to track.
- Because of the high level of cross-parish commuting for work – half of those employed in EBR live outside the parish – it's vital that the entire region commits to working toward herd immunity.

Source: Louisiana Department of Health, through 4/8/21.

Note: All percentages based on adult population (18+).

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How has consumer spending been impacted by the pandemic?



- Consumer spending was above pre-pandemic levels in the region's three largest parishes to start 2021 but has dipped significantly lower in Livingston Parish.
- Data due next month should show whether pent up demand boosted spending during Phase Three reopening.

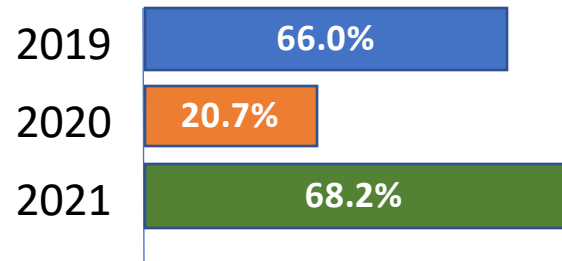
Source: Opportunity Insights, measures how many employees are currently employed at small businesses compared to January 2020.

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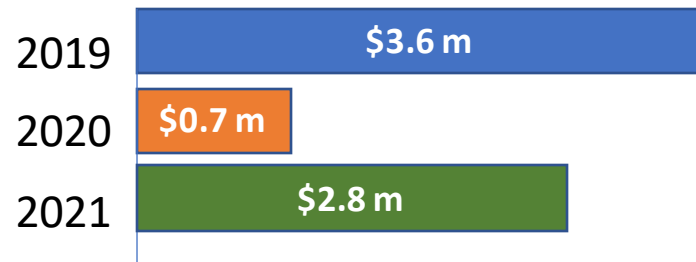
How has travel been impacted during the pandemic?

Hotel Occupancy

March 28 – April 3



Revenue March 28 – April 3



- The 2021 hotel occupancy rates for the last week were significantly higher than 2020, which was the outset of the pandemic, and even slightly higher than the same week in 2019.
- Revenues are up drastically over-the-year, but lag 2019 despite higher occupancy, potentially because demand still requires lower rates in order for people to book rooms.
- As the Capital Region begins to bring back live events and sports stadiums increase capacity, both occupancy and revenue will continue to rise.

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How has travel been impacted during the pandemic?

CATS Transportation Ridership

Week Ending	2019-2020 Ridership	2020-2021 Ridership	%age Change
April 25th	46,838	15,846	-66.2%
June 20th	46,730	23,944	-48.8%
August 15th	50,714	25,192	-50.3%
October 17th	47,187	26,998	-42.8%
December 19th	45,969	21,841	-52.5%
January 30th	50,140	26,134	-47.9%
February 27th	44,433	24,641	-44.5%
March 27th	19,265	20,017	3.9%
April 4th	21,358	21,028	-1.5%

- Ridership was virtually identical over-the-year, but still significantly down compared to pre-pandemic numbers.

Residential Travel

Parish	Retail & Recreation	Grocery & Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	7%	5	-	-	-3%	0%
East Baton Rouge	-7%	0%	-5%	-19%	-16%	1%
East Feliciana	-	-	-	-	-20%	-
Iberville	-	-9%	-	12%	-19%	5%
Livingston	10%	14%	46%	23%	-1%	-1%
Point Coupee	-	-	-	-	-13%	-
St. Helena	-	-	-	-	-15%	-
West Baton Rouge	14%	2%	-	14%	-13%	4%
West Feliciana	-	-	-	-	-19%	-

- Travel to work has continued to increase and is the most similar to pre-pandemic numbers since BRAC has tracked this data.

Source: Google Mobility Change Report, March 27, 2021; Capital Area Transit System.