

COVID-19 Indicator Dashboard

June 23, 2020

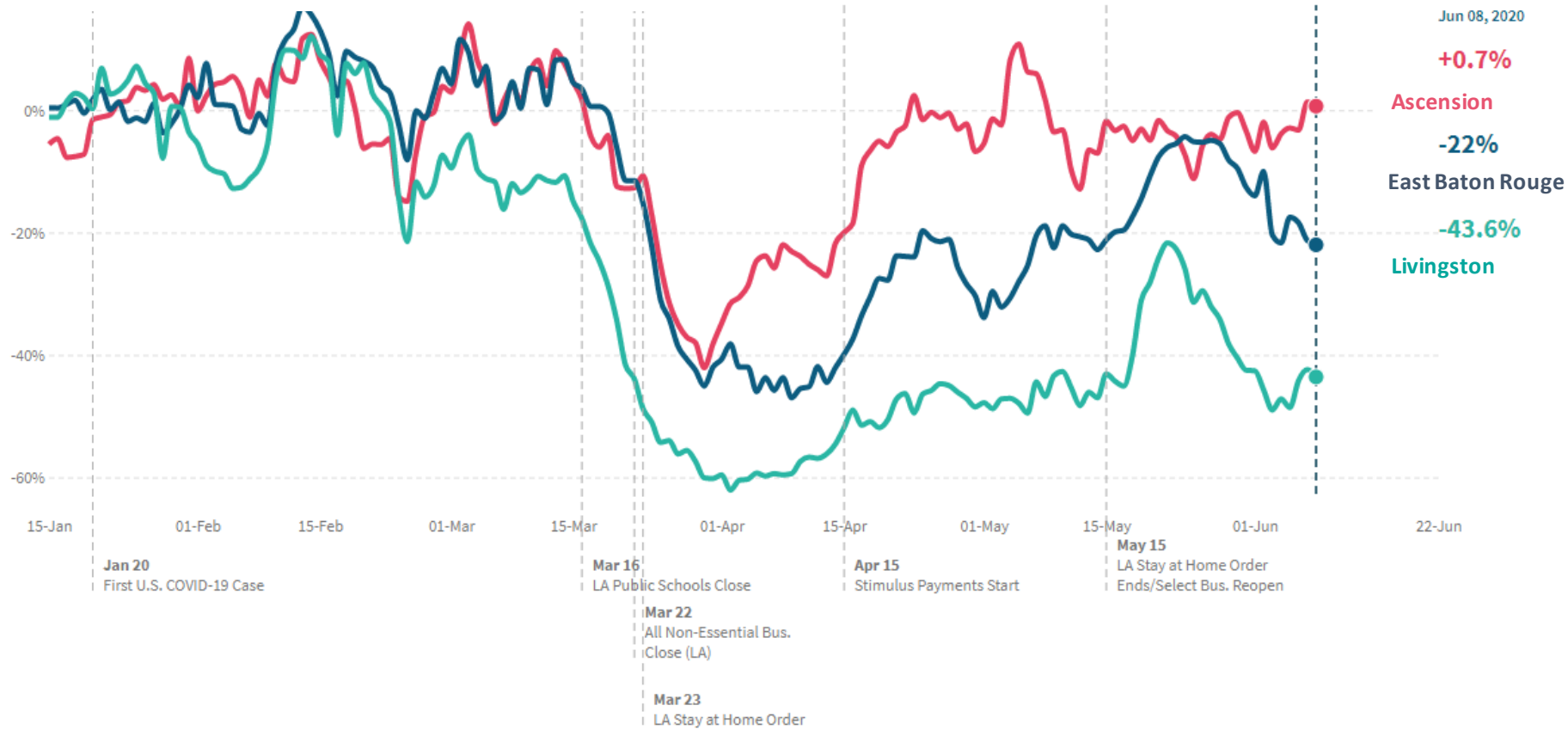
Lead Researcher:
Andrew Fitzgerald



Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has small business revenue been impacted by the pandemic?

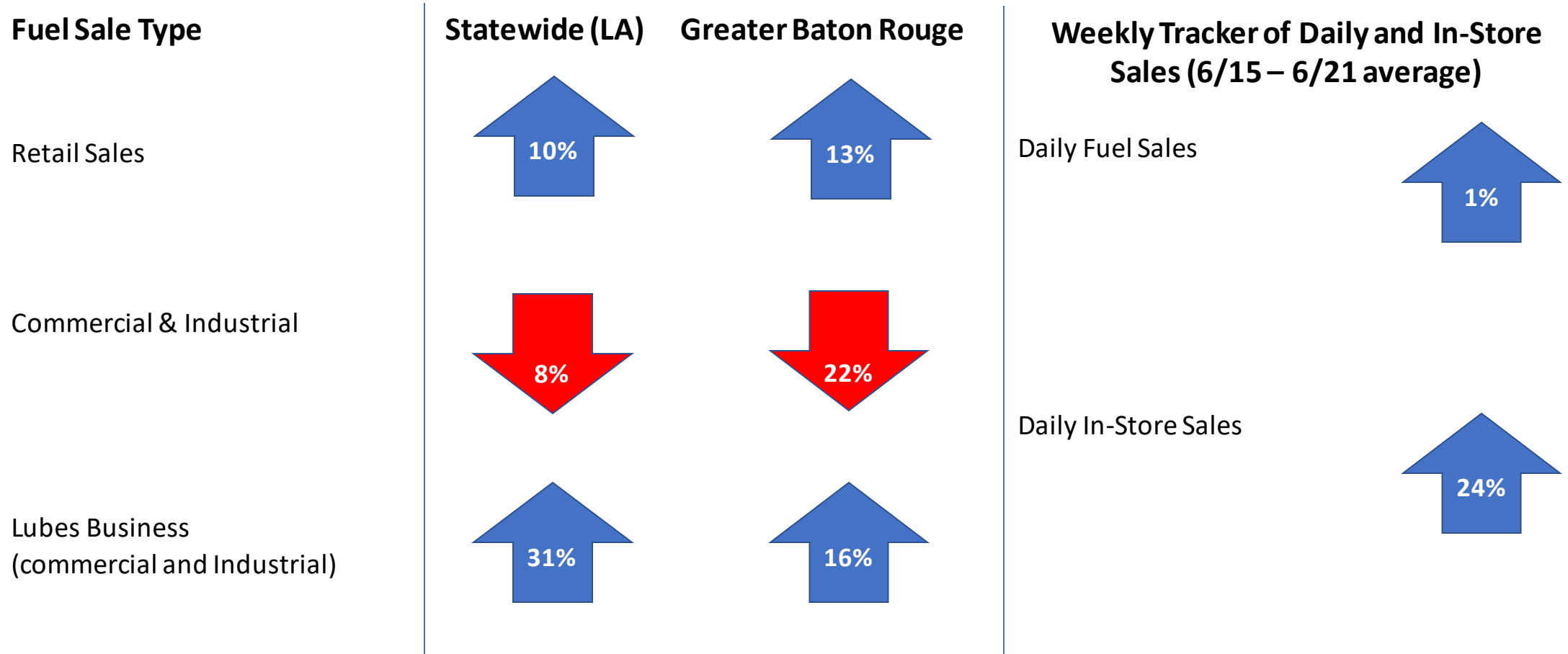


- Small business revenue was down significantly in Livingston at the start of Phase Two, while it was hovering around pre-pandemic levels for Ascension.
- East Baton Rouge had recovered to January 2020 levels in mid-May, but subsequently dropped in the first week of June.

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

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How have fuel sales (gas stations) been impacted during the Pandemic?

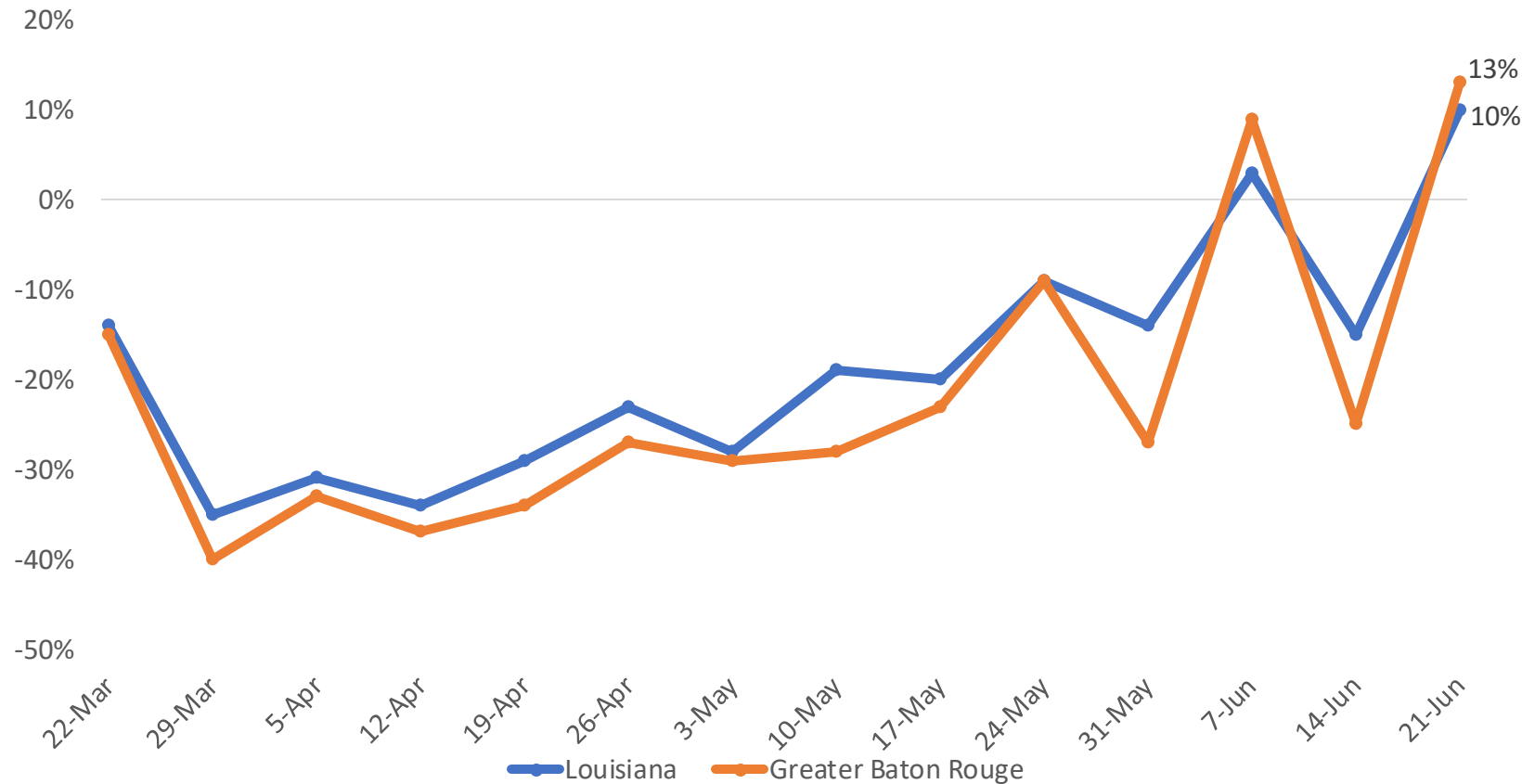


Fuel sales reflect change in year over year from June 15 to June 21, 2020 to similar week in 2019.

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Retail Fuel Sales progression in Louisiana and Greater Baton Rouge during the Pandemic.

Retail Fuel Sales



- While retail sales slowed following the uptick likely related to the tropical storm, the past week saw sales recover to positive over-the-year numbers.
- The positive trend seen in retail vehicle fuel sales is echoed in the positive mobility data cited later in the dashboard.

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How has travel been impacted during the Pandemic?

CATS Transportation Ridership

Week Ending	2019 Ridership	2020 Ridership	%age Change
April 25th	46,838	15,846	-66.2%
May 30th	47,289	21,115	-55.3%
June 6th	46,726	21,187	-54.7%
June 13th	50,229	21,465	-57.3%
June 20th	46,730	23,944	-48.8%

- While ridership continues to rise toward 2019 numbers, the pace of the increase is quite slow.

Residential Travel

Parish	Retail and Recreation	Grocery and Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	+2%	+6%	-	-	-9%	+2%
East Baton Rouge	-15%	-1%	+4%	-19%	-15%	+3%
East Feliciana	-	-	-	-	-23%	-
Iberville	-	-1%	-	-3%	-14%	-
Livingston	+1%	+11%	+55%	+20%	-8%	+1%
Point Coupee	-	-	-	-	-8%	-
St. Helena	-	-	-	-	-23%	-
West Baton Rouge	-5%	+1%	-	-10%	-11%	-
West Feliciana	-	-	-	-	-32%	-

- Mobility is up to pre-pandemic levels for Retail and Recreation in Ascension and Livingston, and up significantly in East Baton Rouge.

Source: Google Mobility Change Report, June 17th, 2020, Capital Area Transit System.

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How has unemployment been impacted during the Pandemic?

Parish	05-30-2020	06-06-2020	06-13-2020
Ascension	7,830	7,763	7,543
East Baton Rouge	33,752	33,997	34,247
East Feliciana	904	925	928
Iberville	2,355	2,399	2,375
Livingston	8,104	7,992	7,800
Point Coupee	1,225	1,226	1,226
St. Helena	575	562	575
West Baton Rouge	1,761	1,780	1,764
West Feliciana	447	453	453
BR MSA total	56,953	57,097	56,911

- From the end of Phase One to the outset of Phase Two, combined unemployment claims for the Capital Region have been static.
- As time moves closer to the end of enhanced federal unemployment benefits, it becomes crucial that the 57,000 unemployed citizens find work. If not, the results may be catastrophic for retailers and landlords.

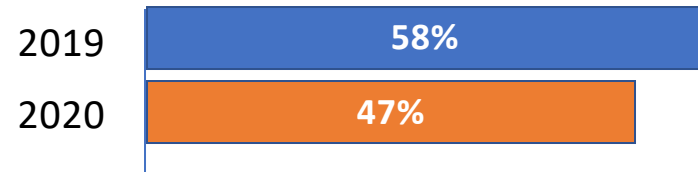
Sources: Louisiana Workforce Commission, Emsi, BRAC Analysis.
 Dates signify initial plus continued claims for week ending on that day.

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How has travel been impacted during the Pandemic?

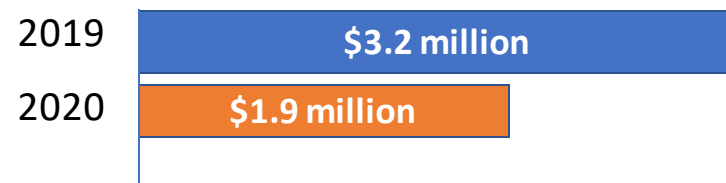
Hotel Occupancy

June 7 – June 13



- Hotel occupancy continues to rise closer to 50% as business travel increases and the legislature stays in session.
- Revenues remain further away from 2019 numbers than occupancy rate, as lower demand necessitates lower rates.

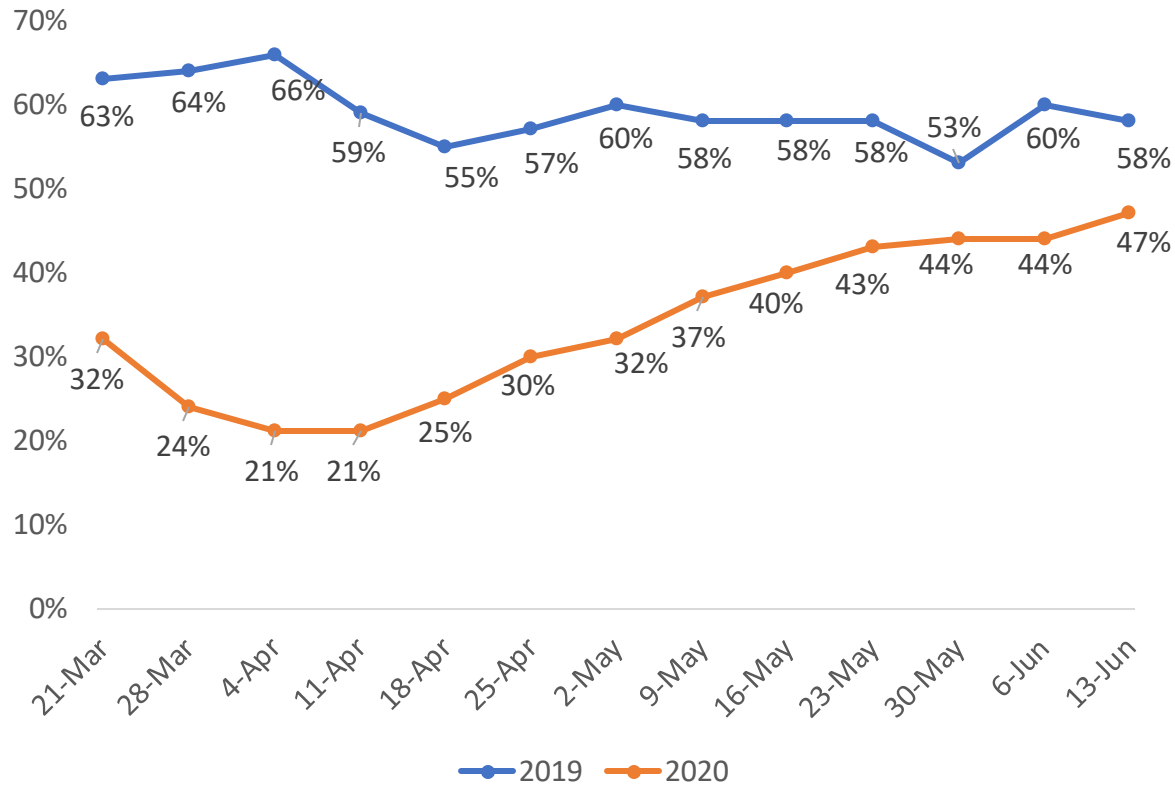
Revenue from June 7 – June 13



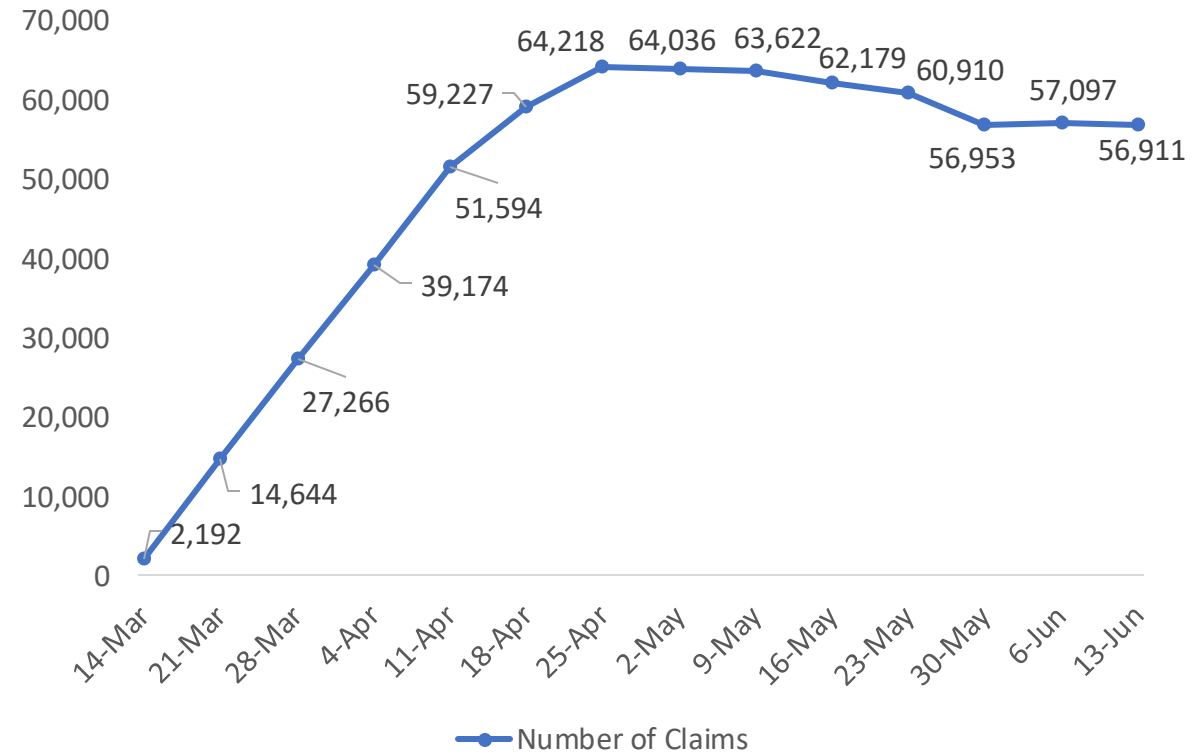
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The rising hotel occupancy rate and drop in initial unemployment claims indicate that practically, the regional economy began to reopen before the Stay at Home order was lifted.

Hotel Occupancy



Weekly Combined UI Claims



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Parish-wide case and mortality breakdown.

Parish	COVID Cases	Share of Pop.	COVID Deaths	Share of Pop.
Ascension	1,008	1 in 120	58	1 in 2,089
East Baton Rouge	4,398	1 in 101	265	1 in 1,676
East Feliciana	271	1 in 72	32	1 in 609
Iberville	666	1 in 49	43	1 in 766
Livingston	690	1 in 200	36	1 in 3,836
Point Coupee	224	1 in 99	27	1 in 821
St. Helena	86	1 in 121	1	1 in 10,411
West Baton Rouge	234	1 in 111	30	1 in 852
West Feliciana	226	1 in 68	14	1 in 1,098

- A recent increase in cases was spread across parishes and not isolated to the largest or most dense parishes in the region.
- As the Capital Region passes 7,800 cases, it is crucial that residents continue to take precautions in order to avoid another delay of Phase Three of the reopening of the economy.