

COVID-19 Indicator Dashboard

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Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has consumer spending been impacted by the pandemic?

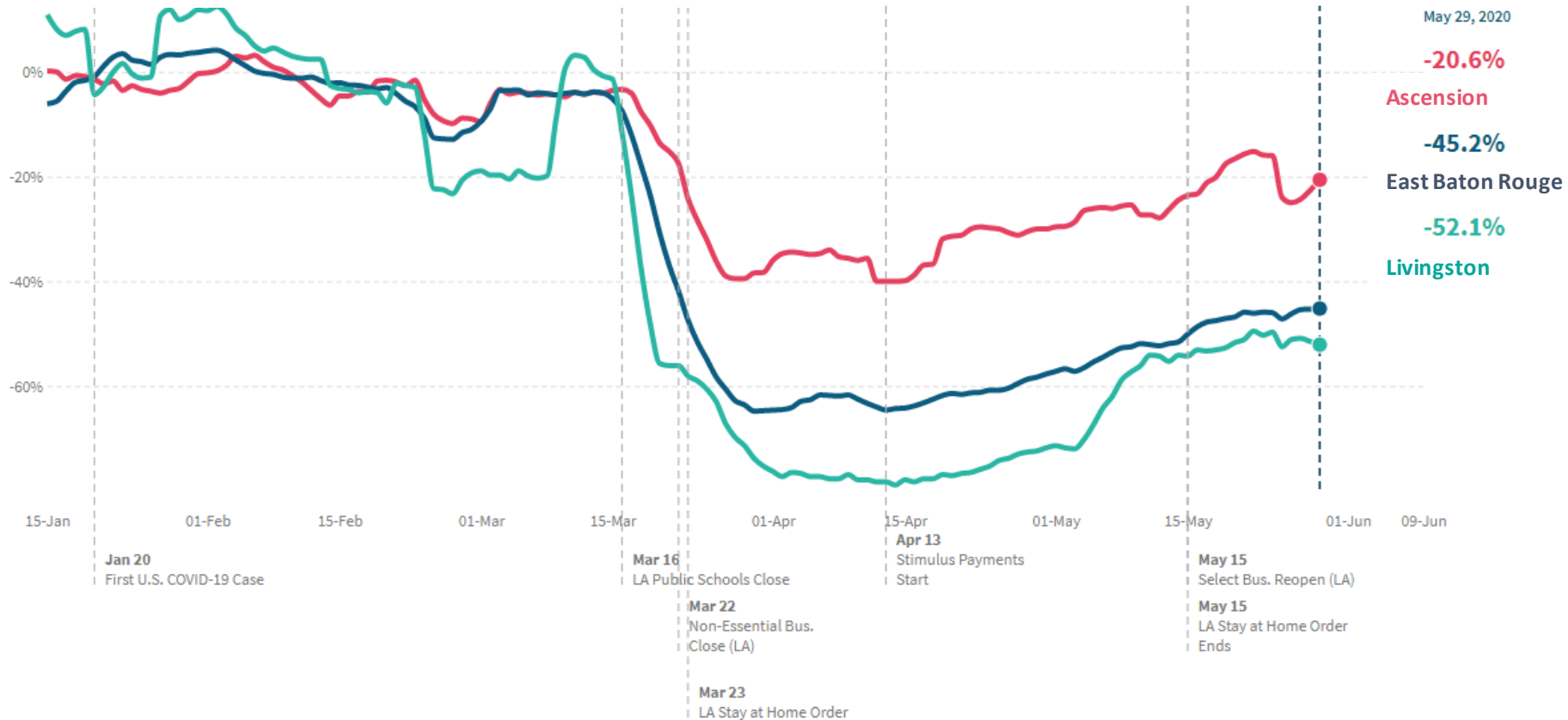


- Consumer spending has shown rapid over-the-month improvement.
- Spending in Livingston and Ascension are both around pre-pandemic levels.
- East Baton Rouge is only 12% below, increasing from being down 21% in the first week of Phase One.

Sources: Opportunity Insights

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How has small business hourly employment been impacted by the pandemic?

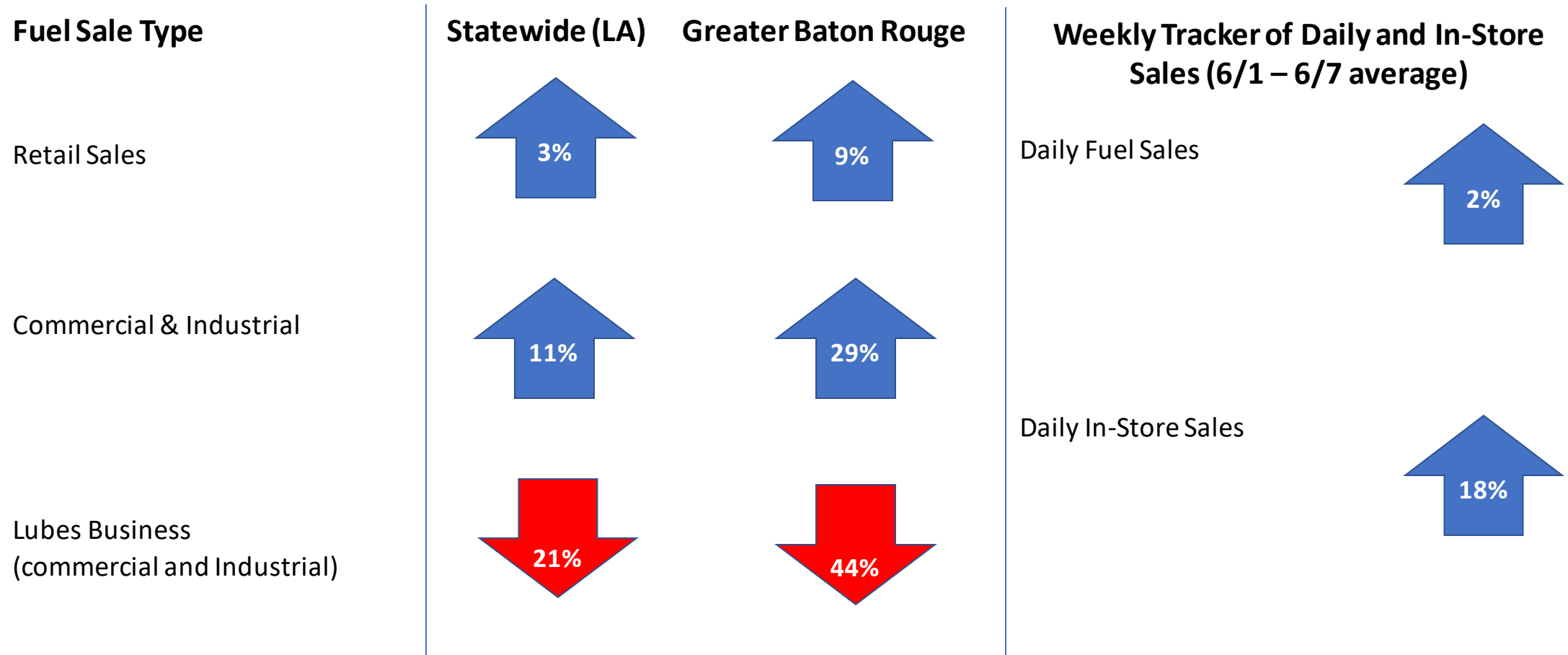


- Hourly employment at small businesses has improved in every parish measured in the region, but only marginally through the end of Phase One.
- In two weeks, data from the first full week of Phase Two will be available and telling regarding small business employment.

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

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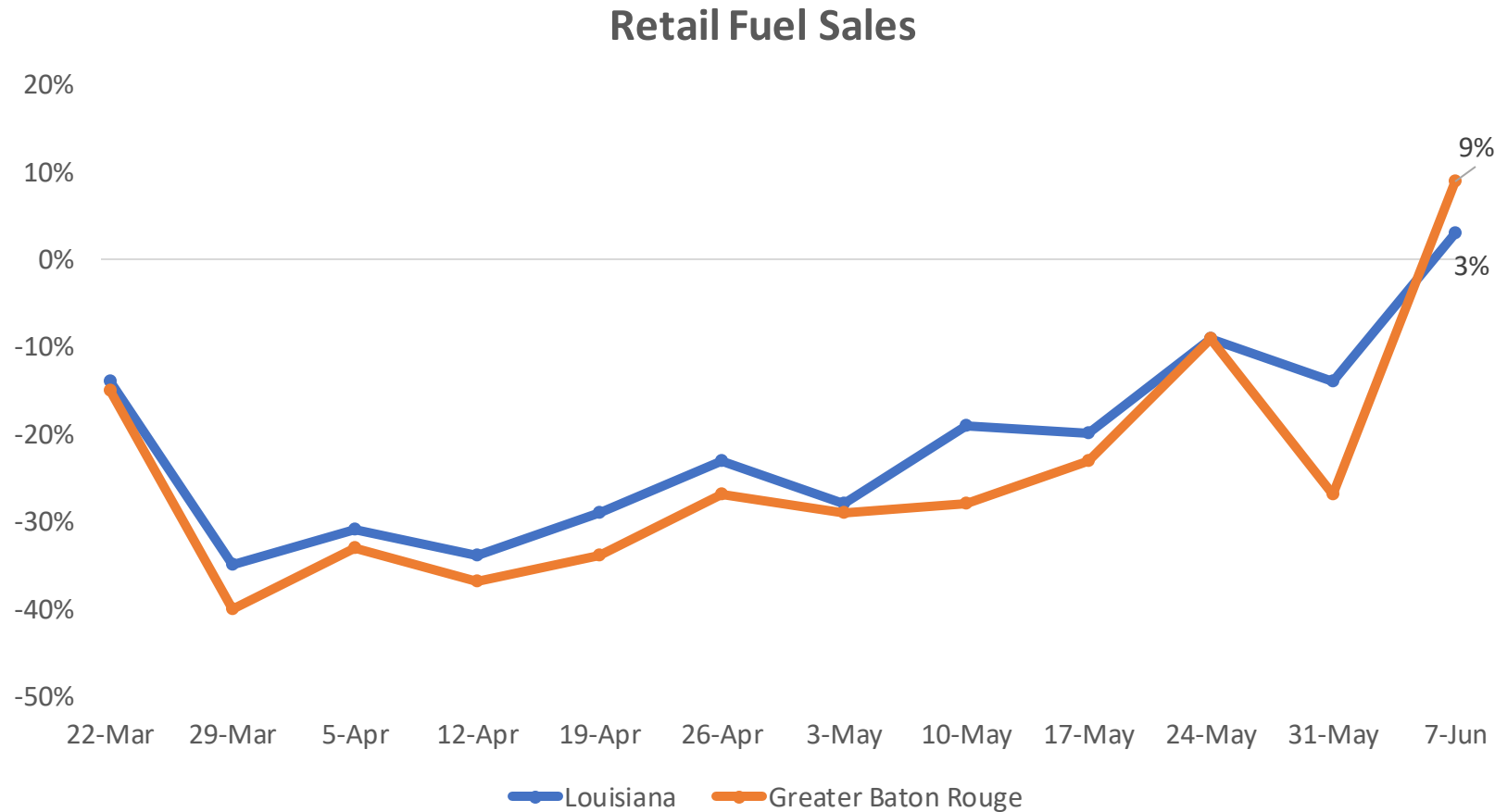
How have fuel sales (gas stations) been impacted during the Pandemic?



Fuel sales reflect change in year over year from June 1st to June 7th, 2020 to similar week in 2019.

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



- For the first time since the pandemic began, state and regional retail fuel sales were up OTY for a week.
- Industry experts warned that this may be due to individuals and companies stocking up in preparation for the tropical storm.

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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%

- Ridership continues to be higher than in April but has stagnated in terms of OTY growth through the end of Phase One.

Residential Travel

Parish	Retail and Recreation	Grocery and Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	-5%	+11%	-	-	-29%	+10%
East Baton Rouge	-17%	+2%	+13%	-15%	-34%	+11%
East Feliciana	-	-	-	-	-22%	-
Iberville	-	+3%	-	-14%	-30%	-
Livingston	+2%	+15%	+22%	+18%	-30%	+8%
Point Coupee	-	-	-	-	-18%	-
St. Helena	-	-	-	-	-21%	-
West Baton Rouge	-9%	+7%	-	-17%	-7%	-
West Feliciana	-	-	-	-	-37%	-
Baton Rouge MSA	-7%	+8%	18%	-7%	-25%	+10%

- The last week of Phase One saw a large increase in travel to parks and transit stations.

Source: Google Mobility Change Report, June 6th, 2020, Capital Area Transit System.

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How has unemployment been impacted during the Pandemic?

Parish	3/14 Combined Claims	5/30 Combined Claims	Increase in Claims
Ascension	292	7,830	2,582%
East Baton Rouge	1,221	33,752	2,664%
East Feliciana	38	904	2,279%
Iberville	146	2,355	1,513%
Livingston	301	8,104	2,592%
Point Coupee	59	1,225	1,976%
St. Helena	25	575	2,200%
West Baton Rouge	82	1,761	2,048%
West Feliciana	28	447	1,496%
BR MSA total	2,192	60,910	2,498%

- The three most populous parishes, Livingston, East Baton Rouge, and Ascension saw the largest proportional spike in unemployment by residents.
- Both initial and total claims have dropped for five consecutive weeks. As data from Phase Two become available, the claim numbers are expected to continue to drop.

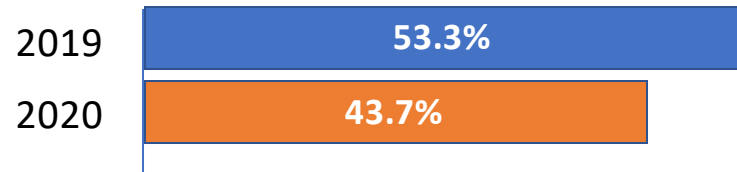
Sources: Louisiana Workforce Commission, Emsi, BRAC Analysis.
 Dates signify initial plus continued claims for week ending on that day.

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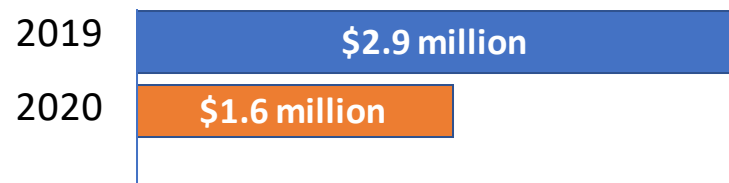
How has travel been impacted during the Pandemic?

Hotel Occupancy

May 24 – May 30



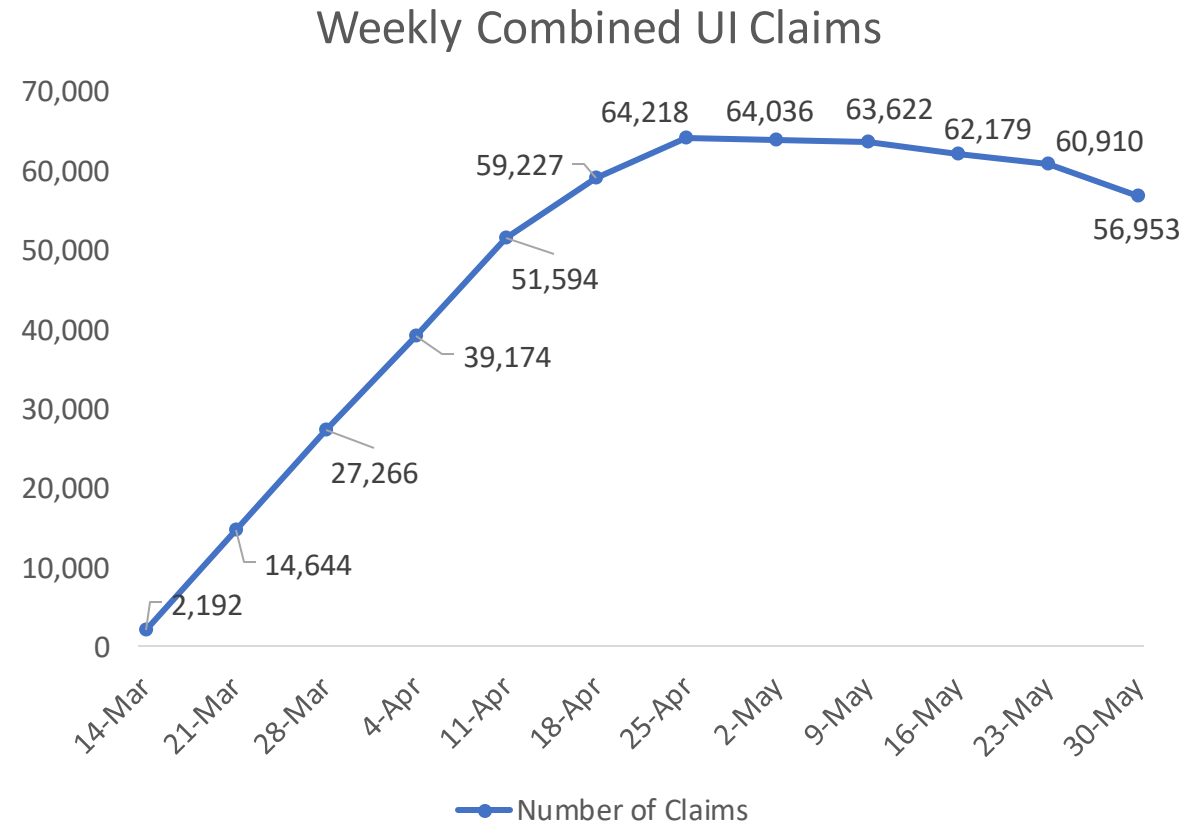
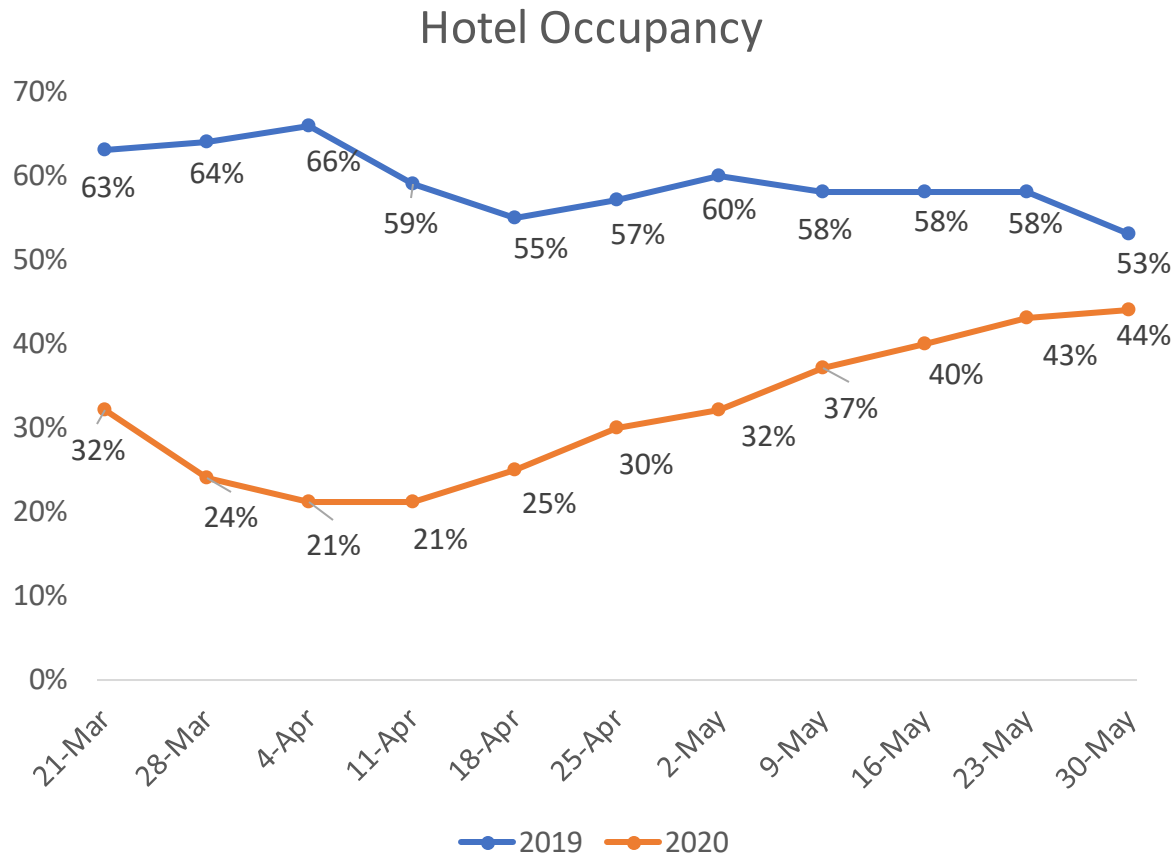
Revenue from May 17 – May 23



- Hotel occupancy was down by roughly 10% percentage points for the week of May 30th compared to the same week last year, as a result of the COVID-19 Pandemic – it has grown every week since April 11th.
- Revenue was down 45% from 2019, which is likely a product of lower rates due to lower demand. It is an improvement from the 54% over-the-year decline last week.

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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.



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Parish-wide case and mortality breakdown.

Parish	COVID Cases	Cases/100k	COVID Deaths	Mortality Rate
Ascension	900	710.1	58	6.4%
East Baton Rouge	4,023	912.1	252	6.3%
East Feliciana	207	1,077.6	31	15.0%
Iberville	603	1,846.2	43	7.1%
Livingston	481	341.7	31	6.4%
Point Coupee	215	981.8	25	11.6%
St. Helena	55	539.3	1	1.8%
West Baton Rouge	192	717.7	31	16.1%
West Feliciana	224	1149.8	13	5.8%
BR MSA Totals	6,900	805.2	485	7.0%

- There were notable jumps in cases in all parishes since 6/1, which included the last week of Phase One.
- As more businesses open, the community must be vigilant about following safety protocols to allow Phase Three to begin at the end of the month.