

COVID-19 Indicator Dashboard

July 13, 2020

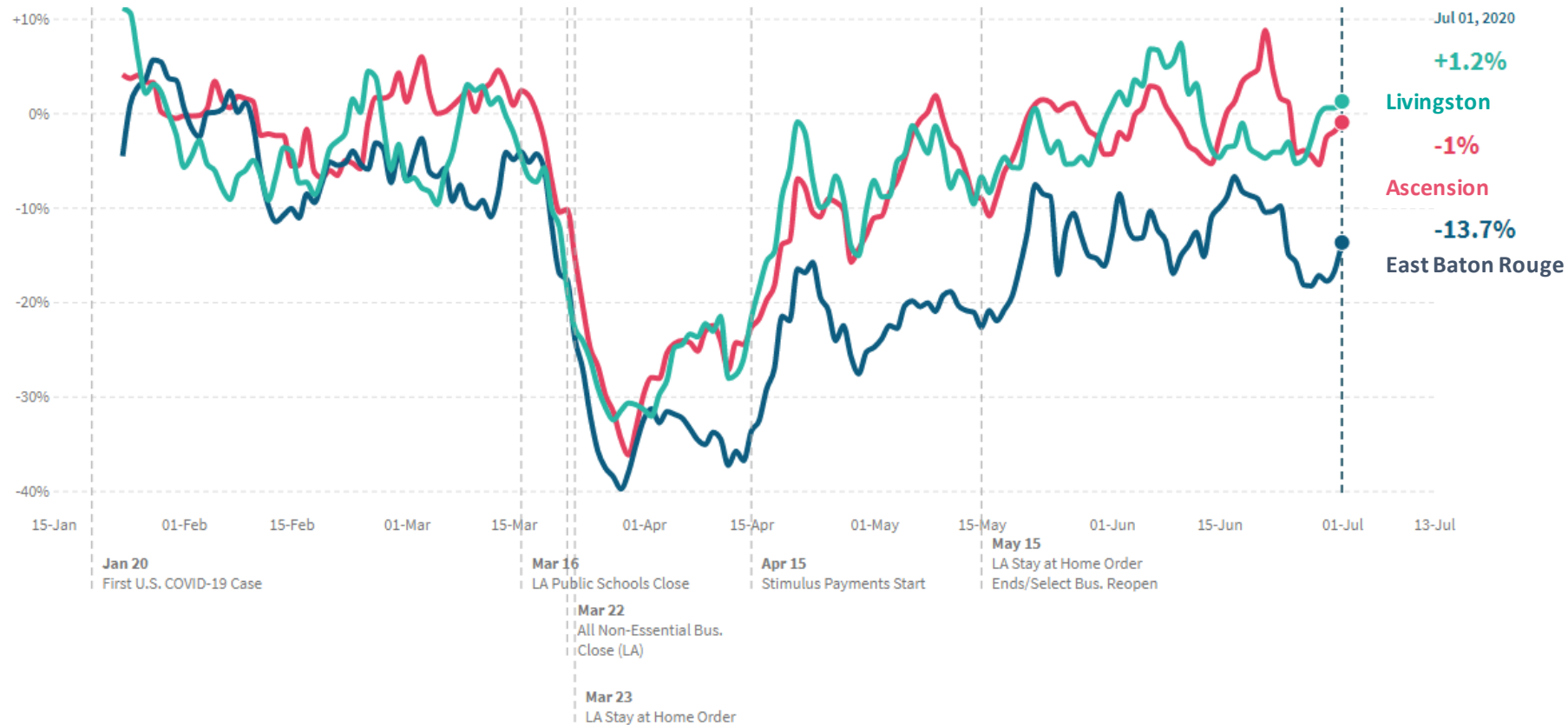
Lead Researcher:
Andrew Fitzgerald



Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has consumer spending been impacted by the pandemic?

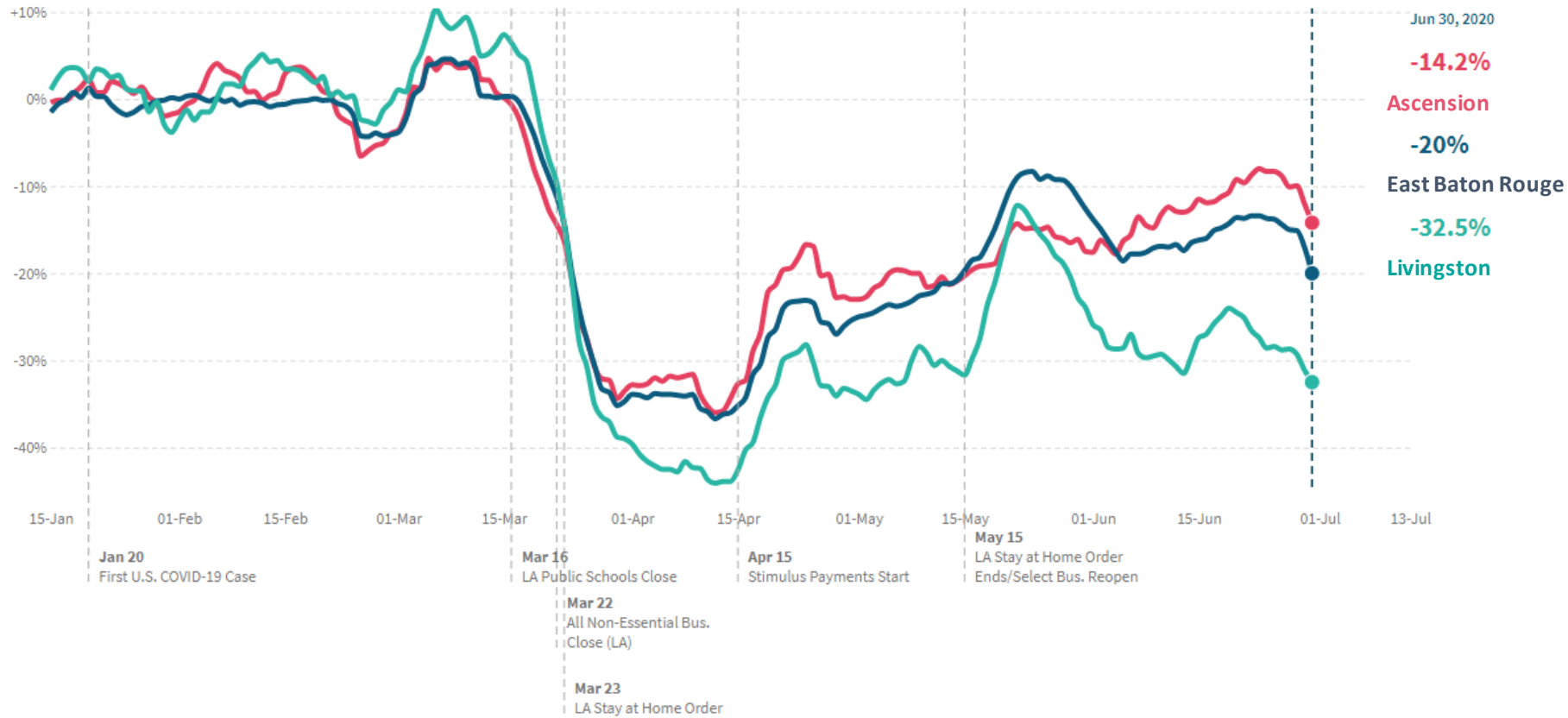


- Consumer spending has been hovering around pre-pandemic levels in Ascension and Livingston, but is notably lower in EBR.
- While spending overall is rebounding, small business revenue is down for all three parishes, including a 25% drop for EBR between January and June 30.

Sources: Opportunity Insights.

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How has the pandemic impacted the number of small businesses open?

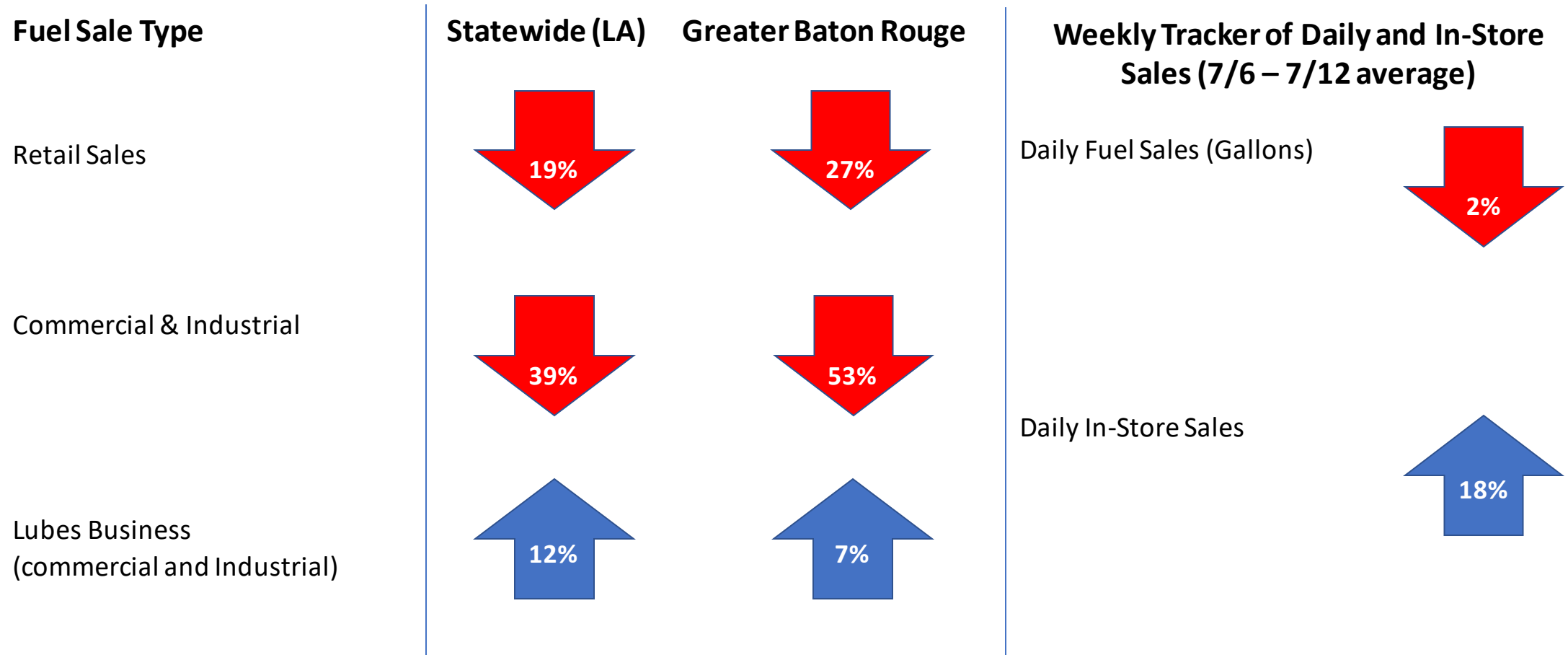


- The last week of June saw a number of small business closures in the region's three largest parishes.
- This decline is likely to continue due to the state government's shutdown of all bars, some of which were allowed to be open throughout Phase One.

Sources: Opportunity Insights.

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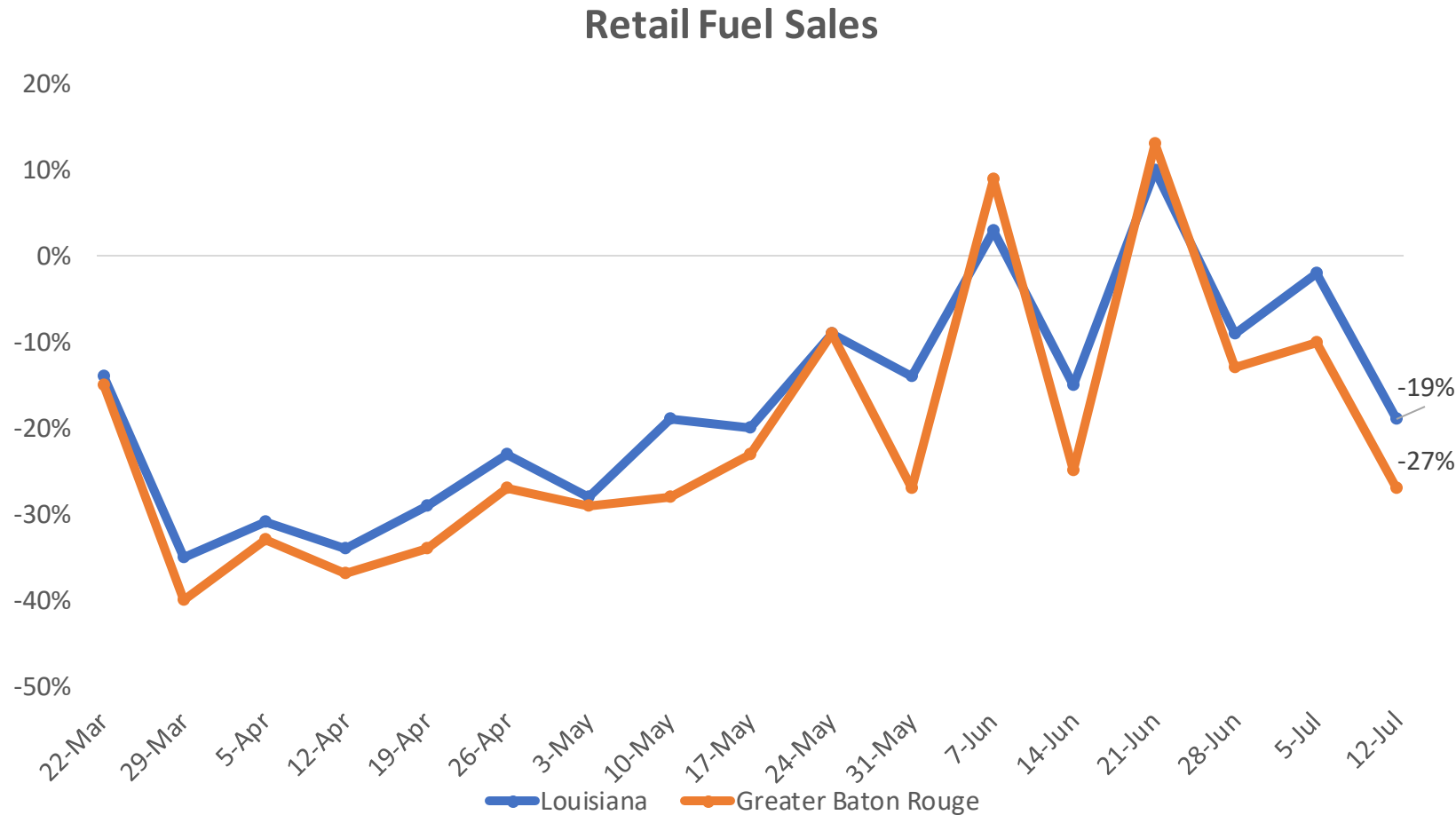
How have fuel sales (gas stations) been impacted during the pandemic?



Fuel sales reflect change in year-over-year from June 29 to July 5, 2020 to similar week in 2019.

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Retail fuel sales progression in Louisiana and Greater Baton Rouge during the pandemic.



- Retail sales were not down significantly over-the-week, but the over-the-year numbers appear low because of the high sales with Hurricane Barry in 2019.
- However, mobility numbers have decreased recently, so how sales appear in the next few weeks will be telling.

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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 20th	46,730	23,944	-48.8%
June 27th	47,003	22,611	-51.9%
July 4th	46,773	22,558	-51.8%
July 11th	42,622	21,327	-50.0%

- CATS ridership has been static over-the-year since mid-June.

Residential Travel

Parish	Retail and Recreation	Grocery and Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	-1%	+6%	-	-	-33%	+13%
East Baton Rouge	-15%	-4%	-15%	-13%	-38%	+5%
East Feliciana	-	-	-	-	-22%	-
Iberville	-	+1%	-	-8%	-31%	-
Livingston	+1%	+5%	-17%	+18%	-30%	+10%
Point Coupee	-	-	-	-	-25%	-
St. Helena	-	-	-	-	-33%	-
West Baton Rouge	-9%	-5%	-	-11%	-31%	-
West Feliciana	-	-	-	-	-32%	-

- Every parish but one saw drops in mobility to the workplace, with EBR, Ascension, Iberville, and Livingston seeing the largest drops.

Source: Google Mobility Change Report, July 7th, 2020, Capital Area Transit System.

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How has unemployment been impacted during the pandemic?

Parish	06-20-2020	06-27-2020	07-04-2020
Ascension	7,323	7,339	7,496
East Baton Rouge	33,182	33,440	34,382
East Feliciana	901	879	932
Iberville	2,304	2,391	2,431
Livingston	7,482	7,499	7,754
Point Coupee	1,203	1,203	1,248
St. Helena	574	581	593
West Baton Rouge	1,737	1,747	1,822
West Feliciana	438	438	443
BR MSA total	55,144	55,517	57,101

- Combined unemployment claims are up week-over-week for the second consecutive week.
- The rise in unemployment claims is in line with Opportunity Insights data that show fewer small businesses open.
- Additional business closures by state government make it likely that the number rises again on the week ending July 18.

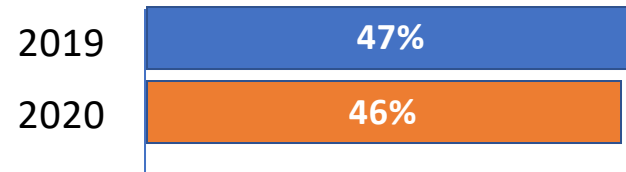
Sources: Louisiana Workforce Commission, Emsi, BRAC Analysis.
Dates signify initial plus continued claims for week ending on that day.

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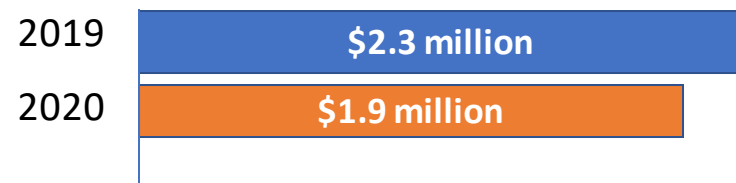
How has travel been impacted during the pandemic?

Hotel Occupancy

June 28 – July 4



Revenue from June 28 – July 4

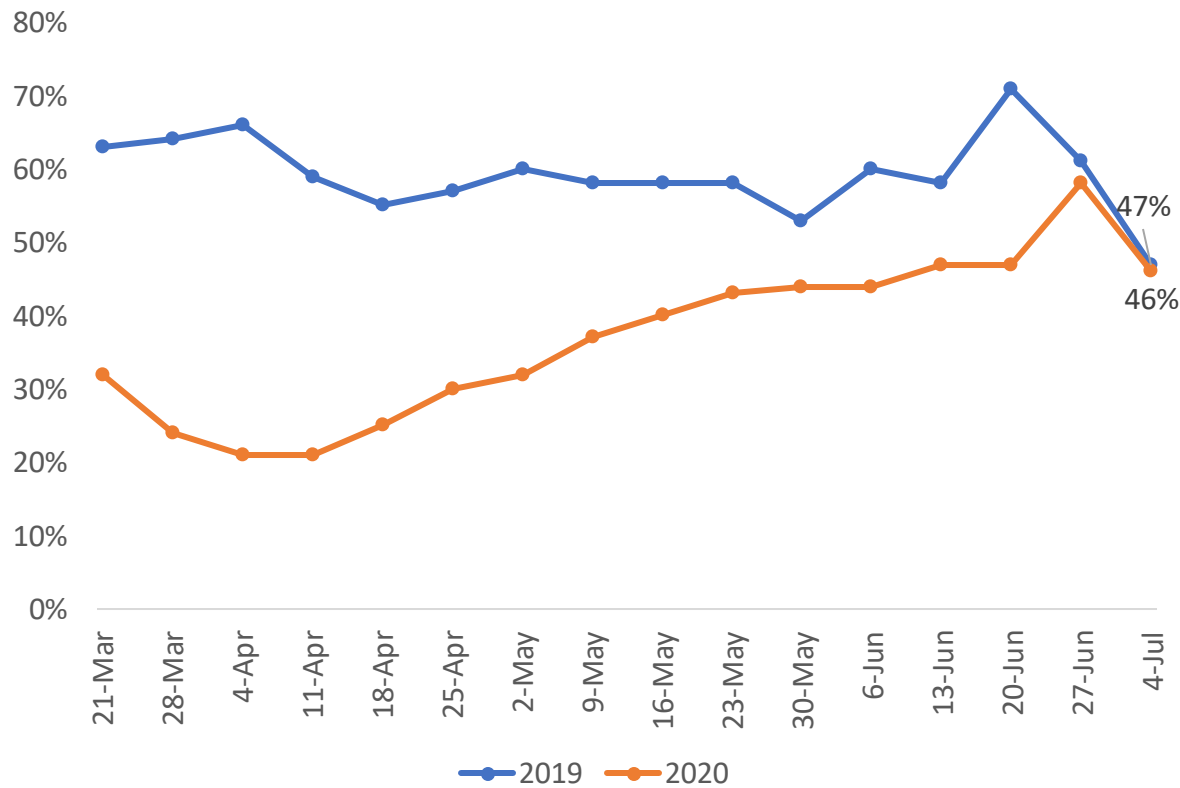


- Hotel occupancy rates stayed strong during the week of July 4, and essentially matched those of the same week a year prior.
- Revenues have begun to approach the year-over-year parity seen in occupancy rate, likely due to the increase in demand over the last several weeks.

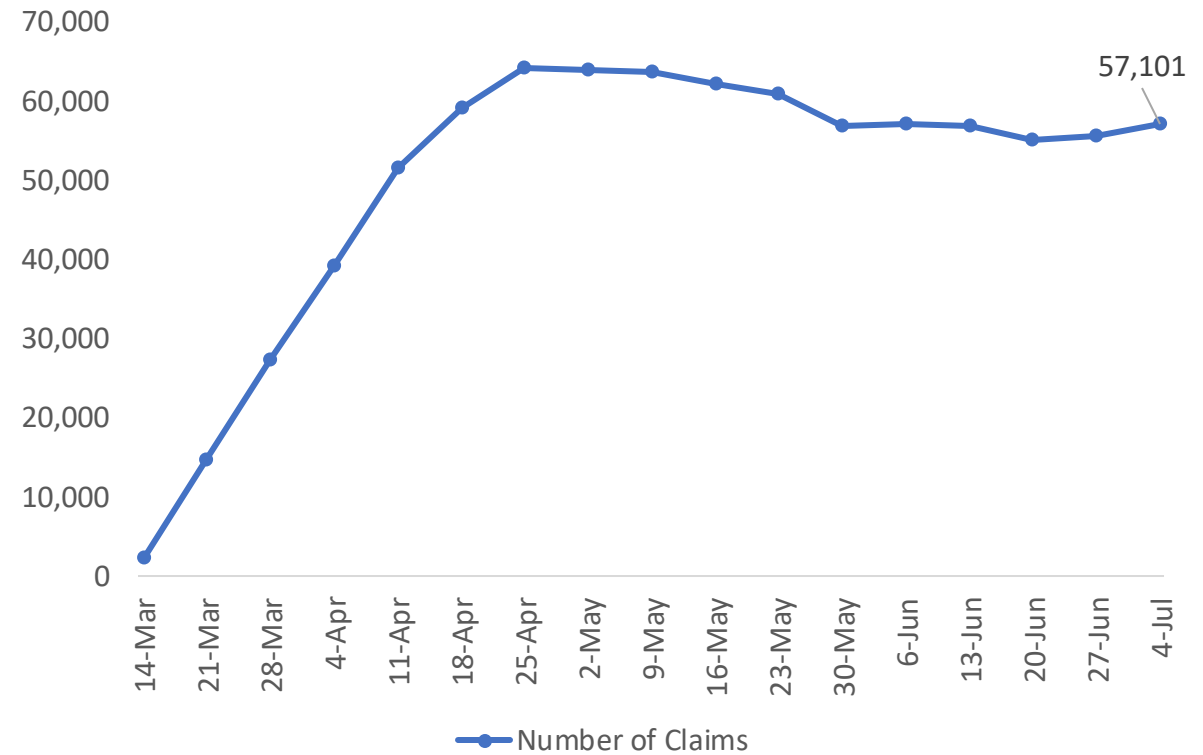
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While hotel occupancy has begun to match 2019 rates, unemployment claims are still about twenty times higher than a normal week.

Hotel Occupancy

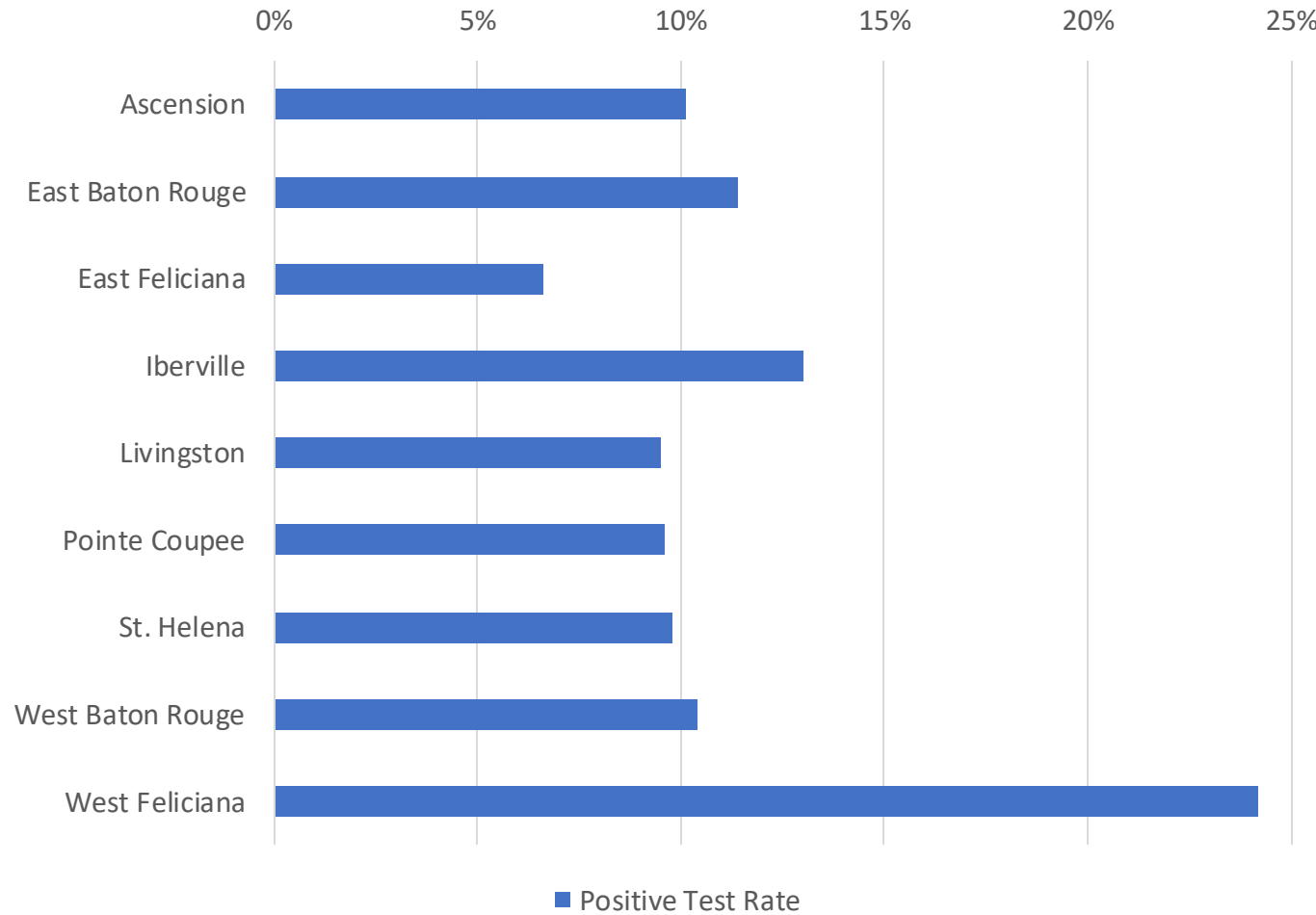


Weekly Combined UI Claims



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Positive test rates by parish.



- An increase in cases, hospitalizations, and positive test rates all contributed to the decision to close bars throughout the state
- Recommended positivity rate is 5% - a measure which no Capital Region parish meets.

Sources: LDH, BRAC Analysis; through noon 7/13/20.