

COVID-19 Indicator Dashboard

July 21, 2020

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Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has consumer spending been impacted by the pandemic?

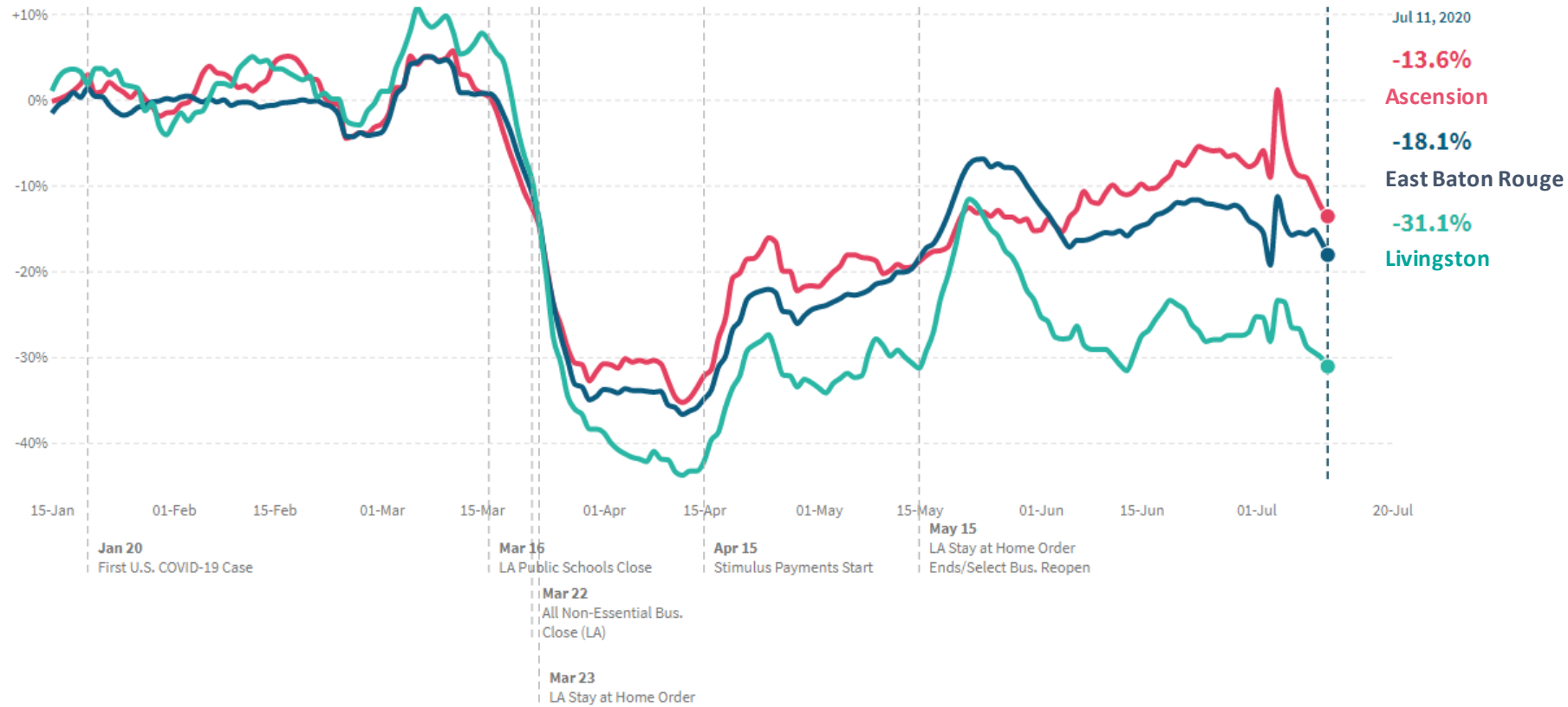


- Consumer spending has been hovering around pre-pandemic levels in Ascension and Livingston, but is notably lower in EBR.
- While spending overall is rebounding, small business revenue is down for all three parishes, including a 46% drop for Livingston between January and June 30.

Sources: Opportunity Insights.

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

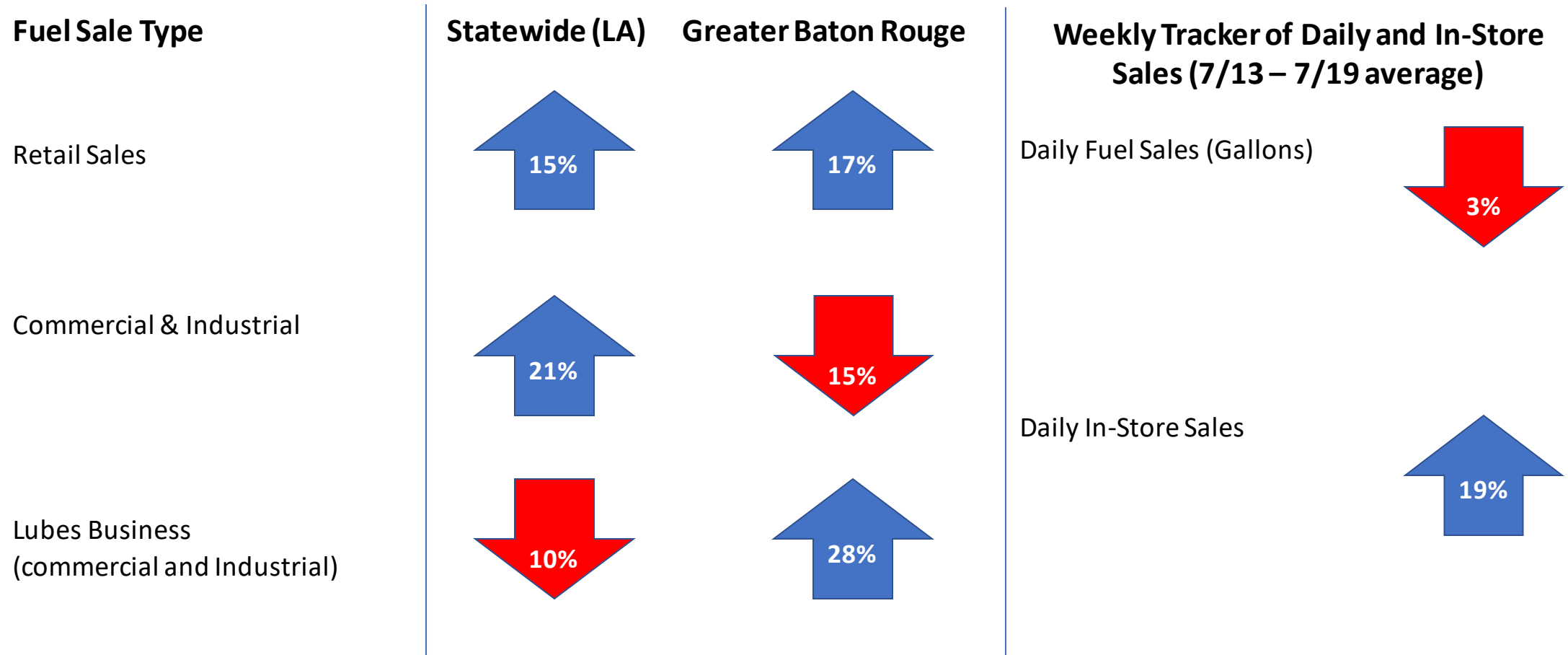


- The number of open small businesses improved slightly in the first full week of July.
- The next week of data will include the first week of bars re-closing per new gubernatorial order, so there may be a notable dip.
- Both small business revenue and consumer spending overall are at-risk with enhanced unemployment benefits ending in two weeks.

Sources: Opportunity Insights.

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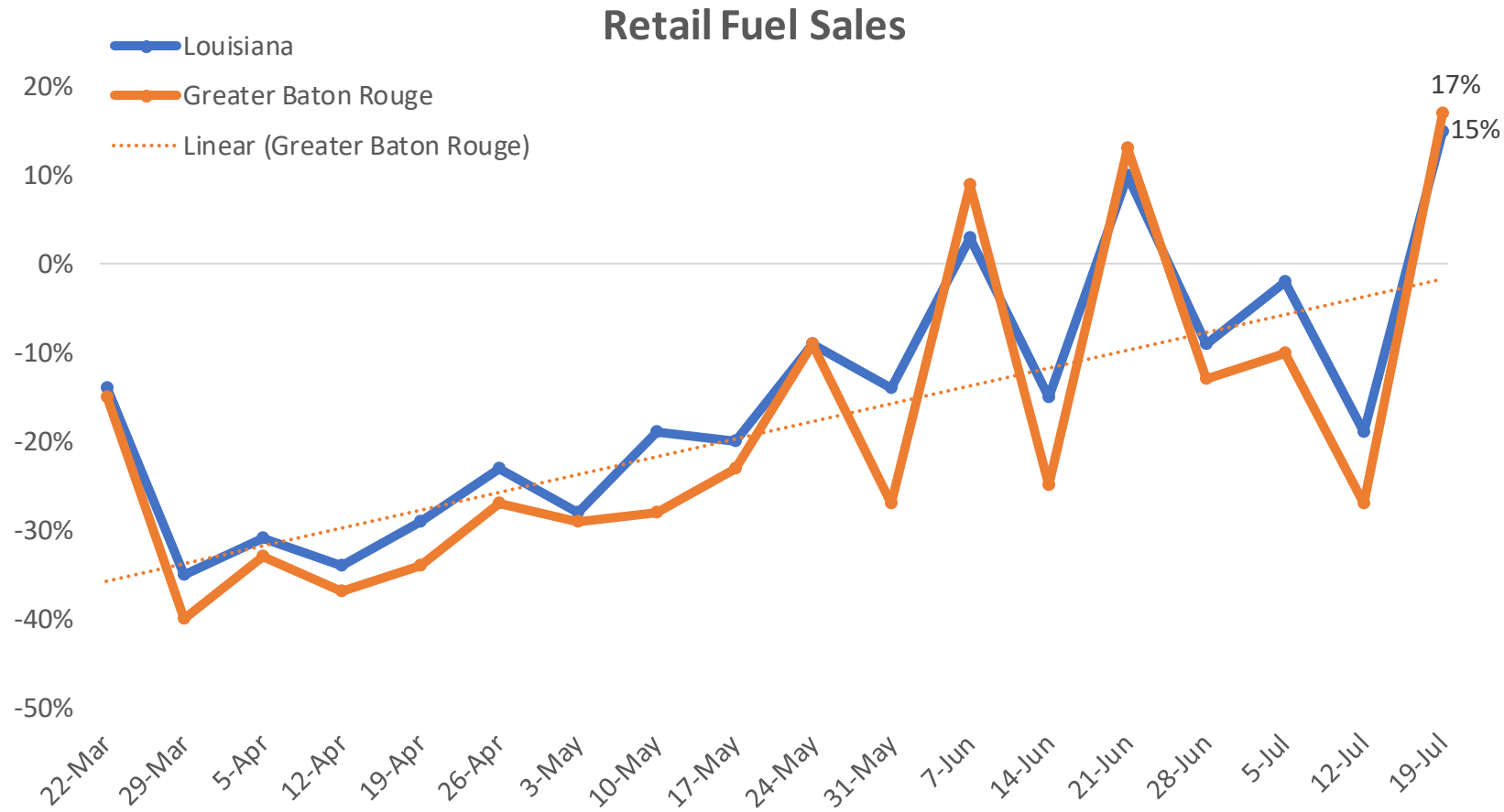
How have fuel sales (gas stations) been impacted during the pandemic?



Fuel sales reflect change in year-over-year from July 13th to July 19th, 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 hit their highest over-the-year number since the start of the pandemic despite static mobility numbers overall.
- The trendline illustrates that despite several down weeks in the last month, Capital Region fuel sales have a strong growth trend toward 2019 sales numbers.

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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%
July 4th	46,773	22,558	-51.8%
July 11th	42,622	21,327	-50.0%
July 18th	46,007	21,460	-53.4%

- CATS ridership is down since late June and is less than half of 2019 ridership.

Residential Travel

Parish	Retail and Recreation	Grocery and Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	-2%	+8%	-	-	-31%	+11%
East Baton Rouge	-13%	-2%	-6%	-12%	-37%	+11%
East Feliciana	-	-	-	-	-22%	-
Iberville	-	+7%	-	-5%	-30%	-
Livingston	0%	+10%	-31%	+14%	-31%	+8%
Point Coupee	-	-	-	-	-23%	-
St. Helena	-	-	-	-	-34%	-
West Baton Rouge	-8%	+2%	-	-13%	-31%	-
West Feliciana	-	-	-	-	-34%	-

- Workplace mobility was flat, as every parish was within 1-2% of last week's numbers in the category.

Source: Google Mobility Change Report, July 14th, 2020; Capital Area Transit System.

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How has unemployment been impacted during the pandemic?

Parish	06-27-2020	07-04-2020	07-11-2020
Ascension	7,339	7,496	7,462
East Baton Rouge	33,440	34,382	34,312
East Feliciana	879	932	911
Iberville	2,391	2,431	2,390
Livingston	7,499	7,754	7,750
Point Coupee	1,203	1,248	1,278
St. Helena	581	593	597
West Baton Rouge	1,747	1,822	1,821
West Feliciana	438	443	445
BR MSA total	55,517	57,101	56,966

- For the first time in three weeks, combined unemployment claims fell.
- Additional business closures by state government make it likely that unemployment will rise again on the week ending July 18th.
- The regional unemployment rate for June will be released on July 29th.

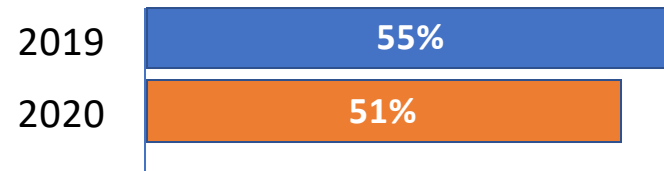
Sources: Louisiana Workforce Commission, Emsi, BRAC Analysis.
 Dates signify initial plus continued claims for week ending on that day.

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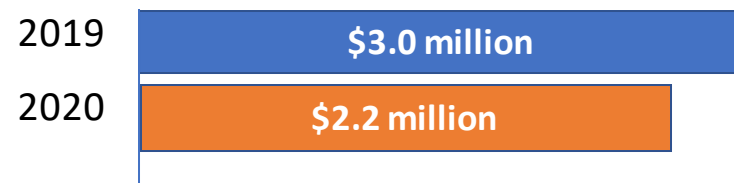
How has travel been impacted during the pandemic?

Hotel Occupancy

July 5 – July 11



Revenue from July 5 – July 11

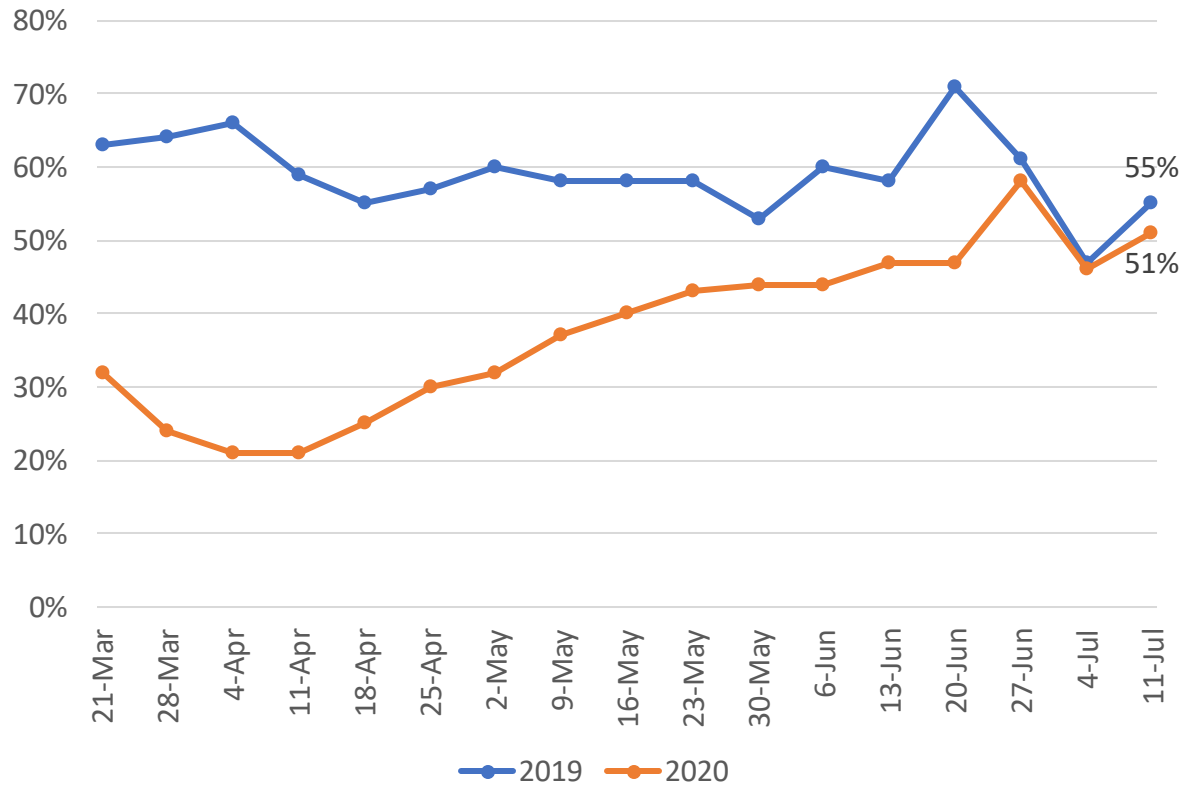


- Hotel occupancy rates stayed strong, rising above 50% for only the second week since the start of the pandemic four months ago.
- Revenues have begun to approach the year-over-year parity seen in occupancy rate, likely due to the increase in demand over the last several weeks.

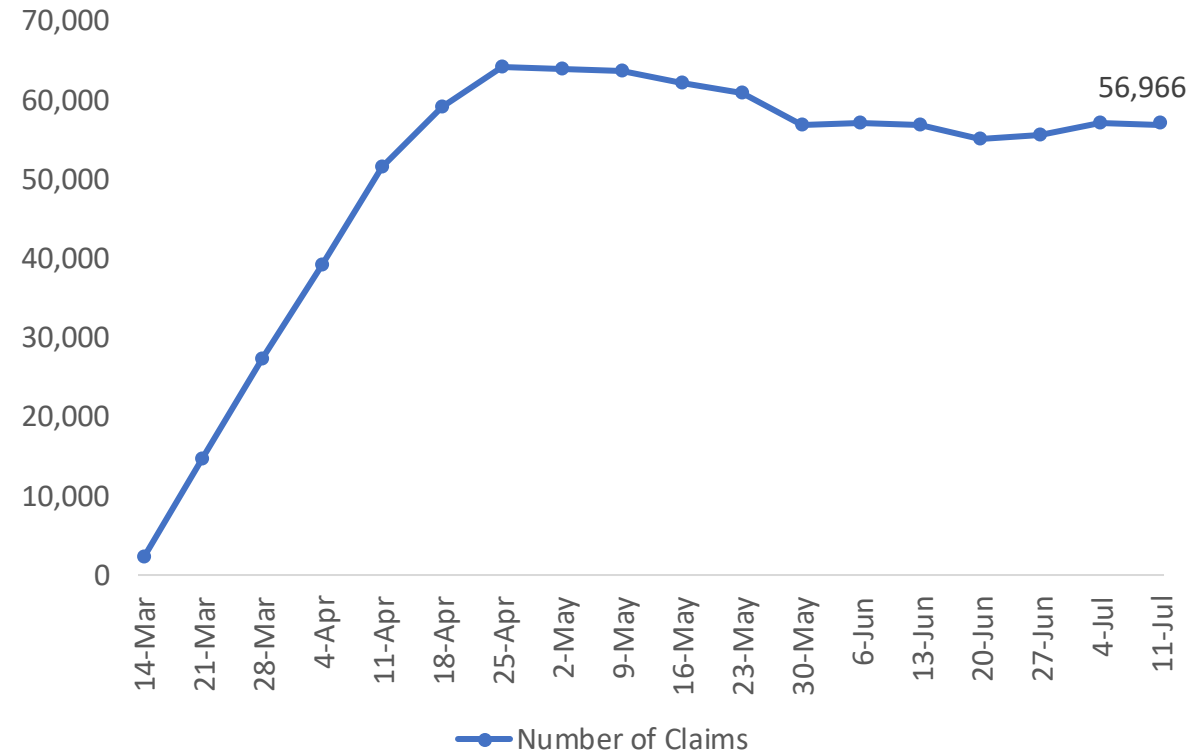
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While hotel occupancy has begun to match 2019 rates, unemployment claims are still about twenty times higher than a normal week.

Hotel Occupancy

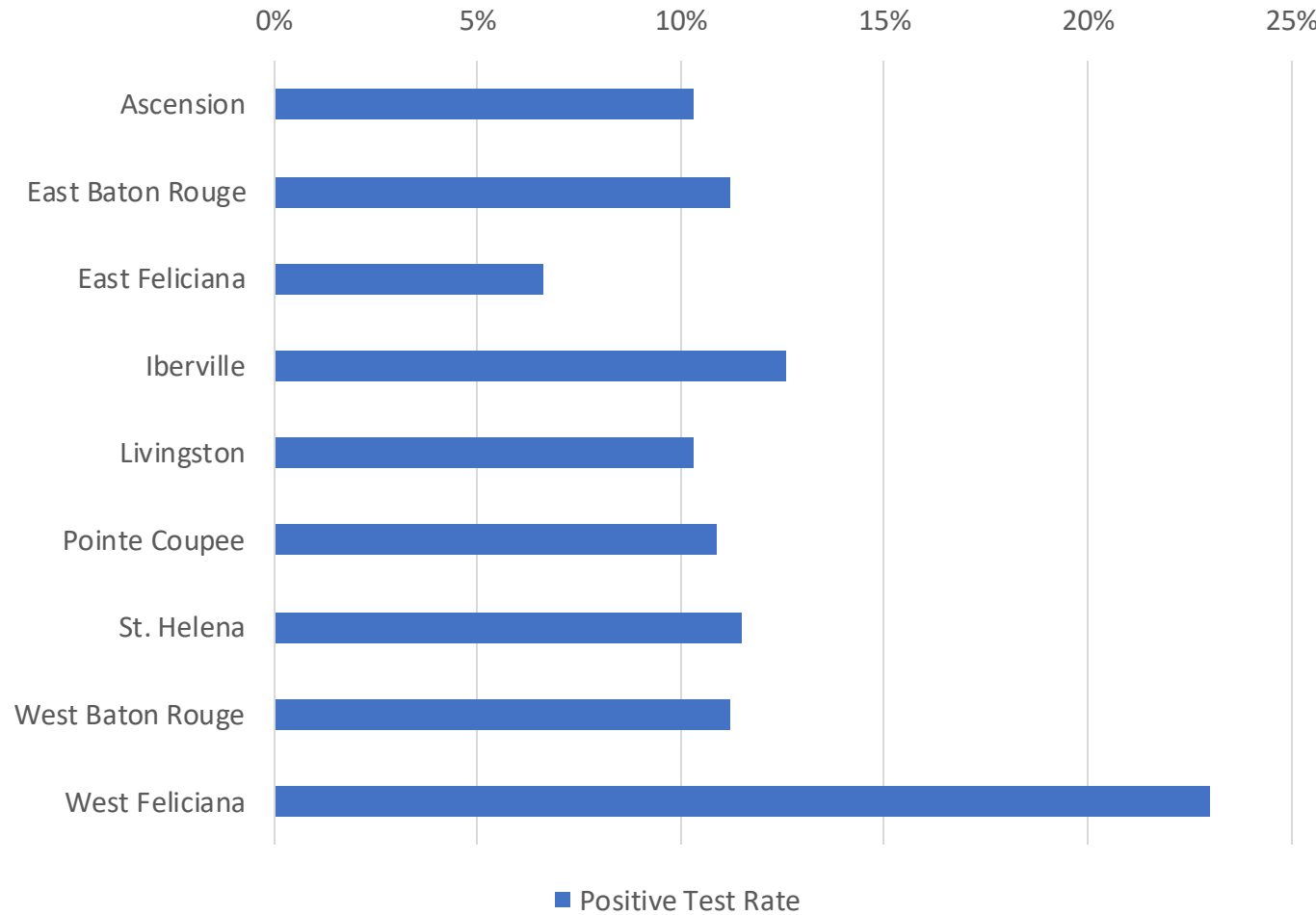


Weekly Combined UI Claims



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Percentage of positive test rates by parish.



- Several parishes saw significant increases in percentage of positive tests, including St. Helena and Livingston. Iberville saw a notable drop.
- Due to state reporting issues, it's unclear whether the large amount of positive tests are recent or due to a backlog.
- "Recommended positivity rate," the rate that experts say demonstrates that there is sufficient testing and spread is trending down, is 5% - a measure which no Capital Region parish meets.

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