

COVID-19 Indicator Dashboard

July 8, 2020

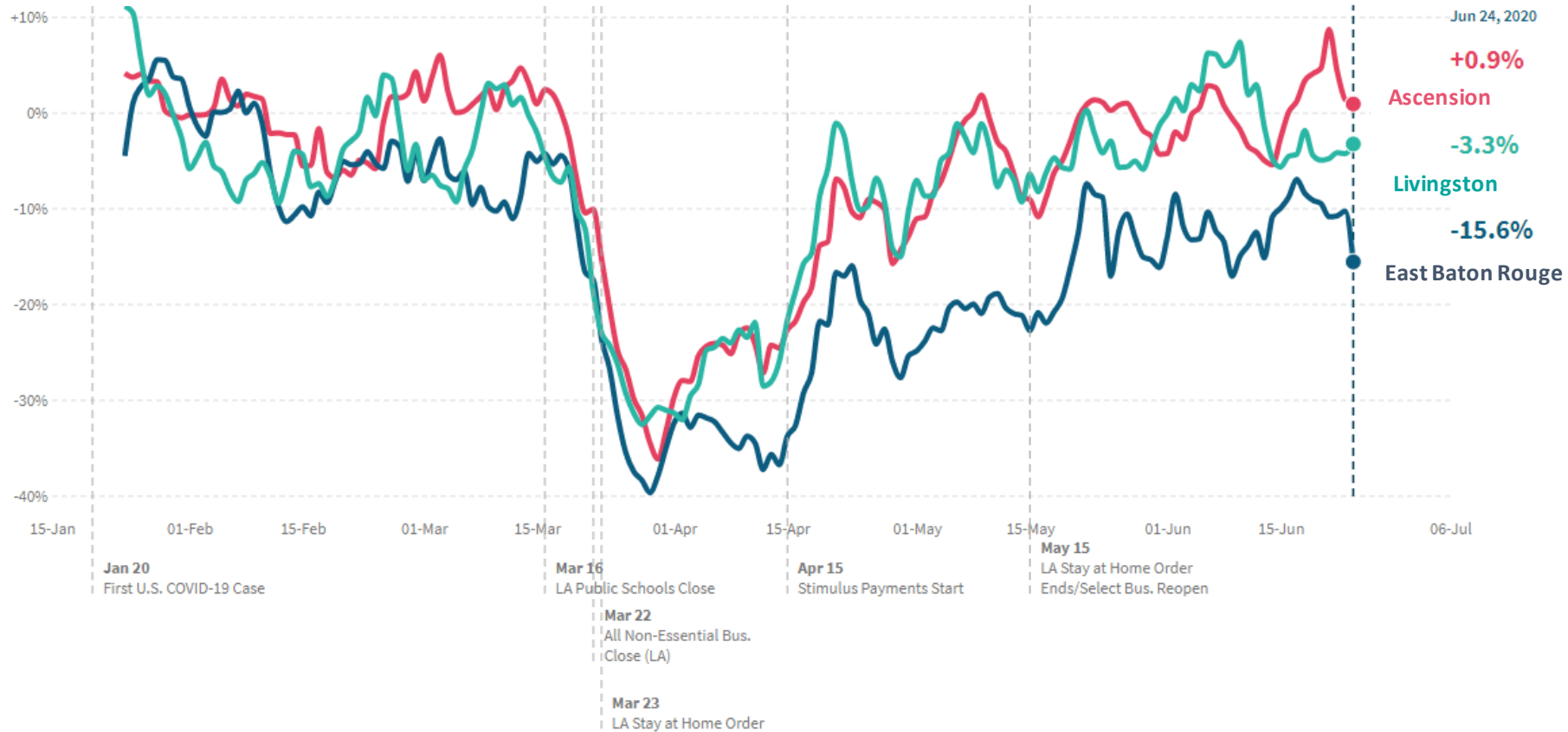
Lead Researcher:
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Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has consumer spending been impacted by the pandemic?

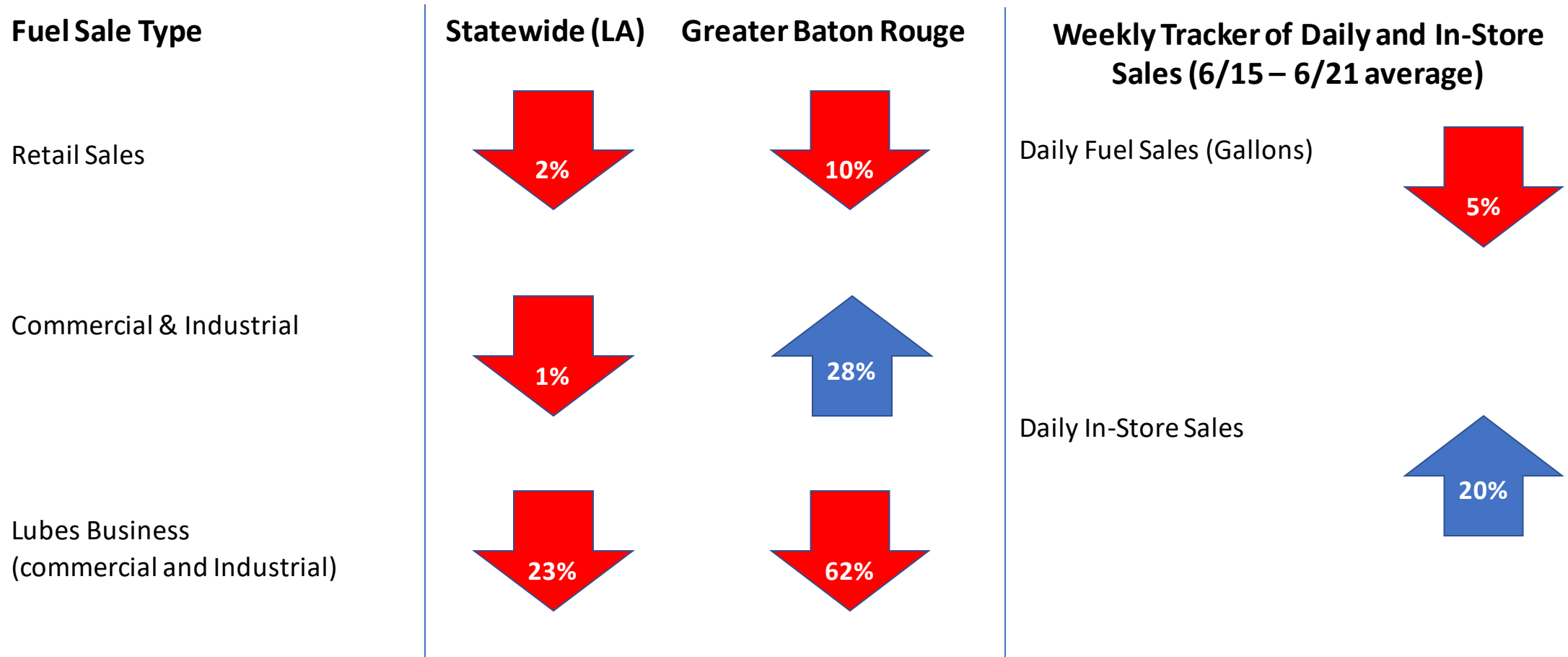


- While spending was flat in Ascension and Livingston between June 17th and 24th, it fell in East Baton Rouge.
- In related business data, small business revenue is above pre-pandemic levels in Ascension, but significantly lower in Livingston.

Sources: Opportunity Insights.

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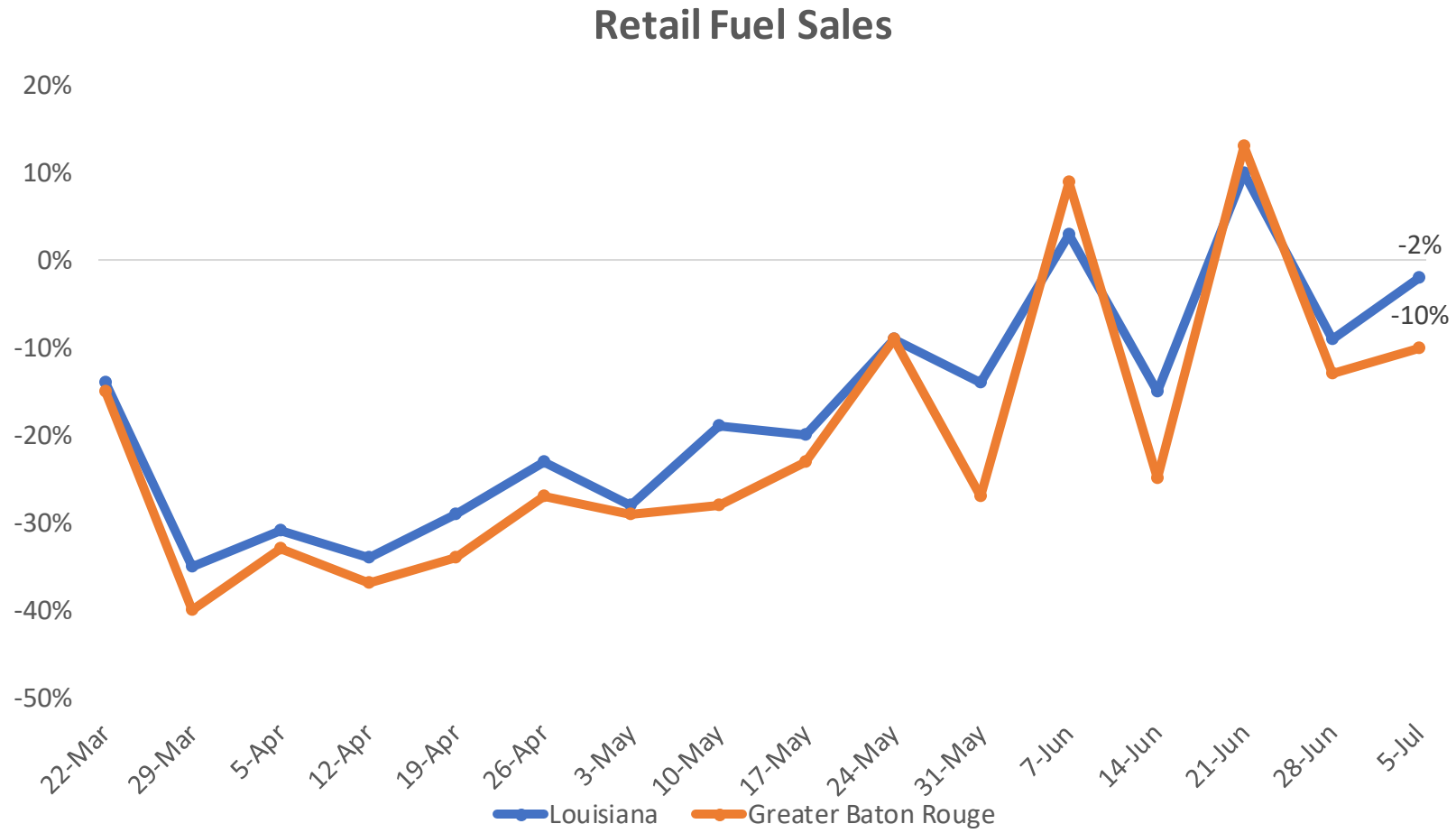
How have fuel sales (gas stations) been impacted during the Pandemic?



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 saw a rise at the state and regional level during the holiday week, but are both still down over the year.
- While cases and hospitalizations continue to rise in parts of the state, depressing travel to retail and recreational sites, the uptick in fuel sales toward 2019 numbers may be due to increased travel to the workplace, which is up.

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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 13th	50,229	21,465	-57.3%
June 20th	46,730	23,944	-48.8%
June 27th	47,003	22,611	-51.9%
July 4th	46,773	22,558	-51.8%

- Ridership of CATS was static, like many of the other indicators this week.

Residential Travel

Parish	Retail and Recreation	Grocery and Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	-12%	+2%	-	-	-10%	+4%
East Baton Rouge	-22%	-1%	-9%	-16%	-16%	+5%
East Feliciana	-	-	-	-	-28%	-
Iberville	-	-13%	-	+5%	-5%	-
Livingston	-3%	+7%	+30%	+40%	-12%	+3%
Point Coupee	-	-	-	-	-8%	-
St. Helena	-	-	-	-	-27%	-
West Baton Rouge	-5%	0%	-	+1%	-13%	-
West Feliciana	-	-	-	-	-30%	-

- This week of data showed an increase in travel to workplaces and parks from the pre-pandemic baseline.

Source: Google Mobility Change Report, June 30th, 2020, Capital Area Transit System.

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How has unemployment been impacted during the Pandemic?

Parish	06-13-2020	06-20-2020	06-27-2020
Ascension	7,543	7,323	7,339
East Baton Rouge	34,247	33,182	33,440
East Feliciana	928	901	879
Iberville	2,375	2,304	2,391
Livingston	7,800	7,482	7,499
Point Coupee	1,226	1,203	1,203
St. Helena	575	574	581
West Baton Rouge	1,764	1,737	1,747
West Feliciana	453	438	438
BR MSA total	56,911	55,144	55,517

- Combined unemployment claims are up week-over-week, albeit slightly.
- As time moves closer to the end of enhanced federal unemployment benefits, it becomes crucial that the 55,000 unemployed citizens find work. If not, the results may be catastrophic for retailers and landlords.

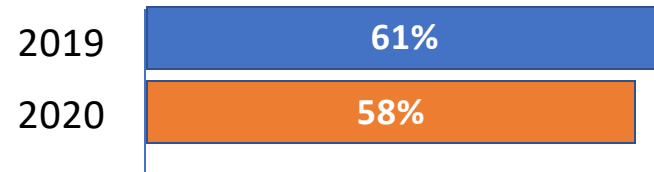
Sources: Louisiana Workforce Commission, Emsi, BRAC Analysis.
 Dates signify initial plus continued claims for week ending on that day.

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How has travel been impacted during the Pandemic?

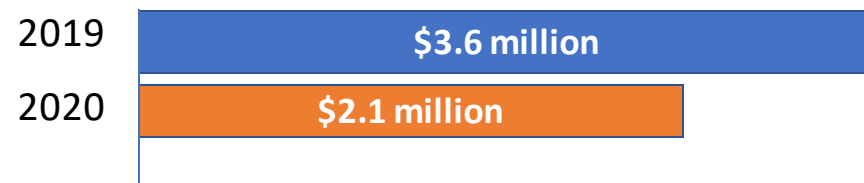
Hotel Occupancy

June 21 – June 27



- Hotel occupancy rates rose dramatically over the week, nearly matching the level of occupancy of a similar week in 2019.
- Revenues remain further away from 2019 numbers than occupancy rate, as lower demand necessitates lower rates.

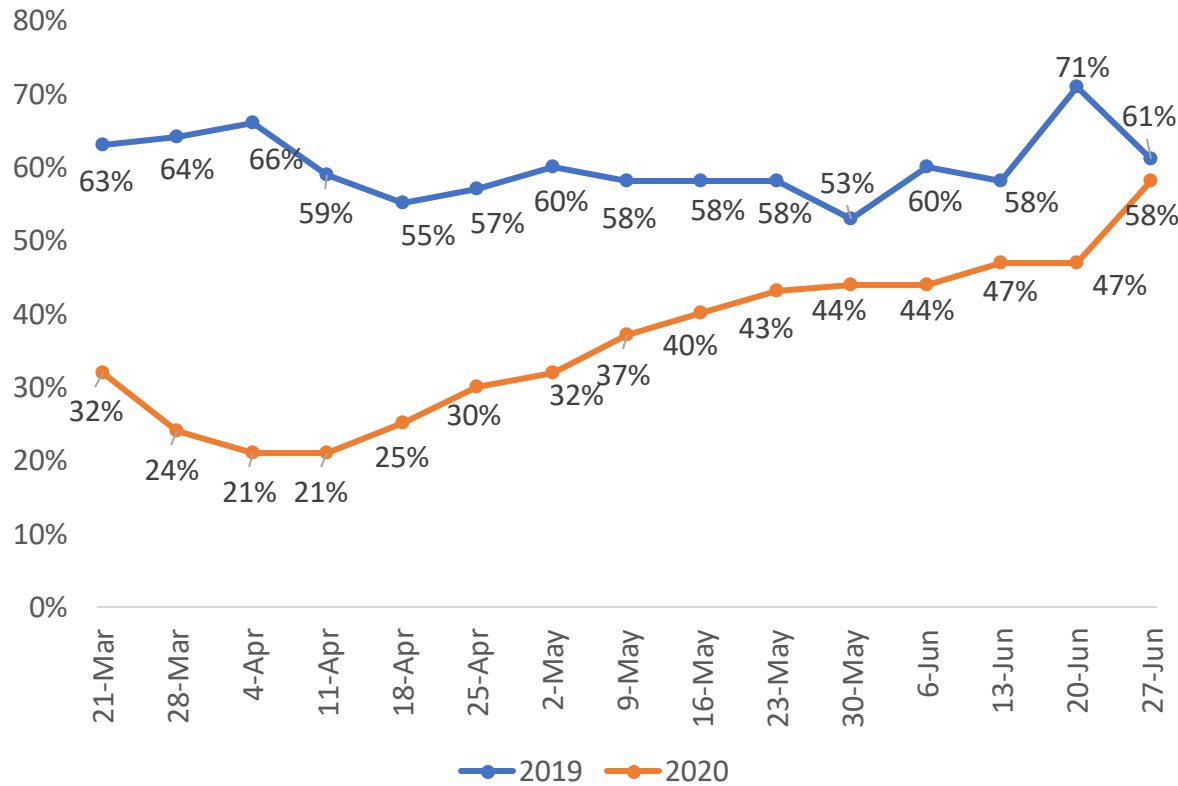
Revenue from June 21 – June 27



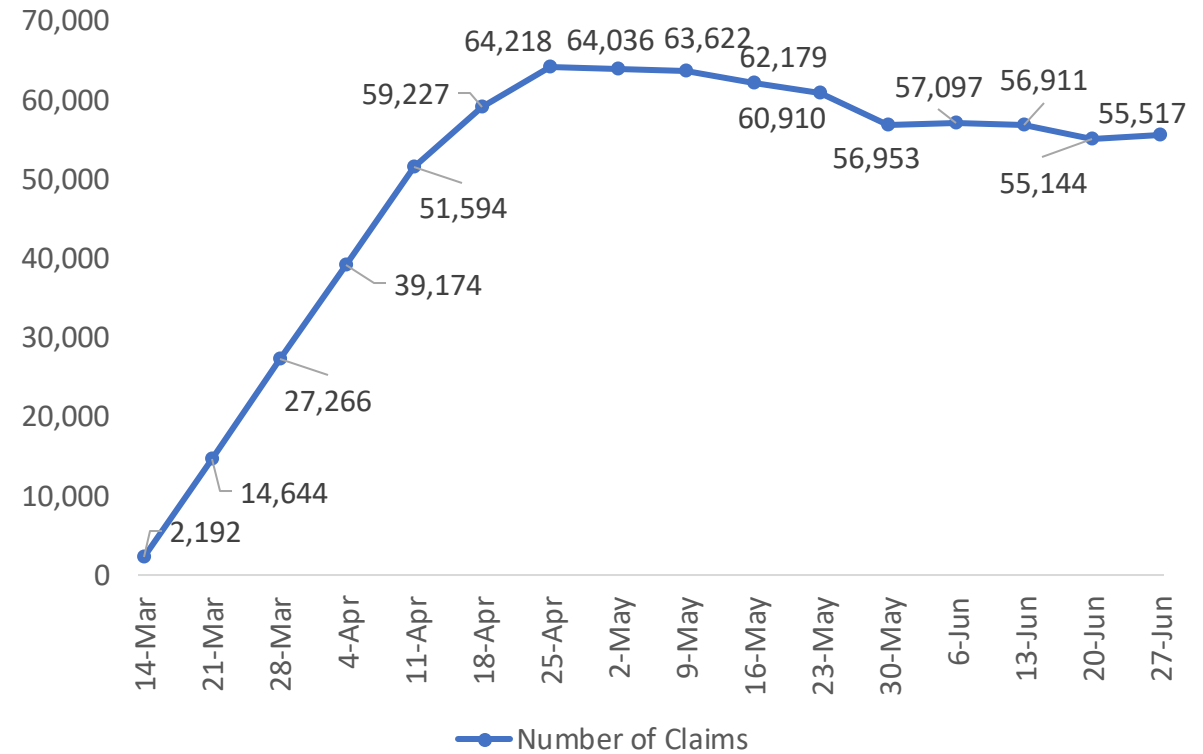
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The rising hotel occupancy rate and drop in initial unemployment claims indicate that practically, the regional economy began to reopen before the Stay at Home order was lifted.

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	1,358	1 in 93	58	1 in 2,183
East Baton Rouge	5,978	1 in 74	274	1 in 1,606
East Feliciana	310	1 in 62	33	1 in 580
Iberville	754	1 in 43	43	1 in 756
Livingston	1,181	1 in 119	39	1 in 3,610
Point Coupee	296	1 in 73	28	1 in 776
St. Helena	104	1 in 197	1	1 in 10,132
West Baton Rouge	310	1 in 85	30	1 in 882
West Feliciana	247	1 in 63	14	1 in 1,112

- While the increase in cases in Capital Region parishes is not as dramatic as some other parts of the state, it is notable.
- In seven of nine parishes, more than one percent of the population has contracted the illness.
- While cases per capita have spiked, deaths have been relatively static, causing the regional mortality rate to fall.

Sources: EMSI, New York Times, BRAC Analysis; through 7/7/20.