

COVID-19 Indicator Dashboard

August 4, 2020

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Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has consumer spending been impacted by the pandemic?

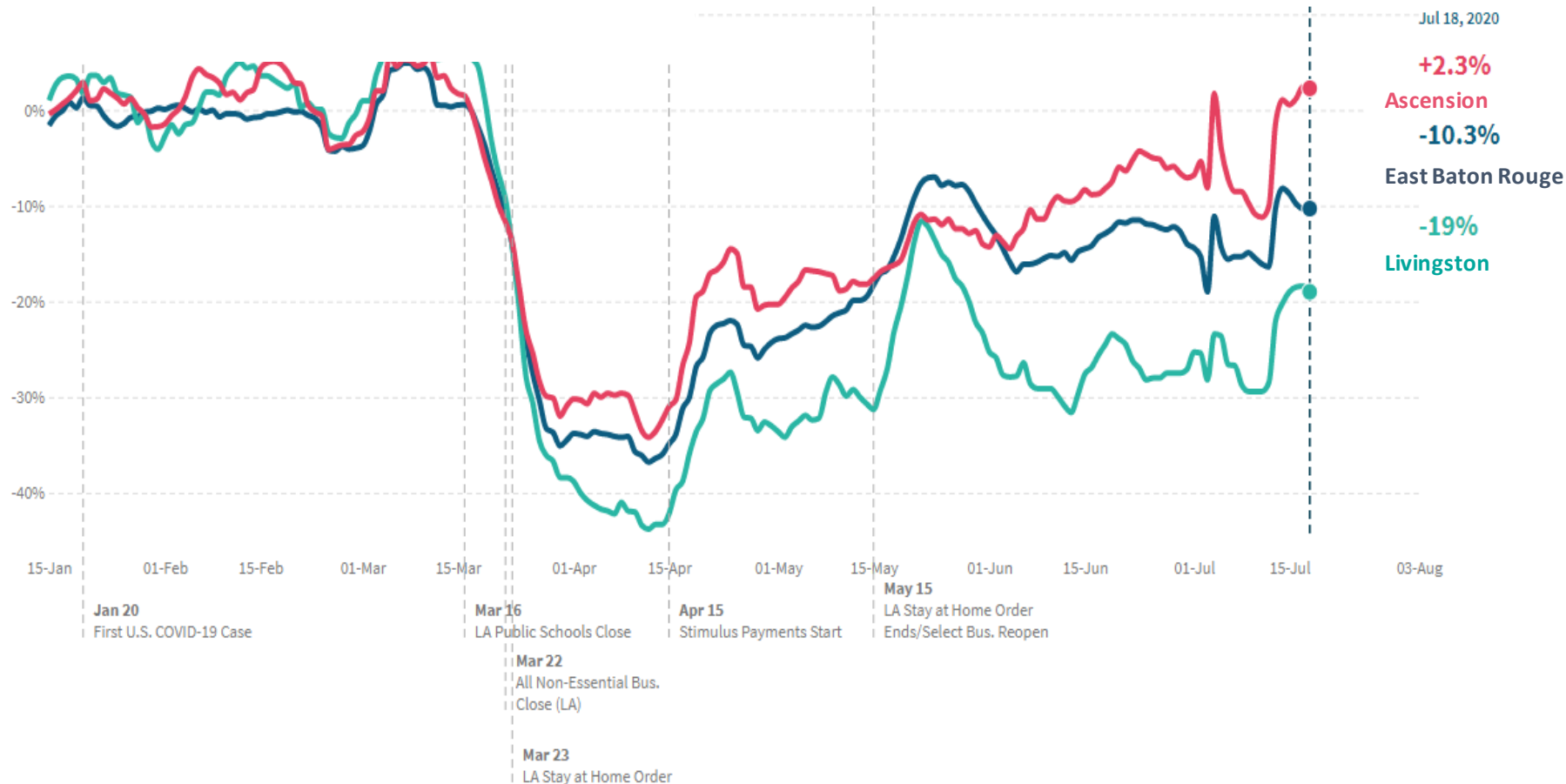


- Consumer spending has been hovering around pre-pandemic levels in Ascension and Livingston, but is slightly lower in EBR.
- This data includes the first week in which bars were closed statewide, which may account for the slight dips over-the-week in Livingston and Ascension.

Sources: Opportunity Insights.

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

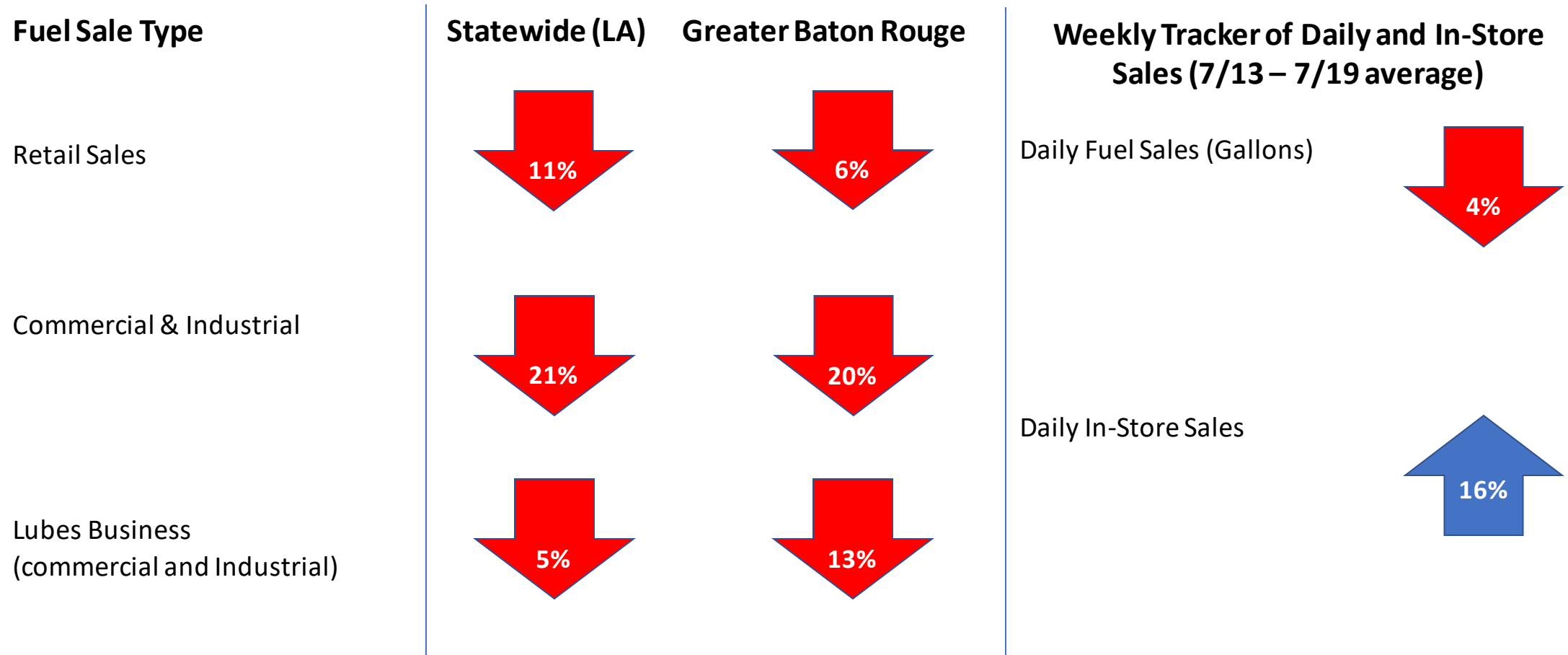


- Over the week, the number of small businesses open in Ascension and Livingston rose slightly, but fell in EBR.
- While small businesses open are still below pre-pandemic levels in EBR and Livingston, the fact that there wasn't a significant drop immediately after the state closed an industry statewide is noteworthy.

Sources: Opportunity Insights.

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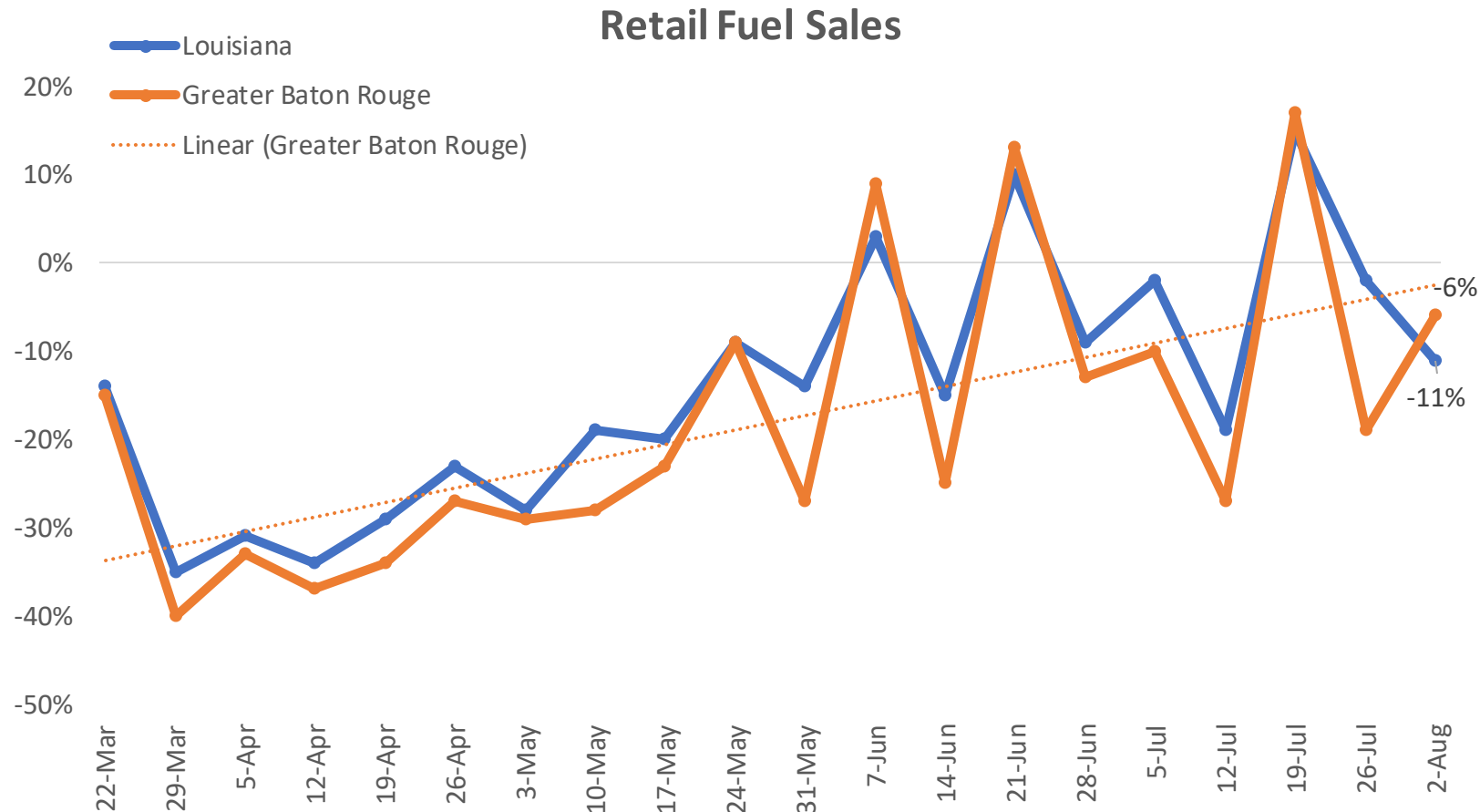
How have fuel sales (gas stations) been impacted during the pandemic?



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 are up over the week for Baton Rouge, but still a bit lower than they were last year at this time.
- 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 18th	46,007	21,460	-53.4%
August 1st	48,690	21,874	-55.1%

- 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	-9%	-8%	-	-	-32%	+14%
East Baton Rouge	-22%	-13%	-39%	-25%	-33%	+14%
East Feliciana	-	-	-	-	-23%	-
Iberville	-	-11%	-	-21%	-34%	-
Livingston	-8%	-1%	-9%	+5%	-30%	+10%
Point Coupee	-	-	-	-	-23%	-
St. Helena	-	-	-	-	-28%	-
West Baton Rouge	-17%	-7%	-	-20%	-2%	-
West Feliciana	-	-	-	-	-33%	-

- There were significant drops in retail/recreation and grocery travel over the last few weeks.

Source: Google Mobility Change Report, July 27th, 2020; Capital Area Transit System.

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How has unemployment been impacted during the pandemic?

Parish	07-11-2020	07-18-2020	07-25-2020
Ascension	7,462	7,580	7,484
East Baton Rouge	34,312	34,911	34,658
East Feliciana	911	951	956
Iberville	2,390	2,451	2,429
Livingston	7,750	7,897	7,738
Point Coupee	1,278	1,302	1,284
St. Helena	597	630	621
West Baton Rouge	1,821	1,840	1,833
West Feliciana	445	445	466
BR MSA total	56,966	58,007	57,469

- Combined weekly claims dropped slightly over the week overall and in the region's three largest parishes.
- Unemployment claims have been fairly static since the start of Phase Two.
- The federal unemployment enhancement ended last week, so next week's numbers may be an early indicator to what extent the supplement discouraged employment.

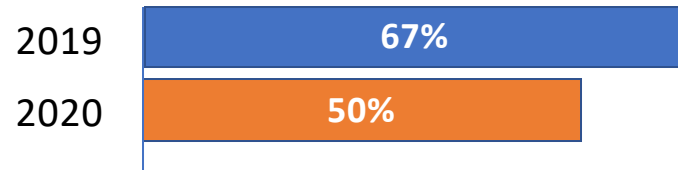
Sources: Louisiana Workforce Commission, BRAC Analysis.
 Dates signify initial plus continued claims for week ending on that day.

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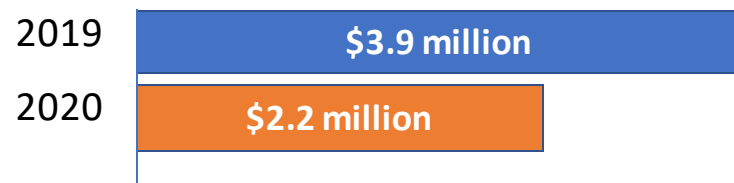
How has travel been impacted during the pandemic?

Hotel Occupancy

July 19 – July 25



Revenue from July 19 – July 25

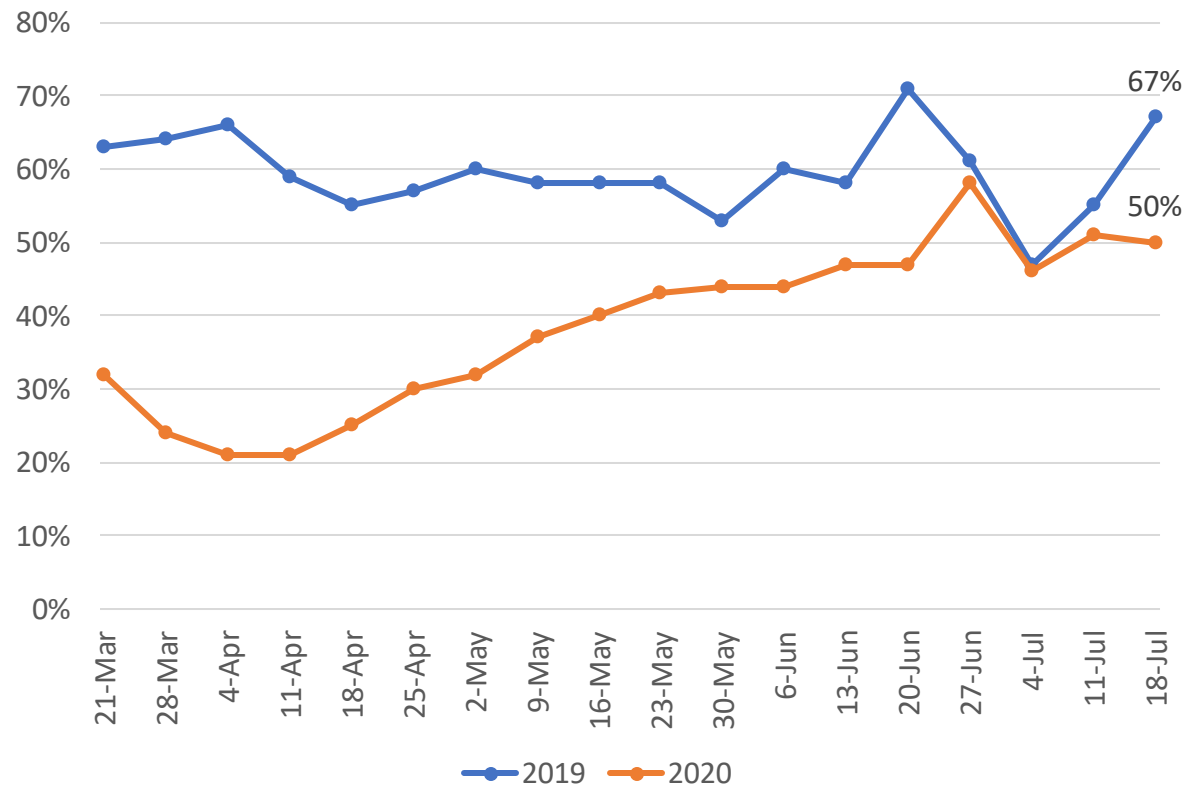


- The gap between 2020 and 2019 grew in both occupancy and revenue.
- While occupancy remained at 50%, it is down slightly over-the-week, even as a similar week last year saw a slight rise in occupancy.
- The spike in cases in the Gulf South and East Baton Rouge in particular, as well as the lack of events like baseball and soccer tournaments, are negatively impacting the hospitality sector.

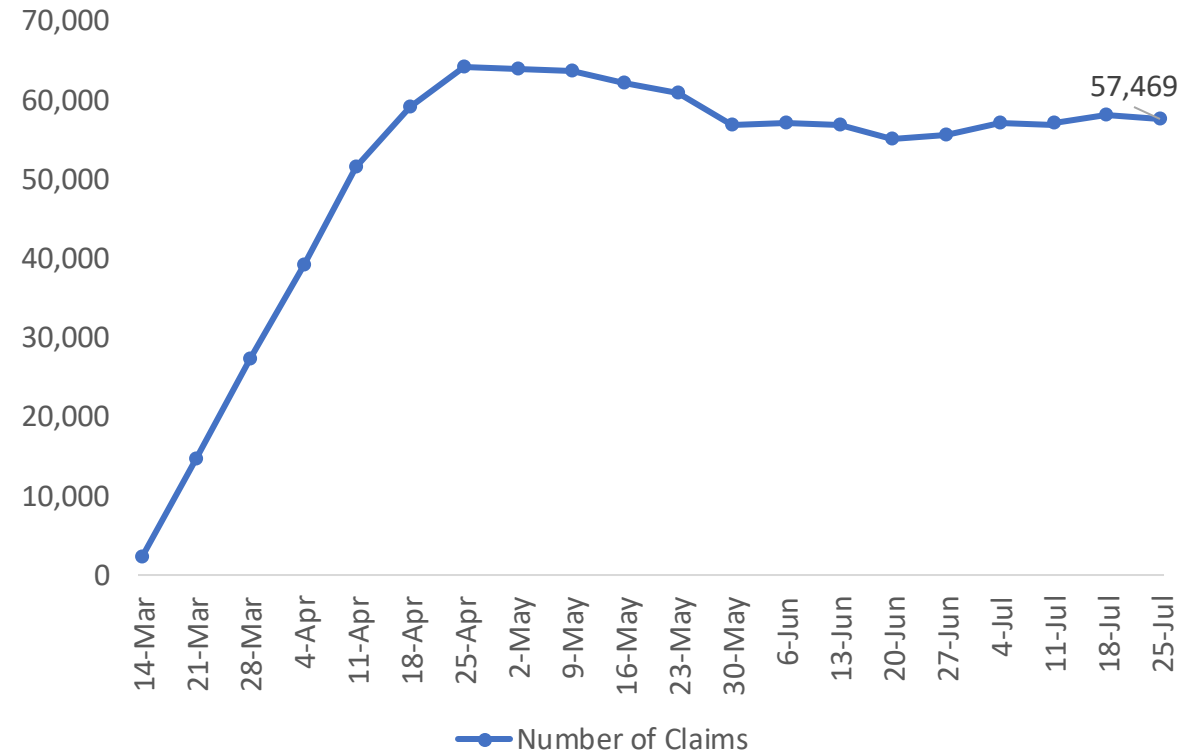
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While hotel occupancy has begun to match 2019 rates, unemployment claims are still about twenty times higher than a normal week.

Hotel Occupancy

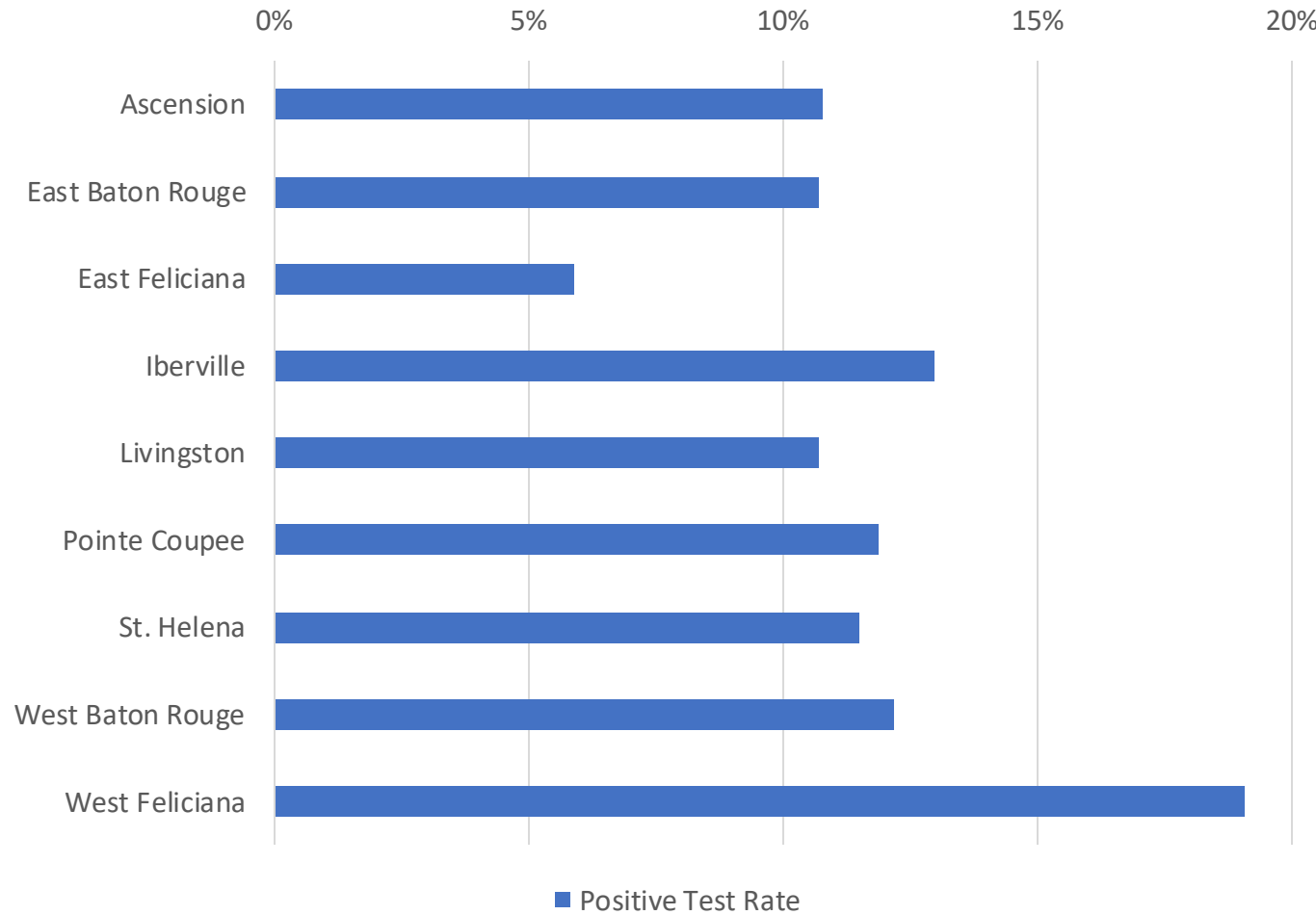


Weekly Combined UI Claims



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Percentage of positive test rates by parish.



- While EBR has seen a drop in positive cases over the last two weeks, rates have risen in other large parishes like Ascension and Livingston.
- The international "recommended positivity rate" - the rate that experts say demonstrates that there is sufficient testing and spread is trending down - is 5%. No Capital Region parish meets that standard.

Sources: LDH, BRAC Analysis; through noon 8/3/20.