

COVID-19 Indicator Dashboard

March 18, 2021

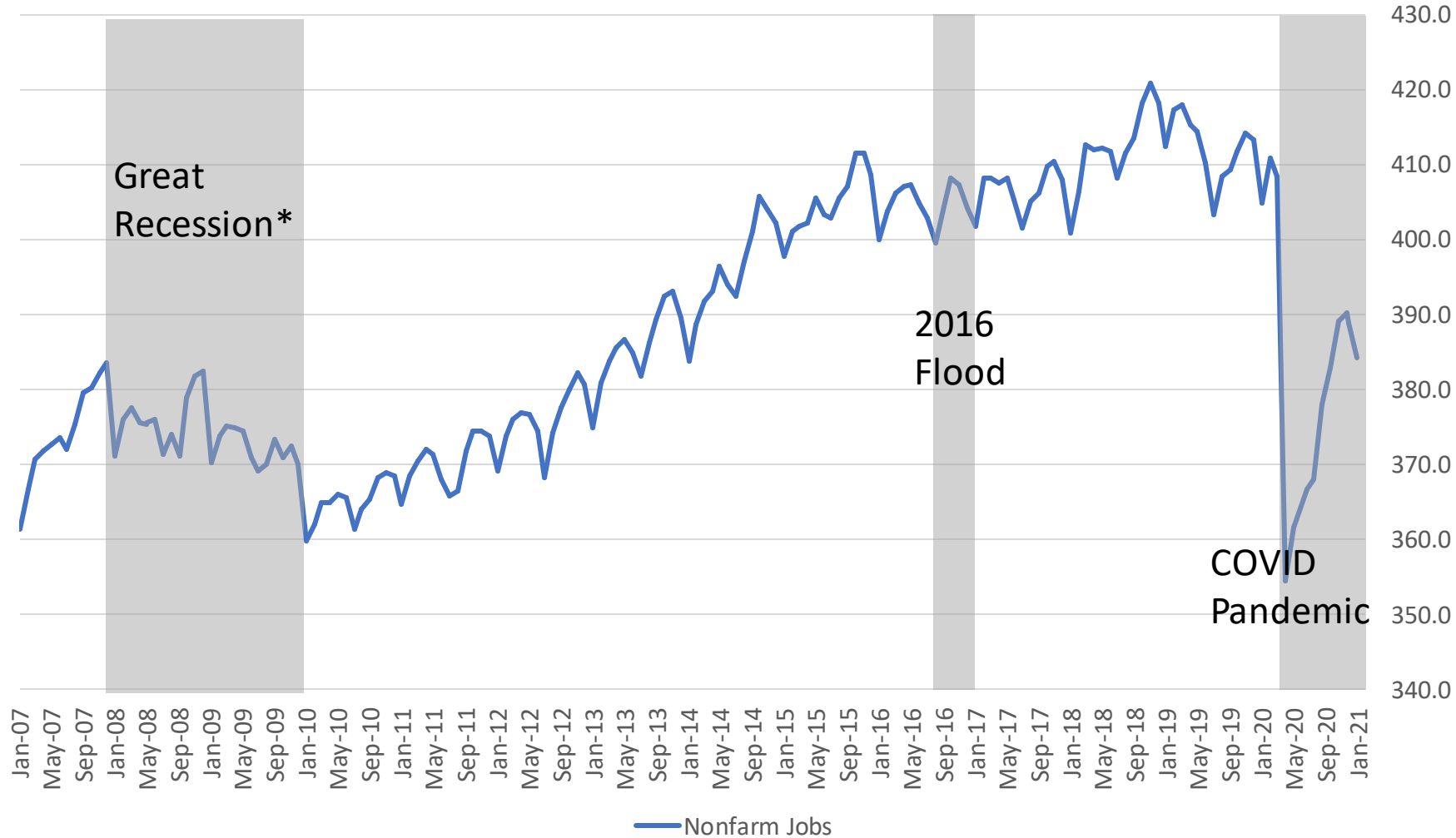
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Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

The region lost 4,800 jobs in December, as seasonal employment ended entering the new year.



Major BR MSA Job Losses

- Great Recession* (12/07 – 1/10): -6.2%
- 2016 Flood (8/16): -1.0%
 - Led to lower job count in high-employment times like holidays
- 2020 Covid-19 Pandemic (3/20 – 1/21): -5.9%
 - -13.2% in April, at the lowest point for nonfarm jobs

Source: BLS, LWC, BRAC Analysis.

*Technical dates of the recession are 12/2007 to 6/2009, but greatest negative job effects felt in Baton Rouge metro area in 1/2010

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Leisure & Hospitality and Construction jobs still show major pandemic-related losses.

Major industries in the Capital Region

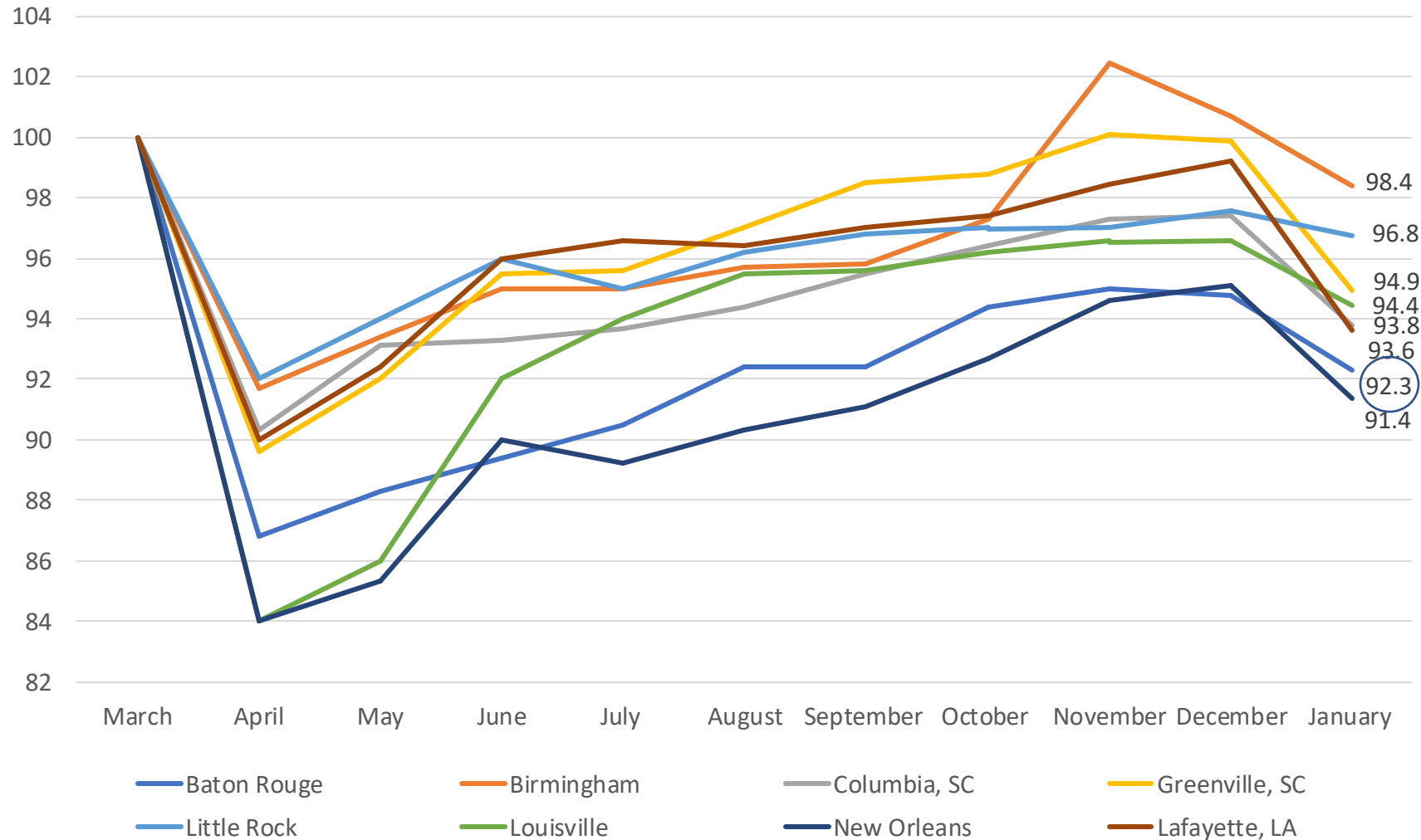
Industry	COVID Job Loss	%age Lost
Construction	-7,400	-15.6%
Leisure & Hospitality	-3,700	-9.6%
Manufacturing	-2,300	-7.6%
Professional Services	-3,300	-6.6%
Education & Healthcare	-2,600	-4.7%
Trade, Transportation & Utilities	-900	-1.3%
Government	-300	-0.4%

- Federal and state data sources significantly downwardly revised March 2020 Leisure & Hospitality numbers, so the job loss to date looks much less severe.
- Most industry growth was flat over-the-month. The largest movers were Trade, Transportation & Utilities (-1,000), Manufacturing (-1,500), and Professional Services (-1,500).
- Leisure & Hospitality jobs, as well as those in retail within Trade, Transportation & Utilities, may rebound in coming months when numbers for the Phase Three months are released.

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As seasonal jobs ended in January, Baton Rouge and peer metros all saw setbacks to recovery

Metro Area Employment Index

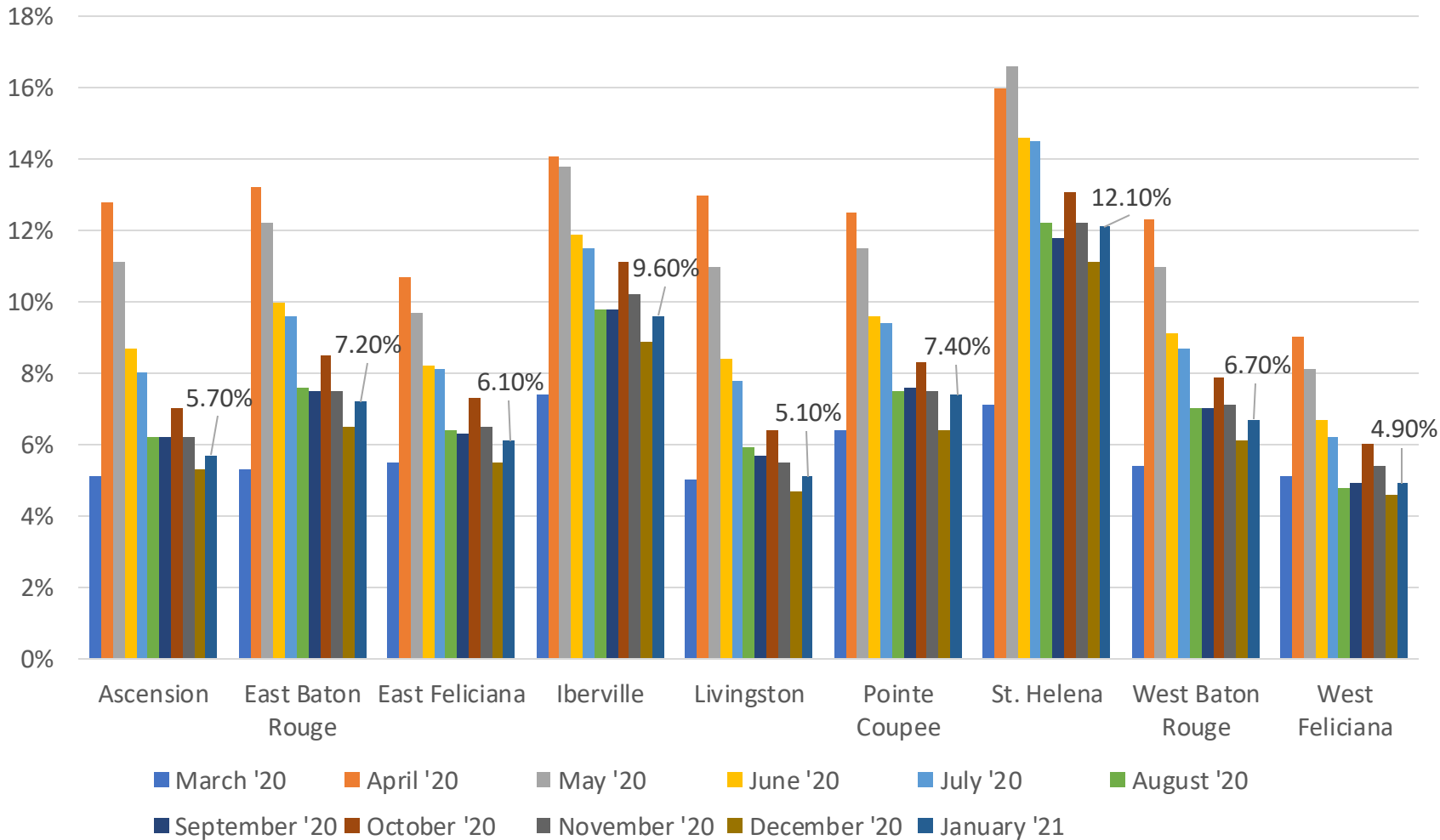


- Job recovery in Baton Rouge and New Orleans has lagged that of out-of-state peers.
- Although all metros lost jobs, Baton Rouge's index score is its worst since July 2020.
- Job numbers for the next two months – including March, in which the region entered Phase Three – will be telling.

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The January regional unemployment rate is 6.7%, notably lower than the state average.

Unemployment Rates by Parish



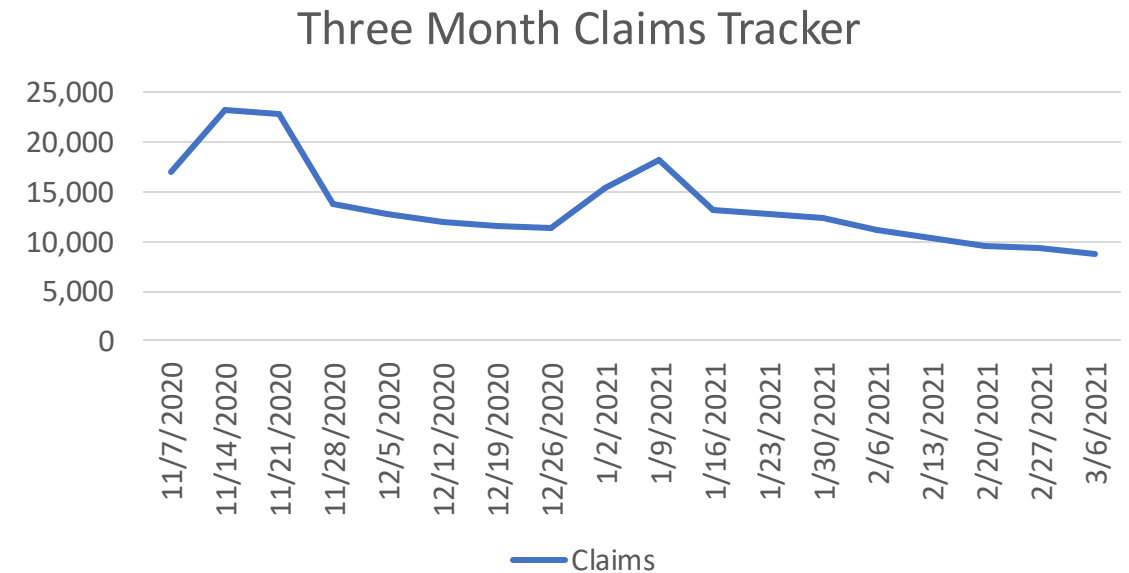
- Unemployment increased in each parish in the metro area from December to January, which is common because of seasonal employment ending.
- Five of the nine Capital Region parishes have rates below the US rate of 6.8%.
- The regional rate is only 0.3% greater than the December rate, and 2.0% higher than the pre-COVID January 2020 rate.

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Unemployment claims have continued to fall over-the-week for the last four weeks for the MSA.

Parish	2-20-2021	2-27-2021	3-6-2021
Ascension	1,289	1,253	1,204
East Baton Rouge	5,599	5,549	5,153
East Feliciana	179	164	143
Iberville	476	454	421
Livingston	1,172	1,107	1072
Point Coupee	259	258	248
St. Helena	120	122	125
West Baton Rouge	349	352	340
West Feliciana	85	96	96
BR MSA total	9,528	9,355	8,802

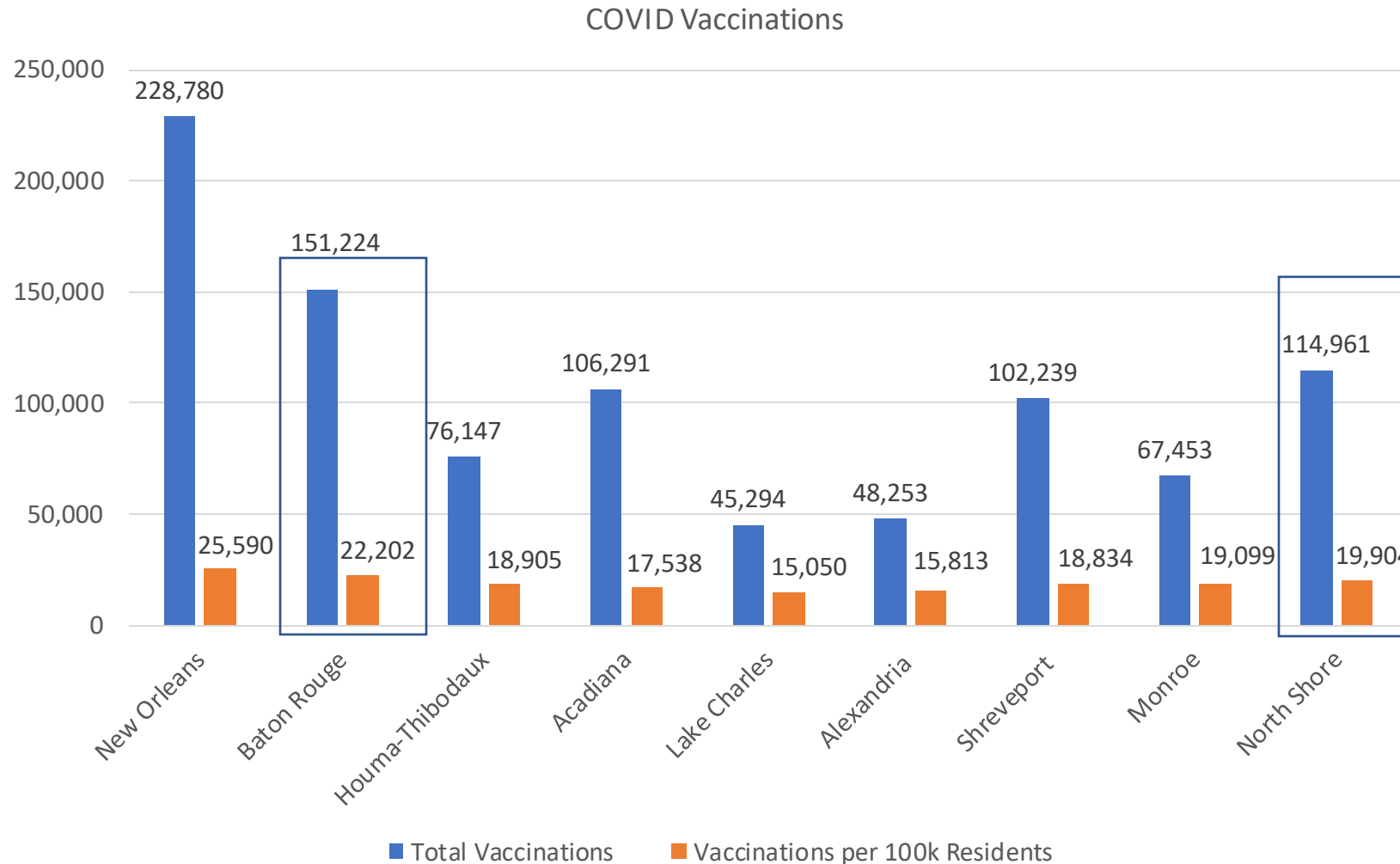
- Weekly unemployment claims fell under 9,000 for the first time since the start of the pandemic, March 2020, which had fewer than 2,200.



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

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The Capital Region has the second highest regional vaccination rate in the state.



- The Capital Region had initial vaccines to 22.2% of its total population with 11.4% of the region's total population being fully vaccinated by March 18, 2021.
- New Orleans (25.6%) has the highest regional vaccination rate in the state, with the Capital Region being the next highest.
- Louisiana Department of Health classifies two Capital Region parishes as part of North Shore, so to assess vaccination's within BRAC's entire footprint, both regions must be tracked.

Source: Louisiana Department of Health, through 3/18/21

Baton Rouge Region: **Ascension, East Baton Rouge, East Feliciana, Iberville, Pointe Coupee, West Baton Rouge, West Feliciana**. North Shore Region: **Livingston, St. Helena, St. Tammany, Tangipahoa, Washington**

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Has the pandemic affected jobs differently based on salary in East Baton Rouge?

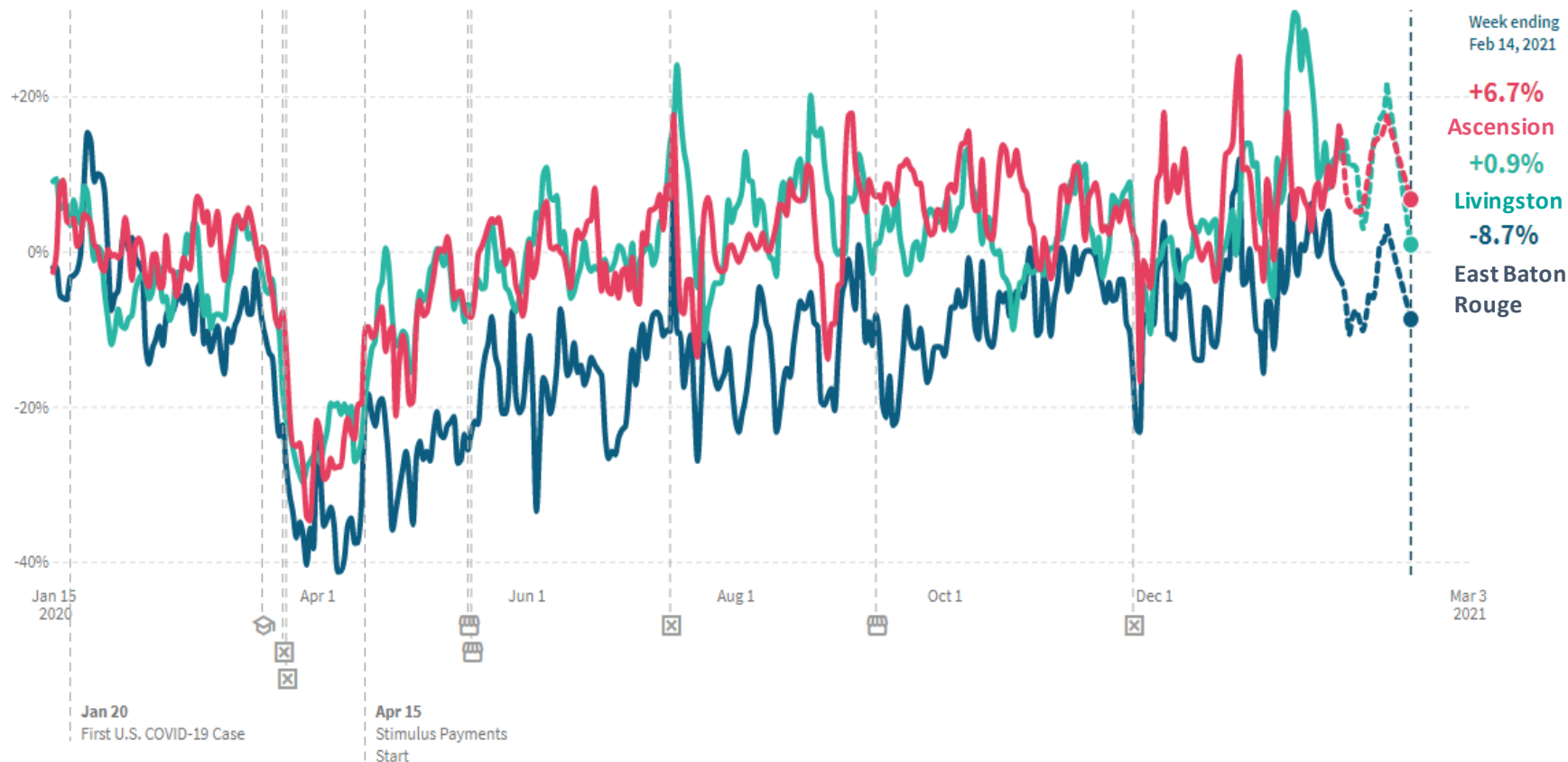


- In late 2020, high wage jobs were much more resilient through the pandemic than low-wage jobs.
- This likely reflects a split between the service economy and knowledge economy; jobs that can only be done in person have not rebounded as quickly as those that can be done remotely.

Source: Opportunity Insights, compared to January 2020 baseline. EBR is the only parish in the region for which data is available for this statistic.

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How has consumer spending been impacted by the pandemic?



- Consumer spending was above pre-pandemic levels in the region's three largest parishes to start 2021 but has dipped slightly below in EBR.
- More than 70% of Baton Rouge metro households are eligible for the full amount of proposed stimulus checks, which may lead to a spending bump like the region saw in April 2020.

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

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How has the pandemic affected small businesses in the Capital Region's largest parishes?



- There are 15-18% fewer small businesses open now than pre-pandemic in each of the three largest parishes in the region.
- While this represents improvement for EBR and Livingston, it's a notable downtick for Ascension parish.

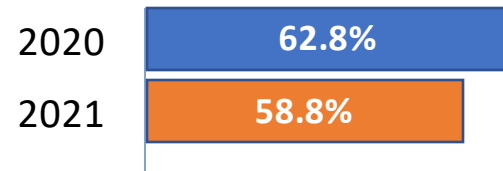
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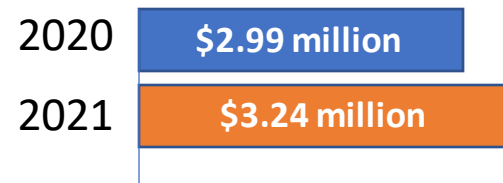
How has travel been impacted during the pandemic?

Hotel Occupancy

March 7 – March 13



Revenue March 7 – March 13

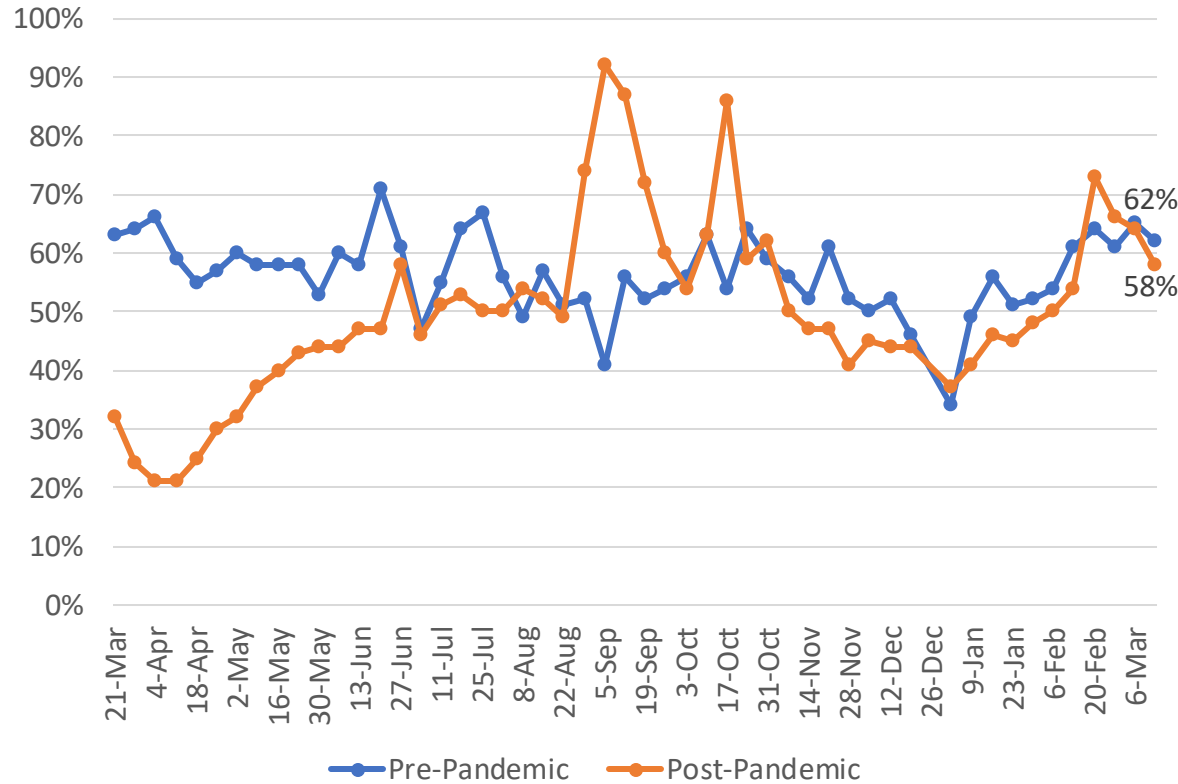


- The 2021 hotel occupancy rates were slightly lower, but still close from those in 2020.
- Revenues were up over-the-week from 2020.
- As Louisiana joins several other states in the region in relaxing COVID safety protocol due to low positivity rates and increased vaccination rollout, hotels may see an increase in occupancy due to increased travel.

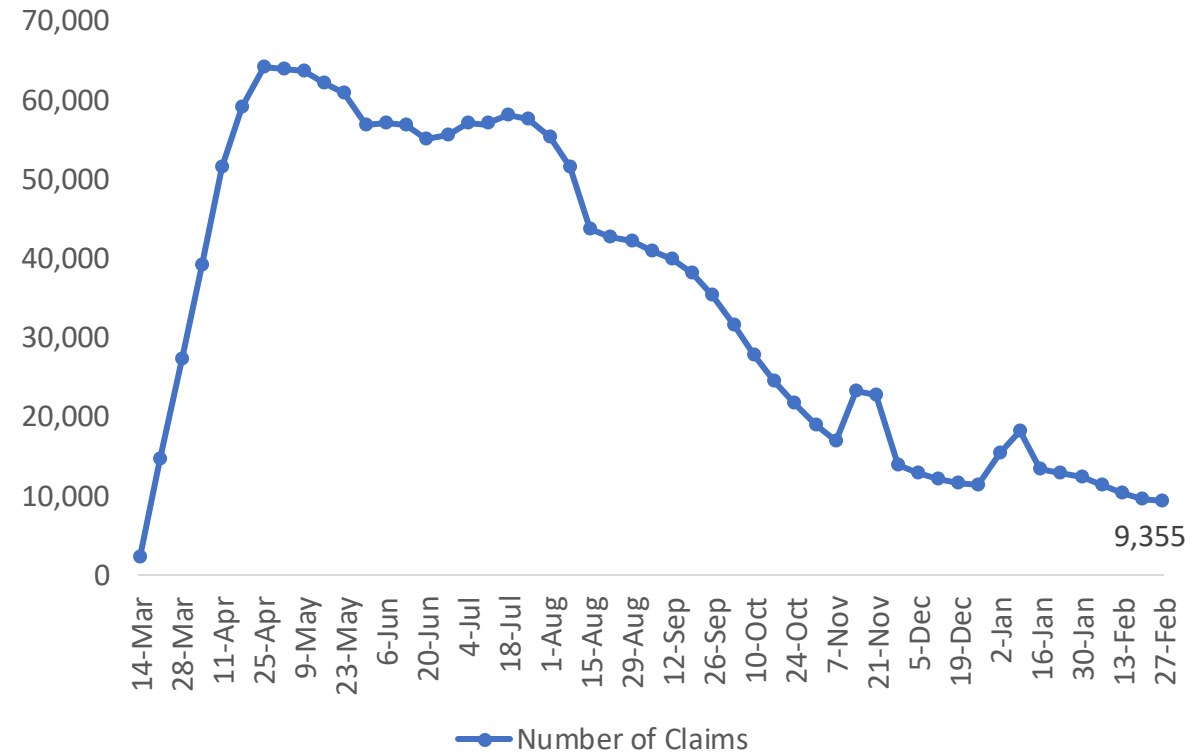
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Hotel occupancy increased, while unemployment claims have started seeing a continual decrease across the Capital Region.

Hotel Occupancy



Weekly Combined UI Claims



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How has travel been impacted during the pandemic?

CATS Transportation Ridership

Week Ending	Pre-Pandemic Ridership	Post-Pandemic Ridership	%age Change
April 25th	46,838	15,846	-66.2%
June 20th	46,730	23,944	-48.8%
August 15th	50,714	25,192	-50.3%
October 17th	47,187	26,998	-42.8%
December 19th	45,969	21,841	-52.5%
January 30th	50,140	26,134	-47.9%
February 27th	44,433	24,641	-44.5%
March 6th	49,586	22,812	-46.0%
March 13th	46,710	23,310	-49.9%

- CATS ridership was down over-the-week and still down significantly from 2020.

Residential Travel

Parish	Retail & Recreation	Grocery & Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	+6%	+5%	-	-	-3%	+1%
East Baton Rouge	-9%	+1%	-11%	-7%	-15%	+1%
East Feliciana	-	-	-	-	-13%	-
Iberville	-	-10%	-	+10%	-26%	+5%
Livingston	+9%	+18%	+54%	+28%	-4%	-1%
Point Coupee	-	-	-	-	-7%	-
St. Helena	-	-	-	-	-11%	-
West Baton Rouge	+13%	+1%	-	+54%	-17%	+3%
West Feliciana	-	-	-	-	-17%	-

- Travel to work is the closest it has been to pre-pandemic numbers for the Capital Region.

Source: Google Mobility Change Report, February 28, 2021;
Capital Area Transit System.