

# CENTRAL OHIO COVID-19 POLICY BRIEFS



MORPC Commission Meeting  
May 13, 2021



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

CENTRAL OHIO COVID-19 POLICY BRIEFS



United Way  
of Central Ohio



Franklin County  
**Public Health**



HUMAN  
SERVICE  
CHAMBER  
OF FRANKLIN COUNTY

*With funding support from:*

Columbus City Council  
The Columbus Foundation  
The Robert Wood Johnson Foundation



## PROJECT TEAM



Communications & Project Management

Qualitative Data Collection

Graphic Design

## BY THE NUMBERS



**20+** organizations interviewed



**70+** datasets analyzed



**30+** datasets analyzed with a focus  
on racial and income disparities

# SEVEN TOPICS



Economic & Community Development



Employment & Small Business



Housing



Public Health



Social Sector



Technology & Broadband Access



Transportation

Across the seven topics, one thing stands out—some residents, businesses, and organizations were hit harder than others.

**36%**

fewer Black-owned businesses



OHIO

**1 in 3**

low-wage earners are still out of work



COLUMBUS MSA

**78%**

of renters worried about eviction are Black or African American



OHIO

**2X**

more households are experiencing food insecurity



OHIO

**\$100M**

in lost revenues or increased expenses for health & human service nonprofits



CENTRAL OHIO

**30%**

of residents without computers or internet were Black, African American, Hispanic, or Latinx



CENTRAL OHIO

**1/2**

of fatal bike & pedestrian traffic-related crashed were in majority-Black or brown neighborhoods



FRANKLIN CO.

# ECONOMIC & COMMUNITY DEVELOPMENT

## KEY ISSUES:

- Future of office work
- Consumer spending and retail economies
- Supply chains and logistics
- Workforce shortages

## RESEARCH HIGHLIGHTS

REMOTE WORKERS  
Columbus MSA



**320%**

E-COMMERCE  
United States



**\$50B**

LABOR FORCE  
Columbus MSA



**5%**

**ONE1**  
**COLUMBUS**  
Partners for Regional Growth & Prosperity



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# EMPLOYMENT & SMALL BUSINESS

## KEY ISSUES:

- Historic economic collapse
- Financial peril for un- and underemployed
- Childcare access and affordability
- Collapse in consumer confidence
- Threats to an already weak small business environment

## RESEARCH HIGHLIGHTS

EMPLOYMENT  
Columbus MSA



4%

CHILDCARE  
CENTERS IN  
FINANCIAL  
TROUBLE  
Central Ohio

50%

SMALL BUSINESSES  
Columbus MSA



28%



Regionomics®  
From Trends to Insight to Action



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# HOUSING

## KEY ISSUES:

- Renter instability
- Homeowner instability
- Surge in demand for market-rate housing
- Limited supply of subsidized housing
- Continuum of care

## RESEARCH HIGHLIGHTS

RENTERS AWARE  
OF ASSISTANCE  
PROGRAMS  
United States

**50%**

MEDIAN DAYS ON  
MARKET  
Central Ohio

**6**

HOMEOWNERS  
BEHIND ON  
MORTGAGES  
Ohio

**390K**

THE CITY OF  
**COLUMBUS**  
CITY COUNCIL



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# PUBLIC HEALTH

## KEY ISSUES:

- Disparate impacts of the COVID-19 virus
- Public health messaging in communities of color
- Secondary public health concerns
- Food insecurity

## RESEARCH HIGHLIGHTS

COVID-19 DEATHS  
AMONG BLACK  
RESIDENTS  
Ohio

**30%**

DEATH INCREASE  
ATTRIBUTABLE TO  
COVID-19  
Central Ohio

**65%**

FOOD INSECURE  
HOUSHOLDS  
Ohio

**3.6M**



Franklin County  
**Public Health**



THE CITY OF  
**COLUMBUS**  
CITY COUNCIL



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# SOCIAL SECTOR

## KEY ISSUES:

- Increased need for individual supports
- Instability in the nonprofit sector
- Funding stream shifts
- Emergency delivery of human services

## RESEARCH HIGHLIGHTS

HOUSEHOLDS  
STRUGGLING  
WITH EXPENSES  
Ohio

**1 in 3**

NONPROFIT  
EMPLOYMENT  
United States



**7%**

NONPROFITS  
OPERATING AT  
LOW CAPACITY  
Central Ohio

**70%**



HUMAN  
SERVICE  
CHAMBER  
OF FRANKLIN COUNTY

United Way  
of Central Ohio



THE COLUMBUS  
FOUNDATION



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# TECHNOLOGY & BROADBAND ACCESS

## KEY ISSUES:

- Digital divide
- Digital literacy
- Transition to virtual institutions
- Building community connectivity

## RESEARCH HIGHLIGHTS

STUDENTS IN  
REMOTE  
LEARNING  
Ohio

**800K**

ACTIVE SOCIAL  
MEDIA USERS  
United States

↑  
**4.3%**

ADULTS 'HIGHLY  
PREPARED' FOR  
REMOTE LEARNING  
United States

**17%**



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# TRANSPORTATION

## KEY ISSUES:

- Traffic congestion
- Public transit
- Bike & pedestrian activity
- Freight and last-mile logistics
- Intercity travel & tourism

## RESEARCH HIGHLIGHTS

AVERAGE BUS  
RIDERSHIP  
COTA Service Area



**50%**

FUEL TAX  
REVENUE LOSS  
Central Ohio

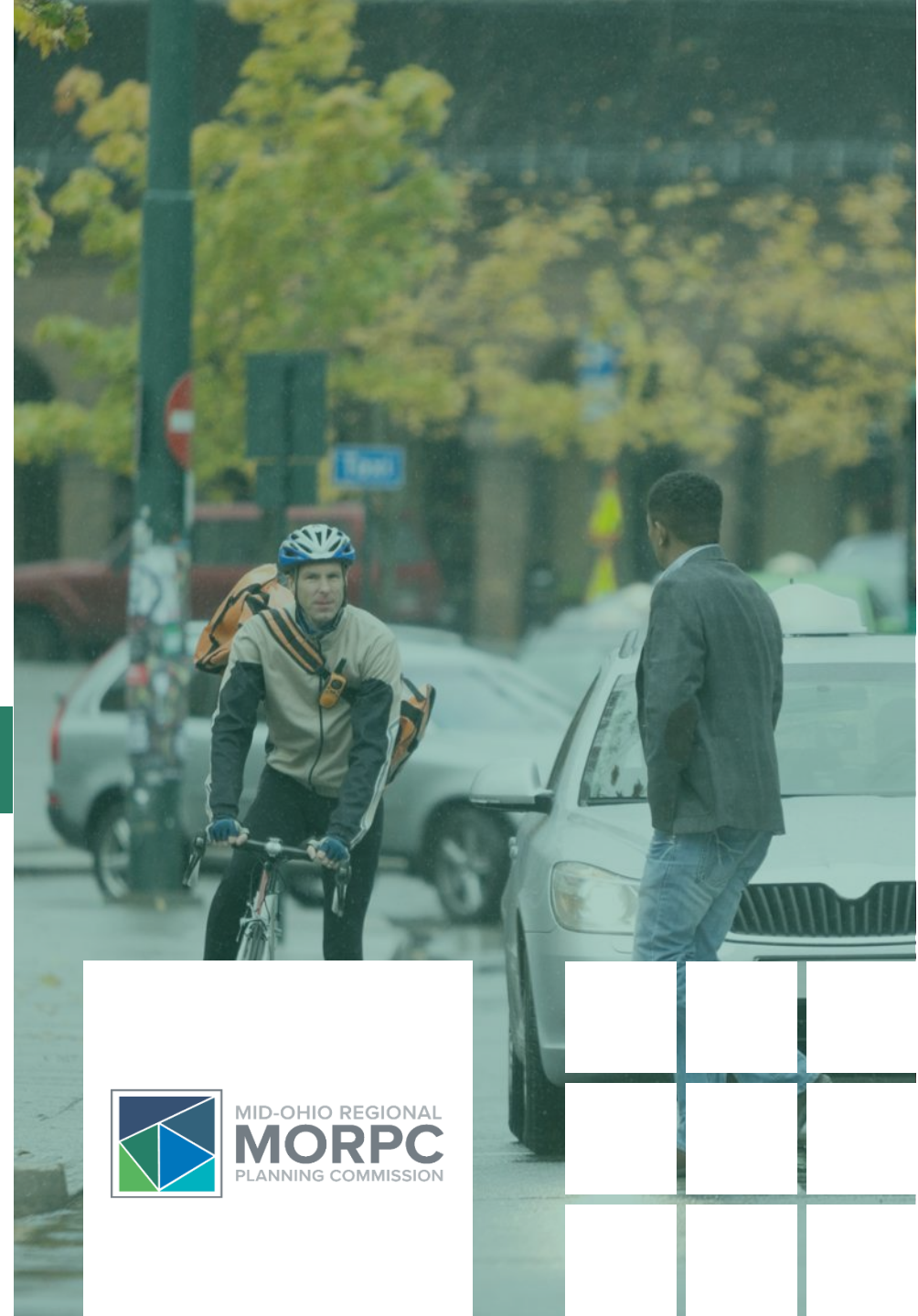
**\$20M**

AVERAGE DAILY  
TRAIL USE  
INCREASE  
Central Ohio Trails  
UP TO

**70%**



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## CONTINUING THE CONVERSATION

What does *equitable recovery* look like in Central Ohio?

What is going well in the region to address the issues?

To what degree are current recovery measures *breaking down* past systemic race & income barriers?

What should we be doing now to plan for future resiliency?

## CALL TO ACTION

### 3 THINGS YOU CAN DO WITH THE POLICY BRIEFS:

- 1 Reflect on your own work & identify a key issue or data point that can inform or change your approach
- 2 Post about the briefs on social media or email the link to your network
- 3 Connect with us to co-host a conversation with a community group or organization; or host your own discussion



CENTRAL OHIO  
**COVID-19**  
POLICY BRIEFS



**FIND THE SERIES ONLINE:**

[morpc.org/covid19policybriefs](https://morpc.org/covid19policybriefs)



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