CENTRAL OHIO
COVID-19
POLICY BRIEFS

MORPC Commission Meeting
May 13, 2021
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
Across the seven topics, one thing stands out—*some residents, businesses, and organizations were hit harder than others.*

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>36%</td>
<td>Fewer Black-owned businesses</td>
</tr>
<tr>
<td>1 in 3</td>
<td>Low-wage earners are still out of work</td>
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<tr>
<td>78%</td>
<td>Of renters worried about eviction are Black or African American</td>
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<tr>
<td>2X</td>
<td>More households are experiencing food insecurity</td>
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<tr>
<td>$100M</td>
<td>In lost revenues or increased expenses for health &amp; human service nonprofits</td>
</tr>
<tr>
<td>30%</td>
<td>Of residents without computers or internet were Black, African American, Hispanic, or Latinx</td>
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<tr>
<td>1/2</td>
<td>Of fatal bike &amp; pedestrian traffic-related crashes were in majority-Black or brown neighborhoods</td>
</tr>
</tbody>
</table>

**Ohio**

**Columbus MSA**

**Ohio**

**Central Ohio**

**Central Ohio**

**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%
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%
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
PUBLICATION 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 HOUSEHOLDS
Ohio
3.6M
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%
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%
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%
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.