

# Recover Stronger —

Map Where Emergency  
and Recovery Aid  
is Needed Most



introduction

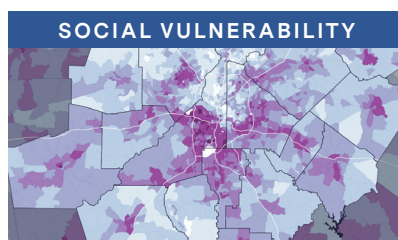
# The Recover Stronger Initiative

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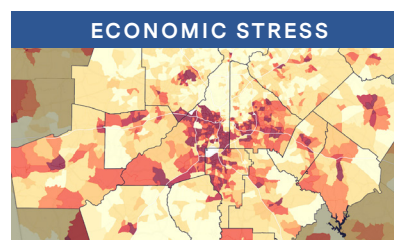
# Get the insights you need to answer critical response and recovery questions.

The compounding health, economic, and social impacts of the COVID-19 pandemic have exacerbated systemic inequities in our communities at an alarming rate. The ability to quickly map and analyze the progression of impacts, vulnerabilities, and policy interventions at the state, city, and neighborhood level is essential to building a measurably more equitable and resilient recovery.

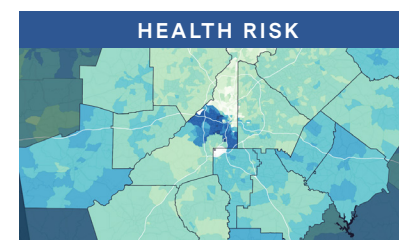
UrbanFootprint's [Recover Stronger](#) initiative helps public agencies and front-line organizations in emergency response, public health, housing, and economic recovery get the location data they need to advocate for resources, map where aid is needed most, and plan tactical deployments of recovery assistance. UrbanFootprint's nationwide recovery indices include the following:



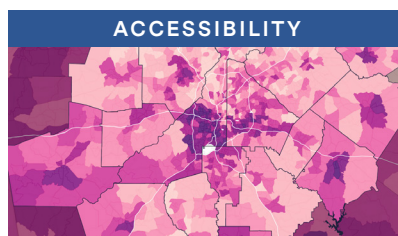
Which areas may be most impacted by economic shocks due to underlying vulnerabilities?



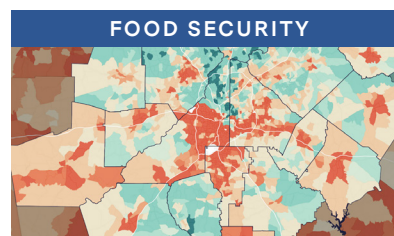
Where is unemployment concentrated and how should we deliver relief and recovery services?



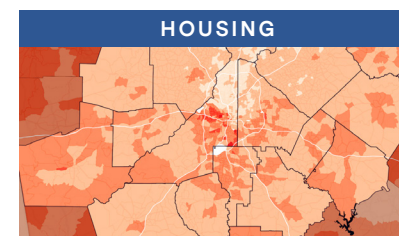
Where are future outbreaks most likely to occur and how can we prepare?



Where do people have limited access to public transit and cars?



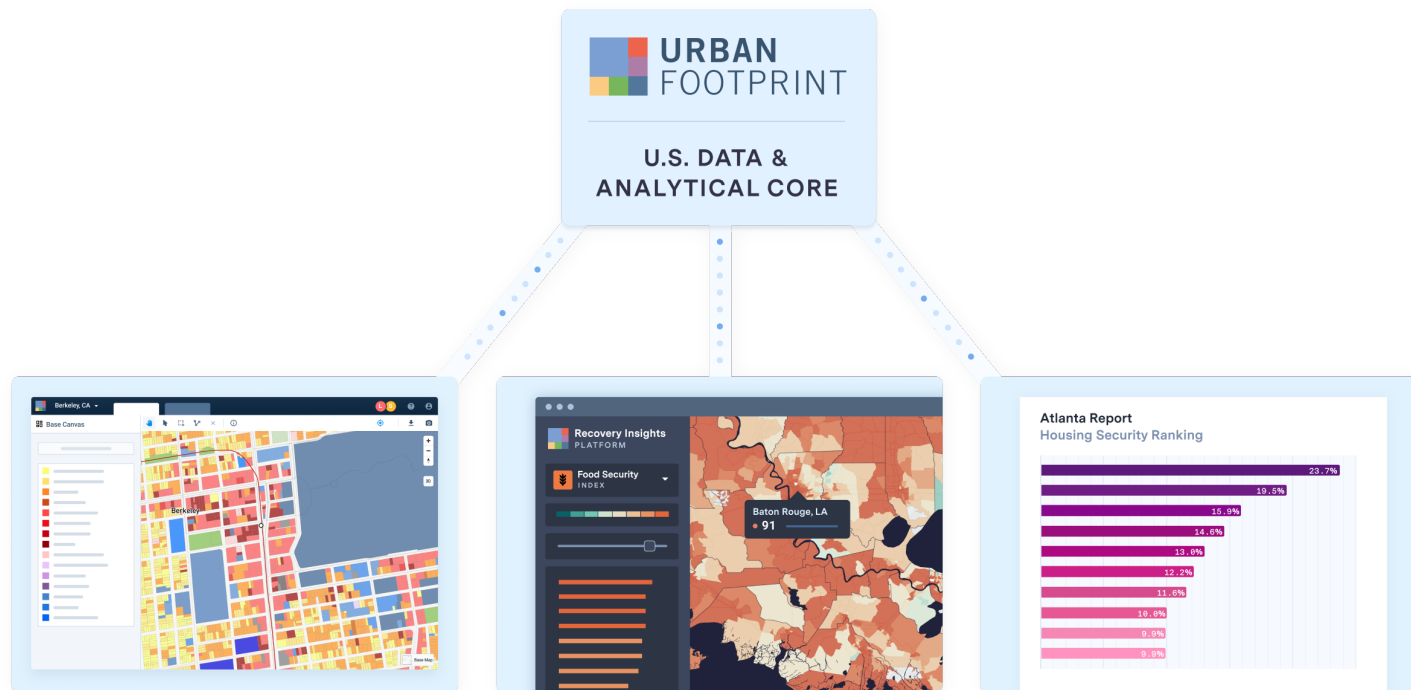
Where are areas with poor access to food outlets and grocery stores?



What cities or neighborhoods may be most in need of rental assistance?



Public agencies and front-line organizations at the federal, state, and local scale use insights from the UrbanFootprint SaaS platform, interactive maps, and solutions team to quickly map and plan COVID-19 recovery assistance.



#### SOFTWARE PLATFORM

### UrbanFootprint Web Application

The core web application powers smart recovery planning at every scale. Plan tactical responses with built-in parcel and block-level housing, employment, and social vulnerability data.

#### INTERACTIVE MAPPING

### Insights Dashboards

Access dynamic, interactive maps and dashboards that show progress over time across a range of critical recovery indicators such as economic stress, social vulnerability, food security, and more.

#### DATA & ANALYSIS PRO SERVICES

### Solutions Team

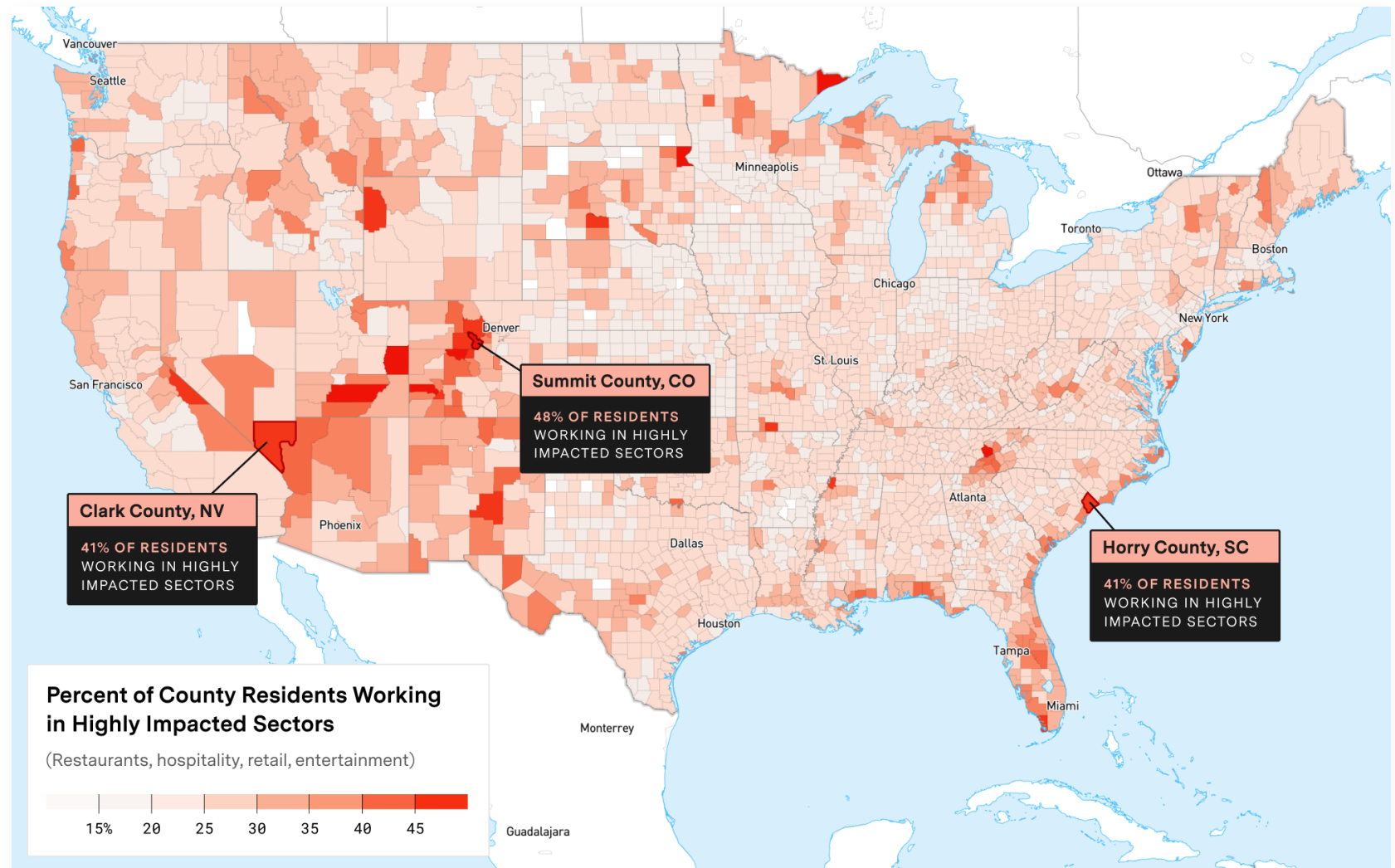
Led by experts in emergency response and recovery, data science, and mapping, our team will work with you to answer critical questions about where to deploy resources, how to triage response, and where to expect economic impact to be greatest in the coming weeks and months.





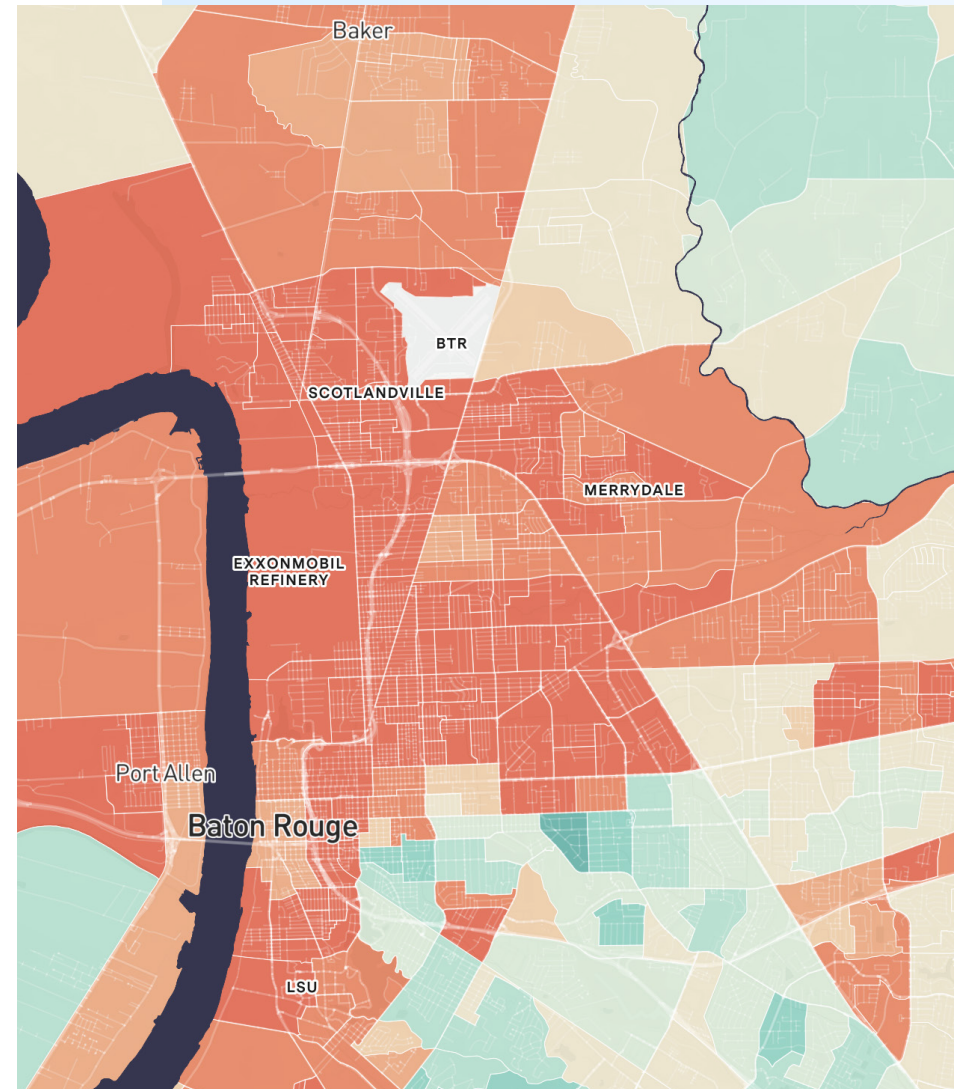
For example, with nationwide recovery indices and interactive mapping, public agencies and policymakers can quickly understand [which counties may be experiencing high levels of economic stress](#) due to the impacts of COVID-19.

Nationwide view of residents employed in the highly impacted restaurant, hospitality, retail, and entertainment sectors as of April 9th, 2020. The deeper the shade of red, the higher the percentage of county residents in these industries.

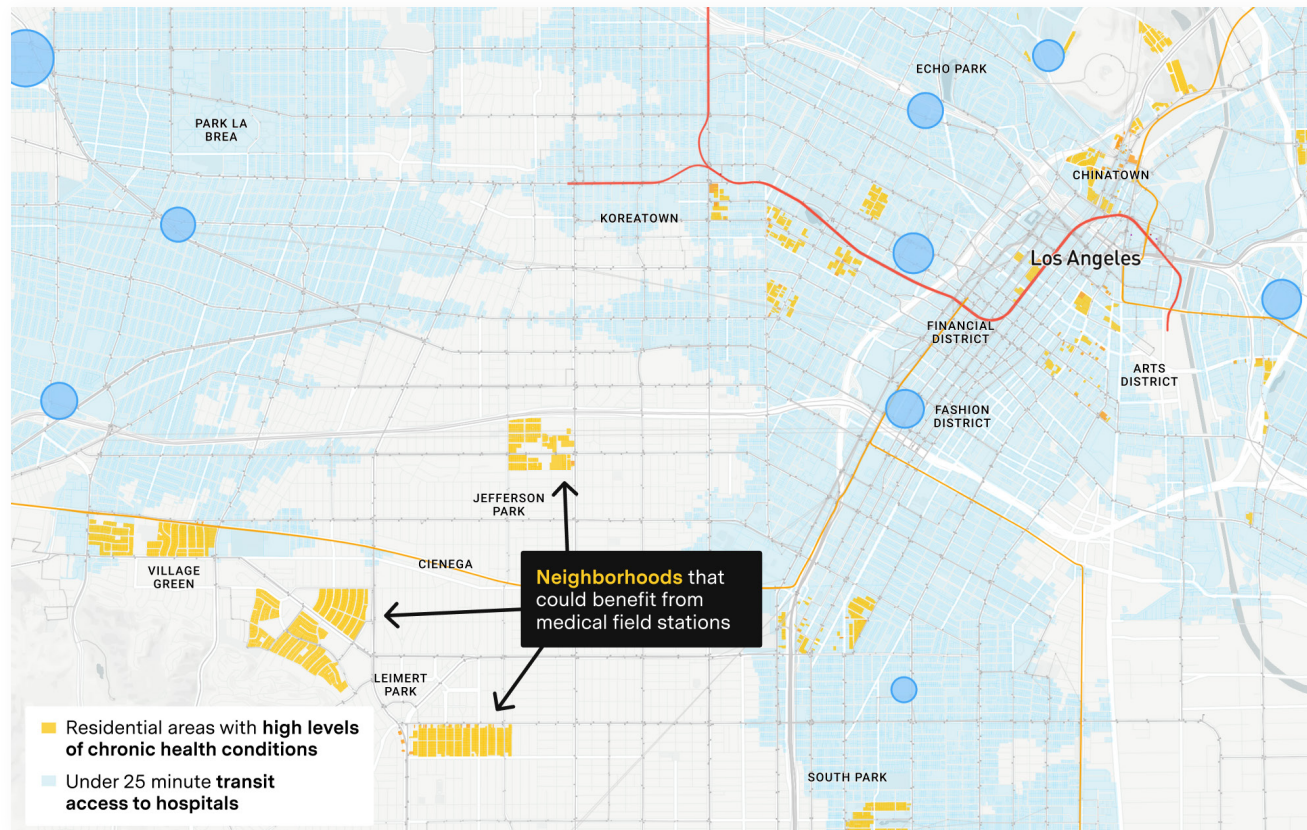


“As Mayor, it is my belief that all decisions should be data driven. Access to the type of **hyper-local, dynamic data** provided by the COVID-19 Recovery Insights Platform will be valuable in my efforts to develop targeted strategies that address areas of greatest need throughout East Baton Rouge Parish.”

Sharon Weston Broome  
Mayor-President of Baton Rouge, LA



In another example at the neighborhood scale, local agencies and municipalities can use the UrbanFootprint SaaS platform to [identify gaps in access to medical services](#) for areas with a higher concentration of at-risk populations - those with underlying health conditions, extreme poverty, and other key factors.



Yellow parcels indicate neighborhoods with higher levels of chronic disease. Light blue shows the 25-minute transit access shed to hospitals, noted in darker blue circles.

Areas in light gray outside the transit access shed have longer than 25-minute trips to existing hospitals, where it might be beneficial to locate medical field stations.

Read on to dig into the details and learn how public agencies like the State of Louisiana are using UrbanFootprint location data, mapping, and analysis tools to advocate for essential resources, quickly understand where relief is needed most, and plan for the delivery of recovery assistance in response to COVID-19.



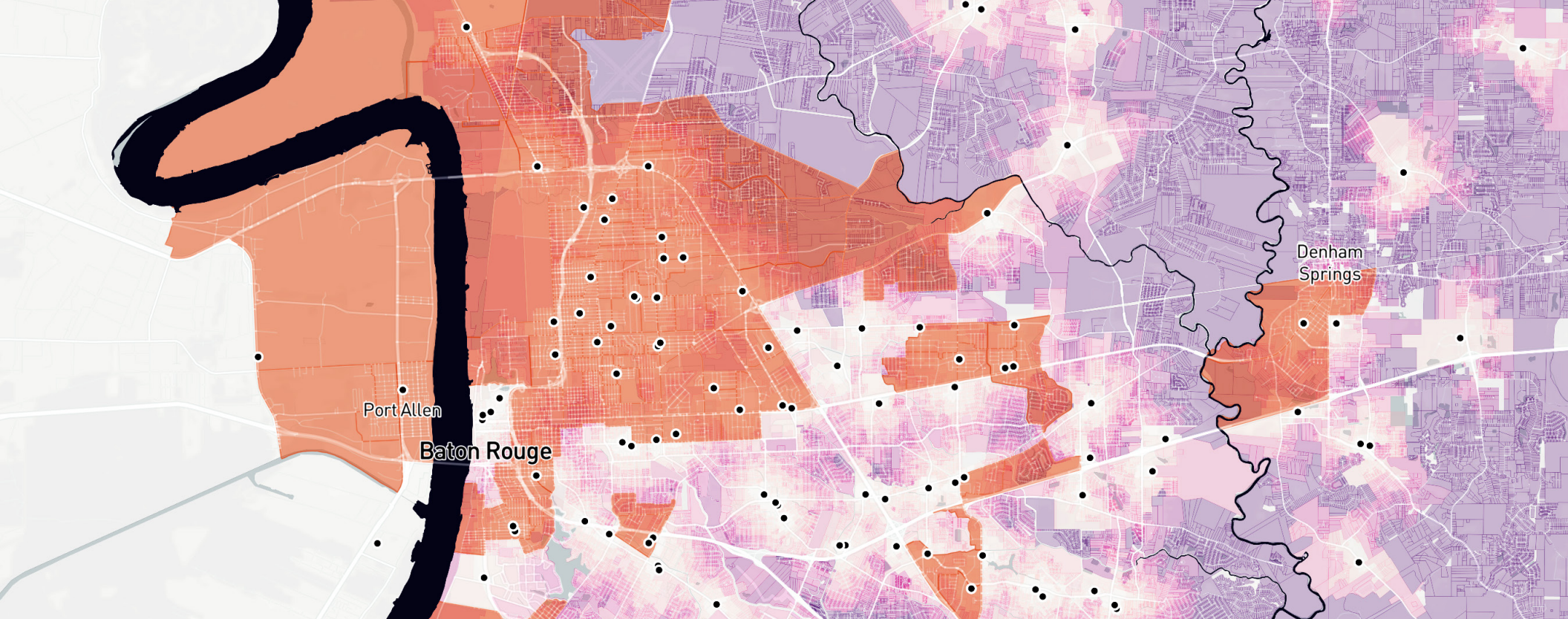


case study

# The State of Louisiana

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📍 Baton Rouge, LA  
🏠 UrbanFootprint  
Food Security Index

## UrbanFootprint Helps the State of Louisiana Assess Food Security, Map Risk of Eviction, and Geotarget Relief Operations

COVID-19 has given rise to an economic and social crisis impacting an unprecedented number of Americans all over the country. In Louisiana, long-standing disparities have only intensified. In order to respond and build an effective recovery strategy, state and local leadership need to map and measure the scope, scale, and distribution of the crisis and its underlying drivers.

To meet that challenge, the Center for Planning Excellence (CPEX), a non-profit organization that drives urban, rural, and regional planning efforts in Louisiana partnered with UrbanFootprint to dynamically measure and map social vulnerability and economic stress, and to help policy makers and relief providers prioritize resources and inform equitable interventions.

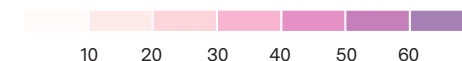
Grocery Stores



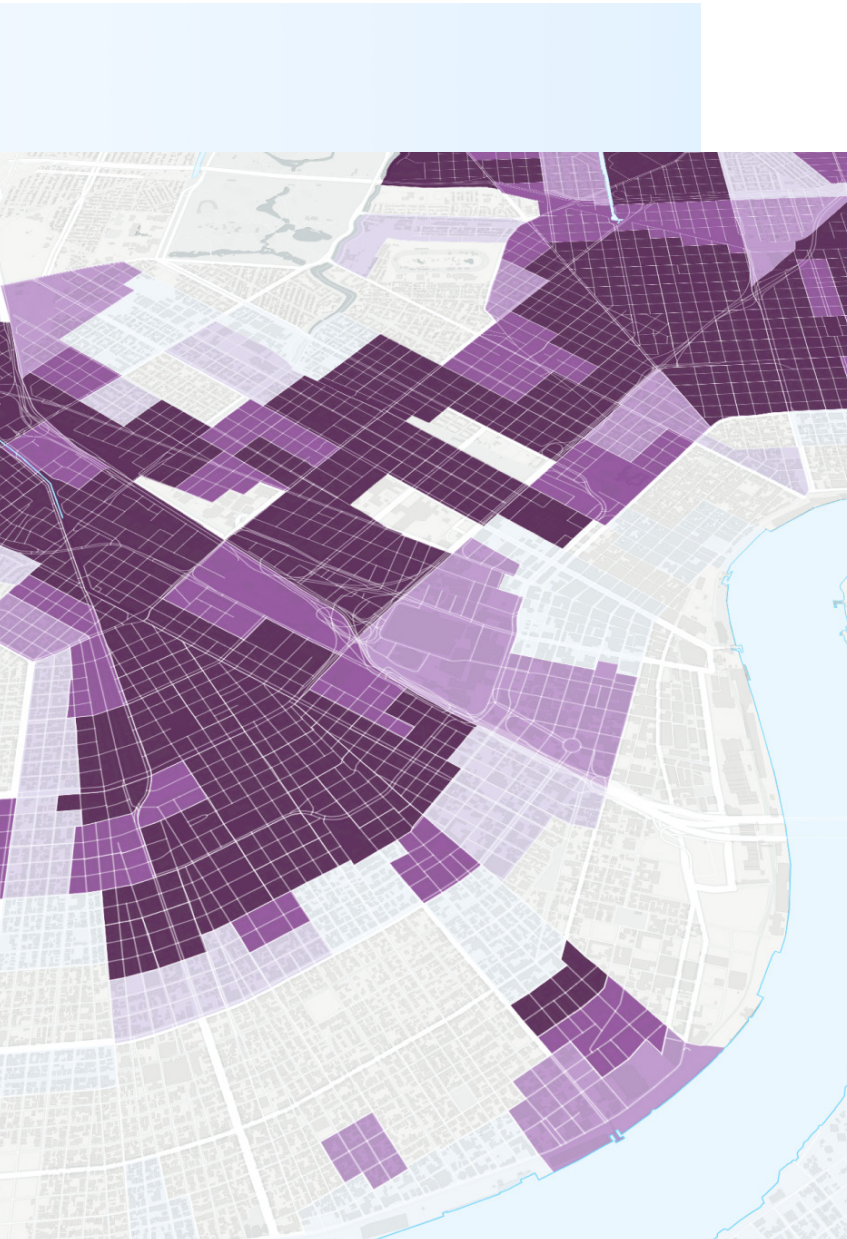
Top 20% at risk in  
Food Security Index



Walk Access to Food Outlets (Minutes)







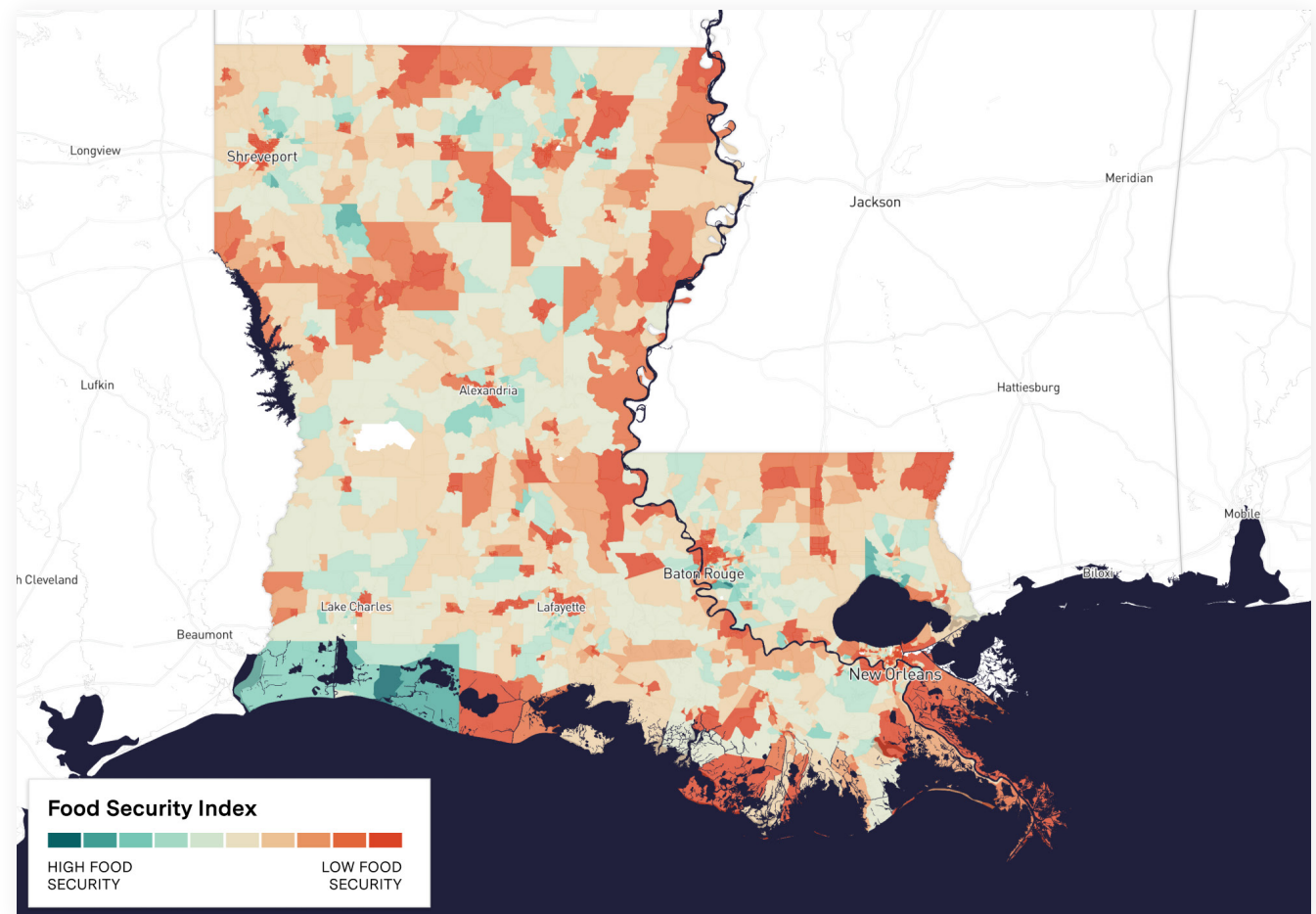
“Deploying data and information that provides a **nuanced, place-based understanding** of how our built environment is serving our residents is essential to expediting recovery, aligning resources with the most effective interventions, tracking impacts, and building the resilience our state needs to thrive in the future.”

Camille Manning-Broome  
CEO, Center for Planning Excellence



**UrbanFootprint's statewide food security analysis** measured the risk arising from a combination of socio-economic factors, jobless claims and economic stress, pre-existing health conditions and lack of grocery stores. The study revealed a number of key insights:

- **More than 1 in 3** Louisiana residents now live in food-insecure communities due to COVID-19
- The number of Louisiana residents living in food insecure communities has **increased by over 500,000**, now totaling more than 1.6 million people
- **Nearly half** of newly food insecure communities are small towns and unincorporated rural areas
- Food insecurity has increased dramatically in New Orleans and Baton Rouge, where **approximately 65%** of residents live in food insecure communities
- The **top five** food insecure cities in Louisiana are Monroe, New Orleans, Shreveport, Baton Rouge and Alexandria

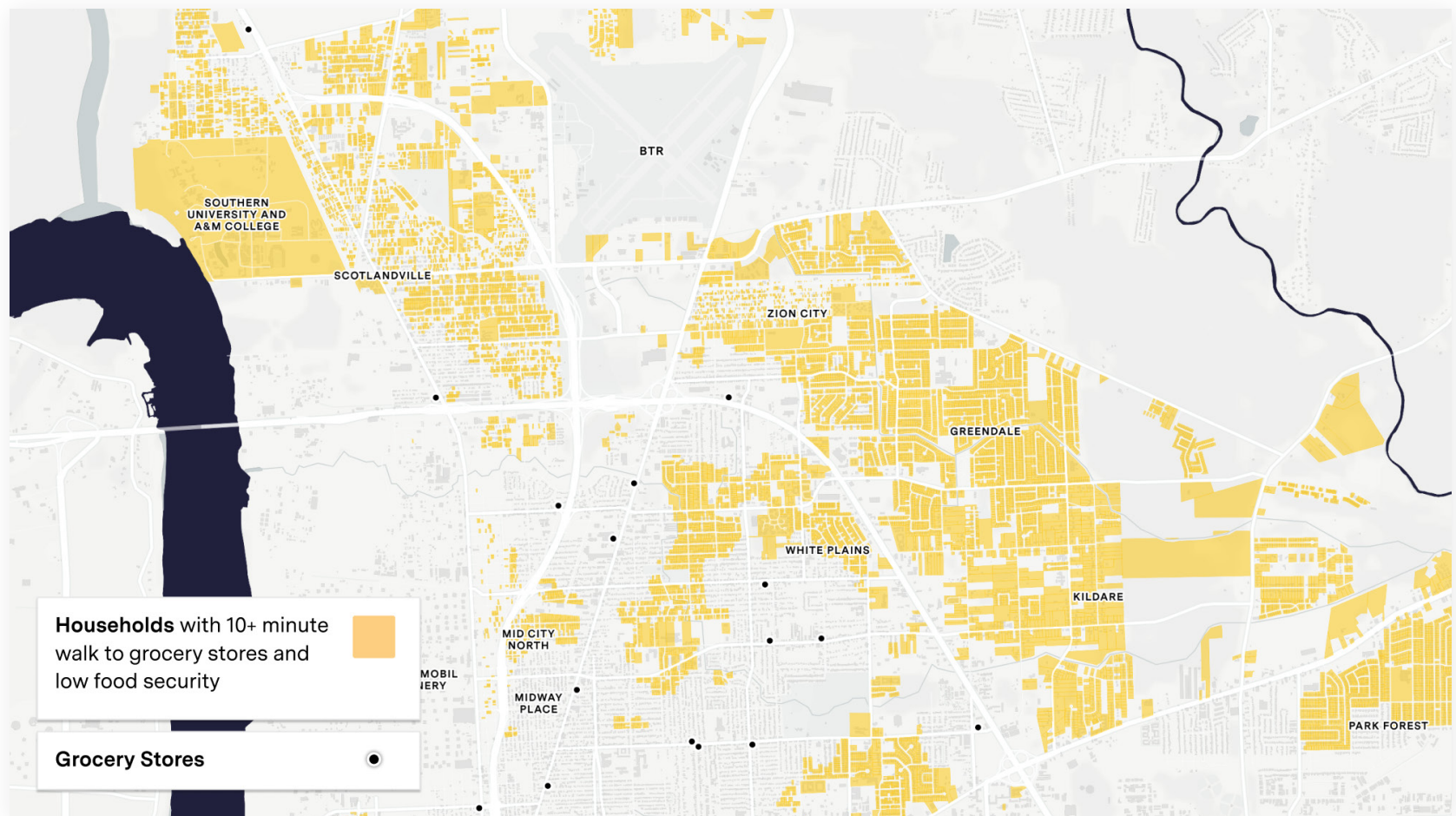




Beyond providing an understanding of the larger crisis, UrbanFootprint and CPEX are helping officials and community groups close the gap between supply and demand by identifying potential food distribution locations that can reach the most at-risk residents.

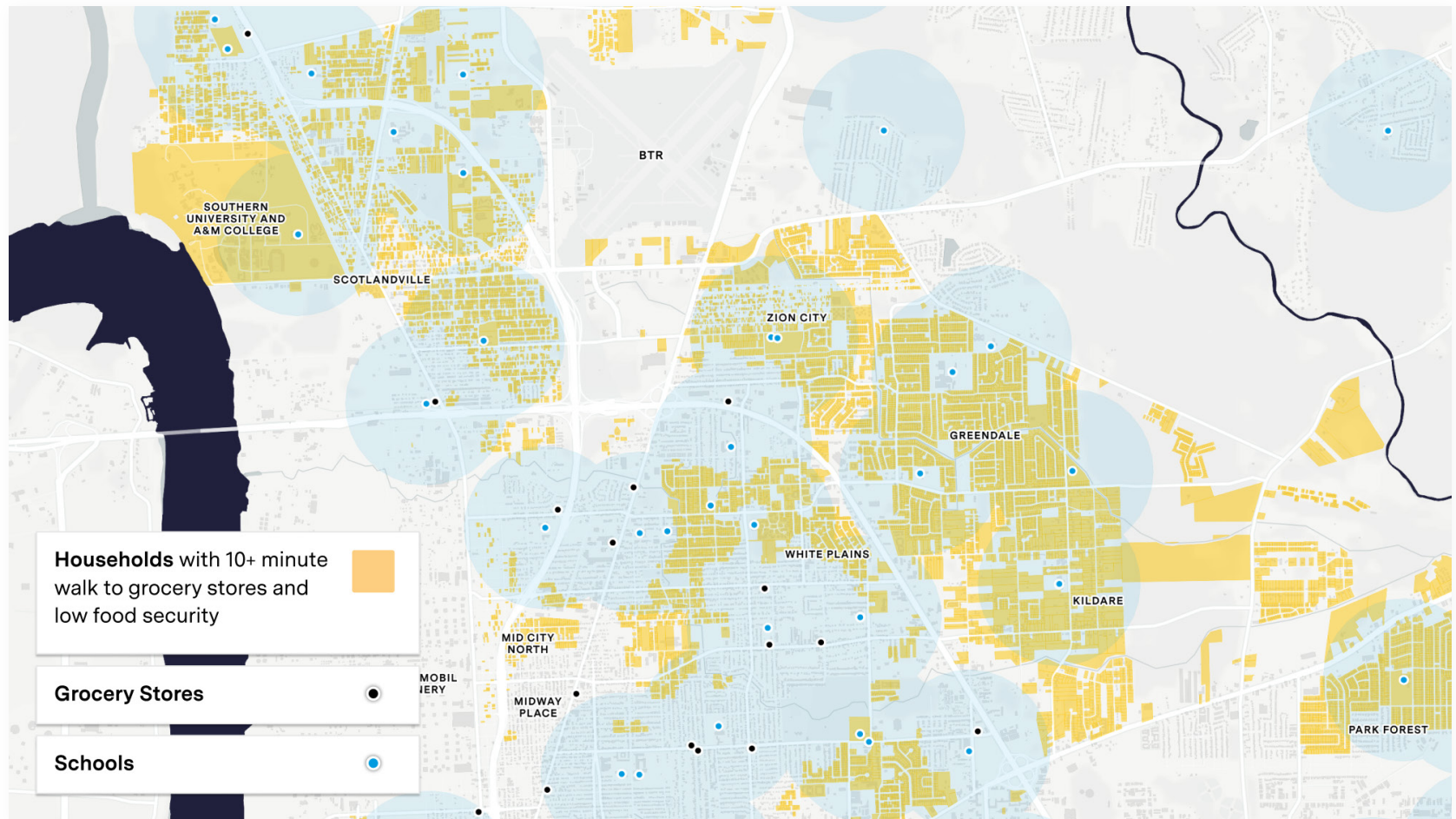
Mike Manning, President & CEO of the Greater Baton Rouge Food Bank, noted that the platform “is providing granular information on areas where our work against food insecurity is needed most or needs to be intensified. As a result, we are better able to focus our response and maximize the impact of our efforts for our communities.”

As an example of this work, the UrbanFootprint map below identifies households at high risk of food insecurity.





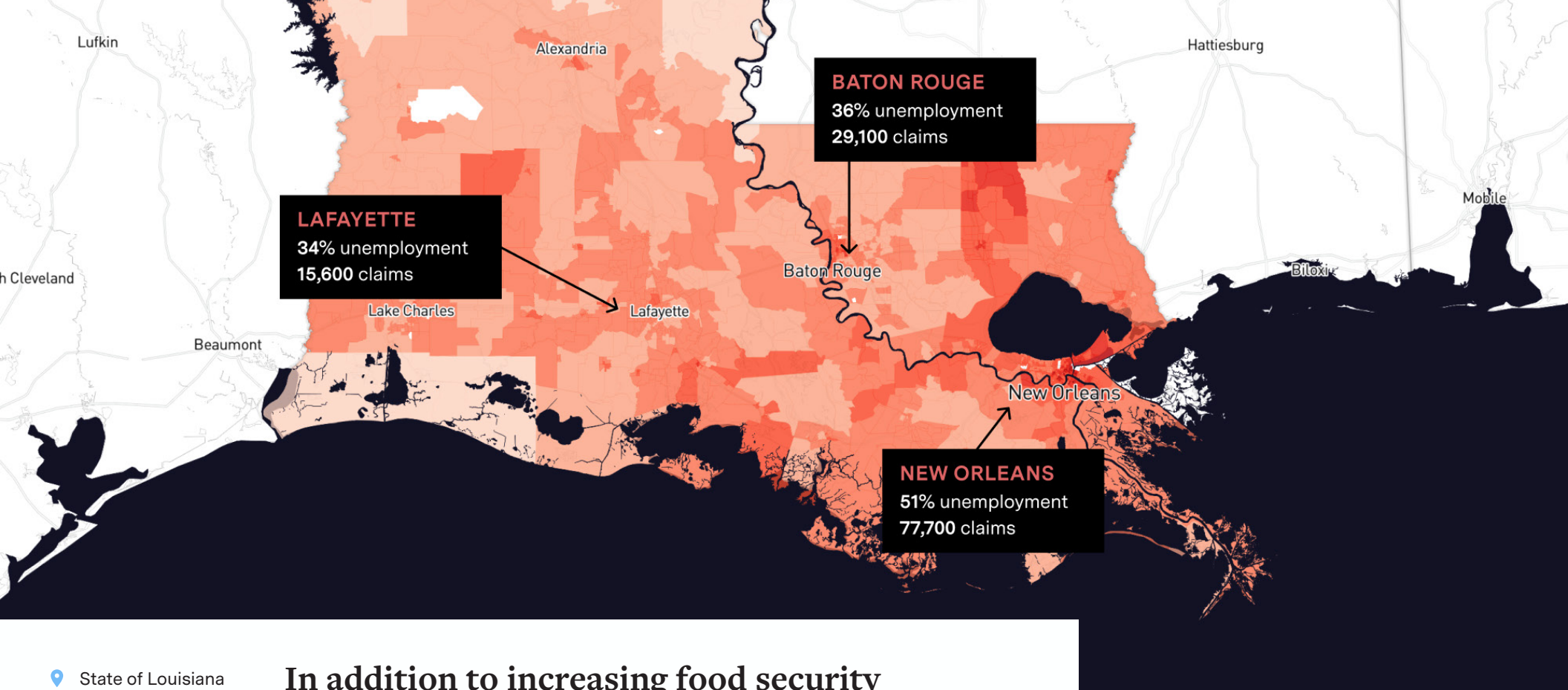
In the exhibit below, we analyzed a proposed intervention of using schools as additional food distribution sites and determined about 14,000 households would see improved access to food in this scenario.



READ THE FULL REPORT

[Visit our blog](#) for more on our food security analysis.



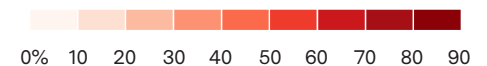


- State of Louisiana
- UrbanFootprint  
Economic Stress  
Index

In addition to increasing food security concerns, the State of Louisiana is grappling with a looming eviction crisis with Pandemic Unemployment Assistance (PUA) set to expire on July 31, 2020.

At the time of this publication, [nearly 7 million U.S. households could face eviction](#) without government financial assistance. Zooming in on the State of Louisiana, a minimum of 69,000 to 130,000 renter households are at risk of eviction when local and federal protections and aid expire. Driven by very high unemployment in the service and hospitality sectors, these are heavily rent-burdened households that have experienced job loss as a result of the COVID-19 crisis. The six-month rental assistance needed for these renters ranges from \$230.0 and \$432.2 million.

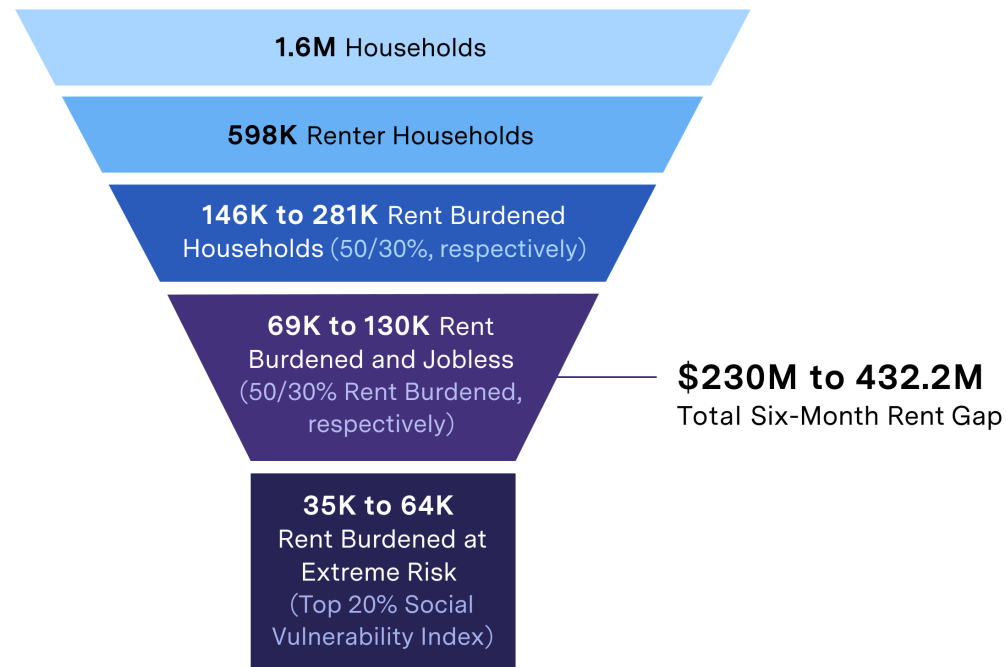
**Estimated Unemployment Rate**  
BY BLOCK GROUP



## Which of these households are most vulnerable?

To identify the subset of these households most at risk of eviction, UrbanFootprint mapped Louisiana's most heavily rent-burdened households with COVID-related job loss against our Social Vulnerability Index, a composite index that takes into account poverty, crowded housing, single parent households, and other metrics that indicate a household in this community is unlikely to withstand an economic shock. By this measure, more than 35,000 households are most at risk across the state.

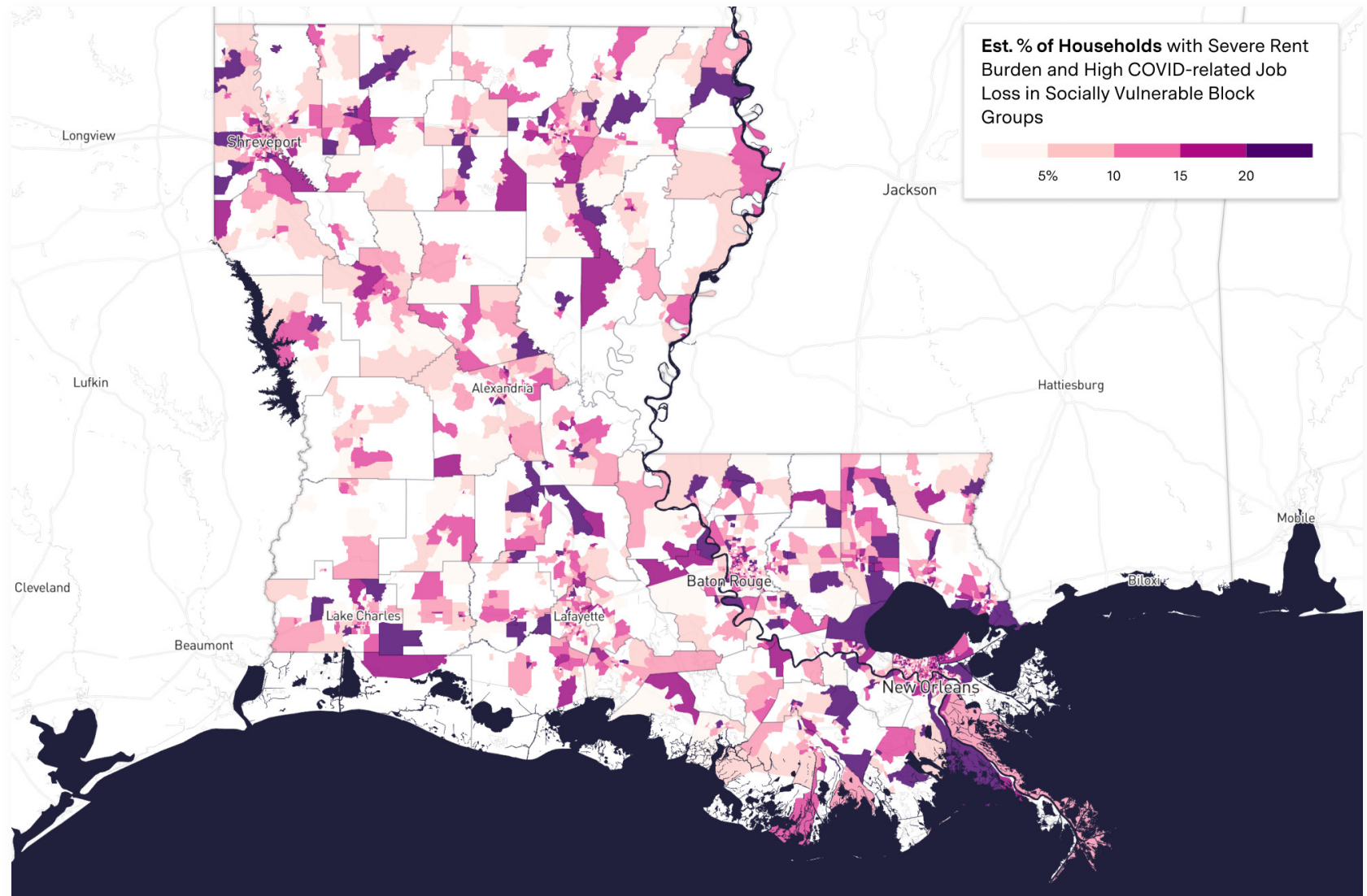
### Louisiana Rental Risk Analysis





In an environment of limited resources, these are the communities that are most likely to need assistance to avoid eviction and homelessness. Mapping where these households are located and understanding where they may be concentrated is an essential first step in delivering an effective and equitable response.

Mapping the scale and concentration of rent-burdened households, COVID-related job loss, and underlying social vulnerability in Louisiana.



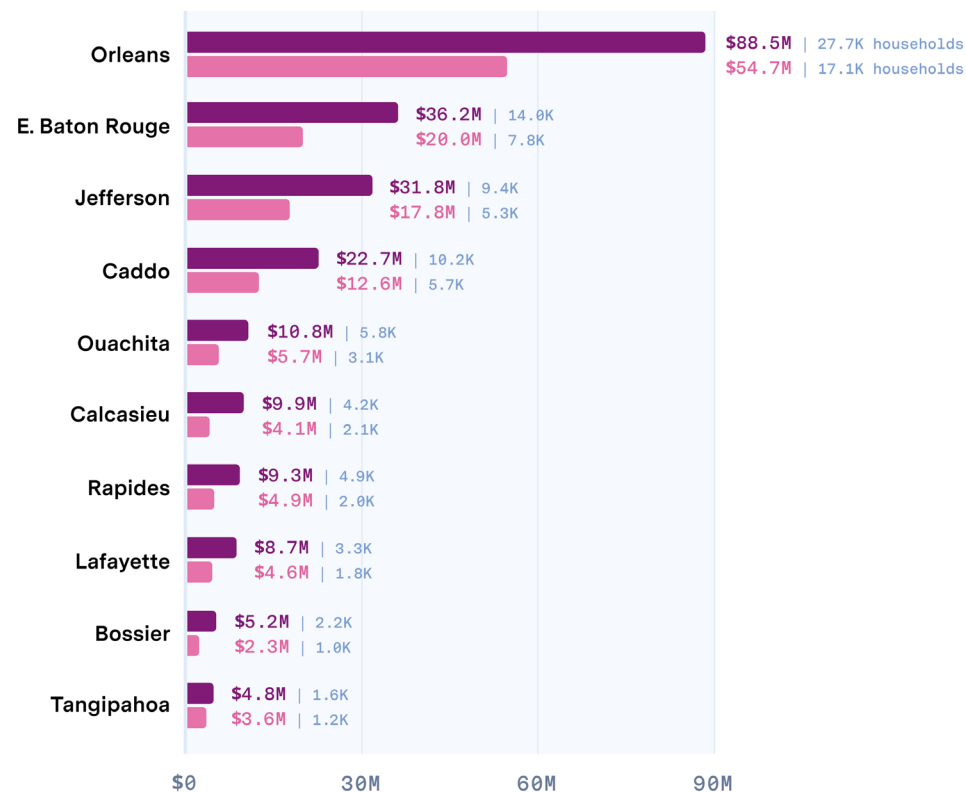


In Louisiana, the Orleans, East Baton Rouge, Jefferson, Caddo, and Ouachita rank as the top five parishes most vulnerable to eviction without extended government financial assistance in the wake of COVID-19.

## Top 10 Large Parishes: 6-Month Rent Gap & High Social Vulnerability

6-month rent gap amount (\$) for already rent-burdened households jobless by COVID and with high social vulnerability

■ Paying >30% income on rent ■ Paying >50% income on rent

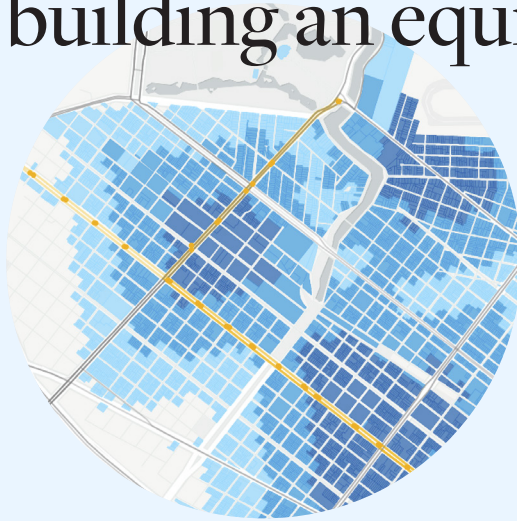


### RECOVERY INSIGHTS

#### [Stay updated](#)

on our latest analyses as the recovery effort continues to unfold.

# Mapping where aid is needed most is an essential first step in building an equitable recovery.



The weight of the social and economic decisions made in the coming months cannot be overstated. It's critical we come together in a commitment to build resilient, equitable, and thriving communities.

We have an opportunity to recover stronger. Data-driven tools and actionable insights can help us get there.

## Get the insights you need to recover stronger.

[Learn more](#) about how UrbanFootprint is helping public agencies and front-line organizations build more resilient and equitable communities.

TALK TO US →





in the news

# Read More About Our COVID-19 Response and Recovery Efforts



AXIOS

Forbes



FASTCOMPANY



Learn more at  
[urbanfootprint.com](https://urbanfootprint.com)