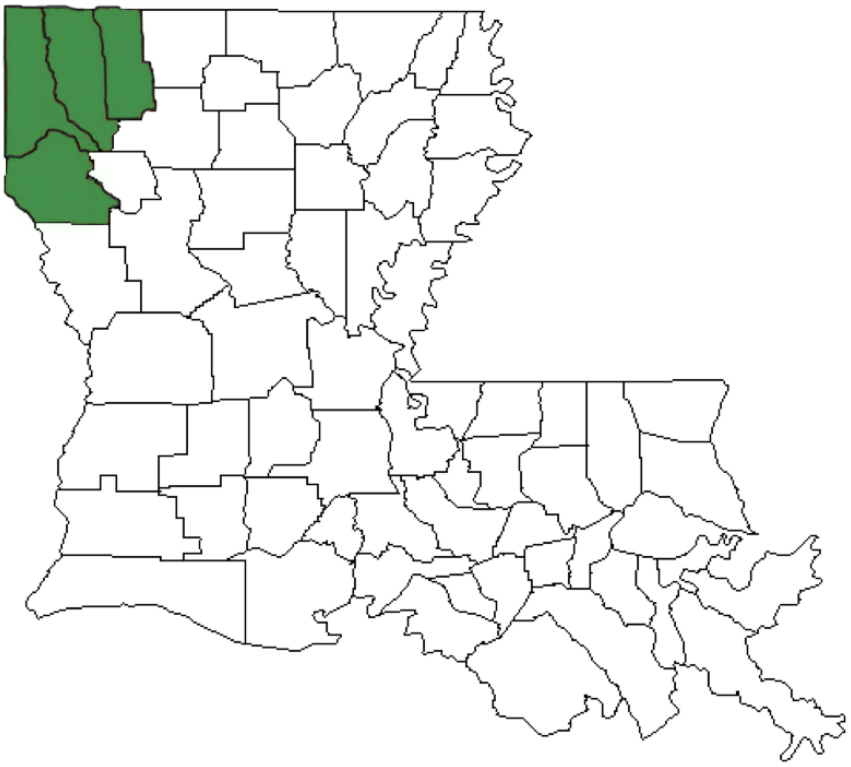
Community Counts

An initiative of Community Foundation of North Louisiana



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Prepared by
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Community Foundation
of North Louisiana

About the Authors

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Dave Norris is the Chief Research and Innovation Office at Louisiana Tech University. He leads the university's research, innovation and economic development mission. He oversees the university's Research Enterprise, Enterprise Campus, and he directs the university's network of business and entrepreneurial development services, corporate partners, and investors. He has served on several statewide boards, including the Louisiana Business Incubator Association, the LONI Economic Development Advisory Board, and the Louisiana Occupational Forecasting Conference. He is the past president of the Board of the Greater Ouachita Coalition for AIDS Resources and Education and serves on the board of the Living Well Foundation in West Monroe. He was the Independent Economist for the State of Louisiana from 2002 to 2005 charged with evaluating the state's economic development programs and incentives. Dr. Norris was previously on the Economics faculty at Northeastern University in Boston (2000-2002) and served in the Office of the Chief Economist at the U.S. Department of Health and Human Services (1998-2000). He received his undergraduate degree from Louisiana Tech University and his master's and Ph.D. in Economics from the University of Texas at Austin.

Dr. Amanda M. Norris

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Executive Summary

Community Counts examines comparative data in six primary categories—Population, Economic Well-Being, Human Capital, Health, Physical Environment, and Social Environment—for the Shreveport-Bossier Metropolitan Statistical Area (MSA) and 10 peer communities including the Monroe MSA. It also includes data for three Micropolitan Statistical Areas (MicroSAs) in the North Louisiana region: Bastrop, Natchitoches, and Ruston. The goal has been to gain a comprehensive picture of where Shreveport-Bossier stands on this range of socioeconomic indicators over time and relative to other communities.

One-year Results

The results of the data presentation and rankings of the Shreveport-Bossier MSA relative to 10 peer communities are summarized in Table 25 below. Of the six major categories, Shreveport-Bossier ranked highest in Physical Environment (namely, Air Quality; 4.0), Health (5.5), and Population (5.5; mainly because of the population growth factor). Physical Environment and Health also showed significant improvement from last year's report with the large improvement in health measures being the most notable and beneficial. While there was slight regression in the Social Environment and Human Capital categories, there was meaningful improvement in the Economic Well-Being category. Improvements in data on children in poverty and home ownership made a positive difference after three straight years of decline in this category. However, the ranking in Economic Well-Being is still very low (9.1), and that poor showing—particularly with regard to poverty, public assistance, and household income—is the most significant issue demanding attention by Shreveport-Bossier citizens. Reasons for optimism can be extracted from the data on per capita GDP and per capita income which indicate Shreveport-Bossier has a productive workforce and local economy, giving it a solid foundation on which to drive improvements in other categories.

Of the 15 secondary categories (subsets of the primary categories) Shreveport-Bossier ranked in the bottom tier in 8, the middle tier in 5, and the top tier in 2. Of the 41 indicators ranked in the report, the MSA ranked in the bottom tier in 22, the middle tier in 9, and the top tier in 10. Among these 10 top tier rankings, for the first time since *Community Counts* was published, the Shreveport-Bossier MSA had three number one rankings—cause for congratulations, celebration, and optimism for the future.

Considering all indicators and all categories—with 1 being the best possible overall ranking—the overall combined ranking for our MSA was 6.5 out of 11—up from 6.8 last year. In the last four years starting with 2015, our overall rankings have been 6.9, 7.0, 7.9, and 6.8. This year's ranking of 6.5 is the highest we have seen using the current collection of indicators.

10-Year Trends

Since the 1980's the Shreveport-Bossier MSA has had periods of significant out-migration—particularly of young and high-skilled workers. The last decade, however, has generally seen a moderate recovery from those losses with the growth driven primarily by gains in Bossier

Parish. An important development is the growing economic and demographic cohesiveness of the MSA region that prompted the U.S. Office of Management and Budget to incorporate Webster Parish into the definition a few years ago. Population growth of 14.4% in the Shreveport-Bossier MSA ranked 4th among the peer communities over that time. The Shreveport-Bossier MSA saw significant growth in median household income from 2006 to 2015. However, that trend reversed in 2016 and 2017, showing a significant drop from $43,292 to $38,627. Our MSA also showed a modest drop in families in poverty and families on public assistance from 2007 to 2017. Home ownership declined three percentage points over the last decade, and renters have seen a substantial increase in housing costs relative to income.

Looking at the trends in human capital factors, the Shreveport-Bossier MSA has improved the cohort graduation rate significantly since 2007, despite a drop-off over the past year, and the percentage of 3- and 4-year-olds in pre-K has also risen since 2007 with another large jump over the past year. The share of the population with a bachelor's degree or higher has stayed steady since 2007. The unemployment rate, while lower than 2007 in Shreveport-Bossier, showed an uptick during 2017, and the declining labor force participation rate since 2007 is cause for concern. In terms of productivity from 2007 to 2017, the Shreveport-Bossier MSA has seen per capita output stagnate like most of our peer communities. Over those 10 years, there were four years of economic contraction and six years of expansion.

The most significant positive movement in the health indicators over the last decade has been the reduction in the share of uninsured persons overall. The figure for employed and uninsured in Shreveport-Bossier has fallen from 24.2% to 10.5—a 57% drop—during the same time period. That is largely the result of the Affordable Care Act. The most significant areas and trends for concern are the stubbornly high and rising mortality rate and low birth weight figures. The mortality rate is generally a function of other indicators of health behaviors, health care access, health care quality, and even poverty and environmental quality. Beginning to bring this number down over time by attacking the contributors to mortality should be a high priority. While these issues are difficult, they are far too costly to be ignored. The direct costs and loss of economic productivity resulting from these poor health indicators are more than any community can afford. The Shreveport-Bossier MSA has the capacity in the health care sector and the nonprofit sector within the region to begin addressing the problems.

The Shreveport-Bossier MSA air quality rating has improved moderately over the last 10 years—moving into the good air quality range by EPA standards. And one of the most encouraging trends in the data on social environment since 2005 has been the falling crime rates. The Shreveport-Bossier MSA has seen the violent crime rate fall by more than half from 2005 to 2017, and the property crime rate fell almost 30% over that period.

Community Counts has again identified key areas to focus energy and resources for leaders and policymakers in Shreveport-Bossier. Community Foundation of North Louisiana identifying Shreveport-Bossier's most critical needs is the intended result of the report with the hope that it will stimulate more community enhancement efforts and greater improvement in the future.

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1. Introduction

1.1 Overview

Community Counts is a project of Community Foundation of North Louisiana. The purpose of this annual report is to establish benchmarks and monitor trends in key economic and social indicators for the Shreveport-Bossier Metropolitan Statistical Area (MSA).[1] By tracking progress in each of these priority indicators, the Community Foundation seeks to assess the impact of funding and programmatic activities, as well as identify areas needing additional research and support. *Community Counts* serves as a scorecard on the quality of life for the Shreveport-Bossier City area. The report ranks Shreveport-Bossier alongside 10 comparative communities across a broad array of socio-economic indicators. In addition, it provides data demonstrating how far Shreveport-Bossier has "moved the needle" in improving the area's social and economic health.

In this 12th edition, *Community Counts* builds upon the previous years' benchmarking and evaluation approaches while adding a third year of micropolitan data. To expand the Louisiana regional focus, the report includes data on four other communities from the north Louisiana region: the Monroe MSA, and three separate Louisiana MicroSAs—Bastrop, Natchitoches, and Ruston. While it is considerably smaller in population than the others, the Monroe MSA is included with the peer communities. The data for the MicroSAs is shown distinctly from the MSAs due to the lack of comparability between the two types of areas.[2]

This report continues the emphasis on "cradle to career" information starting in the 2014 report by using school, parish, state and federal data to create an objective assessment of where the MSA is making progress, identify areas that need more attention, and point to strategies and approaches that are already working and should be replicated. Over the last few years, new indicators have been incorporated to enhance the overall perspective in the area of workforce, while key health environment and health outcomes indicators have been acquired from updated sources. This allows the report to reflect more recent health data. Previously reported data on philanthropy and creditworthiness were not available in an updated form at the time of this report publication. Previously reported data on water quality violations are no longer reported in an informative fashion. As a result, these indicators were excluded from the report.

This report uses the most recently available government and private sector data to create an objective assessment of how the Shreveport-Bossier City MSA fares in terms of its economic and social health when compared to other similar communities in the southern region of the

[1] The U.S. Census Bureau describes a Metropolitan Statistical Area (MSA) as an area that has at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

[2] Micropolitan Statistical Areas (MicroSAs) have one or more adjacent counties or county equivalents that have at least one urban core area of at least 10,000 population but less than 50,000, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

United States. Most of these data are from 2017 (although for some indicators the most recent available data may be somewhat older) and are collected and analyzed in 2018 and 2019. Historical data are sometimes presented to illustrate change over time. A ten-year time span is most often used. That said, a ten-year span is not included for the MicroSAs because the oldest available data for these geographies from the American Community Survey is from 2009. By providing a comparative context, this report informs community leaders, the media, and the public about the current reality and direction of movement in the MSA's social and economic health. It also offers a valuable resource for informing policy decisions from both the public and private sectors.

1.2 Comparative Communities

Table 1: Comparative Communities

Metropolitan Statistical Area	Population	Per Capita Income	Pop. 25 yrs + Bachelor's Degree or Higher
Jackson, MS	578,794	$26,655	30.5%
Chattanooga, TN-GA	554,876	$29,855	27.2%
Fayetteville-Springdale-Rogers, AR-MO	535,557	$29,158	31.8%
Lafayette, LA	491,558	$25,248	22.5%
Huntsville, AL	455,448	$33,018	38.8%
Killeen-Temple, TX	442,693	$24,285	24.6%
Shreveport-Bossier City, LA	440,933	$23,934	22.1%
Montgomery, AL	373,889	$26,286	29.4%
Roanoke, VA	312,688	$31,272	27.6%
Columbus, GA-AL	305,911	$25,224	24.4%
Monroe, LA	178,445	$23,749	22.1%
Micropolitan Statistical Area	**Population**	**Per Capita Income**	**Pop. 25 yrs + Bachelor's Degree or Higher**
Bastrop, LA	26,290	$18,776	13.8%
Natchitoches, LA	39,051	$18,219	19.4%
Ruston, LA	47,536	$21,934	36.1%

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates and 5-Year Estimates at http://factfinder.census.gov

The U.S. Census Bureau describes an MSA as an area that has at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.[3] The Shreveport-Bossier

[3] Office of Management and Budget, OMB Bulletin No. 10-02, December 1, 2009.

City, LA MSA includes Caddo, Bossier, DeSoto, and Webster parishes. The Monroe MSA includes Ouachita and Union parishes. A MicroSA has one or more adjacent counties or county equivalents that have a minimum of one urban core area of at least 10,000 population but less than 50,000, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties. Each micropolitan area in this year's report covers one parish: Ruston (Lincoln Parish), Natchitoches (Natchitoches Parish), and Bastrop (Morehouse Parish). All of these geographic designations are determined by the U.S. Office of Management and Budget and are used by the U.S. Census.

As in previous years, to determine the comparison communities, a preliminary search of all MSAs in the United States with a population 150,000 above or below that of Shreveport-Bossier MSA was conducted. The search yielded more than 100 areas. The results were then narrowed to include only MSAs located in Louisiana, states bordering Louisiana (Texas, Arkansas, and Mississippi), and other southern states. These parameters yielded 21 MSAs. In consultation with Community Foundation staff, this group was further narrowed to include nine communities in addition to the Shreveport-Bossier MSA and the Monroe MSA as follows: six communities considered closely comparable in demographic composition and geographic characteristics, and three communities with some demographic and geographic variation from the rest of the group, but with similar economic and social characteristics. The MicroSAs were selected to extend the geographic relevance of the report, and they include all MicroSAs in North Louisiana. The comparison communities in this report have remained the same since the 2016 report.

1.3 Descriptive Indicators

Community Counts 2019 examines 54 indicators. All data are the most recent and reliable publicly available data. The most significant data additions in the last two years are in the workforce and health sections. In the 2017 report, new data on personal income in several different variants added depth to the workforce profile and the autumn publication date of the report now allows inclusion of more recent health environment and outcome data from County Health Rankings. The health section now includes more regularly available public data on health insurance coverage, health environment, and health outcomes compared across MSAs and MicroSAs. This provides more stability and consistency in tracking data and progress over time. Stability and consistency are vital to provide data that supports development and implementation of programs resulting in maximum impact.

The 54 indicators are categorized into six broad sections: (1) Population, (2) Economic Well-Being, (3) Human Capital, (4) Health, (5) Physical Environment, and (6) Social Environment. Each section represents key fundamental components that determine a community's overall prosperity, growth, and quality of life. Economic Well-Being includes information on income, poverty, transfer payments, housing, and municipal finance. The Human Capital section includes information on education and workforce measures as well as other factors impacting the ability of people and communities to develop and leverage their human capital. The Health

section includes information on health insurance, health environment, and health outcomes. Physical Environment covers air quality, whereas Social Environment addresses a variety of topics including crime, civic engagement, the arts, and family support. Table 2 below lists the major categories and sub-categories and each of the data indicators reported. Notably, not all data are available for the MicroSAs.

Table 2: List of Data Indicators

POPULATION
Population 2017
Population by Race 2017
Population by Age 2017
Population Growth 2007-2017
ECONOMIC WELL-BEING
Income
Median Household Income 2017
Per Capita Income 2017
Median Hourly Wage 2017
Income Distribution 2017
Poverty
Poverty Rate 2017
Poverty Rate for Children Under 5 Years of Age 2017
Poverty Rate Age 25 and Over by Education 2017
Poverty Rate by Work Status in Past 12 Months 2017
Public Assistance
SNAP Benefits 2017
Households with Cash Public Assistance 2017
Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP Benefits in the Past 12 Months 2017
Housing
Percent of Occupied Housing Units that are Owner-Occupied 2017
Percent of Occupied Housing Units with Monthly Owner Costs 35% or More of Household Income 2017
Percent of Occupied Units with Monthly Gross Rent 35% or More of Household Income 2017
Municipal Finance
Per Capita Local Municipal Government Spending by General Fund and Total Operating Budget 2017
Total Debt Service Payments as a Percent of General Fund 2017
HUMAN CAPITAL
Education
Percent 3- and 4-Year-Olds Enrolled in School 2017
Percent 16- to 19-Year-Olds Not Enrolled in School, Not in Labor Force, and Unemployed 2017
Percent of Population 25 Years and Over with Less than High School Grad 2017
Percent of Population 25 Years and Over with an Associate's Degree 2017
Percent of Population 25 Years and Over with a Bachelor's Degree or Higher 2017
Distribution of Education Level in the Population 2017

Households with a Computer 2017
Households with a Broadband Internet Connection 2017
Workforce
Unemployment Rate 2017
Percent of Population 16 Years and Over in Labor Force 2017
Employment by Occupation 2017
Per Capita Personal Income 2017
Personal Income 2017
Percent Increase in Personal Income 2017
Personal Income Sources 2017
Per Capita Real GDP 2017
Innovation Index Score
GDP Compound Growth Rate 2007-2017
HEALTH
Health Coverage
Percent Uninsured 2017
Percent of Children Under 18 Uninsured 2017
Percent of Population 18 to 64 Years Employed and Uninsured 2017
Health Environment
Food Environment Index 2014
Health Outcomes
Mortality Rate 2017
Chlamydia Rate 2016
Percent of Live Births with Low Birth Rate 2010-2017
Teen Birth Rate per 1,000 Families Female Population 15-19, 2010-2017
Community Health Ranking Among All 64 Louisiana Parishes
PHYSICAL ENVIRONMENT
Air Quality
Median Air Quality Index 2018
Days with Air Quality Below Good 2018
SOCIAL ENVIRONMENT
Crime
Violent Crime Rate 2017
Property Crime Rate 2017
Family Support
Percent of Households with Children Under 18 That Are Single Parent Households, 2017
Civic Engagement
Percent of Population Registered to Vote, 2017
Creative Industries
Arts Vibrancy Index 2018

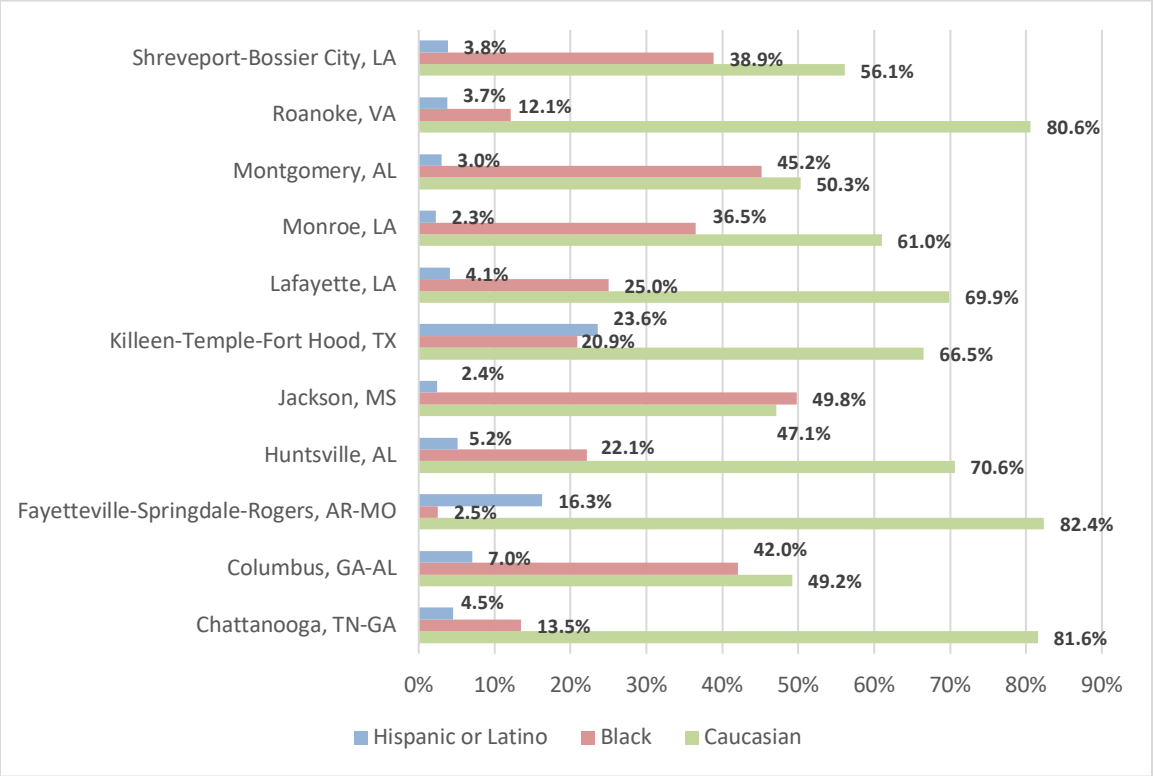
2. Population

Table 3: Total Population of Metropolitan Statistical Areas, 2017

MSA	Population	Rank	2016 Rank
Jackson, MS	578,794	1	
Chattanooga, TN-GA	554,876	2	
Fayetteville-Springdale-Rogers, AR-MO	535,557	3	
Lafayette, LA	491,558	4	
Huntsville, AL	455,448	5	
Killeen-Temple, TX	442,693	6	
Shreveport-Bossier City, LA	**440,933**	**7**	↓ **6**
Montgomery, AL	373,889	8	
Roanoke, VA	312,688	9	
Columbus, GA-AL	305,911	10	
Monroe, LA	**178,445**	**11**	

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 1: Population by Race for Metropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

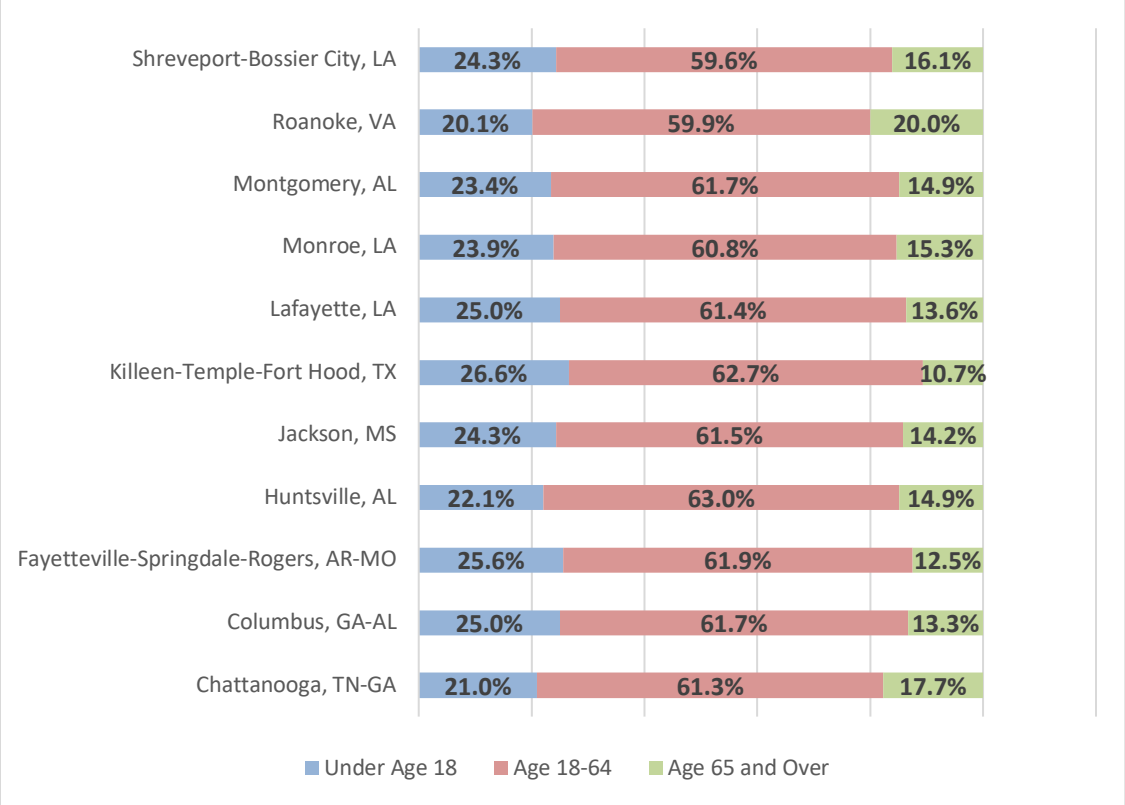
Table 3 and Figures 1 and 2 illustrate the key demographic breakdown of the MSAs. The 2017 Shreveport-Bossier MSA population figure of 440,933 is down 834 from last year (down 2,775 the last

two years), and places Shreveport-Bossier precisely in the middle tier of the comparative communities considered in this report, nearly equidistant from the largest and smallest comparative MSAs (excluding Monroe).

Figure 1 which illustrates population breakdown by race shows Roanoke, Fayetteville, and Chattanooga represent the most ethnically homogenous communities with over 80% white populations. Columbus, Jackson, and Montgomery represent the most ethnically mixed communities each with over 45% ethnic minorities in the population. Shreveport-Bossier is only slightly less diverse. Only Columbus (7%), Fayetteville (16%), and Killeen (23%) have a Hispanic population of more than 6%.

Figure 2 shows the age distribution in the population varies little across the MSAs with Roanoke having a slightly older population and Killeen a slightly younger population than the rest of the group.

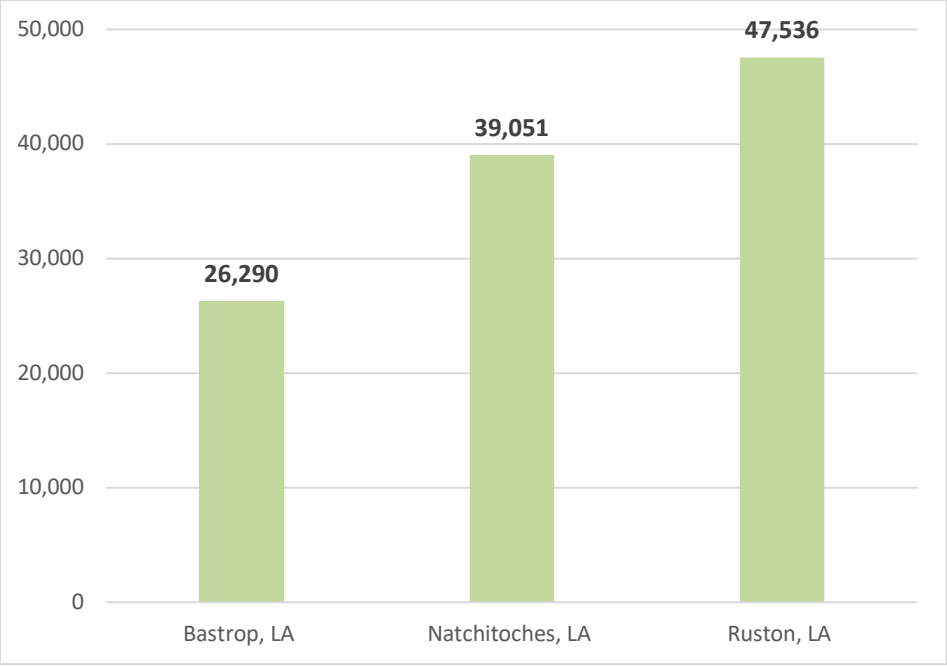
Figure 2: Population by Age for Metropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

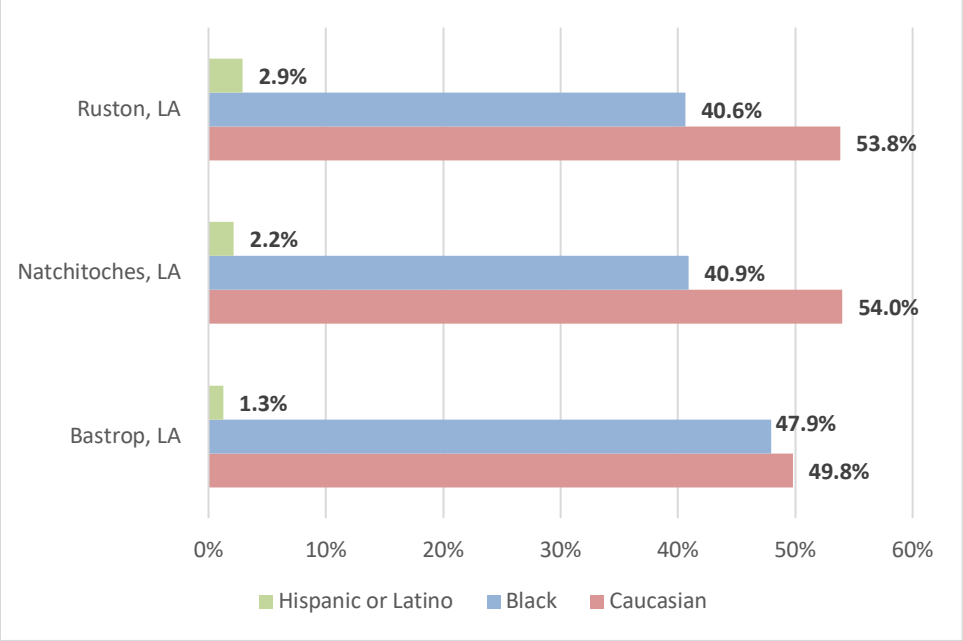
The MicroSA demographics are illustrated in Figures 3 through 5. Note that each area includes one parish. Ruston is the largest of the MicroSAs, but one-tenth the size of the Shreveport-Bossier MSA. Bastrop is just over half the size of Ruston. The three areas are similar in terms of their racial and ethnic makeup with all three having a higher percentage of ethnic minorities than do most of the MSAs. Ruston has a larger share of population in the working age range (18-64), while Natchitoches and Bastrop are higher in their population under 18 and over 65.

Figure 3: Total Population of Micropolitan Statistical Areas, 2017



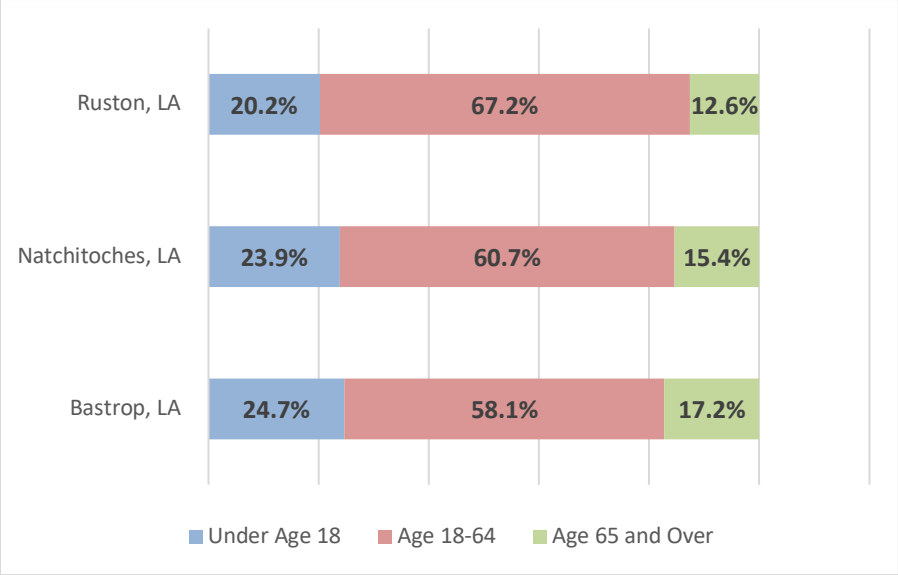
Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 4: Population by Race for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 5: Population by Age for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Since the 1980s the Shreveport-Bossier MSA has had periods of significant out-migration—particularly of young and high-skilled workers. The last decade, however, has generally seen a moderate recovery from those losses with the growth driven primarily by gains in Bossier Parish. An important development is the growing cohesiveness of the MSA region that prompted the U.S. Office of Management and Budget to incorporate Webster Parish into the definition a few years ago. This inclusion represents a positive development overall for the Shreveport-Bossier MSA and is partly the result of the economic growth in Bossier Parish and its impact on the region. Table 4 shows the population growth of 14.4% in the Shreveport-Bossier MSA ranked 4th among the peer communities, up from 10th two years ago. This is moderate growth over a 10-year period, and a strong showing relative to our peers. The highest growth rate among peer communities was 26.7% in Fayetteville-Springdale-Rogers—almost twice the growth rate of our MSA. Among the MicroSA's, Ruston has seen strong growth; Natchitoches has been stagnant; and Bastrop has been in decline over the last decade.

There are many ways to view population changes in a community. In some cases, population growth can represent the attractiveness of economic opportunity, while in other ways it can represent a strain on resources and infrastructure.[4] Out-migration can mean idle workers seek opportunity elsewhere and relieve pressure on social services, or a drain on the productive capacity of human capital in a community. Selective out-migration of young and skilled workers—as the Shreveport-Bossier MSA experienced in the past—can reinforce economic stagnation or decline. The population growth rate in the Shreveport-Bossier MSA is the aggregate result of some strong growth pockets combined with other stagnant or declining areas of the MSA.

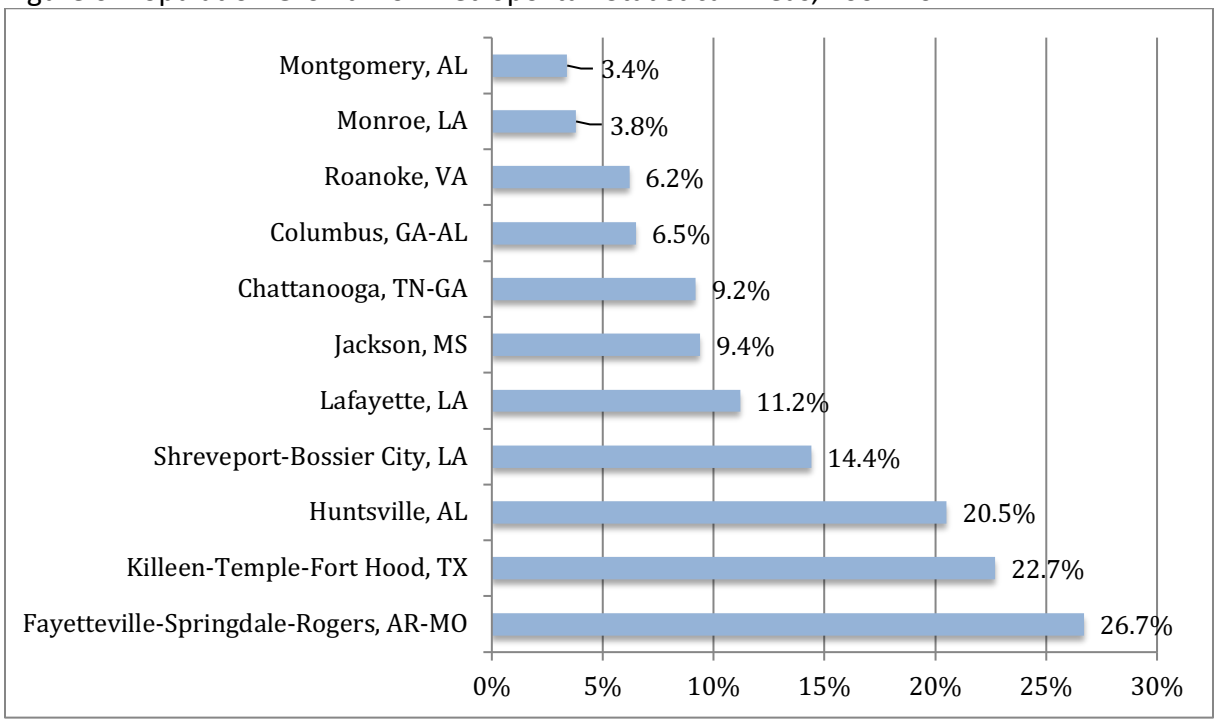
[4] Feser, Edward and Stuart Sweeney. *Out-Migration, Population Decline, and Regional Economic Distress.* Economic Development Administration, U.S. Department of Commerce. January 1999.

Table 4: Population Growth of Metropolitan Statistical Areas, 2007-2017

MSA	Population Growth	Rank	2016 Rank
Fayetteville-Springdale-Rogers, AR-MO	26.7	1	
Killeen-Temple-Fort Hood, TX	22.7	2	
Huntsville, AL	20.5	3	
Shreveport-Bossier City, LA	**14.4**	**4**	**4**
Lafayette, LA	11.2	5	
Jackson, MS	9.4	6	
Chattanooga, TN-GA	9.2	7	
Columbus, GA-AL	6.5	8	
Roanoke, VA	6.2	9	
Monroe, LA	**3.8**	**10**	
Montgomery, AL	3.4	11	

Source: Calculated by Author with data from the U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 6: Population Growth for Metropolitan Statistical Areas, 2007-2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 7: Population Growth for Micropolitan Statistical Areas, 2007 - 2017

Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

3.Economic Well-Being

3.1 Income

Table 5: Median Household Income, 2017

MSA	Median Household Income	Rank	2016 Rank
Huntsville, AL	$61,331	1	
Fayetteville-Springdale-Rogers, AR-MO	$56,038	2	
Roanoke, VA	$54,233	3	
Killeen-Temple-Fort Hood, TX	$53,303	4	
Jackson, MS	$52,434	5	
Chattanooga, TN-GA	$50,250	6	
Montgomery, AL	$49,123	7	
Lafayette, LA	$47,848	8	
Columbus, GA-AL	$43,051	9	
Monroe, LA	**$39,610**	**10**	
Shreveport-Bossier City, LA	**$38,627**	**11**	**10**

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

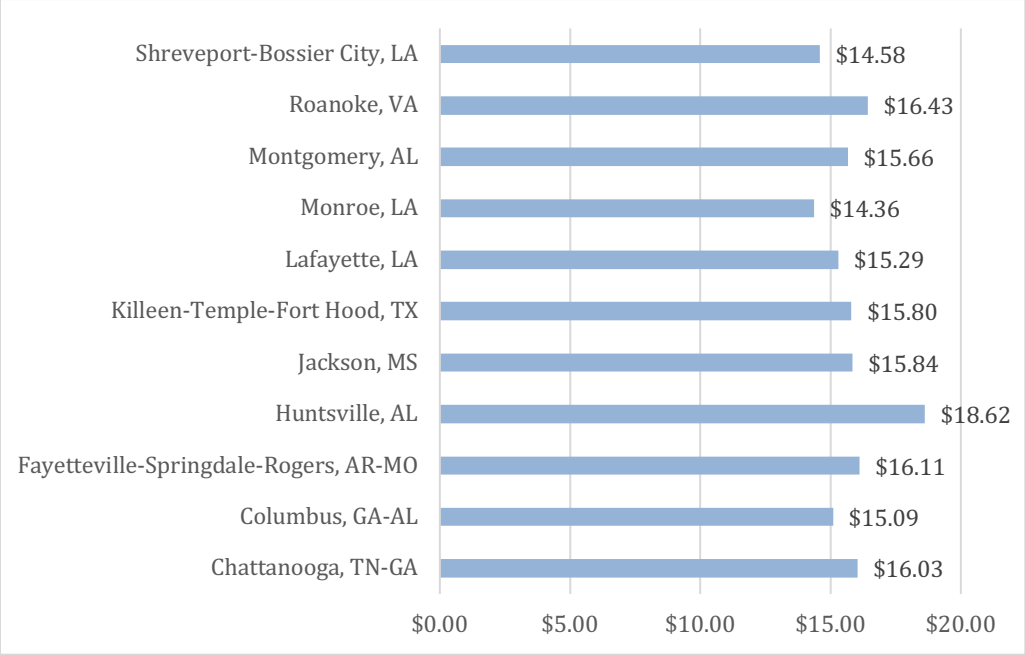
Economic analysis has demonstrated a robust positive relationship between well-being and income across countries and over time.[5] There are a variety of measures of income including household income, per capita income, and wage levels. These all capture a different element of the income to persons in a community. Per capita income is a measure of the economic output of a community relative to its population, but reveals little about the average person's situation. Median household income and median wage exposes more about how the typical household might be faring.

The Shreveport-Bossier MSA ranks poorly on median household income. It fell from 10th to last place among the peer communities from last year's report. The median household income of $38,627 was only 62% of the top ranking MSA, Huntsville, and only 81% of the amount for Lafayette. The MSA also performed very poorly on median wage (10th of 11), higher only than the figure for Monroe. Huntsville ($18.62/hour) was an outlier with a substantially higher figure than the other communities.

The median household income for the MicroSAs was much smaller, as expected. However, likely due in part to the presence of Louisiana Tech University, Ruston households ($34,424) fared much better in terms of median household income than those in Bastrop ($31,672) and Natchitoches ($29,001).

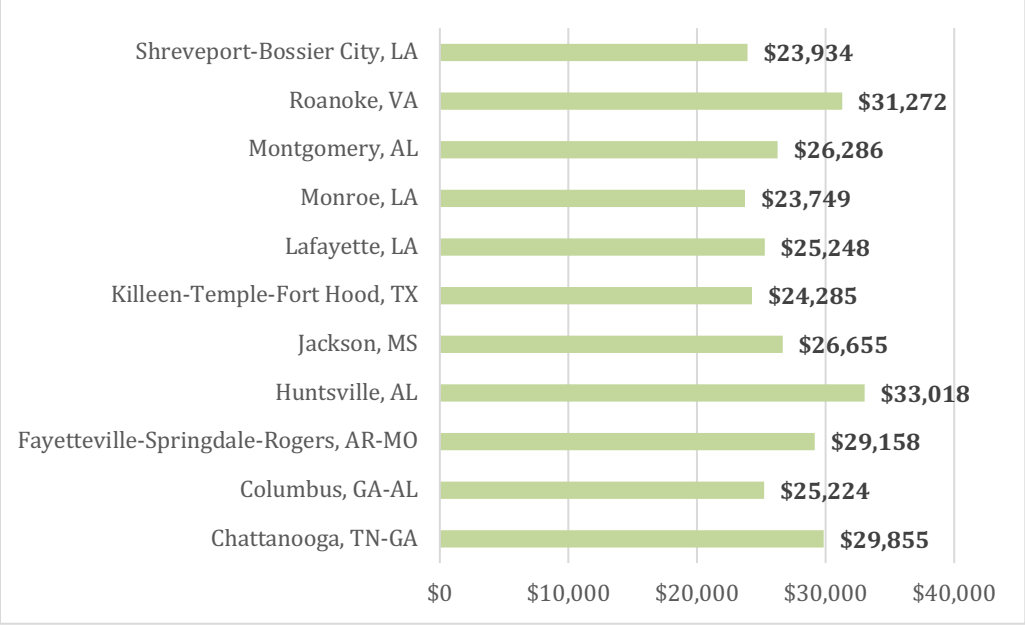
[5] Stevenson, Betsey and Justin Wolfers. Subjective Well-Being and Income: Is There Evidence of Saturation. *American Economic Review, Papers and Proceedings.* May 2013.

Figure 8: Median Hourly Wage for Metropolitan Statistical Areas, 2017



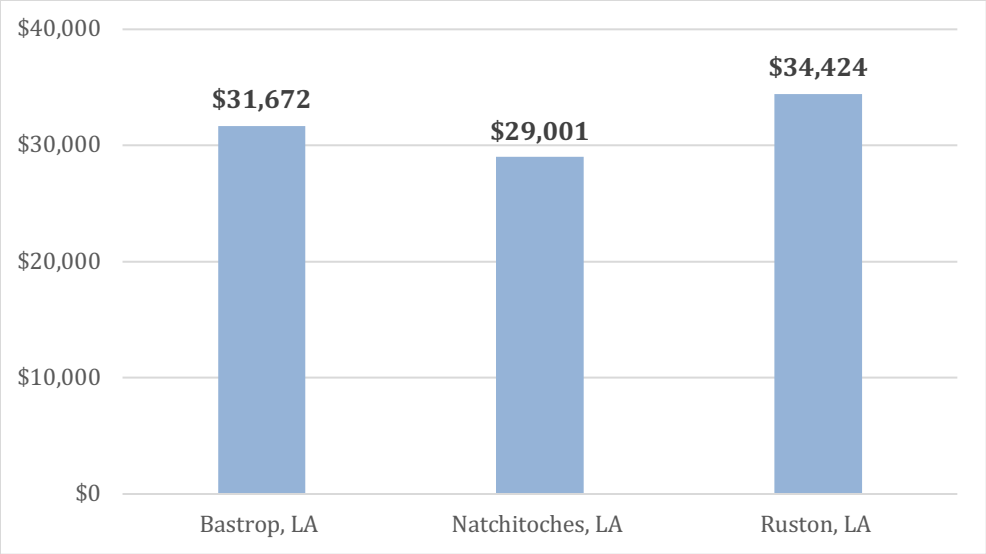
Source: Bureau of Labor Statistics Occupational Employment Statistics at http://www.bls.gov/oes/current/oessrcst.htm
Note: Median Hourly Wage data not available for Micropolitan Statistical Areas

Figure 9: Per Capita Income for Metropolitan Statistical Areas, 2017



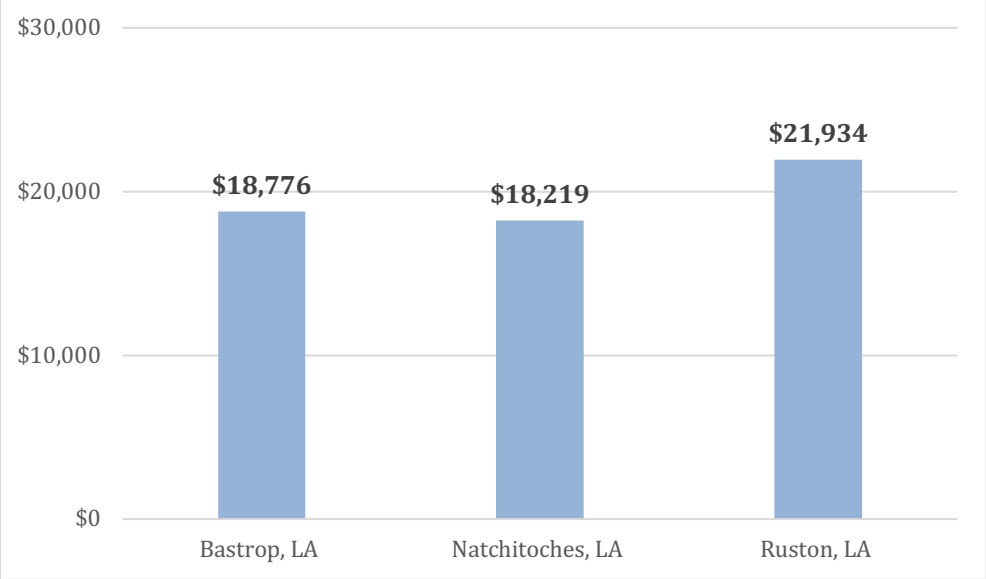
Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 10: Median Household Income of Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 11: Per Capita Income for Micropolitan Statistical Areas, 2017



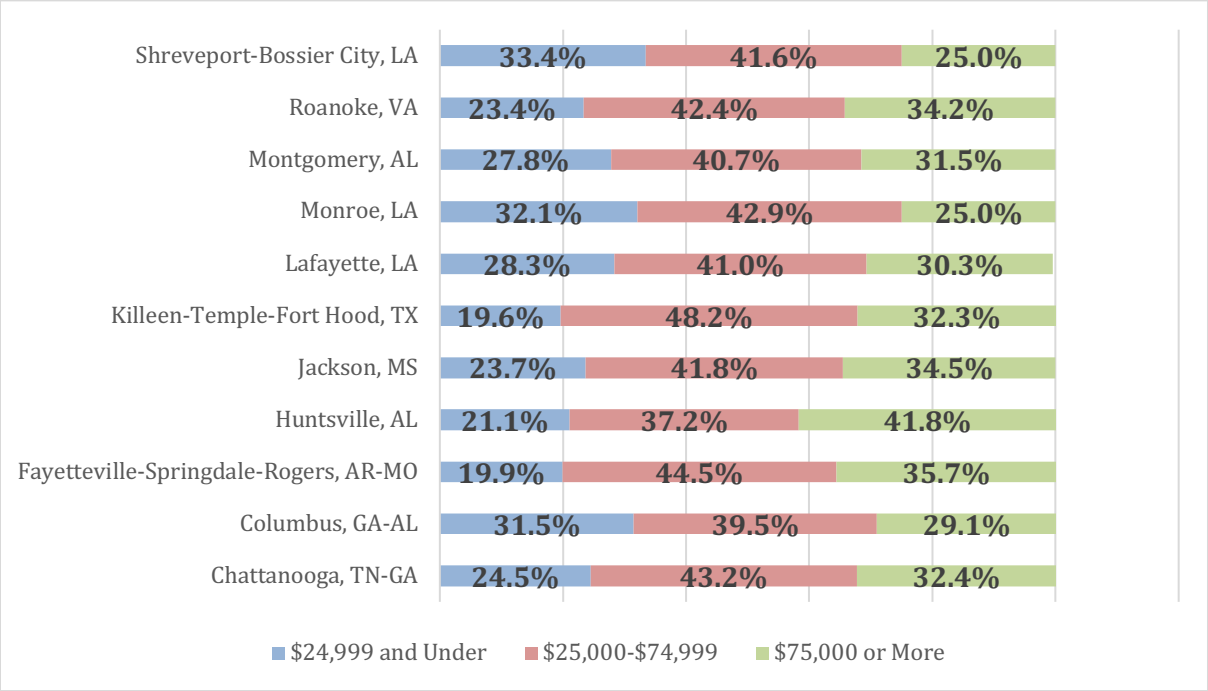
Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

One of three Nobel Prize winners in Economics in 2013, Robert Shiller, stated, "[t]he most important problem we are facing now today… is rising inequality in the United States and elsewhere in the world."[6] His point relates in part to the established relationship between income inequality and economic growth. Over a certain range of income distribution, more unequal societies and communities show less robust growth patterns over time. Figure 12 shows the income distribution for the comparative communities. The Shreveport-Bossier MSA has the highest percentage of people in the low-income range, ranks 7th in the percentage of

[6] John Christoffersen, "Robert Shiller: Income Inequality is Most Important Problem". Huff Post Business, October 15, 2013. http://www.huffingtonpost.com/2013/10/15/shiller-income-inequality-problem_n_4100509.html

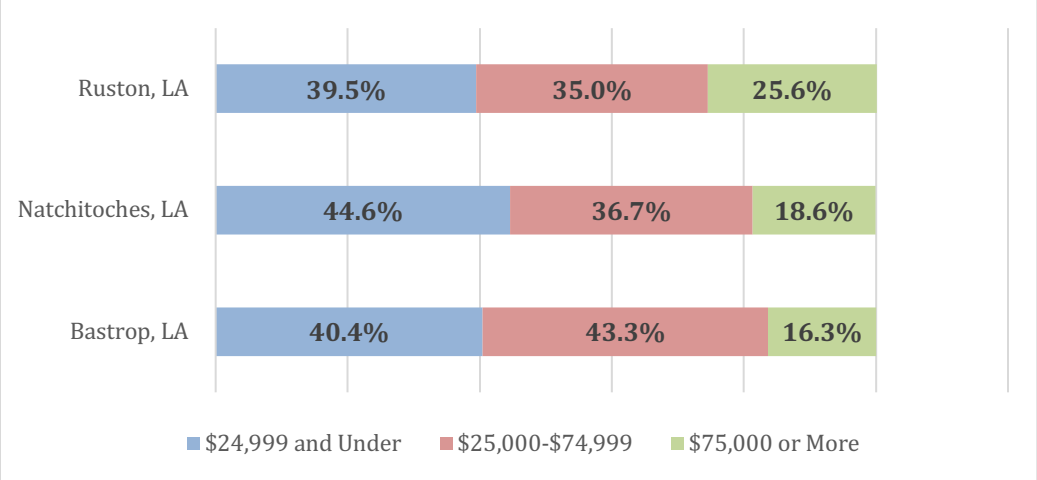
people in the middle-income range, and ranks last in the number of people in the high-income range. The MicroSAs in figures 10, 11, and 13 have a much lower income level on average. Ruston and Natchitoches have a similar percentage of middle-income households, but Ruston performs much better in the high-income range.

Figure 12: Income Distribution for Metropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 13: Income Distribution for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

3.2 Poverty

Table 6: Percent of Families Below Poverty Level, 2017

MSA	Families Below Poverty Level	Rank	2016 Rank
Fayetteville-Springdale-Rogers, AR-MO	8.3%	1	
Roanoke, VA	8.7%	2	
Chattanooga, TN-GA	9.2%	3	
Huntsville, AL	10.0%	4	
Killeen-Temple-Fort Hood, TX	10.2%	5	
Jackson, MS	11.1%	6	
Lafayette, LA	15.0%	7	
Montgomery, AL	15.4%	8	
Columbus, GA-AL	17.2%	9	
Shreveport-Bossier City, LA	**18.6%**	**10**	➡ **10**
Monroe, LA	**19.4%**	**11**	

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Poverty as measured by income or some other indicator of purchasing power is a fundamental element of a local community and local economy. It is a complex issue with a variety of circumstances, causes, and effects. The interplay between poverty, health, education, crime, and economic opportunity is one of the most pressing issues of our time, if for no other reason than the impact it has on the lives of children born into poverty. Communities that take a proactive approach to assessing and addressing the causes and impacts of poverty can see significant benefits in economic development and quality of life.[7]

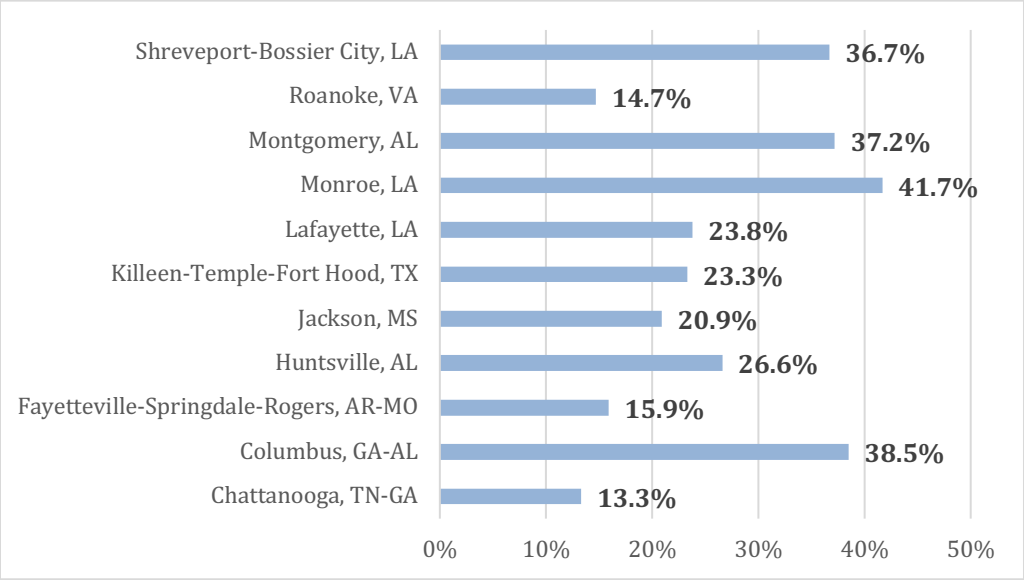
The Shreveport-Bossier MSA remained in 10th place among peer communities in overall poverty rate (18.6%). That rate was more than double the rate in Fayetteville which had the lowest rate among peer communities. In addition, Shreveport-Bossier has the 4th highest rate of poverty (36.7%) for families with children under 5 years of age (Figure 14). Notably, this rate is more than double that of three of the peer communities and 50% higher than that of Lafayette. More than one out of three families with children under 5 years of age in the MSA are living in poverty.

The data across all MSAs also illustrate that the problem of poverty is much more pronounced in families with small children. The poverty rates for those families are between 70% (Chattanooga) to 150% (Montgomery) higher in each MSA than the rates for all families. Poverty is linked with negative conditions such as substandard housing, homelessness, inadequate nutrition, food insecurity, inadequate child care, lack of access to health care, unsafe neighborhoods, and under-resourced schools. The effects of poverty on children are particularly dire. Poor children are at a much greater risk of poor academic performance,

[7] *Empowerment and Poverty Reduction: A Sourcebook*. The World Bank, 2002.

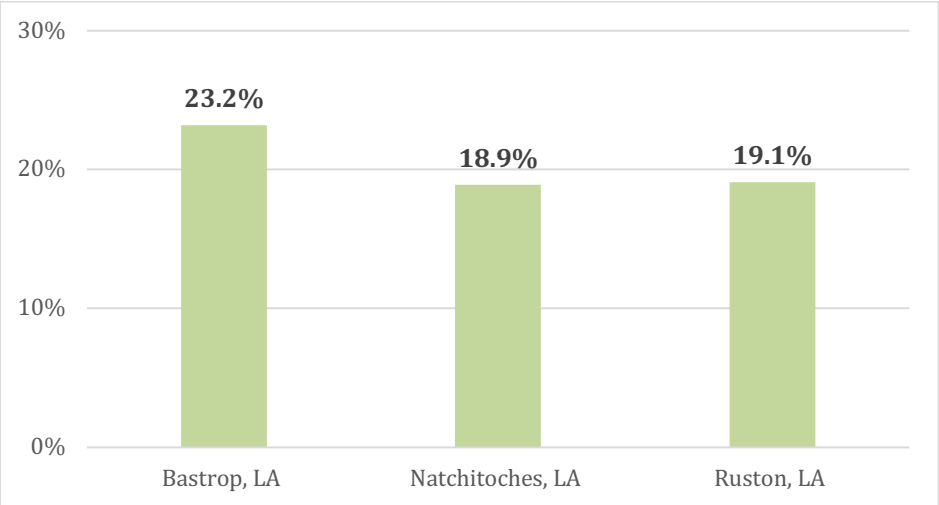
dropping out of school, abuse and neglect, behavioral or physical problems, and developmental delays. As a result, they tend to have much lower long-term prospects in terms of overall educational attainment, earnings, and health. All of this leads to the devastating cycle of poverty we have seen for decades. Only a sustained and focused set of strategies over time can begin to address the negative effects of poverty in the MSA. Few things would make a bigger impact on the long-term future prosperity of the Shreveport-Bossier region than a successful anti-poverty effort, particularly one aimed at children living in poverty.

Figure 14: Poverty Rate for Families with Children Under 5 Years Old for Metropolitan Statistical Areas, 2017



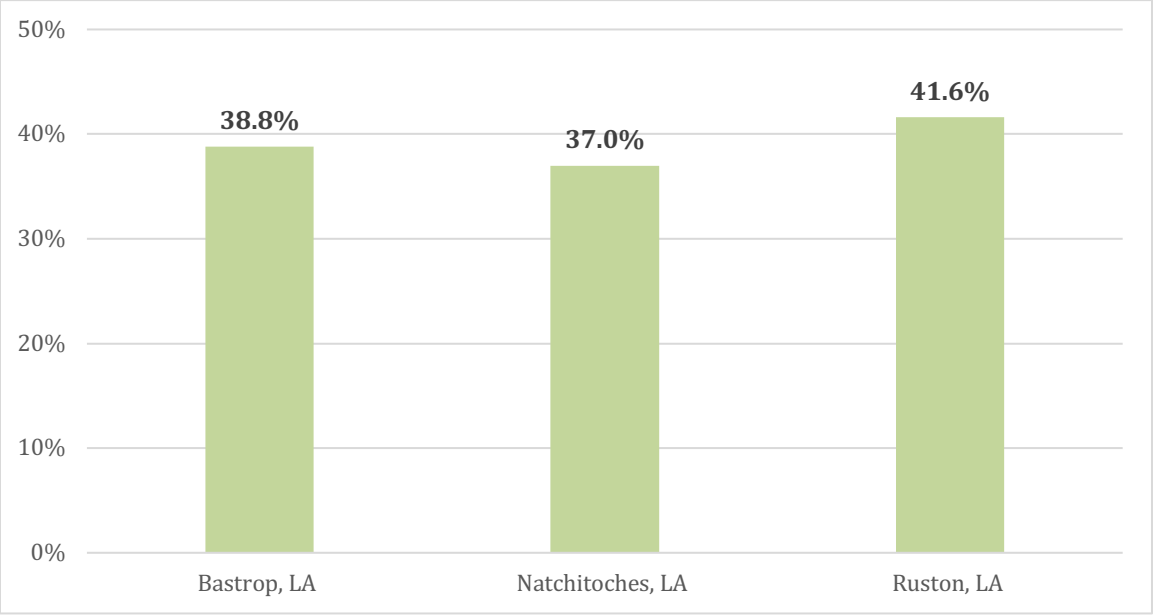
Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 15: Percent of Families Below Poverty Level for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 16: Poverty Rate for Families with Children Under 5 Years Old for Micropolitan Statistical Areas, 2017



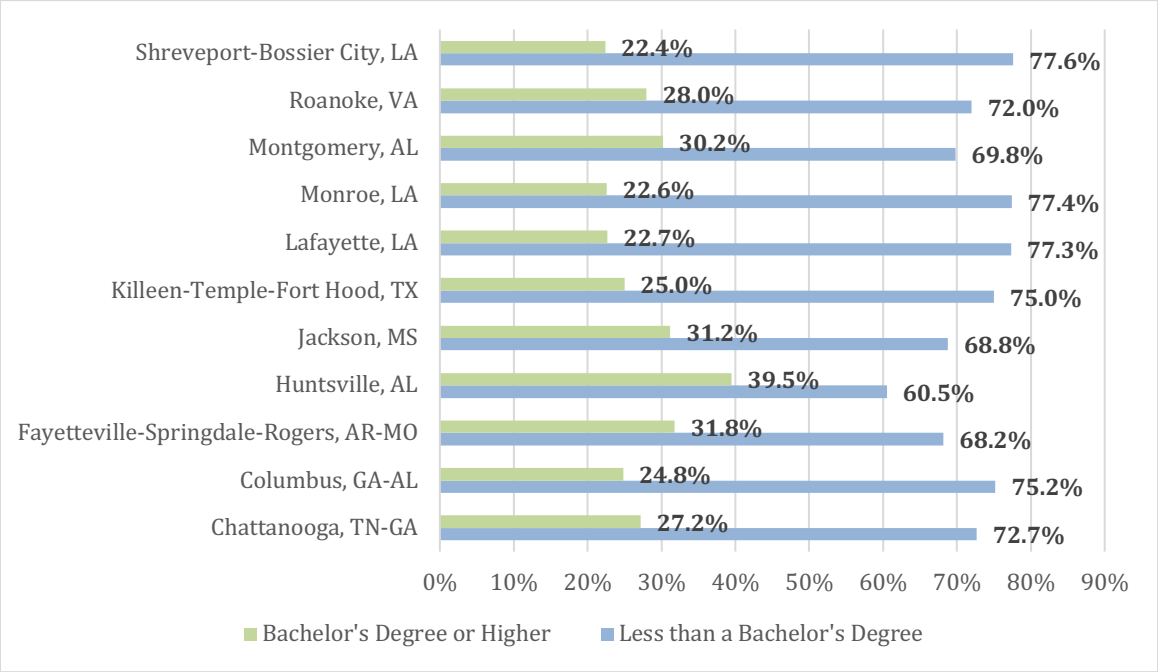
Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

The poverty rates in the MicroSAs, shown in figures 15 and 16 above, are higher than in the MSAs, with Bastrop having the highest rate at 23.2 percent. The most striking data points for the MicroSAs is the poverty rate for families with children under 5 years old (Figure 16). Despite Ruston's higher income levels and otherwise higher performing economic indicators, Ruston has the highest rate of children living in poverty.

Figures 17 and 18 below illustrate an important component of the poverty story. They show that the overwhelming majority of adults in poverty lack a college education (Figure 17) and a sustained connection to the labor market (Figure 18). Between 60 and 77 percent of people living in poverty in all communities had less than a bachelor's degree. While the poverty rates for people without a job or with only part-time or part-year work was between 15 and 31 percent, poverty rates for those with full-time, year-round work was between 2 and 6 percent.

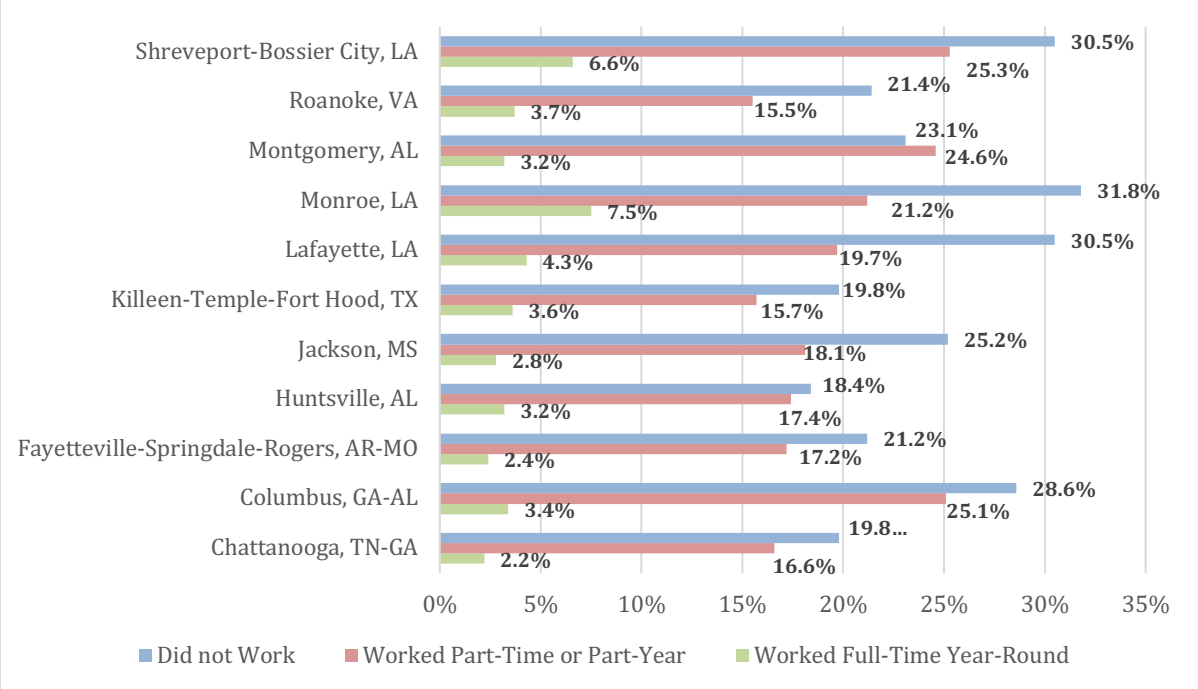
These data illustrate that lack of education and lack of connection to the labor market are related and are both major factors for adults in poverty. However, it should be noted that in all communities between 22 percent and 40 percent of people living in poverty had a bachelor's degree or higher, and between 15 and 25 percent people working part-time or full-time part of the year also lived in poverty. So as most research has shown, in addition to quality education and a connection to the labor market, stable living-wage job opportunities accessible across a community are critical to attacking poverty. Policies and investments to support living wage jobs should be high on the MSA's list of priorities.

Figure 17: Percent of Persons Age 25 and Over in Poverty by Education Level for Metropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

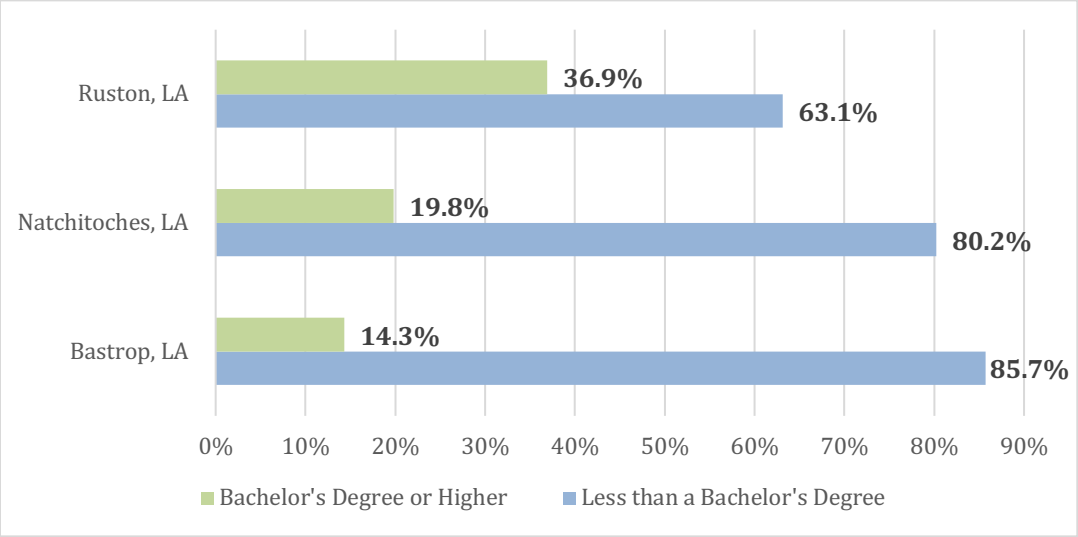
Figure 18: Poverty Rate by Work Status in Past 12 Months for People 16 Years and Older for Metropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

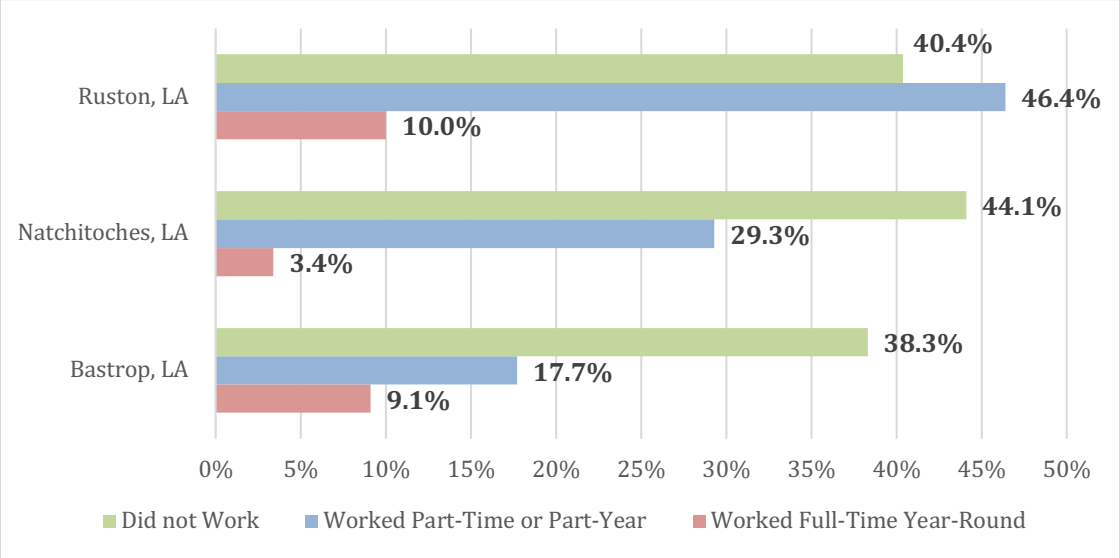
The data for the MicroSAs shows higher poverty rates for all education levels and work status. Interestingly, Ruston has a significantly higher poverty rate for people with a bachelor's degree or higher. Ruston also had a much higher rate of people working and living in poverty.

Figure 19: Percent of Persons Age 25 and Over in Poverty by Education Level for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 20: Poverty Rate by Work Status in Past 12 Months for People 16 Years and Older for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

3.3 Public Assistance

Transfer payments represent a form of public assistance that is a redistribution of income in the market system without any exchange of goods or services. Examples include welfare (cash assistance), Social Security, food stamps, farm subsidies, and other business subsidies from government to private firms. Here we are concerned with transfer payments and public assistance to individuals and families through the Supplemental Nutrition Assistance Program (SNAP), cash public assistance (Temporary Assistance for Needy Families - TANF), and Supplemental Security Income (disability). Welfare Reform in the mid 1990s changed the nature of the federal cash assistance program. Time limits and work requirements were established which resulted in large declines in the share of the population receiving benefits and the length of time receiving benefits. These changes also significantly increased the percentage of people working or looking for work while receiving public assistance. As a result, TANF has become a much less significant part of our economic safety net for families, participation in the SSI program has grown (although far less than the drop in TANF enrollment), and the SNAP program has become more critical to families and children in need.[8]

The Shreveport-Bossier MSA ranks 7th of the 10 communities (4th highest rate) in the percentage of households receiving SNAP benefits. That rate was down two percentage points from last year and was over twice as high as the lowest rate for a peer community (Fayetteville 6.4%). SNAP is a nutrition program, not a cash welfare program, where eligibility depends on family size, citizenship status, household income, and certain expenses. About 75% of SNAP benefits go to households with children, 16% to households with disabled persons, and 9% to households with senior citizens.[9]

Table 7: Households Receiving SNAP Benefits, 2017

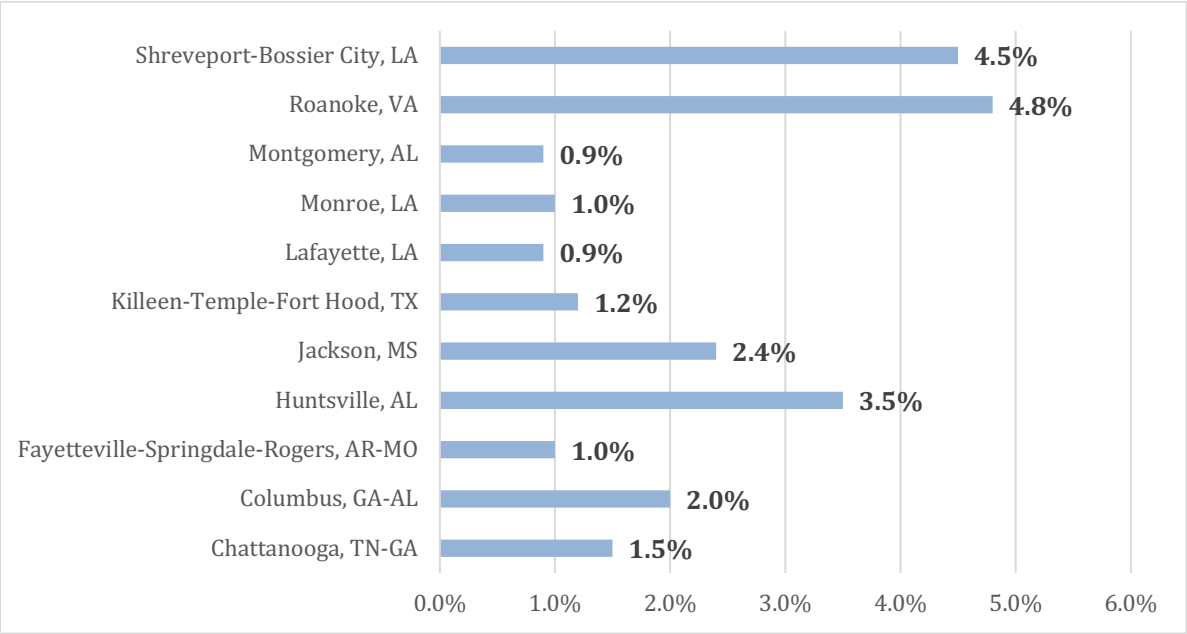
MSA	Families Receiving SNAP	Rank	2016 Rank
Fayetteville-Springdale-Rogers, AR-MO	6.4%	1	
Chattanooga, TN-GA	11.4%	2 (tie)	
Huntsville, AL	11.4%	2 (tie)	
Roanoke, VA	12.2%	3	
Killeen-Temple-Fort Hood, TX	12.4%	4	
Jackson, MS	12.7%	5	
Monroe, LA	**15.8%**	**6**	
Shreveport-Bossier City, LA	**16.4%**	**7**	**8**
Lafayette, LA	16.8%	8	
Columbus, GA-AL	17.6%	9	
Montgomery, AL	18.0%	10	

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

[8] *Child Welfare: An Overview of Federal Programs and Their Current Funding*. Congressional Research Service. Sept 2014.
[9] *Who Uses SNAP?* SNAP to Health. http://www.snaptohealth.org/snap/snap-frequently-asked-questions/

Although overall participation rates are very low for all MSAs, the Shreveport-Bossier MSA has the highest rate of households receiving cash public assistance (Figure 21) across the peer MSAs. Variations in workforce characteristics and employment opportunities can create differences in the usage of public assistance programs within a community. For example, residents in poorer communities with lower education levels and fewer and lower-paying job opportunities (like the Shreveport-Bossier and Monroe MSAs) find SNAP benefits more accessible than cash public benefits because of the work requirements.

Figure 21: Households with Cash Public Assistance for Metropolitan Statistical Areas, 2017

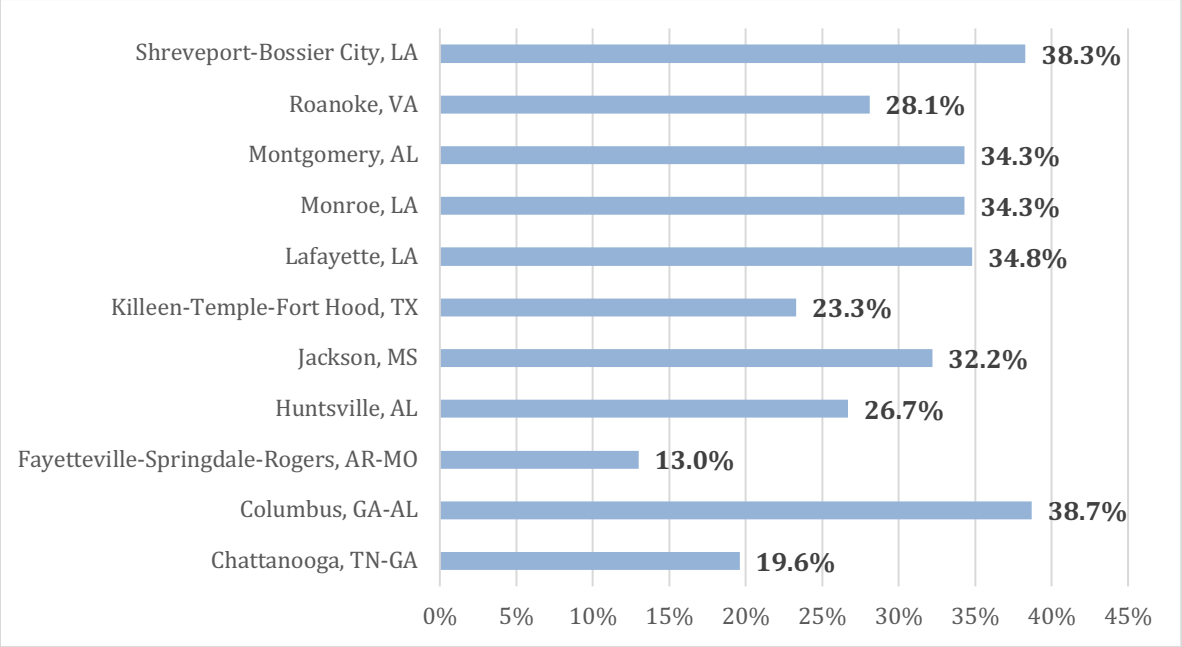


Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

The circumstances of children in a community are critical to an analysis of economic well-being. The Shreveport-Bossier MSA has 38.3% (2nd highest rate) of its children under 18 living in households with some form of public assistance (Figure 22). Two years ago, the MSA had the 5th highest rate among its peers so Shreveport-Bossier has regressed in this category relative to the other peer communities. Creating opportunities for children to be successful despite the obstacles they face represents a significant issue to be addressed in North Louisiana to stop the cycle of poverty.

Figure 22: Children Under 18 Living in Households with SSI, Cash Public Assistance,

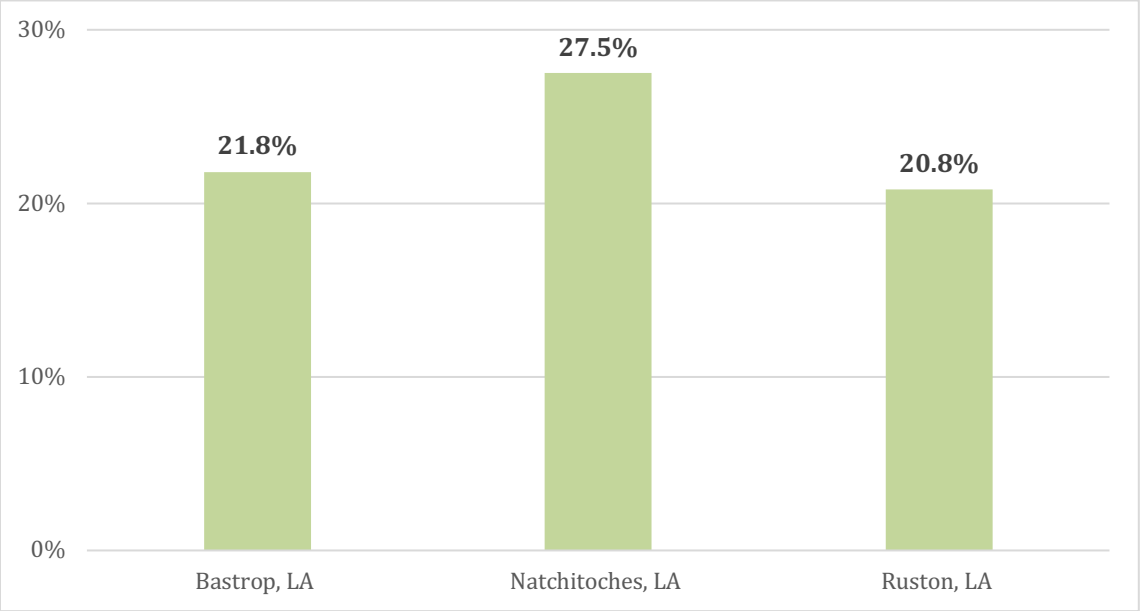
or SNAP in the Past 12 Months for Metropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

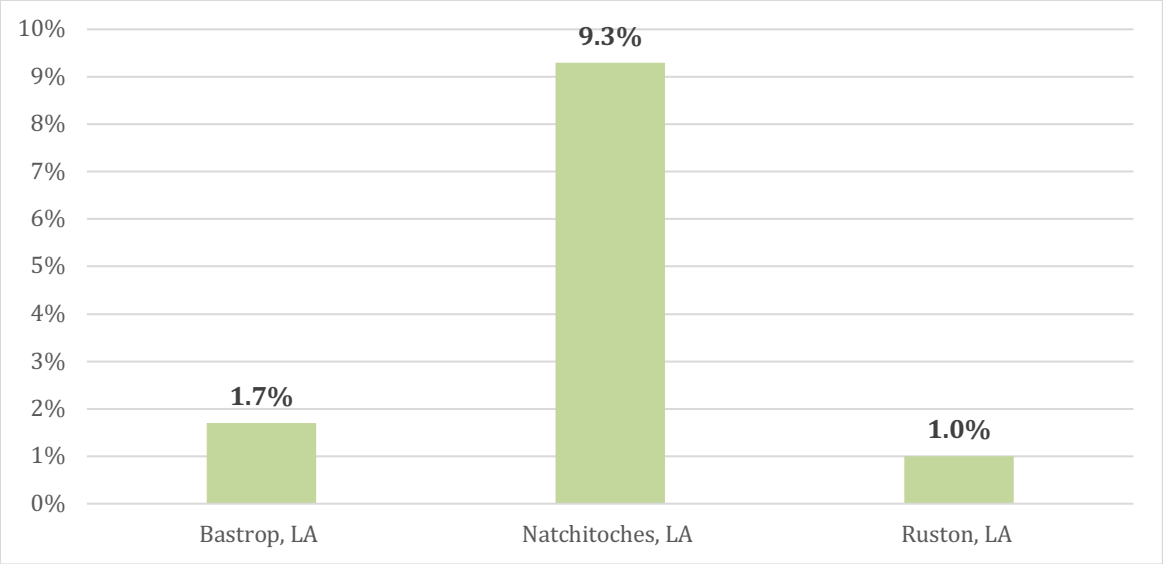
The MicroSAs all have rates of participation in transfer programs that are higher than the MSAs, as expected. In Bastrop and Natchitoches over half of minor children live in households receiving some form of public assistance (Figure 25).

Figure 23: Households Receiving SNAP Benefits for Micropolitan Statistical Areas, 2017



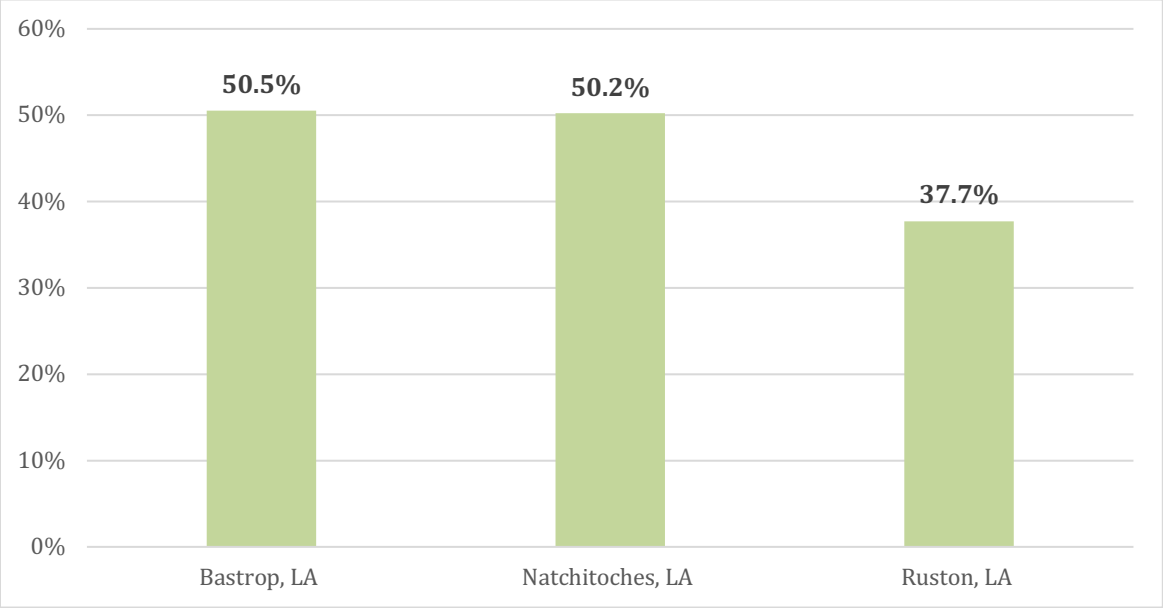
Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 24: Households with Cash Public Assistance for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 25: Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP in the Past 12 Months for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

3.4 Housing

The housing crisis that began in 2008 left large sections of once prosperous suburbs vacant and in disrepair. It also caused a wave of foreclosures, a financial crisis, and an economic crisis that led to chronically higher unemployment that squeezed families and businesses for several years. From 2009 to 2014, the U.S. slowly emerged from that crisis, but there are lingering effects. According to the American Community Survey, 42 million households (37%) pay more than 30% of income for housing (moderate burden), whereas 20.2 million (18%) pay more than half (severe burden). These figures grew substantially from 2001 to 2011, exacerbated by the housing crisis. Housing costs that represent this large of a component of a family's income leave low- and moderate-income families with little money left for food, education, and health care, much less saving and investment. There are a variety of financing tools along with federal policies that have been developed to help low- to moderate-income households, but only one quarter of eligible families receive housing assistance. Consequently, there is need for policy innovations to help meet the affordable housing needs of the nation.

Individuals and families derive many financial and social benefits from home ownership. Communities also reap substantial benefits from home ownership and stable housing, including higher educational achievement, greater civic participation, lower crime, and improved property maintenance.[10] The Shreveport-Bossier MSA ranks 9th in the share of housing units that are owner-occupied (3rd lowest figure) falling two spots from last year's report.

Table 8: Percent of Occupied Housing Units Owner-Occupied by MSA, 2017

MSA	Percent of Housing Units Owner-Occupied	Rank	2016 Rank
Roanoke, VA	68.8%	1	
Lafayette, LA	68.7%	2	
Huntsville, AL	67.8%	3	
Jackson, MS	67.3%	4	
Chattanooga, TN-GA	65.2%	5	
Montgomery, AL	63.6%	6	
Monroe, LA	**62.6%**	**7**	
Fayetteville-Springdale-Rogers, AR-MO	61.0%	8	
Shreveport-Bossier City, LA	**60.5%**	**9**	↓ 7
Killeen-Temple-Fort Hood, TX	56.9%	10	
Columbus, GA-AL	54.4%	11	

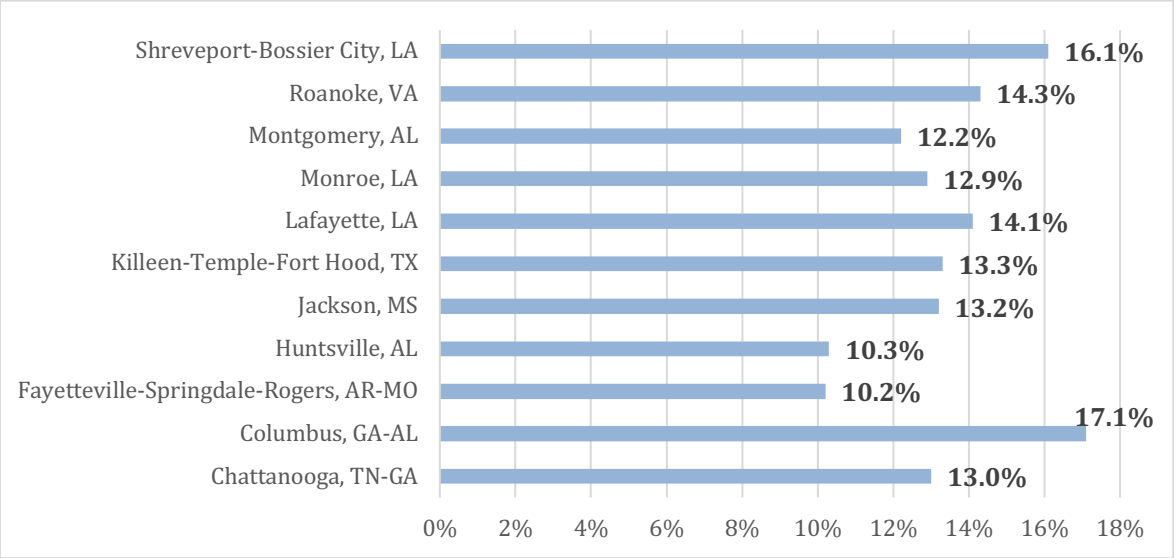
Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

The cost of housing relative to household income is an important indicator of the affordability of housing across MSAs. In last year's report the Shreveport-Bossier MSA saw a steep rise in the

[10] *Social Benefits of Home Ownership*. National Association of Realtors, Research Division. April 2012

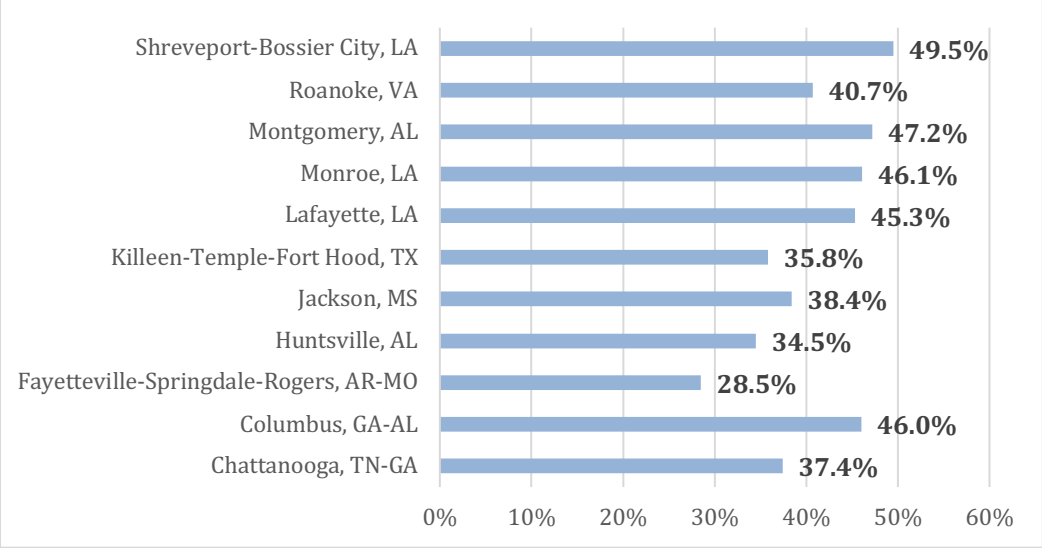
share of occupied housing units with monthly owner costs 35% or more of household income (this is for households with a mortgage), growing from 13.8% to 18.2% in last year's report (2nd highest). The figure fell in this year's report to 16.1%, but is still the 2nd highest among the peer communities. Shreveport-Bossier also has the highest share of occupied units with rent that is 35% or more of household income (49.5%). Fayetteville had the lowest share of units with monthly owner costs at 35% or more of household income (10.2%) and the lowest share of units with monthly rent 35% or more of household income (28.5%).

Figure 26: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income by Metropolitan Statistical Area, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 27: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income by Metropolitan Statistical Area, 2017

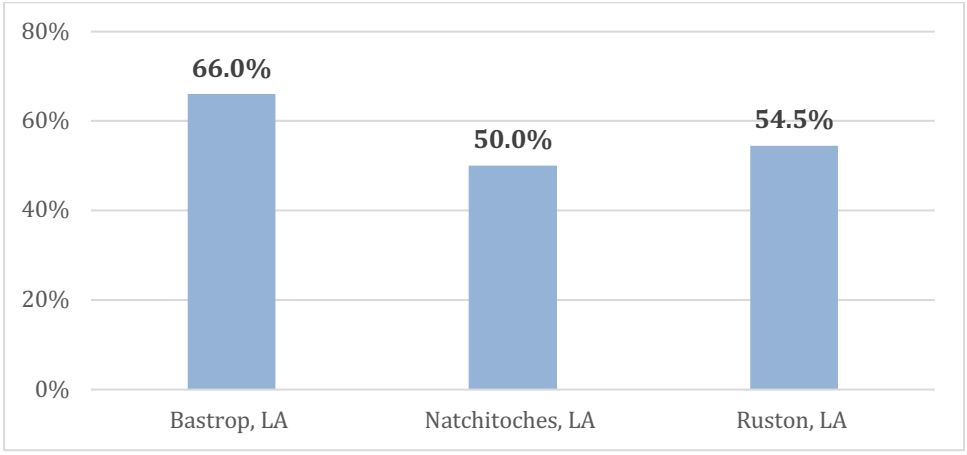


Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Affordable housing is a key driver of family well-being in all facets and thus a key factor in community well-being. The benefits of affordable housing extend beyond its occupants to increased spending and employment in the local economy and reductions in crime and in the likelihood of foreclosure. Without a sufficient supply of affordable housing, employers—and entire regional economies—can be at a competitive disadvantage because of their subsequent difficulty attracting and retaining workers.[11] Consequently, community-based strategies for affordable housing are a key component of effective community and economic development initiatives. The range of these strategies is well-documented, including rental housing preservation, place-based community development, inclusionary housing policies, and low-income housing credits, among others.[12]

The data for our MicroSAs show some interesting results. The share of owner-occupied housing in Bastrop is comparable to the higher end of our MSAs. Meanwhile the home ownership rates in Ruston and Natchitoches are much lower, in large part due to the proliferation of student housing for the universities. The affordability of owner-occupied housing in the MicroSAs is also comparable to the MSAs with Ruston showing the best rate for affordable home ownership, and all areas showing poor affordability of rental housing.

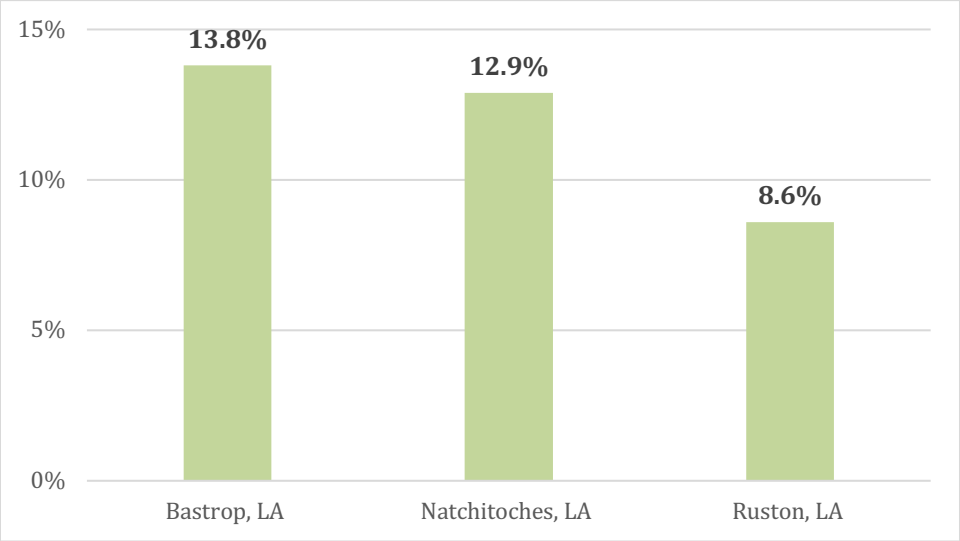
Figure 28: Percent of Occupied Housing Units that are Owner-Occupied for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

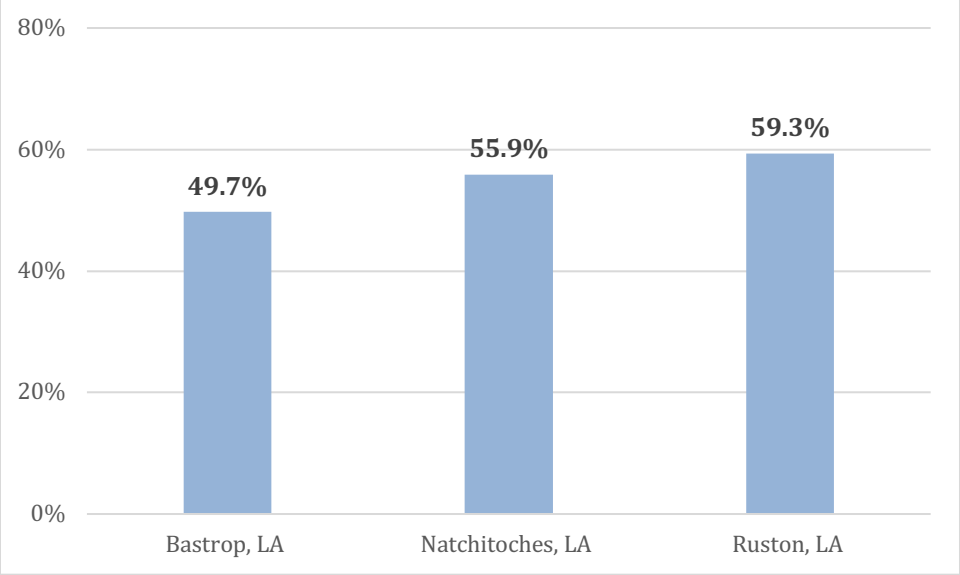
[11] Keith Wardrip, Laura Williams, and Suzanne Hague. "The Role of Affordable Housing in Creating Jobs and Stimulating Local Economic Development: Review of the Literature." Center for Housing Policy. January 2011
[12] Enterprise Community.com: Affordable Housing. http://www.enterprisecommunity.com/policy-and-advocacy/issues

Figure 29: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 30: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Micropolitan Statistical Areas, 2017



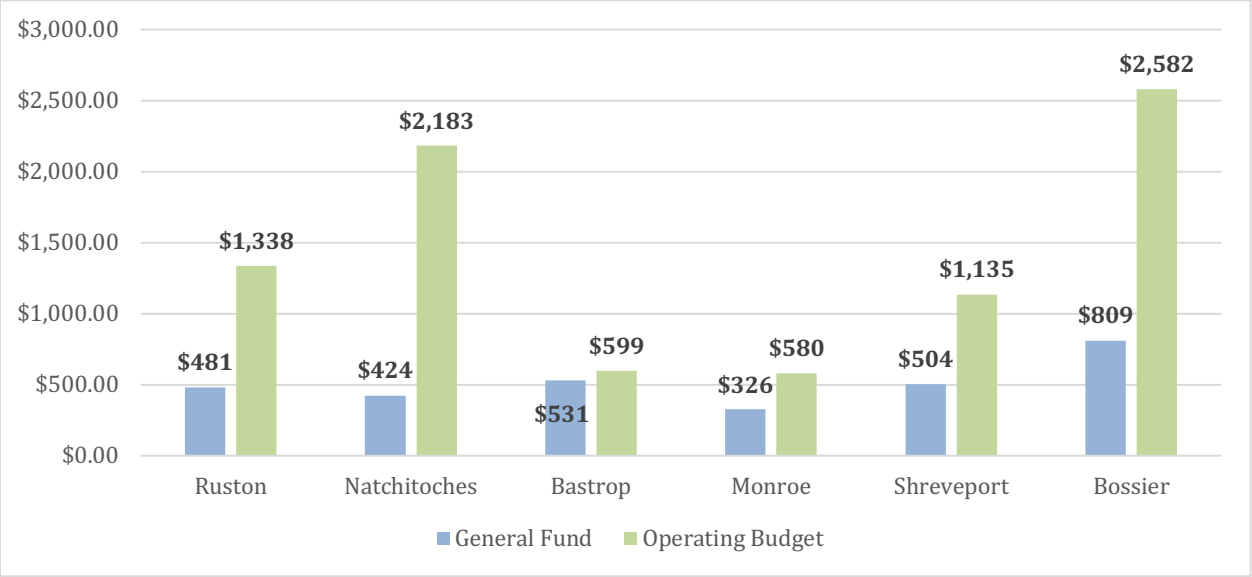
Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

3.5 Municipal Finance

During the years immediately following the 2007-2008 housing and financial crisis, many municipalities had severe budget crises that strained their financial reserves and increased their debt. Municipal budget obligations in terms of retirement and health care costs have been growing for over a decade and have reached crisis level in some communities. The City of Shreveport has had particular fiscal difficulties in this regard.

State law requires Louisiana municipalities to operate a balanced budget. When local government wants to spend more money than it is projected to receive in revenue, it issues bonds – a debt security to finance capital spending. Figure 31 illustrates that in the 2017 budget cycle, Shreveport is spending less per capita ($504) from the general fund than the Bossier City ($809). And when the entire Operating Budgets are considered, Bossier City spends more than twice as much per capita ($2,582) than Shreveport ($1,135). Bossier is spending three times as much per capita in its operating budget as in its general fund, whereas Shreveport spends just over two times as much. The MicroSAs have a great deal of variation. The Natchitoches operating budget per capita is more three times that of Bastrop and 60% higher than Ruston.

Figure 31: Per Capita Local Municipal Government Spending per Resident by General Fund and Total Operating Budget, 2019



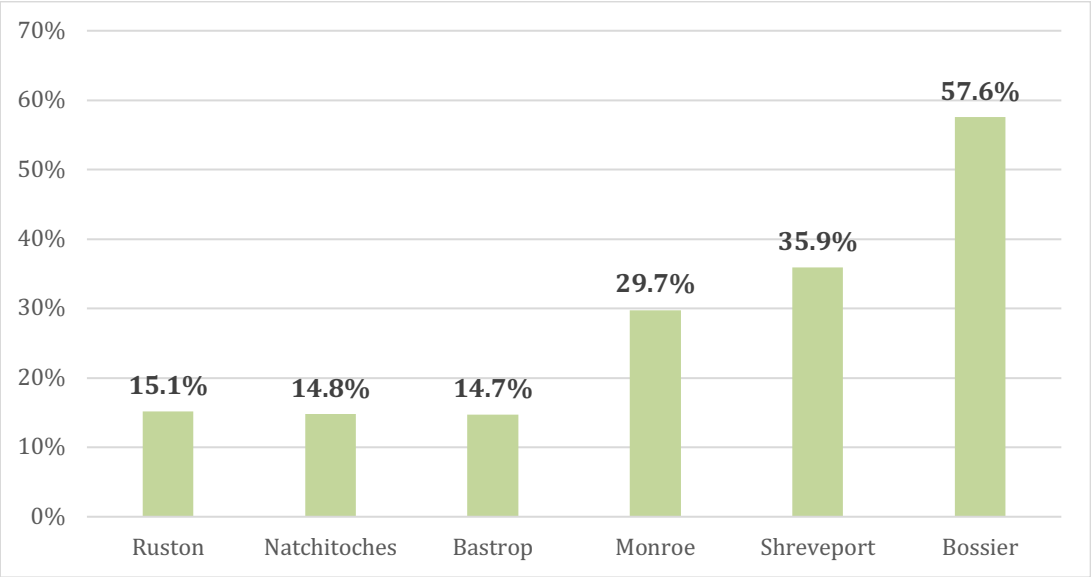
Source: Calculated by the author using data from the U.S. Census Bureau, 2017 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov; and provided by the cities of Shreveport, Bossier City, Monroe, Bastrop, Natchitoches, and Ruston

The ratio of debt service expenditures as a percentage of total governmental fund expenditures can be used to assess service flexibility with the amount of expenses committed to annual debt service. As the ratio increases, service flexibility decreases because more operating resources are being committed to a required financial obligation. In other words, the more a government

spends on financing its debt, the less it will have available to fund ongoing services.[13] Figure 32 shows that to meet bond debt principal and interest payments, Bossier City is spending the equivalent of 57.6% of its general fund compared to Shreveport which is spending 35.9%. A debt service ratio of less than 10% is generally considered to be attractive for city governments. Not all of the debt of these cities—and none in some cases—is being paid from general fund revenues, so these figures do not tell the whole story. But they do indicate the debt load of the city relative to the general fund size. All other things being equal, a higher ratio here is cause for concern.

The ability of the Shreveport-Bossier MSA to address some of the key issues illustrated in this report will depend partly on the fiscal capabilities of the municipalities in the region. Fiscally responsible government helps to keep these municipal borrowing costs low and provides much needed flexibility throughout phases of the business cycle.

Figure 32: Total Debt Service Payments as a Percent of General Fund, 2019



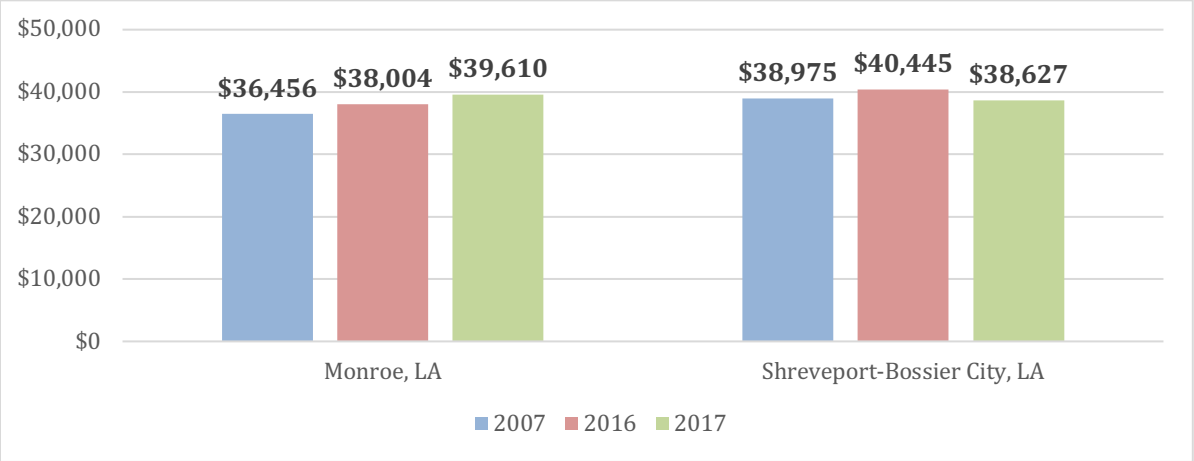
Source: Calculated by the author using data provided from the cities of Shreveport, Bossier City, Monroe, Bastrop, Natchitoches, and Ruston.

[13] "Debt Service Expenditure Ratio in Large Cities." The Civic Federation. March 2012. http://www.civicfed.org/civic-federation/blog/debt-service-expenditure-ratio-large-cities

3.6 Moving the Needle on Economic Well-Being

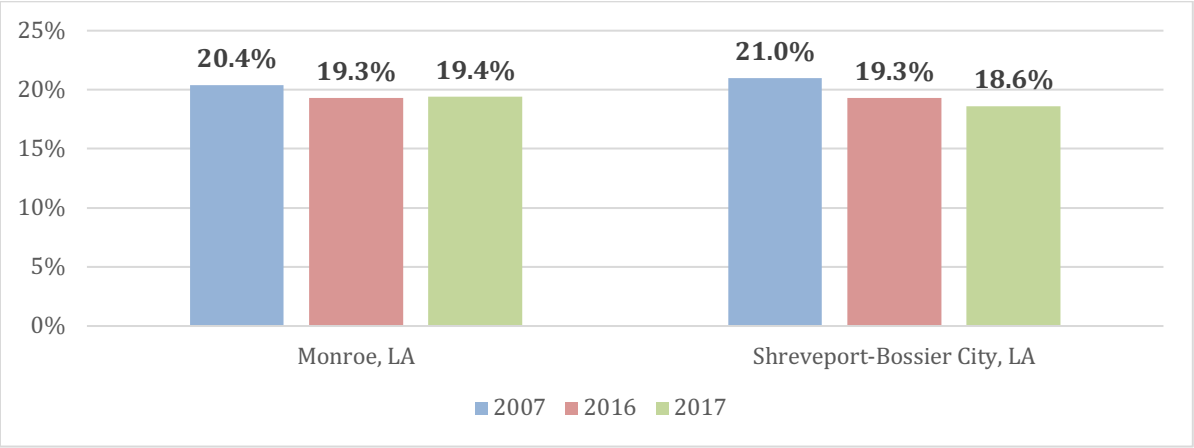
The Shreveport-Bossier MSA had seen significant growth in median household income from 2006 to 2015. However, that trend reversed in 2016 and 2017, showing a significant drop from $43,292 to $38,627 (Figure 33). The Monroe MSA was mostly stagnant in household income from 2006 to 2015, but it enjoyed substantial growth over 2016 and 2017. Both the Shreveport and Monroe MSA's showed a modest drop in families in poverty from 2007 to 2017 (with a slightly larger drop in Shreveport-Bossier), and they both saw similar changes in households with public assistance (Figures 35 and 36). Both MSAs saw a significant drop in families on SNAP in 2017 and large declines in the share of children in households on all forms of public assistance from 2007 to 2017.

Figure 33: Median Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



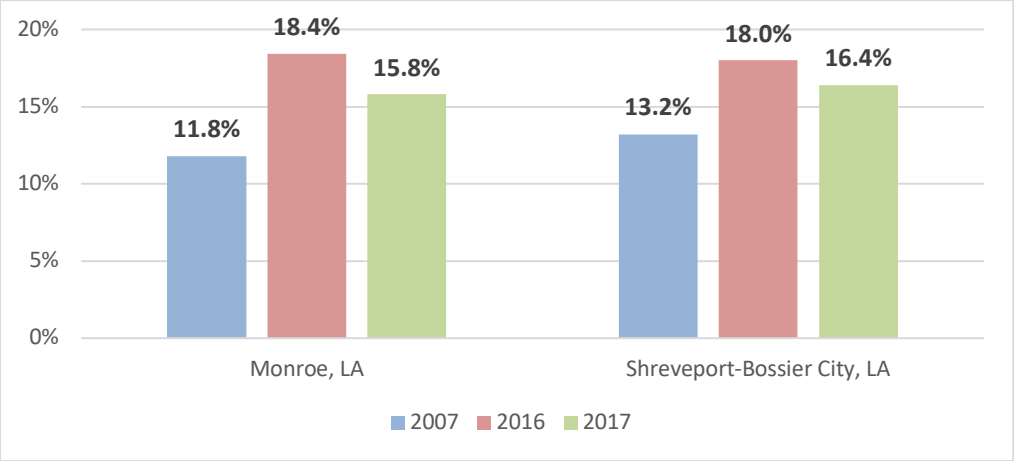
Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 34: Percent of Families Below Poverty Level for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



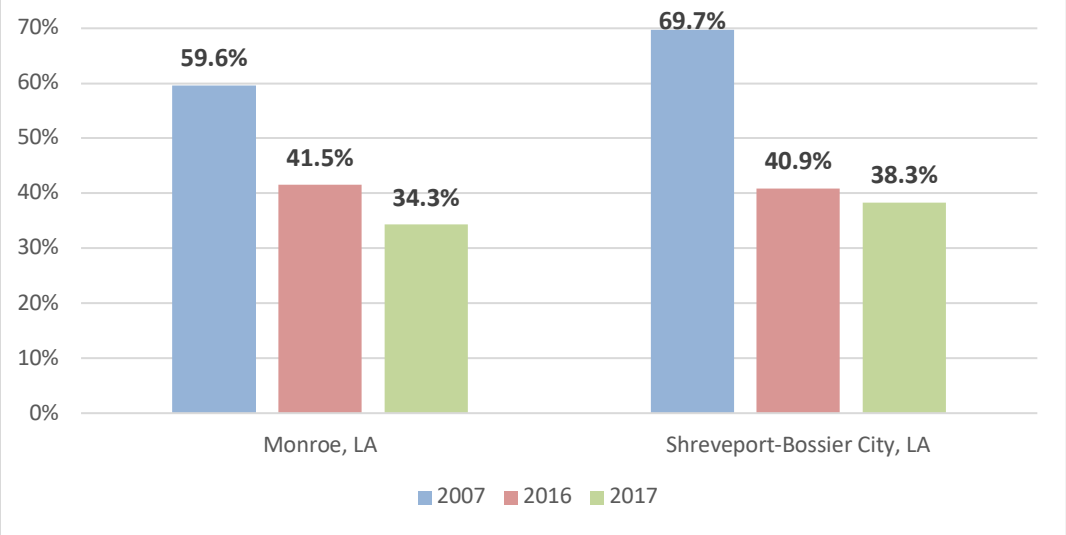
Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 35: Percent of Households with SNAP Benefits for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

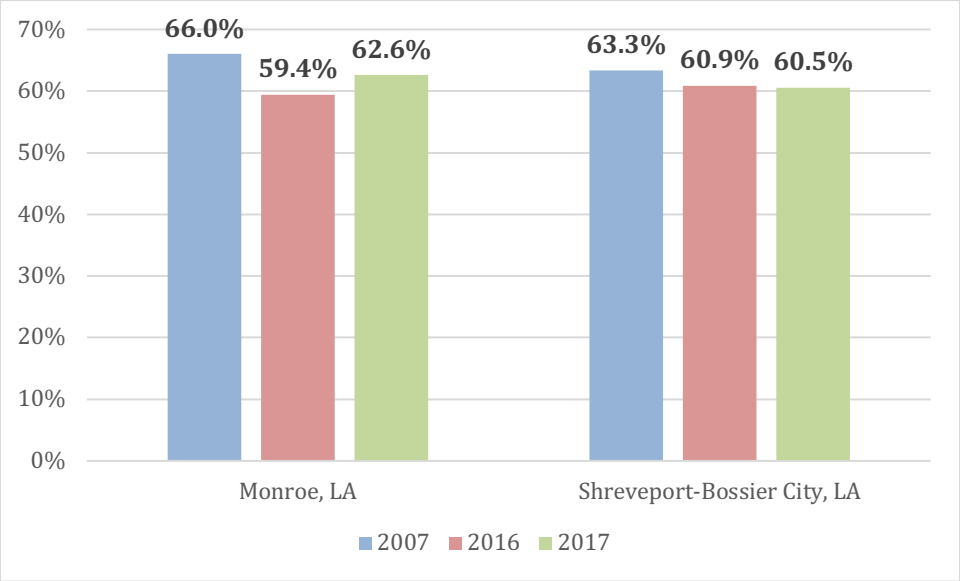
Figure 36: Percent of Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

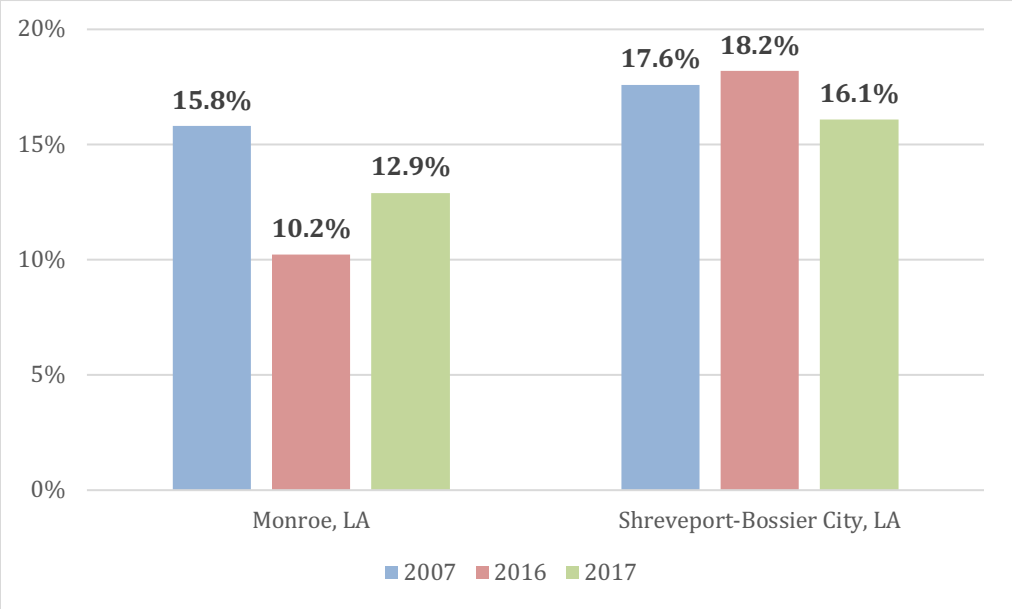
Home ownership in the Shreveport-Bossier and Monroe MSAs has declined three percentage points over the last decade (Figure 37). Housing affordability has improved in Monroe for homeowners, but renters in both MSAs have seen a substantial increase in housing costs relative to income. This may not be solely the result of housing costs but may also be a function of declining economic conditions for families. Either way, it is cause for concern and needs attention.

Figure 37: Percent of Occupied Housing Units that are Owner-Occupied for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



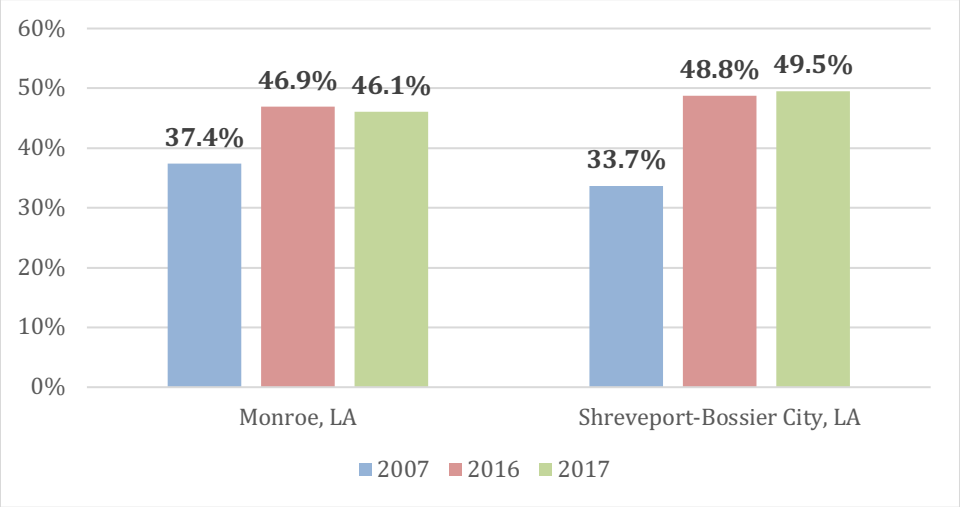
Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 38: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

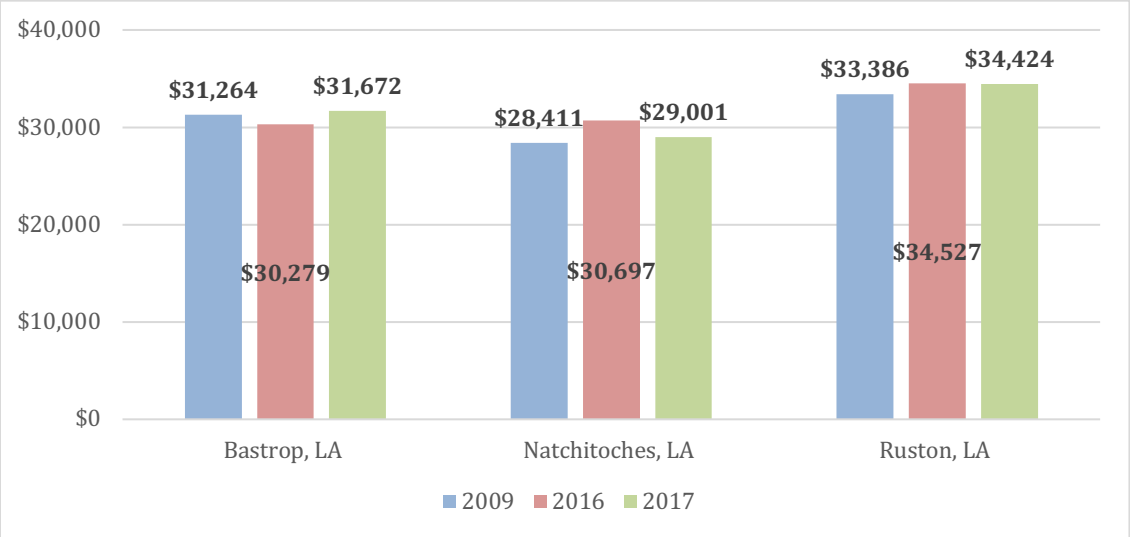
Figure 39: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

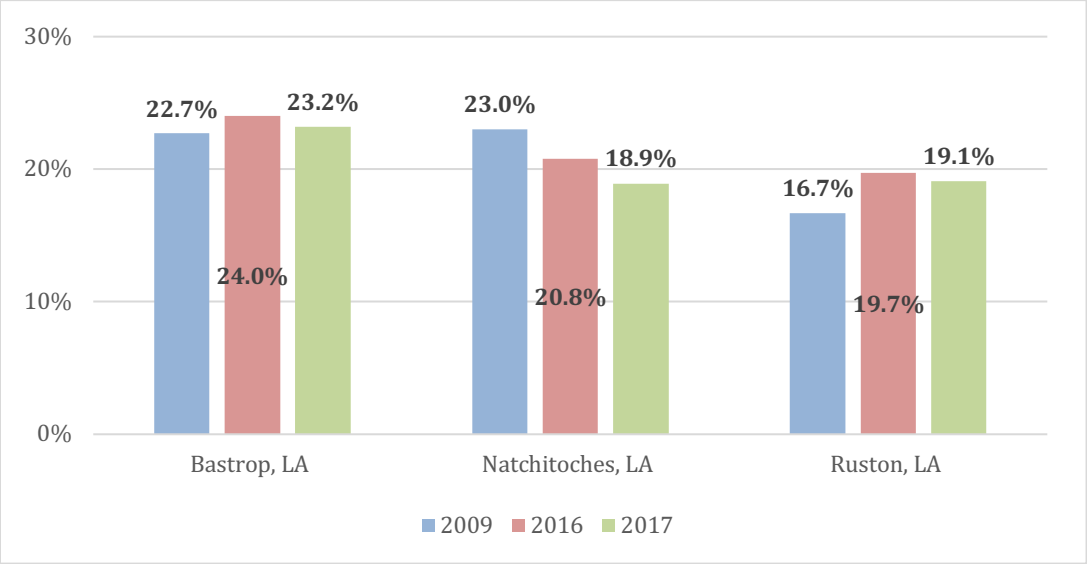
Median household income is largely unchanged since 2009 in our MicroSAs (Figure 40) with a moderate increase in Ruston. Poverty and public assistance rates have remained high through this period (Figures 41, 42, and 43) with significant growth in both categories in Ruston. Ruston has seen a 14% increase in the poverty rate since 2009. These data are counter to the national economic trends, but that is not unusual for MicroSAs. Nonetheless, these are alarming indicators that deserve attention from community leaders and policy-makers.

Figure 40: Median Household Income for Micropolitan Statistical Areas



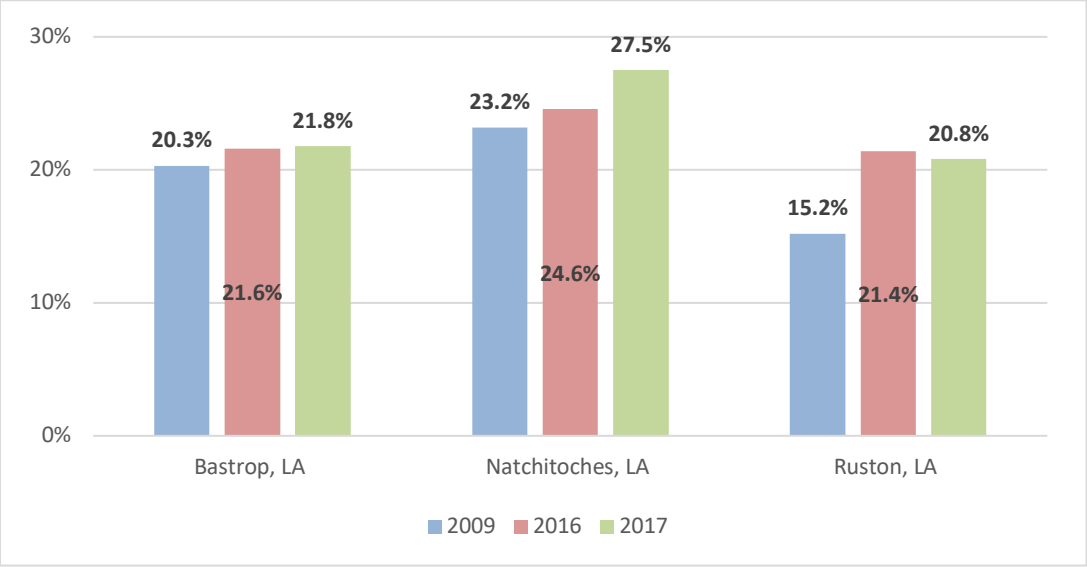
Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 41: Percent of Families Below Poverty Level for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

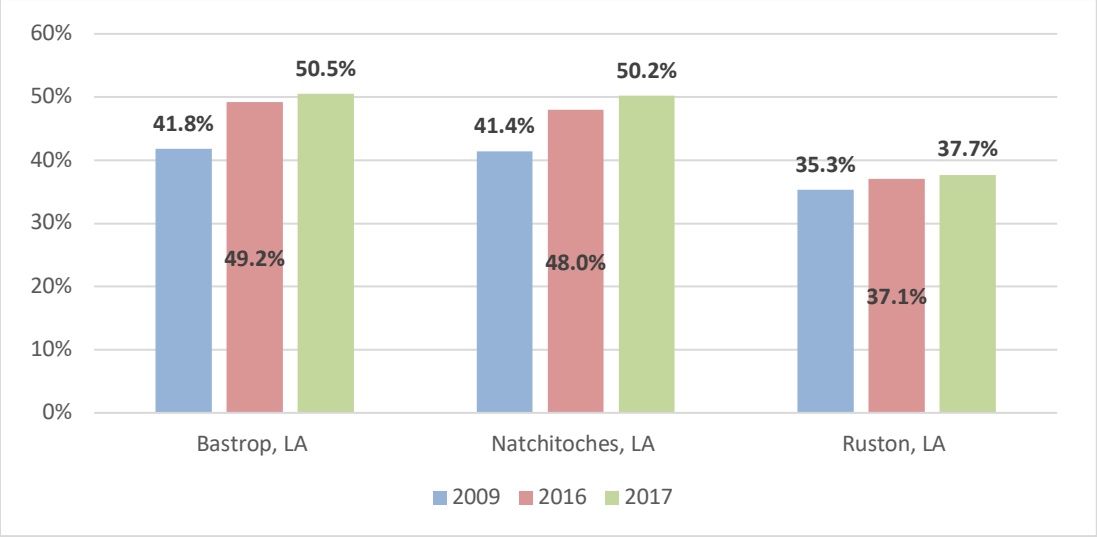
Figure 42: Percent of Households with SNAP Benefits for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 43: Percent of Children Under 18 Living in Households with SSI, Cash

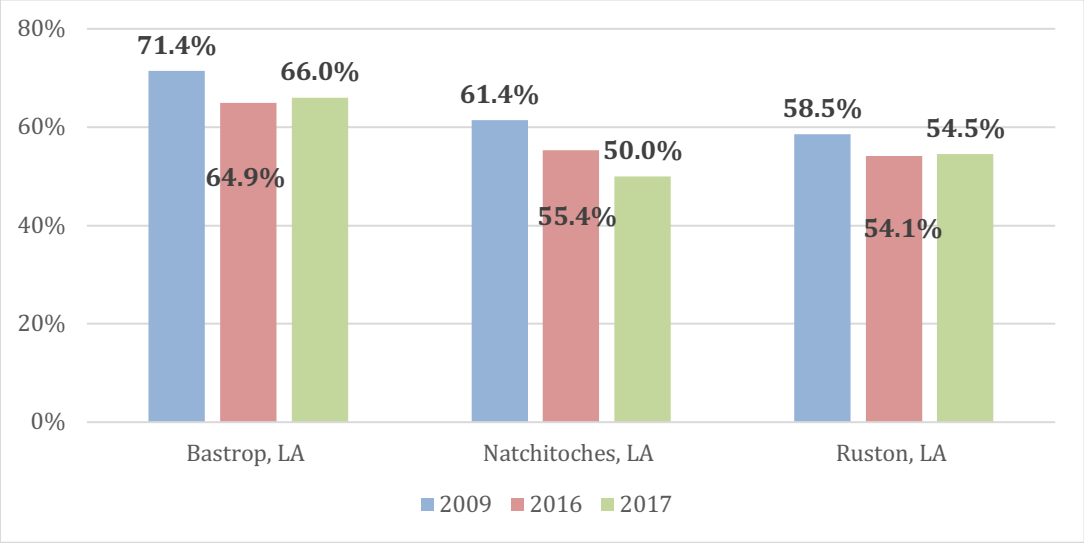
Public Assistance, or SNAP for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

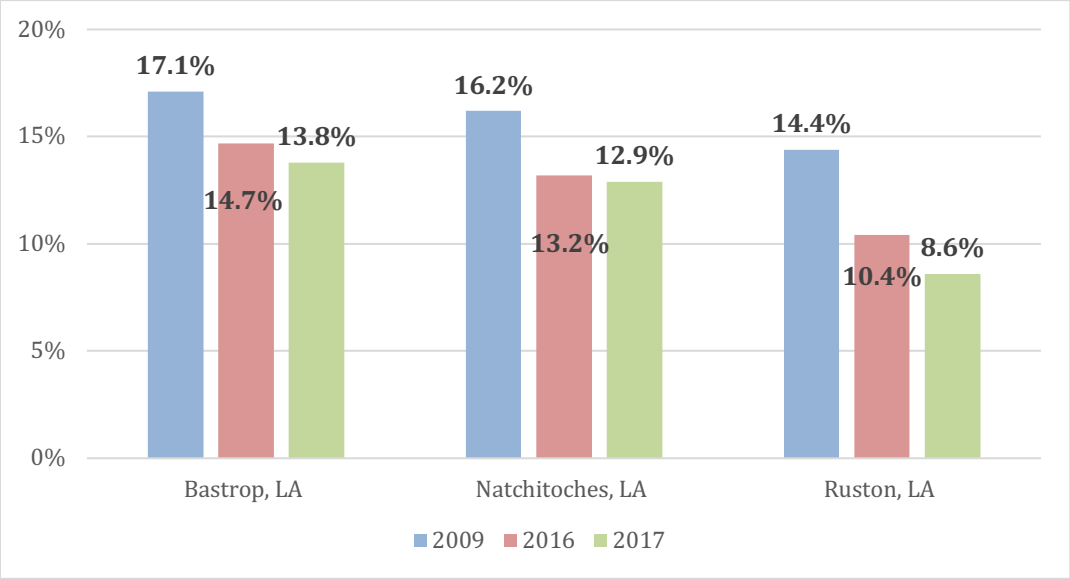
The housing market in the MicroSAs has experienced a mix of trends. Home ownership rates have declined since 2009 in all three (Figure 44), but home ownership has become more affordable for those with homes (Figure 45). Affordability for renters has not changed much since 2009, except for a significant increase in rental costs in Ruston (figure 46). Given the critical roles that home ownership and housing affordability play in the prosperity of communities, these are clearly trends and metrics that these communities should consider addressing.

Figure 44: Percent of Occupied Housing Units that are Owner-Occupied for Micropolitan Statistical Areas



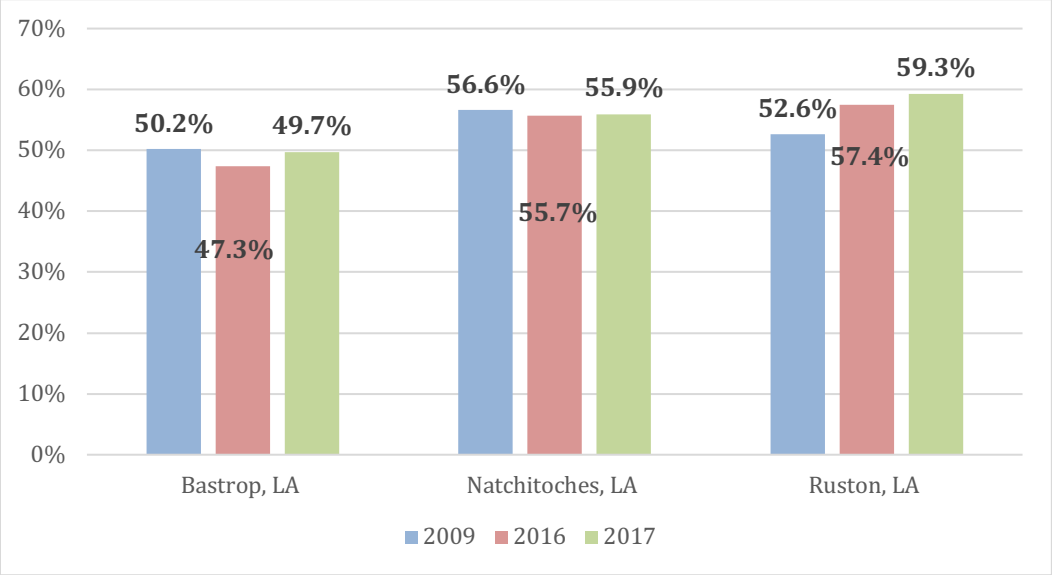
Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 45: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 46: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

4. Human Capital

4.1 Education

There is strong evidence that young children who participate in high-quality pre-K programs enter school more ready to learn than their peers. The national Early Childhood Longitudinal Study—Kindergarten Cohort—shows that students who attended a pre-K program scored higher on reading and math tests than children receiving parental care.[14] Students who attended a child care center or other preschool program also showed gains, and pre-K students exhibited the greatest achievement. The evidence is strong that high-quality pre-K programs have significant short- and long-term impacts on children and their communities. Although enrollment in an early childhood program does not provide a guarantee for kindergarten readiness, there are strong indicators that these programs do increase the likelihood that children will be prepared for kindergarten. In last year's report, Shreveport-Bossier saw a significant increase in the percentage of 3- and 4-year-olds enrolled in school from 39.8% to 49.7% in 2016. The MSA ranking among peer communities rose from 9th to 3rd in the 2018 report. In this year's report, the Shreveport-Bossier percentage grew significantly again to 59.1%, resulting in a ranking of 1st among the peer communities. This represents a tremendous success for the Shreveport-Bossier community and is a promising sign for the future.

Table 9: Percent of 3- and 4-Year-Olds Enrolled in School, 2017[15]

MSA	Percent Enrolled in School	Rank	2016 Rank
Shreveport-Bossier City, LA	**59.1%**	**1**	↑ **3**
Jackson, MS	52.4%	2	
Columbus, GA-AL	51.7%	3	
Lafayette, LA	49.5%	4	
Roanoke, VA	49.4%	5	
Huntsville, AL	44.3%	6	
Killeen-Temple-Fort Hood, TX	43.4%	7	
Chattanooga, TN-GA	41.7%	8	
Fayetteville-Springdale-Rogers, AR-MO	35.8%	9	
Monroe, LA	**33.8%**	**10**	
Montgomery, AL	30.7%	11	

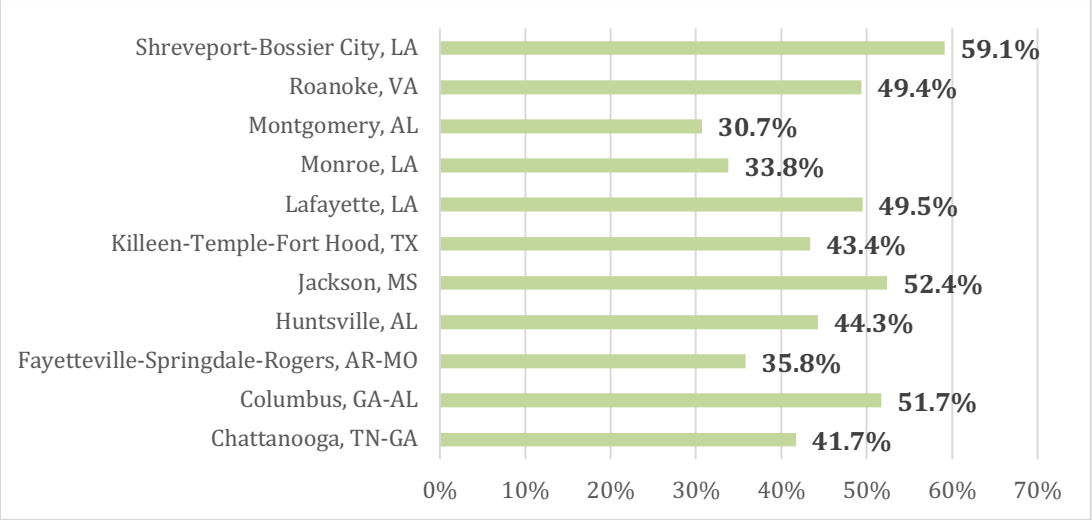
Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 47: Percent of 3- and 4-Year-Olds Enrolled in School for Metropolitan

[14] Gormley, W., Gayer, T., Phillips, D., and Dawson, B., 2004b. The Effects of Universal Pre-k on Cognitive Development. Washington, DC: Georgetown University, Center for Research on Children in the U.S.

[15] Pre-k is a classroom-based preschool program for children age 3 to 4. It may be delivered through a preschool or within a reception year in elementary school. Formal pre-k differs from day care in that preschools typically provide care for shorter hours and are closed for holidays, school breaks, and summer, though some may offer full-time programs, extended care, and summer options. Preschools must be licensed, and most teachers have some training in early childhood education.

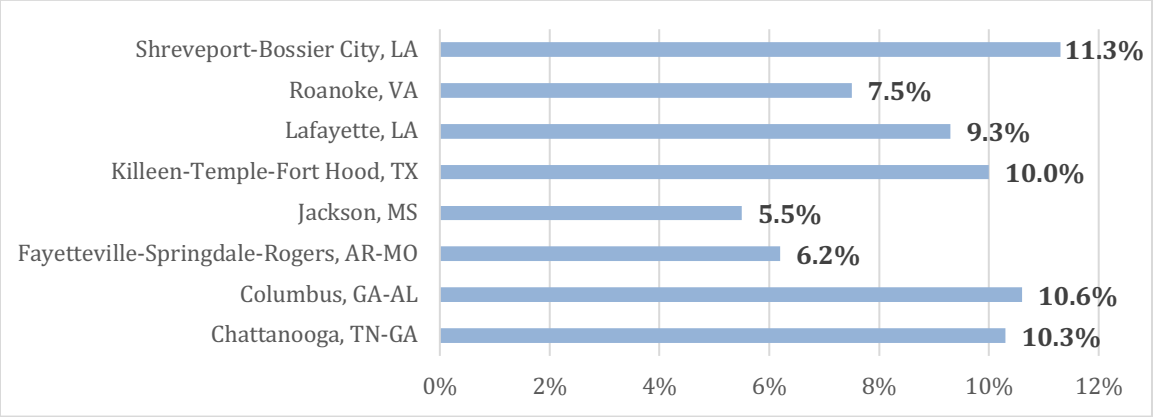
Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

At the other end of the youth spectrum are 16- to 19-year-olds. In 2014, the Shreveport-Bossier MSA had the 3rd highest share of this group not enrolled in school, not in the labor force, and unemployed (12.1%). In 2015 that number rose alarmingly to 14.9%, the highest among the peer communities for which data were available. However, from 2015 to 2016 that figure fell to 8.3% which was still 2nd highest among our peers, but a dramatic improvement from previous years. In this year's report this figure rose again to 11.3%. This is a critical measure of how well the education system, business sector, and community as a whole are engaging and preparing young people for success in the labor market. Over time this indicator is a key factor in the data in Table 10, showing 12.8% of the population of the Shreveport-Bossier MSA and 13.1% in Monroe with less than a high school diploma or GED.

Figure 48: Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed for Metropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov
Note: Data not available for Huntsville, AL; Monroe, LA; or Montgomery, AL

In the United States, adults without a high school diploma or equivalency have a significantly higher likelihood of unemployment and poverty and longer durations of both.[16] Also, they earn less when they do work, and there is significant evidence that the high school equivalency does not improve those prospects much. Furthermore, this situation also leads to higher risks of economic and social problems and lower likelihood of educational attainment for the children of parents without a high school diploma. The Shreveport-Bossier MSA ranks 5th with 12.8% of the 25 and older population having less than a high school diploma or equivalency (Table 10).

Table 10: Percent of Population 25 Years & Over Less than High School Grad or Equivalent, 2017

MSA	Percent Less Than High School Grad or Equivalent	Rank	2016 Rank
Killeen-Temple-Fort Hood, TX	8.8%	1	
Huntsville, AL	9.5%	2	
Chattanooga, TN-GA	10.4%	3	
Roanoke, VA	10.7%	4	
Shreveport-Bossier City, LA	**12.8%**	**5**	↑ 6
Jackson, MS	12.9%	6	
Monroe, LA	**13.1%**	**7**	
Columbus, GA-AL	13.3%	8	
Fayetteville-Springdale-Rogers, AR-MO	13.9%	9	
Montgomery, AL	14.1%	10	
Lafayette, LA	15.6%	11	

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

In addition to better labor market prospects in general, the other important opportunity that opens up for those who complete high school or a GED is post-secondary and higher education. In last year's report the Shreveport-Bossier MSA made a jump from 8th (7.5%) to 6th (7.2%) in the share of the population with associate's degrees and improved from 10th (22%) to 8th (22.1%) in the share of the population with a bachelor's degree or higher. While those rankings represented improvements, the percentages were mostly unchanged. In this year's report both of those rankings gains were lost as the MSA fell back to 8th (6.9%) and 10th (22.1%) respectively in these categories with little change in the percentages.

The other Louisiana communities among our peers, Monroe and Lafayette, both scored poorly on the share of the population with less than a high school diploma and the share with an associate's degree. Huntsville has the best share of the population with a bachelor's degree or higher at 38.8%.

Table 11: Percent of Population 25 Years & Over with an Associate's Degree, 2017

[16] Sum, Andrew et al. *The Consequences of Dropping Out of High School.* Center for Labor Market Studies, Northeastern University. October 2009

MSA	Percent with Associate's Degree	Rank	2016 Rank
Killeen-Temple-Fort Hood, TX	12.2%	1	
Roanoke, VA	11.8%	2	
Jackson, MS	10.1%	3	
Chattanooga, TN-GA	8.9%	4	
Columbus, GA-AL	8.5%	5	
Huntsville, AL	8.3%	6	
Montgomery, AL	8.1%	7	
Shreveport-Bossier City, LA	**6.9%**	**8**	**6**
Monroe, LA	**6.0%**	**9**	
Lafayette, LA	5.7%	10	
Fayetteville-Springdale-Rogers, AR-MO	5.4%	11	

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Table 12: Percent of Population 25 Years & Over w/Bachelor's Degree or Higher, 2017

MSA	Percent with Bachelor's Degree or Higher	Rank	2016 Rank
Huntsville, AL	38.8%	1	
Fayetteville-Springdale-Rogers, AR-MO	31.8%	2	
Jackson, MS	30.5%	3	
Montgomery, AL	29.4%	4	
Roanoke, VA	27.6%	5	
Chattanooga, TN-GA	27.2%	6	
Killeen-Temple-Fort Hood, TX	24.6%	7	
Columbus, GA-AL	24.4%	8	
Lafayette, LA	22.5%	9	
Monroe, LA	**22.1%**	**10 (tie)**	
Shreveport-Bossier City, LA	**22.1%**	**10 (tie)**	**8**

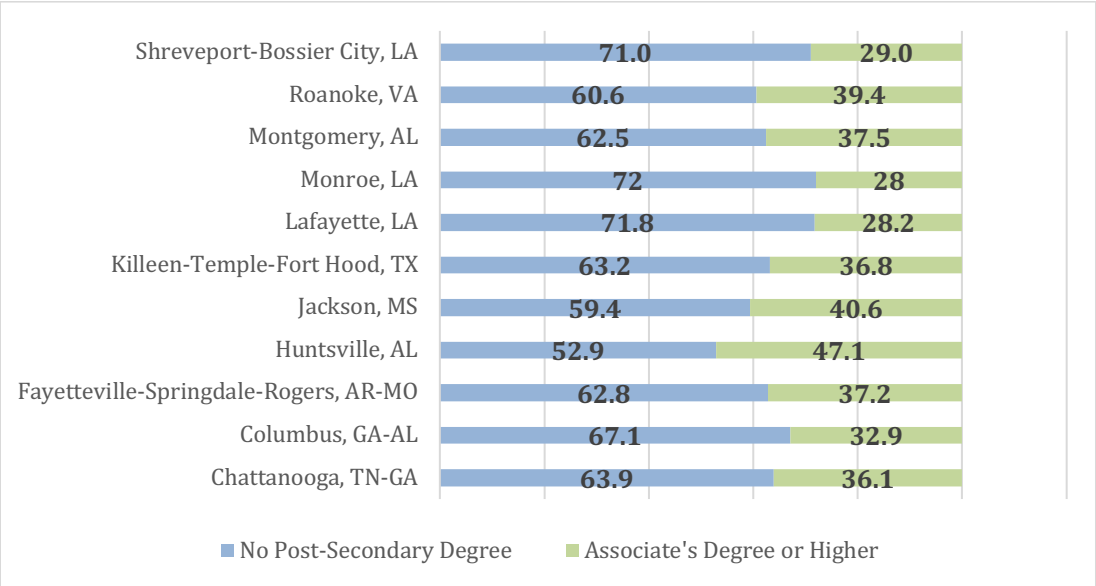
Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Combining the high school, post-secondary, and higher education measures in Figure 49, demonstrates that the Shreveport-Bossier MSA has the 3rd highest percentage (71%) of the population with something less than a post-secondary degree. Lafayette was slightly higher at 71.8%, and Monroe had the worst rate at 72%. Communities with 70% or more of their citizens lacking a post-secondary education are not well positioned to compete for 21st century economic opportunities. Huntsville, on the other hand, is by far the best in this category with 47.1% of its population over 25 having earned an associate's degree or higher.

Huntsville is an example of a community that has pursued a high-education, high-wage economic development strategy. Louisiana has often taken the opposite approach, eschewing

investments in quality pre-K through post-secondary education systems and building a relatively low-wage economy over time as a result. In the 21st century economy, a competitive workforce is a critical component of globally competitive and prosperous communities. For our region, these education indicators represent a significant obstacle to fielding a competitive workforce for a 21st century economy and merit considerable attention from policy makers in the region and the state. Improving these figures is vital to regional success and will require long-term commitment and investment.

Figure 49: Education Levels for Metropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

The advent of the personal computer and the Internet have changed the way we all live, work, and learn. The digital divide refers to the gap between demographics and regions that have access to modern information and communications technology, and those that do not have or have restricted access. The divide is driven by age, income, education level, community type, and ethnic background.[17] Those on the wrong side of this divide—without regular, reliable access to this technology—are left out of economic and educational opportunities on a growing scale. Table 13 and Figure 50 show that the Shreveport-Bossier MSA ranks 10th (same as the last two years) in the percentage of households with a computer and 11th (down from 8th two years ago) in percentage of households with a broadband internet subscription. This seems to indicate that the digital divide in the Shreveport-Bossier MSA and the Monroe MSA is significantly wider than in the comparative communities. This divide is partly driven by education levels, but it reinforces that problem by reducing access to educational opportunities for those without easy access to computer and internet resources. There are a wide variety of strategies for addressing this divide that have been pursued by progressive communities around the country that should be considered in our region.

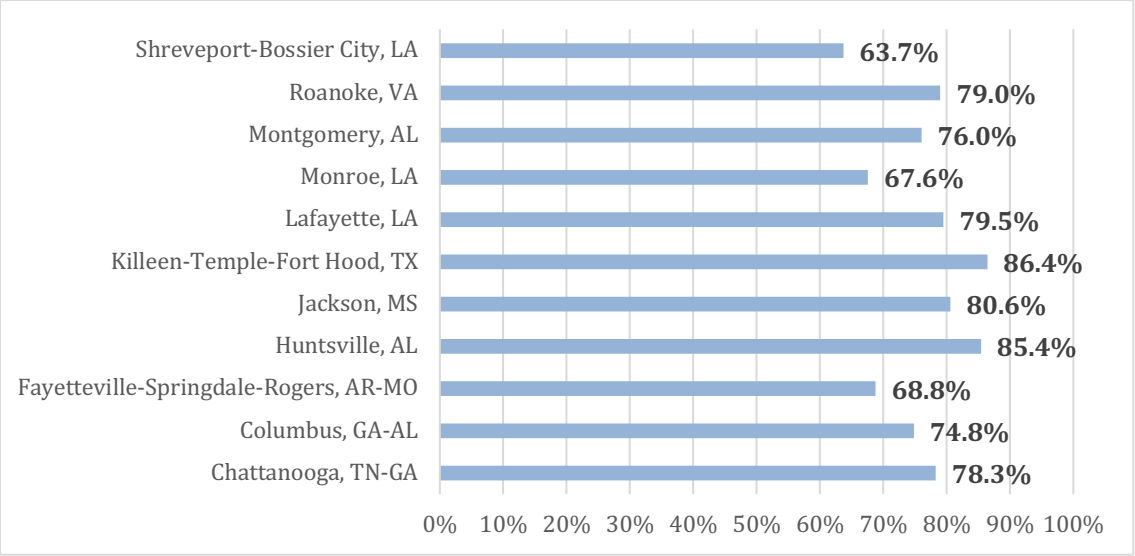
[17] "The State of the Digital Divide." Pew Research Center. PowerPoint Presentation, Nov 2013. http://www.pewinternet.org/2013/11/05/the-state-of-digital-divides-video-slides/

Table 13: Percent of Households with a Computer, 2017

MSA	Percent with a Computer	Rank	2016 Rank
Killeen-Temple-Fort Hood, TX	93.6%	1	
Fayetteville-Springdale-Rogers, AR-MO	92.4%	2	
Huntsville, AL	91.4%	3	
Jackson, MS	89.1%	4	
Roanoke, VA	88.5%	5	
Columbus, GA-AL	88.2%	6	
Chattanooga, TN-GA	87.6%	7	
Lafayette, LA	86.7%	8	
Montgomery, AL	86.6%	9	
Shreveport-Bossier City, LA	**86.1%**	**10**	**10**
Monroe, LA	**77.4%**	**11**	

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov
Note: Data not available for Micropolitan Statistical Areas.

Figure 50: Percent of Households with a Broadband Internet Subscription for Metropolitan Statistical Areas, 2017

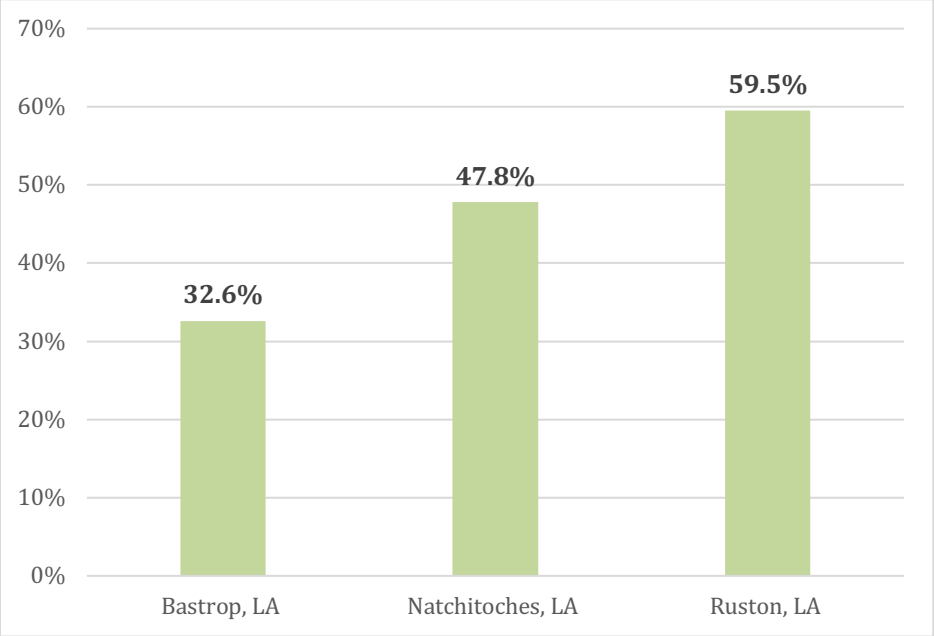


Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov
Note: Data not available for Micropolitan Statistical Areas

The MicroSAs exhibit some striking differences in educational metrics (Figures 51 and 52). The share of 3- and 4-years-olds enrolled in school in Ruston is 59.5% (higher than all the MSAs), whereas the figure for Natchitoches is 47.8% and for Bastrop is 32.6%. In Ruston, 41.6% of adults over 25 have an associate's degree or higher (higher than all but one of the MSAs), whereas in Bastrop only 19.9% of adults have achieved this level. The presence of Louisiana Tech University makes a tremendous difference in these data. But regardless of the reason, the

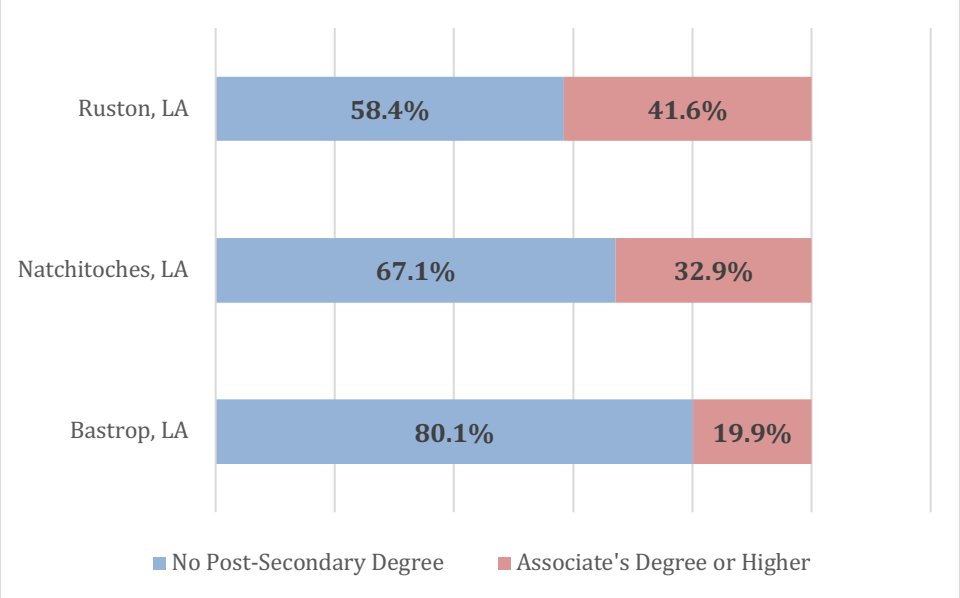
challenge of workforce competitiveness still remains for communities with low levels of education and poor engagement with the education system.

Figure 51: Percent of 3- and 4-Year-Olds Enrolled in School for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 52: Education Levels for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

4.2 Workforce

Table 14: Unemployment Rate, 2017

MSA	Percent Unemployed	Rank	2016 Rank
Chattanooga, TN-GA	4.2%	1 (tie)	
Monroe, LA	**4.2%**	**1 (tie)**	
Roanoke, VA	4.2%	1 (tie)	
Fayetteville-Springdale-Rogers, AR-MO	4.7%	2	
Huntsville, AL	4.8%	3	
Montgomery, AL	5.6%	4	
Jackson, MS	6.7%	5	
Killeen-Temple-Fort Hood, TX	7.1%	6 (tie)	
Lafayette, LA	7.1%	6 (tie)	
Shreveport-Bossier City, LA	**7.5%**	**7**	**7**
Columbus, GA-AL	10.3%	8	

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

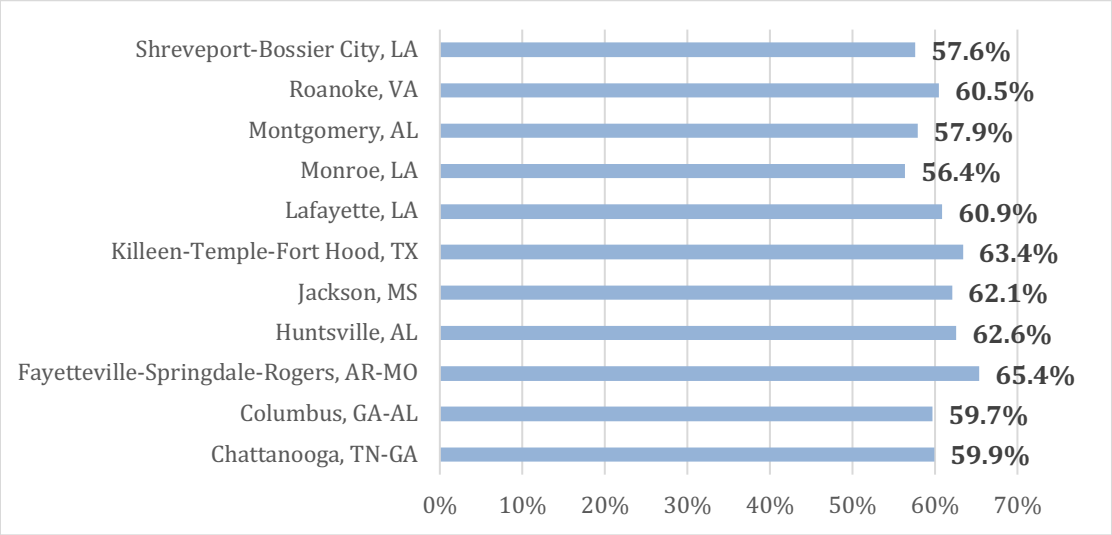
In 2013, the Shreveport-Bossier MSA enjoyed the 2nd lowest average unemployment rate of the comparative communities. In 2017, however, Shreveport-Bossier ranks 7th among its peers with a 7.5% unemployment rate, well above the national average. In addition, the MSA had the 2nd lowest labor force participation rate[18] (Figure 53). These data show that those eligible for and looking for work are finding it at a declining rate, and a large share of the population is not looking for work (e.g., retired, disabled, discouraged workers). Furthermore, Shreveport-Bossier has seen its unemployment rate rise while the rate has been falling across most of the nation and the state. This diversion from the national trend began in 2015. The already low labor force participation rate also fell while the national number rose. For a number of reasons, including disaster relief funding from the federal government and Haynesville Shale development, Louisiana bucked much of the negative national trend during the years following the financial crisis of 2008. As those factors dwindled and the depression of oil and gas prices deepened, Shreveport-Bossier is again trending in the opposite direction of the rest of the nation.

Figure 54 shows that the MSA has the 4th highest share of employment in the Service occupations, the 2nd highest share in Natural Resources/Construction/Maintenance, and the 3rd lowest share of employment in Management/Business/Science/Arts compared to its peers. Those service occupations tend to be the lowest-paying, lowest-skilled occupations in the economy, while depending on the industry and the labor laws, Natural Resources/Construction/Maintenance can be good-paying blue-collar jobs or low-paying menial

[18] Labor force participation rate is defined as the share of the working age population 16-64 that is currently employed or unemployed, but actively looking for or available for employment.

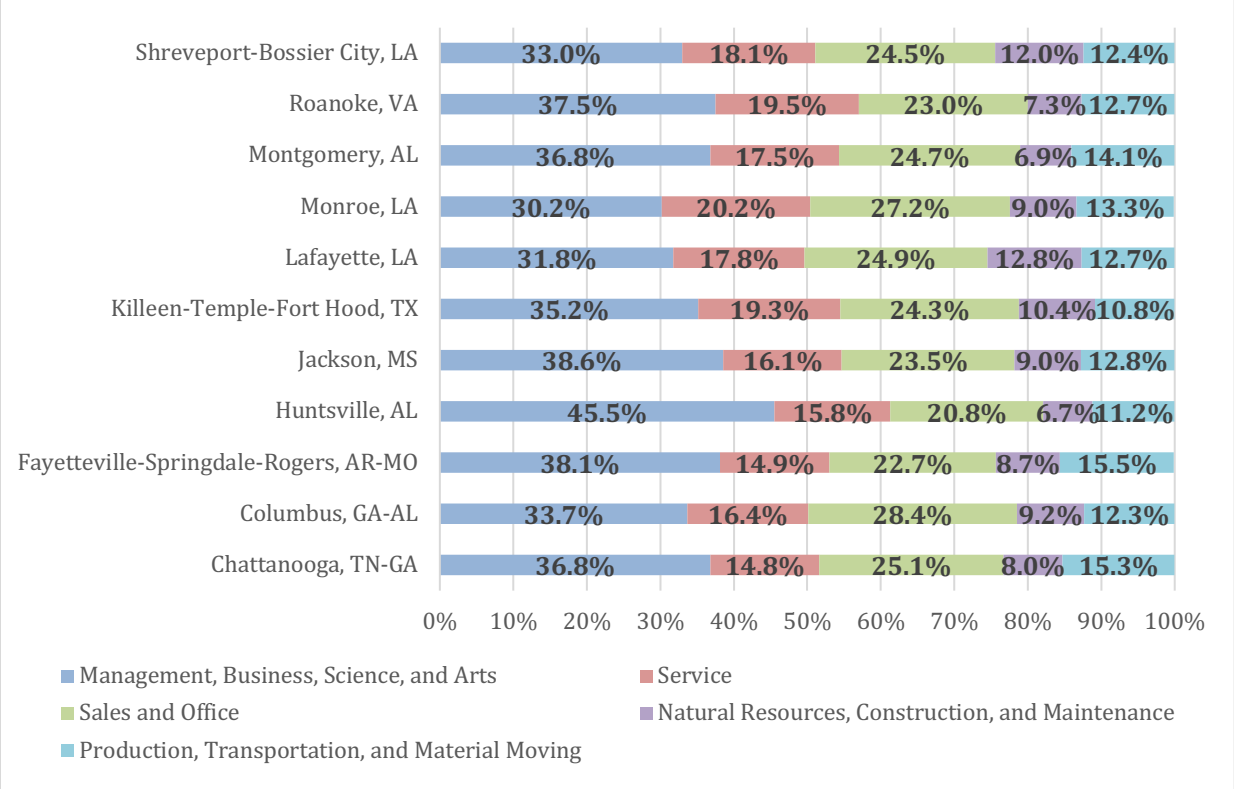
labor work. In Louisiana, there is typically a mix of both in that sector. Overall, Figure 54 shows the tendency toward a low-wage economy in Louisiana reflected in the MSA.

Figure 53: Percent of Population 16 and Over in Labor Force for MSAs, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 54: Employment by Occupation for Metropolitan Statistical Areas, 2017



Source: Calculated by author using data from the U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

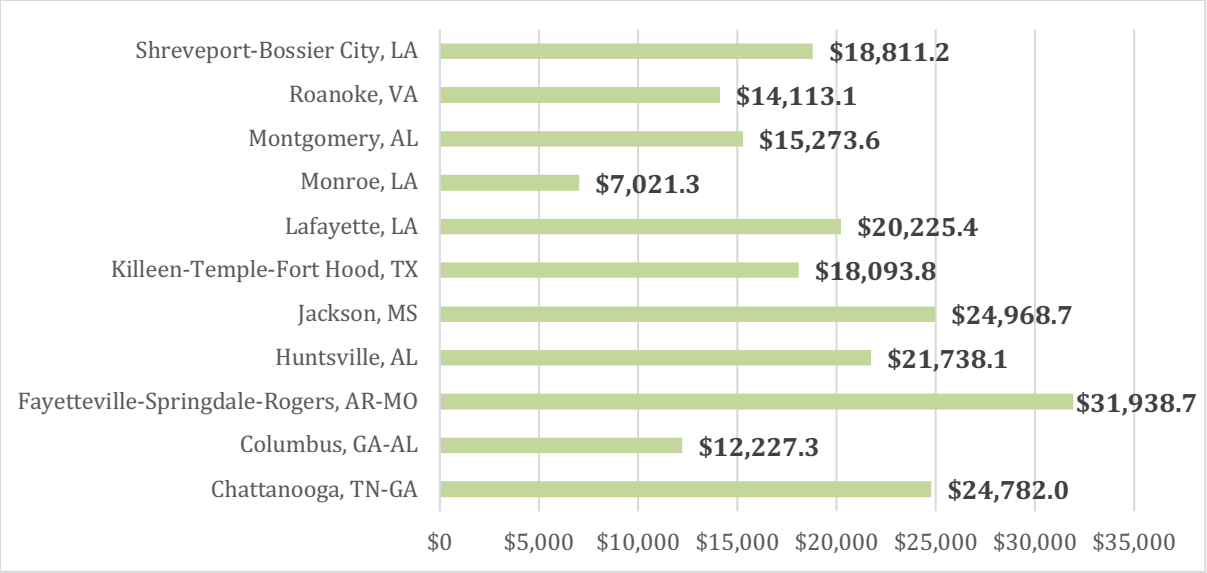
Personal income is the income received by, or on behalf of, all persons from all sources: participation as laborers in production, owning a home or business, ownership of financial assets, and government and business transfers. It includes income from domestic sources as well as the rest of world. It does not include realized or unrealized capital gains or losses. It is a measure of the overall returns from production in an economy as well as the return of earnings from that production to persons. However, it includes transfer payments, which are not returns from production. Therefore, interpreting this data requires incorporating information from other parts of this report (e.g., household income, wage rates, GDP per capita).

In last year's report, the Shreveport-Bossier MSA ranked 3rd in per capita personal income and showed strong growth in the upper half of our peers. Table 55 indicates that for per capita personal income, the Shreveport-Bossier area dropped to 6th among the peer communities and the growth rate has slowed relative to others. In past years, the strong per capita income figures juxtaposed with the high poverty, low household income, and low median wage data indicated some significant inequality issues in the MSA. That is likely still the case even though the ranking in personal income and growth rate has fallen. The longer-term trend of inequality is likely still a negative force in the local economy. This has been the case historically in the Shreveport-Bossier community and in Louisiana.

Figure 55: Per Capita Personal Income for Metropolitan Statistical Areas, 2017

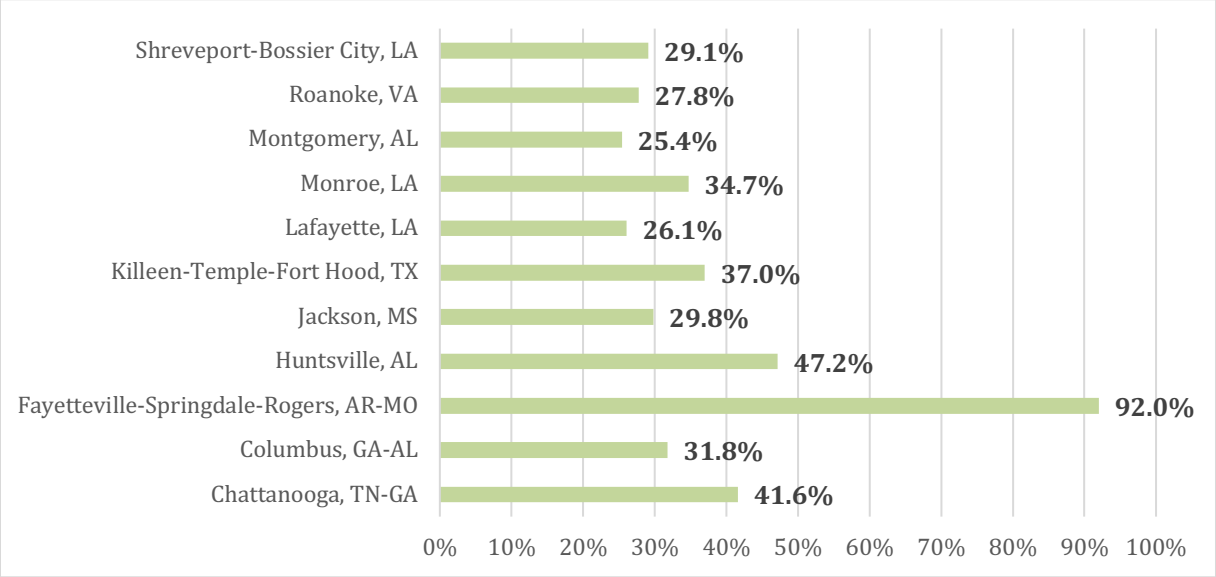
Source: Personal Income and Employment by Major Component by Metropolitan Area from the Bureau of Economic Analysis at https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1

Figure 56: Personal Income (in millions of dollars) for Metropolitan Statistical Areas, 2017



Source: Personal Income and Employment by Major Component by Metropolitan Area from the Bureau of Economic Analysis at https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1

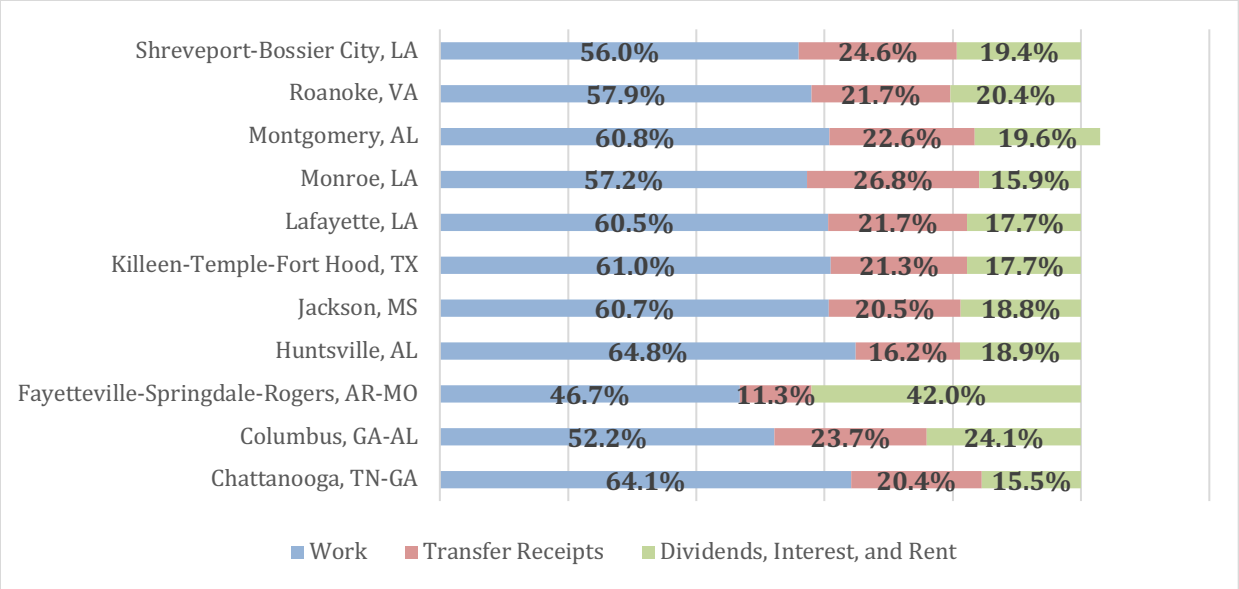
Figure 57: Percent Increase in Personal Income for Metropolitan Statistical Areas, 2007-2017



Source: Personal Income, Population, Per Capita Personal Income by Metropolitan Area from the Bureau of Economic Analysis at https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1
Note: In last year's report, data for this indicator were erroneously reported as the percent change over the previous year as opposed to the previous 10 years

Figure 58 illustrates that Shreveport-Bossier falls right in the lower tier of the peer communities in terms of the share of personal income that comes from work, whereas it is in the upper tier in the share that comes from transfer payments and the share that comes from dividends, interest, and rent. This is consistent with the inequality narrative mentioned above.

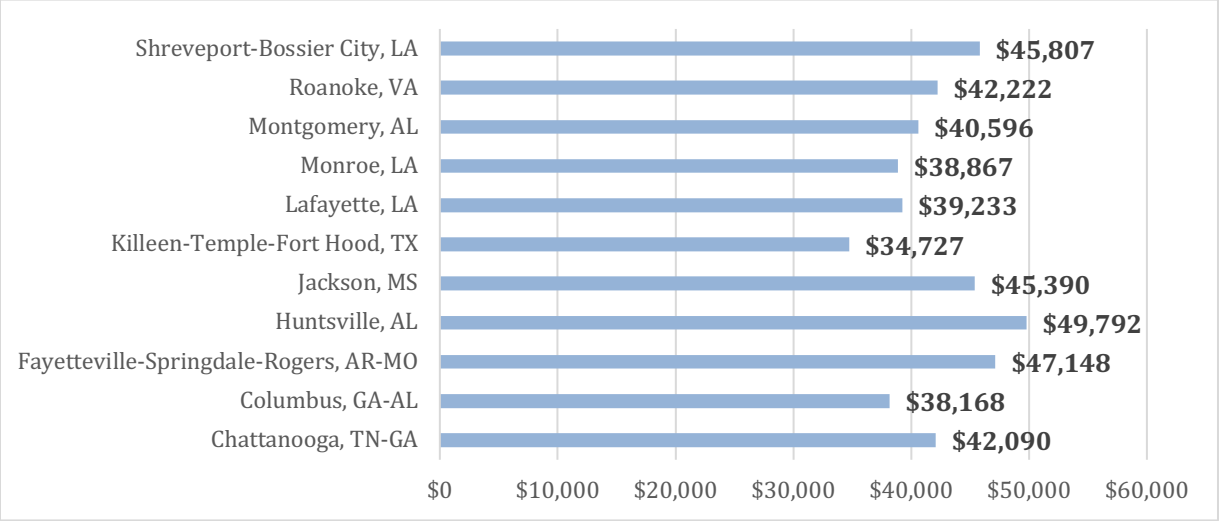
Figure 58: Personal Income Sources for Metropolitan Statistical Areas, 2017



Source: Personal Income and Employment by Major Component by Metropolitan Area from the Bureau of Economic Analysis at https://apps.bea.gov/iTable/index_regional.cfm

The Shreveport-Bossier MSA had a poor showing on household income and median wage (10th and 11th respectively). However, though not reflected in income and wages, its workforce is in the upper half of its peers in terms of productivity with the 3rd highest per capita GDP (Figure 59)—a figure that has been consistently high over the years. This disconnect between productivity of workforce and returns to their labor in terms of income and wages is an important phenomenon. It can contribute to a number of negative economic and social outcomes including low labor force participation.

Figure 59: Per Capita Real GDP (in chained 2009 dollars) for Metropolitan Statistical Areas, 2017



Source: GDP by Metropolitan Area from the Bureau of Economic Analysis at http://www.bea.gov/regional/index.htm
Note: Data not available for Micropolitan Statistical Areas

Innovation is one of the main drivers of economic prosperity in the 21st century. An innovation ecosystem is a set of institutions and resources in a community or region—typically in greater abundance in large urban areas—that can help generate, nurture, and deploy new ideas with potential for economic and social benefits. These ideas take the form of new products, new processes, and technologies, and are often deployed in new or expanded ventures, creating economic growth and broadening economic opportunity. There is a growing innovation ecosystem in North Louisiana and key pieces of that system reside in the Shreveport-Bossier community. But there is more work to be done to build these assets and leverage them for economic growth, as illustrated in Table 15 where the MSA is ranked last on the Innovation Index. This index fluctuates quite a bit from year to year and saw a significant drop from last year's report. This index measures a variety of inputs, including human capital, population growth, hi-tech employment, early-stage investment, and other factors.

Table 15: Innovation Index Score, No Year Given[19]

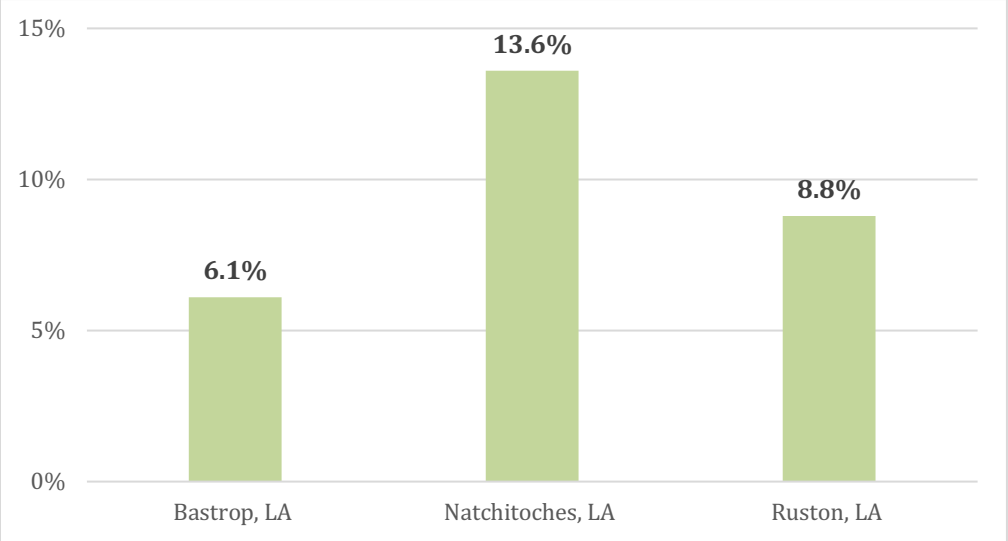
MSA	Innovation Index Score	Rank	2016 Rank
Huntsville, AL	107.1	1	
Fayetteville-Springdale-Rogers, AR-MO	94.9	2	
Lafayette, LA	89.3	3	
Roanoke, VA	86.8	4	
Chattanooga, TN-GA	86.6	5	
Columbus, GA-AL	86.2	6	
Jackson, MS	85.3	7 (tie)	
Killeen-Temple-Fort Hood, TX	85.3	7 (tie)	
Montgomery, AL	85.3	7 (tie)	
Monroe, LA	84.3	**8**	
Shreveport-Bossier City, LA	83.4	**9**	↓ **8**

Source: Innovation Index at http://www.statsamerica.org/innovation/innovation_index/region-select.html
Note: Although the Innovation Index is updated annually, this data source does not provide a year for their data

The MicroSAs generally had higher unemployment rates (except for Bastrop) and lower labor force participation rates (except for Ruston) than the MSAs (Figures 60 and 61). The Natchitoches MicroSA performed most poorly on the unemployment rate at 13.6%, and Ruston had the highest labor force participation rate among the three at 59.6% (higher than most MSA rates). All three MicroSAs had a similar per capita personal income level, while Bastrop saw the highest growth in that number from 2007 to 2017. Ruston and Natchitoches had a much higher share of personal income from work, and Bastrop a much higher share of income from transfer payments. Ruston also had a far higher share of employment in the Management/Business/Science/Arts section (36.3%) than any of the MicroSAs. Likely due to the presence of Louisiana Tech University, Ruston also scored highest on the Innovation Index and particularly high for a small community in a rural region.

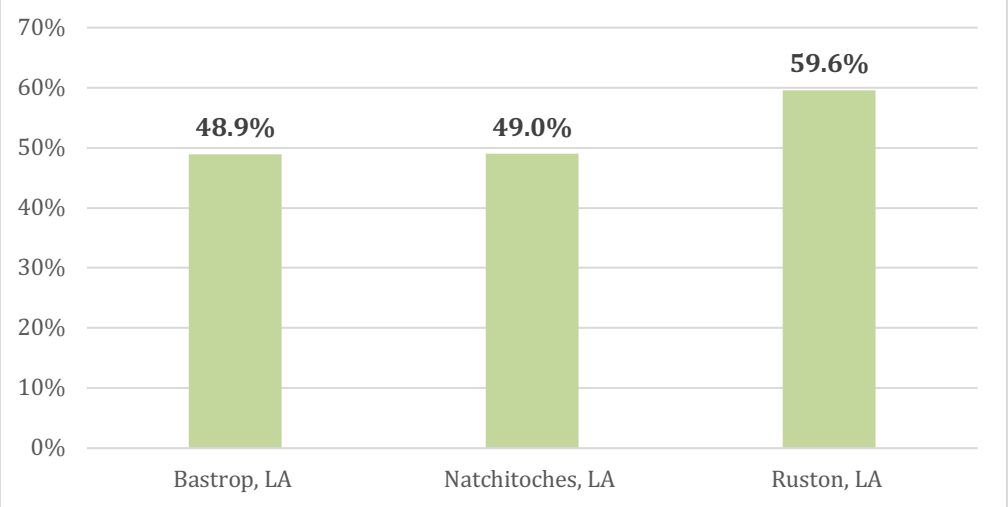
[19] The Index uses the latest year of available data at the time of index construction. However, the most recent data for individual index variables may differ from the year the index is constructed.

Figure 60: Unemployment Rate for Micropolitan Statistical Areas, 2017



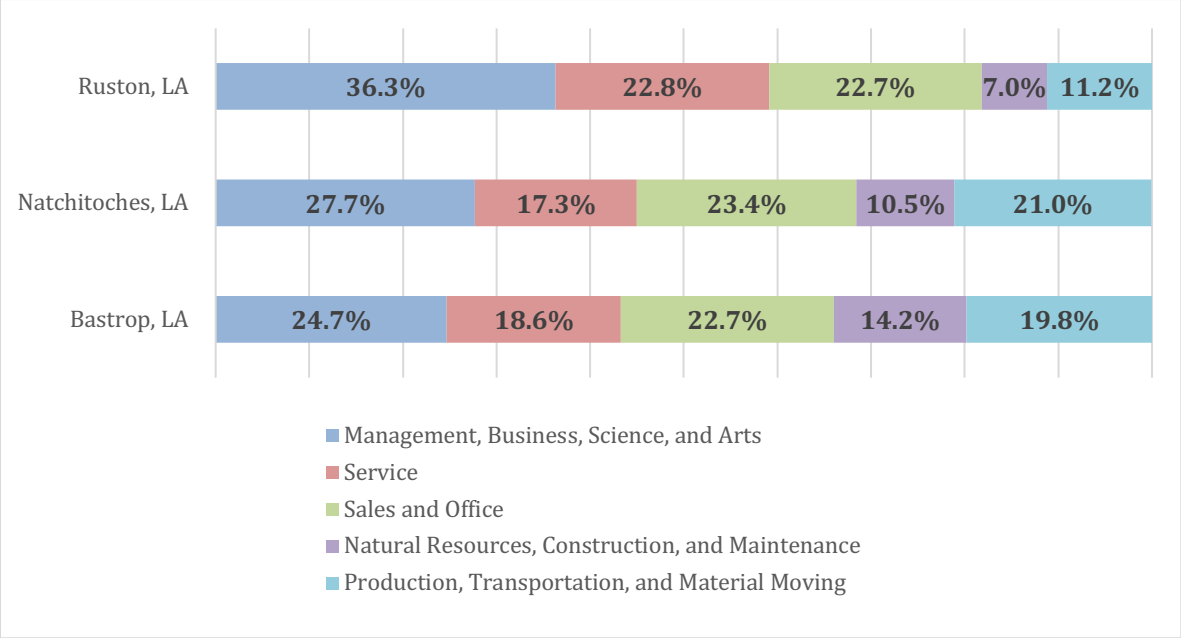
Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 61: Percent of Population 16 and Over in Labor Force for Micropolitan Statistical Areas, 2017



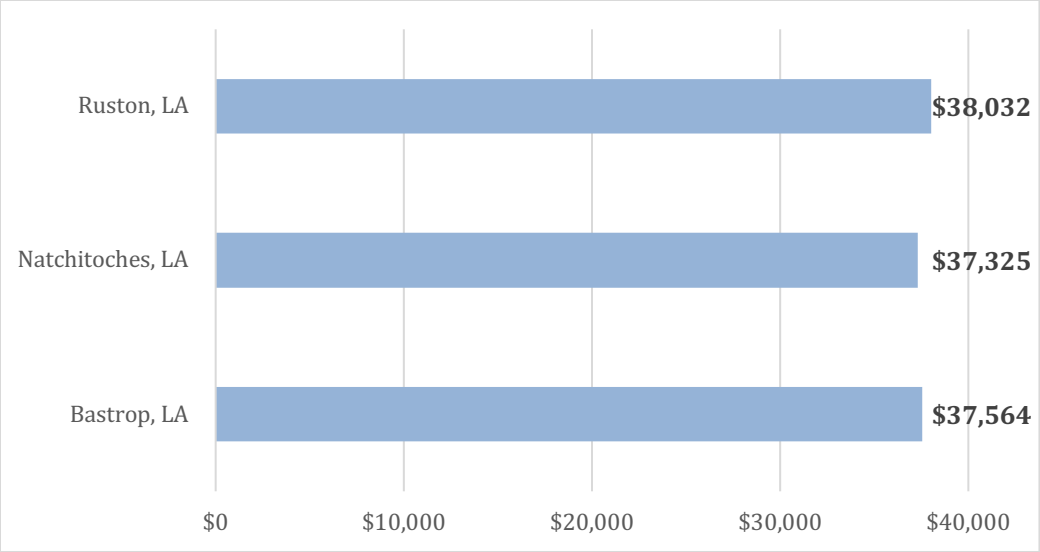
Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 62: Employment by Occupation for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

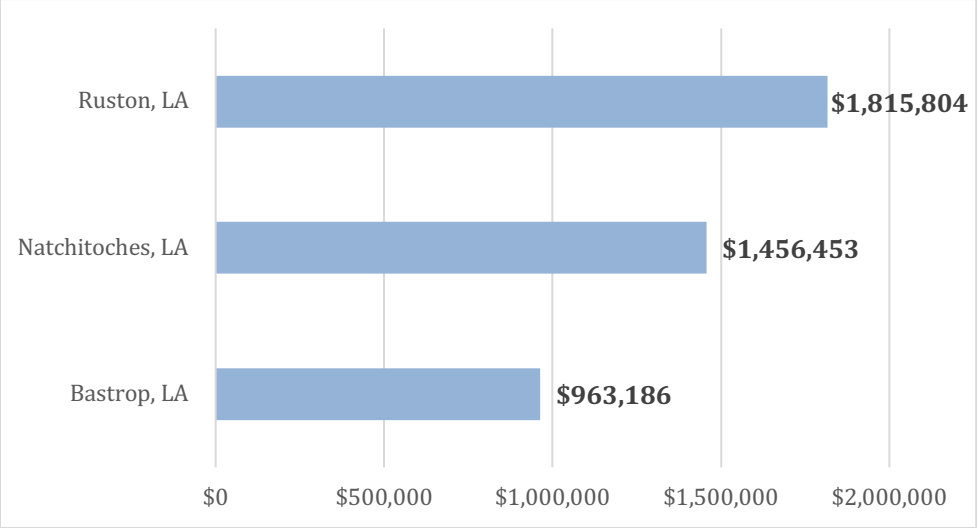
Figure 63: Per Capita Personal Income for Micropolitan Statistical Areas, 2017



Source: Personal Income, Population, Per Capita Personal Income by county from the Bureau of Economic Analysis at https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1

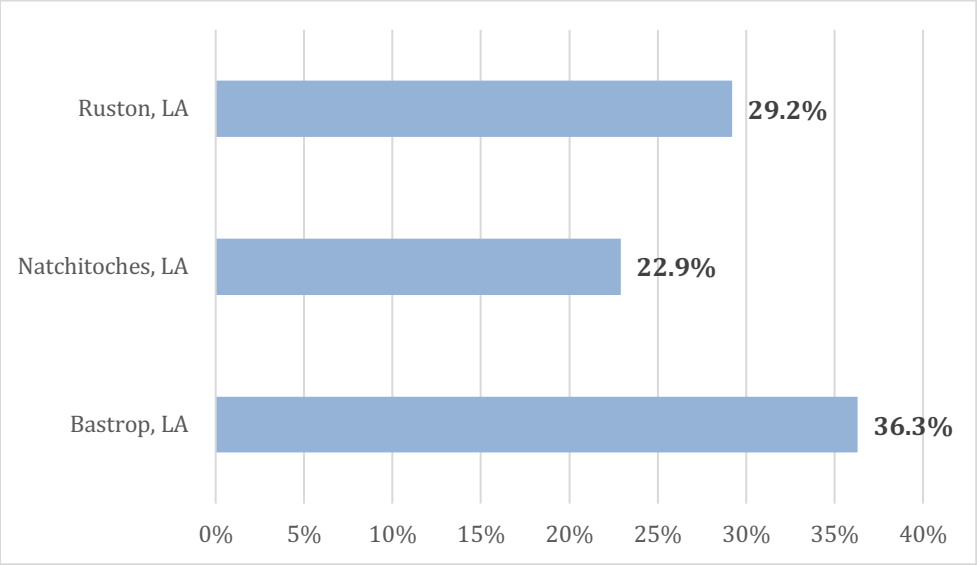
Figure 64: Personal Income (in thousands of dollars) for Micropolitan

Statistical Areas, 2017



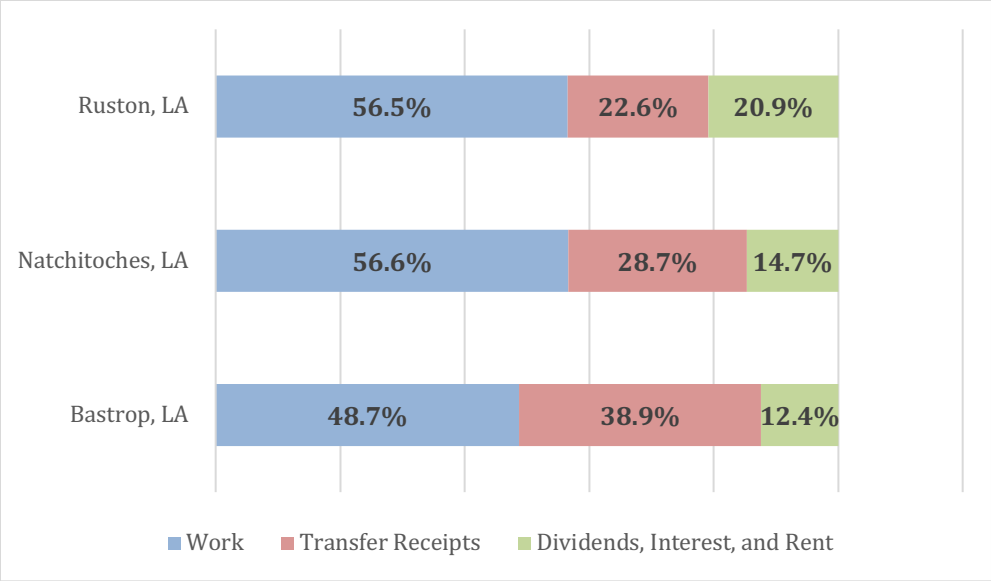
Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1

Figure 65: Percent Increase in Personal Income for Micropolitan Statistical Areas, 2007-2017



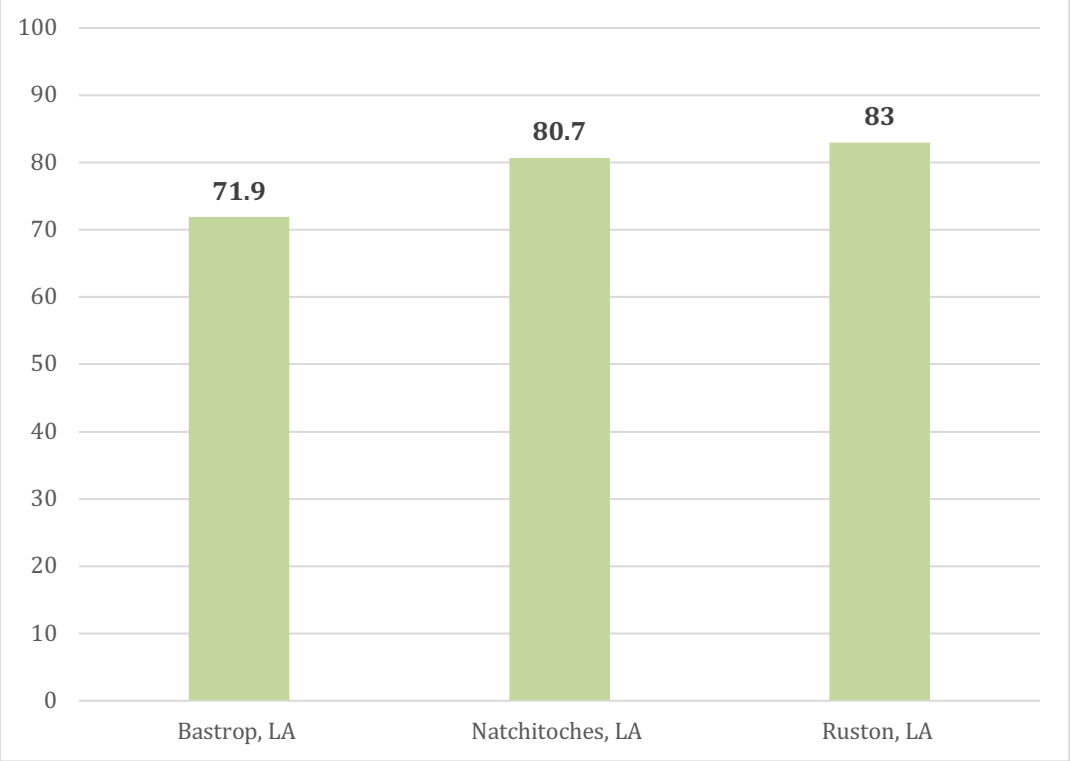
Source: Personal Income, Population, Per Capita Personal Income by Micropolitan Area from the Bureau of Economic Analysis at https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1
Note: In last year's report, data for this indicator were erroneously reported as the percent change over the previous year as opposed to the previous 10 years

Figure 66: Personal Income Sources for Micropolitan Statistical Areas, 2017



Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1

Figure 67: Innovation Index Score for Micropolitan Statistical Areas, No Year Given

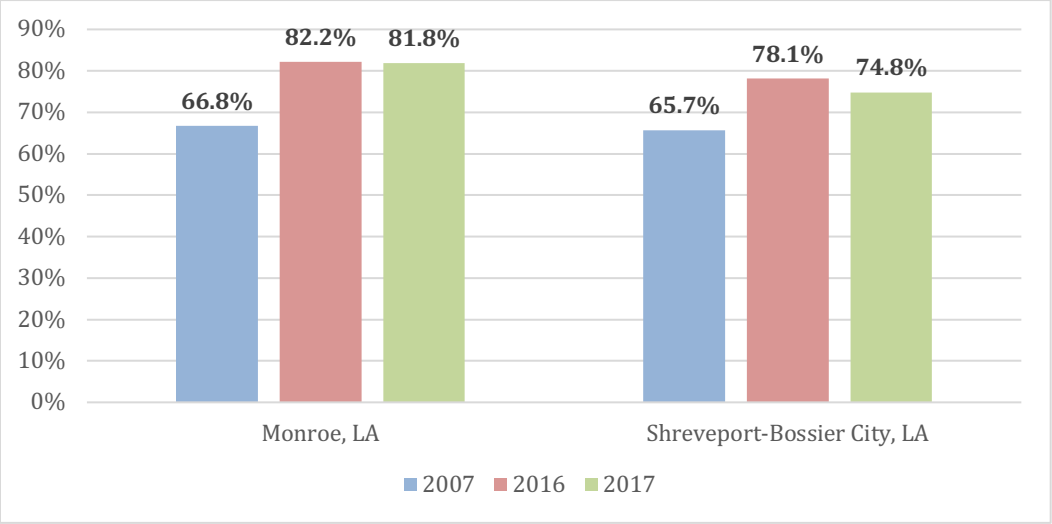


Source: Innovation Index at http://www.statsamerica.org/innovation/innovation_index/region-select.html
Note: Although the Innovation Index is updated annually, this data source does not provide a year for their data

4.3 Moving the Needle on Human Capital

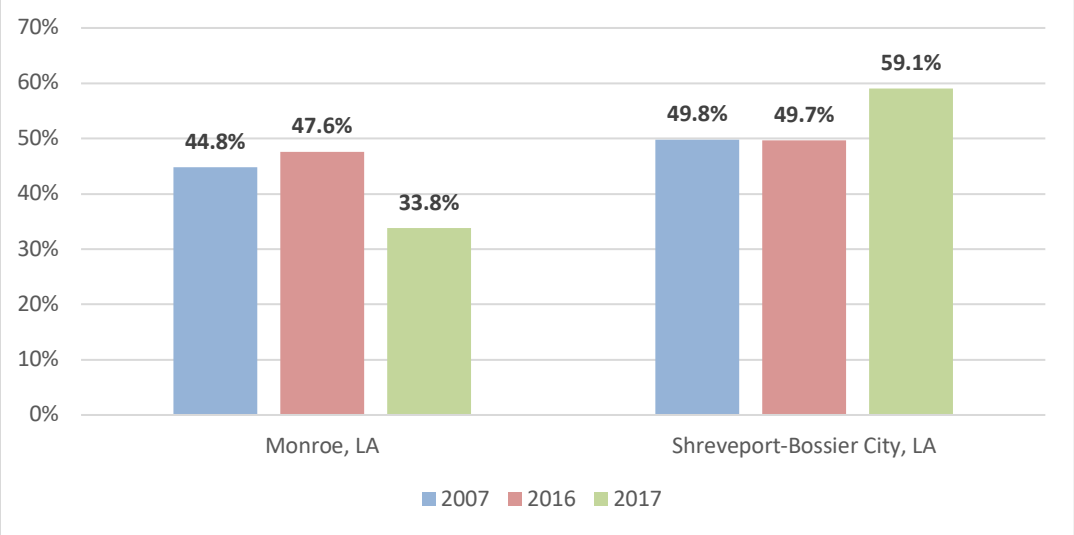
Looking at the trends in human capital factors, the Shreveport-Bossier MSA has improved the cohort graduation rate significantly since 2007 (Figure 68), despite a drop-off over the past year. The percentage of 3- and 4-year-olds in pre-K has also risen since 2007 with another large jump over the past year (Figure 69). Monroe experienced even larger growth in its cohort graduation rate since 2008 (surpassing Shreveport-Bossier) while its share of 3- and 4-year-olds enrolled in school dropped significantly over the past year and since 2007.

Figure 68: Cohort Graduation Rate for Shreveport-Bossier and Monroe MSAs



Source: Louisiana Believes Data Center at https://www.louisianabelieves.com/resources/library/high-school-performance

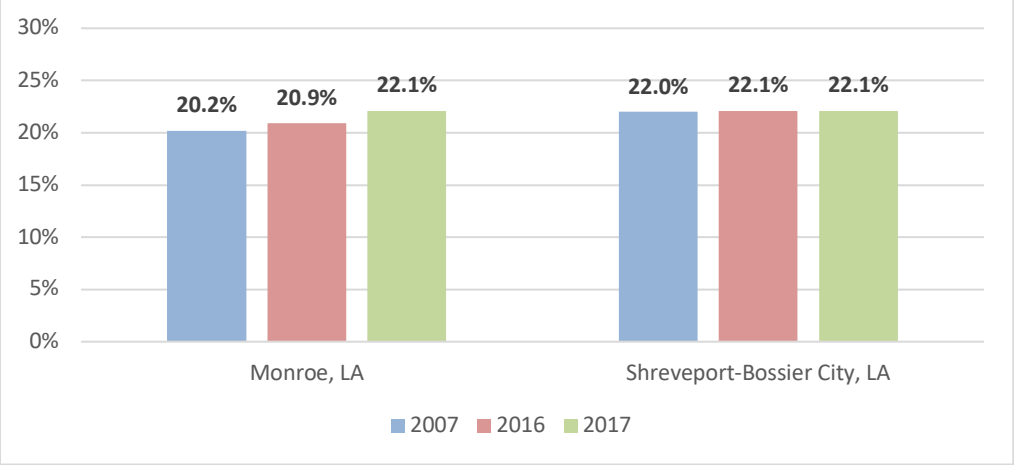
Figure 69: Percent of 3- and 4-Year-Olds Enrolled in School for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

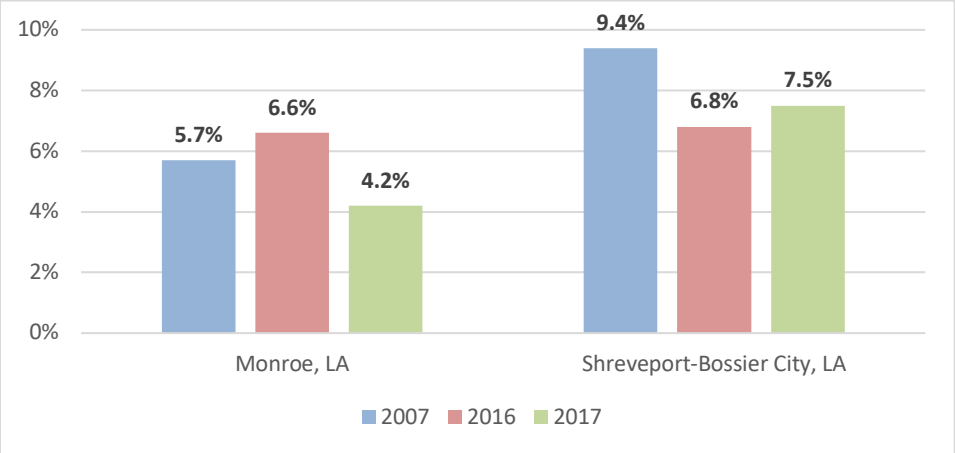
Figure 70 shows that the share of the population with a bachelor's degree or higher has stayed steady since 2007 in Shreveport-Bossier and, despite year-to-year changes in Monroe, was slightly higher in 2017 than in 2007. The unemployment rate, while lower than 2007 in Monroe and Shreveport-Bossier, showed an uptick over 2017 in our MSA. The declining labor force participation rate[20] (Figure 72) since 2007 in both MSAs is cause for concern.

Figure 70: Percent of Population 25 Years and Over with Bachelor's Degree or Higher for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

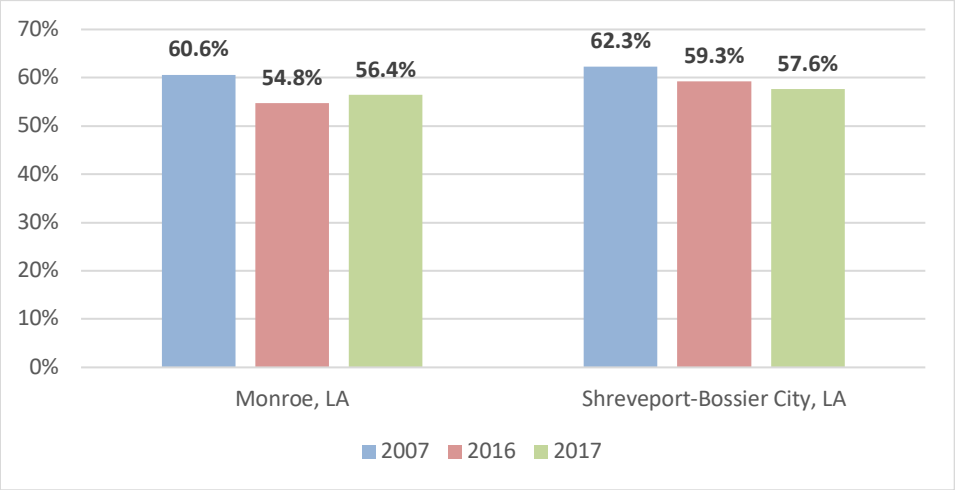
Figure 71: Unemployment Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

[20] The participation rate is a measure of the active portion of an economy's labor force. The participation rate refers to the number of people of working age who are either employed or are actively looking for work. The number of people who are no longer actively searching for work would not be included in the participation rate. During an economic recession, many workers often get discouraged and stop looking for employment. As a result, the participation rate decreases.

Figure 72: Workforce Participation Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2007 American Community Survey, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

From 2007 to 2017, the Shreveport-Bossier MSA has seen per capita output stagnate. Notably, across the peer group there is no strong growth rate. While year-to-year growth rates have fluctuated dramatically, the average across those years for all MSAs has mostly been stagnation. Lafayette has the worst figure at -2.1%. One thing that is not clear from Table 16, but is seen in the underlying data, is that the growth rate from year to year fluctuated significantly for the Shreveport-Bossier MSA. The growth rate from 2009 to 2010 was 5.5%, while the local economy contracted by 5.2% from 2012 to 2013 in terms of per capita output. Over the 10 years, there were four years of economic contraction and six years of expansion.

Table 16: Per Capita Real GDP Compound Annual Growth Rate, 2007-2017

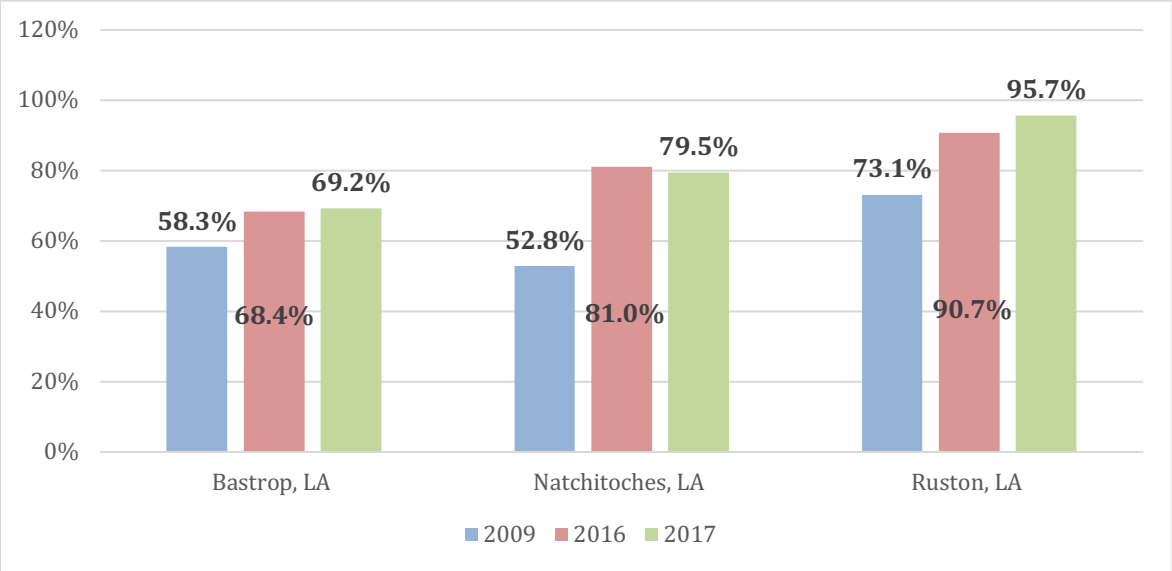
MSA	Growth Rate	Rank	2016 Rank
Fayetteville-Springdale-Rogers, AR-MO	1.2	1	
Monroe, LA	**0.9**	**2**	
Shreveport-Bossier City, LA	**0.8**	**3**	↑ **5**
Jackson, MS	0.6	**4**	
Columbus, GA-AL	0.1	5	
Chattanooga, TN-GA	0	6	
Huntsville, AL	-0.1	7 (tie)	
Montgomery, AL	-0.1	7 (tie)	
Roanoke, VA	-0.6	8	
Killeen-Temple-Fort Hood, TX	-0.8	9	
Lafayette, LA	-2.1	10	

Source: GDP by Metropolitan Area from the Bureau of Economic Analysis at http://www.bea.gov/regional/index.htm
Note: Data not available for Micropolitan Statistical Areas

The MicroSAs all improved their cohort graduation rates significantly (between 11 and 27 percentage points) from 2009 to 2017. Ruston had the highest cohort graduation rate by far at 95.7%. Ruston also led the way in 3- and 4-year-olds enrolled in school at 59.5% in 2016, consistent with their figure for 2009. Bastrop still lagged well behind at 32.6%.

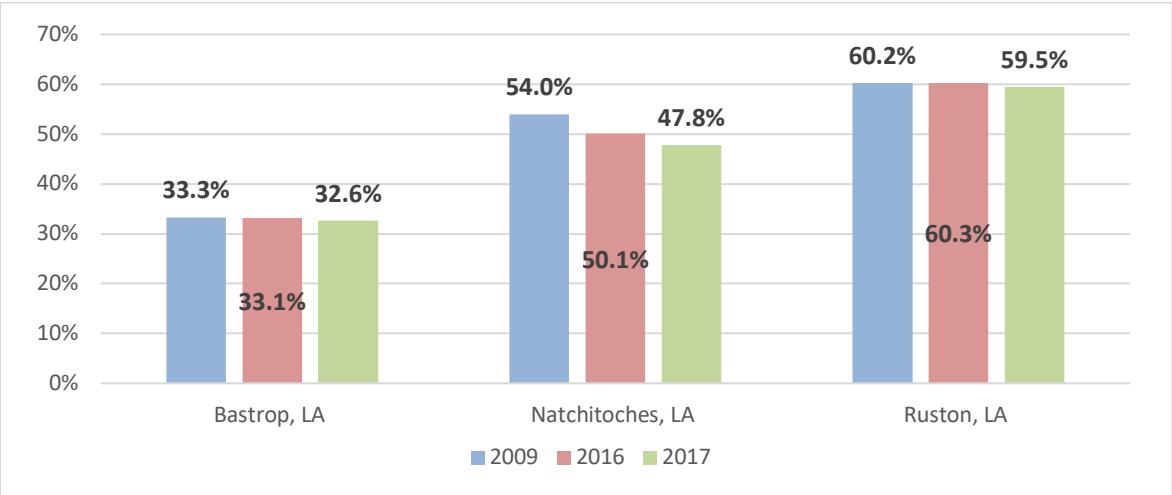
Ruston far exceeds the other two MicroSAs in the share of population with a bachelor's degree (36.1%) and produces the highest labor force participation rate (59.6%), but Bastrop has the lowest annual unemployment rate (6.1%) for 2017.

Figure 73: Cohort Graduation Rate for Micropolitan Statistical Areas



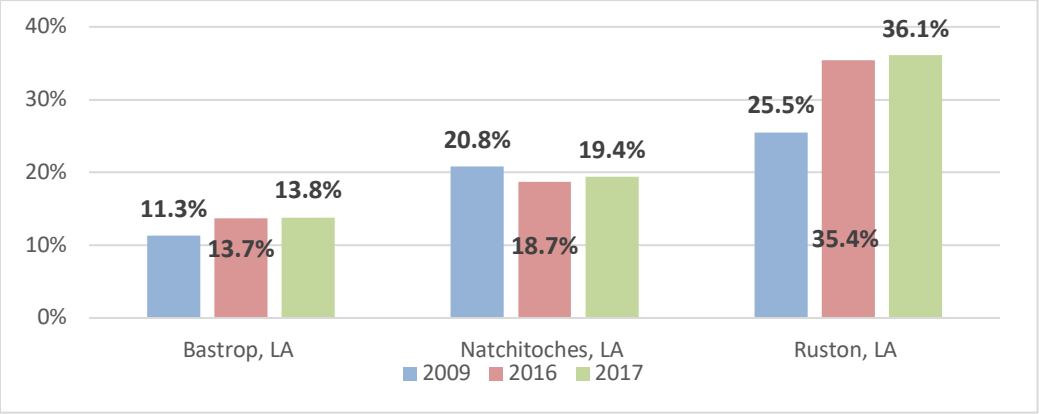
Source: Louisiana Believes Data Center at https://www.louisianabelieves.com/resources/library/data-center

Figure 74: Percent of 3- and 4-Year-Olds Enrolled in School for Micropolitan Statistical Areas



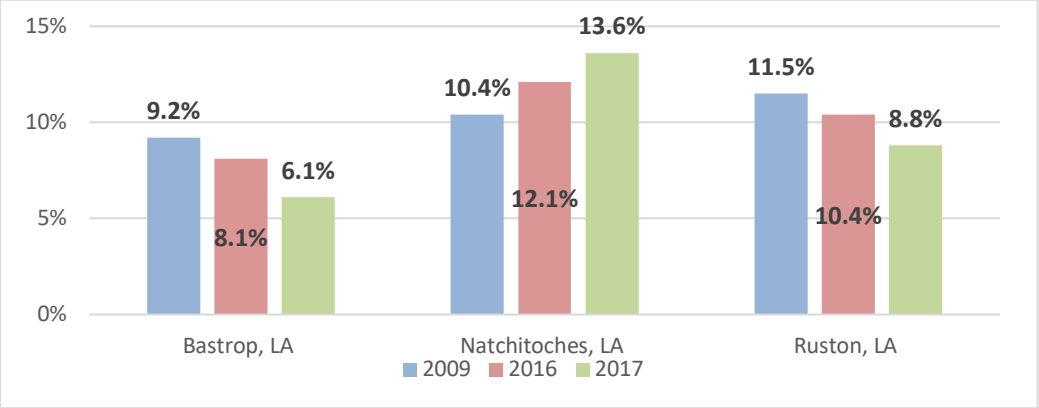
Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 75: Percent of Population 25 Years and Over with Bachelor's Degree or Higher for Micropolitan Statistical Areas



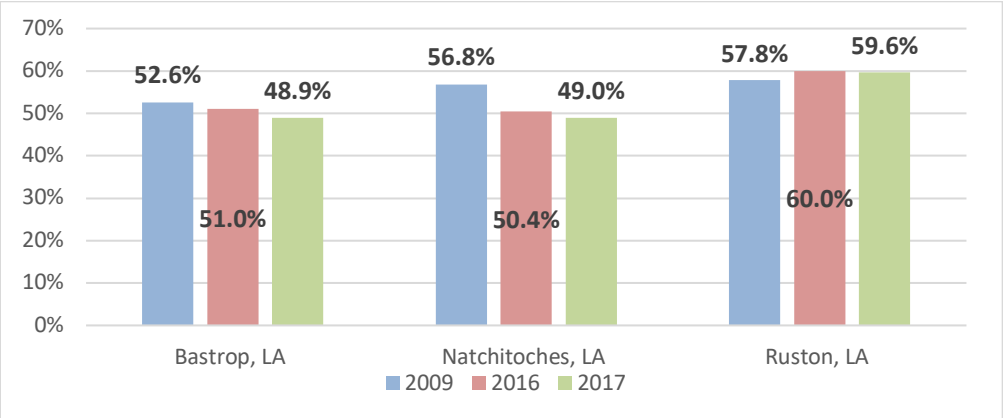
Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 76: Unemployment Rate for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 77: Workforce Participation Rate for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.

5. Health

5.1 Health Coverage

A lack of health insurance has significant deleterious effects on the health of individual patients, creates substantial financial pressure on health care institutions, dampens productivity, reduces earnings, and increases the overall cost of the health care system to everyone.[21] There is a substantial public interest in maximizing the share of the population with adequate health insurance. The Shreveport-Bossier MSA ranks 1st among its peers in the percentage of people uninsured. This was a dramatic improvement from 9th place in 2015 and 4th place in last year's report. Due to the implementation of the Affordable Care Act (ACA), the share of uninsured persons in every MSA showed a substantial reduction during this time period. This is the most significant success of the ACA thus far and the improvements in Shreveport-Bossier are exemplary. If these gains can be sustained, they will have significant long-term benefits for North Louisiana.

Table 17: Percent Uninsured, 2017

MSA	Percent Uninsured	Rank	2016 Rank
Shreveport-Bossier City, LA	**7.3%**	**1**	**4**
Monroe, LA	**7.6%**	**2**	
Roanoke, VA	8.3%	3	
Montgomery, AL	8.4%	4	
Huntsville, AL	8.8%	5	
Chattanooga, TN-GA	9.7%	6	
Lafayette, LA	9.8%	7	
Jackson, MS	10.1%	8	
Fayetteville-Springdale-Rogers, AR-MO	10.4%	9	
Columbus, GA-AL	11.0%	10	
Killeen-Temple-Fort Hood, TX	11.5%	11	

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.go

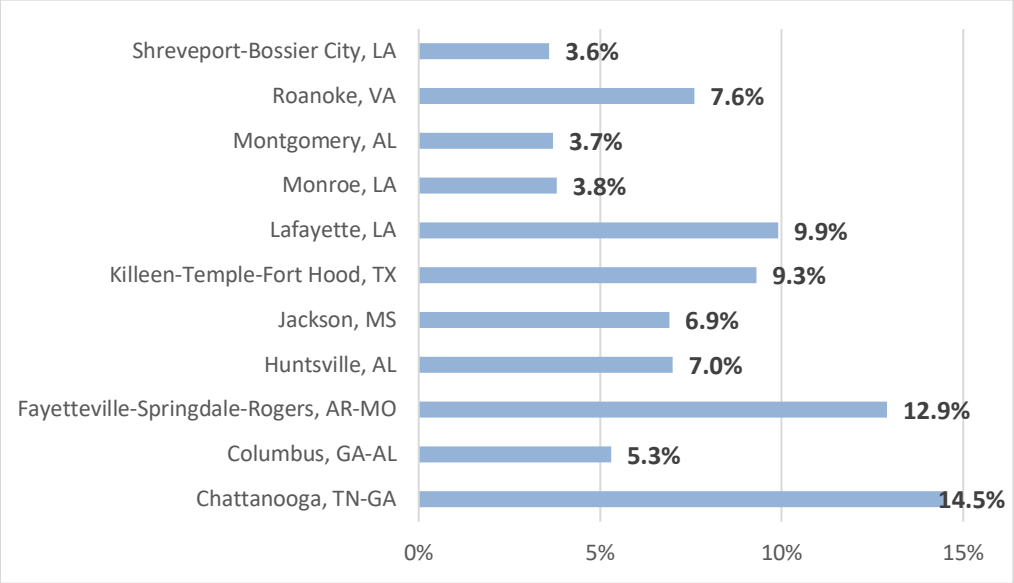
Families of uninsured children face non-financial access barriers to care such as lack of continuity with a primary care provider and inadequate visit time. These barriers are compounded for uninsured children with special health care needs. Furthermore, pediatric primary care effectiveness is significantly reduced by insurance shortfalls. In addition, lack of coverage inhibits appropriate care-seeking, diminishes provider availability, compromises care quality, and ultimately harms the entire family unit.[22] Louisiana's past success in insuring children under 18 is largely a function of the LaCHIP program, which has been studied by national organizations and is

[21] Code Red: The Critical Condition of Health in Texas. Report of the *Task Force Access to Health Care in Texas: Challenges of the Uninsured and Underinsured.* April 2006. http://www.coderedtexas.org

[22] Being uninsured: impact on children's health care and health. Curr Opin Pediatr. 2005 Dec;17(6):753-8. Fry-Johnson YW1, Daniels EC, Levine R, Rust G.

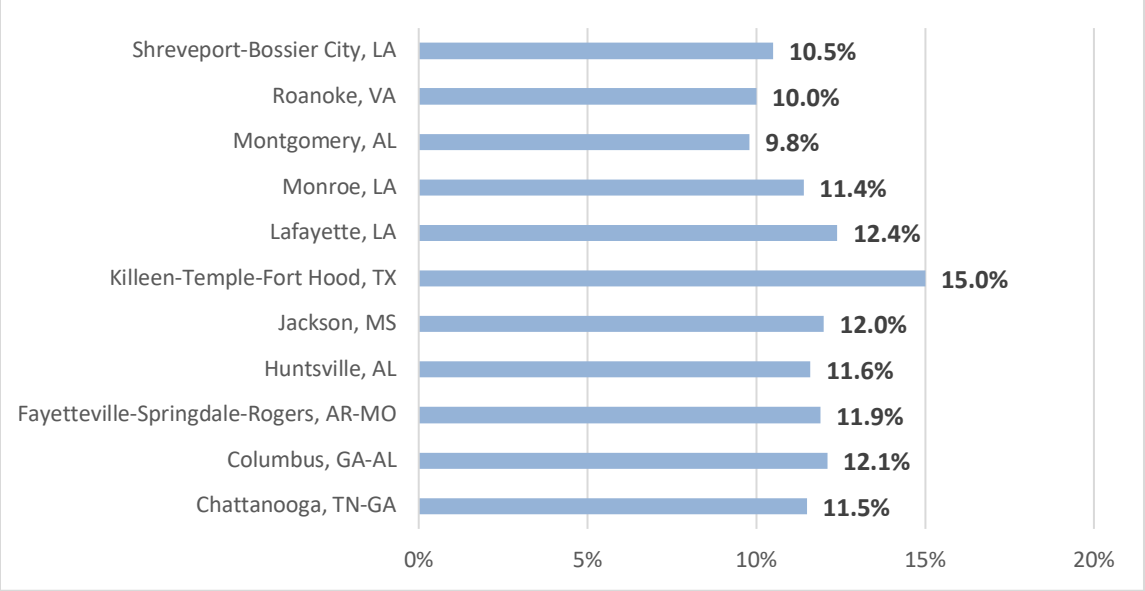
considered a model for other states. However, with the implementation of the ACA since 2014, other states have been catching up to Louisiana in covering children such that the ranking fell from 5th to 6th in last year's report. In a reversal over the past year, other MSAs declined while Shreveport-Bossier continued to improve. In 2017, the Shreveport-Bossier MSA ranked 1st in the percentage of children under 18 uninsured. This is another outstanding indicator.

Figure 78: Percent of Children Under Age 18 Uninsured for MSAs, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 79: Percent of Population 18-64 Years Employed & Uninsured for MSAs, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

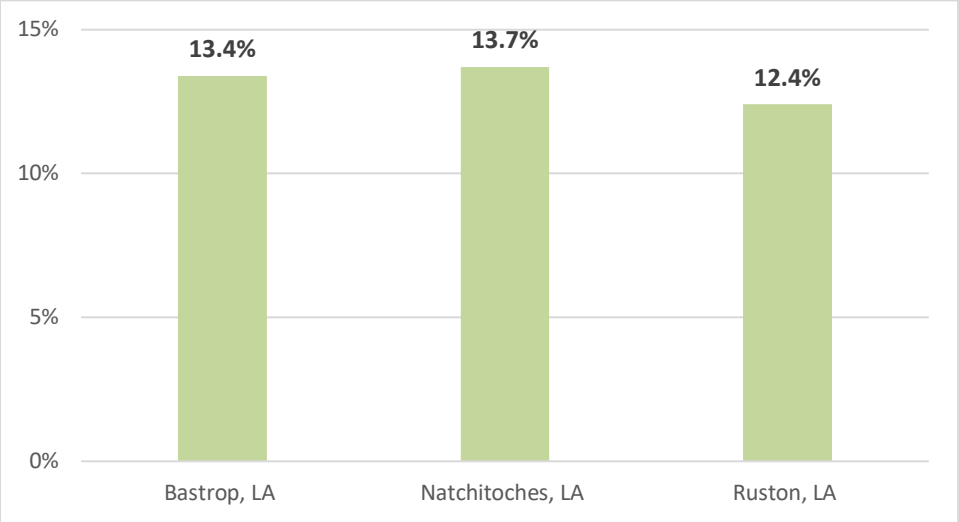
After complete implementation of the ACA over the 4-year period from 2013 to 2017, the uninsured rate for working adults dropped dramatically from 22.5% to 10.5%. This is an

extraordinary improvement in health coverage rates and is extremely beneficial for the region. Consequently, the current dismantling of the ACA should be cause for alarm for the region unless something is put in place to keep uninsured rates down.

Health coverage is very much influenced by events beyond the MSA level in Baton Rouge and Washington, DC. The ACA has succeeded not only in lowering the number of uninsured across the country, but most studies show it has also slowed the growth in health care costs.[23] In Louisiana, the initial refusal to accept Medicaid expansion exacerbated the problem of uninsured adults, including employed and working adults. But the expansion of Medicaid in the state, while presenting other challenges for the health care sector, has contributed substantially to reducing the number of uninsured. Furthermore, success in increasing insured rates has been found through community-based organizations with outreach efforts to make people aware of, and connected with, the right resources to get coverage.[24]

The data for MicroSAs show generally higher uninsured rates, but the numbers are improving. Both Bastrop and Ruston had rates over 20% in last year's report and Natchitoches was at 17.5%. All those figures are below 14% now. Those numbers are still moderately high and having negative effects on the health of individual patients, putting financial pressure on health care institutions, reducing productivity and earnings, and increasing the overall cost of the health care system in these communities.

Figure 80: Percent Uninsured for Micropolitan Statistical Areas, 2017



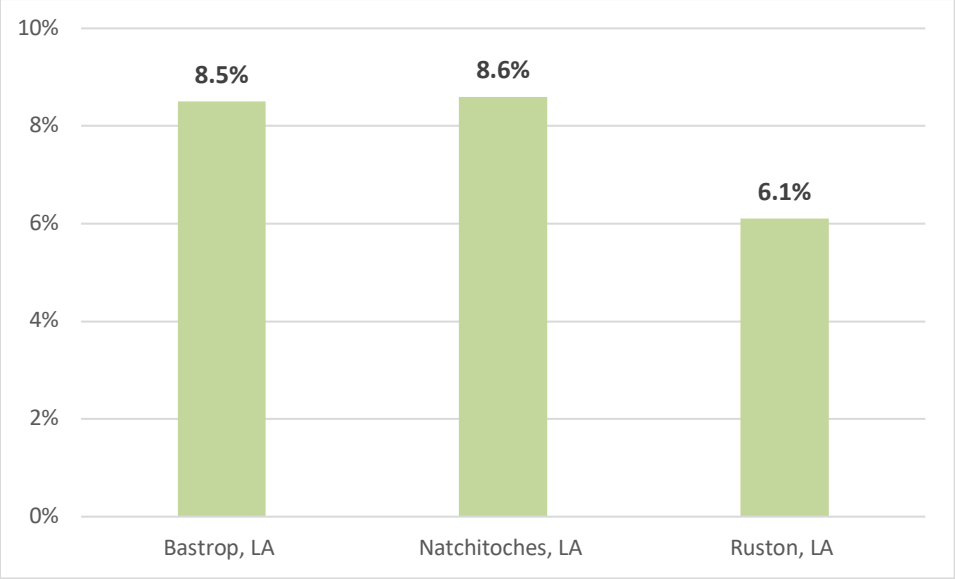
Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 81: Percent of Children Under Age 18 Uninsured for Micropolitan

[23] ACA Impact on Per Capita Cost of Health Care. Fact Check.Org. February 2014. http://www.factcheck.org/2014/02/aca-impact-on-per-capita-cost-of-health-care/

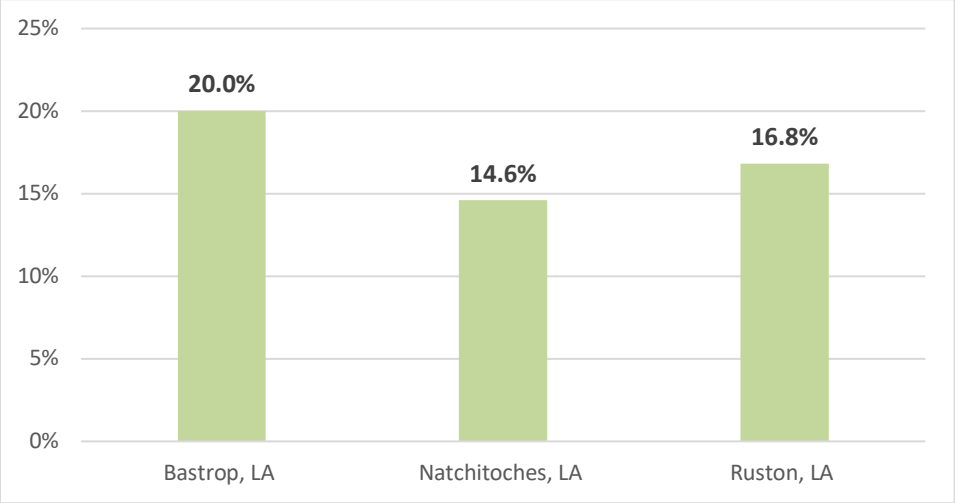
[24] Two States Use Targeted Enrollment Strategies to Increase Enrollment in Health Insurance - See more at: http://familiesusa.org/blog/2014/03/two-states-use-targeted-enrollment-strategies-increase-enrollment-health-insurance#sthash.JGa4Cksv.dpuf and Rural Health Insurance Outreach and Enrollment – See more at: http://www.raconline.org/topics/health-insurance-outreach-and-enrollment.

Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Figure 82: Percent of Population 18 to 64 Years Employed and Uninsured for Micropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

5.2 Health Environment

The Food Environment Index, reported for all MSAs in Table 18, ranges from 0 (worst) to 10 (best) and equally weights two indicators of the food environment: (1) Limited access to healthy foods, which estimates the percentage of the population who are low income and do not live close to a grocery store, and (2) Food insecurity, which estimates the percentage of the population who did not have access to a reliable source of food during the past year. The measure of food insecurity takes both proximity to healthy foods and income into account. There are many facets to a healthy food environment. This measure considers both the community and consumer nutrition environments. It includes access in terms of distance from a grocery store or supermarket. There is strong evidence that residing in a food desert is correlated with a high prevalence of obesity and premature death. Supermarkets traditionally provide healthier options than convenience stores or smaller grocery stores. Limited access to healthy foods—including that caused by low income—is a proxy for the community nutrition environment and food desert measurements. Food insecurity measures attempt to capture the access issue by understanding the barrier of cost. Lacking constant access to food is related to negative health outcomes such as weight gain and premature mortality. In addition to addressing the reliability of food supply in the past year, the index also measures the ability of individuals and families to provide balanced meals. The consumption of fruits and vegetables is important, as is adequate access to a regular food supply.

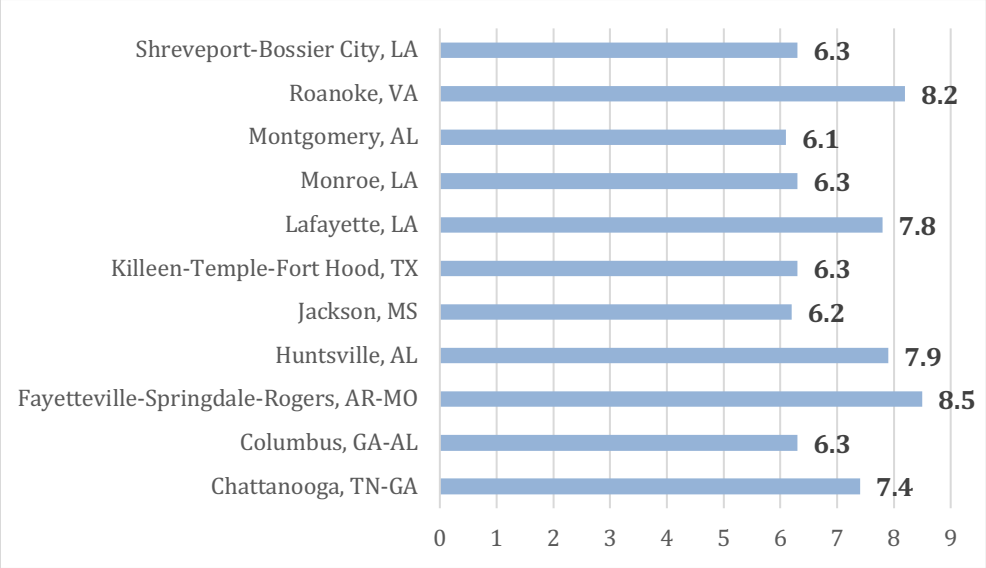
Table 18 shows the Shreveport-Bossier MSA fallen to near the bottom in peer rankings with a score of 6.3, mainly due to improvement in the peer communities. The ratings for the MicroSAs are even lower (Figure 84). Fayetteville had the best rating among the peer communities at 8.5. For some perspective, a score of 8.4 places a community in the 90th percentile among MSAs in the nation. The MicroSAs all scored in the middle of the index from 5.0 to 5.5.

Table 18: Food Environment Index, 2016

MSA	Food Environment Index	Rank	2015 Rank
Fayetteville-Springdale-Rogers, AR-MO	8.5	1	
Roanoke, VA	8.2	2	
Huntsville, AL	7.9	3	
Lafayette, LA	7.8	4	
Chattanooga, TN-GA	7.4	5	
Columbus, GA-AL	6.3	6 (tie)	
Killeen-Temple-Fort Hood, TX	6.3	6 (tie)	
Monroe, LA	**6.3**	**6 (tie)**	
Shreveport-Bossier City, LA	**6.3**	**6 (tie)**	➡ **6**
Jackson, MS	6.2	7	
Montgomery, AL	6.1	8	

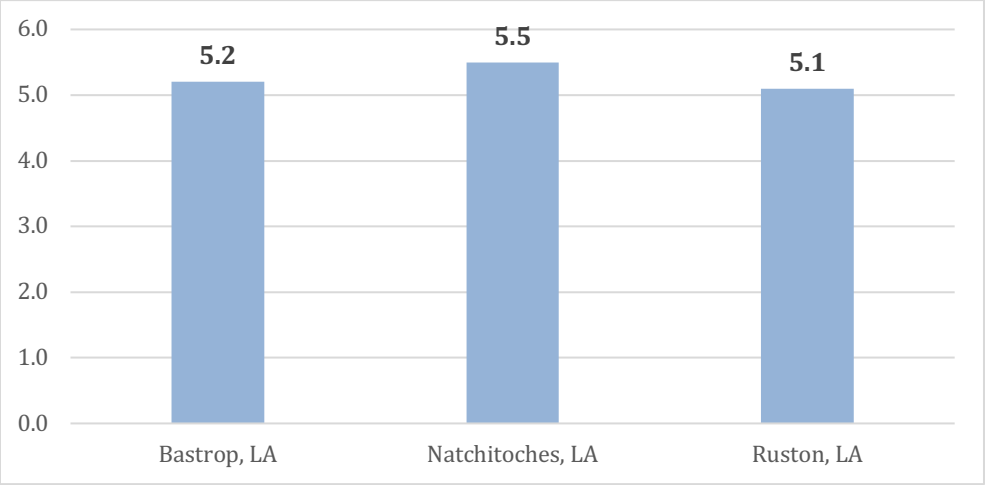
Source: 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years

Figure 83: Food Environment Index for Metropolitan Statistical Areas, 2016



Source: 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years

Figure 84: Food Environment Index for Micropolitan Statistical Areas, 2016



Source: 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years

Strategies that improve access to wholesome, fresh food and limit highly processed convenience foods in the places that citizens live, work, learn, and play are central to improving individuals' food choices and reducing chronic disease. There are many different strategies that can contribute to healthy food environments. These include: 1) providing incentives for supermarkets or farmers' markets to establish their businesses in underserved areas; 2) having nutrition information on restaurant and fast food menus; and 3) applying nutrition standards in child care facilities, schools, hospitals, and worksites.[25]

[25] Centers for Disease Control and Prevention: Healthy Food Environments. http://www.cdc.gov/obesity/strategies/healthy-food-env.html

5.3 Health Outcomes

One would expect a community with high rates of poverty and economic distress, lower than average education levels, and high rates of uninsured adults—including working adults—to have relatively poor health outcomes. And that is generally the case for most of the measures of health examined in this report. Relative to its peer communities, the Shreveport-Bossier MSA has the 3rd highest mortality rate (Table 19), the highest rate of low-weight births (Figure 86), and the highest teen birth rate (Figure 87).

Table 19: Mortality Rate (per 100,000 population), 2017

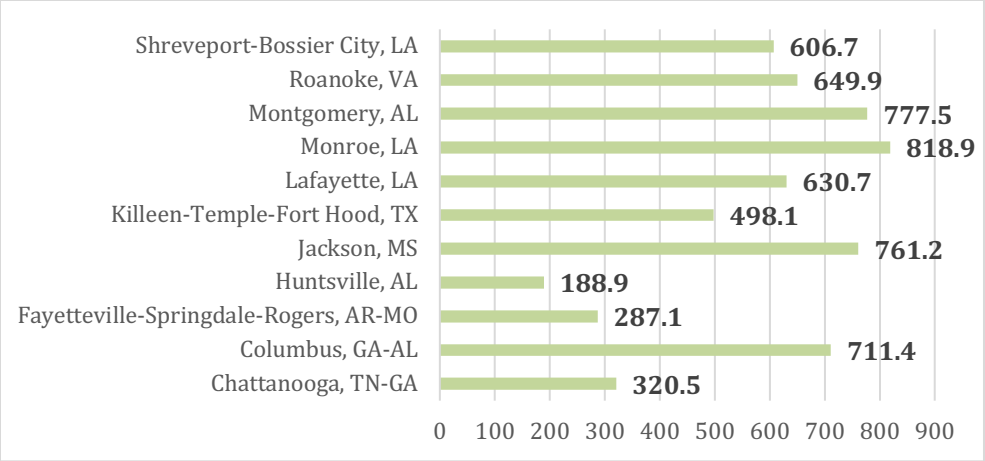
MSA	Mortality Rate	Rank	2016 Rank
Killeen-Temple-Fort Hood, TX	651.7	1	
Fayetteville-Springdale-Rogers, AR-MO	736.6	2	
Lafayette, LA	874.0	3	
Huntsville, AL	886.4	4	
Jackson, MS	937.6	5	
Montgomery, AL	972.2	6	
Columbus, GA-AL	997.0	7	
Monroe, LA	**1,039.5**	**8**	
Shreveport-Bossier City, LA	**1,077.5**	**9**	**8**
Chattanooga, TN-GA	1,086.7	10	
Roanoke, VA	1,132.4	11	

Source: Calculated by author based on Center for Disease Control online database, WONDER, at http://wonder.cdc.gov

Figure 85 below shows that the chlamydia rate for the Shreveport-Bossier MSA is 606.7 (infections per 100,000 population), an improvement from 2015 (831.6) and 2016 (799.8), but still closer to the high rates than the low ones among the peer communities. The overall rate for Louisiana is the 2nd highest in the nation, and a rate of 138 is in the 90th percentile (best) for the U.S. Chlamydia is the most common bacterial sexually transmitted infection (STI) in North America and is one of the major causes of tubal infertility, ectopic pregnancy, pelvic inflammatory disease, and chronic pelvic pain.[26] STIs are associated with a significantly increased risk of morbidity and mortality, including increased risk of cervical cancer, involuntary infertility, and premature death. STIs also have a high economic burden on society. The direct medical cost of managing STIs in the U.S. was approximately 15.6 billion dollars in 2008. An important caveat in chlamydia rate reporting is that increases in reported infections may reflect true increases in disease, but may also reflect expanded screening, use of increasingly sensitive diagnostic tests, increased emphasis on case reporting from providers and laboratories, and improvement in the information systems for reporting. Communities with poor screening rates may have artificially low rates of chlamydia incidence.

Figure 85: Chlamydia Rate for Metropolitan Statistical Areas, 2016

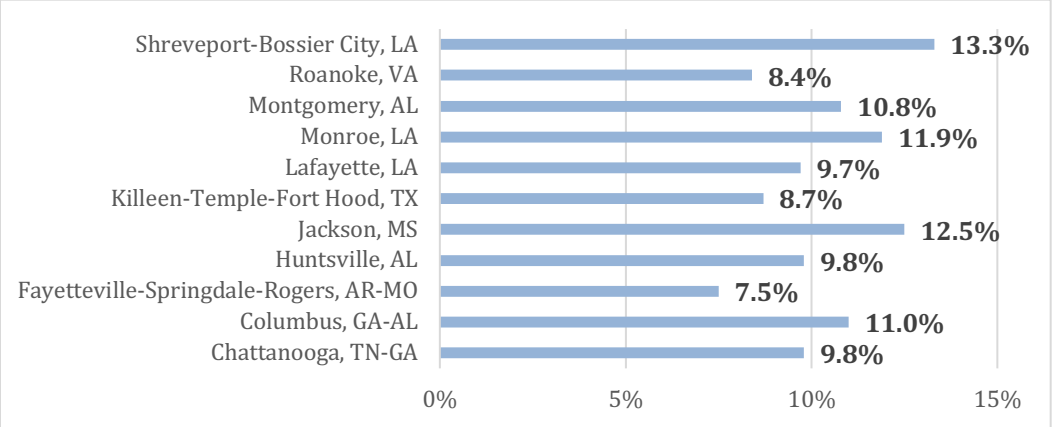
[26] Genuis SJ, Genuis SK. Managing the sexually transmitted disease pandemic: A time for reevaluation. Am J Obstet Gynecol. 2004;191:1103-1112.



Source: 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years

Low birth weight (LBW) is the percentage of live births in which the infant weighed less than 5 pounds, 8 ounces. LBW impacts an infant's current and future morbidity, as well as premature mortality risk. From the perspective of maternal health outcomes, LBW indicates maternal exposure to health risks in all categories of health factors including the mother's health behaviors, access to health care, the social and economic environment she inhabits, and environmental risks to which she is exposed. In terms of the infant's health outcomes, LBW serves as a predictor of both premature mortality and morbidity over the life span and potential cognitive development problems.[27] Shreveport-Bossier has the highest percentage (13.3%) of LBW among the peer communities. The overall rate in Louisiana is 10.9%, one of the highest in the nation. The national average is 8% and 6% is among the best for communities in the US. This is a preventable health crisis that should be addressed as a high community priority.

Figure 86: Percentage of Live Births with Low Birth Weight for MSAs, 2011-2017



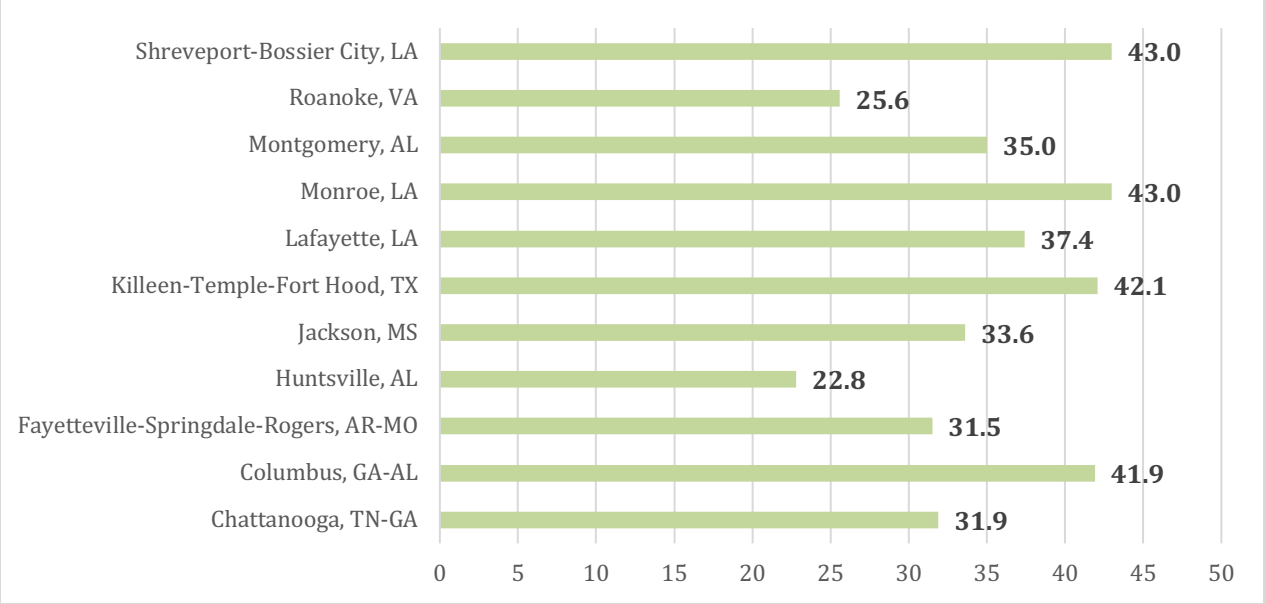
Source: 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years

Teen Births are the number of births per 1,000 females ages 15 to 19. Evidence suggests teen pregnancy significantly increases the risk of repeat pregnancy and of contracting an STI, both of

[27] Paneth NS. The problem of low birth weight. Future Child. 1995;5:19-34.

which can result in adverse health outcomes for mothers, children, families, and communities. Teen pregnancy is a marker for current and future sexual risk behavior and adverse outcomes.[28] Pregnant teens are more likely than older women to receive late or no prenatal care, have gestational hypertension and anemia, and achieve poor maternal weight gain. Teens are also more likely than older women to have a pre-term delivery and a low birth weight baby, increasing the risk of developmental delay, illness, and mortality. The Shreveport-Bossier MSA has the highest teen birth rate (43 per 1,000 births) among the peer communities, although the rate has decreased from last year (50.3). The average for Louisiana is 50. For comparison, a rate of 20 is among the best for communities for the U.S.

Figure 87: Teen Birth Rate per 1,000 Female Population Ages 15-19 for MSAs, 2011-2017

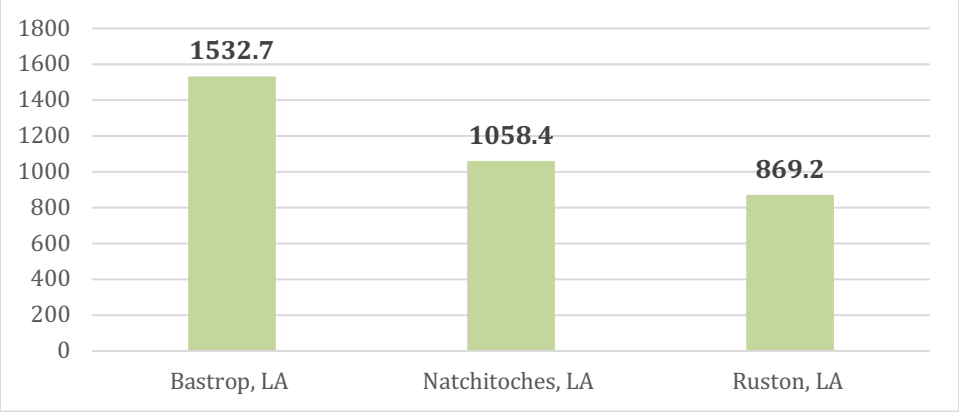


Source: 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data and calculated by author with data from the U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov
Note: Data reported in the County Health Rankings may be from previous years

Among our MicroSAs, Ruston produces the best health outcomes in terms of mortality (Figure 88), chlamydia rate (Figure 89), LBW (Figure 90), and teen birth rates (Figure 91). The mortality rate in Ruston (869.2 per 100,000) is less than 56% of the rate in Bastrop (1,532 per 100,000). Also, the teen birth rate in Bastrop (59 per 1,000) is almost three times the rate in Ruston (20 per 1,000), with Natchitoches falling in the middle of the two. Ruston has the highest chlamydia rate of the three MicroSAs (Figure 89). In general, the data for the Ruston MicroSA compares favorably to the MSA data in terms of mortality, LBW, and teen births. The mortality rate for Ruston would be 3rd among the MSAs, the low birth weight rate would be in the middle, and the teen birth rate in Ruston is actually better than all MSAs. Only the chlamydia rate in Ruston would be considered high compared to our peer communities.

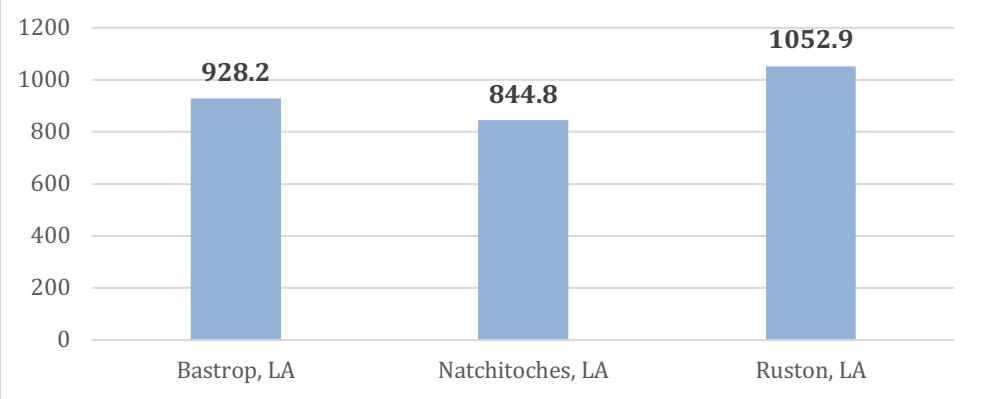
[28] Meade CS, Ickovics JR. Systematic review of sexual risk among pregnant and mothering teens in the USA: Pregnancy as an opportunity for integrated prevention of STD and repeat pregnancy. Soc Sci Med. 2005;60:661-678.

Figure 88: Mortality Rate for Micropolitan Statistical Areas, 2017



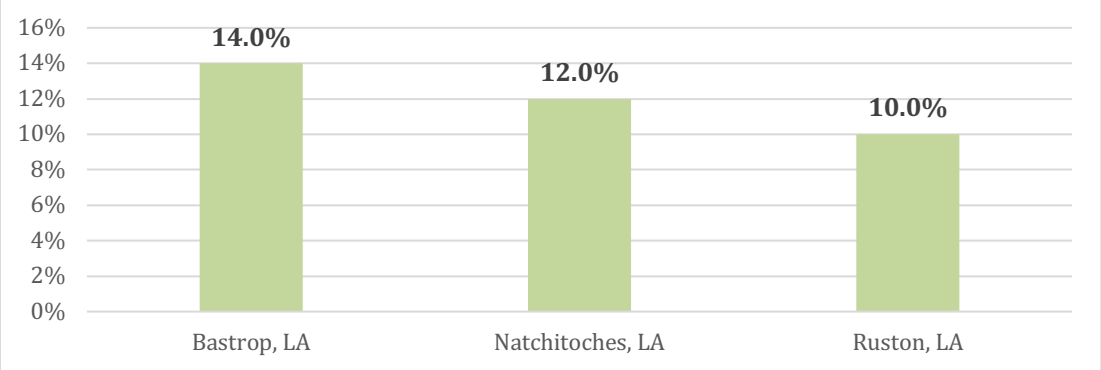
Source: Calculated by author based on Center for Disease Control online database, WONDER, at http://wonder.cdc.gov

Figure 89: Chlamydia Rate for Micropolitan Statistical Areas, 2016



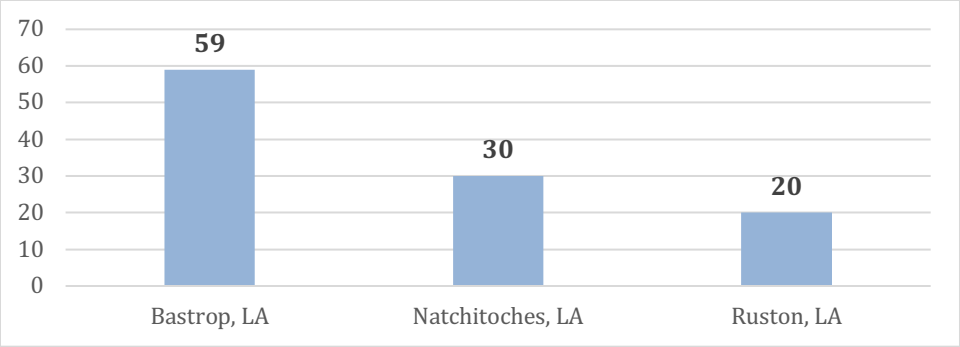
Source: 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years

Figure 90: Percentage of Live Births with Low Birth Weight for MicroSAs, 2011-2017



Source: 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years

Figure 91: Teen Birth Rate per 1,000 Female Population Ages 15-19 for MicroSAs, 2011-2017



Source: 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years

County Health Rankings build data at the parish level, demonstrating how the parishes in the Shreveport-Bossier MSA, the Monroe MSA, and the MicroSAs are performing on various other health measures including health outcomes, health factors, quality of life, health behaviors, and clinical care. As Table 20 below illustrates, relative to other parishes, only Bossier performs well across the board on community health measures among the parishes considered in this report. Bossier ranks from 7th to 12th among 64 Louisiana parishes for overall health outcomes, health factors, morbidity, health behaviors, and clinical care. Caddo is in the lower half (45th, 34th, 47th, and 38th) of parishes on all indicators except for clinical care (6th). The strong clinical care presence in Shreveport is not translating to positive health outcomes or quality of life measures in that city, although it may be impacting Bossier more positively.

Table 20: Community Health Rankings among all 64 Louisiana Parishes, 2019

MSA ***Parish***	**Health Outcomes**	**Health Factors**	**Quality of Life**	**Health Behaviors**	**Clinical Care**
SHREVEPORT-BOSSIER					
Bossier	7	7	12	7	11
Caddo	45	34	47	38	6
DeSoto	42	44	54	45	40
Webster	52	45	55	54	26
MONROE					
Ouachita	38	38	44	52	12
Union	24	36	29	11	50
BASTROP					
Morehouse	63	61	60	62	39
NATCHITOCHES					
Natchitoches	51	41	49	39	31
RUSTON					
Lincoln	15	21	36	43	18

Source: 2019 County Health Rankings National Data at http://www.countyhealthrankings.org/app/louisiana/2016/rankings/outcomes/overall
Note: Data reported in the County Health Rankings may be from previous years

DeSoto is near the bottom on all indicators, and Webster is in the bottom half on all measures but clinical care. So, within the Shreveport-Bossier MSA, Bossier Parish is the only area performing generally well on community health and clinical care. The Monroe MSA parishes rank average or poor in all categories except for clinical care in Ouachita (12th) and health behaviors in Union (11th). Natchitoches and Morehouse parish also rank very low in all categories. Ruston's rankings were average or better in all categories except health behaviors. It should also be considered that Louisiana as a state ranks very low on almost all of these indicators relative to other states.

In addition to insurance and access to health care to enable regular check-ups and prudent medical attention, healthy habits such as exercise, healthy eating, and quitting smoking are all highly correlated with better health.[29] All these factors are considered in the health behaviors category in Table 20. The poor ratings in this category for all parishes except for Bossier and Union are a key driver of the poor health outcomes overall. These habits help control weight, improve mood, combat disease, boost energy, and improve longevity.[30] For a community, these practices mean a more productive workforce, less strain on health care and social service resources, and a generally happier populace. Certainly, improving all of these measures would generate significant benefits for the community, but a priority could be placed on the health habits category since it is one of the most addressable impact areas for improving health outcomes.

The American Hospital Association has a list of community-based initiatives targeted at improving community health and many are focused on improving healthy eating and exercise habits and reducing unhealthy habits like smoking (http://www.aha.org/advocacy-issues/initiatives/facilitators.shtml).

[29] Changing Your Habits: Steps to Better Health. National Institutes of Health. the National Institute of Diabetes and Digestive and Kidney Diseases http://www.niddk.nih.gov/health-information/health-topics/diet/changing-habits/Pages/changing-your-habits.aspx

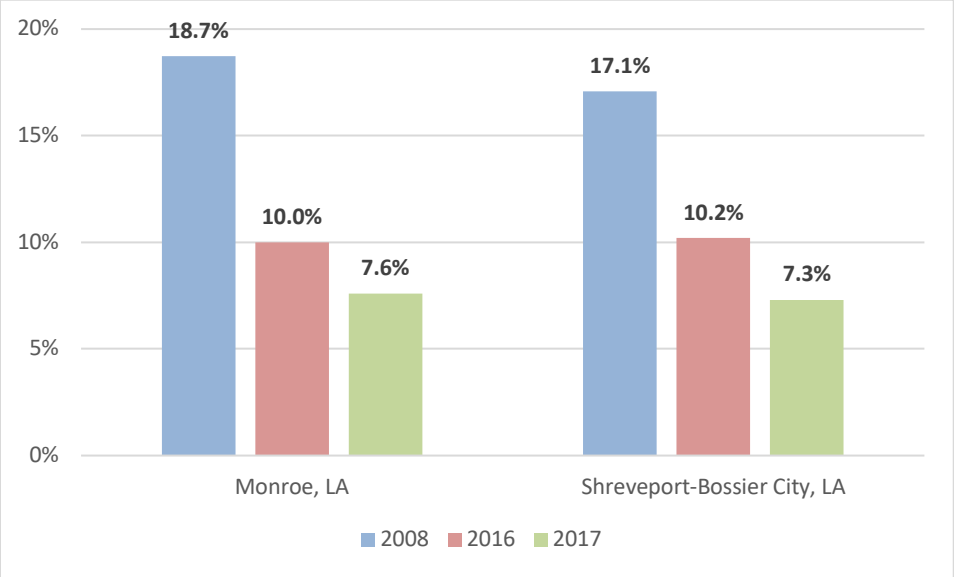
[30] 5 Benefits of Healthy Habits. Healthline Editorial Team. See more at http://www.healthline.com/health/5-benefits-healthy-habits

5.4 Moving the Needle on Health

The most significant positive movement in the health indicators has been the reduction in the share of uninsured persons overall, including employed and uninsured. The figure for employed and uninsured in Monroe has dropped from 32.8% to 11.4% since 2008—over a 65% drop—and in Shreveport-Bossier that figure has fallen from 24.2% to 10.5—a 57% drop—during the same time period. That is largely the result of the Affordable Care Act and is a positive development for both communities.

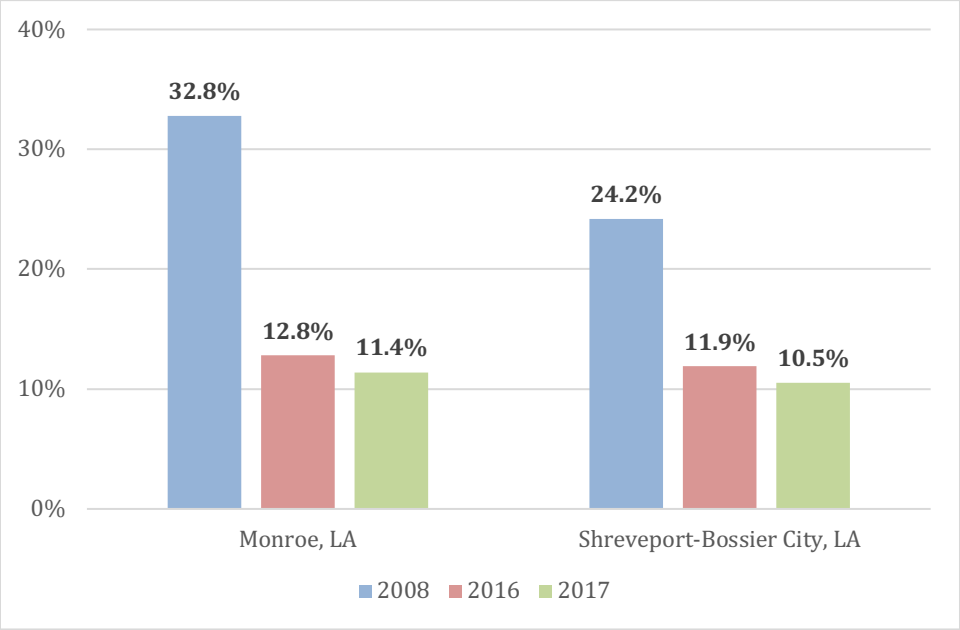
The most significant areas and trends for concern are the stubbornly high and rising mortality rate and low birth weight figures in Shreveport-Bossier and Monroe. The mortality rate is generally a function of factors measured in other indicators of health behaviors, health care access, health care quality, and even poverty and environmental quality. Beginning to bring this number down over time by attacking the contributors to mortality should be a high priority. While these issues are difficult to tackle, they are far too costly to be ignored. The direct costs and loss of economic productivity resulting from these poor health indicators are more than any community can afford. The Shreveport-Bossier MSA has the capacity in the health care sector and the nonprofit sector within the region to begin addressing the problems. It will take a concerted community effort over an extended time period to begin to make progress.

Figure 92: Percent Uninsured for Shreveport-Bossier and Monroe MSAs



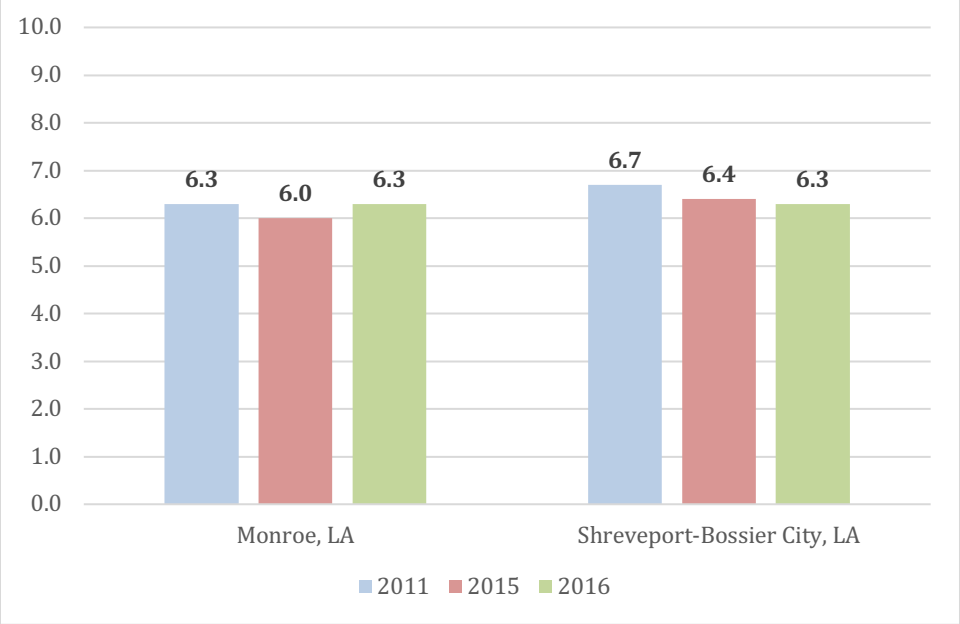
Source: U.S. Census Bureau, 2008, 2016, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov
Note: 2008 data are the earliest available for this indicator

Figure 93: Percent of Population 18 to 64 Years Employed and Uninsured for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



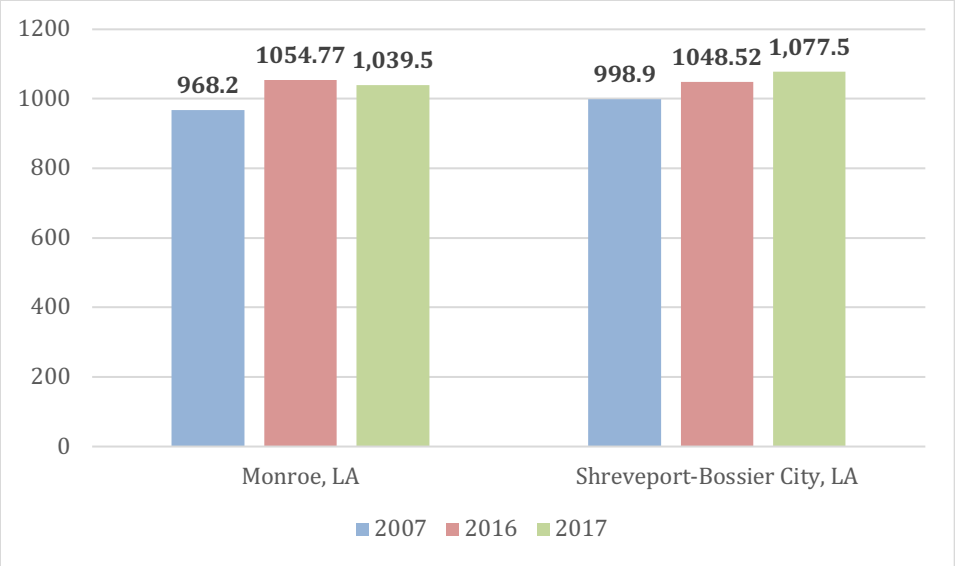
Source: U.S. Census Bureau, 2008, 2016, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov
Note: 2008 data are the earliest available for this indicator

Figure 94: Food Environment Index for Shreveport-Bossier and Monroe MSAs



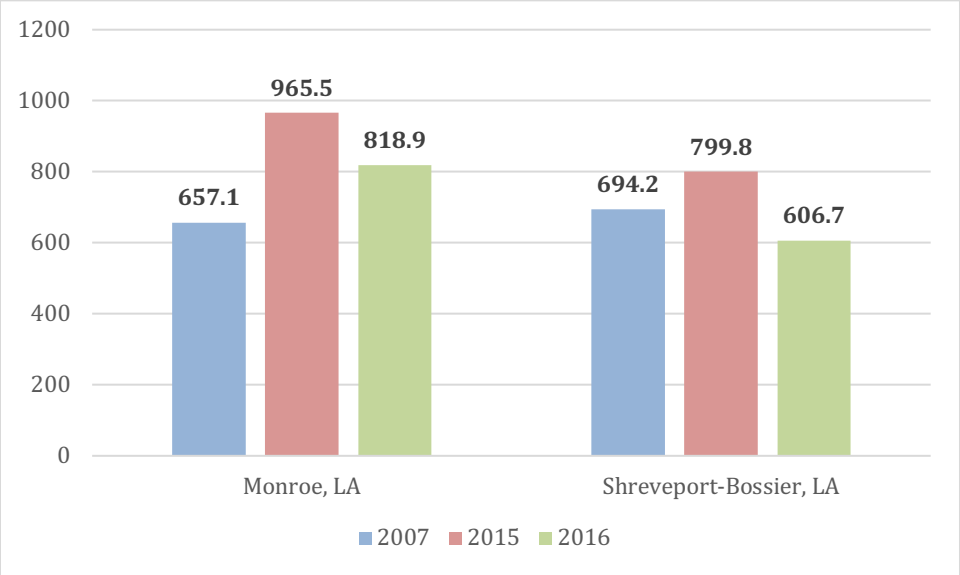
Source: 2014, 2018, and 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years; 2011 data are the earliest available for this indicator

Figure 95: Mortality Rate for Shreveport-Bossier and Monroe MSAs



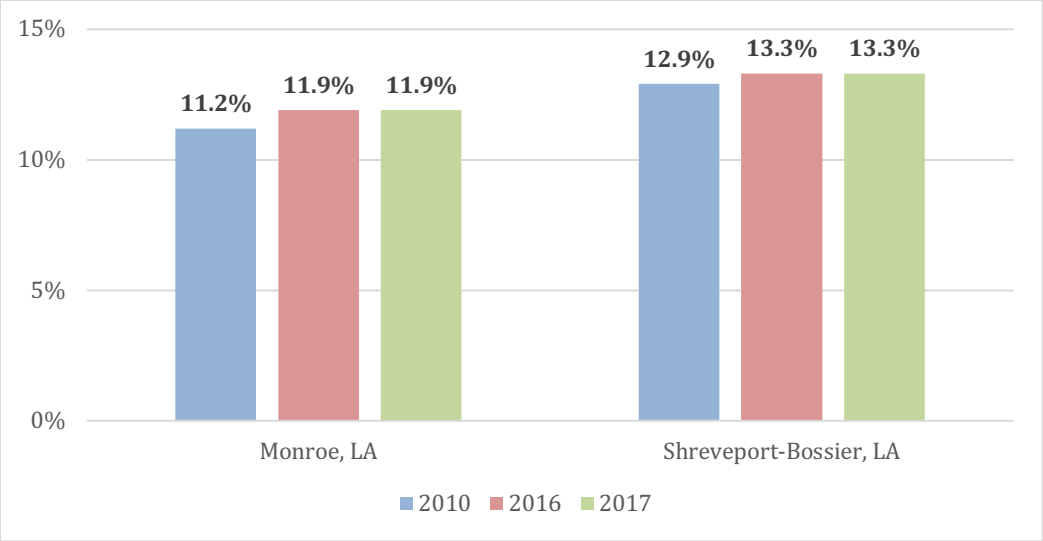
Source: Calculated by author based on Center for Disease Control online database, WONDER, at http://wonder.cdc.gov

Figure 96: Chlamydia Rate for Shreveport-Bossier and Monroe MSAs



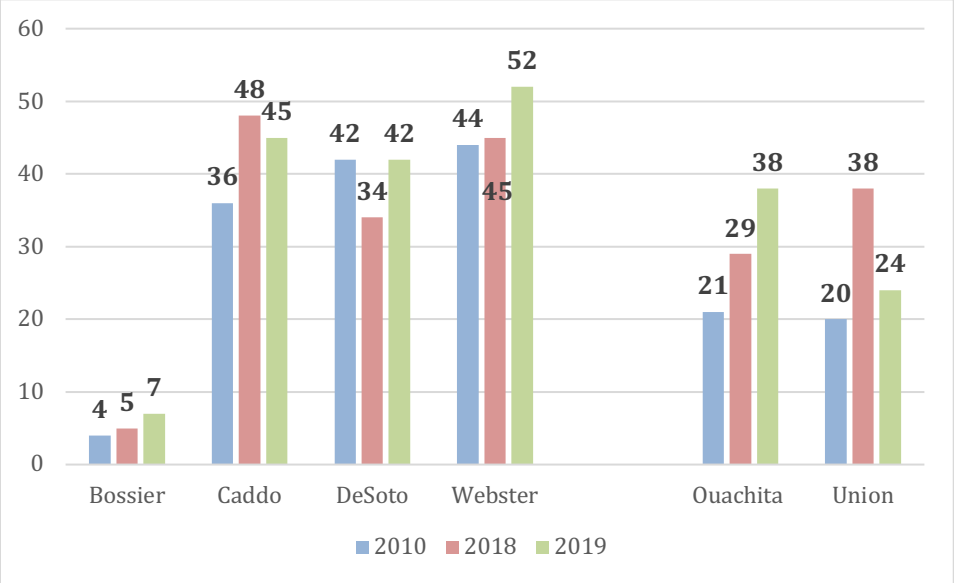
Source: 2010, 2018, and 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years; 2007 data are the earliest available for this indicator

Figure 97: Percentage of Live Births w/Low Birth Weight in Shreveport-Bossier & Monroe MSAs



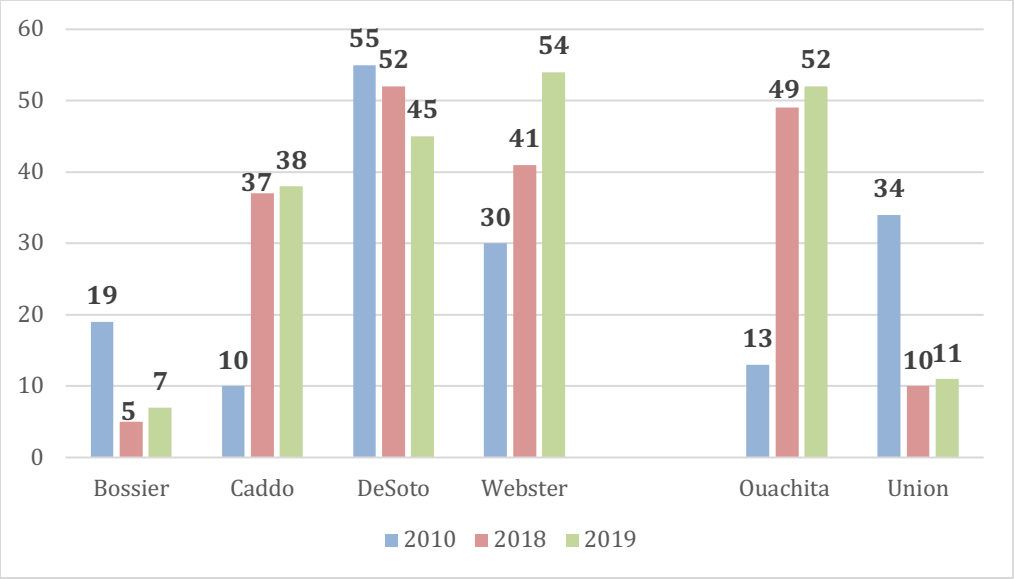
Source: Calculated by author using data from the Louisiana Kids Dashboard at http://www.kidsdashboard.la.gov, 2018 County Health Rankings, and 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: 2010 data are the earliest available for this indicator

Figure 98: Ranking of Health Outcomes by Parish for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



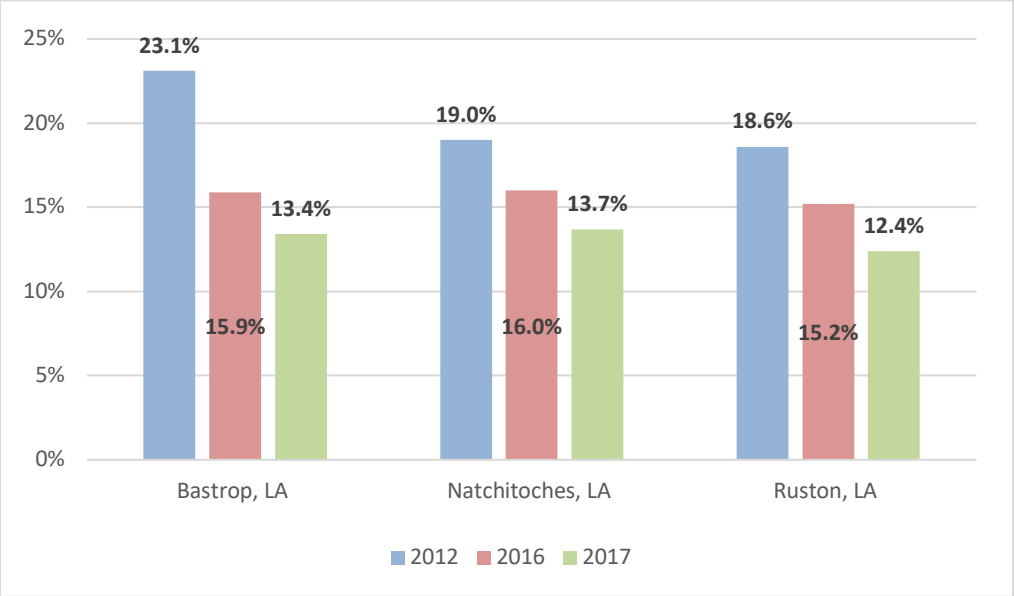
Source: 2010, 2018, and 2019 County Health Rankings National Data at http://www.countyhealthrankings.org/app/louisiana/2015/rankings/outcomes/overall
Note: 2010 data are the earliest available for this indicator

Figure 99: Ranking of Health Behaviors by Parish for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



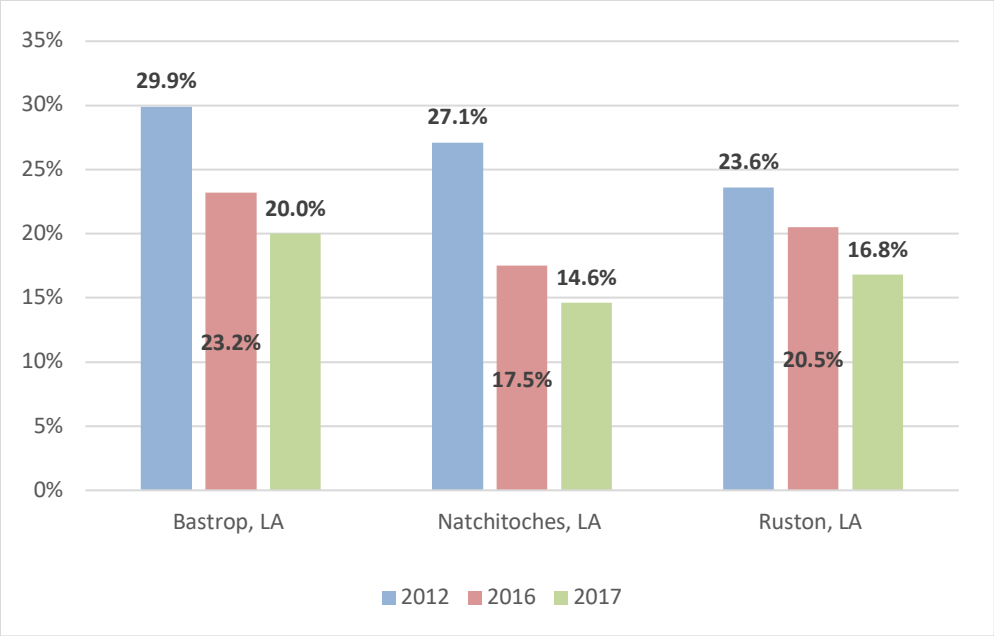
Source: 2010, 2018, and 2019 County Health Rankings National Data at http://www.countyhealthrankings.org/app/louisiana/2015/rankings/outcomes/overall
Note: 2010 data are the earliest available for this indicator

Figure 100: Percent Uninsured for Micropolitan Statistical Areas



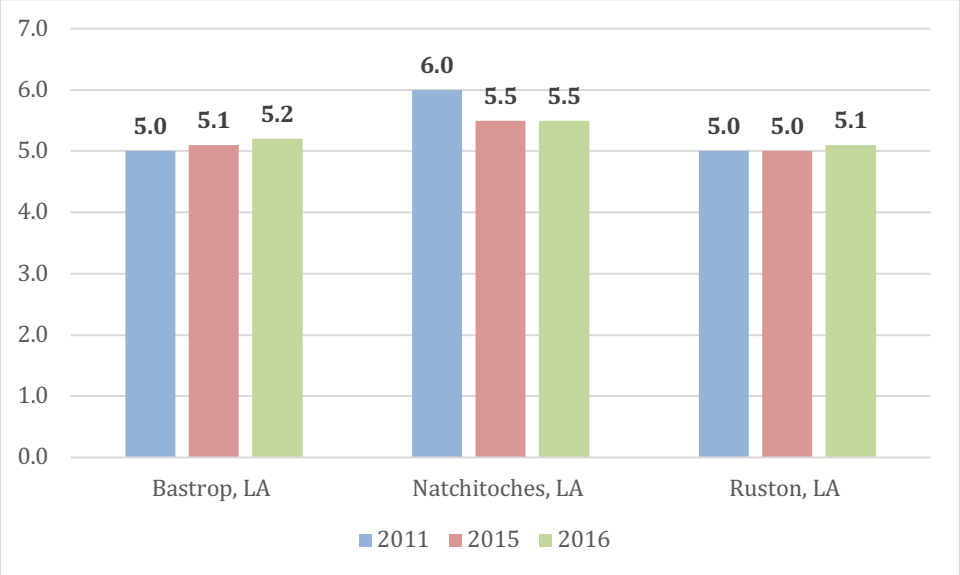
Source: U.S. Census Bureau, 2012, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov
Note: 2012 data are the earliest available for this indicator

Figure 101: Percent of Population 18 to 64 Years Employed and Uninsured for Micropolitan Statistical Areas



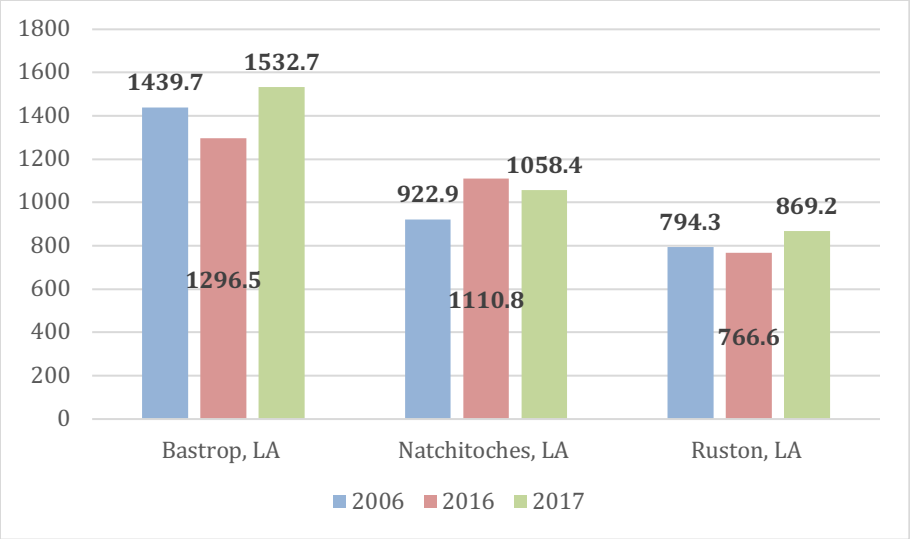
Source: U.S. Census Bureau, 2012, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov
Note: 2012 data are the earliest available for this indicator

Figure 102: Food Environment Index for Micropolitan Statistical Areas



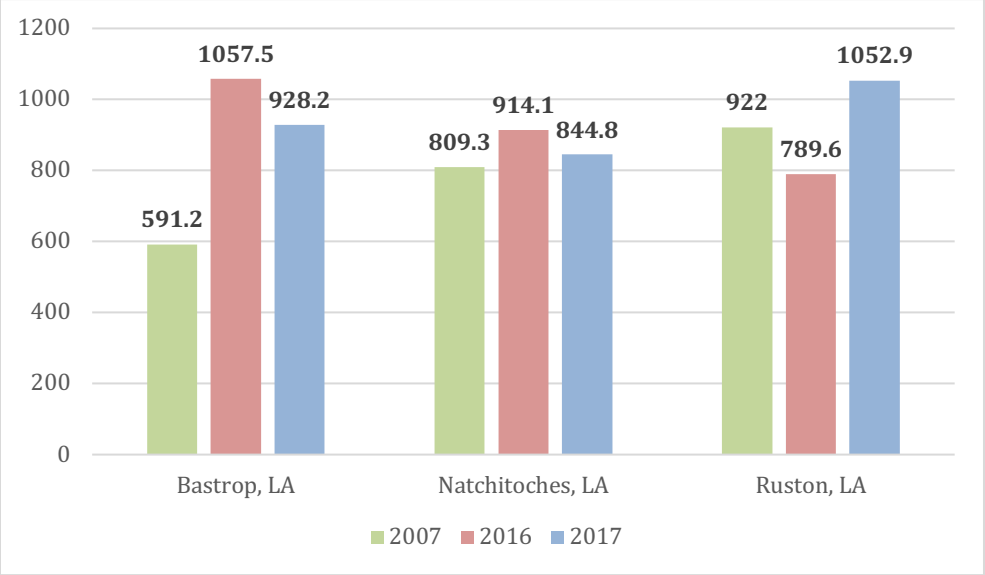
Source: 2014, 2018, and 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years

Figure 103: Mortality Rate for Micropolitan Statistical Areas



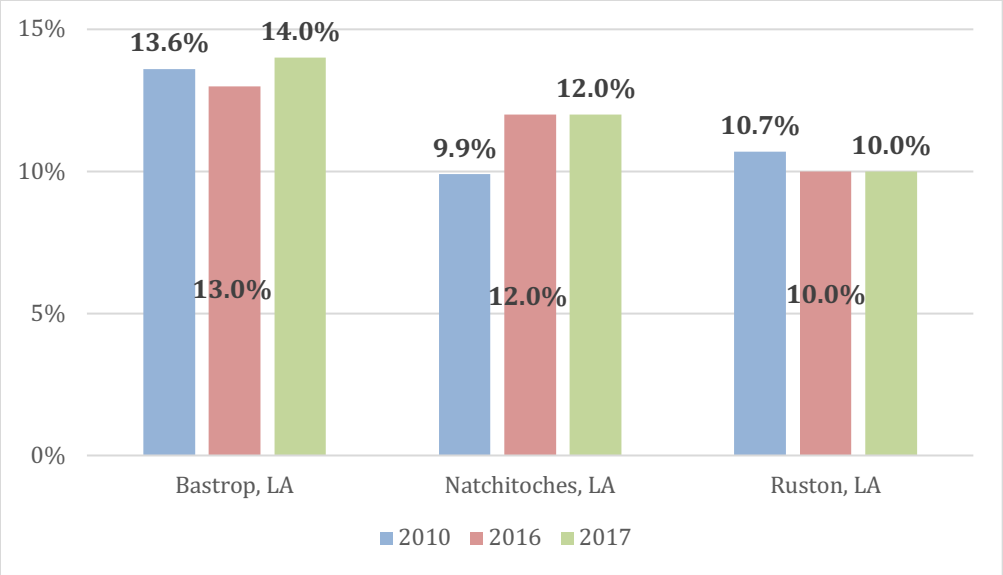
Source: Calculated by author based on Center for Disease Control online database, WONDER, at http://wonder.cdc.gov

Figure 104: Chlamydia Rate for Micropolitan Statistical Areas



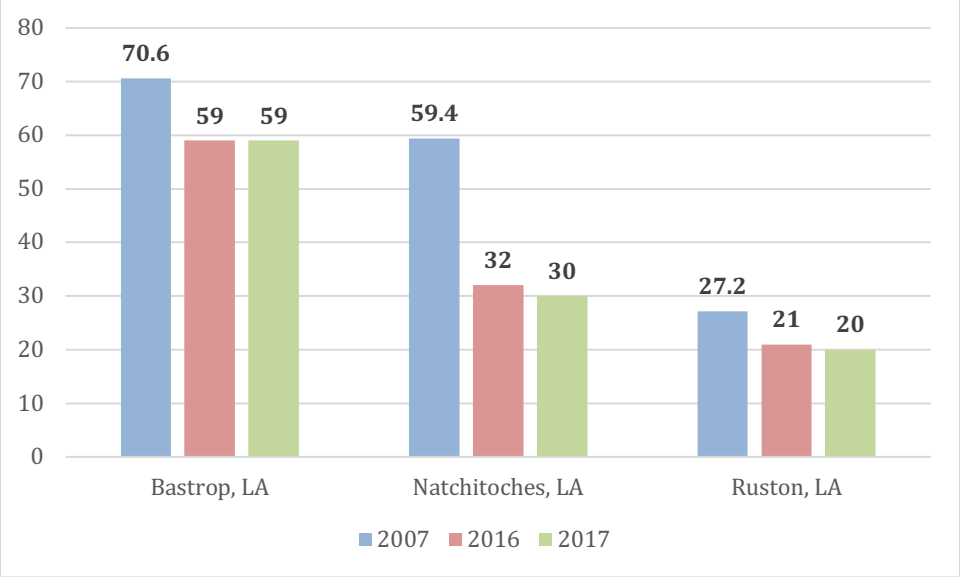
Source: 2010, 2018, and 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: Data reported in the County Health Rankings may be from previous years

Figure 105: Percentage of Live Births with Low Birth Weight for Micropolitan Statistical Areas



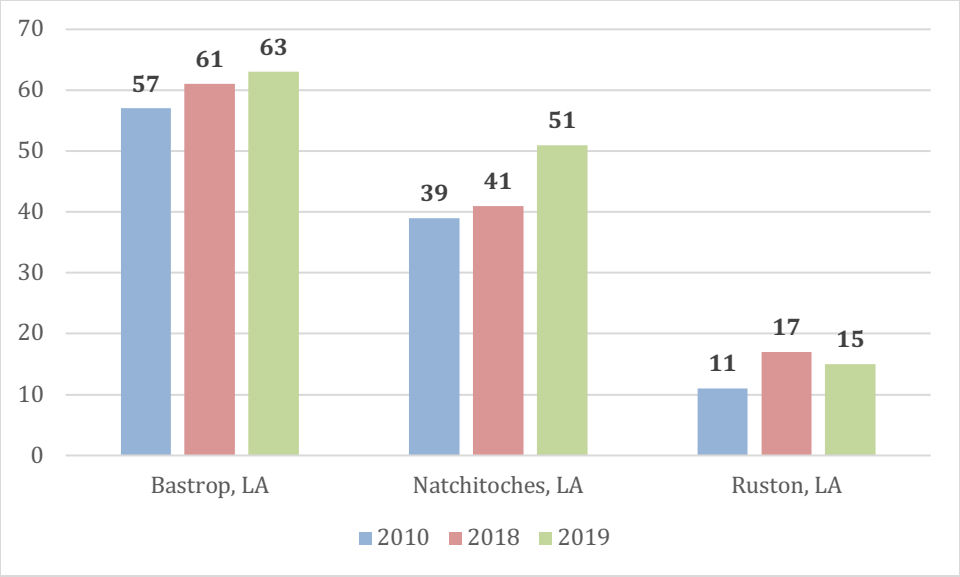
Source: Louisiana Kids Dashboard at http://www.kidsdashboard.la.gov; 2018 and 2019 County Health Rankings at http://www.countyhealthrankings.org/rankings/data
Note: 2010 data are the earliest available for this indicator

Figure 106: Teen Birth Rate (Mothers Ages 15 to 19) for Micropolitan Statistical Areas



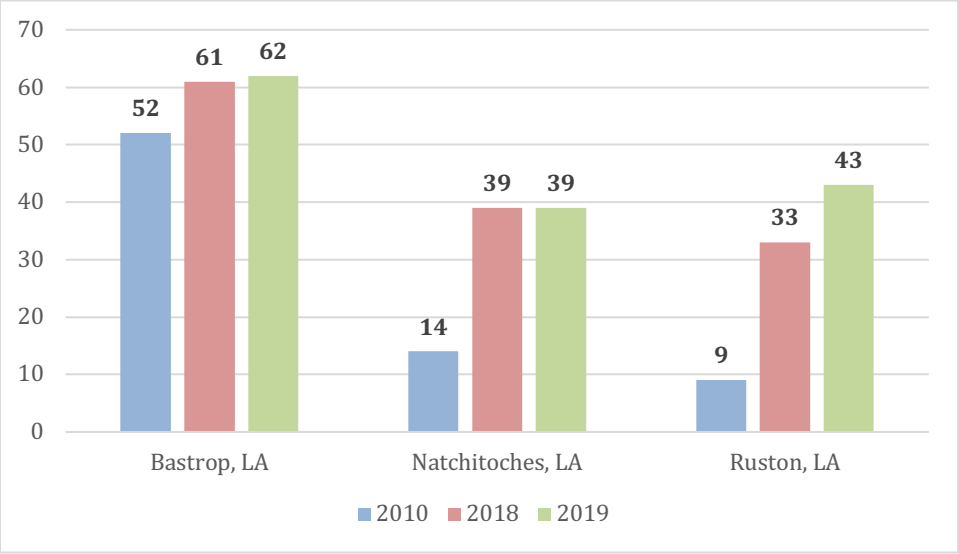
Source: Data provided to the author by the Louisiana Office of Public Health, Bureau of Family Health and 2018 County Health Rankings
Note: Data reported in the 2018 County Health Rankings may be from years previous to 2018

Figure 107: Ranking of Health Outcomes by Parish for Micropolitan Statistical Areas



Source: 2010, 2018, and 2019 County Health Rankings National Data at http://www.countyhealthrankings.org
Note: Data reported in the County Health Rankings may be from previous years

Figure 108: Ranking of Health Behaviors by Parish for Micropolitan Statistical Areas



Source: 2010, 2018, and 2019 County Health Rankings National Data at http://www.countyhealthrankings.org
Note: Data reported in the County Health Rankings may be from previous years

6. Physical Environment

6.1 Air Quality

On average, a human breathes over 3,000 gallons of air each day and the quality of that air is vitally important. Sources of fine particulate matter in the air include forest fires, power plants, industrial processes, and automobiles, among other things. Air pollution has significant impacts on agriculture and forestry, including damage to trees, crops, plants, lakes, and animals. Furthermore, pollutants like tiny airborne particles and ground-level ozone have been shown to trigger respiratory problems, especially for people with asthma, and consequences of ambient air pollution include decreased lung function and chronic bronchitis. Asthma sufferers can be severely affected by air pollution which also aggravates health problems for the elderly and others with heart or respiratory diseases. Toxic chemicals released in the air, such as benzene or vinyl chloride, are highly toxic and can cause cancer, birth defects, and long-term injury to the lungs, as well as brain and nerve damage.[31] The potential for health, environmental, and economic impacts of air pollution is significant, including lost days at work and reduction in the productivity of crops and commercial forest. The costs can be in the tens of billions per year.[32]

Table 21: Median Air Quality Index by Metropolitan Statistical Area, 2018

MSA	Air Quality Index	Rank	2017 Rank
Monroe, LA	**32**	**1**	
Killeen-Temple-Fort Hood, TX	36	2	
Roanoke, VA	37	3	
Columbus, GA-AL	40	4 (tie)	
Shreveport-Bossier City, LA	**40**	**4 (tie)**	↓ **3**
Huntsville, AL	41	5 (tie)	
Lafayette, LA	41	5 (tie)	
Fayetteville-Springdale-Rogers, AR-MO	42	6	
Chattanooga, TN-GA	44	7 (tie)	
Jackson, MS	44	7 (tie)	
Montgomery, AL	52	8	

Source: EPA Air Quality Index Report at http://www3.epa.gov/airdata/ad_rep_aqi.html
Note: Data not available for Micropolitan Statistical Areas and 2018 data are the most recent data available for this indicator

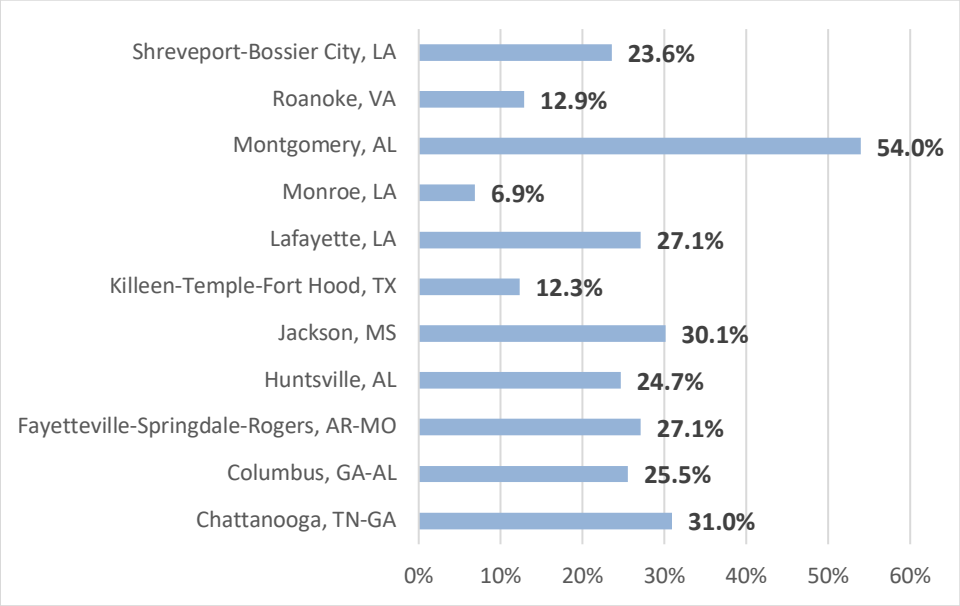
Table 21 shows that the Shreveport-Bossier MSA ranks tied for 4th overall—down from 3rd last year—among the comparative communities in median air quality (lower numbers indicate better air quality). This ranking drop is misleading as the index measure for our MSA improved by 3 points over the past two years (i.e., from 43 in 2016 to 40 in 2018). The data for all other communities showed little to no change from last year. The EPA designates the 0 to 50 range of

[31] Marilena Kampa. *Human Health Effects of Air Pollution*. Proceedings of the 4th International Workshop on Biomonitoring of Atmospheric Pollution. January 2009.
[32] "Why Should You Be Concerned About Air Pollution?" Environmental Protection Agency. http://www.epa.gov/airquality/peg_caa/concern.html

the index as good air quality, 50 to 100 is moderate, and above 100 leads to a wide variety of unhealthy conditions. Shreveport-Bossier and all the peer communities except Montgomery fall in the 0 to 50 range.

Figure 109 shows the share of days during 2018 that each MSA had an air quality rating below good (i.e., above 50). Shreveport is the middle tier of our peer communities with only 23.6% of our days having moderate or worse air quality (down from 31.3% three years ago). Monroe (6.9%), Killeen (12.3%) and Roanoke (12.9%) were at the top while Montgomery was at the bottom with 54%.

Figure 109: Percent of Days with Air Quality Index Below Good by Metropolitan Statistical Area, 2018



Source: EPA Air Quality Index Report at http://www3.epa.gov/airdata/ad_rep_aqi.html
Note: Data not available for Micropolitan Statistical Areas and 2018 data are the most recent available for this indicator

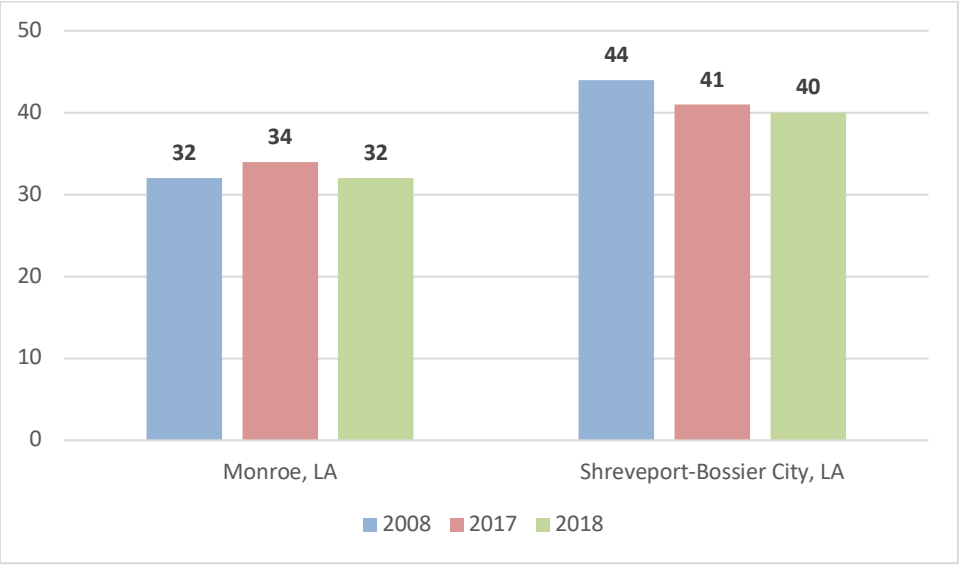
The EPA and other entities offer a variety of ways to reduce air pollution in a community.[33] These include strategies for in the home, suggestions for buying smart, and driving in ways that are friendlier to air quality.

[33] "Ways to Reduce Air Pollution". The Plain English Guide to the Clean Air Act. http://www.epa.gov/airquality/peg_caa/reduce.html

6.2 Moving the Needle on Physical Environment

The air quality rating for the Monroe MSA has seen no improvement since 2008. The Shreveport-Bossier MSA rating has improved moderately over the last 10 years—moving into the good air quality range by EPA standards.

Figure 110: Median Air Quality Index for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: EPA Air Quality Index Report at http://www3.epa.gov/airdata/ad_rep_aqi.html
Note: Data not available for Micropolitan Statistical Areas

7. Social Environment

7.1 Crime

Crime undermines the social fabric of a community and imposes significant economic costs on local residents, businesses, and government. Some members of a community draw closer or develop grassroots improvement opportunities as a result of crime, whereas others tend to leave or are discouraged from locating in a community. The causes and sources of criminal activity are many and varied, but crime rates are typically closely correlated with some of the other indicators presented in this report such as poverty, income, education, and housing.

In the FBI's Uniform Crime Reporting (UCR) Program, violent crime is composed of four offenses: murder and non-negligent manslaughter, forcible rape, robbery, and aggravated assault. Violent crimes are defined in the UCR Program as those offenses which involve force or the threat of force.[34] Table 22 shows the Shreveport-Bossier MSA 2017 violent crime rate at 606.9 per 100,000 people, an improvement in the overall number, but a drop in ranking from 8th to 9th. This reverses a trend of an increasing violent crime rate over the previous two years. The impact of this kind of ranking on quality of life, economic development, and community prosperity is immense. Roanoke has the lowest violent crime rate at 229.8 per 100,000—less than 40% of the rate in our MSA. Monroe has by far the highest rate (935.3) which is also 50% higher than the rate of the Shreveport-Bossier MSA. As expected, the rates in the MicroSAs are far lower.

Table 22: Violent Crime Rate (Offenses per 100,000 people) by MSA, 2017

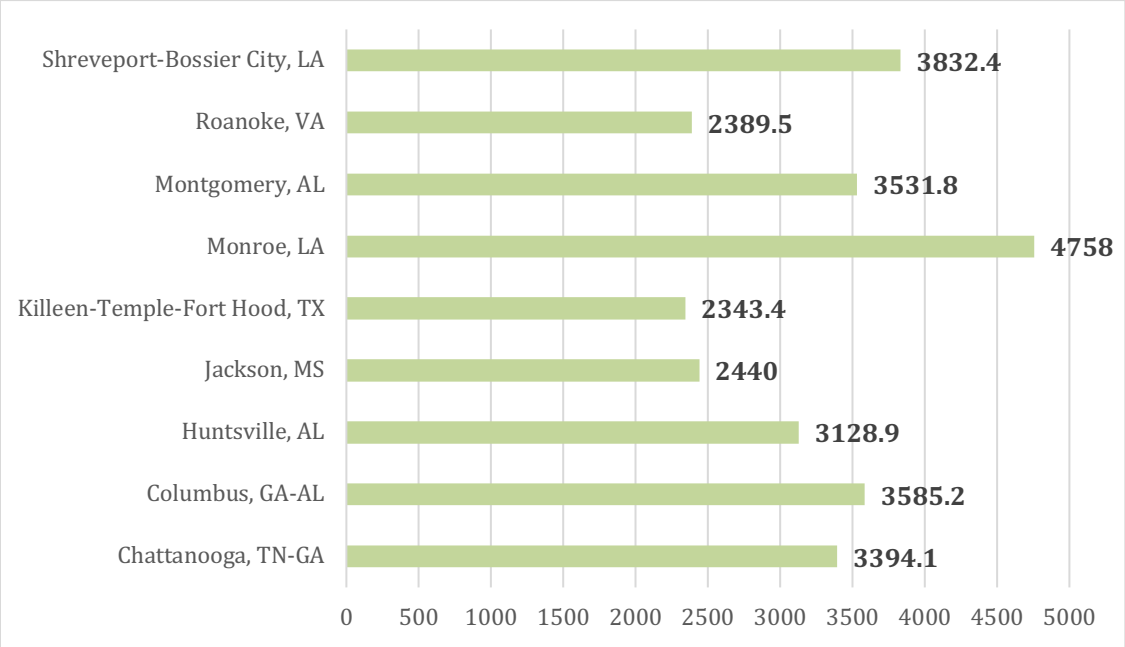
MSA	Violent Crime Rate	Rank	2016 Rank
Roanoke, VA	229.8	1	
Jackson, MS	337.7	2	
Killeen-Temple-Fort Hood, TX	424.3	3	
Lafayette, LA	439.6	4	
Montgomery, AL	485.4	5	
Columbus, GA-AL	527	6	
Huntsville, AL	556.8	7	
Chattanooga, TN-GA	557.3	8	
Shreveport-Bossier City, LA	**606.9**	**9**	**8 (of 9)**
Monroe, LA	**935.3**	**10**	

Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2017
https://ucr.fbi.gov/crime-in-the-u.s/2017/crime-in-the-u.s.-2017/topic-pages/tables/table-6
Note: Data not available for Fayetteville-Springdale-Rogers AR-MO

[34] "Crime in the United States: Violent Crime." U.S. Department of Justice, Federal Bureau of Investigation. http://www2.fbi.gov/ucr/cius2009/offenses/violent_crime/

In the FBI's Uniform Crime Reporting (UCR) Program, property crime includes the offenses of burglary, larceny-theft, motor vehicle theft, and arson. The object of the theft-type offenses is the taking of money or property, but there is no force or threat of force against the victims. The Shreveport-Bossier MSA property crime rate (3832.4 per 100,000) is the 2nd highest of the peer communities with Monroe (4758) having the highest rate. The lowest rate is in Killeen (2343.4) less than half the rate in Monroe.

Figure 111: Property Crime Rate (Offenses per 100,000) by Metropolitan Statistical Area, 2017



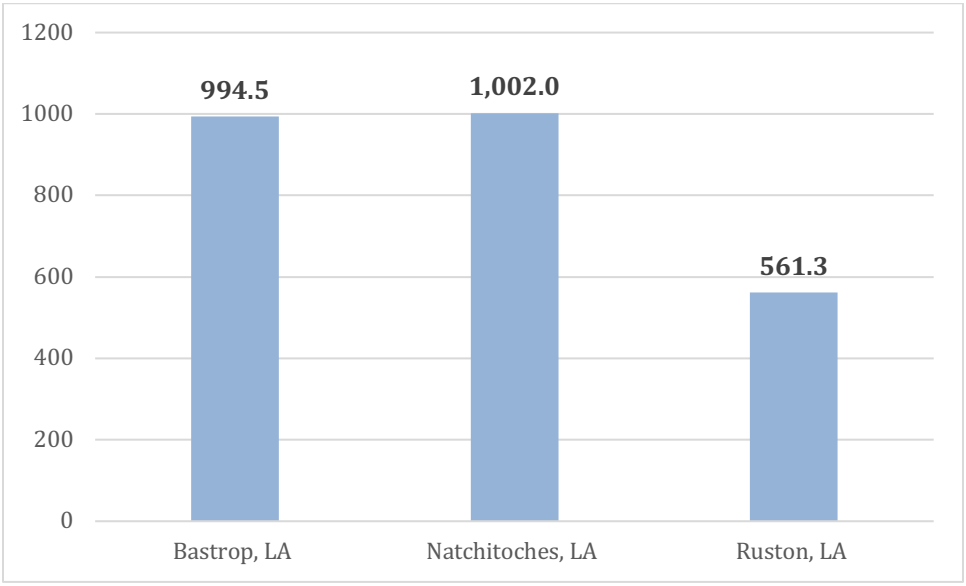
Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2017
Note: Data not available for Fayetteville-Springdale-Rogers, AR-MO or Lafayette, LA

Community crime prevention programs target changes in community infrastructure, culture, or the physical environment in order to reduce crime. The diversity of approaches includes neighborhood watch, community policing, urban or physical design, and comprehensive or multi-disciplinary efforts. These strategies may seek to engage residents, community and faith-based organizations, and local government agencies in addressing the factors that contribute to the community's crime, delinquency, and disorder. The National Institute of Justice (http://www.crimesolutions.gov) Office of Justice Programs keeps a detailed inventory of these types of programs with a variety of useful tools for communities looking to enhance their crime reduction efforts.

Figure 112: Violent Crime Rate (Offenses per 100,000 people) for Micropolitan Statistical Areas, 2017

Source: Calculated by author using data from FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2017

Figure 113: Property Crime Rate (Offenses per 100,000) for Micropolitan Statistical Areas, 2017

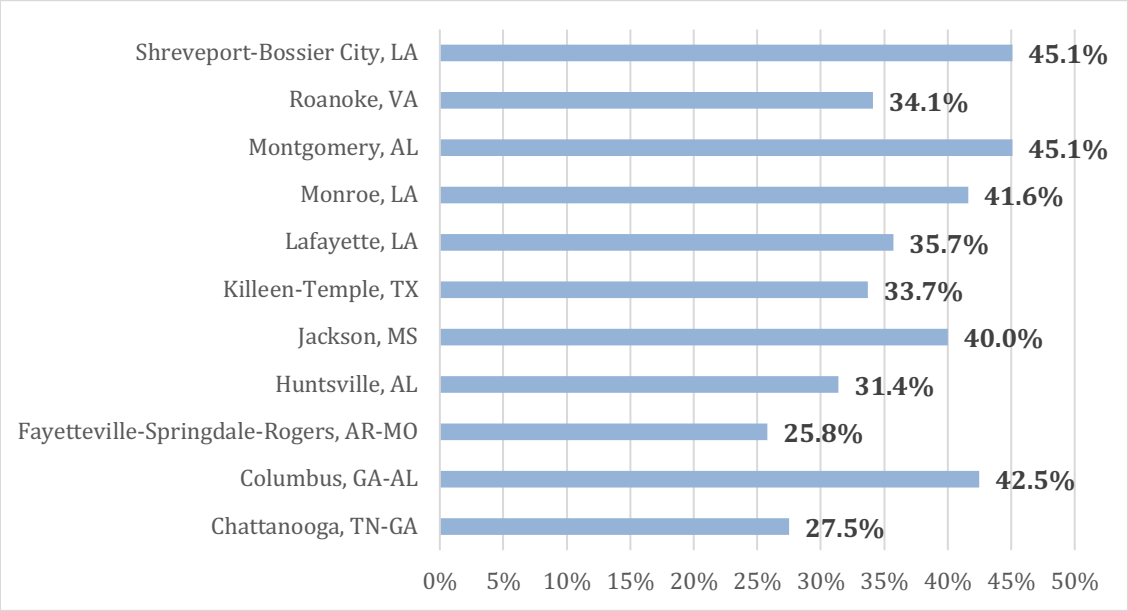


Source: Calculated by author using data from FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2017

7.2 Family Support

While there are many complicating and mitigating factors around the economic and social differences between single- and two-parent households, data show on average a wide range of negative correlations for children growing up in single-parent households. These include higher risk of physical and mental health problems, lower academic achievement, higher rate of behavioral problems, and higher risk of criminal activity. Conversely, two-parent families are often correlated with higher graduation rates, better job market outcomes, and stronger overall community wellness indicators.

Figure 114: Percent of Households with Children Under Age 18 that are Single-Parent Households for Metropolitan Statistical Areas, 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Figure 114 shows that the Shreveport-Bossier MSA ranks last (11th) of the peer communities in the share of households with children under age 18 that are single-parent households (45.1%). It ranked 7th in 2015. This is a very high number and indicates a high percentage of children living in households at greater risk of economic distress.

Single-parent households with minor children are more likely to suffer from a variety of social and economic distress factors and are at risk of significantly worse outcomes. Historically, there have been two types of approaches to address the potential negative social impact of high rates of single-parent households. The first is to strengthen support mechanisms that help two-parent families stay together. The second is to provide greater support to single-parent households to mitigate the challenges they face and, in particular, the impact of those challenges on children. Given the high rate of single-parent households in our MSA, this seems a ripe area for developing targeted initiatives.

7.3 Civic Engagement

Civic engagement or civic participation is the encouragement of the general public to become involved in the political process and the issues that affect them. It is the community coming together to be a collective source of change, political and non-political.[35] It is, in part, what is required to address many of the challenging issues highlighted in this report.

The level of voter participation can be an important measure for determining the level of civic engagement in a community. Voter participation fluctuates across years and different types of elections, and it often wanes in elections that are not electing a president or member of congress. Table 23 presents data from 2018 and 2019. The MSA saw a drop-off in the measure of voter participation used here: registered voters. The Shreveport-Bossier MSA ranks 7th (down from 4th last year) among comparative communities with a 61.4% rate of registered voters and right in the middle of the highest and lowest rates for the peer communities. The Monroe MSA decreased slightly in voter participation rate from 66.7% to 66.1%, and dropped from 1st to 2nd in the rankings. Bastrop was the highest for the MicroSAs at 68.9%.

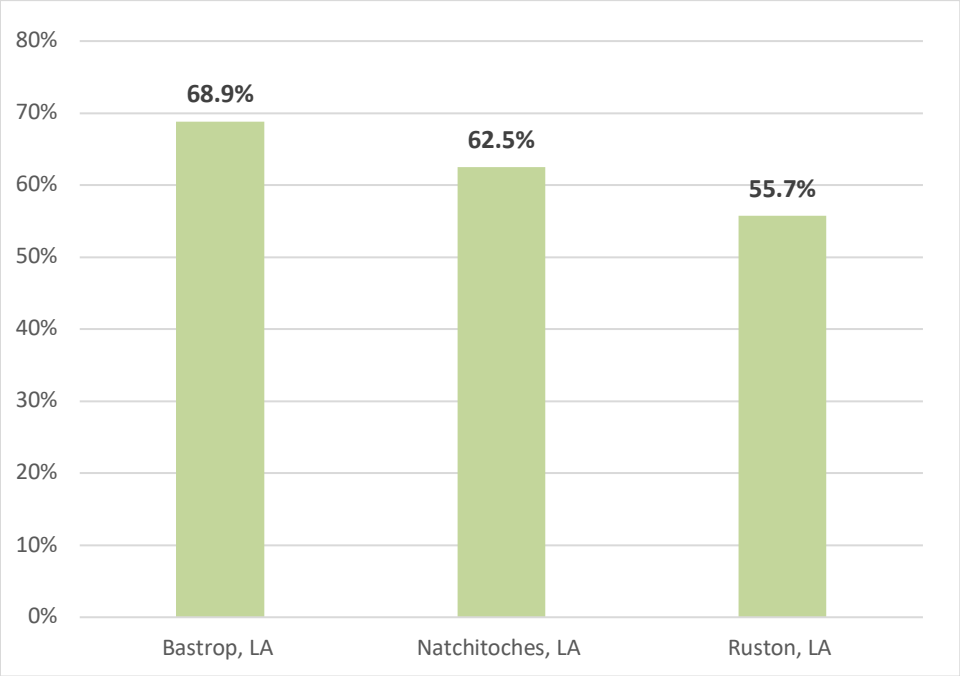
Table 23: Percent of Population Registered to Vote for Metropolitan Statistical Areas, Year Listed Below in Source, 2018-2019

MSA	Percent of Pop. Registered to Vote	Rank	2017-2018 Rank
Huntsville, AL	70.8	1	
Monroe, LA	**66.1**	**2**	
Lafayette, LA	65.3	3	
Montgomery, AL	65.2	4	
Roanoke, VA	64.6	5	
Jackson, MS	64.1	6	
Shreveport-Bossier City, LA	**61.4**	**7**	▼ **4**
Chattanooga, TN-GA	60.2	8	
Columbus, GA-AL	58.4	9	
Killeen-Temple-Fort Hood, TX	56	10	
Fayetteville-Springdale-Rogers, AR-MO	53.2	11	

Source: Calculated by author using data from the Alabama Voter Registration Statistics, 2019 at https://www.sos.alabama.gov/alabama-votes/voter/election-data; Arkansas Registered Voters, *2017 at https://www.sos.arkansas.gov/elections/research; Georgia Voter Registration Statistics, 2019 at http://sos.ga.gov/index.php/Elections/voter_registration_statistics; Louisiana Voter Registration Statistics, 2019 at https://www.sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsParish.aspx; Mississippi Voter Registration Statistics, 2019 provided to the author from the office of the Mississippi Secretary of State; Missouri Election Results, 2018 at https://www.sos.mo.gov/elections/s_default; Tennessee Election Statistics, 2018 at https://sos.tn.gov/products/elections/election-statistics; Texas Voter Registration Figures, 2018 at https://www.sos.state.tx.us/elections/historical/vrfig.shtml; and the Virginia Voter Registration Statistics, 2019 at https://www.elections.virginia.gov/resultsreports/registration-statistics/index.html*

[35] "Civic engagement", American Psychological Association. Retrieved 24 Aug 2012

Figure 115: Percent of Population Registered to Vote for Micropolitan Statistical Areas, 2019



Source: Louisiana Voter Registration Stats, 2019 at https://www.sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsParish.aspx

7.4 Creative Industries

Creative and cultural industries typically cover areas such as advertising, art crafts, audio-visual/film, cultural heritage, design, entertainment software such as video games, fashion, music, publishing, performing arts, and visual arts. A 2014 report from the National Endowment for the Arts and the U.S. Bureau of Economic Analysis found that arts and culture contributed more than $698 billion to the economy in 2012 – exceeding preliminary estimates of $504 billion.[36] The sector represented a larger share of U.S. GDP than construction or transportation and warehousing. Creative industries are becoming increasingly international and growth rates in the sector are consistently higher than the average of the economy. [37] Creativity is a desirable and necessary element for an innovative and thriving community. Aside from being an engine of job creation and economic growth, arts and culture contribute to social wellbeing and are essential to creating more livable, safe, memorable, and connected communities.

This year's report introduces a new measure of the arts sector called the Arts Vibrancy Index from SMU DataArts. The measure includes consideration of arts dollars flowing through the economy, arts providers in terms of organizations and employees, government support, socio-economic factors, and leisure/entertainment factors. The Art Vibrancy score comes from a variety of sources including the U.S. Census Bureau, IRS 990s, DataArts' Cultural Data Profile, Theatre Communications Group, League of American Orchestras, National Endowment for the Arts, Institute of Museum and Library Services, and National Assembly of State Arts Agencies. The scores are on a scale of 0 to 100 with 100 being highest. The scores are akin to percentiles - i.e., if your county's score on a measure is 56, it means it did better than 56% of counties on that measure. We aggregated the county level data from SMU DataArts to generate MSA-level indexes for all the communities in our report.

Table 24 below shows that whereas the Shreveport-Bossier MSA scored 60 on the index (higher than 60% of counties on average in the nation), we were in the bottom tier (6th) of the rankings among the peer communities. The measures for the MicroSAs were much lower, with Ruston being the lowest.

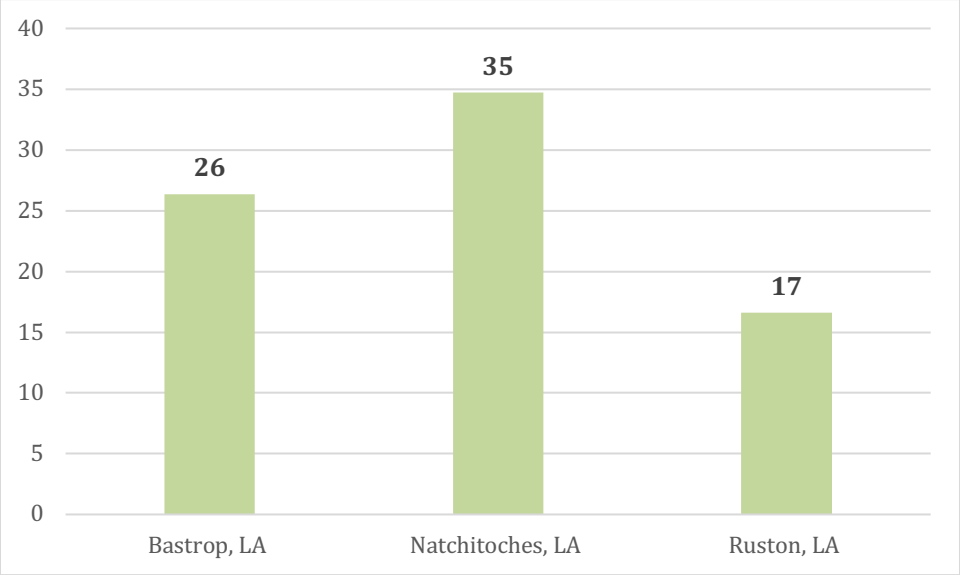
[36] *The Arts and Cultural Production Satellite Account (ACPSA)* 2014 - See more at: http://arts.gov/news/2015/surprising-findings-three-new-nea-reports-arts#sthash.bTAbv525.pdf
[37] *The Economic Impact of the Creative Industries in the Americas*. Organization of American States and the Inter-American Development Bank. January 2014.

Table 24: Arts Vibrancy Index, 2018

MSA	Arts Vibrancy Index	Rank	2016 Rank
Fayetteville-Springdale-Rogers, AR-MO	83	1	
Montgomery, AL	76	2 (tie)	
Roanoke, VA	76	2 (tie)	
Chattanooga, TN-GA	74	3 (tie)	
Huntsville, AL	74	3 (tie)	
Jackson, MS	73	4	
Columbus, GA-AL	62	5	
Shreveport-Bossier City, LA	**60**	**6**	**N/A**
Lafayette, LA	58	7	
Monroe, LA	**45**	**8**	
Killeen-Temple-Fort Hood, TX	26	9	

Source: Calculated by author using data from the Arts Vibrancy Index at https://sites.smu.edu/meadows/heatmap/index.html
Note: The rank for this indicator in the previous report used data from a different source called the Arts Index for which data are no longer collected.

Figure 116: Arts Vibrancy Index for Micropolitan Statistical Areas, 2018



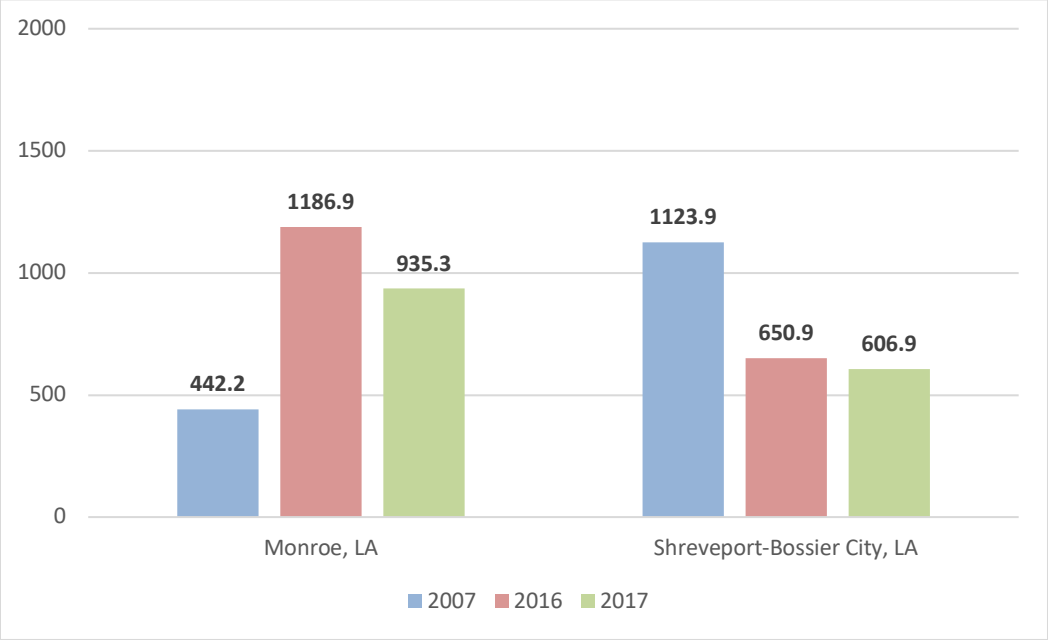
Source: Calculated by author using data from the Arts Vibrancy Index at https://sites.smu.edu/meadows/heatmap/index.html

7.5 Moving the Needle on Social Environment

One of the most encouraging trends in the data on social environment since 2005 has been the falling crime rates in Shreveport-Bossier. The Shreveport-Bossier MSA has seen the violent crime rate fall by more than half from 2005 to 2017, and the property crime rate fell almost 30% over that period with only a slight uptick in the past year. The drop since 2005 in violent crime is still significant even though there was a notable rise in that measure during in 2015 and 2016. Monroe also saw an even larger increase in violent crime during 2015 after steady rates for several years. In the MicroSAs we saw violent crime nearly double since 2007. Property crimes have been dropping steadily since 2005 in Ruston and Bastrop, but have remained steady in Natchitoches.

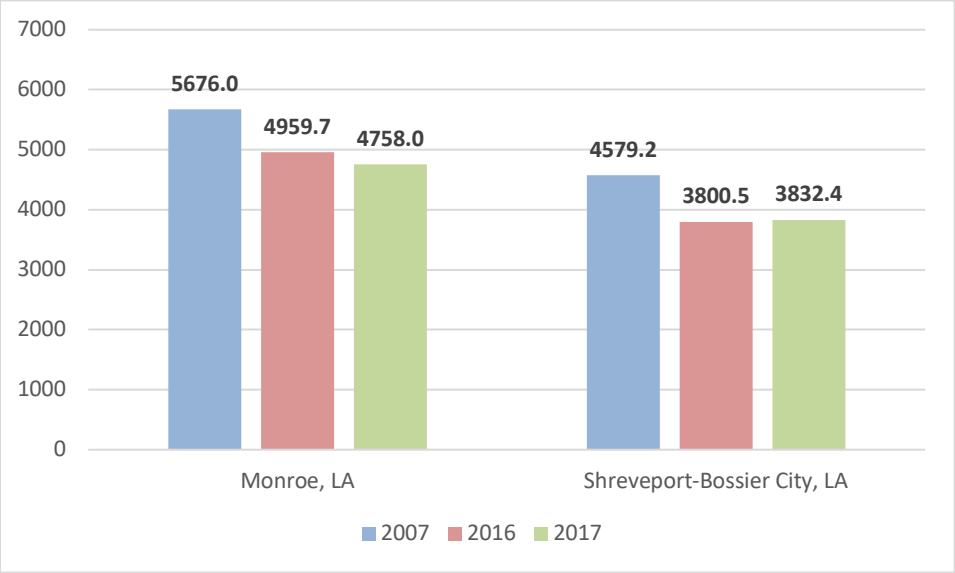
There has been a slight decline in the share of economic activity contributed by the creative sector in any of the Louisiana communities considered here since 2009. While that is disappointing, this is still likely an emerging sector with opportunity for growth in the future, if the level of investment is maintained.

Figure 117: Violent Crime Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



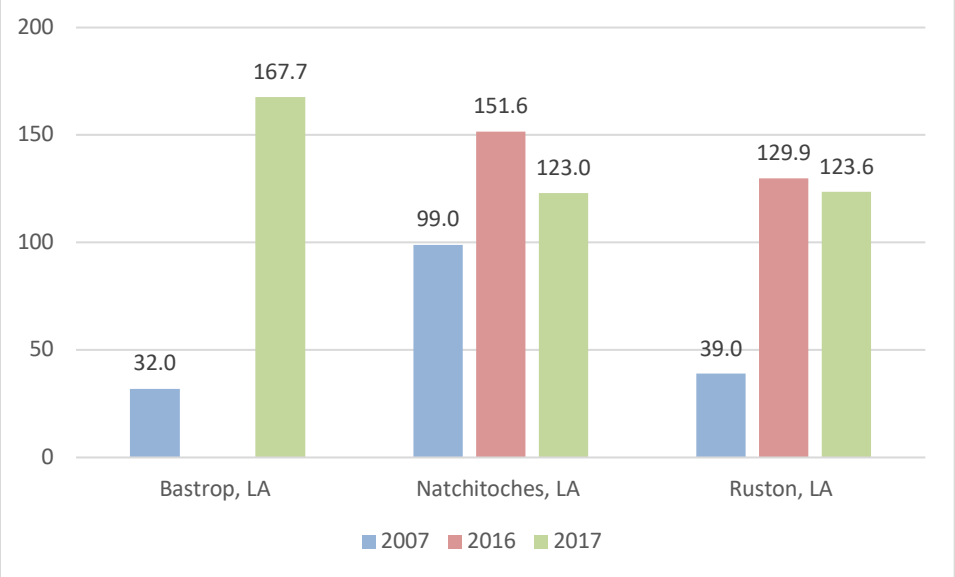
Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2007, 2016, and 2017

Figure 118: Property Crime for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



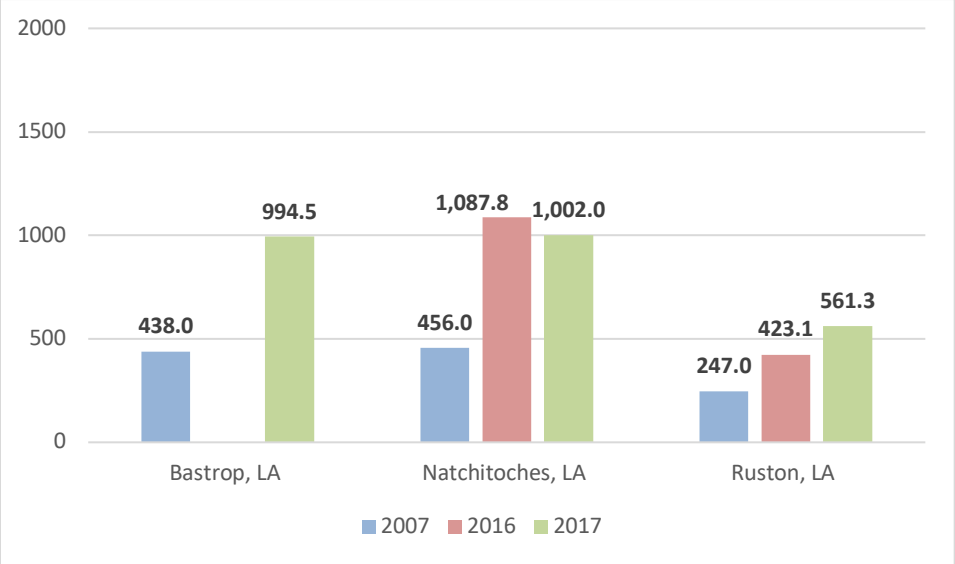
Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2007, 2016, and 2017

Figure 120: Violent Crime Rate for Micropolitan Statistical Areas



Source: FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2007, 2016, and 2017
Note: Data not available for Bastrop, LA for 2016

Figure 121: Property Crime for Micropolitan Statistical Areas



Source: FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2007, 2016, and 2017
Note: Data not available for Bastrop, LA for 2016

8. Summary and Conclusions

This report examines comparative data in six primary categories—Population, Economic Well-Being, Human Capital, Health, Physical Environment, and Social Environment—for the Shreveport-Bossier MSA and 10 peer communities including the Monroe MSA. It also presents data for three MicroSAs in the North Louisiana region: Bastrop, Natchitoches, and Ruston. The goal has been to gain a comprehensive picture of where Shreveport-Bossier stands on this range of socioeconomic indicators over time and relative to other communities.

The results of the data presentation and rankings of the Shreveport-Bossier MSA relative to 10 peer communities are summarized in Table 25 below. Of the six major categories, Shreveport-Bossier ranked highest in Physical Environment (namely, Air Quality; 4.0), Health (5.5), and Population (5.5; mainly because of the population growth factor). Physical Environment and Health also showed significant improvement from last year's report with the large improvement in health measures the most notable and beneficial. While there was slight regression in the Social Environment and Human Capital categories, we saw meaningful improvement in the Economic Well-Being category. Improvements in data on children in poverty and home ownership made a positive difference, and after three straight years of decline in this category. However, the ranking in Economic Well-Being is still very low (9.1), and that poor showing—particularly with regard to poverty, public assistance, and household income—is the most significant issue demanding attention from this report. Reasons for optimism can be seen in the data on per capita GDP and per capita income which indicate that we have a productive workforce and local economy, giving us a solid foundation on which to drive improvements in other categories.

Of the 15 secondary categories (subsets of the primary categories) Shreveport-Bossier ranked in the bottom tier in 8, the middle tier in 5, and the top tier in 2. Of the 41 indicators ranked in the report, the MSA ranked in the bottom tier in 22, the middle tier in 9, and the top tier in 10. Among these 10 top tier rankings, for the first time since *Community Counts* was published, Shreveport-Bossier has three number one rankings—cause for congratulations, celebration, and optimism for the future.

Considering all indicators and all categories—with #1 being the best possible overall ranking—the overall combined ranking for our MSA was 6.5 out of 11—up from 6.8 last year. In the last 4 years starting with 2015, our overall rankings have been 6.9, 7.0, 7.9, and 6.8. This year's ranking of 6.5 is the highest we have seen using the current collection of indicators.

Community Counts has again identified for the leaders in the Shreveport-Bossier community key areas to focus energy and resources. Identifying Shreveport-Bossier's most critical issues should stimulate more community enhancement efforts and greater improvement in the future.

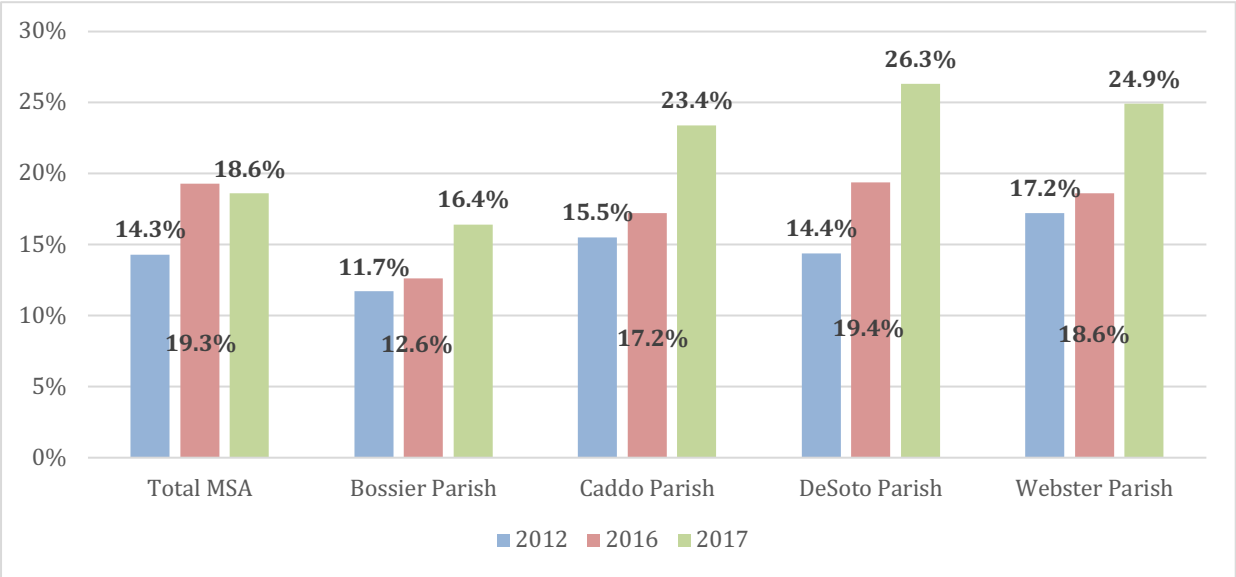
Table 25: Overall Rankings for Shreveport-Bossier MSA **2019**

Primary Category	Socio-Economic Indicator	Ranking for Shreveport-Bossier MSA	Secondary Category Average Ranking	Primary Category Average Ranking
Population	Total Population	7	5.5	5.5
	Population Growth	4		
Economic Well-Being	Median Household Income	11	10.3	9.1
	Per Capita Income	10		
	Median Hourly Wage	10		
	Poverty Rate	10	9.0	
	Poverty Rate for Families with Children Under 5	8		
	Households Receiving SNAP Benefits	7	9.0	
	Households with Cash Public Assistance	10		
	Children Under 18 Living in Households with SSI, Cash Public Assistance or SNAP	10		
	Percent of Occupied Housing Units that are Owner-Occupied	3	8.0	
	Percentage of Occupied Units with Monthly Owner Costs 35% or More of Income	10		
	Percent of Occupied Units With Monthly Gross Rent 35% or More of Income	11		
Human Capital	Percent of 3 and 4-Year Olds Enrolled in School	1	7.5	7.0
	Percent of Population 25+ With Less Than High School Diploma	5		
	Percent of Population 25 Years and Over with an Associate's Degree	8		
	Population 25 Years and Over with Bachelor's Degree or Higher	10		
	Percentage of Households with a Computer	10		
	Households with a Broadband Internet Subscription	11		
	Unemployment Rate	7		
	Percent of Population 16 and Over in Labor Force	10		
	Per Capital Personal Income	6	6.6	
	10-Year Compound Growth Rate in Personal Income	8		
	Per Capita Real GDP	3		
	Innovation Index Score	9		
	Per Capital Real GDP Compound Annual Growth Rate	3		
Health	Percent Uninsured	1	1.7	5.5
	Percent of Children Under Age 18 Uninsured	1		
	Percent of Population 18 to 64 Years Employed and Uninsured	3		
	Food Environment	6	6.0	
	Mortality Rate	9		
	Chlamydia Rate	5	8.8	
	Percent of Live Births with Low Birth Weight	11		
	Teen Birth Rate Age 15-19	10		
Physical Environment	Median Air Quality Index	4	4.0	4.0
	Days with Air Quality Index Below Good	4		
Social Environment	Violent Crime Rate	9	9.5	7.9
	Property Crime Rate	10		
	Percent of Population Registered to Vote	7	7.0	
	Percentage of Creative Industries Share of all Businesses	6	8.0	
	Family Support	10	7.0	
		Overall MSA Ranking		**6.5**

9. Appendix: Additional Tables

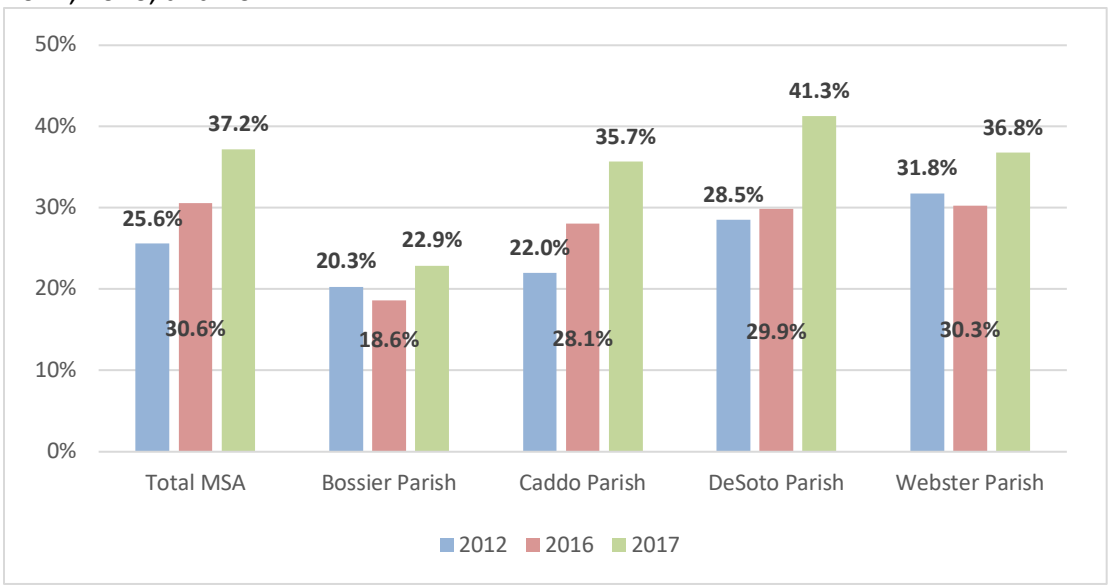
9.1 Poverty

Poverty Rate for Families in Shreveport-Bossier City MSA and Parishes, 2012, 2016, and 2017



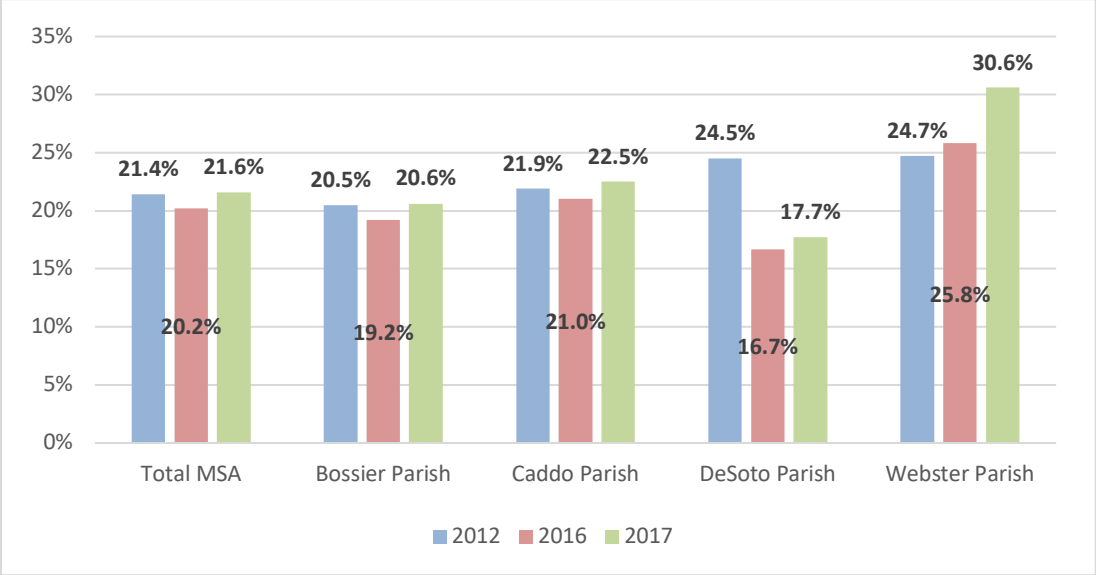
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012 American Community Survey 5-Year Estimates, 2016 American Community Survey 1-year and 5-Year Estimates, and 2017 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov

Poverty Rate for Children Under Age 18 in Shreveport-Bossier City MSA and Parishes, 2012, 2016, and 2017



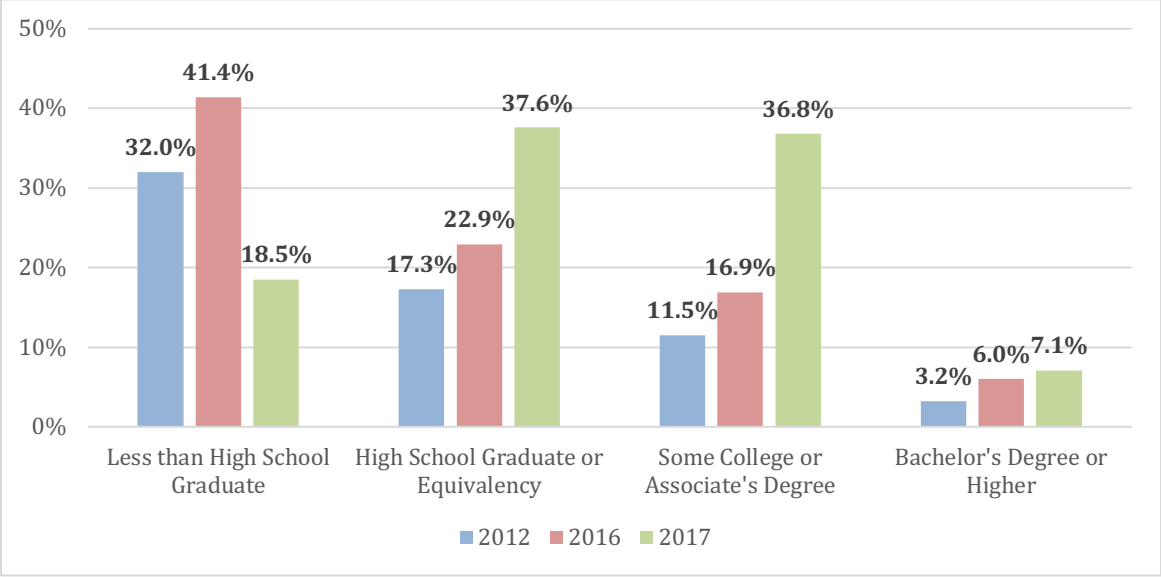
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012 American Community Survey 5-Year Estimates, 2016 American Community Survey 1-Year and 5-Year Estimates, and 2017 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov

Individuals Within 1.00 to 1.99 of Poverty Threshold in Shreveport-Bossier City MSA, 2012, 2016, and 2017



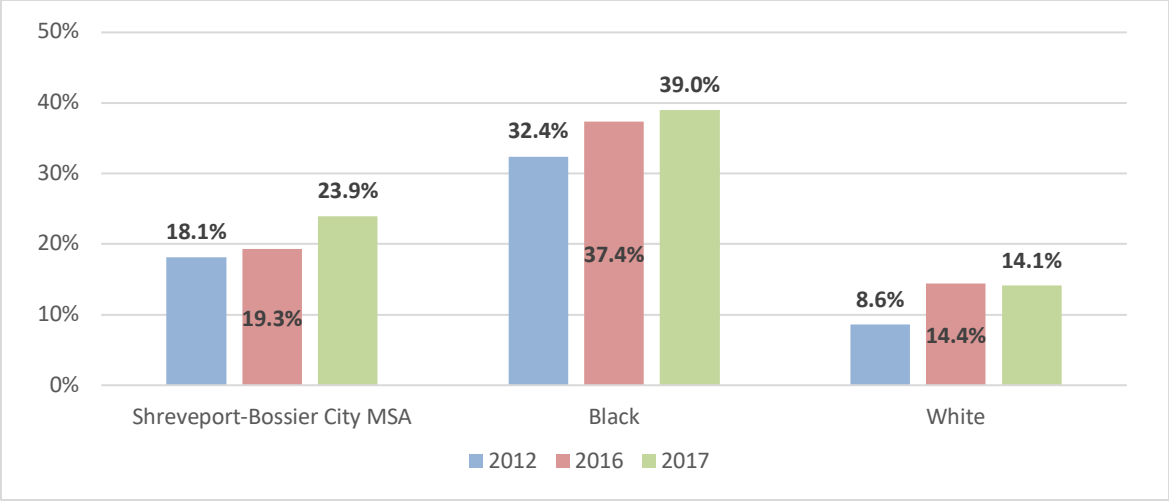
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012 American Community Survey 5-Year Estimates, 2016 American Community Survey 1-Year and 5-Year Estimates, and 2017 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov

Poverty Rate by Educational Attainment for Population Age 25 Years and Over in Shreveport-Bossier City MSA, 2012, 2016, and 2017



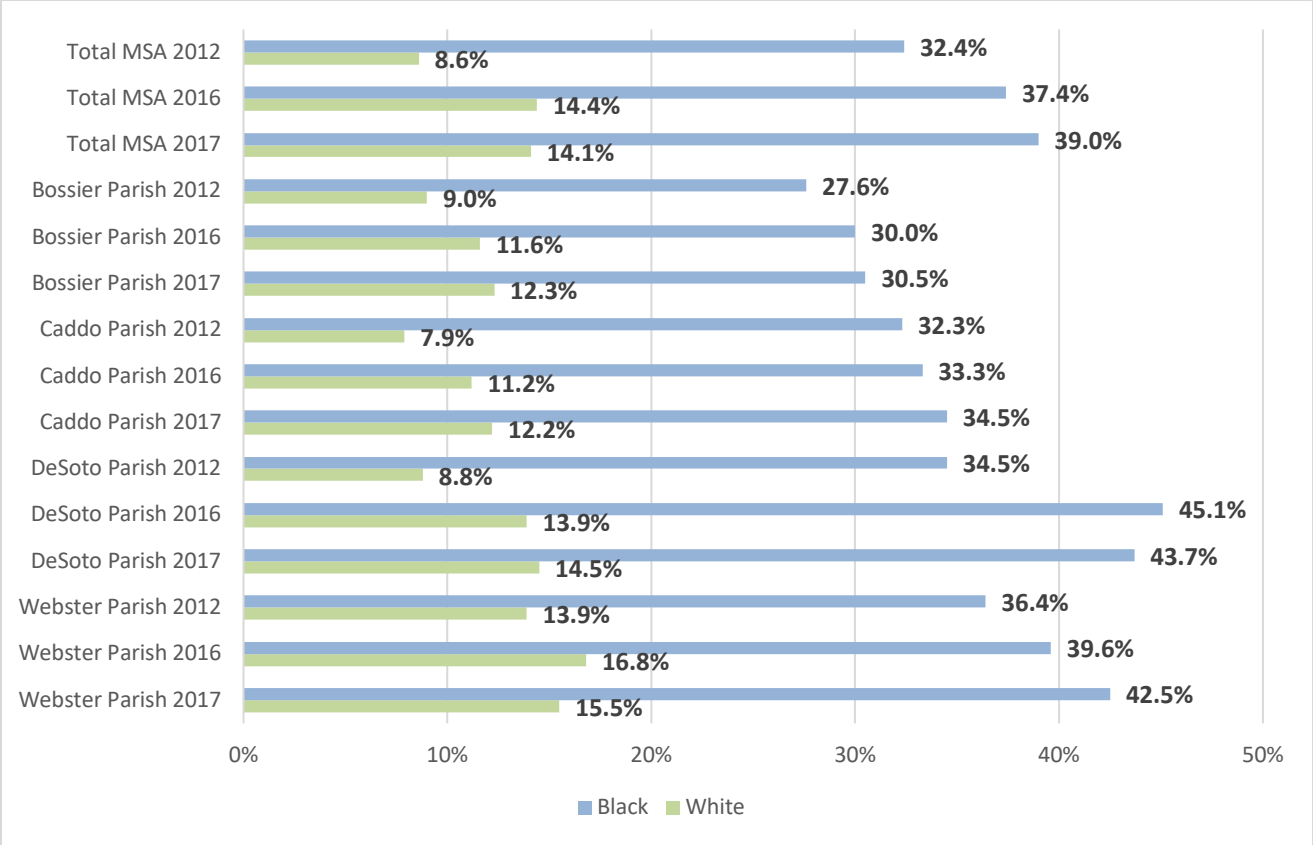
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Poverty Rate for Persons by Race in Shreveport-Bossier City MSA, 2012, 2016, and 2017



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

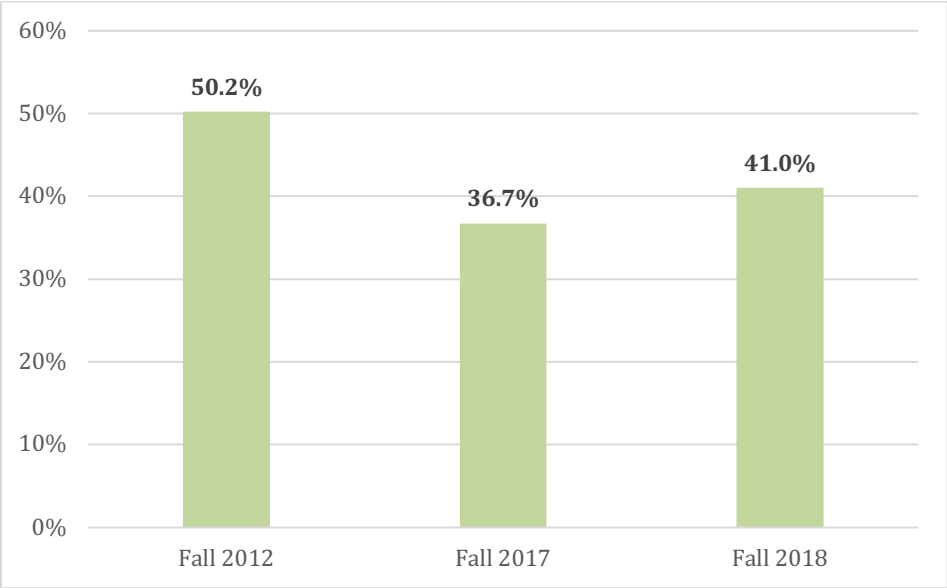
Poverty Rate by Race in Shreveport-Bossier City MSA and Parishes, 2012, 2016, and 2017



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012 American Community Survey 5-Year Estimates, 2016 American Community Survey 1-Year and 5-Year Estimates, and 2017 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov

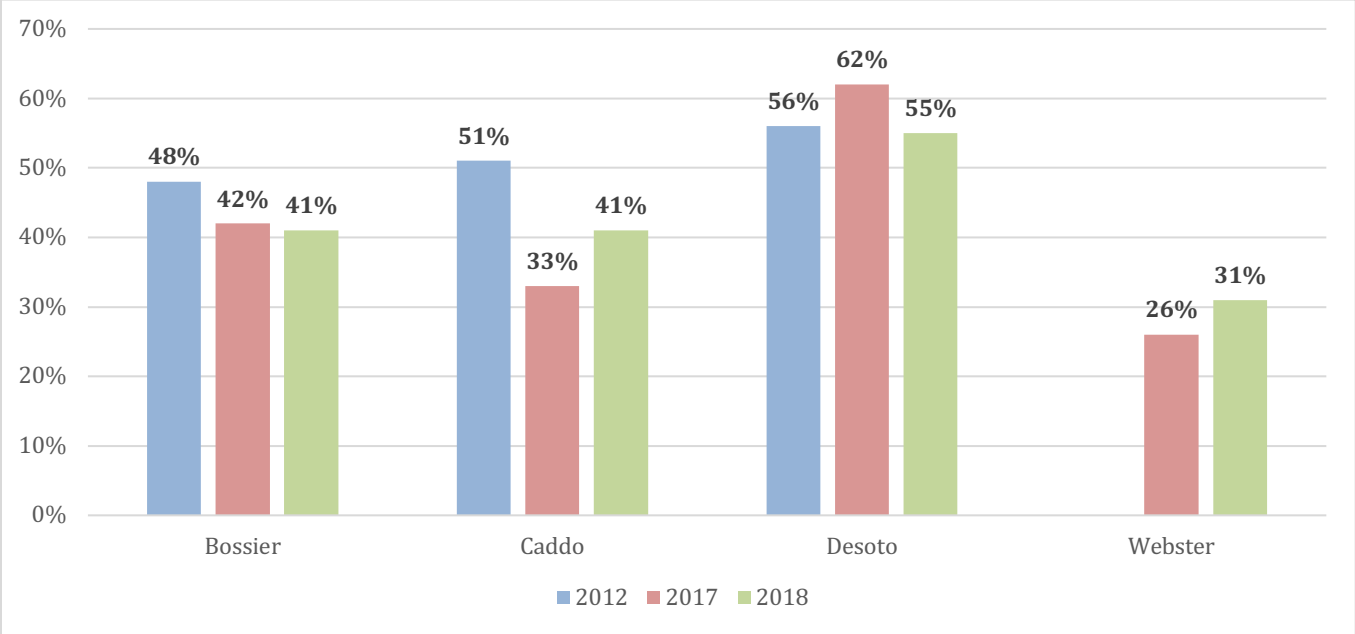
9.2 Pre-K – 12 Education

Percent Incoming Kindergartners Arriving Kindergarten Ready in Shreveport-Bossier MSA, Fall 2012, 2017, and 2018



Source: Step Forward 2013 Baseline Report & Calculated by author using data from Louisiana Believes Fall 2017 and 2018 DIBELS Reading Reports

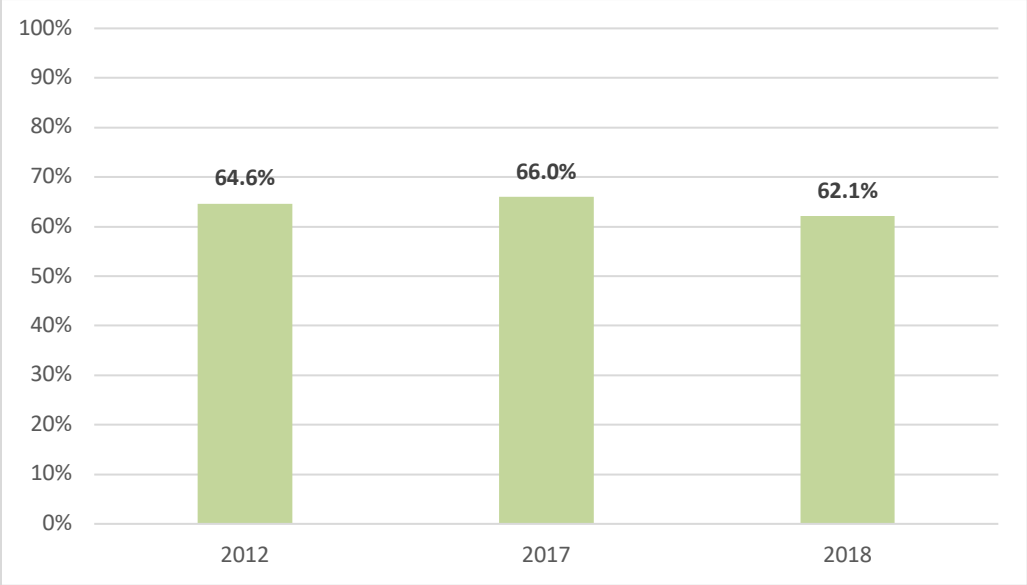
Percent Incoming Kindergartners Arriving Kindergarten Ready by Parish, Fall 2012, 2017, and 2018



Source: Step Forward 2013 Baseline Report & Calculated by author using data from Louisiana Believes Fall 2017 and 2018 DIBELS Reading Reports

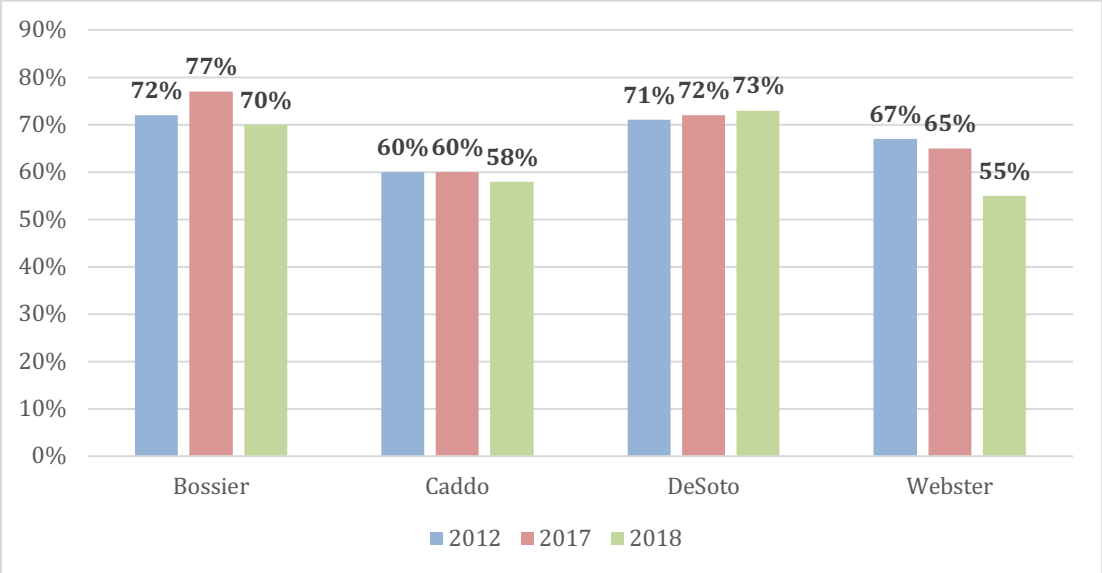
3rd Grade English and Language Arts Proficiency (Basic and Above) in

Shreveport-Bossier City MSA, 2012, 2017, and 2018



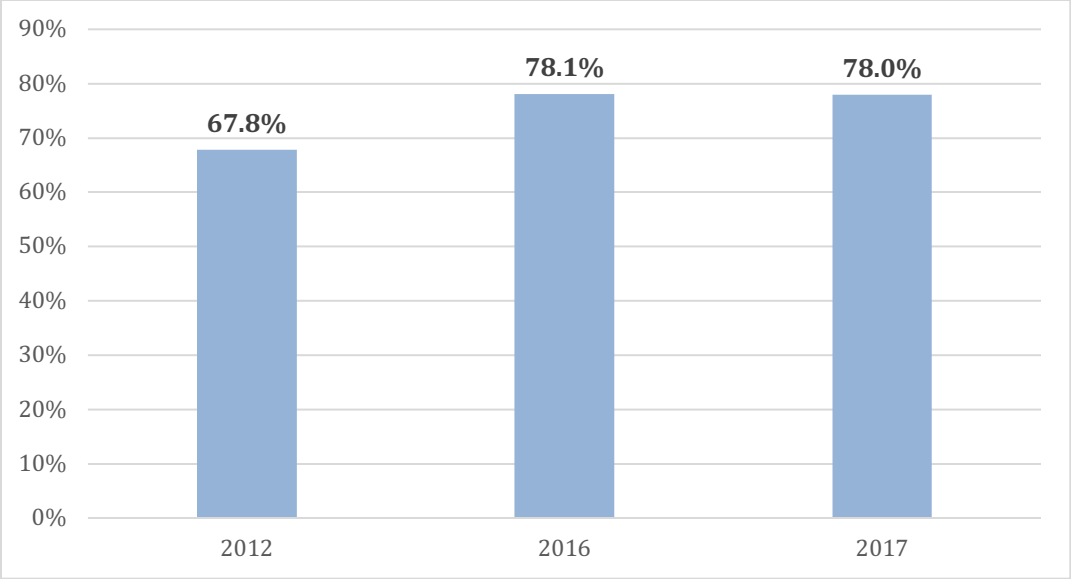
Source: Step Forward 2013 Baseline Report and Spring 2017 and 2018 State LEA-LEAP Achievement Level Summary at https://www.louisianabelieves.com/resources/library/test-results

3rd Grade English and Language Arts Proficiency (Basic and Above) by Parish, 2012, 2017, and 2018



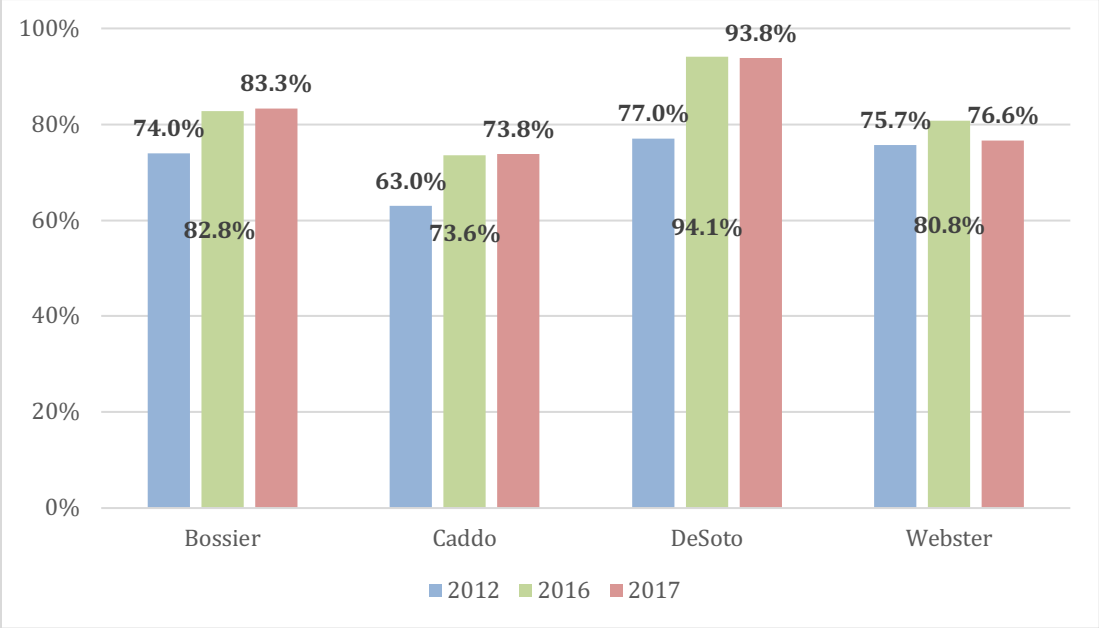
Source: Step Forward 2013 Baseline Report and the Spring 2017 and 2018 State LEA-LEAP Achievement Level Summary at https://www.louisianabelieves.com/resources/library/test-results

High School Cohort Graduation Rate in Shreveport-Bossier City MSA, 2012, 2016, and 2017



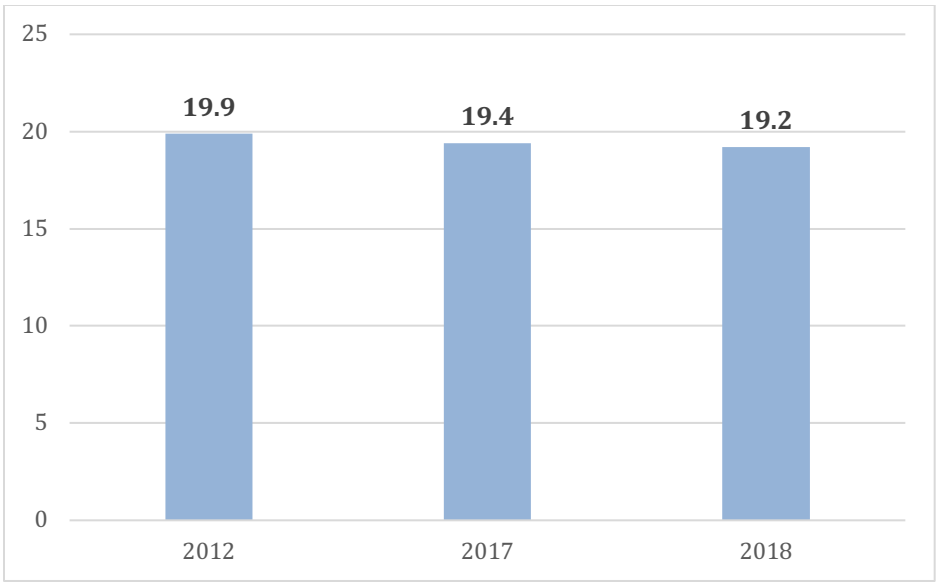
Source: Step Forward 2013 Baseline Report and the 2006-2016 and 2005-2017 State Cohort Graduation Rates at https://www.louisianabelieves.com/resources/library/high-school-performance

High School Cohort Graduation Rate by Parish, 2012, 2016, and 2017



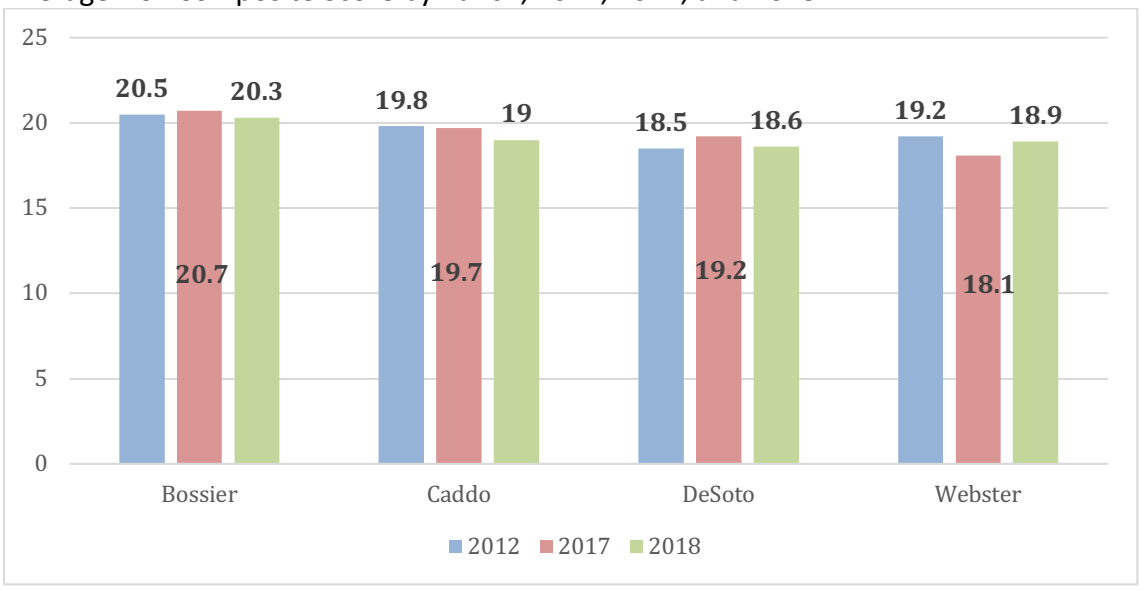
Source: Step Forward 2013 Baseline Report and the 2006-2016and 2005-2017 State Cohort Graduation Rates at https://www.louisianabelieves.com/resources/library/high-school-performance

Average ACT Composite Score in Shreveport-Bossier City MSA, 2012, 2017, and 2018



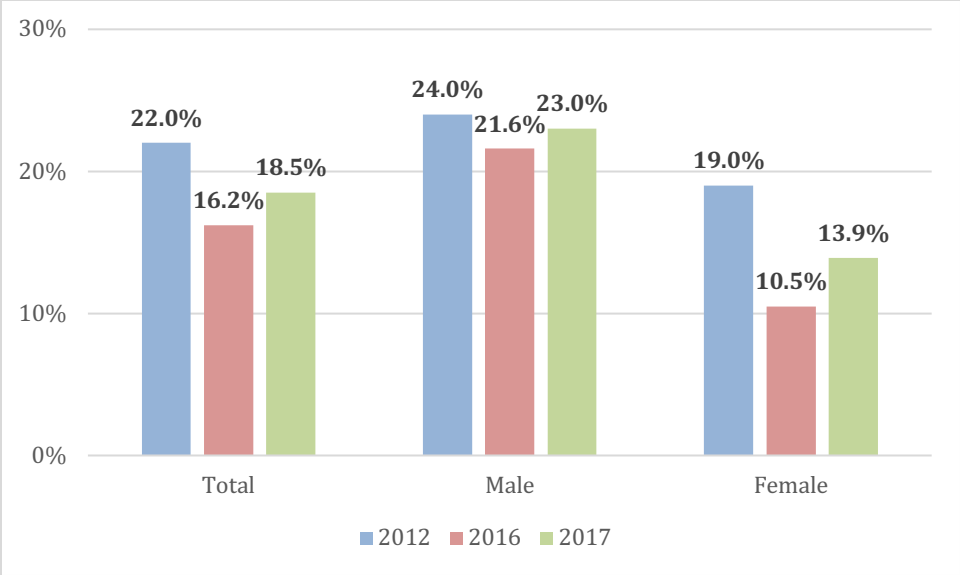
Source: Step Forward 2013 Baseline Report and ACT Scores – Class of 2017 and Class of 2018 at https://www.louisianabelieves.com/resources/library/high-school-performance

Average ACT Composite Score by Parish, 2012, 2017, and 2018



Source: Step Forward 2013 Baseline Report and ACT Scores – Class of 2017 and Class of 2018 from the Louisiana Department of Education Louisiana Believes Data Center at http://www.louisianabelieves.com/resources/library/data-center

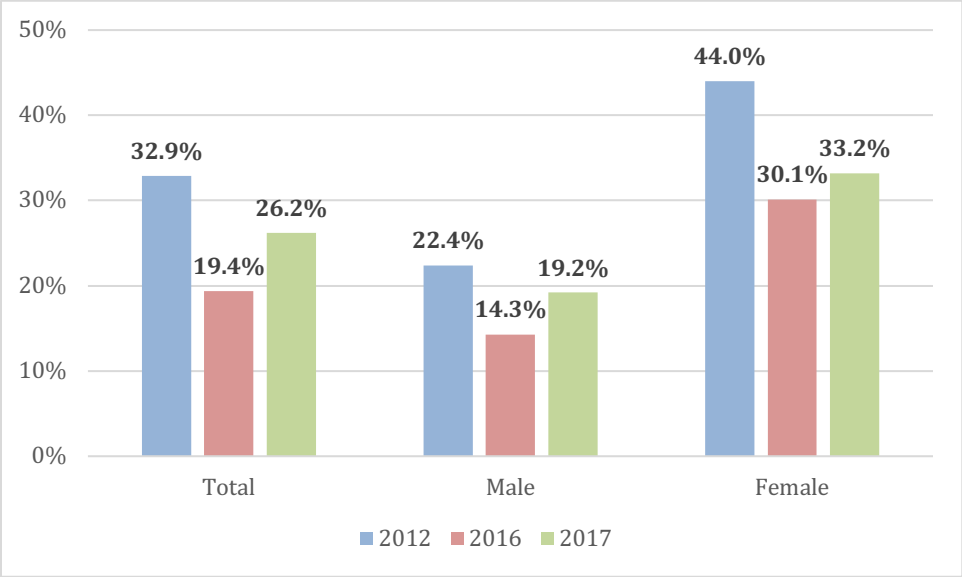
Less than High School Graduate or Equivalency for Age 18 to 24 Years in Shreveport-Bossier City MSA, 2012, 2016, and 2017



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2016, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

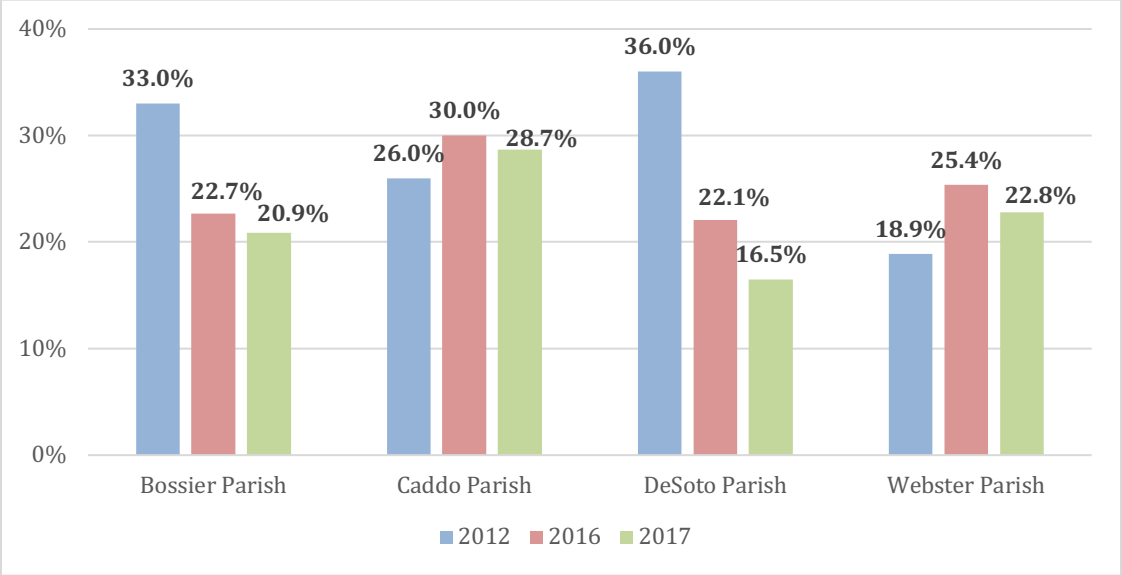
9.3 Workforce

Percent Population Ages 18 to 24 Enrolled in College or Graduate School in Shreveport-Bossier City MSA by Sex, 2012, 2016, and 2017



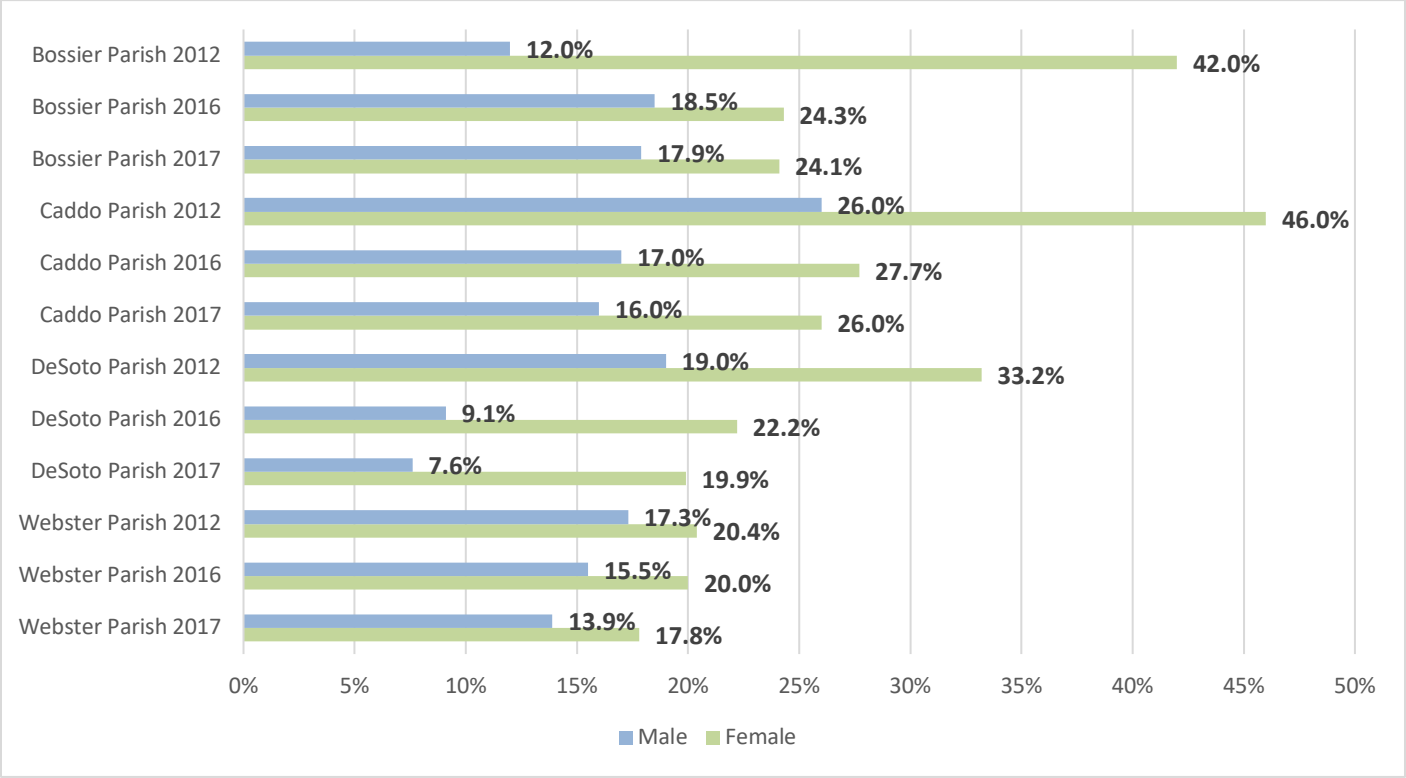
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2016, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Percent Population Ages 18 to 24 Enrolled in College or Graduate School by Parish, 2012, 2016, and 2017



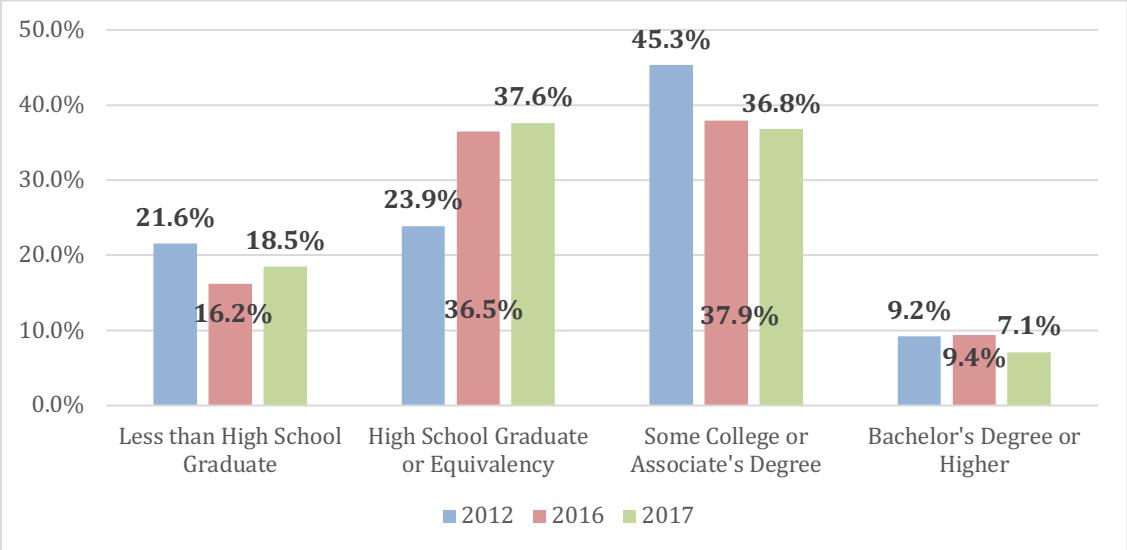
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

Percent Population Ages 18 to 24 Enrolled in College or Graduate School by Parish and Sex, 2012, 2016, and 2017



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2016, and 2017 American Community Survey 5-Year Estimates at http://factfinder2.census.gov

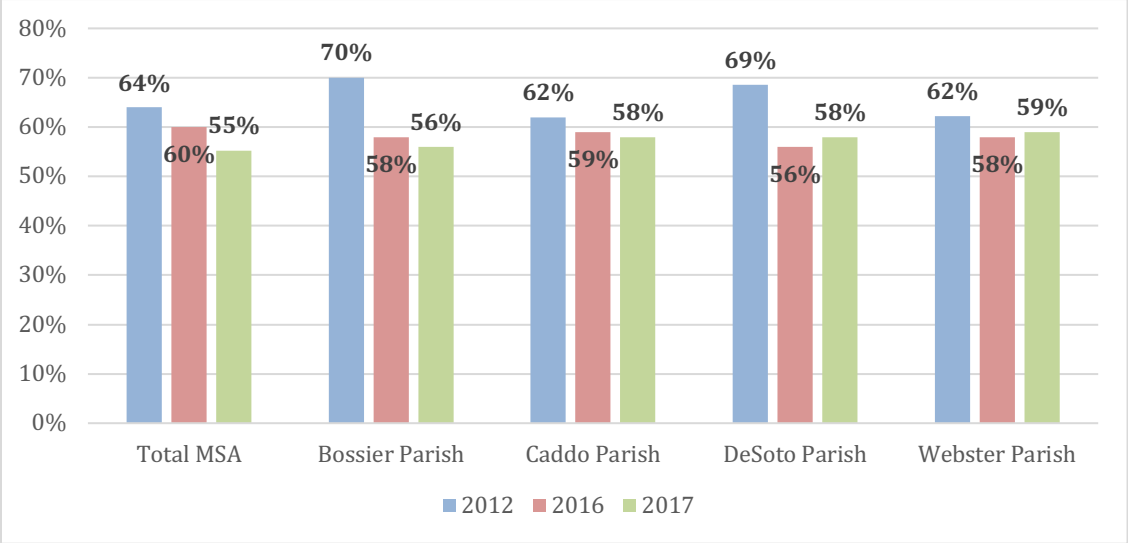
Educational Attainment for Ages 18 - 24 in Shreveport-Bossier City MSA, 2012, 2016, and 2017



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2016, and 2017 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

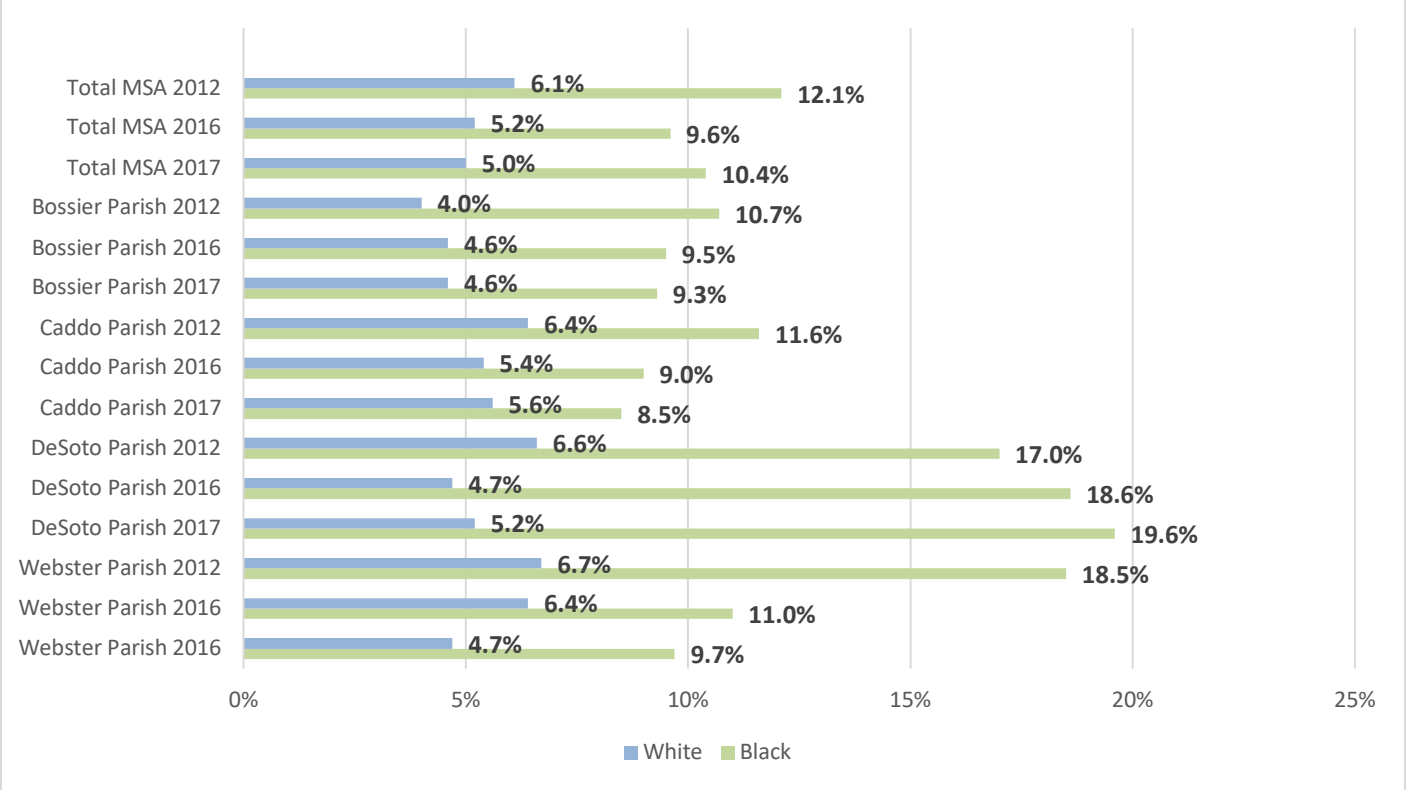
Employment Rate for Age 20 to 24 Years in Shreveport-Bossier City MSA and Parishes,

2012, 2016, and 2017



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2016, and 2016 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov

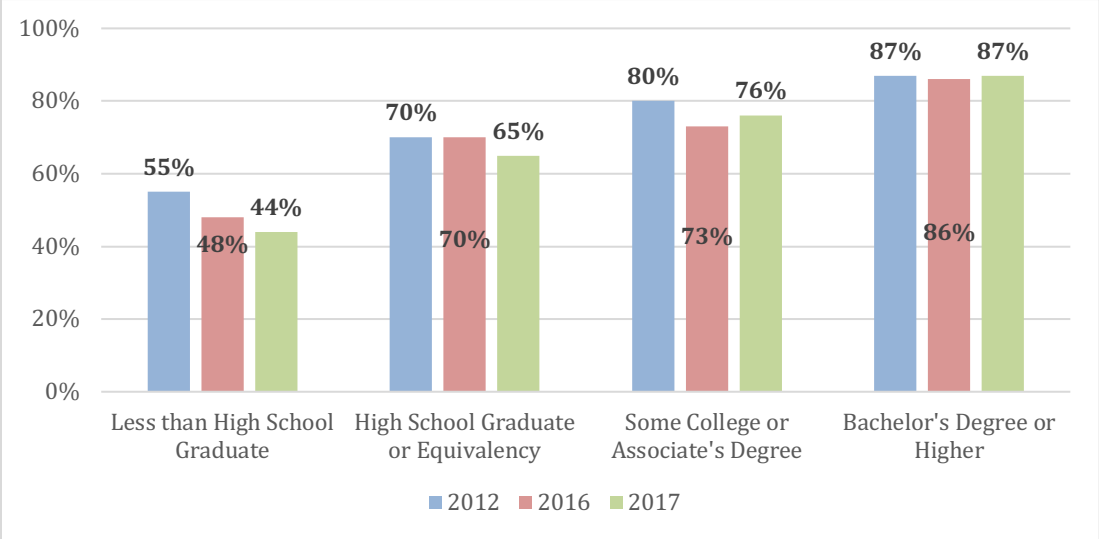
Unemployment Rate by Race in Shreveport-Bossier City MSA and Parishes, 2012, 2016, and 2017



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012 American Community Survey 5-Year Estimates, 2016 American Community Survey 1-Year and 5-Year Estimates, and 2017 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov

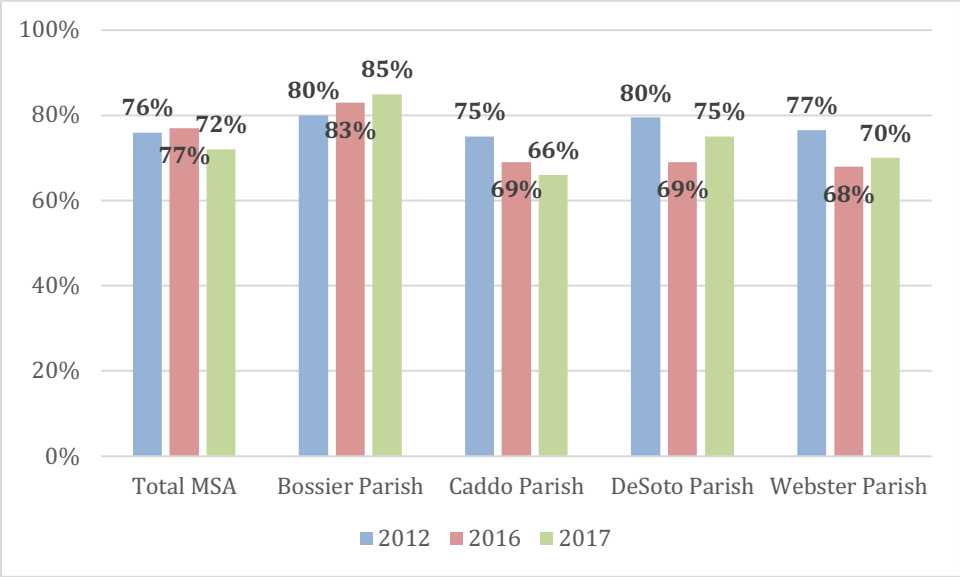
Labor Force Participation Rate by Educational Attainment for Ages 25 to 64 in

Shreveport-Bossier City MSA, 2012, 2016, and 2017



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2015 and 2016 American Community Survey 1-Year Estimates at http://factfinder2.census.gov

Labor Force Participation Rate for Ages 20 to 24 in Shreveport-Bossier City MSA and Parishes, 2012, 2016, and 2017



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012, 2016, and 2017 American Community Survey 1-Year and 5-Year Estimates at http://factfinder2.census.gov