

# Impact of COVID-19 Personal Mobility & Social Equity in Non-Urban Areas



Shawn D. Wilson, Ph.D.

Secretary

 @onevisionary

January 2021

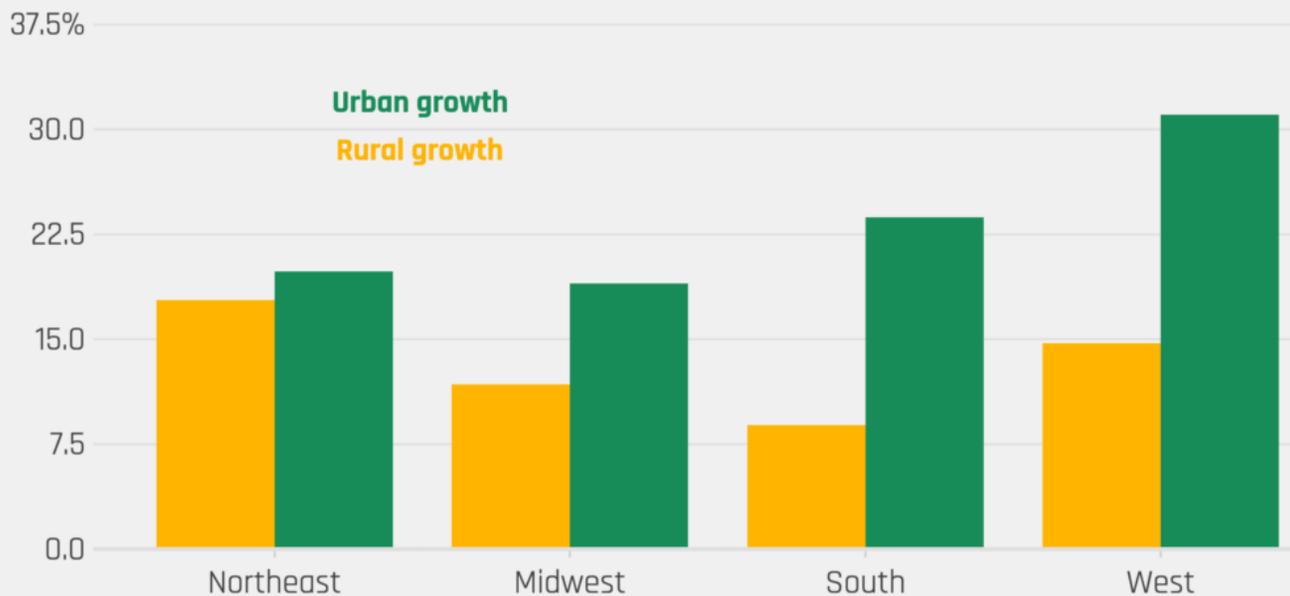
# Discussion Points

- ❖ Putting in perspective Urban & Non-urban challenges
- ❖ Definition of access and mobility, specifically using African-Americans
  - ✓ Cultural Tourism as a case study
  - ✓ Policies to improve delivery of equitable mobility
- ❖ Life changing access in non-urban communities
  - ✓ Healthcare
  - ✓ Broadband

# Rural vs Urban Challenges

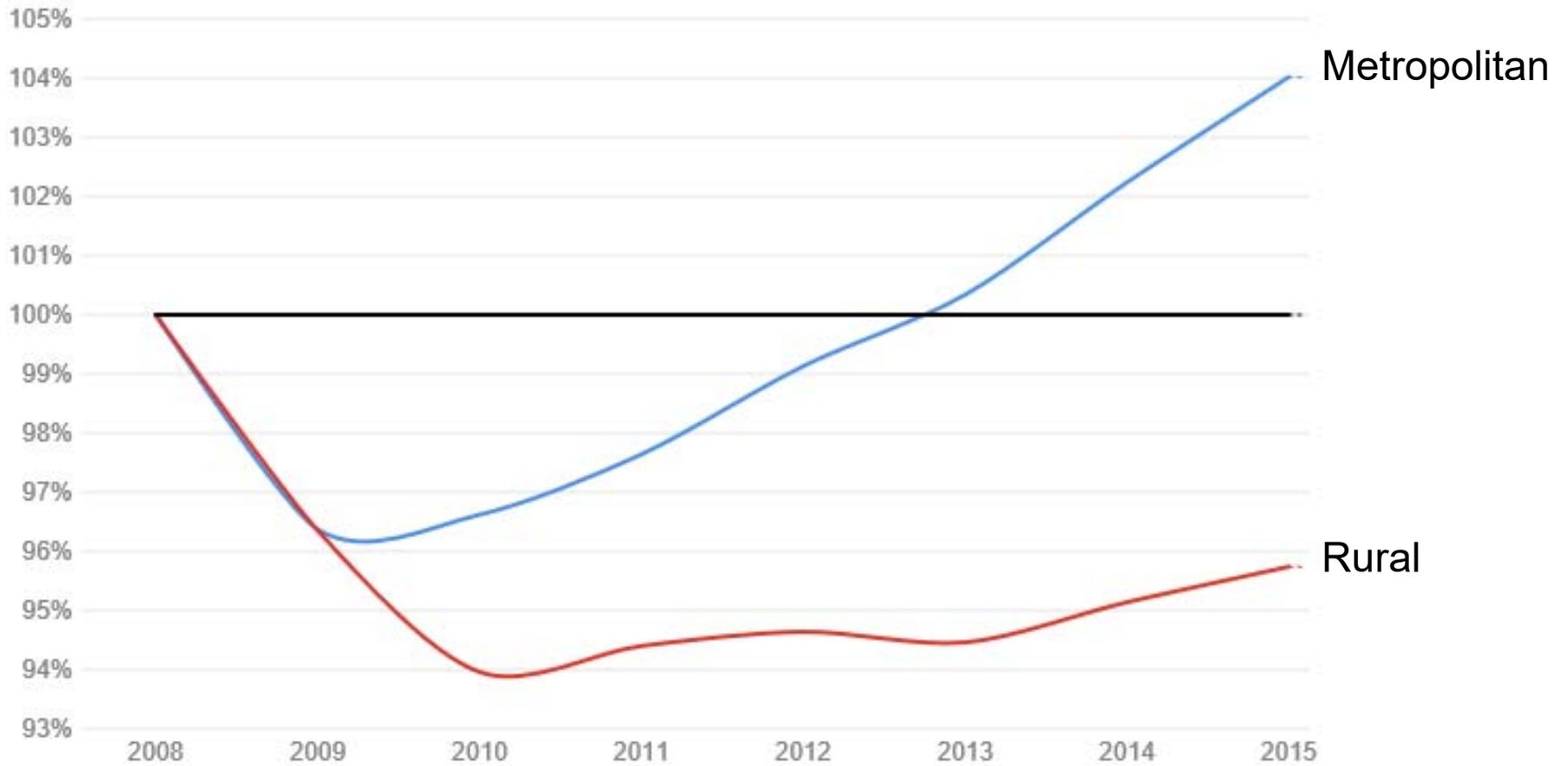
## Rural U.S. economic growth in the service sector lags urban service growth

Growth in the service sector by urban and rural counties, 2010-2018

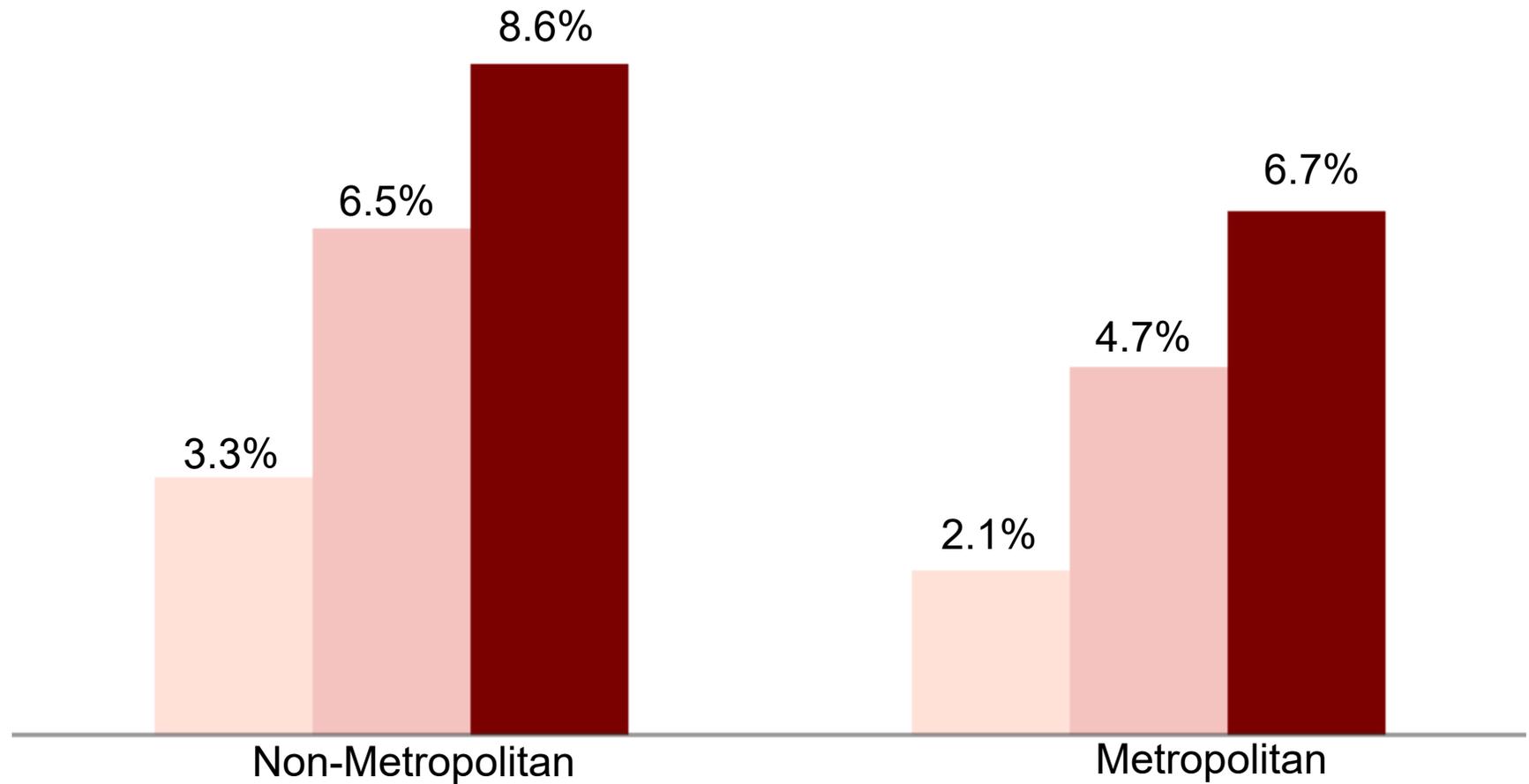


Source: U.S. Bureau of Economic Analysis, "Real GDP in Chained Dollars by County and Metropolitan Area" [[n.d] available at] <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

# Job Growth in America



# American workers in Poverty



- ❖ Lack of access to jobs, public transportation, healthcare, internet and grocery stores are greater in rural communities

## Drug addiction is seen as a pressing problem in urban and rural communities

*% saying each is a major problem in their local community, by type*

	Urban	Suburban	Rural
Drug addiction	50	35	46
Availability of affordable housing	52	34	36
Availability of jobs	34	22	42
Condition of roads and bridges	36	27	32
Poverty	41	21	32
Access to public transportation	19	25	43
Traffic	36	29	13
Crime	35	16	20
Quality of K-12 public schools	31	17	20
Racism	21	13	17
Access to good doctors and hospitals	18	9	23
Access to high-speed internet	13	9	24
Access to grocery stores	10	4	12

Source: Survey of U.S. adults conducted Feb. 26-March 11, 2018.  
"What Unites and Divides Urban, Suburban and Rural Communities"

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- ❖ While the trend remains the same in the urban, suburban or rural communities, you find a greater percentage of non-whites' in the rural communities who say that the availability of jobs is a major problem.

## Racial gap in views on availability of jobs seen across community types

*% saying the availability of jobs is a major problem in their community*

### Urban



### Suburban



### Rural



Note: Whites include only non-Hispanics. Nonwhites include Hispanics.

Source: Survey of U.S. adults conducted Feb. 26-March 11, 2018.

"What Unites and Divides Urban, Suburban and Rural Communities"

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# Access & Mobility

Access refers to peoples' ability to use mobility options to reach opportunities, goods and services.

- ✓ Significance of the options is impacted by demographic.
- ✓ Demographics exaggerate impacts



14%  
Black Households' pre-tax income spent on transportation

20%  
Black Households' do not have access to an automobile

24%  
Public Transit riders are African American

10%  
African Americans rely on public transportation to get to work

# COVID impacts to Cultural Tourism and Workforce

- ❖ **High Risk Activities** - African Americans account for 26% of public-transit workers, 19% of childcare workers and 18% of warehouse, trucking and postal workers. Overall 17% of America's front-line workforce is black.
- ❖ **High Impact Activity** - Tourism is one of the world's major economic sectors. It is the third-largest export category (after fuels and chemicals) and in 2019 accounted for 7% of global trade.
- ❖ **Wide Spread Impact** - For some countries, it can represent over 20% of their GDP and, overall, it is the third largest export sector of the global economy.

The impacts of COVID-19 on tourism threaten to increase poverty and inequality and reverse nature and cultural conservation efforts.

# Policy Recommendations

Integrate shared mobility services with public transportation

Expand shared mobility options in areas underserved by mass transit including evacuations

Require shared mobility services to offer lower cost, and expanded service options

Integrate public transit fair payment methods with shared mobility services

Require shared mobility services to accept multiple payment options

Require shared mobility services to provide no-app booking options

Policy changes should be adapted and tailored to the specific needs of local communities based on meaningful community engagement

# Social determinants of health

5 Key Topic areas of social determinants of health contribute to rural, racial and ethnic minority groups being disproportionately affected by COVID-19

Nighborhood and  
Physical  
Environment

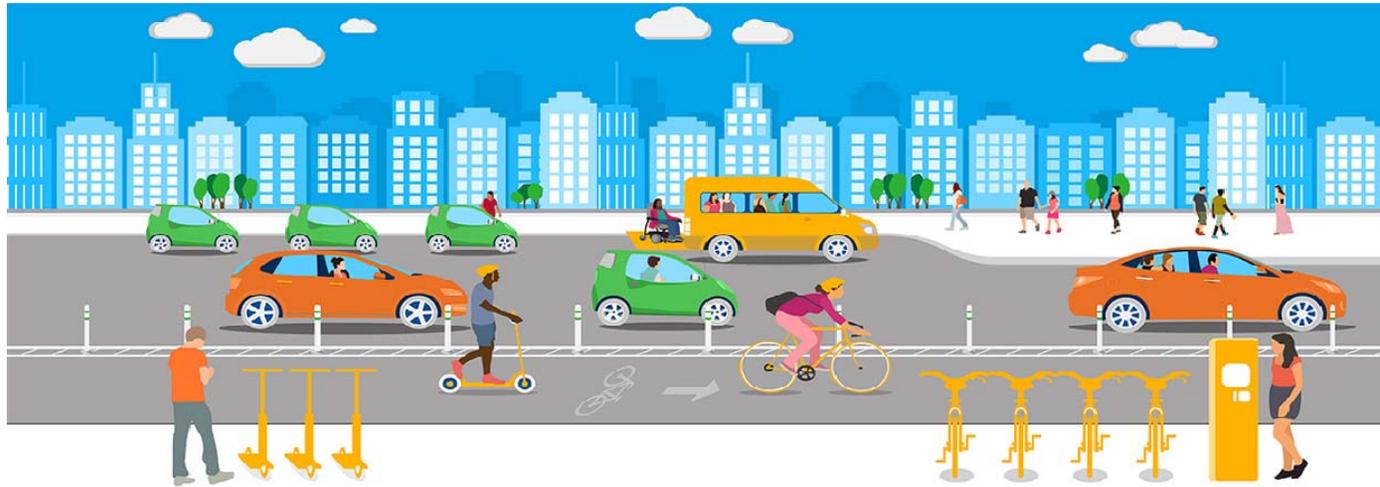
Education

Income and Wealth

Health and  
Healthcare

Occupation and Job  
Conditions

# Healthcare



- ❖ **Reliable transportation options can determine whether many people in rural areas have access to healthcare at all.**
- ❖ **Providing effective transportation options in rural communities to healthcare services for low-incomes, elderly and disables residents decreased hospitalizations and nursing home stays, allowing them to remain contributing members of the community.**

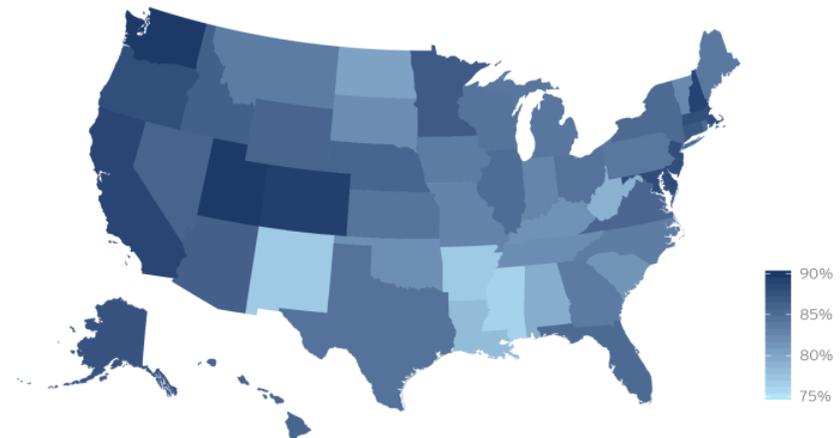
# Broadband

## A new type of highway

- ❖ If broadband is essential infrastructure, then regulation and public policy should support every American community having equitable access to broadband and the skills necessary to use it.
- ❖ Broadband delivers benefits to both individuals, systems, and communities
- ❖ Broadband plays an important role in improving social outcomes.

FIGURE 2

Household broadband adoption rate across the United States  
2018, 1-year estimates



Source: Brookings analysis of American Community Survey data

**B** Metropolitan Policy Program  
at BROOKINGS



# Thank You

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