## OnTheMap
### In Action and the Next Version

<table>
<thead>
<tr>
<th>DOT Quick Facts</th>
<th>Retail Trade (Q4)</th>
<th>Retail Trade (Aug-Dec) - 3 Prices qtr</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: Total Employment</td>
<td>638,181</td>
<td>635,190</td>
</tr>
<tr>
<td>2: Net Job Flows</td>
<td>-3,994</td>
<td>787</td>
</tr>
<tr>
<td>3: Male creation</td>
<td>19,177</td>
<td>21,681</td>
</tr>
<tr>
<td>4: New Hires</td>
<td>10,913</td>
<td>111,355</td>
</tr>
<tr>
<td>5: Separations</td>
<td>119,746</td>
<td>130,584</td>
</tr>
<tr>
<td>6: Turnover</td>
<td>11.90%</td>
<td>12.10%</td>
</tr>
<tr>
<td>7: Avg. Monthly Earnings</td>
<td>$2,268.60</td>
<td>$2,307.80</td>
</tr>
<tr>
<td>8: Avg. New Hire Earnings</td>
<td>$1,791.00</td>
<td>$1,443.50</td>
</tr>
</tbody>
</table>

Matthew Graham
U.S. Census Bureau
John Carpenter
Excensus LLC
OnTheMap In Action

• OnTheMap User Survey
• Version 3 Data Enhancements
• Version 3 Preview
• Q & A
OnTheMap Version 3
Survey Results

• 99 respondents
• About half new users, half experienced
• About half were in state/local gov’t
• About 70% use OnTheMap for Labor Market Analysis or Econ. Dev.
OnTheMap Version 3
Survey Results

Relative New Layer Importance

Importance

Colleges/Universities
Public Transit
TAZ
School Districts
Satellite Imagery
Airports
Railroads
Ports
State Legislative Districts
Voting Districts
Dams
OnTheMap Version 3
Survey Results

• User Preferences:
  – Industry & Earnings O/D Breakouts

• Other comments:
  – Improve Speed
  – Make User Interface More Intuitive
  – Improve Data Freshness
OnTheMap Version 3
Data Enhancements

• Additional States
• More years of data (2002 – 2006)
• National frame for Primary Jobs
• Full cross-state patterns
• New geography layers
• ** Maps by workforce categories
  – Age, Wage, or Industry
Additional States for OnTheMap
OnTheMap Version 3
Data Enhancements

- Additional States
- National frame for Primary Jobs
- Full cross-state patterns
- New geography layers
- ** Maps by workforce categories
  - Age, Wage, or Industry
National Primary Jobs

- Current definition of primary jobs is *by state*.
- Workers with >1 cross-state jobs can be double counted.
- New definition will be “national.”
- No more double counting workers.
National Primary Jobs

Current Definition:
Primary Jobs in State A: 5
Primary Jobs in State B: 3

OnTheMap 3:
Primary Jobs in State A: 5
Primary Jobs in State B: 2
OnTheMap Version 3
Data Enhancements

- Additional States
- National frame for Primary Jobs
- Full cross-state patterns
- New geography layers
- ** Maps by workforce categories
  - Age, Wage, or Industry
Full Cross-State Patterns

OnTheMap 2
Commute Shed
Job Locations:
In-State Only

OnTheMap 3
Commute Shed
Job Locations:
Full Cross-State Sheds

State A

Grahamville

State B
OnTheMap Version 3
Data Enhancements

• Additional States
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• New geography layers
• ** Maps by workforce categories
  – Age, Wage, or Industry
Geography Improvements

• Better cartography
• New/Updated layers
  – TAZ, State Leg. Districts, School Districts, Landmarks, Railroads, Metro/Micro areas
• Improved selection tools
• Updated geography vintage
  – TIGER 2006 First Edition
OnTheMap Version 3
Data Enhancements

• Additional States
• More years of data (2002 – 2006)
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• Full cross-state patterns
• New geography layers
• ** Maps by workforce categories
  – Age, Wage, or Industry
OnTheMap Version 3
Application Preview

- Entry page
- Place name lookup
- Map navigation
- Control panel
- Area selection tools
- Map overlays and report
OnTheMap (OTM) Version 3 provides detailed maps showing where people work and workers live with companion reports on worker ages, earnings, industry distribution, and local workforce indicators. A total of 42 states (highlighted on the map below) are currently featured showing data for three years – 2002 through 2004. Click on the "Help" tab at the upper right for a guide to using the application.

Getting Started - Select a Geographic Area
Start by selecting a geographic area in one of the highlighted states, or enter a state, county or city name in the place name lookup box below:

Macon

Advanced Search…

Getting Started - Click in the Map
Start by clicking at the center of the geographical area for your analysis. The map will open a regional map centered on the selected point.

OnTheMap is produced by the U.S. Census Bureau in cooperation with states under the Local Employment Dynamics (LED) partnership. OTM Version 2 is made possible through the support of the Employment and Training Administration (ETA) at the U.S. Department of Labor.
Control Panel (Search Tab)
Enhanced Navigation Tools

- Google Like Tool Set
  - Panning: Move seamlessly across the map by simply pulling the map over.
  - Fixed Zoom Levels: Fast and easy tool for moving in or out.
  - Previous Button: Returns user to the previous map view

Mapping Improvements

- Updated map styling
- "Google-like" panning
- Fast zooming
- Return to previous view
Controls and Maps in the Same View

- **Search/Place Name Lookup** – Expanded to include locations for 17 geographic layers.
- **Legend** – Improved map key and overlay legends.
- **Layers** – Toggle on/off map layers and labels. Fast redraw makes changes easy.
- **Overlays** – Expanded settings and tools, new maps, thermals, more flexible reports.
Control Panel

Keep the Control Panel open or click on the border to hide it away until needed.
Two Type of Overlay Maps

• **Travel Sheds** – Maps showing where workers in an area come from or where residents in an area work.

• **Area Profiles** – Maps showing where certain kinds of workers or jobs are clustered.
Travel Shed Settings

New in OTM3

1. Create travel shed maps for specific labor market segments.

2. Configure shed reports to display a different set of summary rollup areas.

- Labor Market Segments
  - All Workers
  - Age 30 or Younger
  - Age 31 or 54
  - Age 54 or Older
  - Earnings - $1,200/mo or Less
  - Earnings - $1,201/mo - $3,400/mo
  - Earnings - Greater than $3,400/mo
  - Industry Class - Manufacturing
  - Construction
  - Health Care/Soc. Asst.

- Rollups
  - Select up to three rollups.
  - Places (Cities/Towns)
  - Counties
  - States
  - Congressional Districts
  - CBSAs
  - County Subdivisions
  - Zip Code Areas
  - WIB Service Area
Enhanced Area Selection Tools

- **Freehand**
  - New, smoother drawing tool.
  - Drawn areas can be edited.

- **Buffer Tool**
  - Adding “plume” area selection tool for disaster management applications.

- **Layer Select**
  - Adding Legislative Districts and TAZs.
Commute Shed Map

Work Destinations (Census block level)
Density Map
(Workers/Sq.Mi.)
Map and compare 3 years of history
Shed Report:
User picks three summary groups from list:

- Cities & Towns
- Counties
- States
- Congressional Districts
- Legislative Districts
- CBSA
- County Subdivisions
- Zip Codes
- WIB Areas
- Others??
Residential Profile Map

Cluster Map
All Workers by Census Block
Residential Profile Map

Cluster Map (Thermal)
All Workers by Block
1. Create area profile maps for specific labor market segments.
## Area Profile Report:

- **Age, Earning and Industry**
- **QWI Indicators**
- **All workers or selected workforce segment.**

### Baseline Count of Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Jobs by Worker Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 30 or younger</td>
<td>11,967</td>
<td>11,135</td>
<td>11,563</td>
</tr>
<tr>
<td>Age 51 to 64</td>
<td>26,000</td>
<td>25,405</td>
<td>24,455</td>
</tr>
<tr>
<td>Age 65 or older</td>
<td>5,020</td>
<td>4,722</td>
<td>5,707</td>
</tr>
</tbody>
</table>

### Jobs by Earnings Paid

<table>
<thead>
<tr>
<th>Earnings</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000 per month or less</td>
<td>18,062</td>
<td>15,654</td>
<td>17,379</td>
</tr>
<tr>
<td>$1,201 to $3,000 per month</td>
<td>10,081</td>
<td>16,914</td>
<td>17,904</td>
</tr>
<tr>
<td>More than $3,400 per month</td>
<td>5,910</td>
<td>5,704</td>
<td>6,481</td>
</tr>
</tbody>
</table>

### Jobs by Industry Type (2-digit NAICS)

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, Fishing and Hunting</td>
<td>142</td>
<td>125</td>
<td>142</td>
</tr>
<tr>
<td>Mining</td>
<td>187</td>
<td>166</td>
<td>171</td>
</tr>
<tr>
<td>Utilities</td>
<td>159</td>
<td>156</td>
<td>141</td>
</tr>
<tr>
<td>Construction</td>
<td>1,765</td>
<td>1,575</td>
<td>1,612</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>3,013</td>
<td>3,245</td>
<td>3,276</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>1,292</td>
<td>1,298</td>
<td>1,381</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>5,653</td>
<td>5,055</td>
<td>5,786</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>1,207</td>
<td>1,022</td>
<td>1,029</td>
</tr>
<tr>
<td>Information</td>
<td>973</td>
<td>877</td>
<td>872</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>2,437</td>
<td>2,460</td>
<td>2,479</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>631</td>
<td>559</td>
<td>545</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>984</td>
<td>911</td>
<td>926</td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>650</td>
<td>665</td>
<td>647</td>
</tr>
<tr>
<td>Administration &amp; Support, Waste Management and Remediation</td>
<td>3,426</td>
<td>3,230</td>
<td>3,797</td>
</tr>
<tr>
<td>Educational Services</td>
<td>2,501</td>
<td>2,703</td>
<td>2,716</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>5,900</td>
<td>6,500</td>
<td>6,568</td>
</tr>
<tr>
<td>Arts, Entertainment, and Recreation</td>
<td>296</td>
<td>290</td>
<td>293</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>4,701</td>
<td>4,684</td>
<td>4,583</td>
</tr>
<tr>
<td>Other Services (excluding Public Administration)</td>
<td>1,316</td>
<td>1,210</td>
<td>1,218</td>
</tr>
<tr>
<td>Public Administration</td>
<td>2,377</td>
<td>2,280</td>
<td>2,186</td>
</tr>
</tbody>
</table>
Current Release Schedule

**OTM3 Alpha - March 2008**
User interface, application architecture, and design improvements (OnTheMap2 states and 2002-2004 data.)

**OTM 3.0 – May-June 2008**
Improved selection tools, expanded Place Name Lookup, improved Text Only tool, and updated geographic features. (Expanded set of states and 2002-2004 data.)

**OTM3.1- July-August 2008**
Addition of 2005 and 2006 data, new points/thermals time animation, origin and destination data improvements, and full commute shed.

**OTM3.2- September 2008**
Expanded reporting and data output options, and expanded on-screen documentation.