

OnTheMap

In Action and the Next Version

1	QVI Quick Facts	Retail Trade (QT)	Retail Trade (Avg-Selected - 3 Prior qtrs)
2	Total Employment	638,161	639,199
3	Net Job Flows	-26,209	623
4	Job Creation	19,170	31,851
5	New Hires	83,918	118,492
6	Separations	119,749	130,204
7	Turnover	11.90%	12.10%
8	Avg. Monthly Earnings	\$2,258.00	\$2,297.00
9	Avg. New Hire Earnings	\$1,391.00	\$1,443.50

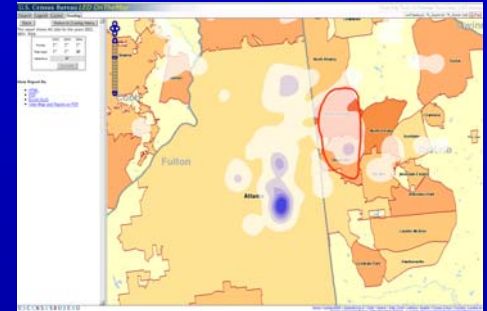
Matthew Graham

U.S. Census Bureau

John Carpenter

Excensus LLC

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OnTheMap In Action

- OnTheMap User Survey
- Version 3 Data Enhancements
- Version 3 Preview
- Q & A

OnTheMap Version 3

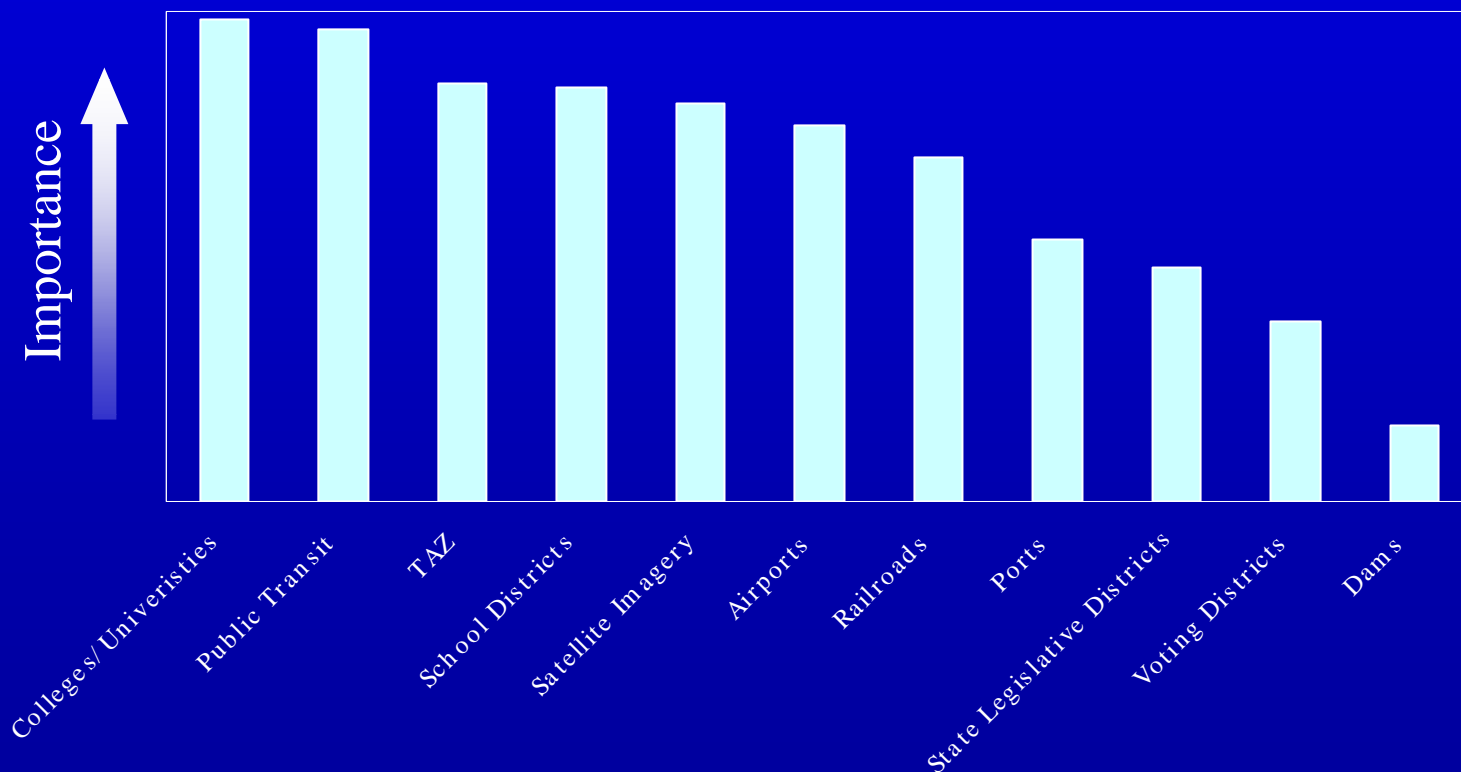
Survey Results

- 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



OnTheMap Version 3

Survey Results

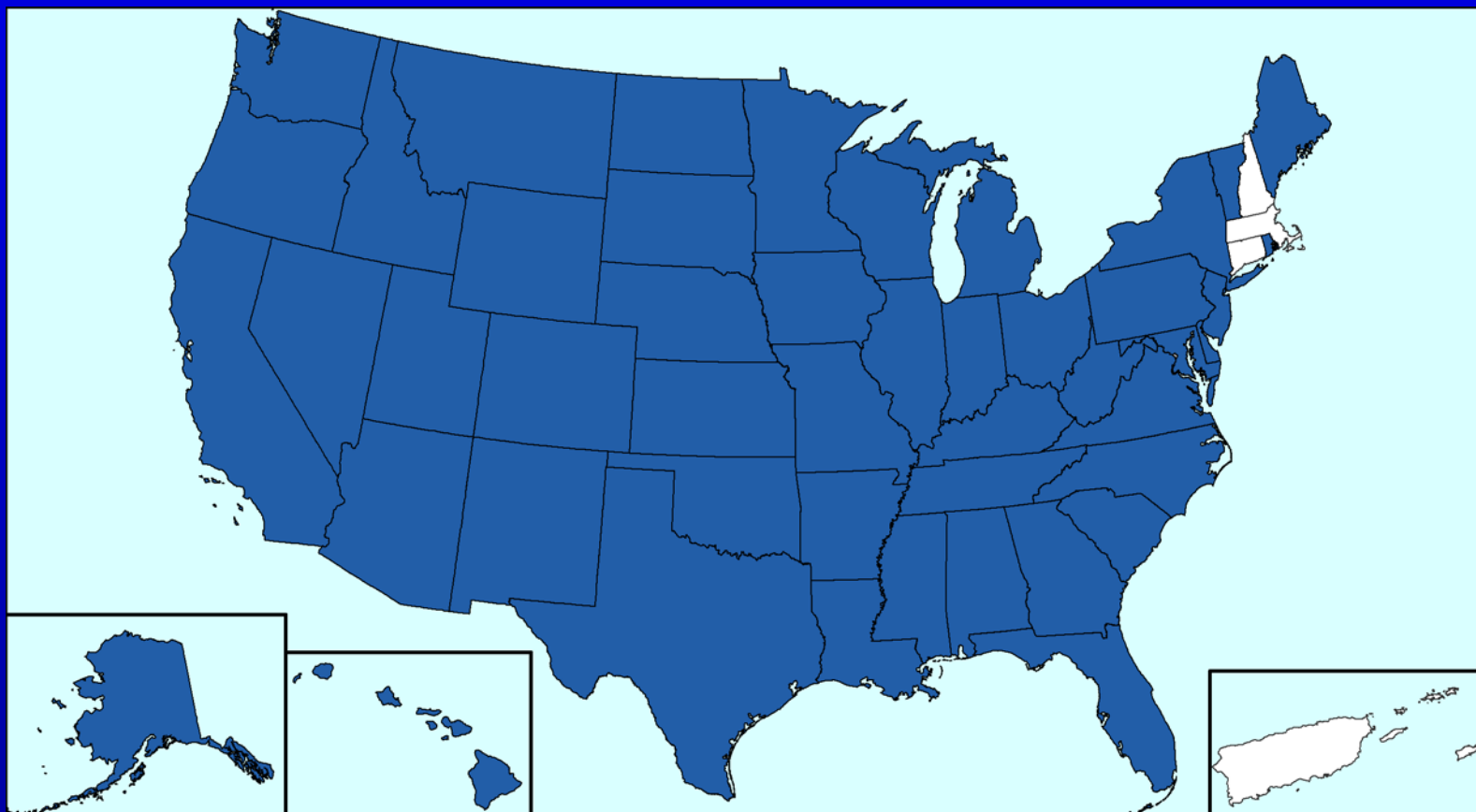
- User Preferences:
 - Industry & Earnings O/D Breakouts
- Other comments:
 - Improve Speed
 - Make User Interface More Intuitive
 - Improve Data Freshness

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

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- ** 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:

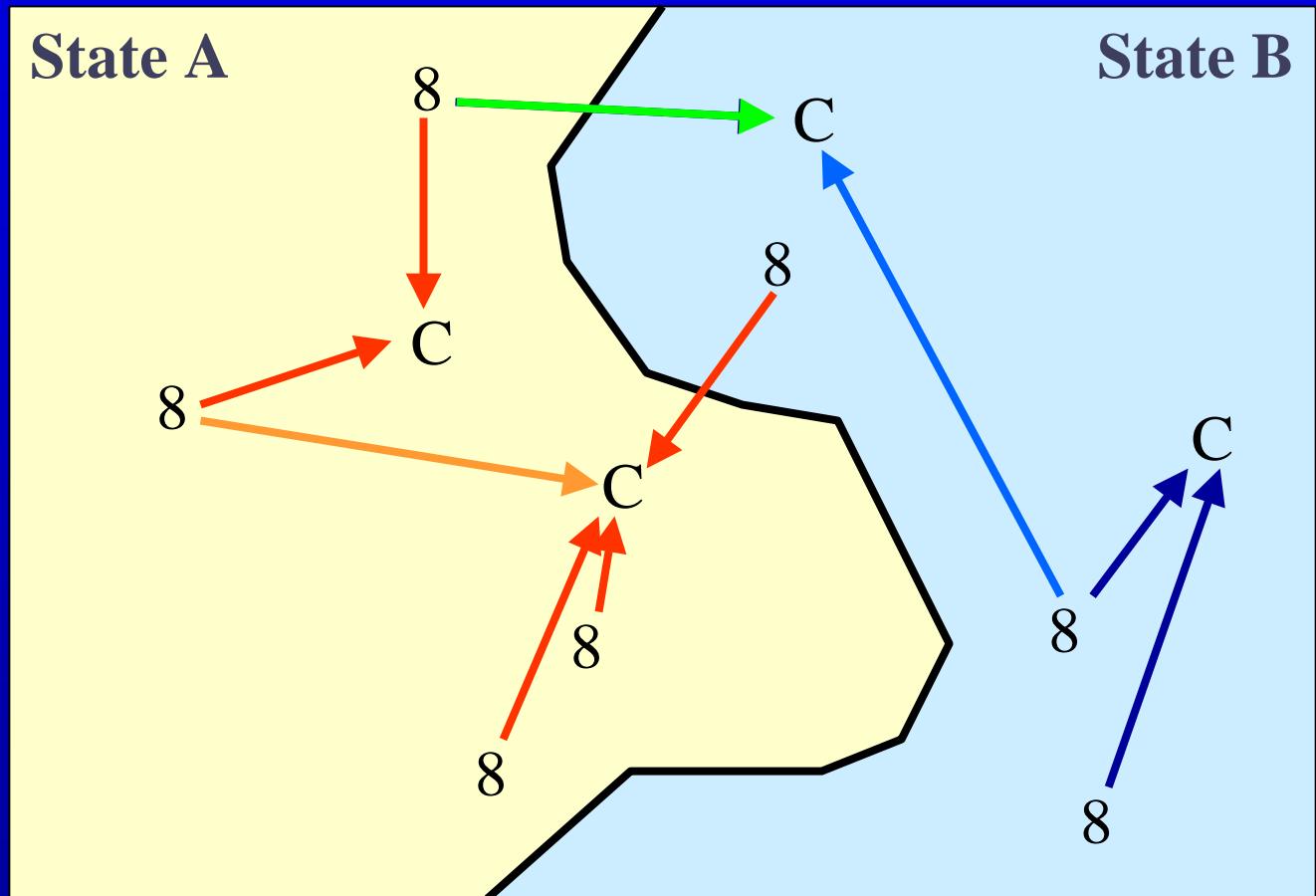
Primary Jobs
in State A: **5**

Primary Jobs
in State B: **3**

OnTheMap 3:

Primary Jobs
in State A: **5**

Primary Jobs
in State B: **2**



OnTheMap Version 3

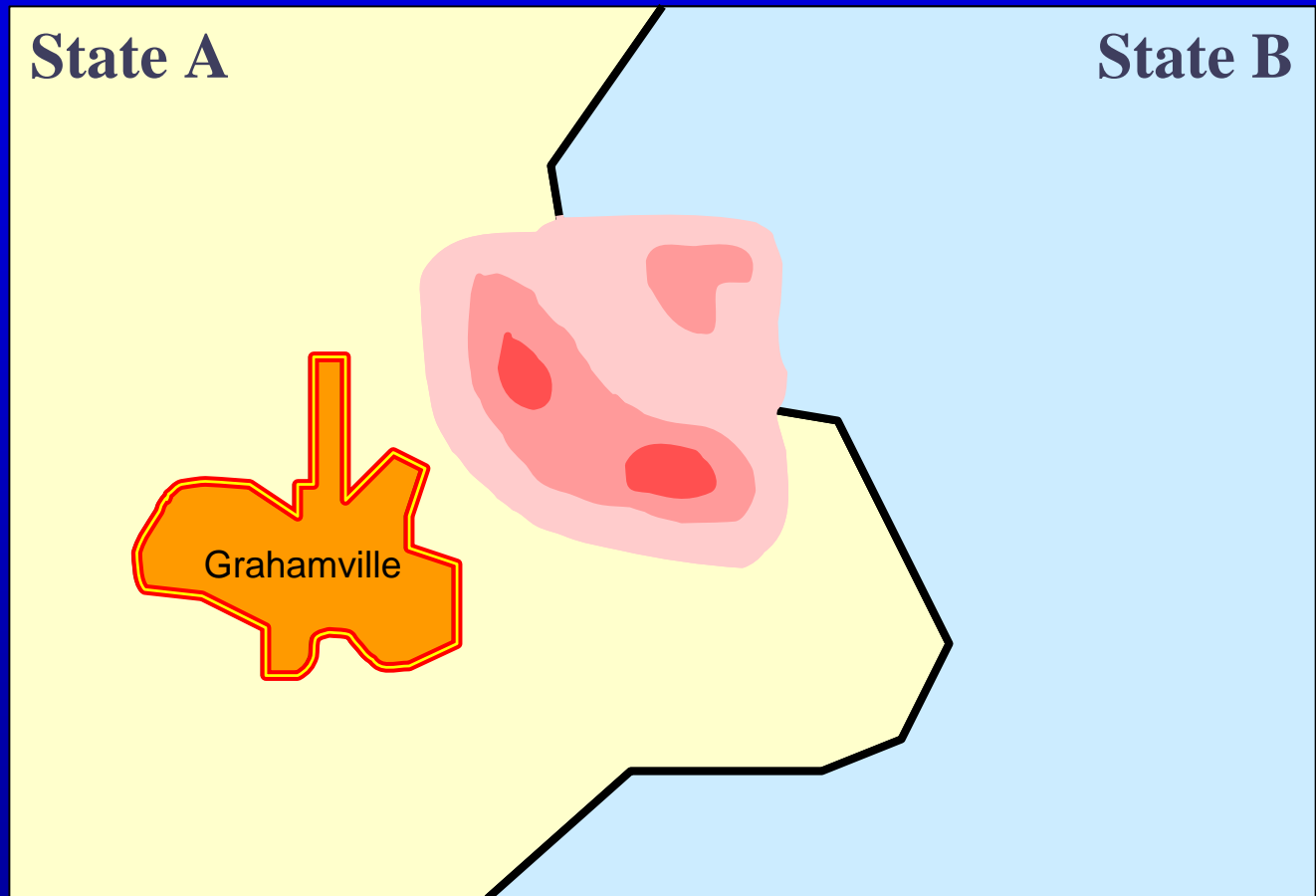
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Full Cross-State Patterns

OnTheMap 2
Commute Shed
Job Locations:
In-State Only

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



OnTheMap Version 3

Data Enhancements

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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

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OnTheMap Version 3

Application Preview

- Entry page
- Place name lookup
- Map navigation
- Control panel
- Area selection tools
- Map overlays and report

Entry Page Mockup

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.

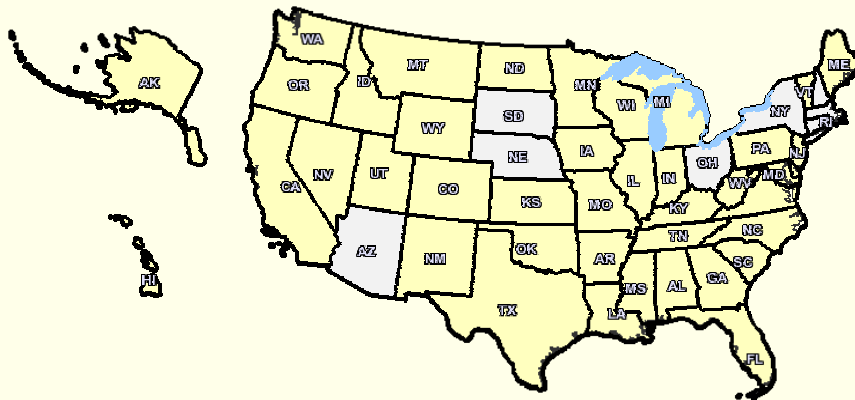
Place Name Lookup

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:

[Advanced Search...](#)

Direct Map Entry

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.

First Time User?

[Get Started
with OnTheMap!](#)

See OnTheMap data *in action*...

[Labor Market Analysis](#)
[Emergency Preparedness](#)
[Site Planning](#)
[Transportation](#)

2008 LED Conference

[Get more information here.](#)

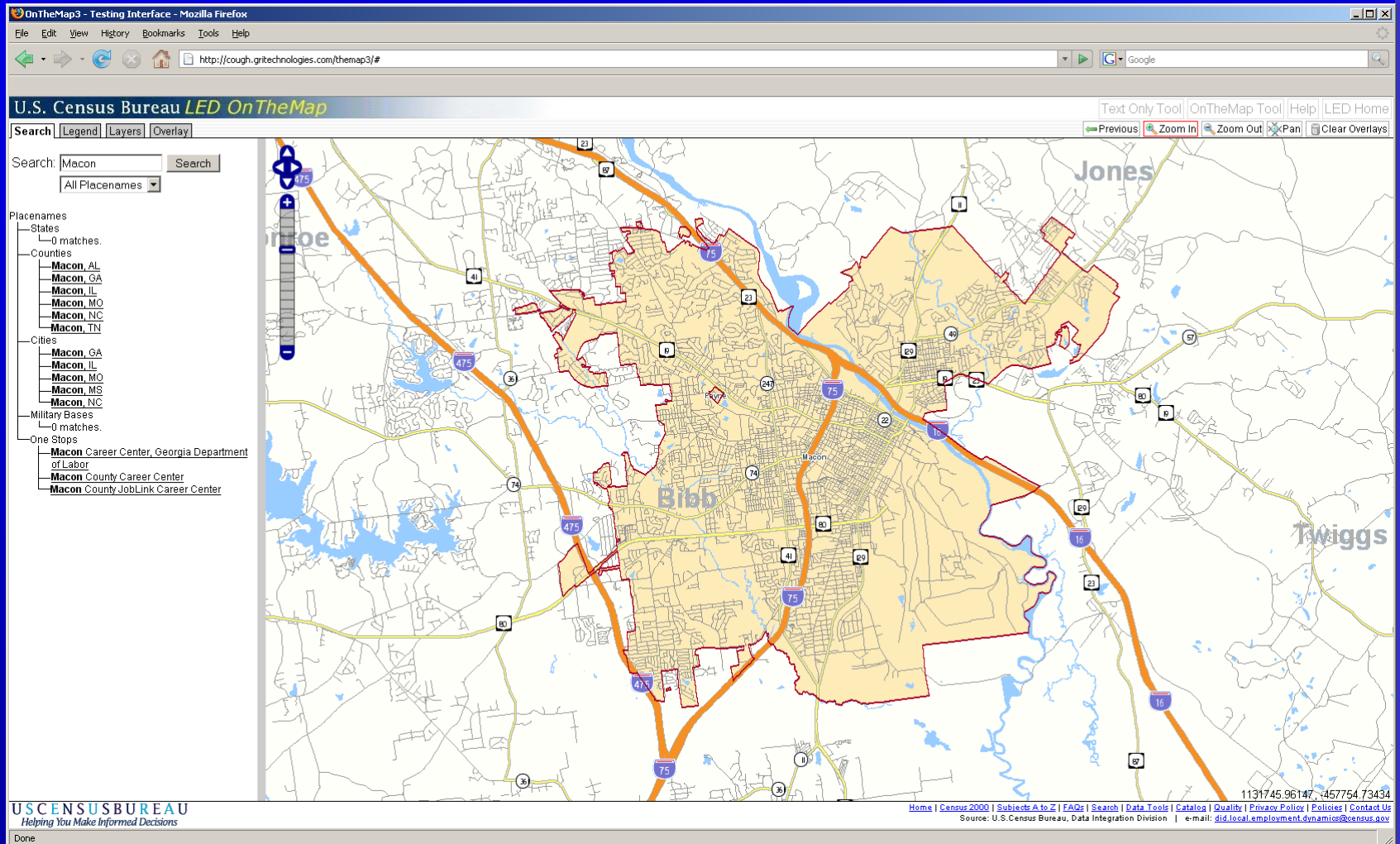
Quick Links:

[LED Home](#)
[OnTheMap Help](#)
[OnTheMap News](#)
[OnTheMap Data Download](#)

Other LED Tools:

[QWI Online](#)
[Industry Focus](#)
[Older Worker Profiles](#)

Control Panel (Search Tab)



Enhanced Navigation Tools

OnTheMap3 - Testing Interface - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://coughn.ritechnologies.com/themap3/#

U.S. Census Bureau LED OnTheMap

Text Only Tool OnTheMap Tool Help LED Home

Search Legend Layers Overlay

Search: Macon Search

All Placenames

Placenames

- States
 - 0 matches.
- Counties
 - Macon, AL
 - Macon, GA
 - Macon, IL
 - Macon, MO
 - Macon, NC
 - Macon, TN
- Cities
 - Macon, GA
 - Macon, IL
 - Macon, MO
 - Macon, MS
 - Macon, NC
- Military Bases
 - 0 matches.
- One Stop
 - Macon, GA
 - Macon, IL
 - Macon, MO
 - Macon, MS
 - Macon, NC

Mapping Improvements

- Updated map styling
- “Google-like” panning
- Fast zooming
- Return to previous view

U.S. Census Bureau

Helping You Make Informed Decisions

1131745.96147, -84.57754.73434

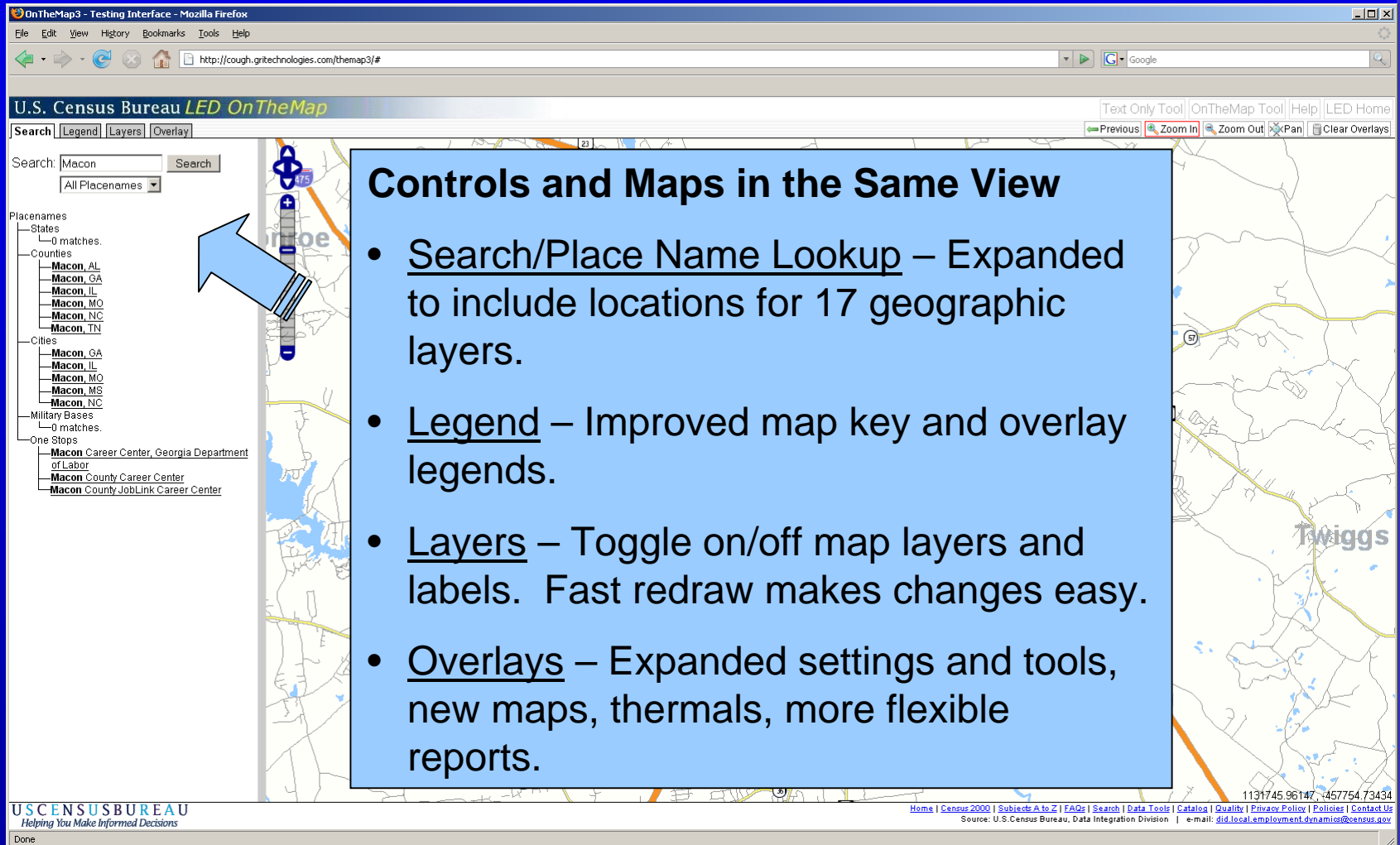
Home | Census 2000 | Subjects A to Z | FAQs | Search | Data Tools | Catalog | Quality | Privacy Policy | Policies | Contact Us

Source: U.S. Census Bureau, Data Integration Division | e-mail: did.local.employment.dynamics@census.gov

Done



Side Control Panel



The screenshot displays the OnTheMap3 web application in a Mozilla Firefox browser window. The browser's address bar shows the URL <http://coughn.grtechnologies.com/themap3/#>. The application header includes the text "U.S. Census Bureau LED OnTheMap" and navigation links for "Text Only Tool", "OnTheMap Tool", "Help", and "LED Home". Below the header, there are tabs for "Search", "Legend", "Layers", and "Overlay". The "Search" tab is active, showing a search bar with "Macon" entered and a "Search" button. A dropdown menu below the search bar shows "All Placenames". To the left of the map, a "Placenames" sidebar lists categories: States (0 matches), Counties (Macon, AL, Macon, GA, Macon, IL, Macon, MO, Macon, NC, Macon, TN), Cities (Macon, GA, Macon, IL, Macon, MO, Macon, MS, Macon, NC), Military Bases (0 matches), and One Stops (Macon Career Center, Georgia Department of Labor, Macon County Career Center, Macon County JobLink Career Center). A blue arrow points from the "Macon, GA" entry in the Cities list to the map. The map itself shows a street view of Macon, Georgia, with a blue location pin. A large blue semi-transparent box is overlaid on the map, containing the title "Controls and Maps in the Same View" and a list of features:

- 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.

 The bottom of the browser window shows the "Done" status bar. The footer of the application includes the "USCENSUSBUREAU" logo with the tagline "Helping You Make Informed Decisions" and a footer bar with links: Home | Census 2000 | Subjects A to Z | FAQs | Search | Data Tools | Catalog | Quality | Privacy Policy | Policies | Contact Us. It also includes the source "U.S. Census Bureau, Data Integration Division" and an email address "did.local.employment.dynamics@census.gov".

Controls and Maps in the Same View

- Search/Place Name Lookup – Expanded to include locations for 17 geographic layers.
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Map Overlays (Realigned)

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

Search Legend Layers **Overlay**

Back Cancel Next

Settings

Year(s)
Select only three years.

☐ 2006
☐ 2005
☒ 2004
☒ 2003
☒ 2002

Employment Type ?

☒ All Jobs
☐ Primary Jobs
☐ All Private Jobs
☐ Primary Private Jobs

Home or Workplace Area ?

☒ Workplace Area (Labor Shed)
☐ Home/Residential Area (Commute Shed)

New in OTM3

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

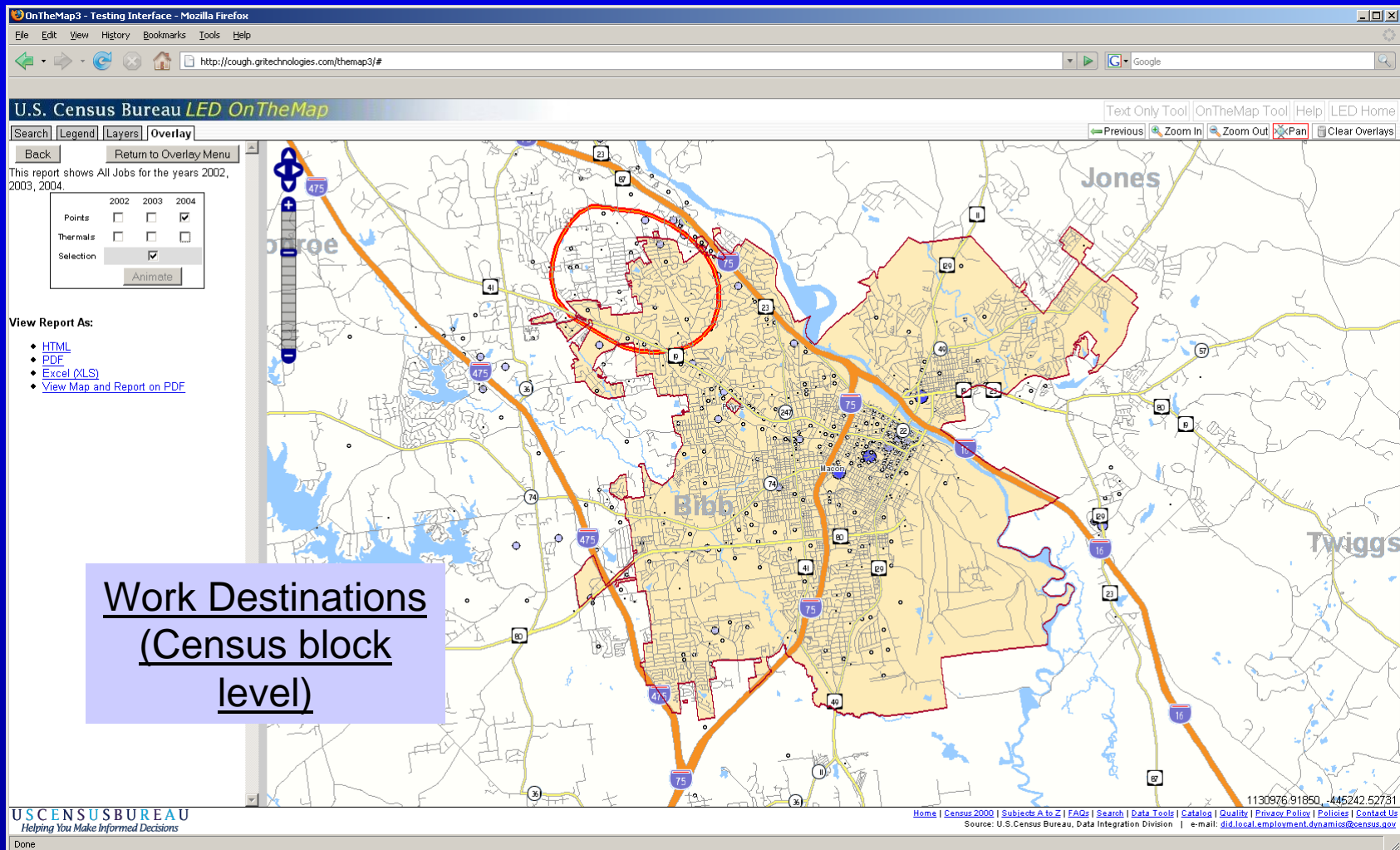
1. Create travel shed maps for specific labor market segments.

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

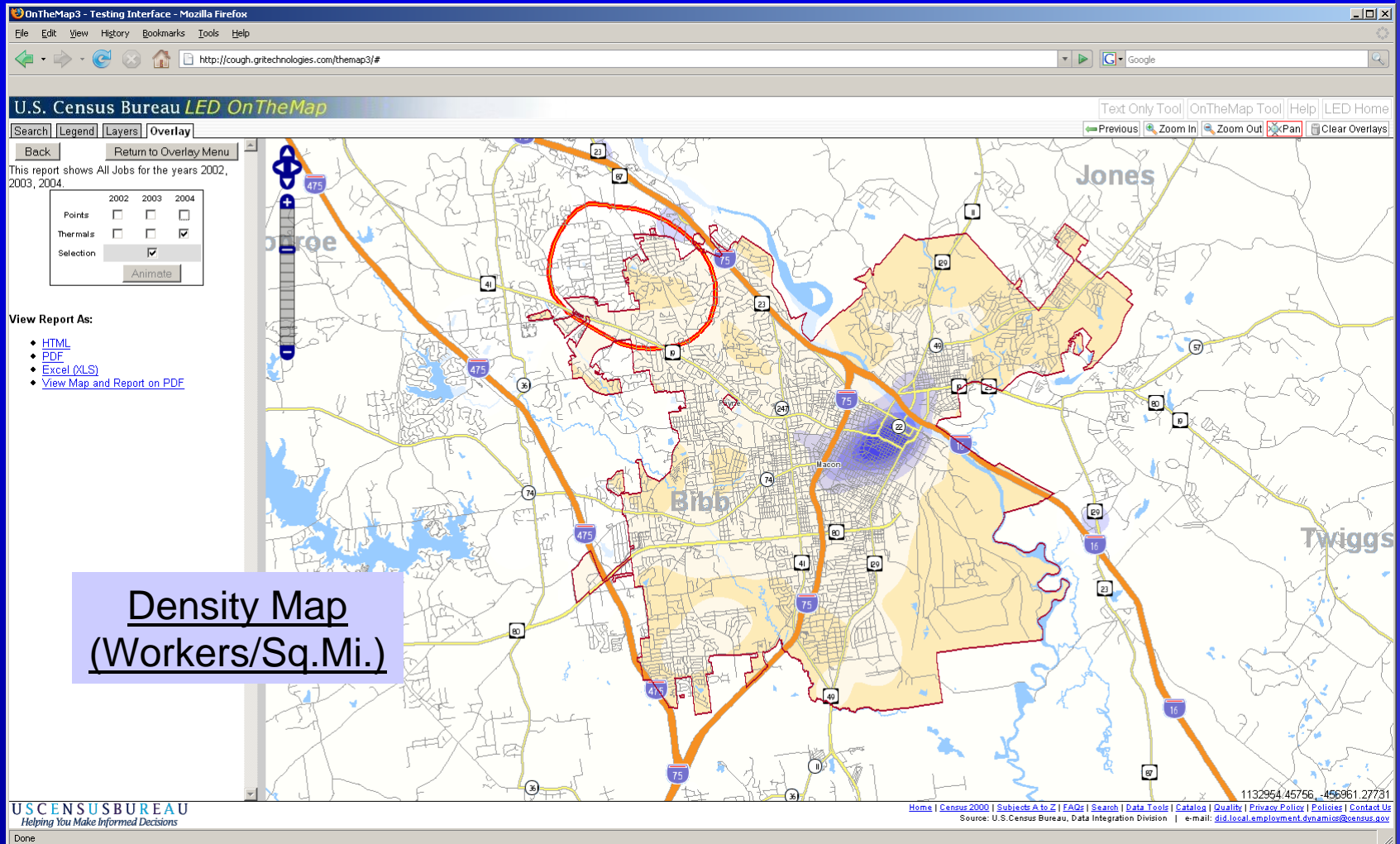
Enhanced Area Selection Tools

- 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



Commute Shed Thermal Map



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<u>All Jobs Total</u>	2002		2003		2004	
	Count	Share	Count	Share	Count	Share
All Jobs Total	4,962	100.0%	4,678	100.0%	5,527	100.0%

<u>Job counts in Cities Where Workers Work</u>	2002		2003		2004	
	Count	Share	Count	Share	Count	Share
Macon, Georgia	2,235	45.0%	2,108	45.1%	2,562	46.4%
Unincorporated, Georgia	1,479	29.8%	1,330	28.4%	1,606	29.1%
Atlanta, Georgia	251	5.1%	207	4.4%	203	3.7%
Warner Robins, Georgia	124	2.5%	137	2.9%	136	2.5%
Columbus, Georgia	39	0.8%	48	1.0%	62	1.1%
Milledgeville, Georgia	47	0.9%	63	1.3%	53	1.0%
Forsyth, Georgia	44	0.9%	30	0.6%	51	0.9%
Alpharetta, Georgia	30	0.6%	40	0.9%	34	0.6%
Sandy Springs, Georgia	41	0.8%	34	0.7%	33	0.6%
Augusta-Richmond County (balance), Georgia	31	0.6%	43	0.9%	32	0.6%
All Others	641	13.0%	638	13.8%	755	13.5%

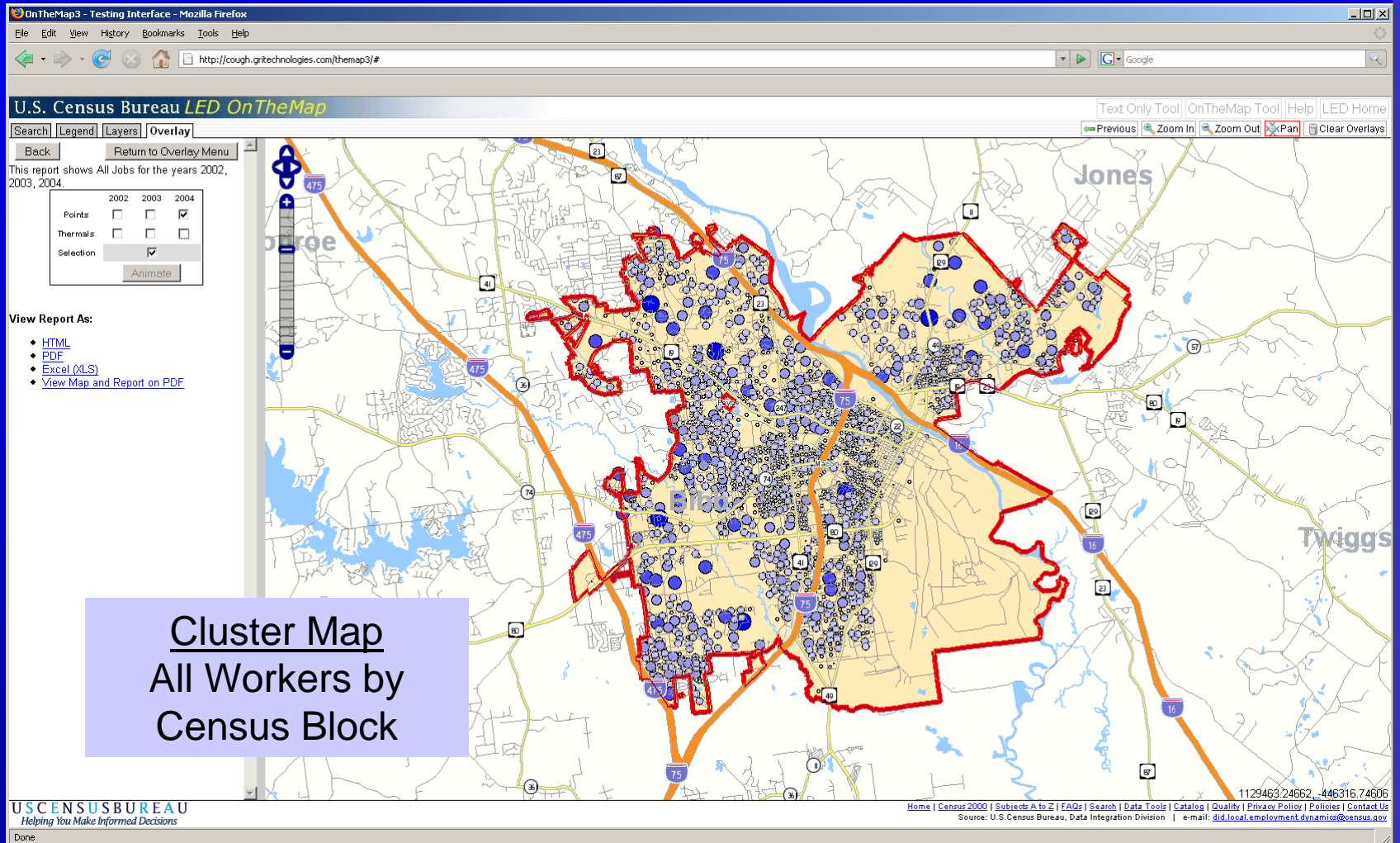
<u>Job counts in Counties Where Workers Work</u>	2002		2003		2004	
	Count	Share	Count	Share	Count	Share
Bibb Co, Georgia	3,204	64.6%	2,924	62.5%	3,597	65.1%
Fulton Co, Georgia	364	7.3%	334	7.1%	337	6.1%
Houston Co, Georgia	170	3.4%	193	4.1%	211	3.8%
DeKalb Co, Georgia	145	2.9%	151	3.2%	172	3.1%
Gwinnett Co, Georgia	112	2.3%	150	3.2%	152	2.8%
Cobb Co, Georgia	105	2.1%	113	2.4%	133	2.4%
Monroe Co, Georgia	73	1.5%	58	1.2%	75	1.4%
Clayton Co, Georgia	66	1.3%	64	1.4%	68	1.2%
Muscogee Co, Georgia	39	0.8%	48	1.0%	62	1.1%
Baldwin Co, Georgia	52	1.0%	67	1.4%	55	1.0%
All Others	632	12.8%	576	12.5%	665	12.0%

<u>Job counts in States Where Workers Work</u>	2002		2003		2004	
	Count	Share	Count	Share	Count	Share
Georgia	4,962	100.0%	4,678	100.0%	5,527	100.0%
All Others	0	0.0%	0	0.0%	0	0.0%

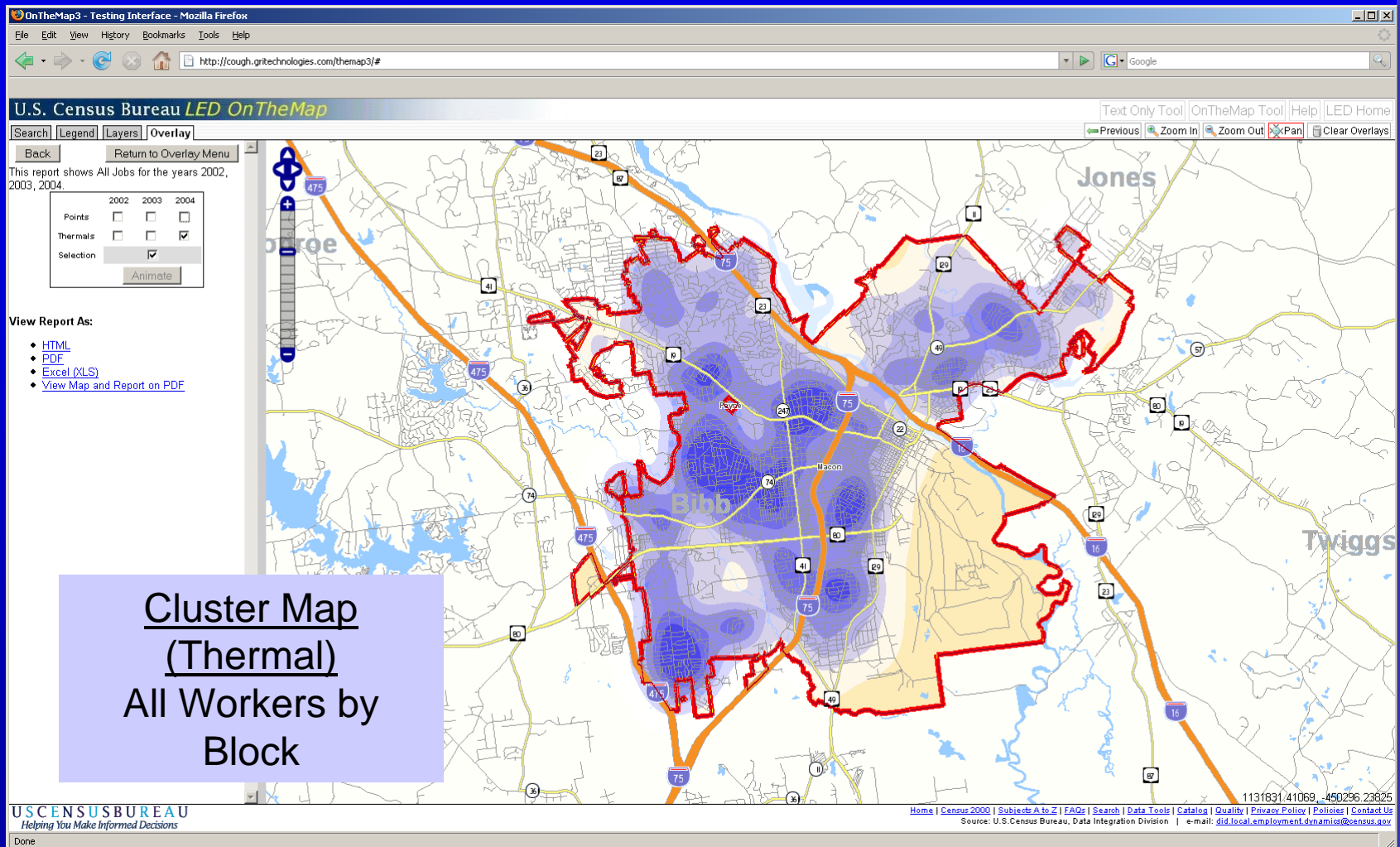
Shed Report:
User picks three
summary groups
from list:

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

Residential Profile Map



Residential Profile Map



Area Profile Settings

Search Legend Layers Overlay

Back Cancel Next

Settings

Year(s)

Select only three years.

☐ 2006

☐ 2005

☒ 2004

☒ 2003

☒ 2002

Employment Type ?

☒ All Jobs

☐ Primary Jobs

☐ All Private Jobs

☐ Primary Private Jobs

Home or Workplace Area ?

☐ Workplace Area

☒ Home/Residential Area

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Labor Market Segments ?

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☐ 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.

1. Create area profile maps for specific labor market segments.

	2002		2003		2004	
	Count	Share	Count	Share	Count	Share
Baseline Count of Jobs						
Total	41,972	100.0%	38,272	100.0%	41,724	100.0%

	2002		2003		2004	
	Count	Share	Count	Share	Count	Share
Jobs by Worker Age						
Age 30 or younger	11,967	28.5%	11,135	29.1%	11,583	27.8%
Age 31 to 54	24,795	59.1%	22,405	58.5%	24,434	58.6%
Age 55 or older	5,210	12.4%	4,732	12.4%	5,707	13.7%

	2002		2003		2004	
	Count	Share	Count	Share	Count	Share
Jobs by Earnings Paid						
\$1,200 per month or less	18,061	43.0%	15,654	40.9%	17,379	41.7%
\$1,201 to \$3,400 per month	18,001	42.9%	16,914	44.2%	17,894	42.9%
More than \$3,400 per month	5,910	14.1%	5,704	14.9%	6,451	15.5%

	2002		2003		2004	
	Count	Share	Count	Share	Count	Share
Jobs by Industry Type (2-digit NAICS)						
Agriculture, Forestry, Fishing and Hunting	142	0.3%	125	0.3%	141	0.3%
Mining	137	0.3%	138	0.4%	151	0.4%
Utilities	159	0.4%	156	0.4%	134	0.3%
Construction	1,785	4.3%	1,575	4.1%	1,612	3.9%
Manufacturing	3,813	9.1%	3,245	8.5%	3,276	7.9%
Wholesale Trade	1,292	3.1%	1,209	3.2%	1,231	3.0%
Retail Trade	5,693	13.6%	5,356	14.0%	5,786	13.9%
Transportation and Warehousing	1,207	2.9%	1,022	2.7%	1,234	3.0%
Information	1,065	2.5%	877	2.3%	873	2.1%
Finance and Insurance	2,437	5.8%	2,406	6.3%	2,478	5.9%
Real Estate and Rental and Leasing	691	1.6%	559	1.5%	513	1.2%
Professional, Scientific, and Technical Services	1,464	3.5%	1,216	3.2%	1,284	3.1%
Management of Companies and Enterprises	650	1.5%	669	1.7%	642	1.5%
Administration & Support, Waste Management and Remediation	3,426	8.2%	3,290	8.6%	3,797	9.1%
Educational Services	3,531	8.4%	1,703	4.4%	3,716	8.9%
Health Care and Social Assistance	5,840	13.9%	6,339	16.6%	6,568	15.7%
Arts, Entertainment, and Recreation	296	0.7%	298	0.8%	300	0.7%
Accommodation and Food Services	4,701	11.2%	4,619	12.1%	4,584	11.0%
Other Services (excluding Public Administration)	1,316	3.1%	1,210	3.2%	1,218	2.9%
Public Administration	2,327	5.5%	2,260	5.9%	2,186	5.2%

Area Profile Report:

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

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.