

LED in Action: Using LODES Data for Outcome Tracking and Community Engagement in the Promise Zones Initiative

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Disclaimer

Any opinions and conclusions expressed in this presentation are those of the authors and do not necessarily represent the views of the U.S. Department of Housing and Urban Development or any partners in the Promise Zones Initiative.

Promise Zones is...



A White House
Initiative

Part of the
President's
Ladders of
Opportunity
Agenda

A Place- Based
Initiative

Promise Zones Goals



Create Jobs



Increase Economic Opportunity



Improve Educational Opportunities



Reduce Serious or Violent Crime



Leverage Private Capital

Promise Zone Benefits



Federal staff on the ground to help connect with resources



5 AmeriCorps VISTA members



Preferred access and technical assistance to more than 35 federal programs

Promise Zones Designees

<p>Number of Designees</p>	<p>Total 20 Urban, rural, and tribal Promise Zones Round 1 (2014): 5 Round 2 (2015): 8 Round 3 (2016): 7</p>
<p>Designation Duration</p>	<p>10 Years</p>
<p>Qualifying Criteria</p>	<p>Contiguous geography encompassing one or more census tract (exception: Tribal)</p>
	<p>Population: Urban: 10,000 – 200,000 Rural/Tribal: Less than 200,000</p>
	<p>Overall poverty rate or Extremely Low Income Rate Urban: At or above 33% Rural/Tribal: At or above 20%; PZ must contain one census tract at or above 30%</p>
	<p>Local leadership (Mayor) must demonstrate support</p>

Promise Zones Designees



Using LODES and OnTheMap for Promise Zones

Outcome Indicators Tracking

- Tracking and conducting internal analysis of changes over time in key indicators
 - *Employment by industry*
 - *Job flow*


Technical Assistance

- Create and share settings files
- Provide maps and excel data reports
- OnTheMap tutorial

Community Engagement

- OnTheMap visualization assists with local implementation strategies
- Local expertise informs mapping results

Engaging Stakeholders: Technical Assistance Approach

- 
- Shapefiles of the Promise Zone boundaries (saved as .OTM files)
 - Work Area Profile, Home Area Profile, inflow/outflow, distance/direction, and destination reports for each PZ
 - Detailed excel report (will add comparison sites and years when available)
 - Demo of OnTheMap to Promise Zones local staff and agency partners

Uploading a Shapefile

The screenshot displays the OnTheMap web application interface. The top navigation bar includes "OnTheMap" and "LEHD Home". Below the navigation bar are tabs for "Start", "Base Map", and "Selection", along with buttons for "Save", "Load", "Feedback", "Previous Extent", and "Hide Tabs".

The left sidebar contains several sections:

- Welcome to OnTheMap!**: A welcome message and a "Search" button.
- Search**: A search input field and a "Search" button.
- Import Geography**: Links for "Import from KML", "Import from SHP", and "Import from GPS".
- Load .OTM File**: A "Load" button and a note: "Click the 'Load' button below to load a .OTM file."

The main map area shows a map of the United States with a scale bar at the bottom indicating 1000 km and 500 mi. A dialog box titled "Select Shapes from a Shapefile" is overlaid on the map. The dialog box contains the following text:

A PRJ file or a projection are required to use a shape file with OnTheMap. The projection string can be any valid EPSG Code, for example 4126 or 26915

The dialog box has three rows of input fields:

- SHP file: with a "Choose File" button and a "Clear" button.
- SHX file: with a "Choose File" button and a "Clear" button.
- PRJ file: with a "Choose File" button and a "Clear" button.

At the bottom of the dialog box are "Cancel" and "Import" buttons.

<http://onthemap.ces.census.gov/>

Accessing the Map Settings

OnTheMap

Start Base Map Selection **Results**

Work Area Profile Analysis
enter your own subtitle

▼ Display Settings

Characteristic Filter Total
Year 2011

▼ Map Controls

Color Key
Thermal Overlay
Point Overlay
Selection Outline
[Identify](#) [Zoom to Selection](#)
[Clear Overlays](#) [Animate Overlays](#)

▼ Report/Map Outputs

[Detailed Report](#)
[Export Geography](#)
[Print Chart/Map](#)

▼ Legends

- 5 - 3,414 Jobs/Sq.Mile
- 3,415 - 13,642 Jobs/Sq.Mile
- 13,643 - 30,688 Jobs/Sq.Mile
- 30,689 - 54,553 Jobs/Sq.Mile
- 54,554 - 85,237 Jobs/Sq.Mile
- 1 - 37 Jobs
- 38 - 577 Jobs
- 578 - 2,919 Jobs
- 2,920 - 9,223 Jobs
- 9,224 - 22,518 Jobs
- Analysis Selection

► Analysis Settings

[Change Settings](#)

LEHD Home He

Save Load Feedback Previous Extent Hide Tabs Hide Chart/Report

Analysis Settings

Area Profile Analysis in 2011 by All Jobs

Home/Work Area
Determines the type of results that will be generated for the selected area.

Area Profile
Labor Market Segment:
All Workers

Area Comparison
Areas to Compare:
Places (Cities, CDPs, etc.)

Home
 Work

Distance/Direction
 Destination
Destination Type:
ZIP Codes (ZCTA)

Inflow/Outflow
Note: Home/Work choice does not affect results

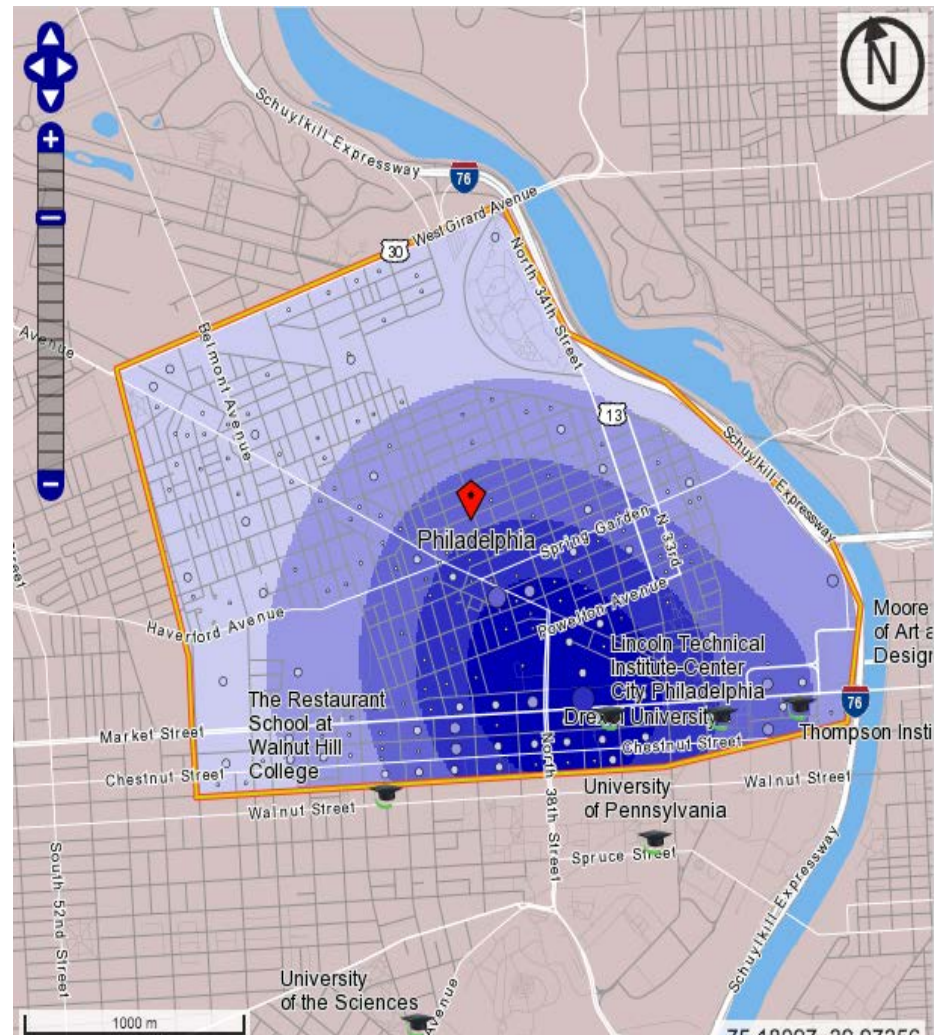
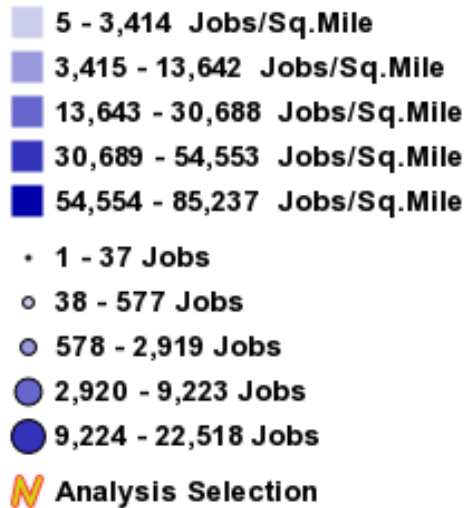
Year
 2011
 2010
 2009
 2008
 2007
 2006
 2005
 2004
 2003
 2002

Job Type
Determines the scope of jobs that will be processed in the analysis.

All Jobs
 Primary Jobs
 All Private Jobs
 Private Primary Jobs

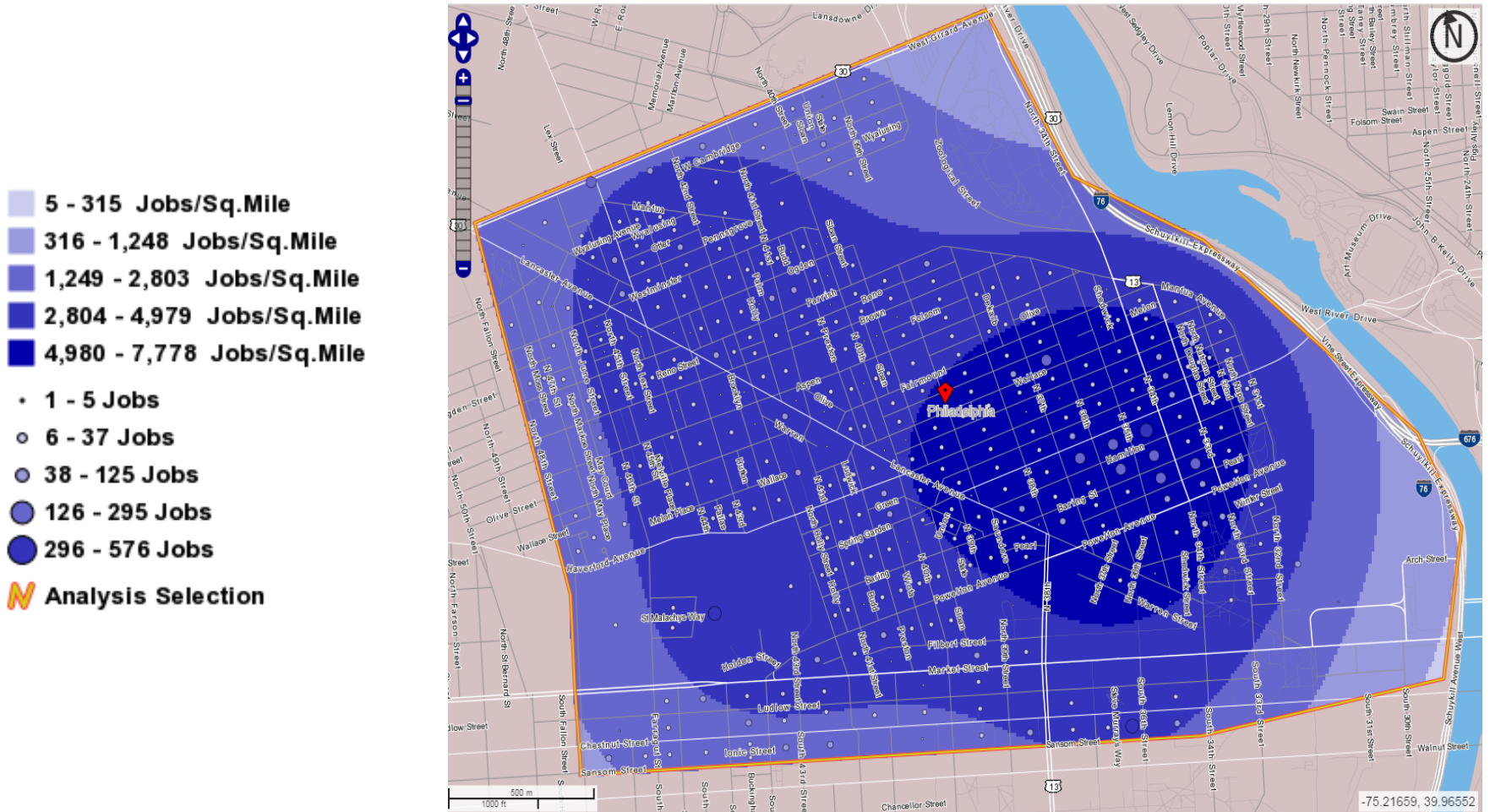
Cancel Go!

West Philadelphia: Work Area Profiles



Source: LODES OnTheMap, 2011 Data

West Philadelphia: Home Area Profile

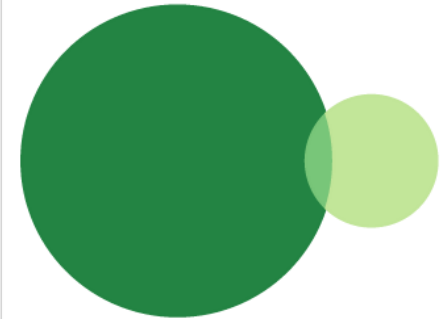


Source: LODES OnTheMap, 2011 Data

West Philadelphia: Inflow/Outflow



Inflow/Outflow Job Counts in 2011



- 52,757 - Employed in Selection Area, Live Outside
- 8,676 - Live in Selection Area, Employed Outside
- 942 - Employed and Live in Selection Area

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside
- Analysis Selection

Destination Analysis

Analysis Settings

Destination Analysis in 2011 by All Jobs

Determines whether the selection area is analyzed on where workers live ("Home") or where workers are employed ("Work").

Home
 Work

Analysis Type

Determines the type of results that will be generated for the selected area.

Area Profile
Labor Market Segment:
All Workers

Area Comparison
Areas to Compare:
Places (Cities, CDPs, etc.)
Labor Market Segment:
All Workers

Distance/Direction

Destination
Destination Type:
Census Tracts

Inflow/Outflow
Note: Home/Work choice does affect results

Year

Determines the year(s) of data that will be processed in the analysis.

2011
 2010
 2009
 2008
 2007
 2006
 2005
 2004
 2003
 2002

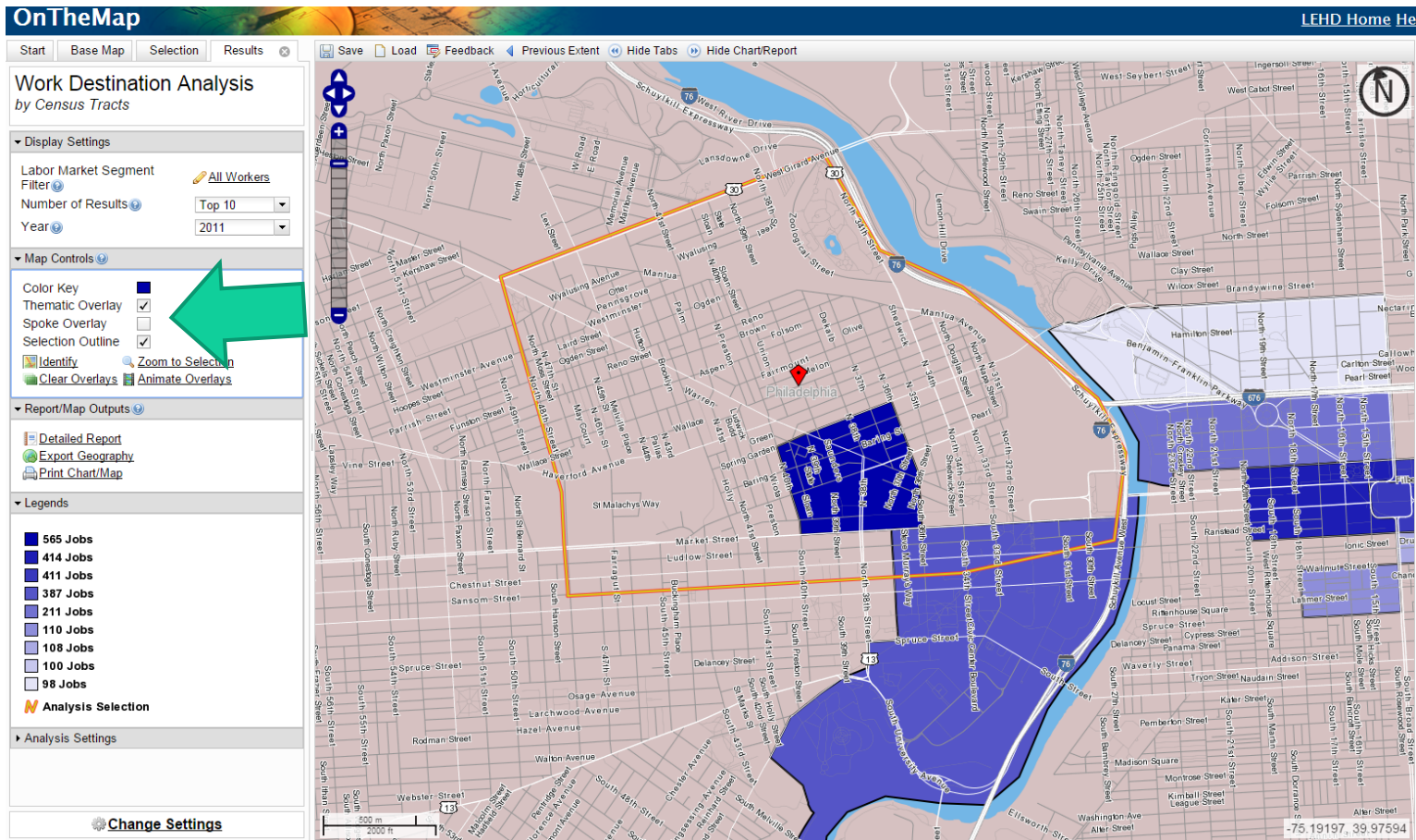
Job Type

Determines the scope of jobs that will be processed in the analysis.

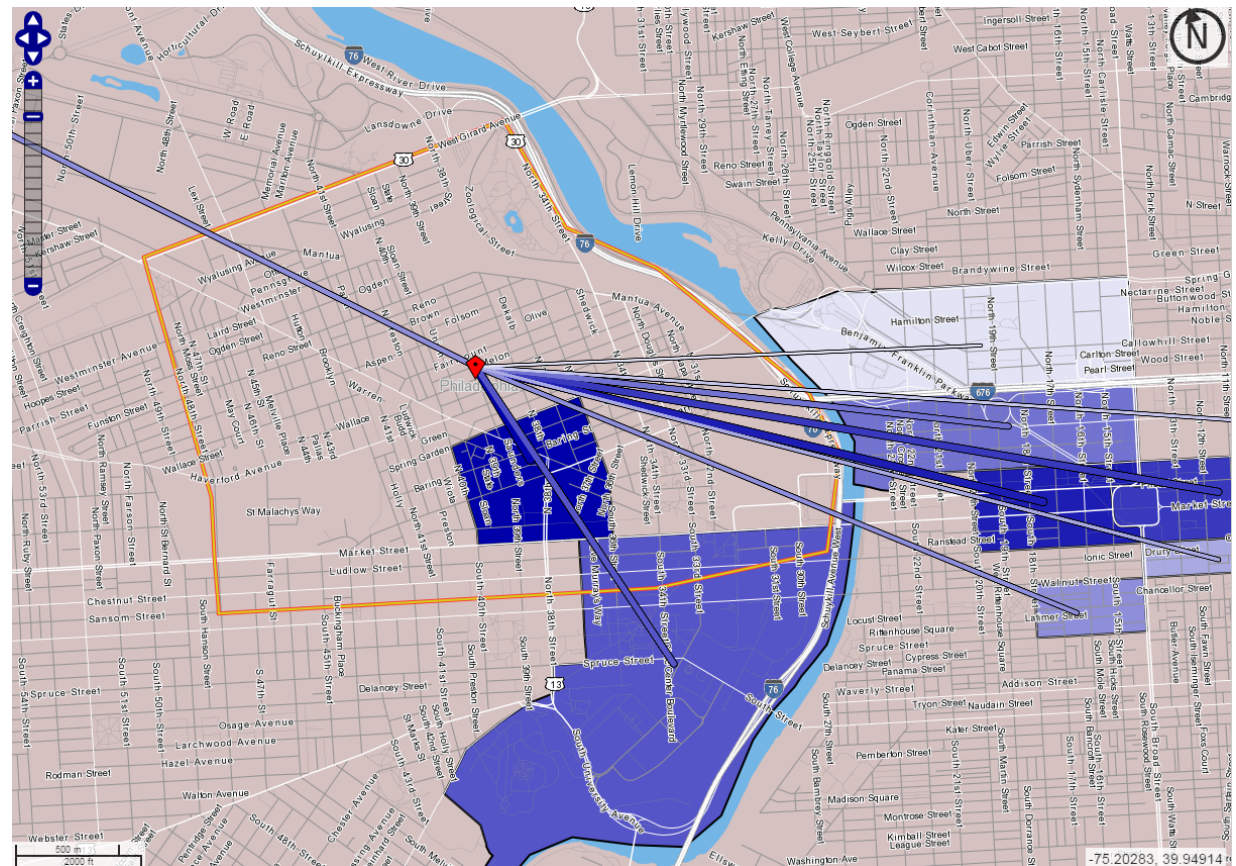
All Jobs
 Primary Jobs
 All Private Jobs
 Private Primary Jobs

Cancel Go!

Destination Analysis with Spoke Overlay

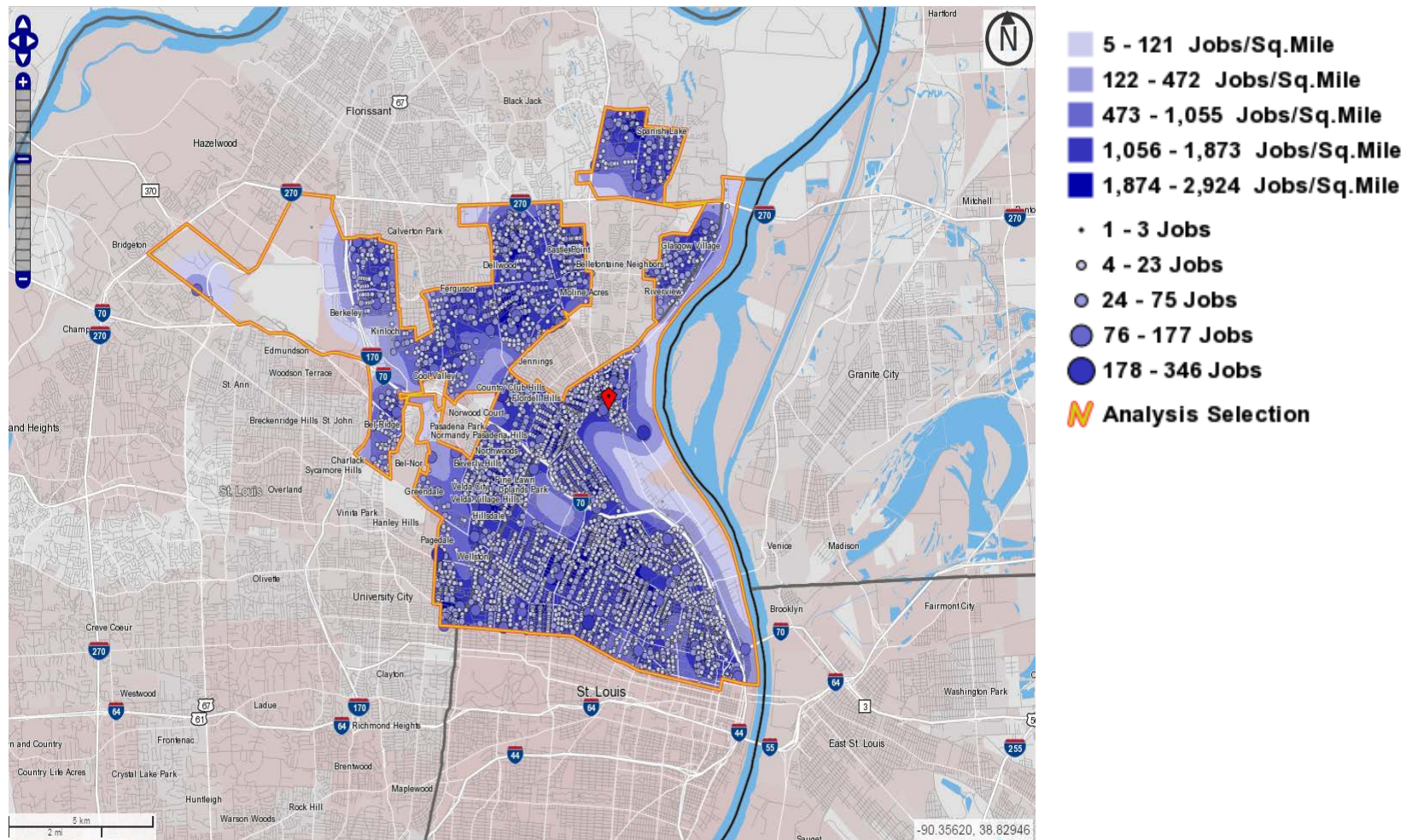


West Philadelphia: Destination with Spoke Overlay



Source: LODS OnTheMap, 2011 Data

St. Louis Home Area Profile - No buffer



Source: LODS OnTheMap, 2011 Data

Creating buffers

The screenshot displays the OnTheMap web application interface. The top navigation bar includes 'Start', 'Base Map', 'Selection', and 'Recent'. Below this, a 'Selection Preview' panel shows a small map with a yellow selection and a 'Confirm Selection' button. The 'Drawing Tools' panel on the left lists 'Navigation', 'Draw Polygon (Freehand)', 'Draw Line', 'Draw Point(s)', 'Edit Drawn Shape', and 'Clear Selection'. The 'Add Layer Selection' panel shows 'No Selected Layer'. The 'Add Buffer to Selection' panel is active, showing three options: 'Do Not Buffer', 'Simple/Ring' (selected), and 'Donut'. The 'Simple/Ring' option has a 'Radius' input field set to '0.75' miles. Below this are 'Import Geography' options (KML, SHP, GPS) and 'Previous Shapes' options (Reuse Selection, Delete Selection). The main map area shows a map of St. Louis with a purple buffer overlay around a selection. A scale bar at the bottom indicates 2 miles and 5 kilometers. The footer contains 'Privacy Policy | 2' and 'Source: U.S.Census Bureau'.

OnTheMap

Start Base Map Selection Recent Save Load Feedback Previous Extent Hide Tabs Hide Chart/Report

Selection Preview:

Confirm Selection
Confirm and Add Advanced Selection

Help?

Drawing Tools

Navigation

Draw Polygon (Freehand)

Draw Line

Draw Point(s)

Edit Drawn Shape

Clear Selection

Add Layer Selection

No Selected Layer

Add Buffer to Selection

Do Not Buffer

Simple/Ring

Radius: 0.75 miles

Donut

Inside Radius: miles

Outside Radius: miles

Plume

Start Radius: miles

End Radius: miles

Import Geography

Import from KML

Import from SHP

Import from GPS

Previous Shapes

Selection Area Shape from PromiseTargets.shp

Reuse Selection

Delete Selection

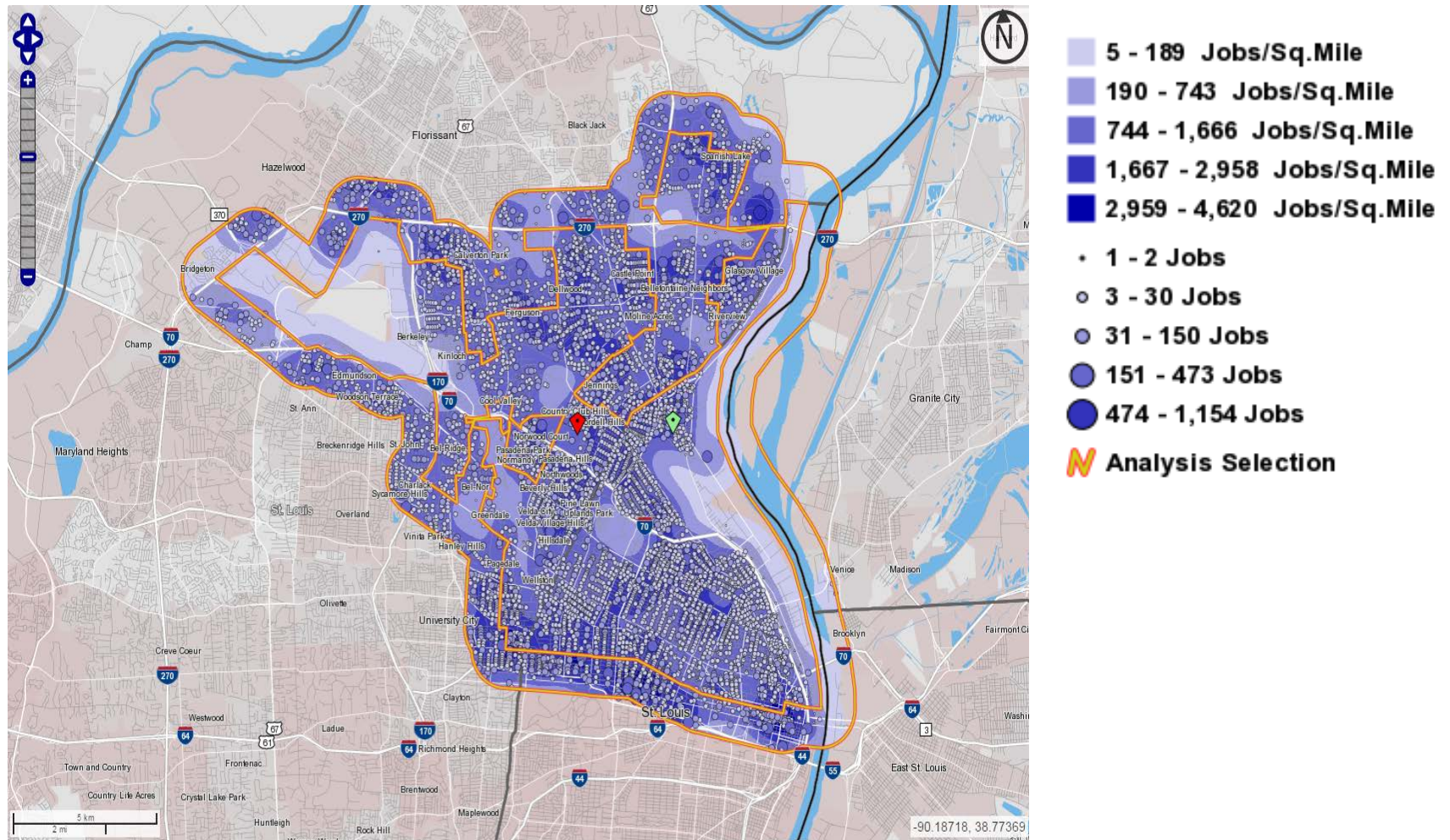
St. Louis

2 mi 5 km

Privacy Policy | 2

Source: U.S.Census Bureau

St. Louis Home Area Profile - Buffer



Source: LODS OnTheMap, 2011 Data

OnTheMap for Community Engagement/Implementation Strategies

- OnTheMap provides a free and accessible tool for community data collection and analysis efforts
- Visualizations easy for non-technical audience to understand
- Local expertise informs maps and data reports produced
- Data informs workforce development, job training, and resident outreach strategies, and target areas for business growth
- OnTheMap Inflow/Outflow can track progress towards the goal of creating “a place where residents can live and work”

OnTheMap is a useful tool for Place-based Initiatives

- Comprehensive coverage
- Appropriate geography – Census block level
- Ability to create or load unique boundaries for analysis
- Free and publicly accessible
- Variety of outputs (PDF and Excel)

Common Questions from Sites

- Are students and unemployed adults included?
- Can we add layers?
- Can we visualize bus routes?
- Is it possible to break down inflow-outflow by demographic characteristics and area sub-geos?

Recommendations for LODES

- Combine with other data sources so that sites and analysts can add layers of their own data
- Add additional layers such as hospitals and transit routes (bus, metro)
- Breakdown of monthly income
 - Highest category begins at approximately \$40,000 (FPL family of 4 = approx. \$23,900)

Conclusions

- OnTheMap is a powerful analytic tool for place-based work that can help inform and guide community revitalization strategies
- Additional functionality to improve use of LODES
 - OTM layers usable in other mapping tools
 - Combine underlying data with other data sources
- Efforts should be made to introduce the tool to non-technical stakeholders and encourage the tool's use for communities and place-based work



Thank you!

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