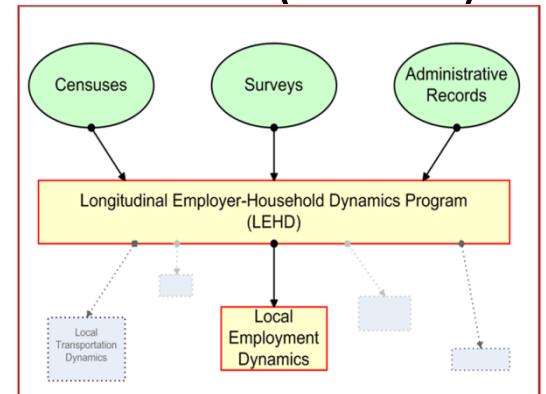# Using OntheMap to Evaluate Workforce and Economic Development Strategies

Nichole Stewart
AEA Coffee Break Demonstration
January 31, 2013

OnTheMap

- **BIG PICTURE:**
  - Source of secondary longitudinal data measuring counts of jobs and workers
  - Small levels of geography
  - Interactive web mapping application
- Source: U.S. Census Bureau (Center for Economic Studies)
- Data: LEHD Origin-Destination Employment Statistics (LODES)
  - Census Bureau demographic data
  - Information about firms from Quarterly Census for Employment and Wages (QCEW)
  - Employment data from state unemployment insurance records

- OnTheMap Application http://onthemap.ces.census.gov/

Evaluating Workforce and Economic Development Strategies?

- **What kinds of analyses can I perform?**

- **What questions can OntheMap help me answer?**

  – How many jobs are there in my city and has there been job growth?

  – Where are jobs located and concentrated?

  – What are the characteristics of workers(educational attainment, earnings, industry, race, sex) ?

  – How many workers commute to and from an area and how far do they commute?

  – Where do workers live and where do residents work?

  – How many residents in a high poverty neighborhood work in and around a particular economic development project?

http://lehd.did.census.gov/datatools/onthemap.php?name=AnalysisGuides

Today's Presentation

- **Select a Geography**

- **Destination Analysis**

- **Report/Map Options**

OnTheMap Application

Selecting Geography

Destination Analysis

Destination Analysis

Detailed Report
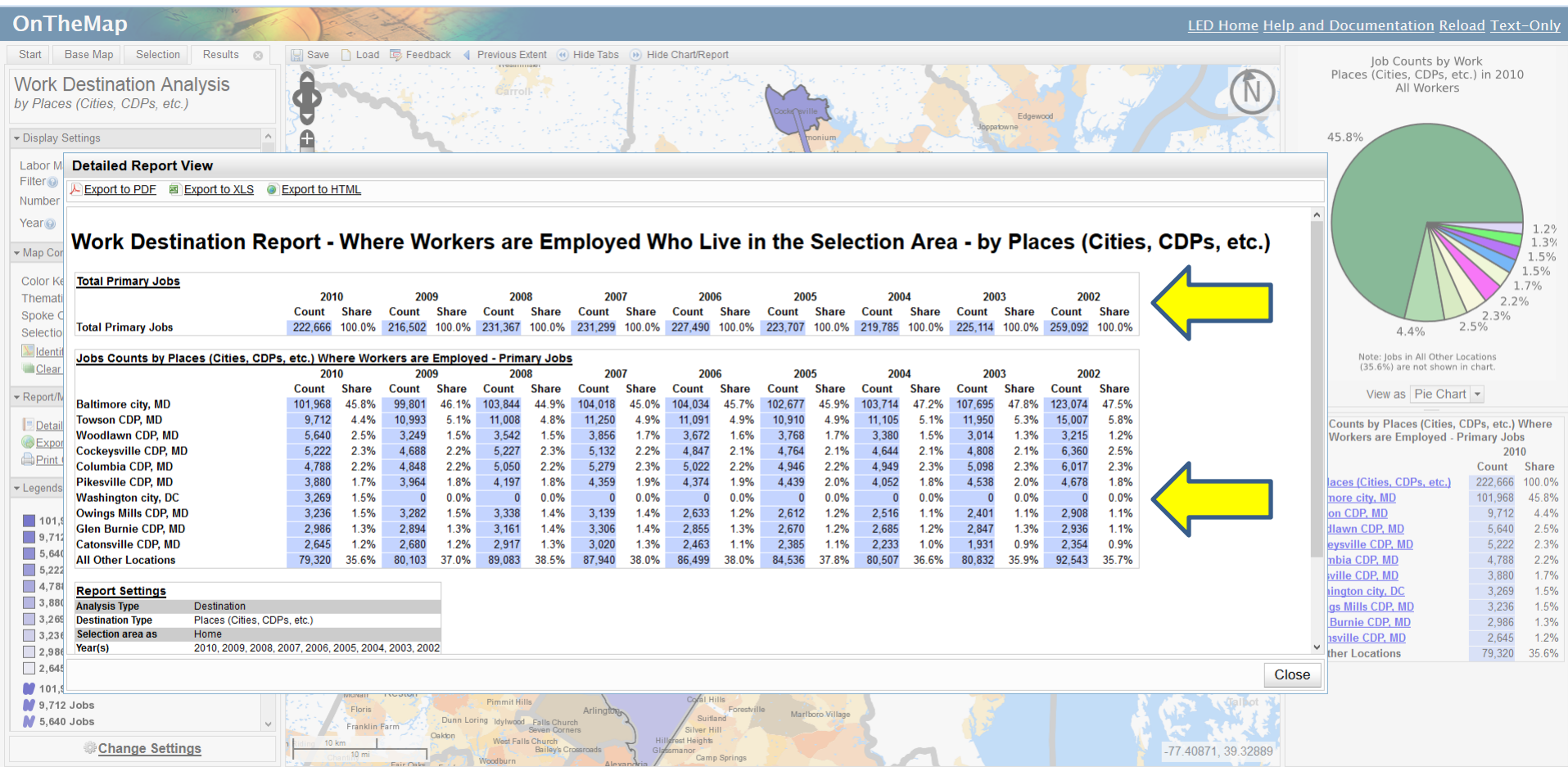
Looking at Trends and Evaluating Policy

Employed Residents in Baltimore City 2002-2010
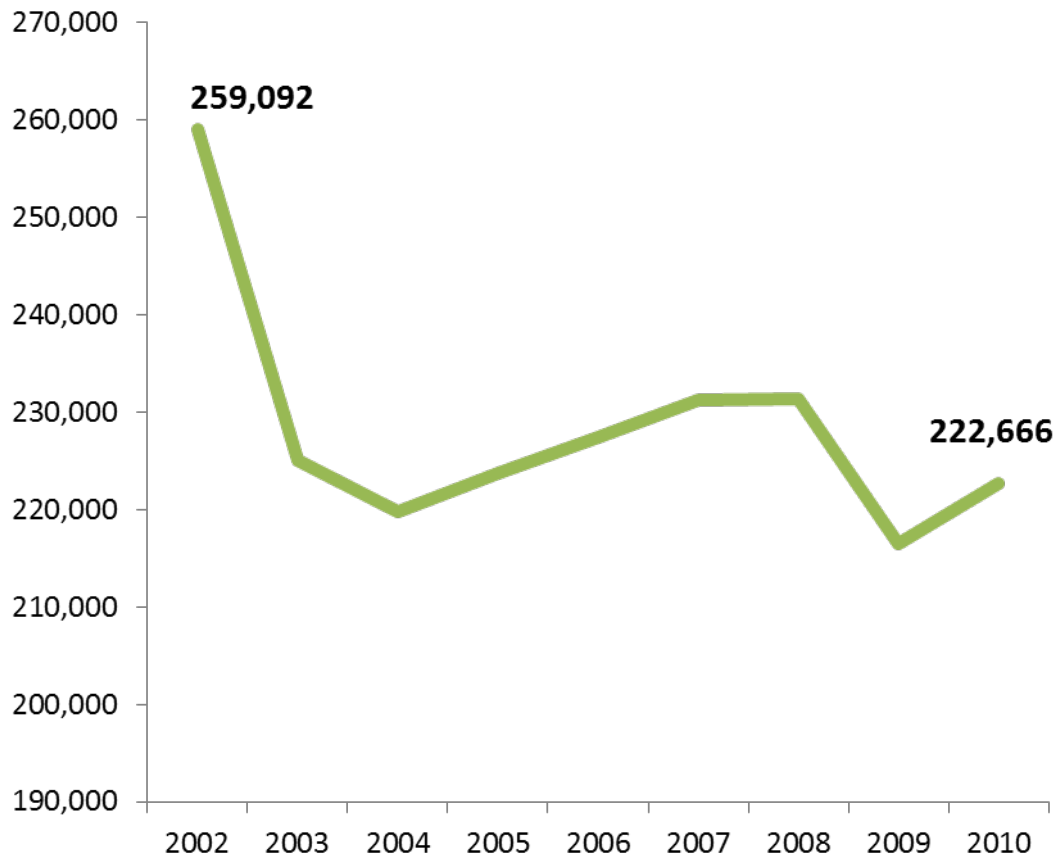
Work Destinations of Employed Baltimore City Residents
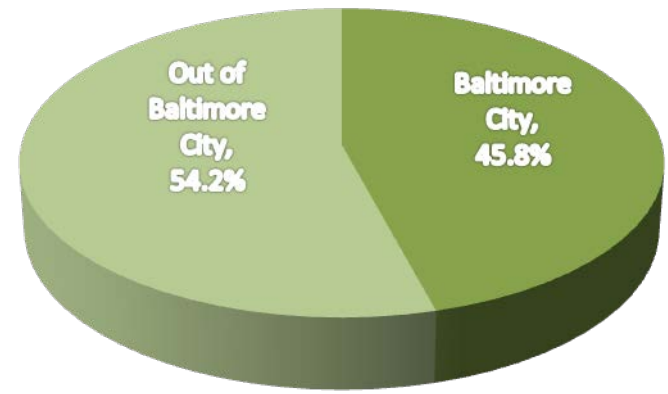
Export Geography

Export Geography

Top 10 Work Destinations of Baltimore City Residents

Legend
- Subway
- Lightrail
- Top 10 Work Destinations (by City)
- Counties
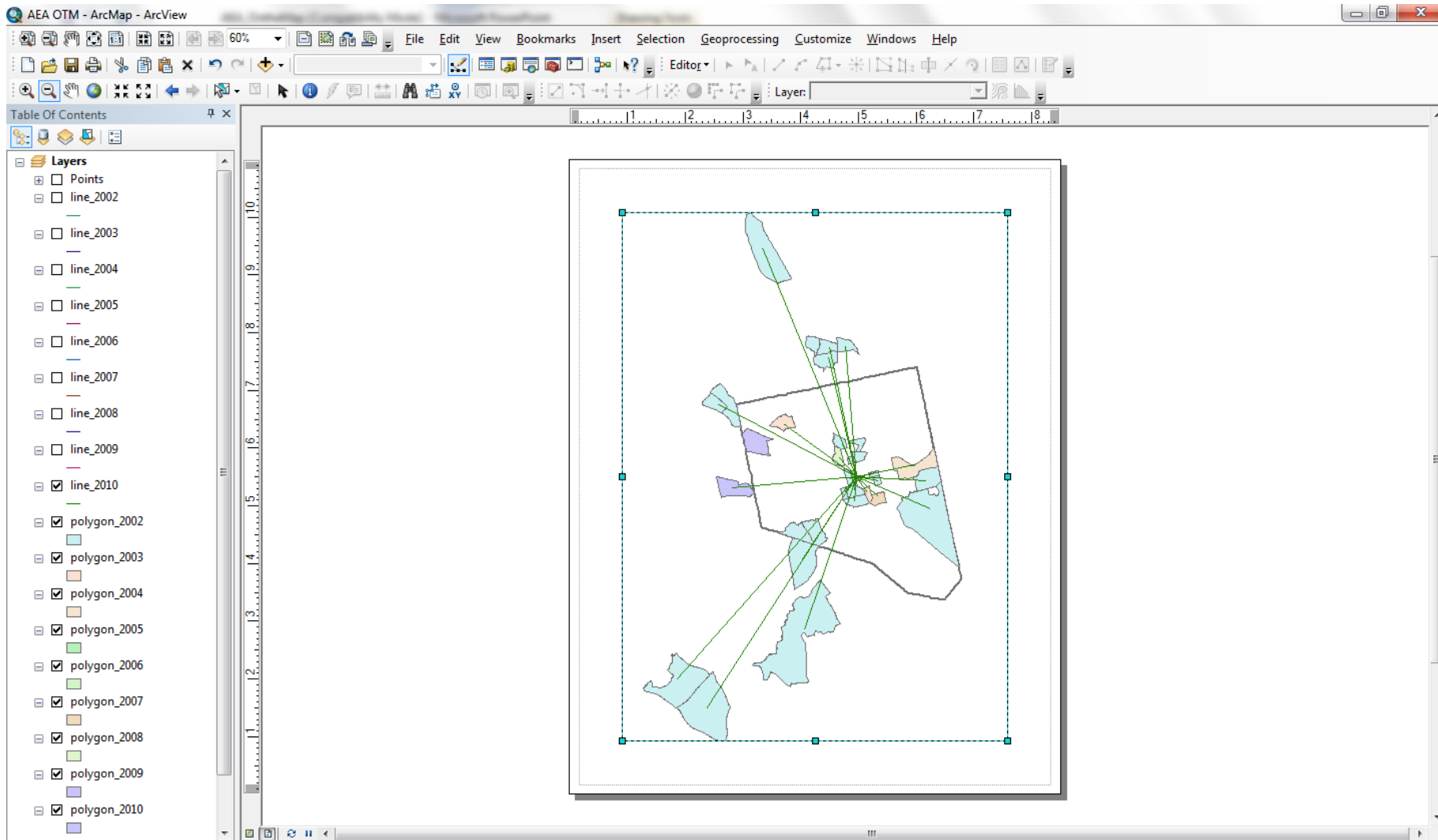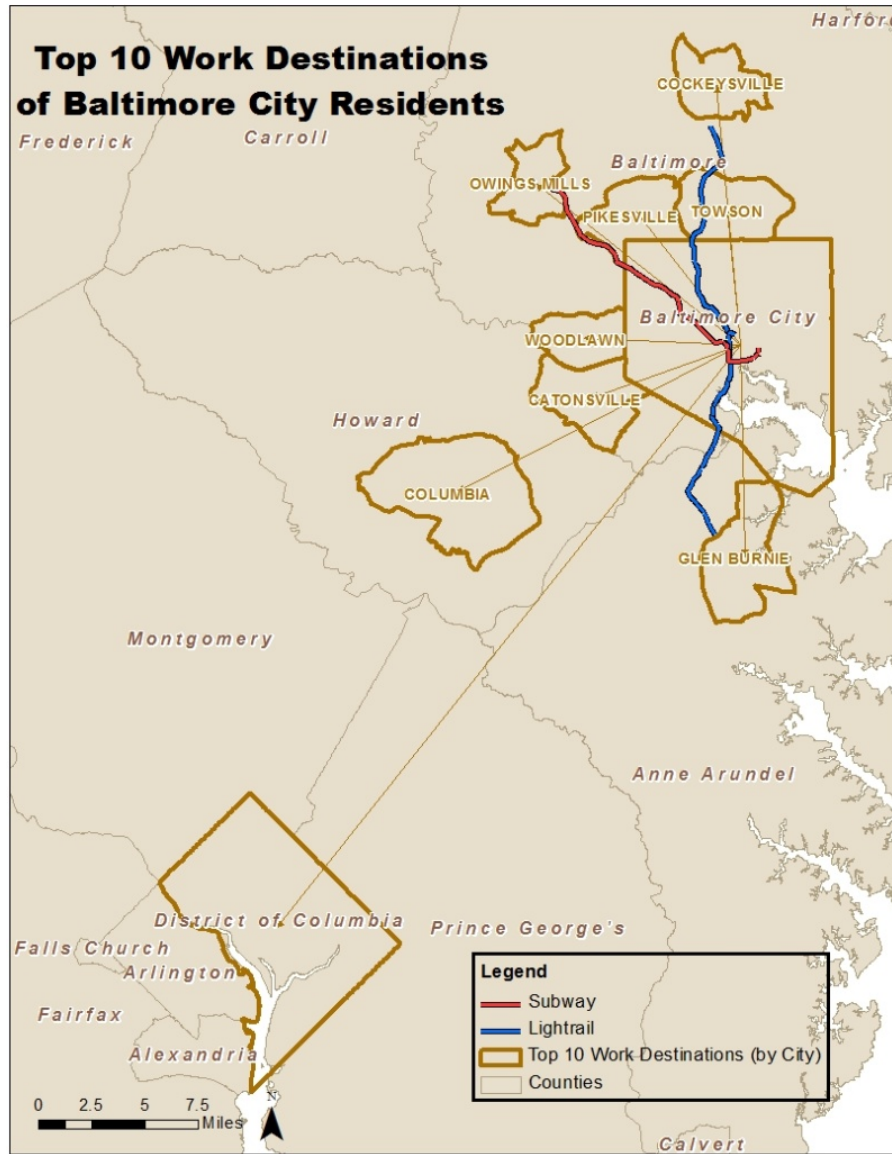
Source: U.S. Census Bureau. 2012. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. http://lehdmap.did.census.gov/

Implications

- Measuring Trends

- Defining or Evaluating Policies

- Intersecting OntheMap Data with Other Data and Indicators for Research and Evaluation

Employment Pathways, Flows, and Opportunities for BIP Target Area Residents

Baltimore County

Howard County

Anne Arundel County

Inflow/Outflow Job Counts in 2009

12,205 - Live in Selection Area, Employed Outside
7,648 - Employed in Selection Area, Live Outside
489 - Employed and Live in Selection Area

Miles
0 0.5 1 2 3 4

Miles
0 0.2 0.4 0.8 1.2 1.6
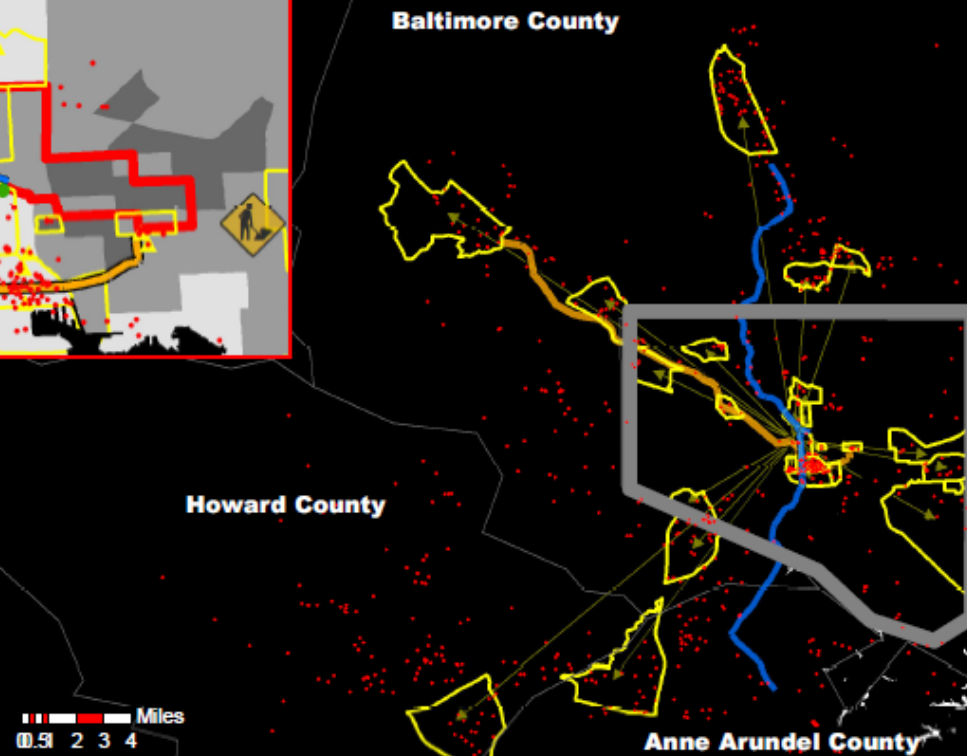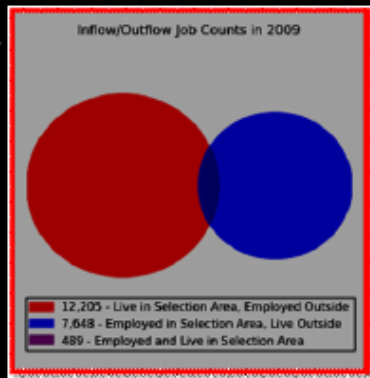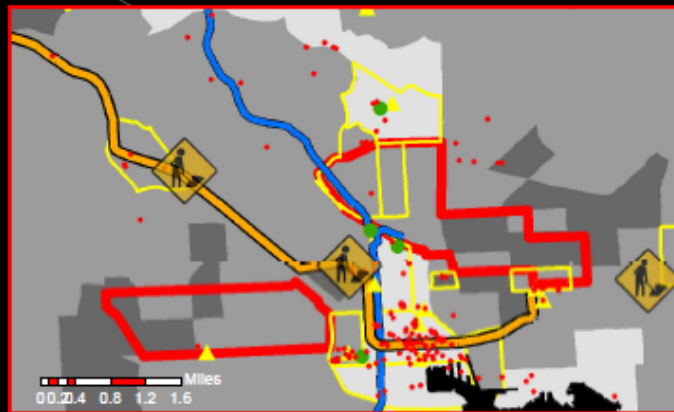
LEGEND

Low Skill Jobs (2009)
1 Dot = 200
• LowSkill
• Anchor Institutions
▲ Major Employers (>1000 employees)
☐ Top 25 Work Destinations for BIP Residents

Concentration of Low Skill Residents
<=25%
26-74%
>=75%

Baltimore City One-Stop Employment Centers
BIP Target Area
Subway
Lightrail

N

Questions?

Nichole Stewart
nicholemichellestewart@gmail.com