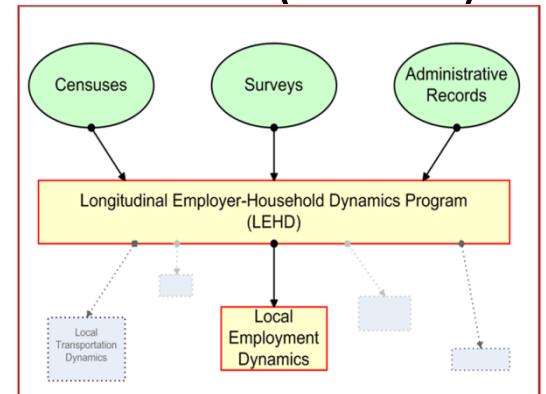


Using OntheMap to Evaluate Workforce and Economic Development Strategies

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?

Today's Presentation

- **Select a Geography**
- **Destination Analysis**
- **Report/Map Options**

OnTheMap

[LED Home](#)
[Help and Documentation](#)
[Reload](#)
[Text-Only](#)

Start

Base Map

Selection

Save

Load

Feedback

Previous Extent

Hide Tabs

Welcome to OnTheMap!

Start an analysis by using one of the tools below (Search, Import Geography, or Load .OTM file). Hover over the Help icons located throughout the application to see Help tips for using specific functionality. Sections in the control panel can be collapsed or opened by clicking the section title.

[Read New Data Notice \(05/31/2012\)](#)

Search

Search

Search All Names

Import Geography

[Import from KML](#)
[Import from SHP](#)
[Import from GPS](#)

Load .OTM File

Click the "Load" button below to load a .OTM file.

Load

[Privacy Policy](#) |
 [2010 Census](#) |
 [Data Tools](#) |
 [Information Quality](#) |
 [Product Catalog](#) |
 [Contact Us](#) |
 [Home](#)

Source: U.S.Census Bureau, Center for Economic Studies | e-mail: CES.OnTheMap.Feedback@census.gov

Selecting Geography

The screenshot displays the OnTheMap application interface. The top navigation bar includes 'Start', 'Base Map', and 'Selection' tabs. The 'Selection' tab is active, showing a search results panel on the left and a map on the right. The search panel has a 'Welcome to OnTheMap!' message and a 'Search' button. Below the search bar, a dropdown menu is set to 'Search All Names'. The search results are categorized by 'States', 'Counties', 'Places (Cities, CDPs, etc.)', 'ZIP Codes (ZCTA)', 'Metropolitan/Micropolitan Areas (CBSA)', 'Workforce Investment Areas (WIA)', 'County Subdivision', 'WIRED Regions (Generation 1)', 'WIRED Regions (Generation 2)', 'WIRED Regions (Generation 3)', and '111th Congressional Districts'. The 'Places (Cities, CDPs, etc.)' category is expanded, showing 'Baltimore city, MD' as the selected result. A red arrow points from the search results to the map, where a red pin marks the location of Baltimore. A yellow arrow points from the map to a pop-up information box. The pop-up box contains the following text: 'Baltimore city, MD from Counties', 'Selection Area: 92,051 Sq. Mi', 'Census Blocks: 13,598', and buttons for 'Perform Analysis on Selection Area', 'Change Selection Area', and 'Add Advanced Selection'. The map shows a street view of Baltimore with various highways and landmarks. The bottom of the screen features a footer with links to 'Privacy Policy', '2010 Census', 'Data Tools', 'Information Quality', 'Product Catalog', 'Contact Us', and 'Home'. The source is cited as 'U.S. Census Bureau, Center for Economic Studies' and the email address is 'CES.OnTheMap.Feedback@census.gov'.

OnTheMap

LED Home Help and Documentation Reload Text-Only

Start Base Map Selection

Welcome to OnTheMap!

Start an analysis by using one of the tools below (Search, Import Geography, or Load .OTM file). Hover over the Help icons located throughout the application to see Help tips for using specific functionality. Sections in the control panel can be collapsed or opened by clicking the section title. [Read New Data Notice \(05/31/2012\)](#)

Search

Baltimore City Search

Search All Names

- States
 - No results found.
- Counties
 - Baltimore city, MD
- Places (Cities, CDPs, etc.)
 - Baltimore city, MD
 - New Baltimore city, MI
- ZIP Codes (ZCTA)
 - No results found.
- Metropolitan/Micropolitan Areas (CBSA)
 - No results found.
- Workforce Investment Areas (WIA)
 - 03 Baltimore City WIA
- County Subdivision
 - Baltimore city (Baltimore city, MD)
 - New Baltimore city (Macomb, MI)
- WIRED Regions (Generation 1)
 - No results found.
- WIRED Regions (Generation 2)
 - No results found.
- WIRED Regions (Generation 3)
 - No results found.
- 111th Congressional Districts

Baltimore city, MD from Counties
Selection Area: 92,051 Sq. Mi
Census Blocks: 13,598

Perform Analysis on Selection Area

Change Selection Area
Add Advanced Selection

Privacy Policy | 2010 Census | Data Tools | Information Quality | Product Catalog | Contact Us | Home
Source: U.S. Census Bureau, Center for Economic Studies | e-mail: CES.OnTheMap.Feedback@census.gov

Destination Analysis

Analysis Settings

Destination Analysis in 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009 and 2010 by Primary Jobs

Home/Work Area

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:

Places (Cities, CDPs, etc.)

☐ **Interstate**
Not at

Year

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

☒ 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

States

Counties

Places (Cities, CDPs, etc.)

ZIP Codes (ZCTA)

Metropolitan/Micropolitan Areas (CBSA)

Workforce Investment Areas (WIA)

County Subdivision

WIRED Regions (Generation 1)

WIRED Regions (Generation 2)

Cancel

Go!

104

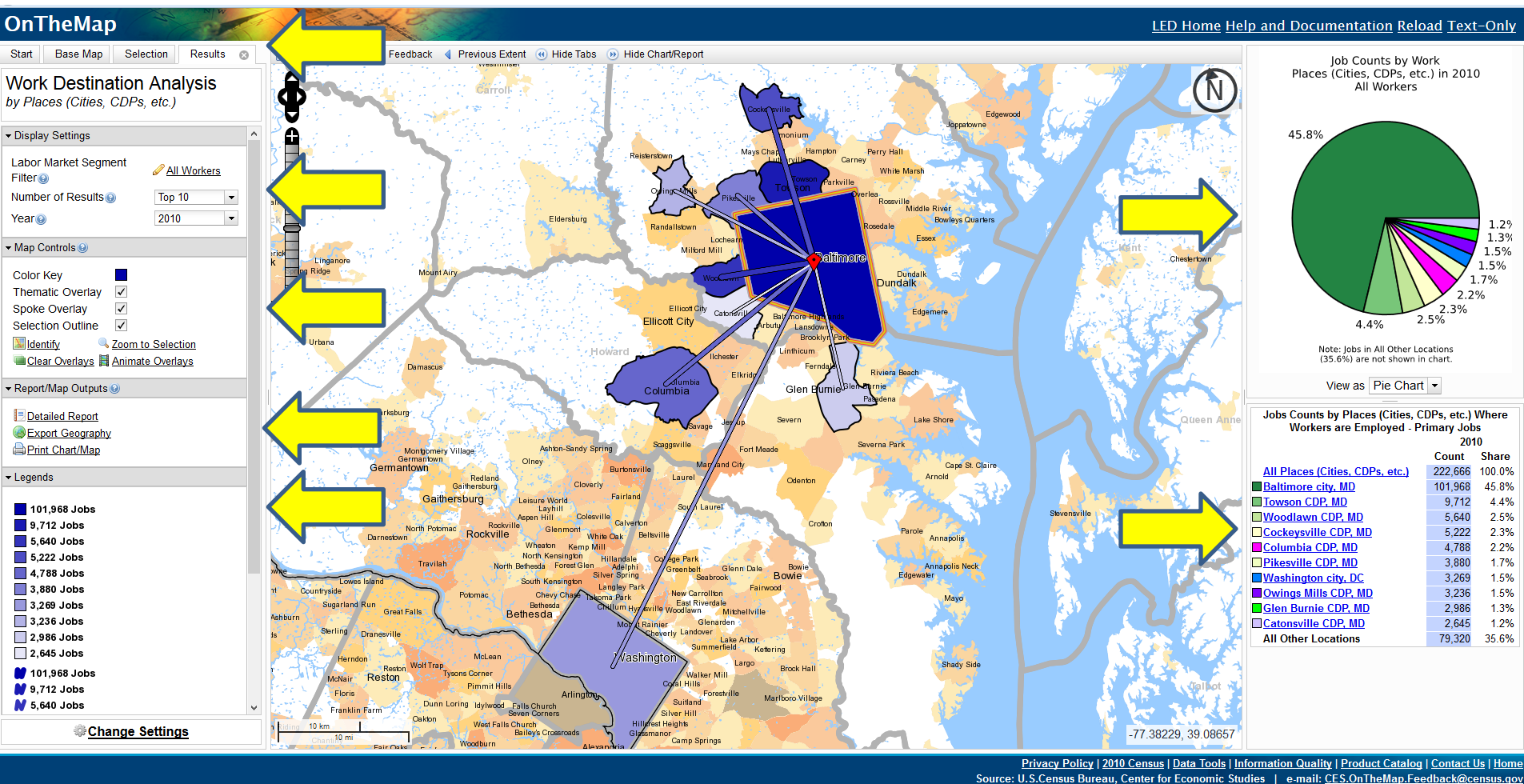
Illchester

5 km
2 mi

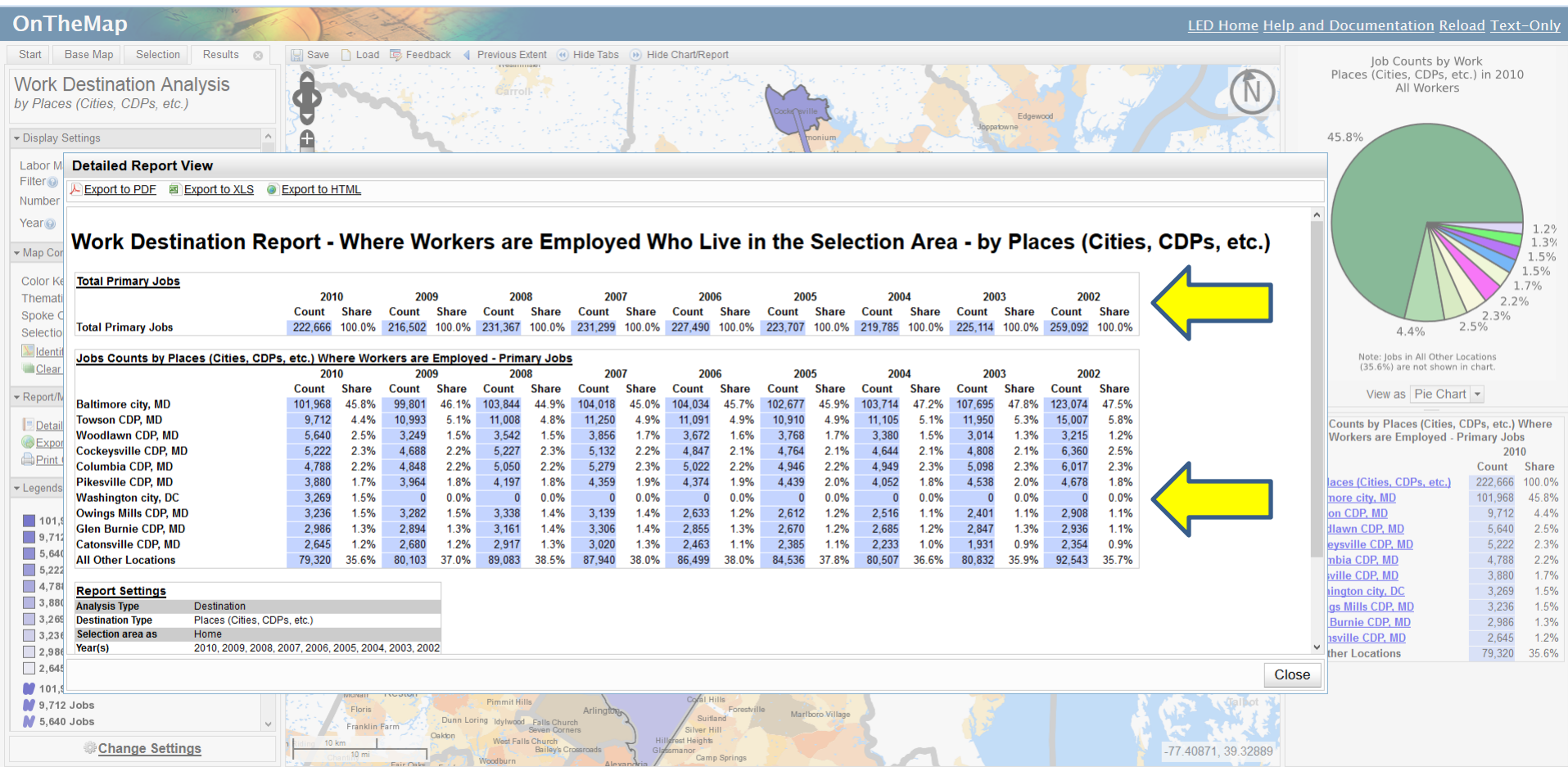
-76.51182, 39.23356

Ellic
Ran
Park
All C

Destination Analysis

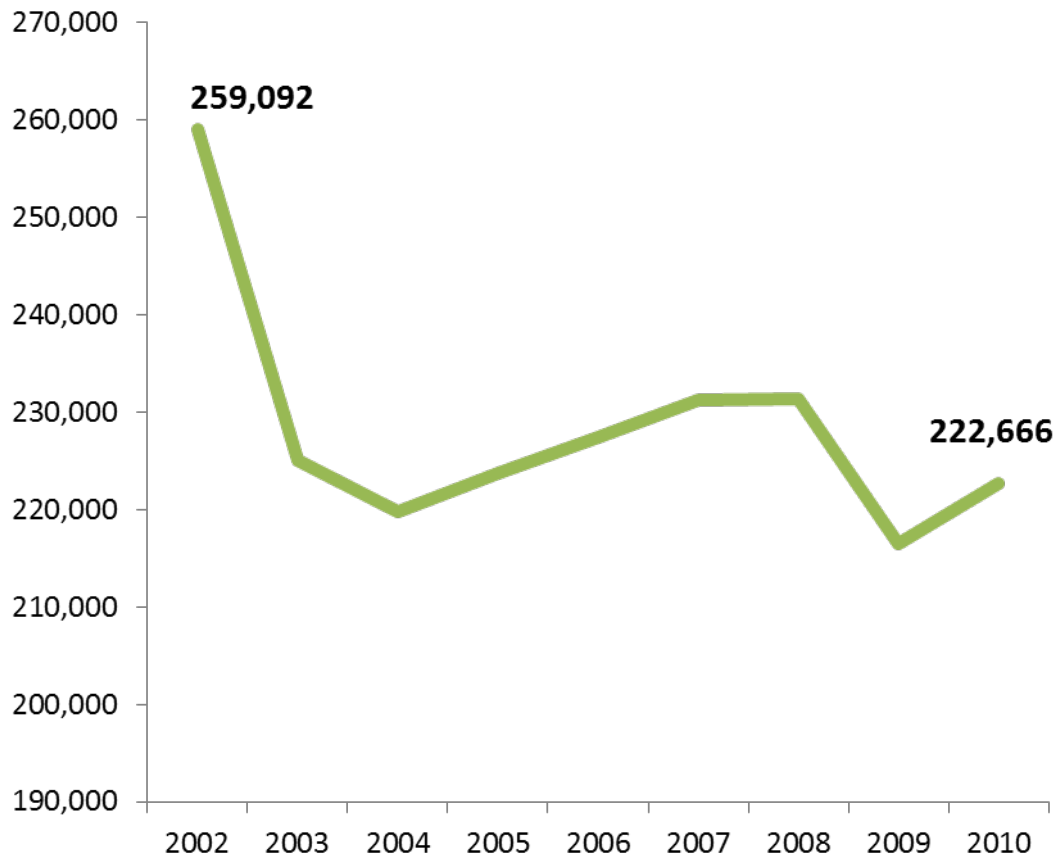


Detailed Report

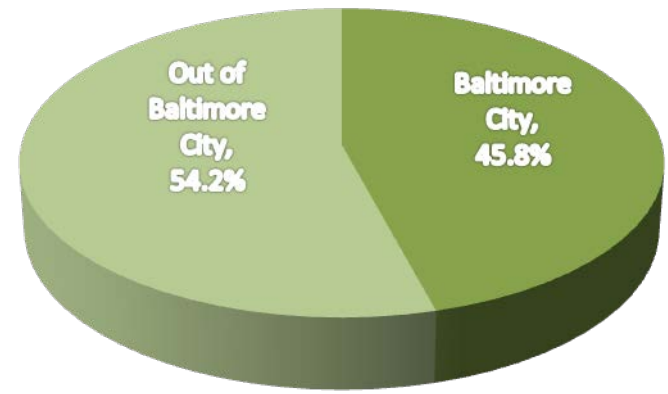


Looking at Trends and Evaluating Policy

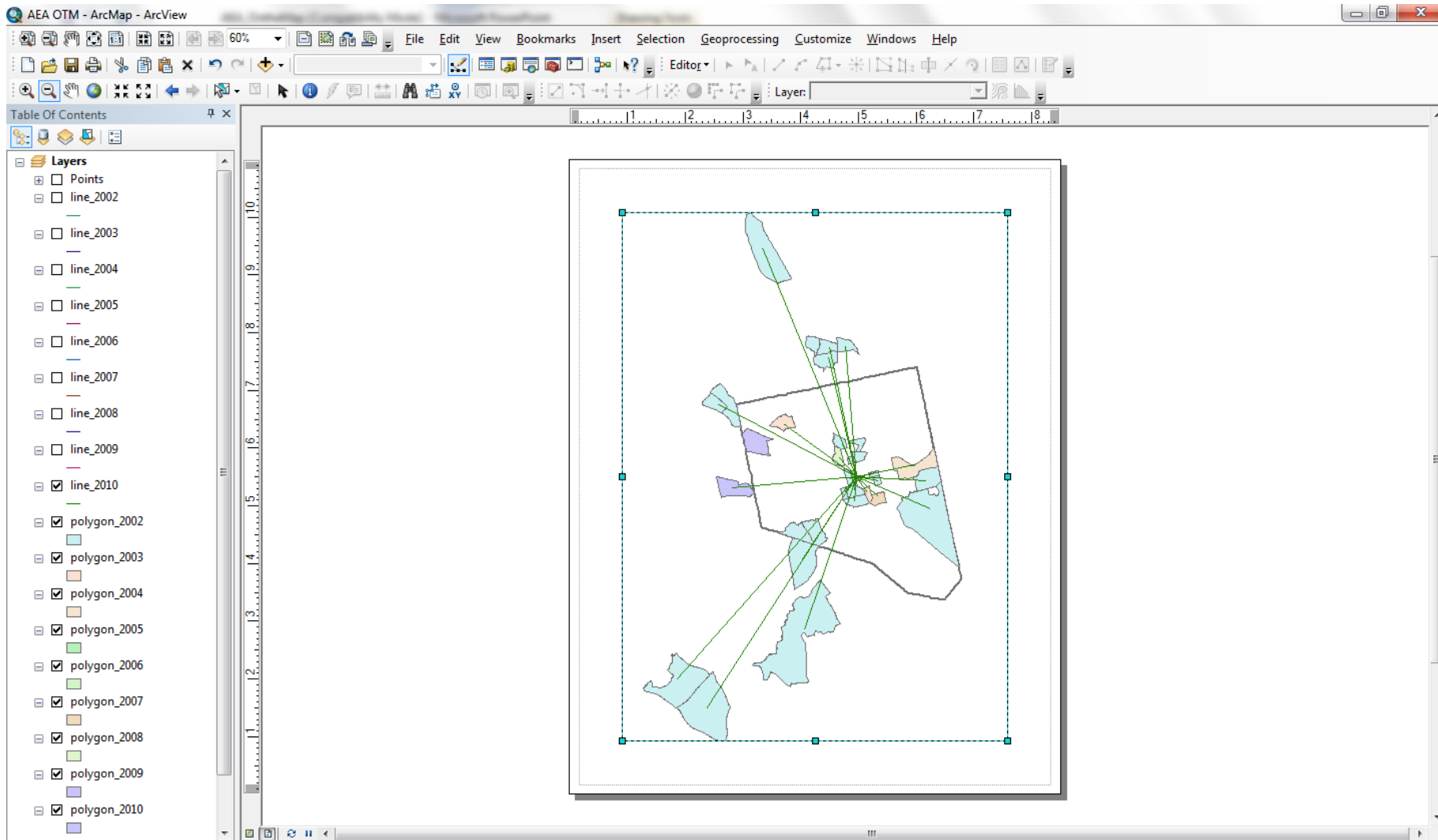
Employed Residents in Baltimore City 2002-2010



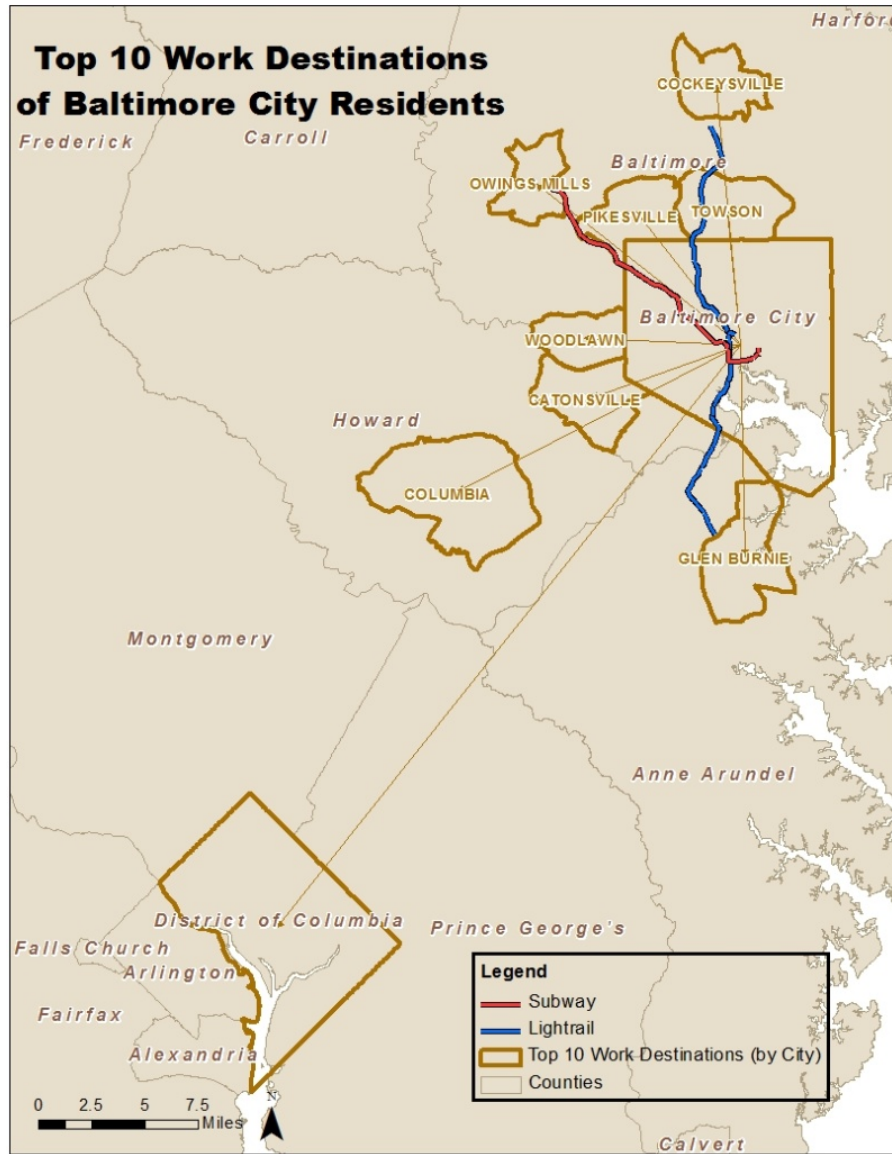
Work Destinations of Employed Baltimore City Residents



Export Geography



Export Geography

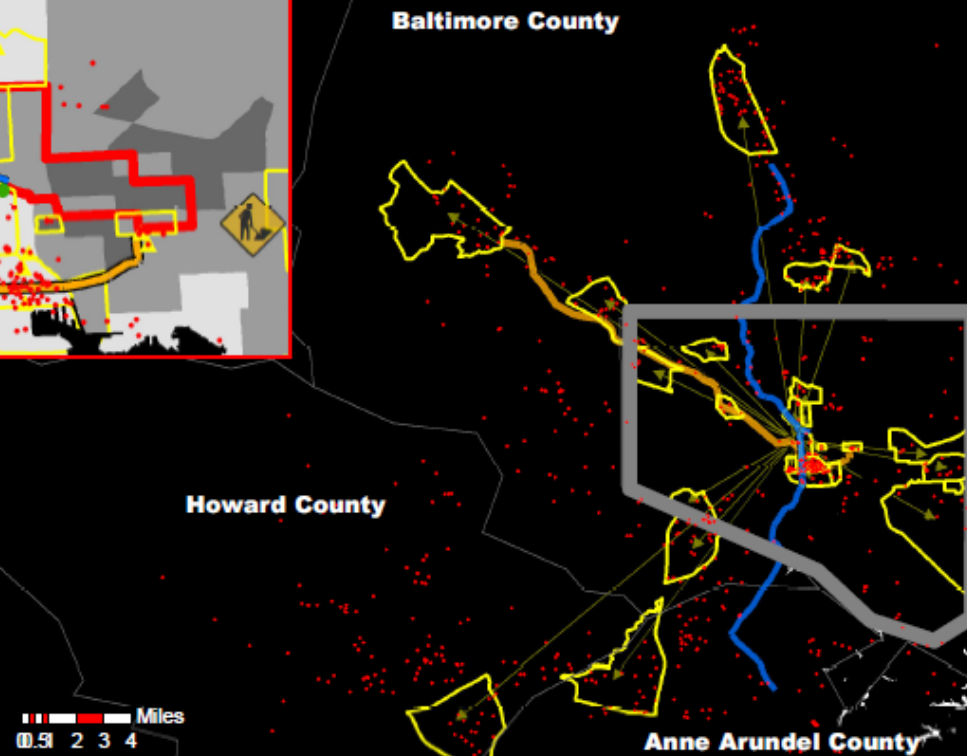
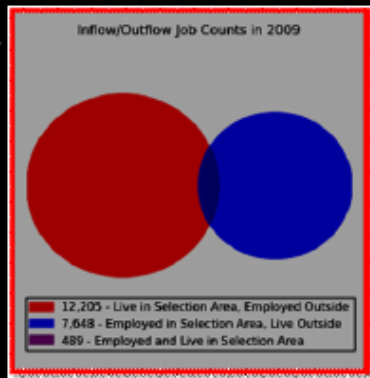
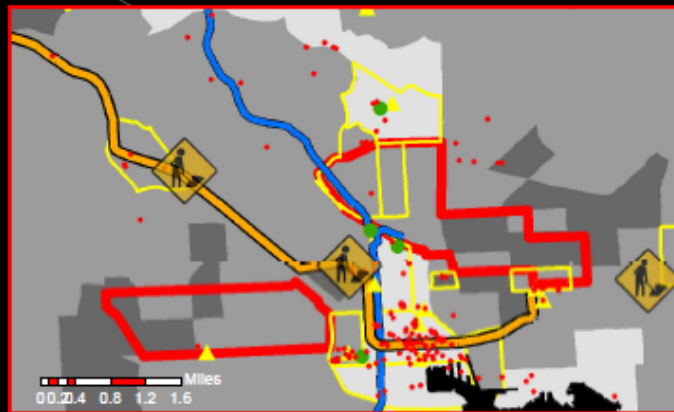


Source: U.S. Census Bureau 2012. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://lehdmap.did.census.gov/>

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



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

Questions?

Nichole Stewart

nicholemichellestewart@gmail.com