OnTheMap Version 3

What's New in OnTheMap Version 3?

Local Employment Dynamics — All About Jobs

OnTheMap Version 3 represents a major upgrade to the OnTheMap labor market mapping series. Version 3 incorporates an entirely new user interface, expanded state coverage, updated geographic and workforce data, more flexible reporting, enhanced thermal mapping, and many new and more flexible and intuitive analysis tools.

OnTheMap Version 3.0

This version will be available until the planned version 3.1 release later in 2008.

Principle design enhancements include the following:
- Control Panel
- New streamlined mapping module (Analysis tab)
- Labor Market Segments
- Search functionality
- Navigation
- Study Area Selection tools
- Thermal mapping
- Time-series animation
- Report consistency and flexibility
- Export options
- Smart text throughout the application

Control Panel

The **OnTheMap Version 3** user interface has been completely redesigned to permit greater control and contains all of the settings, legends, and tools needed to interpret and interact with the map viewer. The Control Panel (to the left of the map viewer) replaces and enhances all of the control mechanisms from previous versions of OnTheMap. Five control tabs support the geographic name search function (Search tab), the map legends (Map Key tab), geographic layer controls (Layers tab), data settings and geographic area selection (Analysis tab), and permit the user to customize map overlays and to view reports (Results tab). In the Layers and Results tabs, the Control Panel design allows users to add and remove base map layers and point and thermal overlays without the need to reload the entire map. All analysis settings and geographic selections are controlled through the Analysis tab, which has four steps that sequentially guide users through the map and report creation process (more on the Analysis tab below). After all four steps of the Analysis tab are completed, the Results tab appears in the Control Panel to provide the map overlay display options, the report output options, and a summary list of all user-defined settings. Additionally, users can hide the Control Panel (and expand the map viewer to the entire screen) by clicking on the "Hide/Show Tabs" in top right of the map viewer.

Analysis Tab (Mapping Module)

In previous versions of OnTheMap, users clicked on the *Create/Change Overlay* button to begin an analysis. Users had the option to run Travel Sheds, Paired Area Analyses, or Concentric Ring Studies. Because these analysis options were separate modules, users were forced to re-enter many of their settings in order to slightly edit previous analyses or move from one module to another. In **OnTheMap Version 3**, every type of analysis is accessed through a single module, called the Analysis tab.

OnTheMap Version 3 allows two different types of analyses: Area Profile Analysis (showing the location and distribution of worker's employment or home locations within a selected area) and Shed Analysis (showing where workers in a selected area go to live or work). Each analysis type will generate a specific map overlay and report combination (i.e. an Area Profile Analysis will generate Area Profile map overlays and an Area Profile report). The addition of Area Profile map overlays (OnTheMap Versions 1 and 2 only generated Shed map overlays) allows users to display home or work locations within a selected area without regard for where they go to work or live. Having both origin and destination map overlays removes an area of confusion in previous OnTheMap versions in which only the destinations from a selected area could be mapped, and allows users to complete the picture of workers involved in home and work pairings. The distinction and significance of Area Profile map overlays is most apparent when generating analyses on individual segments (age, earnings, industry) of the labor force (see below for more information on Labor Market Segments).

In order to perform a Paired Area Profile or Paired Shed Analysis, users simply add a second selection area to the first selection area within the framework of the four steps of the Analysis tab. This provides workflow simplicity and consistency in the maps and reports produced regardless of the options or geographies selected (although rollups are not available in Paired Shed reports). The Analysis tab design allows users to smoothly cycle between the four steps in any order and change settings or update selection areas freely. To recreate a recent analysis with a slight change, simply return to the Analysis tab, change the desired setting, and click Go! in Step 4 without having to recreate the entire analysis process.

Labor Market Segments

In **OnTheMap Version 3**, users can choose to analyze certain segments of the labor force. The segments that are available correspond to the demographic characteristics available in Area Profile reports (although the twenty 2-digit NAICS*[1] sectors have been grouped into three industry classes). Besides the default *All Workers* option, the available segments are *Age - 30 or Younger*, *Age - 31 to 54*, *Age - 55 or Older*, *Earnings - $1,200 per month or Less*, *Earnings - $1,201 to $3,400 per month*, *Earnings - Greater than $3,400 per month*, *Industry Class – Goods Producing*, *Industry Class – Trade, Transportation, and Utilities*, and *Industry Class – All Other Services*. The Labor Market Segment functionality has been integrated into the basic process of the Analysis tab – simply choose the desired segment in Step 1: Data Settings of the Analysis tab and

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*[1] North American Industry Classification System. See <http://www.census.gov/epcd/www/naics.html> for more information.

continue through the remaining steps. The inclusion of Labor Market Segments in OnTheMap allows users to ask the following types of questions: "Where do workers aged 30 or younger live within Birmingham, AL?" or "Where are the Trade, Transportation, and Utilities employment locations within the 1st Congressional District in California?" Users should note that all map overlay and report functionality available for *All Workers* is also available for single segments, with the exception of QWI data and when a Paired Area is selected. There is no single segment Paired Area Profile report available due to data limitations, although both map overlay types and a single segment Paired Shed report is available.

Search

The Search (formerly Place Name Lookup in OnTheMap Version 2) functionality has been expanded to allow greater user control and flexibility. In addition to the use of city, county and state place names, users in version 3 can also enter the name of a metropolitan area (CBSA), congressional district, county subdivision, military base, tribal area, Workforce Investment Area (WIA), WIRED Regions, One-Stop Career Center, or ZIP code (ZCTA). The verification screen in the prior version has been replaced by a listing of place name options incorporated into the control panel portion of the map viewer. Simply click on the desired place from the results listing to zoom directly to the area of interest.

Navigation

The navigation tools in **OnTheMap Version 3** have been significantly improved. Users can move laterally (pan) across the map simply by dragging the map with the mouse. Quickly zoom in or out by clicking on the + or – buttons at the top and bottom the zoom ladder tool in the upper left corner of the map viewer. Users can also click directly on the desired step in the zoom ladder tool or hold and drag the zoom indicator to the desired zoom level. In order to replicate the zoom functionality used in previous versions of OnTheMap, users can zoom in to a targeted location by holding down the "Shift" key while diagonally drawing a box in the map viewer with the mouse. With increased navigation flexibility, users can more easily zoom out or pan the map to gain context for their area of interest, or zoom in close to view the fine detail of points and thermals at the neighborhood level.

Note: When in Step 2 or 3 of the Analysis tab, the *Navigation* tool bar must be active in order to navigate in the map viewer. If one of the other selection tools is active (like Layer or Freehand), then all interactions with map viewer will result in creating new selection areas.

Study Area Selection Tools

The available geographic selection tools are greatly expanded in **OnTheMap Version 3**. In both Step 2 and 3 of the Analysis tab, users have great flexibility while selecting study area(s). Selecting features using the Layer tool is now both easier and more robust. Using the default Layer selection method *Point(s)*, simply left-click once inside each

feature (of the Layer type chosen in the drop down box) that should be included in the selection area. Users accustomed to the *Line* selection method from previous OnTheMap versions are still able to select features by drawing a line within their boundaries. Two new selection tools (Plume and Donut) have also been added to allow increased flexibility in the type and shape of user's geographic selections. Users now have the option to re-use up to five selection areas defined earlier in their session through the *Reuse Earlier Selection* tool. Simply open this tool and select the desired shape from a previous analysis. In the optional Step 3: Advanced Area Selection, users have the option to create an additional selection area – typically used as the destination-limiting second area of Paired Area Profile or Paired Shed Analysis, but this area can also be used to create a modified first selection area. Three options are available to alter the first selection area using the second selection area, 1) Add to initial area (useful for combining two areas created using different area selection tools), 2) Intersect with initial area (e.g. select only the intersection of a commute corridor with particular Census Tract), and 3) Subtract from initial area (e.g., removing the downtown area from a city polygon).

When using the Layer, Freehand, Ring/Buffer, or Plume selection tools, users are now able to edit a line or freehand shape that has already been drawn in the map viewer using the *Modify Line* method (called *Edit Shape* for the Freehand tool). Simply activate the radio button for this method, and click on the already drawn line (or *in* the freehand shape) to view the vertices that determine the extent of the line or shape. Add new vertices by clicking the semi-transparent circles (vertices), drag the solid circles (vertices) to the desired location, or delete vertices by typing the "Delete" or "D" button while hovering over a vertex. Simply click in the map viewer or Control Panel to save the changes.

Thermal Mapping

Thermal maps show the density of workers per square mile in a particular geographic area. In **OnTheMap Version 3**, the aesthetics and consequently, the usefulness of the thermal maps have been enhanced. As opposed to the cross-hatching overlay used in previous versions, thermals are now smooth, semi-transparent contour images. This change is expected to greatly improve the value of both Area Profile and Commute/Labor Shed maps, particularly in maps showing trends across state and regional geographies.

Time-Series Animation

In previous OnTheMap versions, the user was required to select a single year for mapping. **In OnTheMap Version 3**, up to three of the five years of data will be simultaneously available for display in the map viewer. Additionally, users can view labor market changes (in point or thermal form) across those three selected years in an animated map sequence. Under the *Animate* heading, check only one of the boxes next to Points or Thermals. Make sure if you checked Points, all Thermal boxes are unchecked in the year columns above (or vise versa) to avoid confusion in the map viewer. Click the *Animate* button and watch the map overlays cycle between the available years of data. Click on the Map Key tab to view the legends for each of the overlays as they appear in the map viewer.

Report Consistency and Flexibility

All reports produced in **OnTheMap Version 3** are fully aligned and consistent with the displayed map overlay. There are now only two reports supported – Shed and Area Profile Reports, and each is available by selecting an analysis type (of the same name) in Step 4 of the Analysis tab. Users expecting the QWI report will find that it has been merged into the bottom of the Area Profile report (Workplace only). In previous versions of OnTheMap, users that selected a Paired Area were provided a report showing the total number of workers sharing the selected home and work areas. With the new Paired Area Profile report, users will also be able to see the age, earnings, and industry grouping of workers for the specific paired home and work area. Reports accurately reflect the analysis settings users chose while stepping through the analysis tab. If a single labor segment was selected in Step 1, the report totals will reflect that choice. Users are advised to consult the Report Settings table at the bottom of each report to confirm the parameters used in the analysis. Additionally, users can now choose the specific geographies used to aggregate residence or employment locations in Shed reports. Previously, Shed reports returned top ten results for Cities/Towns, Counties, and States. Eight additional geographies have been added as options, with up to three available in any single report.

Export Options

Map and report output capabilities have been enhanced in **OnTheMap Version 3**. Users are given four report output options, including HTML, Excel, and two PDF options. The first PDF option produces a PDF report incorporating both the map and report tables. The second PDF option returns a report-only PDF. The output formatting for Excel and PDF has been enhanced for aesthetics and increased readability. Additionally, users can click the *Print Map* button in the top right above the map viewer in order to generate a map-only PDF document showing the current base map and overlays in the map viewer.

Smart Text

When users change settings in any of the steps of the Analysis tab, the text describing options and potential analysis outputs automatically updates. Moving through steps one through four, users will always know the state of their analysis process. In other words, the descriptive text on each option in the Analysis tab always reflects the previous choices the user has made. For example, if a user selects *Home/Residential Area* for the Live or Work option in Step 1, in Step 2 the user will be creating a *Home Area Selection*, and choosing between a *Home Area Profile Analysis* or *Commute Shed Analysis* in Step 4. Additionally, this descriptive information is passed to the Results tab and reports, so that users are always able to quickly confirm and understand the parameters guiding the map overlays and reports.