On The Map v.2.0

2007 Development Overview
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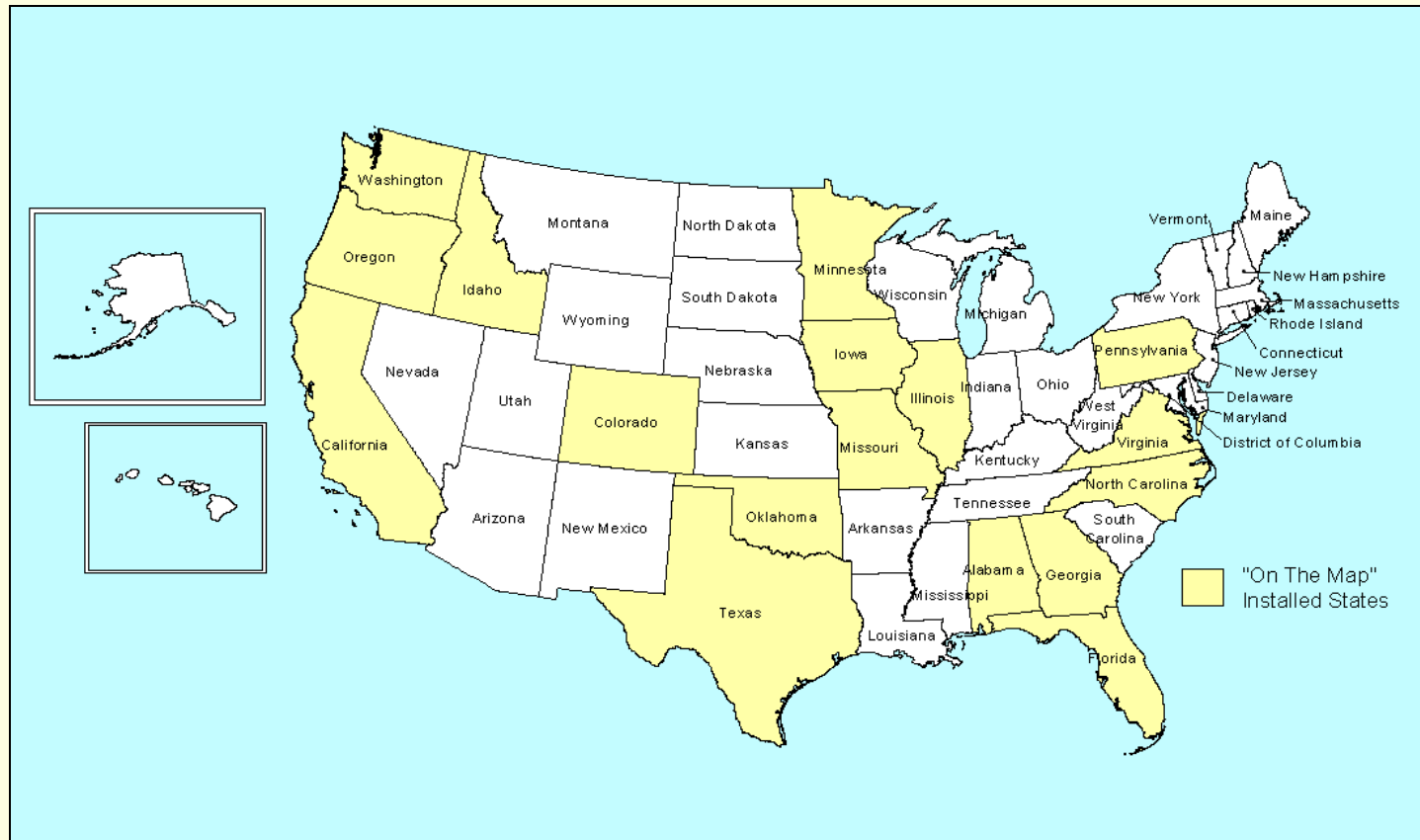
On The Map (OTM) 2007 Plan

1. Building a National Frame
2. Data Updates and Additions
3. Improved Application Usability
   - Expanded search and navigation
   - More precise mapping of workforce data to user-selected geographies
   - Report improvements
   - Faster and more reliable processing
   - More documentation and help screens
4. Schedule

Building a National Frame

Nov. 2006 – 17 OTM Pilot States

Building a National Frame

July 2007 (34 states) + Sep. 2007 (up to 10 more to be named*)

* States in regular QWI production by June 1, 2007

Data Updates and Improvements

- Up to 44 States

- 3 consecutive years of Employment History
  - 2004 update and retrofitted 2002 and 2003 data

- Improved OD data and report files:
  - Cross-state patterns (labor shed side -- where workers live)
  - Profiles covering all four employment types
  - Fewer default locations
  - Consistent disclosure proofing methodology for OD <u>and</u> QWI report data

Data Updates and Improvements

- Newly updated TIGER 2005 base map geographies and ETA regions/service locations.

- Expanded set of selectable geographies:
  - <u>Current</u>: Counties, metro areas, cities (places), county subdivisions, census block groups, zip codes, WIB areas, economic development regions, and military bases.
  - <u>New</u>: States, 109th Congressional districts, Wired Regions, Virtual Communities, tribal lands, census tracts.

Usability Improvements

- Expanded search and navigation tools:
  - <u>Place name lookup</u>:
    - National coverage (states, counties and cities)
    - Expanded lookup list - adding Congressional districts, Wired Regions, economic development regions, WIB areas, and military bases
  - <u>Navigation tools</u>:
    - More responsive zoom in/out
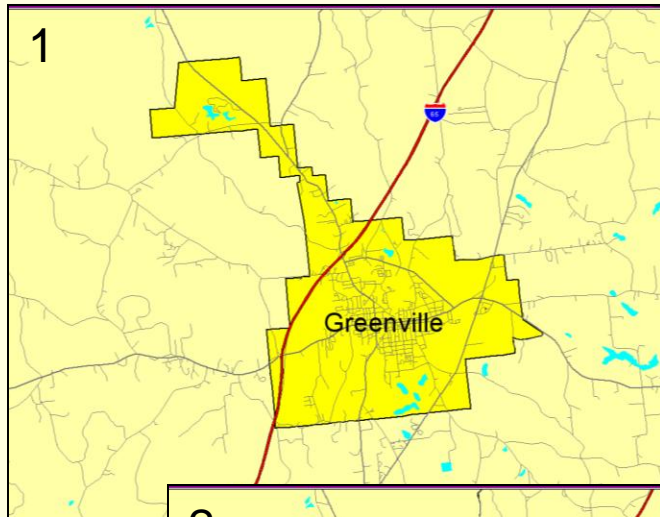   - New "back" button to return to previous map view
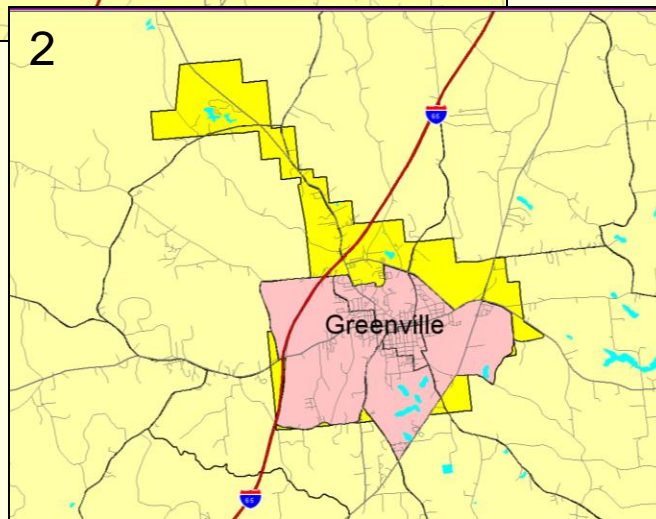
Usability Improvements

- More precise mapping of workforce data to user-selected geographies *(pending DRB review)*

  - Layer selects mapped and profiled using smaller census "blocks" rather than "block groups"

  - Applies to Congressional Districts, cities, county subdivisions, military bases, and zip code areas.

  - Also used for line buffer, circle, and concentric circles selections.

Geographic Area Matching

1. City of Greenville, AL

2. Greenville defined using Census Block Groups

3. Greenville defined using Census Blocks

Usability Improvements

- Report improvements:

  - <u>More history</u> - All standard reports display three years of data and highlight the user-selected year.

  - <u>More consistency</u> - Reports show employment counts based on the same employment "type" selected by the user and displayed on the map.

  - <u>More consistency</u> - QWI and OD report employment counts more closely match due to more consistent disclosure proofing methodologies.
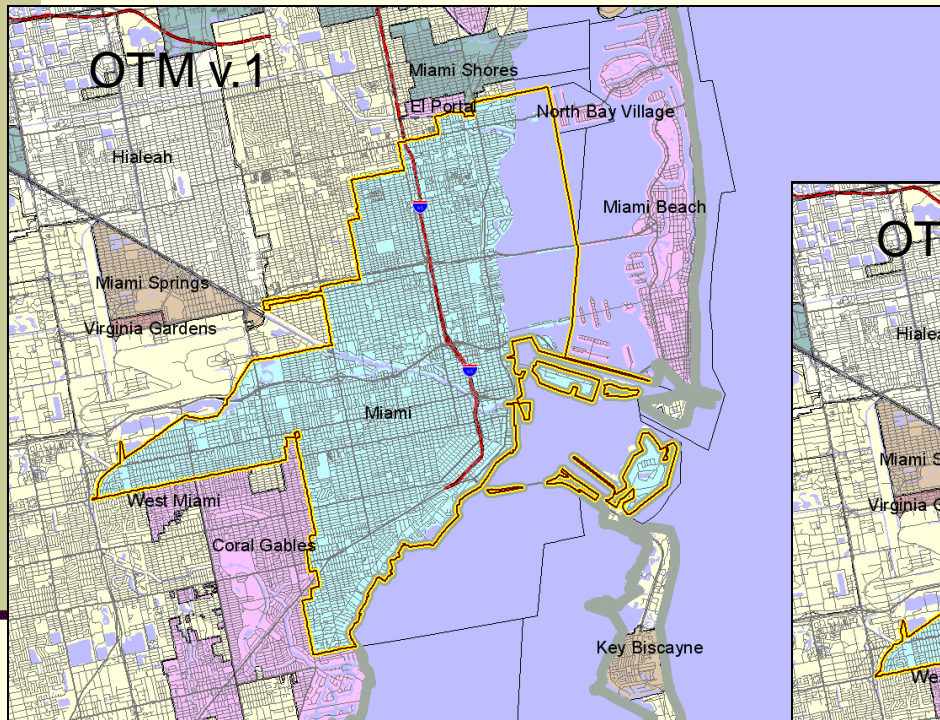
Usability Improvements

- Report improvements:

  - <u>More complete lists</u> - Shed reports include the Top 10 counties and cities. Labor shed report will also include top 10 states (cross-state patterns).

  - <u>Report Titles</u> – Report headers display the selected geographic feature(s) by name, e.g., "Lake County." Freehand areas are reported as "User Defined."

  - <u>Documentation</u> – definitions, sources and links to technical resources.
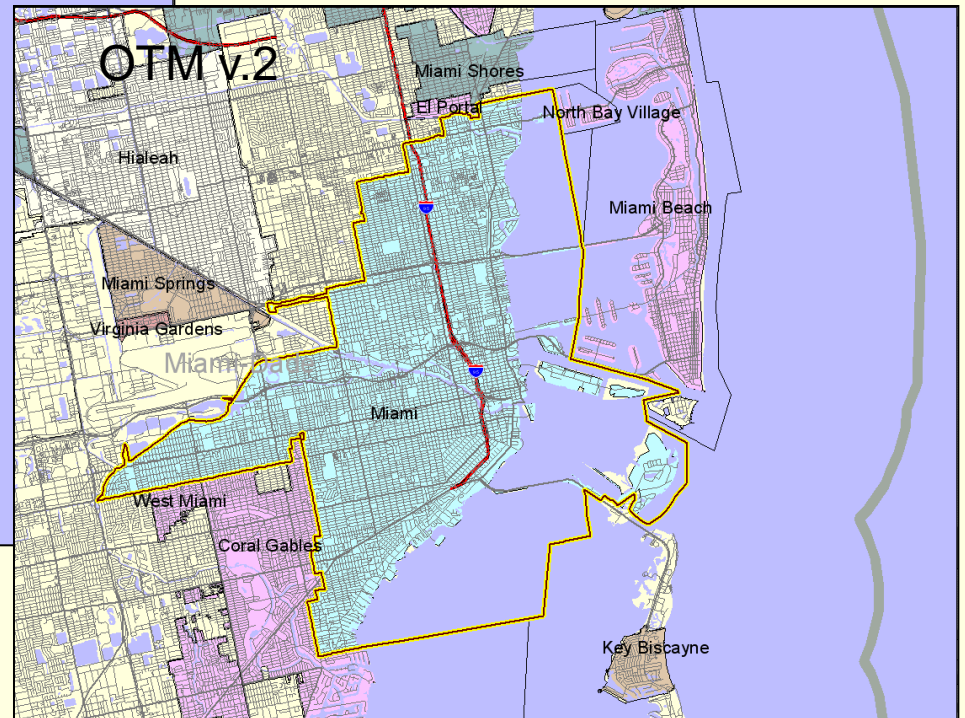
Usability Improvements

- Faster and more reliable processing

  - <u>Pre-processed workforce data</u> –more extensive use of pre-aggregated data in both maps and reports.

  - <u>Simplified map layer boundaries</u> -- Complex, coastal geographies (cities, counties and state borders) are simplified to improve map rendering and report generation. Map detail, as seen by the user, is not affected.

  - Smaller processed files mean fewer mapping and report time-outs.

Simplified Map Boundaries

OTM v.1

OTM v.2

City of Miami, FL

Schedule

- **Rollout of State in 4 Groups**
  - **Tier I**: (March - 3 states) AL, GA and NC
  - **Tier II**: (May - 14 states) Rest of the OTM pilot states.
  - **Tier III**: (July – 17 states) AR, DE, HI, IN, KS, KY, ME, MD,   MT, NV, NJ, NM, SC, TN, VT, WV and WI.
  - **Tier IV**: (Sept. – Up to 10 states) To be determined.

- **Application upgrades:**
  - Map and report upgrades (March)
  - Usability improvements (March through Sept.)