

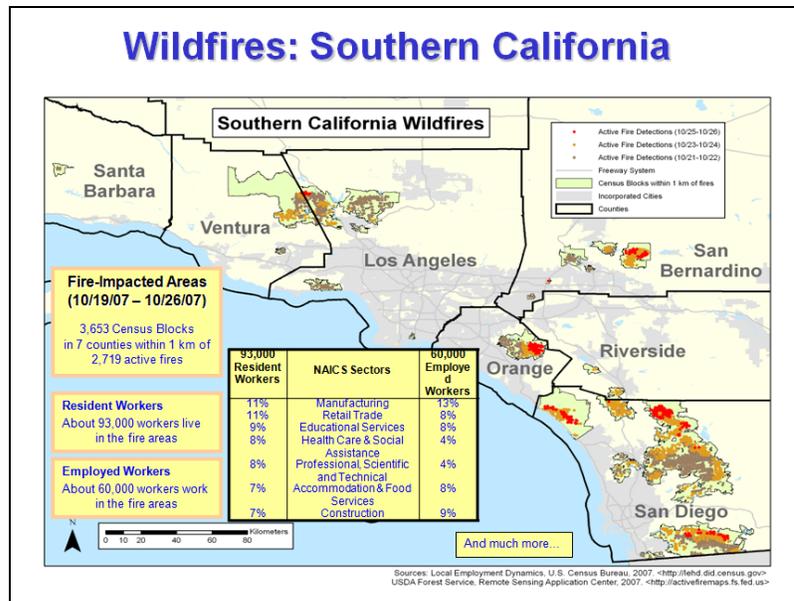
OnTheMap for Emergencies: Concept Paper

Local Employment Dynamics

All About Jobs

OnTheMap has been a very useful tool for emergency management both before and after the occurrence of disasters, but it can do more.

The state of Missouri has been using *OnTheMap* for tracking and assessing tornado impacts on local jobs and workers. The state of Illinois prepared a comprehensive report¹ showing the step-by-step approach to using *OnTheMap* to produce timely information on disruptions to labor markets. Participants in the 2009 LED Partnership Workshop² described the actual and potential use of *OnTheMap* data in the aftermath of Hurricanes Katrina and Ike in New Orleans and the Houston-Galveston area. The Census Bureau has developed a new Emergency Preparedness web page³ that includes *OnTheMap* results for wildfires in California and floods in Iowa, as well as several hurricanes. The Census Bureau has also provided training of *OnTheMap* to personnel of the Federal Emergency Management Administration.



In response to these growing interests from the users, *OnTheMap* has also been designed and developed with selection features such as a plume that can simulate the potential path of a hurricane and a buffer zone that can simulate the actual path of a tornado.

The concept of a topical *OnTheMap* application specifically for emergency situations is a logical extension to meet the growing needs. Developing topical *OnTheMap* applications started with the release of *OnTheMap* Version 3 that includes the pilot *OnTheMap Direct*⁴ where a user can obtain *OnTheMap* results for each of the 99 counties in Iowa with a few clicks.

OnTheMap for Congress is being planned and developed to provide *OnTheMap* results for each of the Congressional Districts in the nation that can also be “skinned”⁵ by Congressional Offices.

¹ Available at <http://lmi.ides.state.il.us/LED/Disaster_Assessment.pdf> as of March 30, 2009.

² Available at <<http://lehd.did.census.gov/led/library/workshops.html#2009>> as of March 30, 2009.

³ Available at <<http://www.census.gov/Press-Release/www/emergencies/index.html>> as of March 30, 2009.

⁴ Available at <<http://lehd.did.census.gov/>> as of March 30, 2009.

⁵ “Skinning” is a method used by LED to embed its web-based applications as if they were native applications in non-LED web servers. Visit <<http://lehd.did.census.gov/led/partersonly/sop.html>> and read Standard Operating Procedures 3060-3063 for more details.

Topical OnTheMap applications are intended to target specific user groups or specific purposes for use with simplified instructions. They are not separate developments. They must follow the same existing design and architecture of the *OnTheMap* system, including using the underlying data files, selection features, and geographic layers. They are expected to have multi-year plans of implementation, with visions of full use of modern information technology (IT) and automation. They follow and lead concurrently the evolving future *OnTheMap* system.

An ideal *OnTheMap for Emergencies* will track the path of a hurricane, in real-time or equivalent, as it is announced and updated by an official agency such as the National Weather Service. It will also calculate and update, in real time or equivalent, the actual and potential impacts on workers and jobs based on the size, direction, and traveled locations of the hurricane. The results are posted and updated automatically with additional linked information if they are appropriate.

OnTheMap for Emergencies should also facilitate the planning process for emergencies such as analyzing the potential impacts of earthquakes of varying epicenters and magnitudes.

Other major considerations for developing and implementing *OnTheMap for Emergencies* will likely include:

1. **Identification of Emergencies.** Natural disasters will include earthquakes, floods, hurricanes, tornadoes, tsunamis, volcanoes, and wildfires. Emergencies should also include man-made disasters. The state of New York cited the lack of reliable daytime population statistics during the 9/11 attacks in its legislative language to join LED.
2. **Customization for Emergencies.** Each emergency may have features that require different handling. For example, hurricanes are infrequent, and may cover multiple states in a swath of contiguous land; tornadoes are more frequent, and may cover a relatively short and narrow path across local communities.
3. **Developing Cooperative Agreements and Definitions.** It appears imperative to establish agreements with agencies such as the National Weather Service and the U.S. Geological Survey to secure routine and consistent data supply through Web Services. Definitions of an “impact area” must also be obtained from federal and state emergency management agencies, as well as with LED state partners.
4. **Ensuring Adequate IT Support.** While the required resources may only be marginal increases to the base OnTheMap system, support in servers to handle potential web traffic levels should be discussed and addressed.

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