

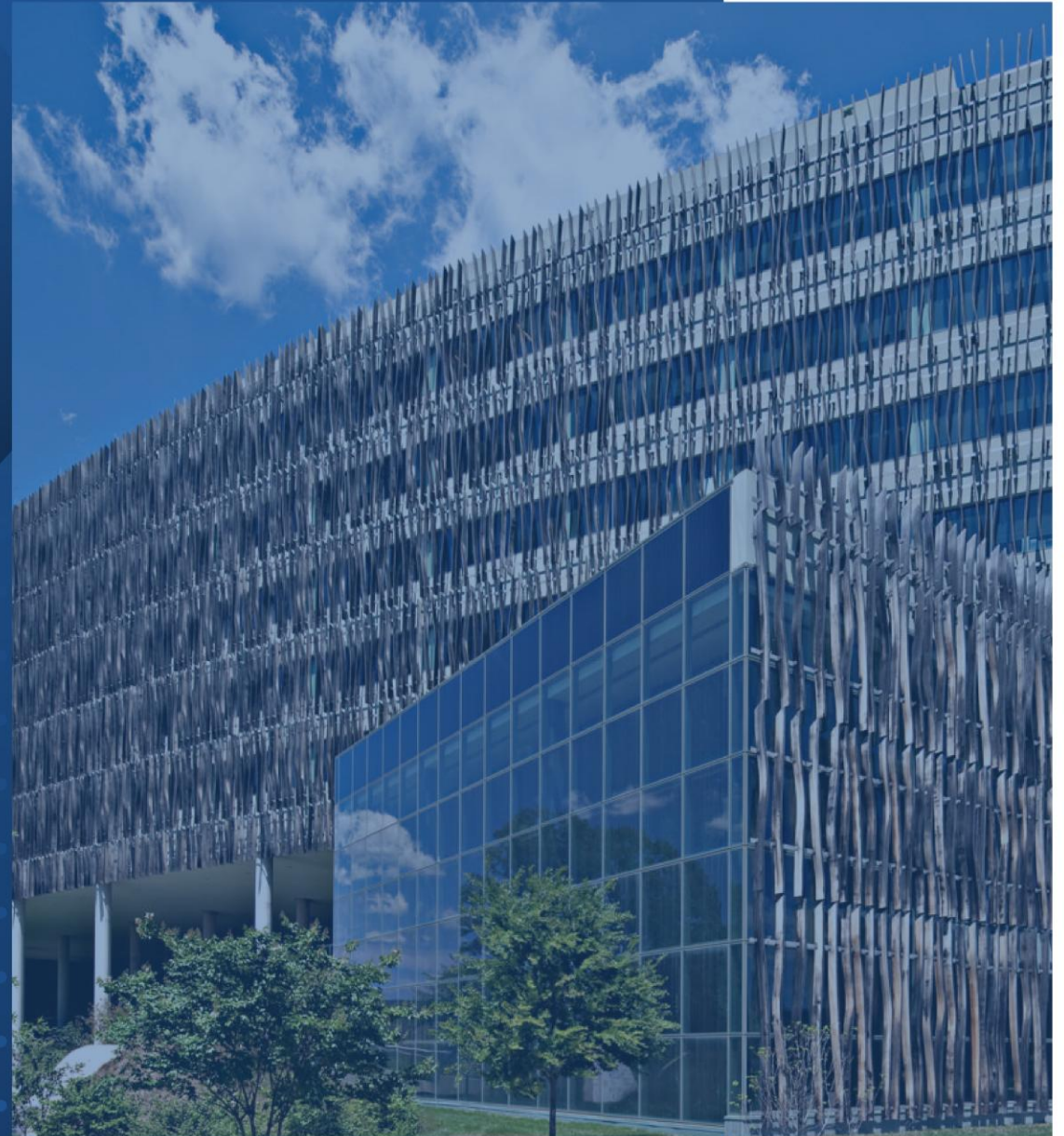
# Part 3: Census Transportation and Emergency Management Tools for SW Hills Residential League

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## What is Your Data Need?

- To view socioeconomic, labor, housing and demographic data for *residents* of a city, county or disaster area *after* a federal emergency declaration is made:
  - OnTheMap for Emergency Management
- To plan for large events, infrastructure improvements, and possible future disasters for the *population that works or resides* in a state/county/city/ZCTA/census tract or a combination thereof:
  - OnTheMap
- To map population/demographic/socioeconomic/housing data of smaller geographies like ZCTAs and census tracts from the American Community Survey:
  - Data.census.gov

# American Community Survey Foundations

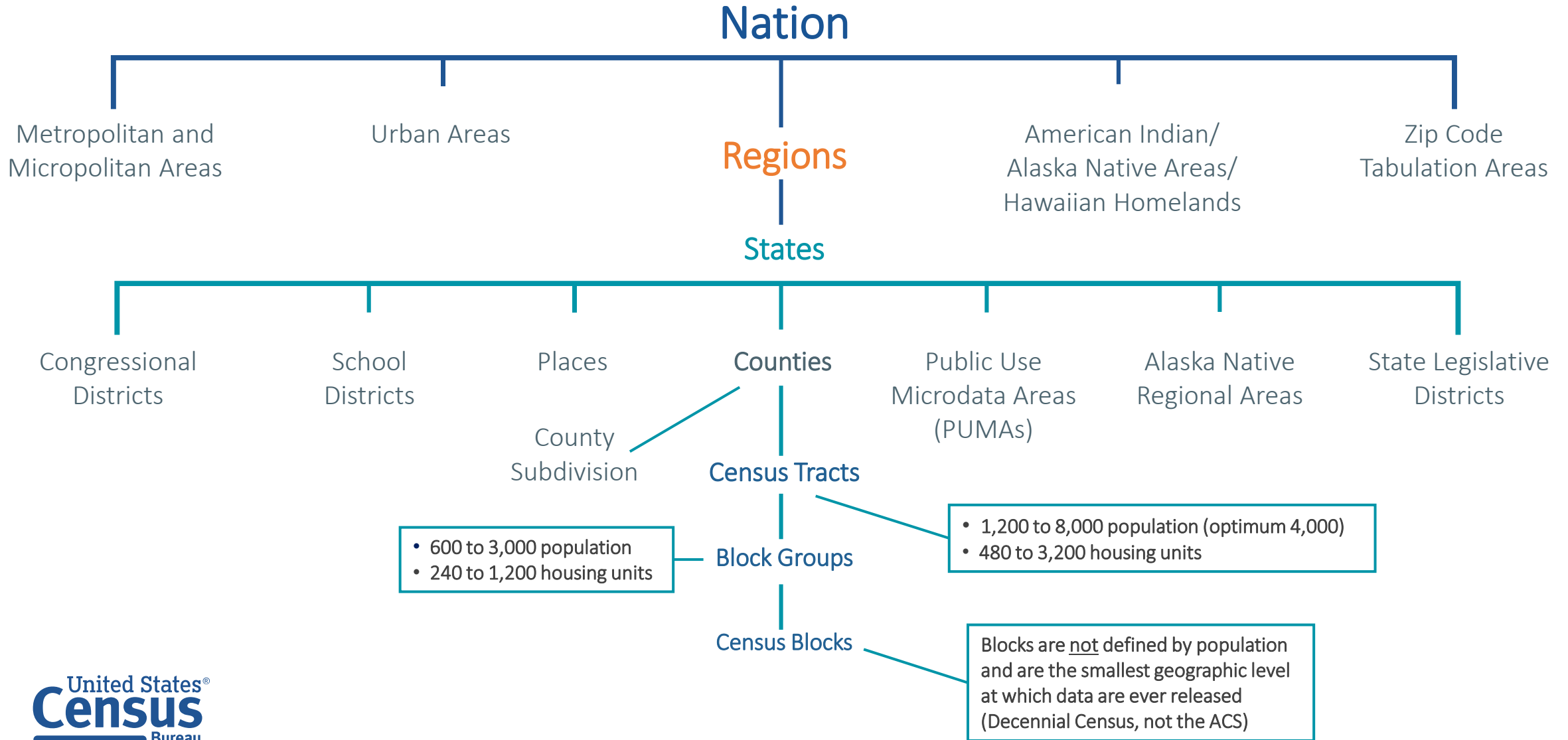
- The American Community Survey (ACS) is the premier source of detailed information about the nation's people and housing
- Surveys **3.5 million** addresses and about **150,000** Group Quarters (GQ) residents to produce annual social, economic, housing, and demographic estimates for communities throughout the 50 states, DC, and Puerto Rico
- Covers **40+ topics** — Collects detailed information previously collected by the decennial census each decade
- Helps inform how federal funds are distributed each year; supports over **300** evidence-based federal government uses
- Data released the year after collection as 5-year and 5-year estimates
- Officially started in 2005—now has four consecutive, non-overlapping 5-year estimates

The image displays two screenshots of the American Community Survey (ACS) website. The top screenshot shows the login page, which includes the United States Census Bureau logo and the title 'American Community Survey'. It features a 'Welcome! Start here to respond:' section with a 'Respond online today' link and a 'Log in' button. There are also fields for 'User ID' and 'Password'. A 'Can't find the User ID?' section provides instructions on how to find the 10-digit code above the address and to the right of the page. The bottom screenshot shows the 'Start Here' page, which includes instructions on how to respond, including online and mail options. It also features a section for 'How many people are living or staying at this address?' with checkboxes for inclusion and exclusion criteria. The page includes contact information for help and a 'Fill out pages 2-7 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.' instruction.

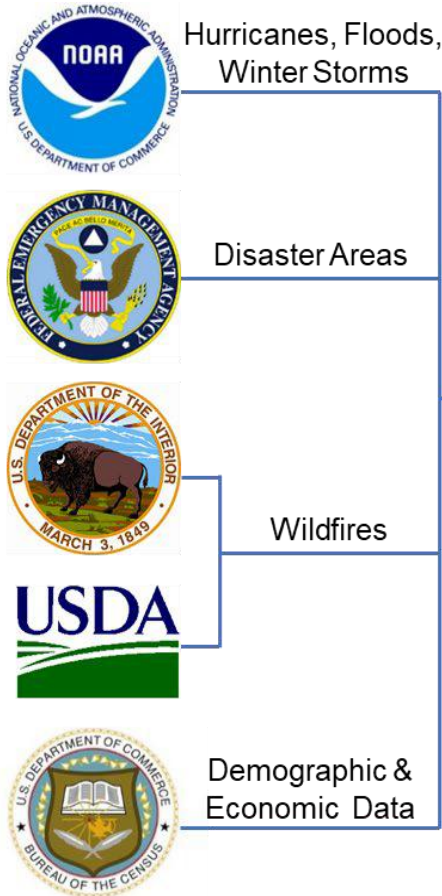
# What Topics are Available from the American Community Survey?


POPULATION			HOUSING
Social	Economic	Demographic	
<ul style="list-style-type: none"> <li>• Ancestry</li> <li>• Citizenship Status</li> <li>• Citizen Voting-Age Population</li> <li>• Disability Status</li> <li>• Educational Attainment</li> <li>• Fertility</li> <li>• Grandparents as Caregivers</li> <li>• Language Spoken at Home</li> <li>• Marital History and Status</li> <li>• Migration/Residence 1 Year Ago</li> <li>• Place of Birth</li> <li>• School Enrollment</li> <li>• Undergraduate Field of Degree</li> <li>• Veterans Status; Period of Military Service</li> <li>• Year of Entry</li> </ul>	<ul style="list-style-type: none"> <li>• Class of Worker</li> <li>• Commuting and Place of Work</li> <li>• Employment Status</li> <li>• Food Stamps (SNAP)</li> <li>• Health Insurance Coverage</li> <li>• Income and Earnings</li> <li>• Industry and Occupation</li> <li>• Poverty Status</li> <li>• Weeks Worked Last Year</li> </ul>	<ul style="list-style-type: none"> <li>• Age</li> <li>• Group Quarters Population</li> <li>• Hispanic or Latino Origin</li> <li>• Race</li> <li>• Relationship to Householder</li> <li>• Sex</li> <li>• Total Population</li> </ul>	<ul style="list-style-type: none"> <li>• Bedrooms</li> <li>• Computer &amp; Internet Use</li> <li>• Costs (Mortgage, Rent, Taxes, Insurance)</li> <li>• Electric Vehicles</li> <li>• House Heating Fuel</li> <li>• Kitchen/Plumbing Facilities</li> <li>• Occupancy/Vacancy Status</li> <li>• Occupants per Room</li> <li>• Rooms</li> <li>• Solar Panels</li> <li>• Telephone Service Available</li> <li>• Tenure (Owner/Renter)</li> <li>• Units in Structure</li> <li>• Value of Home</li> <li>• Vehicles Available</li> <li>• Year Householder Moved Into Unit</li> <li>• Year Structure Built</li> </ul>

# Selected Census Geographic Concepts



# OnTheMap for Emergency Management Sources



 OnTheMap for Emergency Management

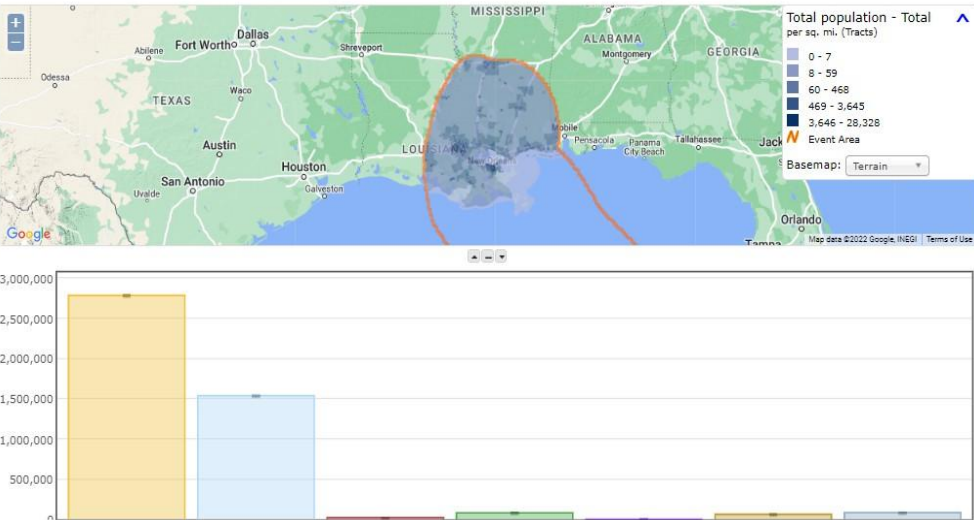
Hurricane Ida Event Class [Wind History 34kn (Cumulative Swath)] Time [Mon, 30 Aug 2021 10:55:44 GMT] Export Share

Detail by: Characteristics Topic: 2015-2019 ACS Chara... Analysis Area: Event Area

**Race**

Characteristic	Estimate	Margin of Error
<b>Total</b>	<b>4,576,880</b>	<b>±6,508</b>
White alone	2,784,407	±6,547
Black or African American alone	1,538,260	±5,188
American Indian and Alaska Native alone	21,983	±1,186
Asian alone	82,124	±1,686
Native Hawaiian and Other Pacific Islander alone	1,042	±398
Some other race alone	64,256	±3,209
Two or more races	84,808	±3,330

All tabulations contain derived estimates and margins of error. 2 - The data in some cells in this tabulation are not published in order to protect confidentiality.

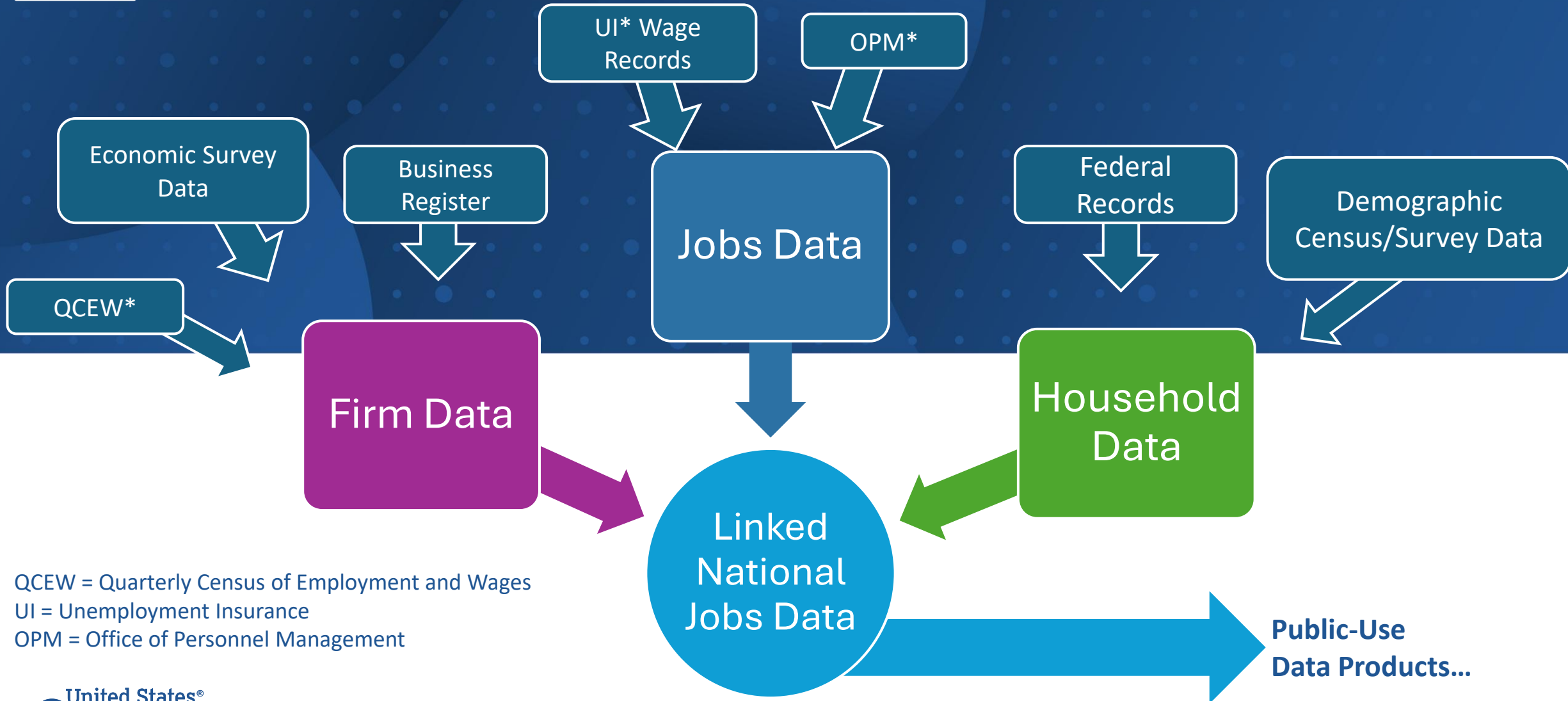


## New Public Data Service for Emergency Preparedness & Response

- Comprehensive Reports
- Real-time Data Updates
- Easy-to-use & Interoperable
- Historical Event Archive
- Flexible Analyses & Visualizations



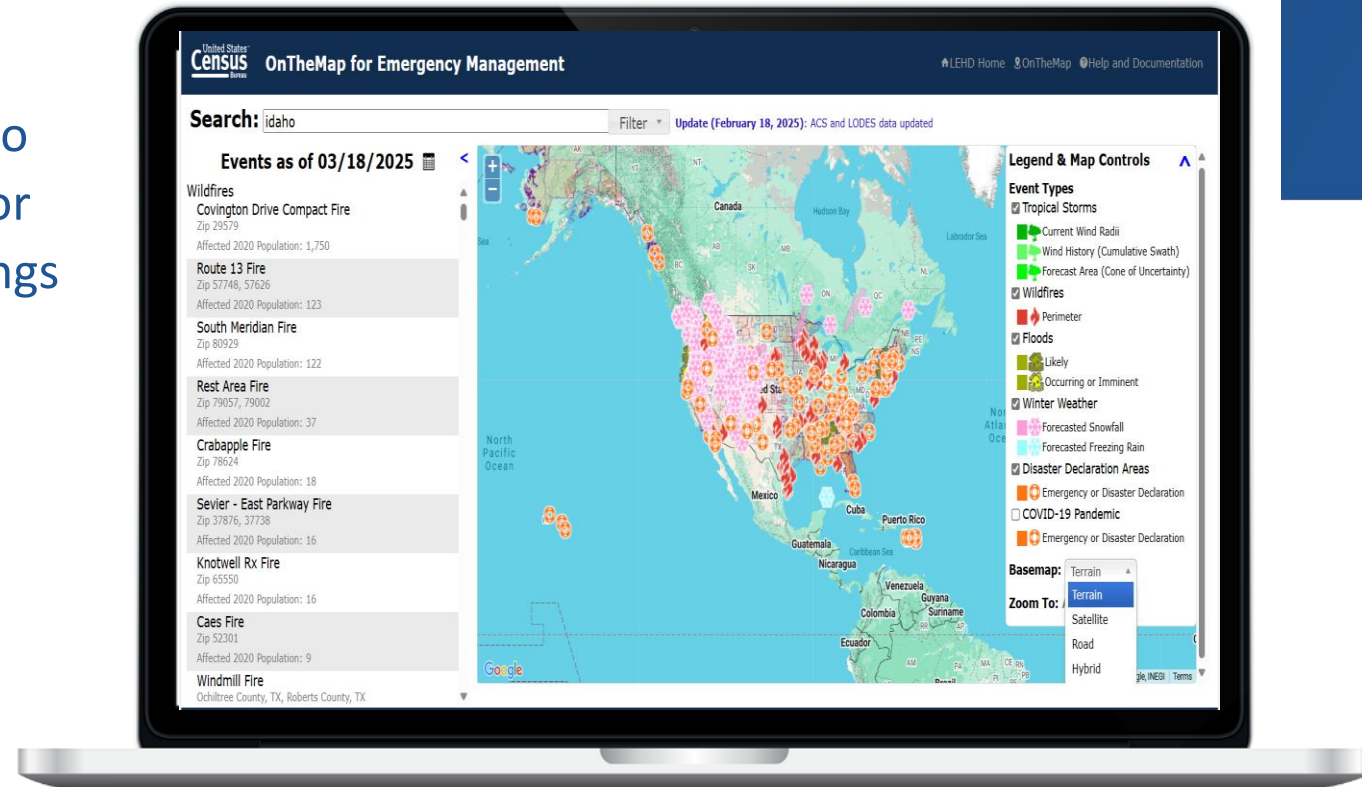
# Where Do OnTheMap Employment Data Come From?



QCEW = Quarterly Census of Employment and Wages  
UI = Unemployment Insurance  
OPM = Office of Personnel Management

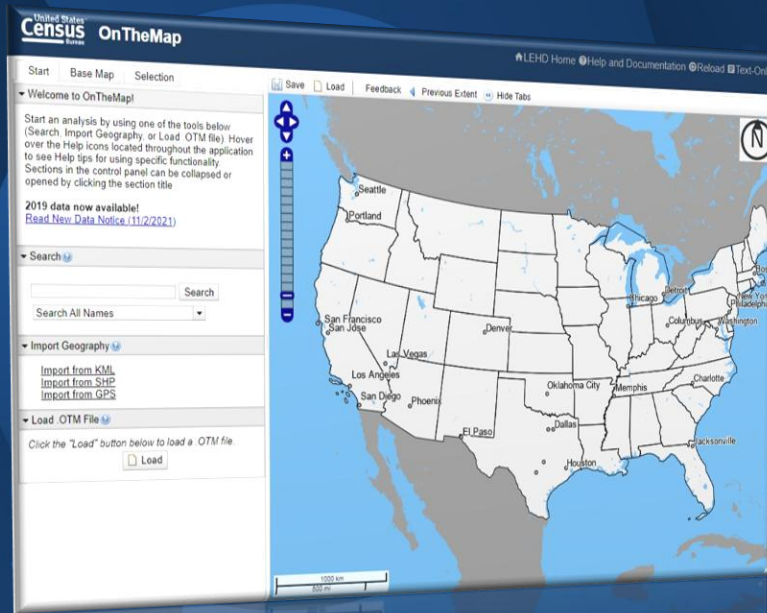
# OnTheMap for Emergency Management Shows Three Areas of Vulnerability

- 1. Physical vulnerabilities:** Use American Community Survey and decennial census data to see data such as heating fuel source, home age, and vacancy rate.
- 2. Economic vulnerabilities:** Use LODES data to see the total number of workers of an age or industry in an impacted area and the earnings lost in an impacted area.
- 3. Social vulnerabilities:** Use the American Community Survey to see data such as age, language and disability.

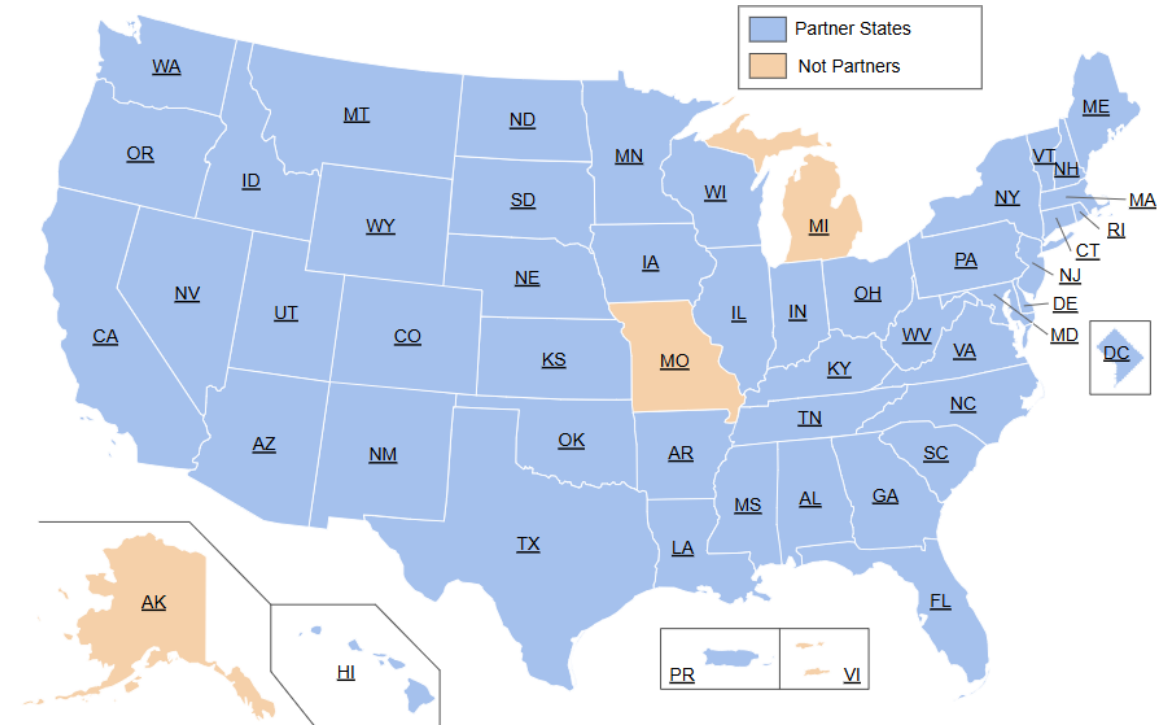


# What is OnTheMap?

- ✓ Access and visualize jobs and labor force data.
- ✓ Produce data analysis for local areas.
- ✓ Create jobs and labor force reports
- ✓ Customize analysis area.



# States Providing LED Data



## Local Employment Dynamics (LED) partners with 47 states

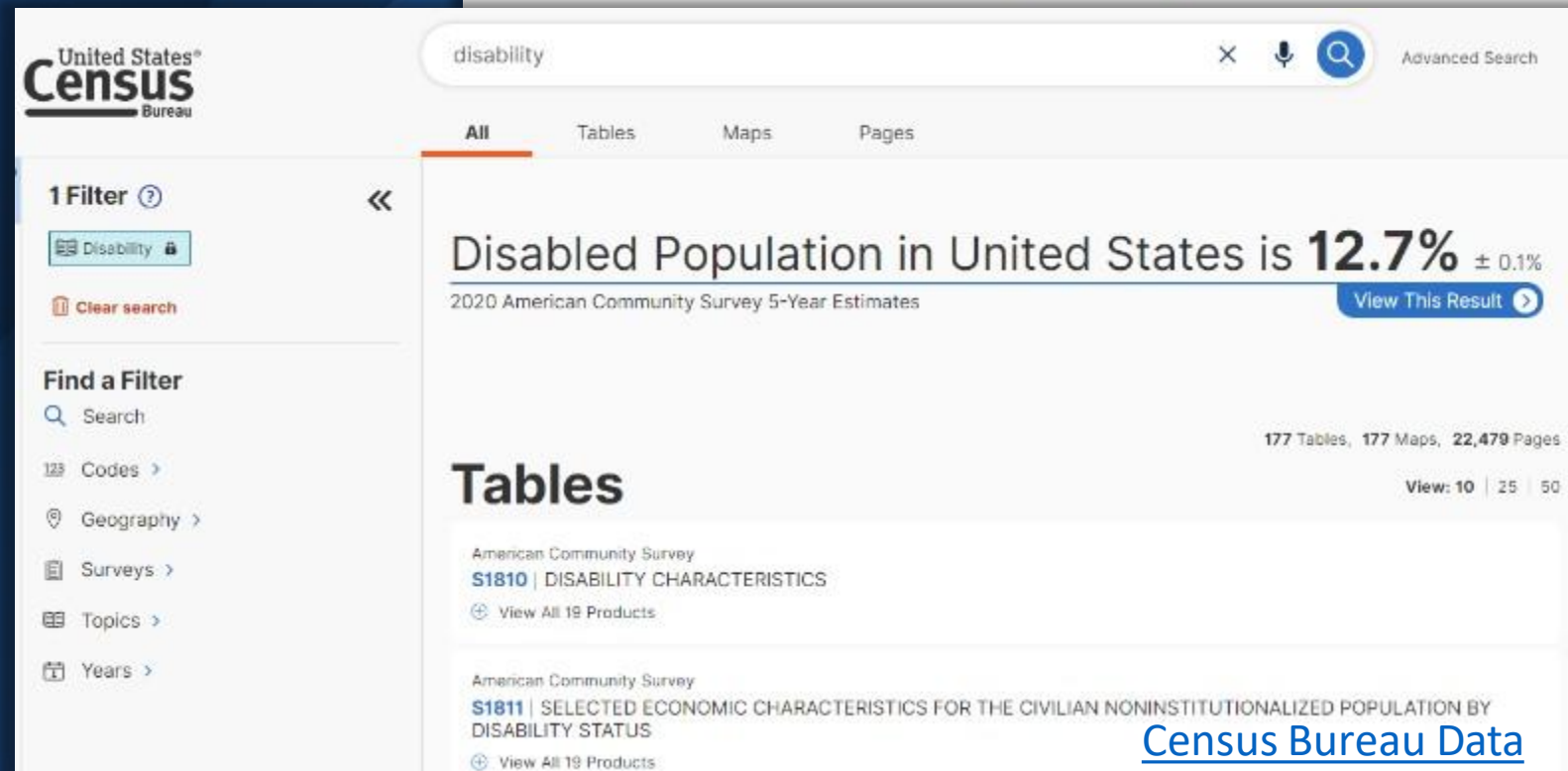
- Not currently producing data for Alaska, Missouri and Michigan

# Data.census.gov

Statistics on a variety of topics for areas of all sizes including states, congressional districts, counties, cities/towns and census tracts.

[data.census.gov](https://data.census.gov) provides access to:

- Data Profiles
- Detailed Data Tables
- Thematic Maps
- Microdata Access



# Popular Data Trainings from the US Census Bureau

## • Population, New Residents and Languages

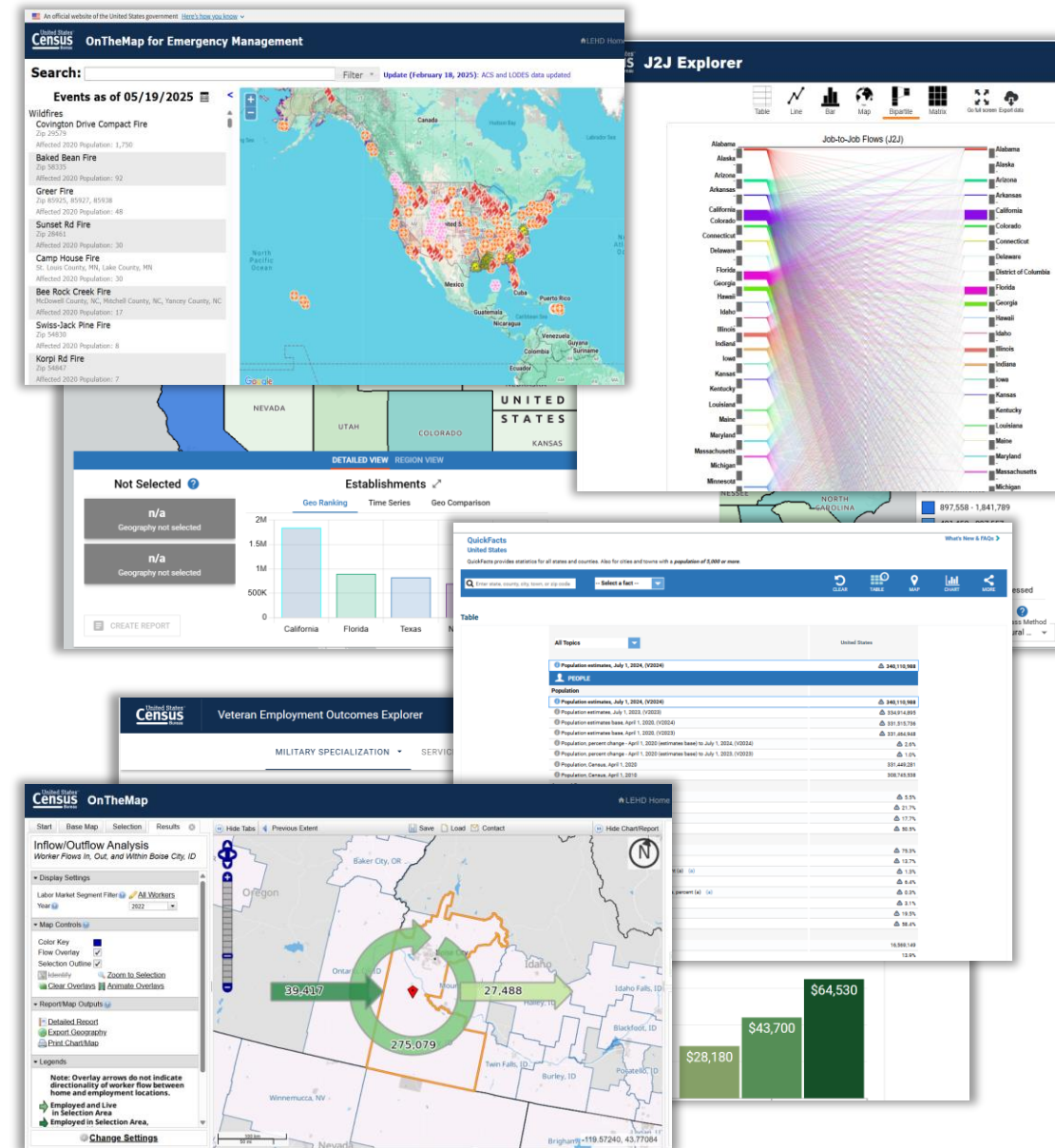
- Showing users the easiest way to access the most recently published (May 2025) population estimates
- Demonstrate 3 additional tools to view migration data by state, county, city, and census tract

## • Data Tools for Transportation Planning

- Learn the optimal use for three of the Census Bureau's most popular data tools: OnTheMap, OnTheMap for Emergency Management plus tract mapping on [data.census.gov](https://data.census.gov)

## • Census Business Builder

- Map multiple demographic, socioeconomic or consumer spending variables
- Create comprehensive industry reports to use for planning or funding appeals



# Get in Touch With Us!

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Data Dissemination Branch and Training Branch  
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