



R E A L L Y

BAD

PowerPoint

(and how to avoid it)

by Seth Godin

Iowa Employment Data Challenges and Opportunities

Midwest Travel Model User's Group

February 25, 2010

Phil Mescher, Iowa DOT

Presentation Overview

- IWD
- What is Employment Data ES 202
- How the Modeling Community Uses Data
- Confidentiality
- History of use in Iowa
- Current use restrictions
- Solutions
- OTS Data, Info USA
- On-the Map alternative

What is Workforce Development?

- Mostly thought of as the place to go to apply for jobs.
- They link job placement and skill development into one system to maximize success in helping people find employment.
- IWD Mission:
 - Iowa Workforce Development contributes to the economic security of Iowa's workers, businesses and communities through a comprehensive statewide system of employment services, education and regulation of health, safety and employment laws.

Iowa Workforce Development Building



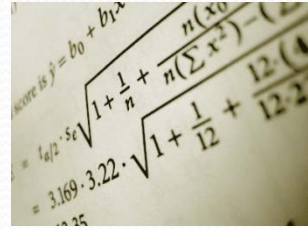
IWD Divisions

- Labor Services
- Worker's Compensation
- Unemployment Insurance
- Administrative Services
- Workforce Development Center Administration
- **Labor Market and Workforce Information**
- **This Division is where we get our employment data**

Labor Market and Workforce Information Division

- 3 Bureau's
- Labor Force and Occupational Analysis Bureau
- Regional Research & Analysis Bureau
- **Employment Statistics Bureau**

Where do we get our data?



- **Employment Statistics Bureau**
 - Responsible for data collection, analysis and publication of statistical data for **3 programs**:
- **The Quarterly Census of Employment and Wages Program (QCEW)**
- **The Current Employment Statistics (CES) Survey**
- **Local Employment Dynamics (LED)**

The Current Employment Statistics (CES) Survey

- A monthly survey of business establishments which provides estimates of employment, hours worked, and earnings data by industry for:
 - the nation as a whole,
 - all States,
 - and most major metropolitan areas.

Local Employment Dynamics (LED)

- A voluntary partnership between state labor market information agencies and the U.S. Census Bureau.
- The program develops new demographic information about local labor market conditions.

The Quarterly Census of Employment and Wages Program (QCEW)

- A cooperative program involving the Bureau of Labor Statistics (BLS) (Part of the US Department of Labor) and the State Employment Security Agencies.
 - In our case: Iowa Workforce Development
- The QCEW program produces a comprehensive tabulation of **employment** and wage information for workers covered by State unemployment insurance (UI) laws and Federal workers covered by the Unemployment Compensation for Federal Employees (UCFE) program.

QCEW Program

- Produces a comprehensive tabulation of employment and wage information for workers covered by State unemployment insurance (UI) laws
- Also for Federal workers covered by the Unemployment Compensation for Federal Employees (UCFE) program.
- The program serves as a near census of monthly employment and quarterly wage information.
- These data are publicly available but are **aggregated** to various industry and geographic levels!!!!

National Data Access

 UNITED STATES DEPARTMENT OF LABOR

www.bls.gov

Search: All BLS.gov

for:

Search

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Quarterly Census of Employment and Wages

QCEW

FONT SIZE: + - PRINT:

BROWSE QCEW

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The **Quarterly Census of Employment and Wages (QCEW)** program publishes a quarterly count of employment and wages reported by employers covering 98 percent of U.S. jobs, available at the county, MSA, state and national levels by industry.

Announcements

[Employment and wage profile of the Louisiana and Texas counties affected by Hurricane Ike](#)

Notice

NEW [NAICS 2012 Comment Period Open](#)

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Iowa Current Employment Statistics Monthly Newsletter Monthly tables of employment in Iowa's metropolitan statistical areas (MSAs) and Statewide.

Iowa Quarterly Industry Review (PDF)
A Web publication that compiles public announcements and articles from newspapers and periodicals about business events significant to Iowa labor markets as they are reported.

Local Employment Dynamics
innovative demographic employment information.

Iowa Factbook A publication by Legislative Services Agency that contains a range of facts, both financial and non-financial, regarding the State of Iowa.

Subscribe to Iowa Trends and receive notification when significant trends are updated, about once each month.

Iowa's seasonally adjusted unemployment rate decreased to 6.6 percent in December, up from 4.4 percent one year ago.

County unemployment rates map

Iowa Nonfarm Employment totaled 1,468,800 in December, 13,200 less than November. (PDF)

Iowa Worknet - Labor market information quarterly publication (PDF)

Iowa Unemployment Insurance Claim Statistics now updated weekly.

December Year-to-Date new Vehicle Registrations are down 16.5% compared to last year. Registrations have decreased by 16.6% for US auto makers while foreign auto makers are down 16.4%.

Latest Indicator Links	Update	Value	Period
♦ Vehicle Registrations	02/01/10	-16.5%	Dec - Dec
♦ Housing Permits	01/29/10	-8.2%	Dec - Dec
♣ Existing Home Sales	02/12/10	+9.9%	3rd Qtr - 4th Qtr
♣ Total Resident Jobs	01/22/10	2,700	Nov - Dec
♦ Non-farm Employment	01/22/10	-13,200	Nov - Dec
♦ Factory Jobs	01/22/10	-18,000	Nov - Dec
♦ Jobless Rate	01/22/10	6.6%	Dec
♣ Personal Income	03/30/09	+5.7%	4th Qtr - 4th Qtr
♣ Unemployment Claims	02/19/10	+0.5%	Jan - Jan
♦ Farmland Values	12/04/09	-7.0%	Oct - Oct

ES 202 What is it?

- Employment Data, ES 202, QCEW, IWD, unemployment data, employment securities and other given names.
- The ES202 database is derived from company level data obtained by each state for unemployment compensation tax collection purposes.
- Nearly all employers with paid employees are required to file unemployment insurance reports (technically called ES202) to their respective states (IWD) on a quarterly basis.
- **The data received from the state is confidential!**
- It has information on most employers in the state.
- Variables include company name, address, zip code, city, county, industrial classification (NAICS), number of employees, and total payroll.

NAICS Lookup Table

Code	Industry Title	Count*
11	Agriculture, Forestry, Fishing and Hunting	439,154
21	Mining	32,209
22	Utilities	279,639
23	Construction	1,440,911
31-33	Manufacturing	105,824
42	Wholesale Trade	743,751
44-45	Retail Trade	1,287,896
48-49	Transportation and Warehousing	336,121
51	Information	321,336
52	Finance and Insurance	676,215
53	Real Estate and Rental and Leasing	688,994
54	Professional, Scientific, and Technical Services	1,803,748
55	Management of Companies and Enterprises	21,358
56	Administrative and Support and Waste Management and Remediation Services	1,130,823
61	Educational Services	297,068
62	Health Care and Social Assistance	1,162,133
71	Arts, Entertainment, and Recreation	282,386
72	Accommodation and Food Services	747,482
81	Other Services (except Public Administration)	1,767,215
92	Public Administration	227,581



What is ES 202 Data Used For?

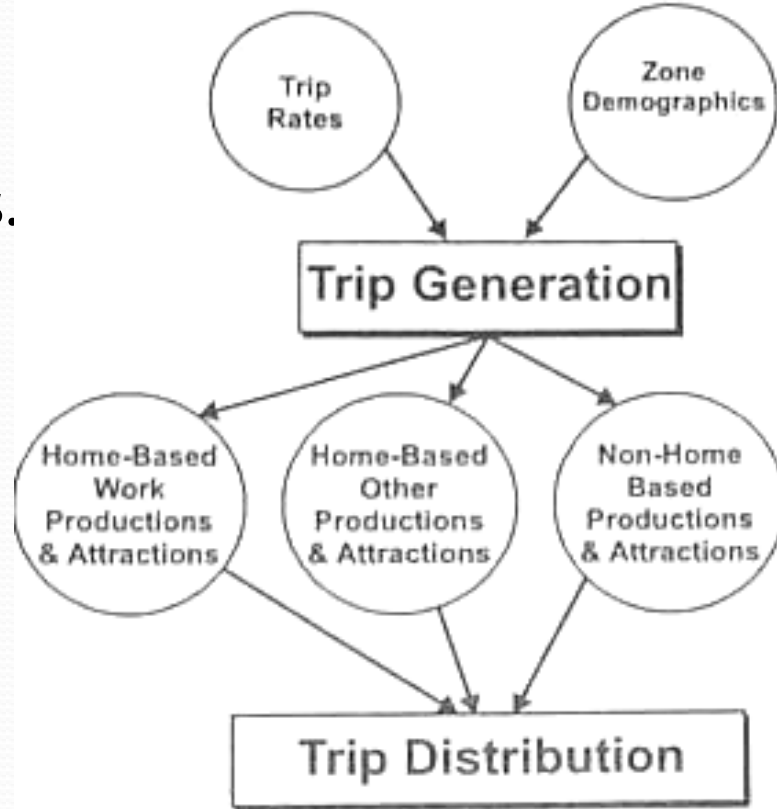
- This rich and detailed database is used to conduct applied research and technical assistance projects throughout the state, by qualified users.
- The data helps analysts to understand the economic base of cities and other regions, monitor the performance of major development projects, and assist in industry targeting, small business growth, and labor force training.
- As we all know it is also used as a critical input to Travel Demand Models.

The Real Data We Need!

2007.xlsx - Microsoft Excel																							
HomeInsertPage LayoutFormulasDataReviewViewDeveloperGet Started																							
Workbook Views				Show/Hide		Zoom		Window				Macros											
Normal	Page Layout	Page Break Preview	Custom Views	Full Screen	<input checked="" type="checkbox"/> Ruler	<input checked="" type="checkbox"/> Formula Bar	<input checked="" type="checkbox"/> Gridlines	<input checked="" type="checkbox"/> Headings	<input type="checkbox"/> Message Bar	Zoom 100%	Zoom to Selection	New Window	Arrange All	Freeze Panes	Split	Hide	Unhide	View Side by Side	Synchronous Scrolling	Reset Window Position	Save Workspace	Switch Windows	Macros
K2IA																							
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q							
1	DBA	STREET1M	STREET2M	CITYM	STATEM	ZIPM	ZIP4M	STREETP	CITYP	STATEP	ZIPP	ZIP4P	NAICS	OWNERSHIP	COUNTY	EMPLO'							
2	DANES DRIVE IN DAIRY	4082 DANE RD SE		IOWA CITY	IA	52240	8984	1430 WILLOW CREEK DR	IOWA CITY	IA	52246		722213		103								
3	UNION AUTO	208 CENTER STREET		UNION	IA	50258	0000	208 CENTER ST	UNION	IA	50258		441110		083								
4	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	201 SE 18TH ST	DES MOINES	IA	50317	7653	562111		153								
5	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	710 E MONROE	CRESTON	IA	50801	3262	562111		175								
6	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	210 FREEL DR	AMES	IA	50010	6512	562111		169								
7	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	2026 LIBERTYVILLE RD	FAIRFIELD	IA	52556	8801	562111		101								
8	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	3204 AVE 'N'	FORT MADISON	IA	52627	3554	562111		111								
9	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	2401 SCOTT BLVD	IOWA CITY	IA	52240	8132	562111		103								
10	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	1710 VAN BUREN DR	HAMILTON	IA	50116	7531	562111		125								
11	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	1820 W MAIN	ADEL	IA	50003	1329	562111		049								
12	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	12161 12TH ST NE	MITCHELLVILLE	IA	50169	9571	562213		153								
13	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	1 TECHNOLOGY DR	EVANSDALE	IA	50707		562111		013								
14	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	1100 12TH ST NE	INDEPENDENCE	IA	50644		562111		019								
15	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	21265 430TH ST	LAKE MILLS	IA	50450	7685	562111		189								
16	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	640 19TH ST NE	MASON CITY	IA	50401		562111		033								
17	WASTE MANAGEMENT OF IOWA	201 SE 18TH ST		DES MOINES	IA	50317	7653	1230 STEUBEN ST	SIOUX CITY	IA	51105	2631	562111		193								
18	FINANCIAL ADJUSTMENT BUREAU		PO BOX 276	BURLINGTON	IA	52601	0000	612 JEFFERSON ST	BURLINGTON	IA	52601	5428	561440		057								
19	FORT DODGE ASPHALT CO		PO BOX 1374	FORT DODGE	IA	50501	0000	2516 7 TH AVE S	FORT DODGE	IA	50501	5505	237310		187								
20	SUKUP MFG CO	SUKUP PARKWAY	PO BOX 677	SHEFFIELD	IA	50475	0000	1555 255TH ST	SHEFFIELD	IA	50475	8164	333111		069								
21	TERRA INTERNATIONAL		PO BOX 1160	COLUMBUS	OH	43216	1160	600 4TH ST	SIOUX CITY	IA	51101		325311		193								
22	RICHARD C HAW DDS		PO BOX 177	SUMNER	IA	50674	0000	113 W 1ST ST	SUMNER	IA	50674	1140	621210		017								
23	URBANDALE GOLF & COUNTRY CLUB	4165 120TH ST		DES MOINES	IA	50323	0000	4000 86TH STREET	URBANDALE	IA	50322	2358	713910		153								
24	R W RICE CO	2425 E 4TH ST		SIOUX CITY	IA	51101	0000	2425 E 4TH ST	SIOUX CITY	IA	51101		238222		193								
25	HALL ENGINEERING COMPANY		PO BOX 825	CENTERVILLE	IA	52544	0000	100 1/2 E JACKSON ST	CENTERVILLE	IA	52544	1708	541390		007								
26	WAYNE HALL CHRYSLER-PLYMOUTH		PO BOX 457	ANAMOSA	IA	52205	0457	507 E MAIN ST	ANAMOSA	IA	52205	1843	441110		105								
27	LISTER INDUSTRIES CORP	300 NW 48TH PL		DES MOINES	IA	50313	0000	300 NW 48TH PL	DES MOINES	IA	50313		327390		153								
28	ILC RESOURCES	500 NEW YORK AVE		DES MOINES	IA	50313	4908	800 RIVER DRIVE	ALDEN	IA	50006	9801	212312		083								
29	ILC RESOURCES	500 NEW YORK AVE		DES MOINES	IA	50313	4908	500 NEW YORK AVE	DES MOINES	IA	50313	4908	551114		153								
30	BELLEVUE SAND & GRAVEL	29427 HWY 52		BELLEVUE	IA	52031	8957	29427 HWY 52	BELLEVUE	IA	52031	8957	327320		097								
31	RIVER PRODUCTS CO		PO BOX 2120	IOWA CITY	IA	52244	2120	3259 NE DUBUQUE ST	IOWA CITY	IA	52240	7922	212312		103								
32	RIVER PRODUCTS CO		PO BOX 2120	IOWA CITY	IA	52244	2120	3273 DUBUQUE ST NE	IOWA CITY	IA	52244	2120	551114		103								
33	RIVER PRODUCTS CO		PO BOX 2120	IOWA CITY	IA	52244	2120	3445 DEER CREEK RD SE	IOWA CITY	IA	52240	9801	212312		103								
34	RIVER PRODUCTS CO		PO BOX 2120	IOWA CITY	IA	52244	2120	16327 COUNTRY RD G-40	COLUMBUS JUNCTIO	IA	52738	9803	212321		115								
35	RIVER PRODUCTS CO		PO BOX 2120	IOWA CITY	IA	52244	2120	25781 COUNTRY RD G-52	COLUMBUS JUNCTIO	IA	52738	9801	212321		115								
36	RIVER PRODUCTS CO		PO BOX 2120	IOWA CITY	IA	52244	2120	2163 WASHINGTON KEOKU	KEOTA	IA	52248		212312		183								
37	RIVER PRODUCTS CO		PO BOX 2120	IOWA CITY	IA	52244	2120	3161 HWY 22	RIVERSIDE	IA	52327	9802	212321		183								
38	RIVER PRODUCTS CO		PO BOX 2120	IOWA CITY	IA	52244	2120	2805 WAPSI AVE NE	IOWA CITY	IA	52240		212321		103								
39	RIVER PRODUCTS CO		PO BOX 2120	IOWA CITY	IA	52244	2120	2055 LEXINGTON BLVD	WASHINGTON	IA	52353		212321		183								
40	NORTHERN FILTER MEDIA INC	2509 PETTIBONE AVE	PO BOX 307	MUSCATINE	IA	52761	0000	2509 PETTIBONE AVE	MUSCATINE	IA	52761		212321		139								
41	ACME FUEL & MATERIAL CO		PO BOX 280	BETTENDORF	IA	52722	0005	2544 PETTIBONE AVE	MUSCATINE	IA	52761	9805	212321		139								
42	GERMAN MUTUAL INSURANCE ASSOCIAT		PO BOX 160	POMEROY	IA	50575	0000	500 E HARRISON ST	POMEROY	IA	50575	5045	524126		025								
43	SWARTZROCK IMPLEMENT	2192 OLD HWY RD S		CHARLES CITY	IA	50616	0000	2192 OLD HWY RD SOUTH	CHARLES CITY	IA	50616		423820		067								
44	VANGUARD COUNTERTOPS	600 CEDAR CROSS RD		DUBUQUE	IA	52003	0000	600 CEDAR CROSS RD	DUBUQUE	IA	52003		337110		061								
45	WAGNER PHARMACY	% HONKAMP KRUEGER	PO BOX 699	DUBUQUE	IA	52004	0699	200 5TH AVE S	CLINTON	IA	52732	4345	446110		045								
46	WAGNER PHARMACY	% HONKAMP KRUEGER	PO BOX 699	DUBUQUE	IA	52004	0699	915 13TH AVE N	CLINTON	IA	52732	5067	446110		045								
47	KUM & GO	6400 WESTOWN PKWY		WEST DES MOIN	IA	50266	0000	1001 SANBORN	OKOBOJI	IA	51355	5025	447110		059								
48	KUM & GO	6400 WESTOWN PKWY		WEST DES MOIN	IA	50266	0000	6400 WESTOWN PKWY	WEST DES MOINES	IA	50266	7709	551114		049								
49	KUM & GO	6400 WESTOWN PKWY		WEST DES MOIN	IA	50266	0000	196 S 50TH ST	WEST DES MOINES	IA	50265	7971	447110		153								
50	KUM & GO	6400 WESTOWN PKWY		WEST DES MOIN	IA	50266	0000	2177 M AVE	WILLIAMSBURG	IA	52361	8563	447110		095								
51	PICKENS BARNES & ABERNATHY		PO BOX 74170	CEDAR RAPIDS	IA	52407	4170	101 2ND ST SE #1010	CEDAR RAPIDS	IA	52401	1204	541110		113								

Use of Employment Data for Transportation Planning

- Employment data primarily used as Input for Trip Generation.
- Trip Attractions.



Use of Employment Data for Transportation Planning

- Employment attributes
 - E.g., number of employees or size of establishments

Trip Generation Models

Trip Attraction Rates (Person Trips)

$$HBW = 1.7 \times (\text{Total Employment})$$

$$\begin{aligned} HBO &= 10.0 \times (\text{Retail Employment}) \\ &+ 0.5 \times (\text{Non-Retail Employment}) \\ &+ 1.0 \times (\text{Households}) \end{aligned}$$

$$\begin{aligned} NHB &= 2.0 \times (\text{Retail Employment}) \\ &+ 2.5 \times (\text{Non-Retail Employment}) \\ &+ 0.5 \times (\text{Households}) \end{aligned}$$

Broken out by
Employment Category
Retail vs. Non-retail

! No Employment Data = No Attraction Model !



Data Confidentiality



- BLS Confidentiality Pledge
 - "The Bureau of Labor Statistics, its employees, agents, and partner statistical agencies, will use the information you provide for **statistical purposes only** and will hold the information in **confidence** to the full extent permitted by law. In accordance with the Confidential Information Protection and Statistical Efficiency Act of 2002 (CIPSEA) (Title 5 of Public Law 107-347) and other applicable Federal laws, your responses will not be disclosed in **identifiable form** without your **informed consent**."

Data Confidentiality



- **Identifiable Form**
 - Any representation of information that permits the identity of the respondent to whom the information applies to be reasonably inferred by either direct or indirect means.
- **Informed Consent**
 - The process by which the BLS seeks the permission of a survey respondent to release information originally provided under a pledge of confidentiality.

Statistical Purpose



- A statistical purpose is defined as the use of data to describe, estimate, or analyze the characteristics of groups, without identifying individual respondents.
- Much of the data and analyses produced by the BLS are issued in the form of news releases, summaries, and reports. Data are presented in aggregate or summary form in these documents. Therefore, individual responses or respondents will not be able to be identified.
- Nonstatistical purposes involve using information in identifiable form for any purpose that is not statistical, such as administrative, regulatory, law enforcement, judicial, or any other purposes that may affect the rights, privileges, or benefits of a respondent.

Why is Protecting Data so Important?

- **The BLS must protect respondent data because:**
 - Most of these data are provided to the BLS voluntarily.
 - The BLS promises its respondents that these data will be kept confidential and will be used only for the statistical purposes specified at the time of collection.
 - The data has significant commercial value.
 - It may affect the movement of financial markets.
 - It may be taken as a measure of the impact of government policies.
- Keeping these data confidential guarantees that no one can gain an economic or political advantage through advance knowledge of the information, and protects the integrity and credibility of the BLS.

Why is Protecting Data so Important?

- **Because it's the law...**

- The main laws governing the handling of confidential or private information are:

- The Confidential Information Protection and Statistical Efficiency Act.
- The Privacy Act.
- The Trade Secrets Act.
- The Workforce Investment Act.

- **Penalty of Law:**

- Willful and knowing disclosure of protected data may result in being charged with a **felony** and criminal penalties of up to five years **imprisonment** and a **\$250,000 fine**.



Confidential Information Protection and Statistical Efficiency Act of 2002 (Title 5 of Public Law 107-347)

- CIPSEA prohibits disclosure, or release, of information which is collected under a pledge of confidentiality for exclusively statistical purposes.
- Confidential data may be disclosed only with the respondent's informed consent, which is further explained later in this presentation.

Privacy Act

- The Privacy Act requires Federal agencies to protect personal information it collects and maintains on individuals, also known as Personally Identifiable Information, from disclosure.



Trade Secrets Act



- The Trade Secrets Act prohibits the disclosure of confidential business information collected and maintained by the government.
- Examples of this type of information collected and held by the BLS include information about a business establishment's profits, losses, or expenditures.
- Unauthorized disclosure of confidential business information may result in criminal penalties of up to one year imprisonment and/or a fine.

Workforce Investment Act

- Like CIPSEA, the Workforce Investment Act prohibits the disclosure of data collected for statistical purposes.
- This law applies to employment data collected by BLS.
- Confidential data may be disclosed only with the respondent's informed consent.

BLS Confidentiality Policy

- BLS Employees promise to protect confidential data by taking the Federal government Oath of Office and by signing an "Employee Acknowledgement Letter."
- State employees and employees of offsite contractors promise to protect confidential data by signing a legal document called a "BLS Agent Agreement."



BLS AGENT AGREEMENT

1. I, JAY A. MOUSA, an authorized official of the Bureau of Labor Statistics (BLS), U.S. Department of Labor, hereby designate _____ as a temporary Agent of the BLS, within the meaning of the Confidential Information Protection and Statistical Efficiency Act of 2002 (CIPSEA), Public Law 107-347 (Exhibit A), to serve in accordance with this Agent Agreement, the Cooperative Agreement and any other agreements entered into between the BLS and, and in accordance with applicable Federal law
2. I, _____, hereby accept the designation as Agent in paragraph 1. I certify that I have read all applicable agreements between the BLS and the State agency and promise that I will comply with all provisions of this Agent Agreement, the Cooperative Agreement or any other agreements between the BLS and the State agency, and applicable law. I will assure that my actions or inactions do not cause the State agency to violate its responsibilities under those agreements. I specifically swear to comply with all provisions of law that affect information acquired by the BLS, including, but not limited to, the Trade Secrets Act and the Confidential Information Protection and Statistical Efficiency Act of 2002, and I understand that my failure to comply with these provisions may subject me to criminal sanctions. I also agree to comply with all other BLS information policies.
3. We, the parties to this agreement understand that the BLS is granting the Agent access to confidential information only for the purpose of carrying out the Agent's responsibilities under written agreements between the BLS and the State agency. The Agent will not seek or obtain such confidential information for any other purpose.
4. We, the parties, understand and agree that the activities performed by and any outputs produced by the Agent under this agreement are subject to review upon request by the assigned BLS Regional Commissioner or any other BLS official that the BLS designates for verification that the activities are statistical in nature and that outputs do not contain respondent-identifying data.
5. We, the parties, understand and agree that the Agent will not be an employee of the United States for any purpose and will not receive compensation or payment of any kind from the BLS or the Government in connection with the Agent's activities under this agreement or any other agreements between the BLS and the State agency. Neither this agreement nor any agreement between the BLS and the State agency provide any right of access to BLS information. The parties also understand and agree that the BLS may decline to give the Agent access to information and/or to terminate this agreement at any time, without notice. The parties agree that neither this agreement, nor any termination thereof will result in any legal liability by the BLS or the Government; however, termination will not affect the Agent's continuing obligation to safeguard all confidential data, and it will not affect any license granted to the Government pursuant to section 6.
6. We, the parties, understand and agree that for the purposes of the copyright laws any product developed under this agreement is in the public domain and is therefore not subject to copyright protection. However, it is also understood that confidential information remains fully protected from improper disclosure and use as provided by law and this agreement.
7. I, _____, will notify the BLS if I should no longer be affiliated with the State agency or of any change of status with the State agency.
8. I, _____, fully understand my responsibilities to protect confidential information. I will comply with all security requirements and will avoid all improper use or disclosure of confidential information. I understand that under Section 513 of CIPSEA, the penalty for a knowing and willful disclosure of confidential information is a class E felony with a fine of not more than \$250,000 or imprisonment for not more than 5 years, or both.

NAME

DATE

TITLE, ORGANIZATION

PROGRAMS

JAY A. MOUSA,
REGIONAL COMMISSIONER, BUREAU OF LABOR STATISTICS

DATE

Responsibility for Safeguarding Confidential Information

- **You, as an agent of the BLS have a responsibility to safeguard confidential information.**
 - Do not share confidential information with anyone who is not authorized to receive it.
 - Do not disclose or discuss with unauthorized persons specific statistical methods used to limit disclosure of data that might reveal the identity of a specific survey respondent, such as the statistical techniques used to suppress sensitive cells in published tables.

Responsibility for Safeguarding Confidential Information

- **You, as an agent of the BLS have a responsibility to safeguard confidential information.**
 - Report any confidentiality breaches that you may become aware of to your supervisor who must report the breach immediately to the designated BLS official.
 - Uphold the BLS confidential information policies and procedures.
 - Follow all BLS-wide and program-specific security procedures and precautions when producing, using, storing, printing, and transmitting confidential data.

Confidentiality Training

- As the principal data gathering agency of the Federal Government in the field of labor economics, it is important that the **BLS** maintains its **integrity**, **confidentiality**, and **trust** with respondents and data users to ensure accurate and honest data are provided for BLS surveys.



Confidentiality Training

- Per a new Federal requirement stemming from the Confidential Information Protection and Statistical Efficiency Act, all agents accessing confidential data at the BLS **must** take annual confidentiality training.



Certificate of Completion

This certifies that

Phil Mescher

has completed the

BLS Confidentiality Training for Iowa LMI

Completed on 2/24/2010 9:01:58 PM

History

- In the past, Iowa MPOs had little trouble obtaining ES 202 data from the Department of Workforce Development. (Gentlemen's Agreement)
- The confidential nature of the data was respected.
- A few years ago a mistake was made and IWD employees discovered the data published on an MPOs website.
- This resulted in a complete ban on its use.





What has taken place since?

- Many phone calls with IWD.
- Face-to-face visit with IWD.
- Our promise to protect the data.
- IWD staff turnover.
- Same story from IWD.
- DOT Office/Division Director involvement.
- DOT – IWD Director Involvement.
- Data is critical to Planning and Programming of Iowa's Highways.
- DOT can get the data but must be kept confidential.



In other words....

- We are not supposed to distribute raw data to MPOs.

Still kind of...



Solutions

- DOT can access ES 202 data.
 - Then aggregate for MPOs TAZ by TAZ.
 - Significantly reduces ability to “check” the data.
 - Local knowledge is limited.
 - ES 202 has its own set of accuracy issues!!
- Consolidated Purchase of OTS data. (?DOT subsidy?)
 - Info USA
 - Dunn & Bradstreet
 - Manta.com
 - Basically ES 202 type data
 - Mix and match data sets to protect confidentiality

Employment Data Sources

a. PRIVATE

InfoUSA	http://www.infousa.com/
Dun & Bradstreet	http://www.dnb.com/
Experian	http://www.experian.com/products/national_business_database.html http://www.experian.com/
Claritas	http://en-us.nielsen.com/tab/product_families/nielsen_claritas
Geo Results	http://www.georeresults.com/
MapInfo Business Points	http://www.mapinfo.com/
AGS -- Applied Geographic Solutions	http://www.appliedgeographic.com/
Equifax	http://www.equifax.com/
Global Insight	http://www.globalinsight.com/
0-0 DataNetwork Corporation	http://www.0-0.net/

b. FEDERAL

Quarterly Census of Employment and Wages-(ES202) Program	http://www.bls.gov/cew/
Current Employment Statistics (CES) program	http://www.bls.gov/ces/
Current Population Survey (CPS)	http://www.census.gov/cps/
Local Area Unemployment Statistics (LAUS)	http://www.bls.gov/lau
American Community Survey (ACS)	http://www.census.gov/acs/www/
Longitudinal Employer-Household Dynamics (LEHD) Program	http://lehd.did.census.gov/led/index.php
Census Transportation Planning Package 2000 (CTPP 2000)	http://www.dot.gov/ctpp/
Regional Industrial Multiplier System (RIMS)	http://www.bea.gov/regional/

Solutions

U.S. Census Bureau *LED OnTheMap*

OnTheMap Version 4 provides detailed maps showing where workers are employed and where they live with companion reports on age, earnings, industry distribution, and local workforce indicators. A total of 47 states are currently featured showing data for seven years (2002 through 2008). Click on one of the "Information/Help" links to the right of the map for more information on using the application.

Getting Started - Select a Geographic Area - Enter a geographic area (state, county, zip code, congressional district, metro area, city name, etc.) into the place name lookup box below. Then click the *Enter* button.

Search Name:	<input type="text"/>	<input type="button" value="Enter"/>
Map or Text-Only:	<input type="button" value="Map Mode"/>	<input type="button" value="Text Only"/>

Getting Started - Click in the Map - Start by clicking at the center of the geographical area for your analysis. The application will open a regional map centered on the selected point.



OnTheMap is produced by the U.S. Census Bureau in cooperation with states under the Local Employment Dynamics (LED) partnership. *OnTheMap Version 4* is made possible through the support of the Employment and Training Administration at the U.S. Department of Labor.

OnTheMap Version 4

[Information/Help](#)

[What's New](#) [PDF; File Size: 120KB]

[Getting Started](#) [PDF; File Size: 2.45MB]

[Sample Analysis- Area Profile](#) [PDF; File Size: 1.85MB]

[Sample Analysis- Shed](#) [PDF; File Size: 1.31MB]

Resource Links:

[LEHD Home](#)

[QWI Online](#)

[Industry Focus](#)

[Older Worker Profiles](#)

Solutions

- **OnTheMap Version 4** provides detailed maps showing where workers are employed and where they live with companion reports on age, earnings, industry distribution, and local workforce indicators.
- Shows commuting patterns.
 - Now produces ESRI Shapefiles with # employees.
 - Still issues with the data. Place of work info has problems as does physical location.
 - Needs more investigation.
 - Confidentiality Issues.....

OnTheMap Confidentiality

- The Census Bureau and its state partners are committed to protecting the confidentiality and integrity of the underlying workforce and employment data files.
- Statistical techniques are employed by the Census Bureau to ensure that actual statistics are not shown if the numbers in a cell are small.
- Rather, the mapping displays and tabular reports show **synthetic data** that are statistically analogous to actual worker counts and locations **but not exact**.

OnTheMap Confidentiality

- Only Census Bureau employees or individuals who have **Special Sworn Status** are permitted to work with the underlying confidential data.



Discussion/Questions





Other Info

- NHTS Data Released January 2010
 - National and Add-on Data
 - Cedar Rapids, Omaha/CB, State of Iowa
- NHTS Workshops currently being planned

**NHTS** National Household Travel Survey
Our Nation's Travel

U.S. Department of Transportation
Federal Highway Administration

[Home](#) [Online Analysis Tools](#) [Publications](#) [Data Center](#) [Contact Us](#)

Getting Started

- [Introduction to the NHTS](#)
- [NHTS Users and Uses](#)
- [About the Add-on Program](#)

Links

- [User's Guides](#)
- [FHWA Community of Practice](#)

Community of Practice

FHWA's NHTS [Community of Practice](#) provides an NHTS forum for news and the exchange of information.

Our Nation's Travel

The NHTS is the authoritative source of national data on the travel behavior of the American public. The dataset allows analysis of daily travel by all modes, including characteristics of the people traveling, their household, and their vehicles. The project is funded and managed by the Federal Highway Administration [Office of Policy and Information](#) .

[Tell me more about the NHTS...](#)

Web Site Features

Survey	Introduction	Online Table Designer	Publications	Download	
				Survey Data	Trip Data at Census Tract/TAZ Level
2009 NHTS					
2001 NHTS					

News

User's Notes added to [Publications](#). User's Notes is provided as a means of assisting NHTS data users until we have full survey documentation available. Updated 2/19/10.

[Two upcoming NHTS Conferences](#).

A new feature called the [Frequently Asked-For Tables](#) provides quick access to popular NHTS tabulations.

A new feature called the [Codebook Browser](#) provides an online codebook viewer.

New NHTS Policy Brief

CTPP



- Oversight board continues to meet
- CTPP Access Software
 - Contract with Beyond 20/20 and Citygate
 - Same company that developed last browser
- CTPP is now working with ACS data for CTPP Products
 - No Long Form for 2010 Census

TAZ Delineation

- Agency Responsibility Spreadsheet delivered to CB January 2010
 - This shows who is responsible for TAZ delineation
 - Liang Long, CS is contact for program
 - TAZ-UP software distribution **Spring 2011 (Caliper)**
 - **Only 4 months to complete and return**
 - TAZ sizes (2 levels)
 - 1. Base TAZs with threshold of 1,200 population
 - 2. Transportation Analysis Districts with 20,000 threshold.

Census

- Census Day April 1, 2010
- In **March of 2010**, census forms will be delivered to every residence in the United States and Puerto Rico. When you receive yours, just answer the 10 short questions and then mail the form back in the postage-paid envelope provided.
- If you don't mail the form back, you may receive a visit from a census taker, who will ask you the questions from the form.
- TV Ads - <http://2010.census.gov/mediacenter/spread-message/paid-ad-campaign/tv-ads/index.php?v,n8>

Seatbelt Ad

- <http://www.cnn.com/video/#/video/health/2010/02/20/nr.levs.embrace.life.cnn>