DCHC MPO
(Durham-Chapel Hill Carrboro Metropolitan Planning Organization)

CAMPO
(Capital Area Metropolitan Planning Organization)

Employment Analyst Training

September 2013

How to use Employment Analyst

Logging in to ArcGIS Online

http://dchcmpo.maps.arcgis.com/

Sign in to Durham-Chapel Hill-Carrboro MPO

Username:

Password:

Forgot Username or Password?

SIGN IN   ☐ Keep me signed in

How to use Employment Analyst

- The easiest way to access EA is through the Employment Analyst group.

How to use Employment Analyst

- Look for the "Official" **web map** (not features). This is the real data:

How to use Employment Analyst

- Open the map in "ArcGIS.com map viewer."

(Or just click the picture)

Save a copy of the map to your content

- EA lets you save a copy of the map, so you have your own working interface

- Use your own bookmarks, symbology, filters, basemap. Save your place for next time.
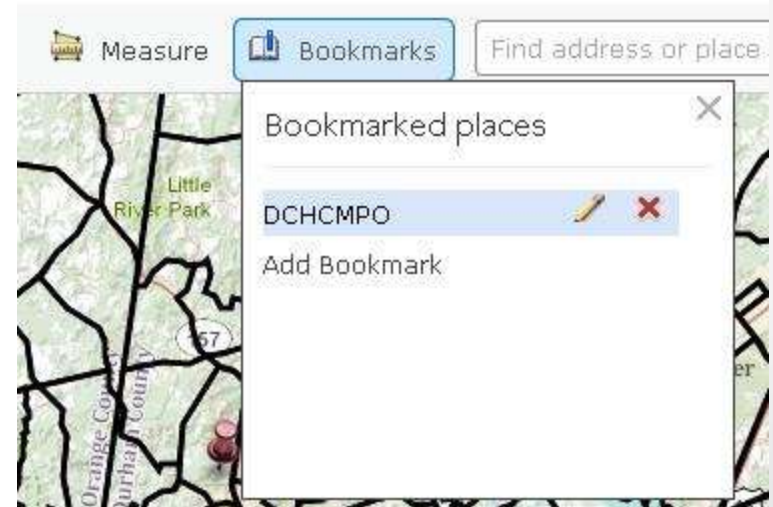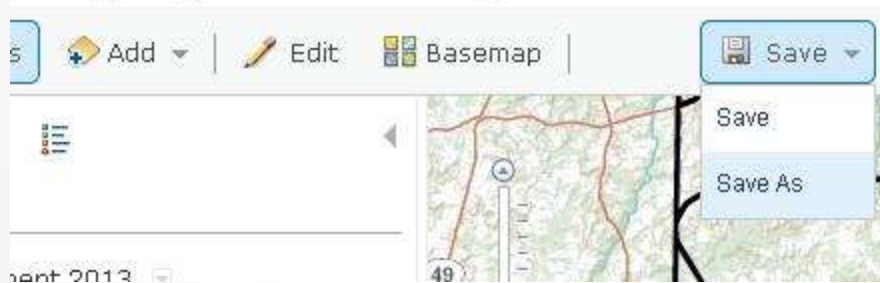
How to edit points

- Once you have identified a starting place (TAZ, large businesses, employment center), it's time to start reviewing business information.

- Either click the "Edit" button at the top of the screen, or click "Edit" on an individual point's popup.
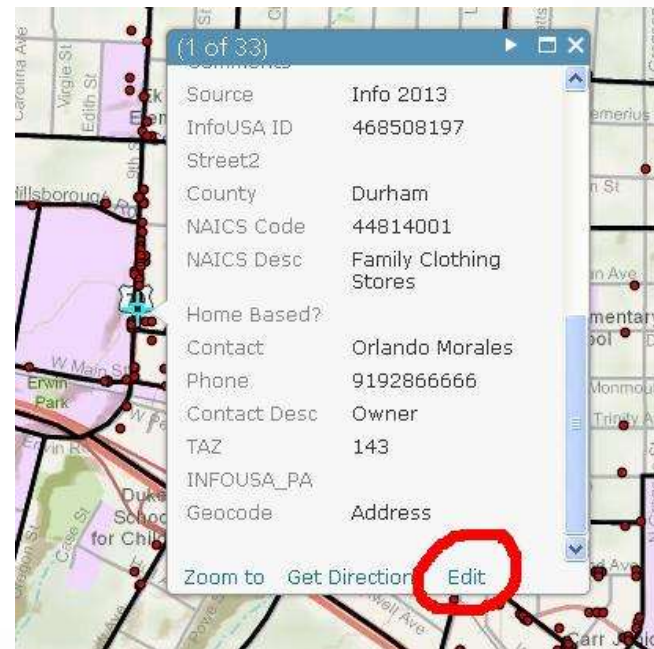
Watch for stacked-up points!

- When multiple points exist in the same spot, the popup window will say (1 of 5) or similar. One of those will be the TAZ.
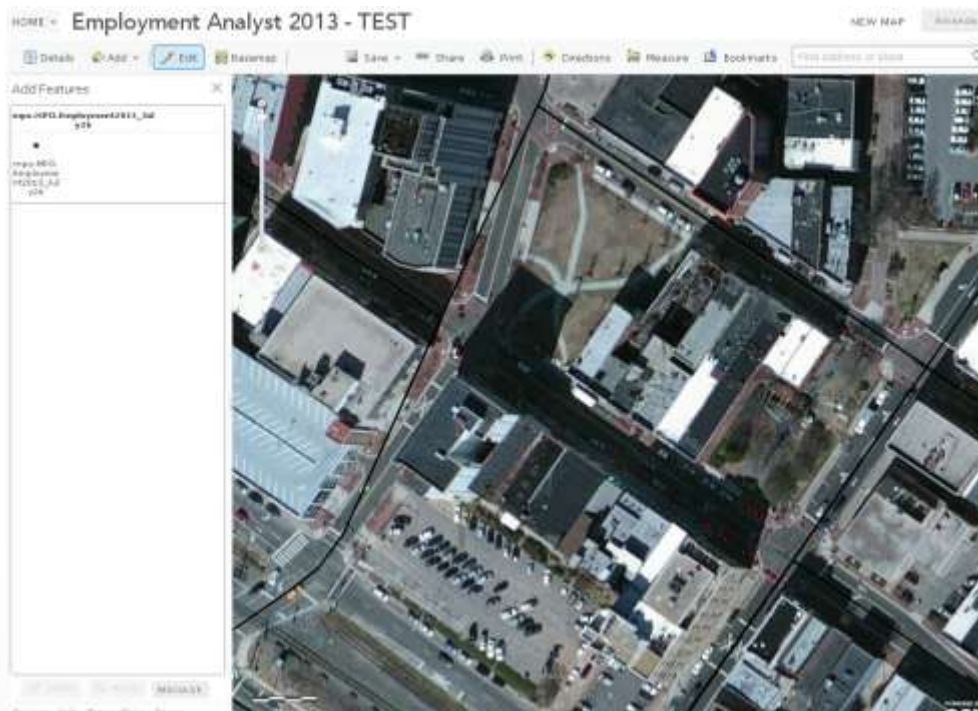
- Use arrows to navigate through multiple points.

Try zooming in to reduce the number of points caught by your click!

Editing: Location

- Once in edit mode, points can be moved by dragging.
- Isolate points before zooming out to move long distances.
- Point is moveable when mouse pointer is a hand.
- Use imagery basemap to move points off street, onto to building roof.

Editing: Number of Employees

- Each record contains employee counts from 2010 and 2005, if available.

- In edit mode, simply type in the new employee count for 2013.

Editing: Employment Type

- Employment type has a drop-down menu for choosing the correct category.

Editing: Other attributes

- Many other attributes are editable.

- Some points offer you the opportunity to designate a "**Location**," such as a mall, campus, or shopping center. These are not used in the model, but are helpful for searching and filtering.

- When you finish reviewing or editing the point, change "**Reviewed?**" to "Yes" to show that it is done. You can change colors or filter based on that field.

More about filtering

- Filters allow complex queries of records, so you can narrow down what you are looking at. Here is an example:

Adding and Deleting Businesses

- Closed or duplicate businesses can be deleted from the popup in edit mode.

Tip: If you have multiple records for the same business, keep the record with the most information and delete the rest!

- Businesses can be added in edit mode too, and you can fill in the attributes in the popup.

For added establishments, make sure you add the big three:
- Geolocation
- Number of employees
- Employment type

Plus, the establishment name would be helpful.

If you delete a business by mistake:

- Click "undo" immediately! That is the only way to get it back at that time.

- If you aren't able to undo the delete, add it back as a new point or let Andy or Amanda know – we have a backup!

ZIP and County Centroids

- Points with bad addresses had to be geocoded to ZIP Code and County centroids.
- These stacks of points need to be moved to their true locations.

Red pushpins are ZIP centroids

Blue pushpins are county centroids

ZIP and County Centroids

- These locations can have hundreds of points. You can use filters to find and isolate them:

ZIP and County Centroids

- Use the arrows at the top of the popup to go through stacked-up points.
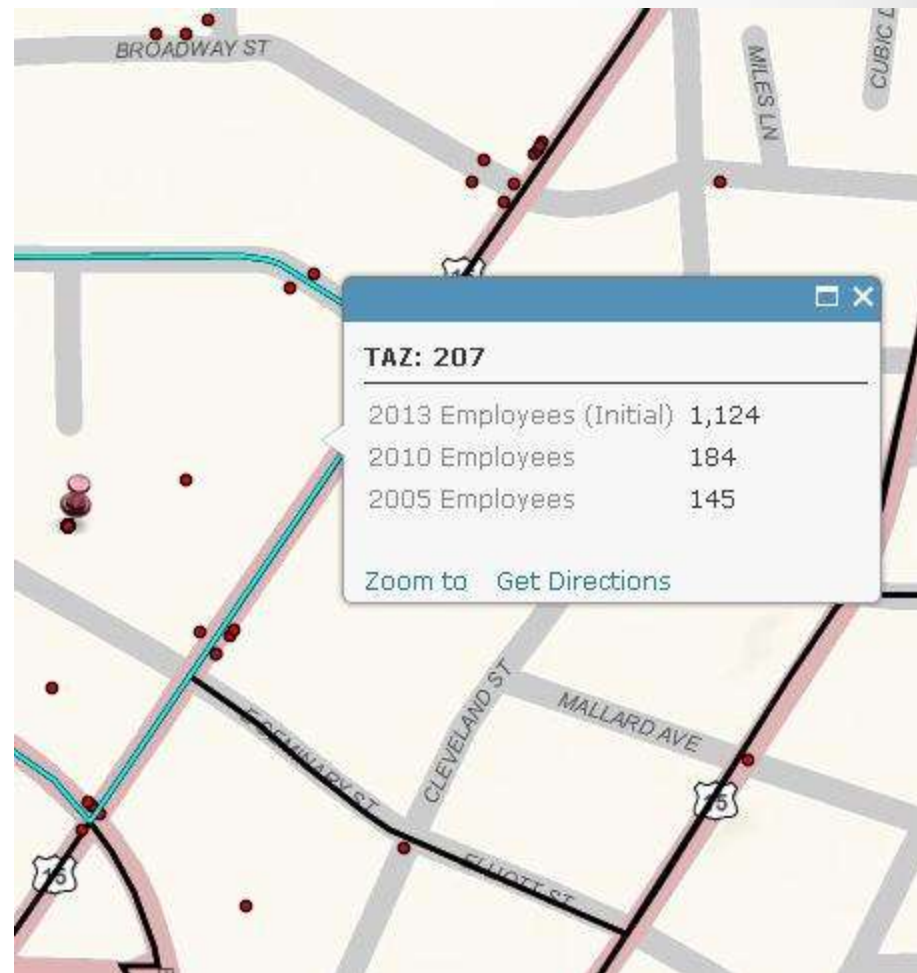- Prioritize businesses with higher numbers of employees.

- When you want to move a point, click "Edit" at the bottom of the popup.
- Only one point can be dragged at a time.

TAZ Totals

- The popup for TAZ features gives you the TAZ totals for employment in 2005, 2010, and the initial load for 2013.

- The 2013 total does NOT update as you change employment numbers. It is meant to be used as a guide, to help find anomalies.

- Don't try to match 2013 total to the 2010 total!

TAZ: 207

|	
2013 Employees (Initial)	1,124
2010 Employees	184
2005 Employees	145

Zoom to   Get Directions

Saving your work

- Changes you have made to points are saved automatically when you stop editing.

- If you want to save changes you have made to the look of the map, you must save the map. This saves:
  - Symbology
  - Filters
  - Bookmarks
  - Visible extent
  - What layers are turned on

- If you don't need to save any of those things, you can just close the map. Make sure you have exited editing mode.
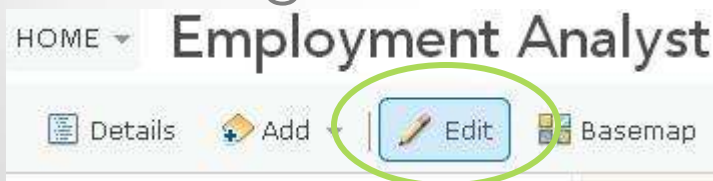
Edit is on!
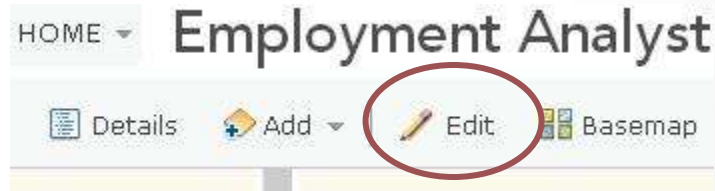
Edit is off!

Practice Exercises

- First, log in to the DCHC MPO homepage on ArcGIS Online: http://dchcmpo.maps.arcgis.com/

- Under Groups → Employment Analyst, choose the "TRAINING" map.

- Save a copy of the map using "Save As"
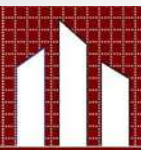
Practice Exercise: Editing

- Use filters to find a McDonald's in your area.

Practice Exercise: Editing

- Use the table to find the point on the map.

Practice Exercise: Editing

- Click on the record you want, click on "Table Options," and choose "Center on Selection." The map will move to your chosen point.
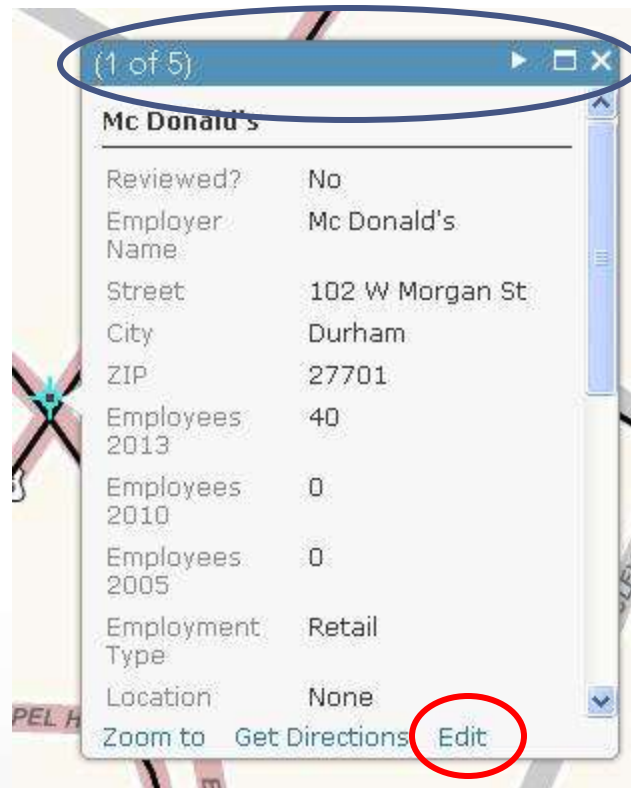
- Click on the point to bring up the popup, and click "Edit" at the bottom of the popup.

- If there are multiple points, you can use the arrows at the top of the popup to find the one you want.

Practice Exercise: Editing

- Fill in the editable attributes, especially Employees 2013 and Employment Type!

- Don't worry about messing up the data. This isn't the real dataset.

- Change Employees 2013 to 40

- Change Employment type to Retail
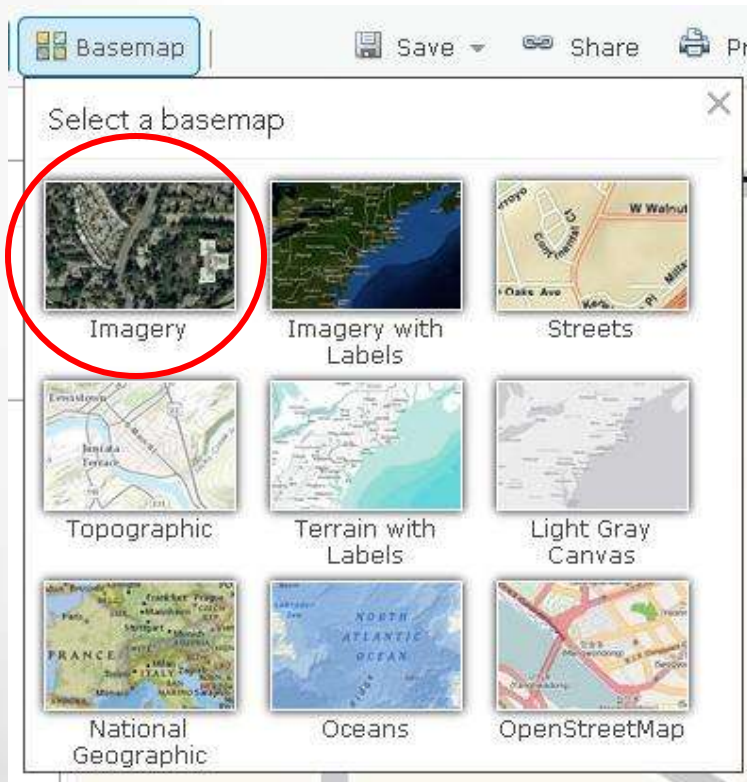
- Try changing Location as well!

When you are finished, change Reviewed? To "Yes"

Practice Exercise: Moving Points

- While you are in edit mode, you can also drag a point to change its location.

- Change the basemap to see where buildings are.

Choose "Imagery" to see aerial photos.

Choose "OpenStreetMap" if you prefer building footprints.

Practice Exercise: Moving Points

- Move the McDonald's to the roof of the building.
- If it's already there, try moving it next door or across the street.

Practice Exercise: Moving Points

Filter: Employment 2013

View	Edit

All of these expressions must be true:
Employer Name starts with 'Mc'
City is 'Durham'

REMOVE FILTER | CLOSE

- Now let's move some more points. Turn off editing, and remove your filter. (You can do this from the table too.)
- Look around your area and find a bunch of points in the street.
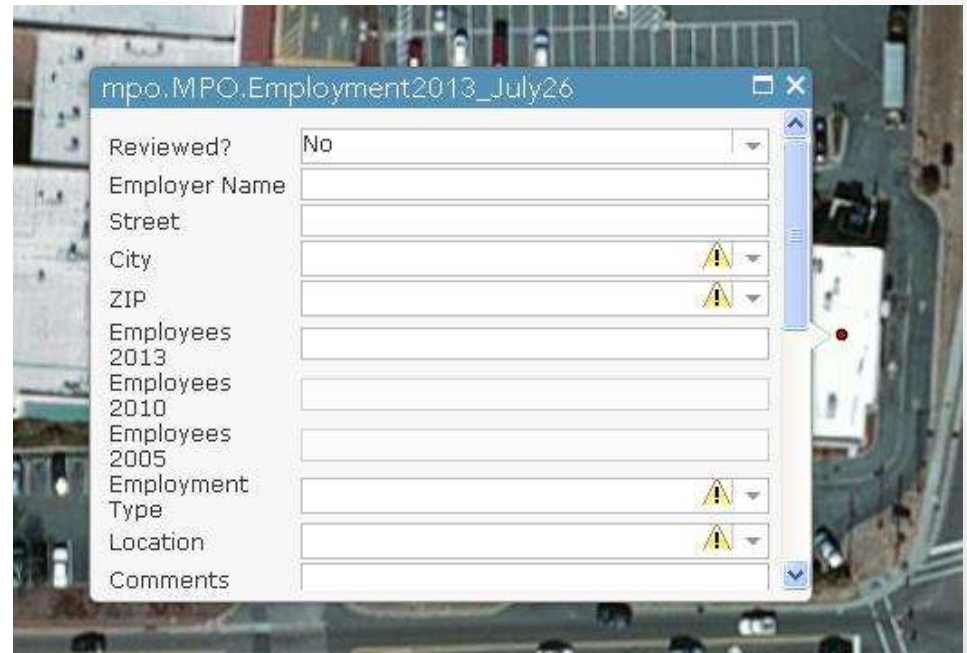
Practice Exercise: Moving Points

- Turn editing back on and move them out of the street.

Practice Exercise: Add a New Point

- Add a new point from the "Add Features" sidebar in editing mode.

- Add a new feature on the roof of a building in your area.

Practice Exercise: Add a New Point

- Fill in the attributes as follows:

Practice Exercise: Add a New Point

- Fill in more attributes if you can!

- When you have filled in all you can and verified the Big Three (spatial location, number of employees, and employment type), change "Reviewed?" to "Yes."

Turn off editing to save the point!

When Can We Start?

- Today!
- Make sure you use the map in ArcGIS Online called <u>Employment Analyst 2013 - Official</u>.
- The "<u>Training</u>" map is just for practice. It won't be used in the modeling process.