

Are Addresses Driving You MAD?

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Today's Goals

- ◆ What is a Master Address Database?
- ◆ Why build a Master Address Database?
- ◆ Master Address Database strategies
 - Parcel-centric MAD
 - Point-based MAD
- ◆ MAD in action (real world examples)

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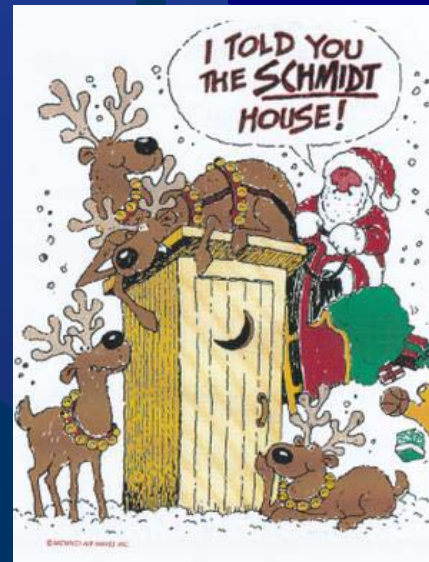
- ◆ Strategic and implementation planners
- ◆ Enterprise GIS implementers
- ◆ Data centric
- ◆ Enterprise geodatabase experts
 - Oracle/Oracle Spatial
 - SQL Server
 - ArcSDE
- ◆ Application developers

Q: Why are Addresses Important?

Answer

◆ Addresses are:

- The link between you and your customers/suppliers/constituents
- Common identifier across business systems
- Location-based



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Examples of Uses

- ◆ Identify customer/client locations
- ◆ Property identification/notification
- ◆ Voter registration
- ◆ Emergency response
- ◆ Permitting
- ◆ Routing and logistics
- ◆ Many more...

If you haven't gone MAD

- ◆ Redundant data storage and management
- ◆ Errors (multiple spellings, etc...)
- ◆ Addresses not spatially accurate
- ◆ Difficult collaboration or sharing between business systems (e.g. “the firefighter problem”, billing system vs. delivery system)

What is a Master Address Database

- ◆ Centralized
- ◆ Single-source of addresses for the entire organization
- ◆ Enterprise-scale
- ◆ Tied to a map

How do you go MAD?

1. Assess the needs of the enterprise

■ Data

- Taxable parcel addresses,
- Business addresses,
- Apartment addresses
- Situs vs. owner addresses

■ Resources

- Software, Hardware, etc
- Personnel
- Others

How do you go MAD?

2. Identify available data sources

- Master Street Address Guide (MSAG)
- USPS Database
- Permit Tracking Database
- County Assessor Database
- Utility Meter Database
- Commercial Data Sets

How do you go MAD?

3. Develop your addressing standards

- Master Street List (All Streetnames)
- Street Prefixes and Suffixes (ST, RD, WY)
- Street Directions (N, S, E, W, NW...)
- Numbered Streets (1ST or FIRST)

How do you go MAD?

4. Mapping the address

- GIS is the right tool for the job!
- Methods of implementing
 - Parcel-centric model
 - Point-based model

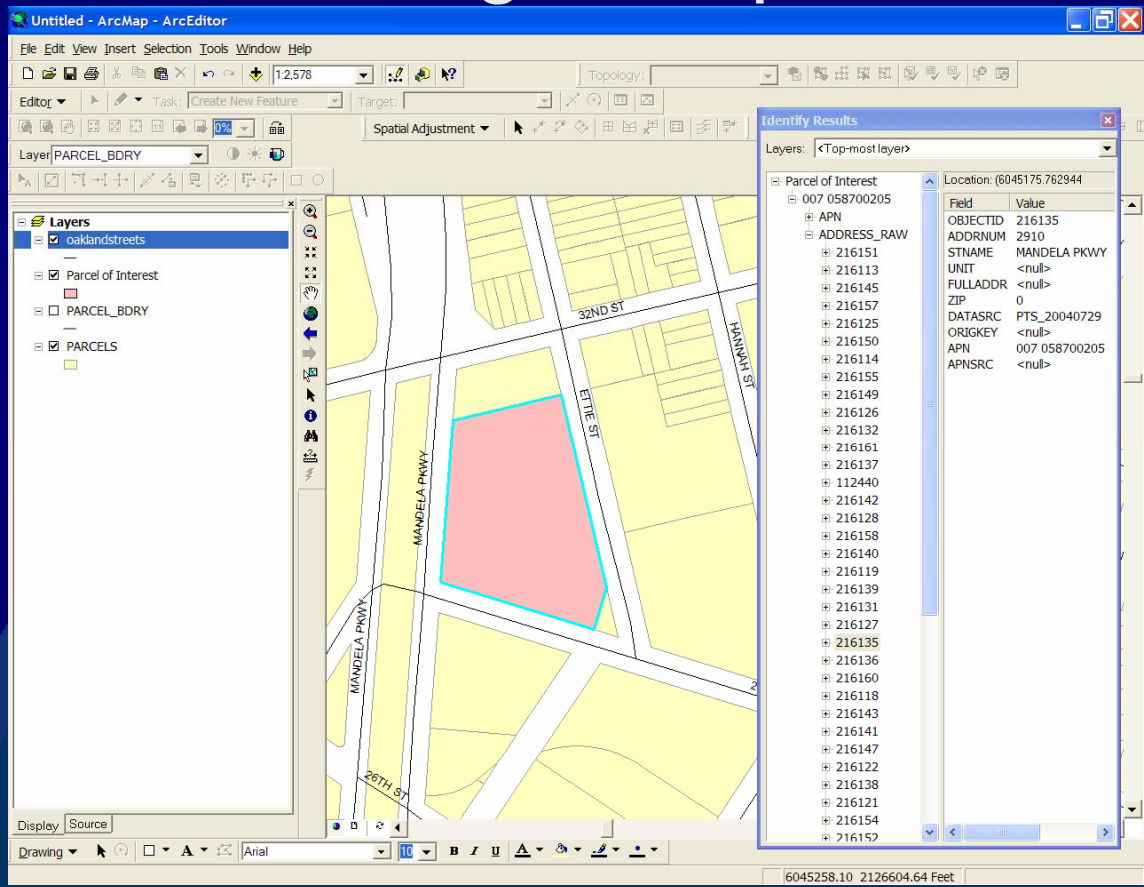
Mapping the Address

◆ Parcel-based

- Standard data-entry forms can be used as input
- Addresses and parcels are managed through attribute joins
- Advantages:
 - Easy to enter data,
 - Standards managed and enforced on entry,
 - Supports one parcel - many address strategies for apartments, condos, businesses

Parcel-centric Mapping

◆ Same building, multiple entrances



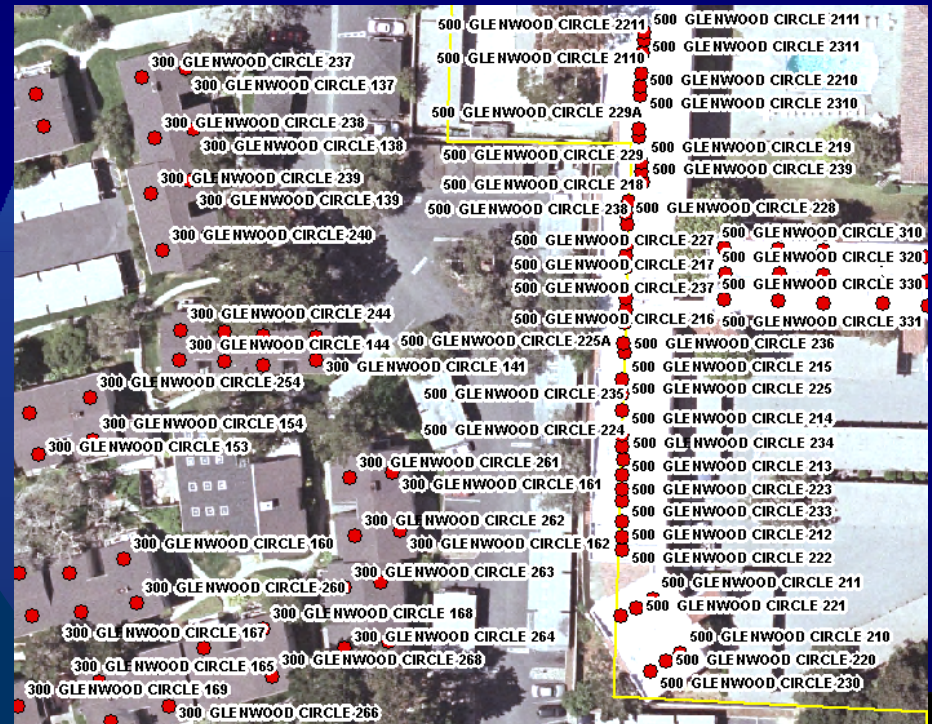
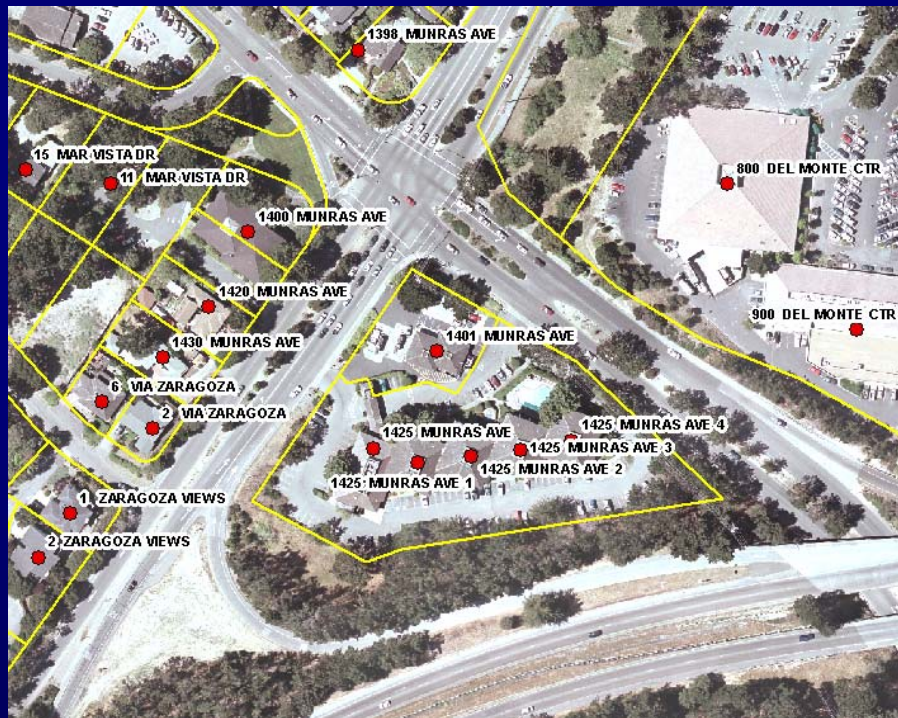
Mapping the Address

◆ Point-based

- GIS is used as the input
- Addresses are managed as point features
- Addresses and parcels are related through spatial joins
- Have a specific location for each address

Point-based Mapping

◆ Example: One to one address to point relationship (can represent building)



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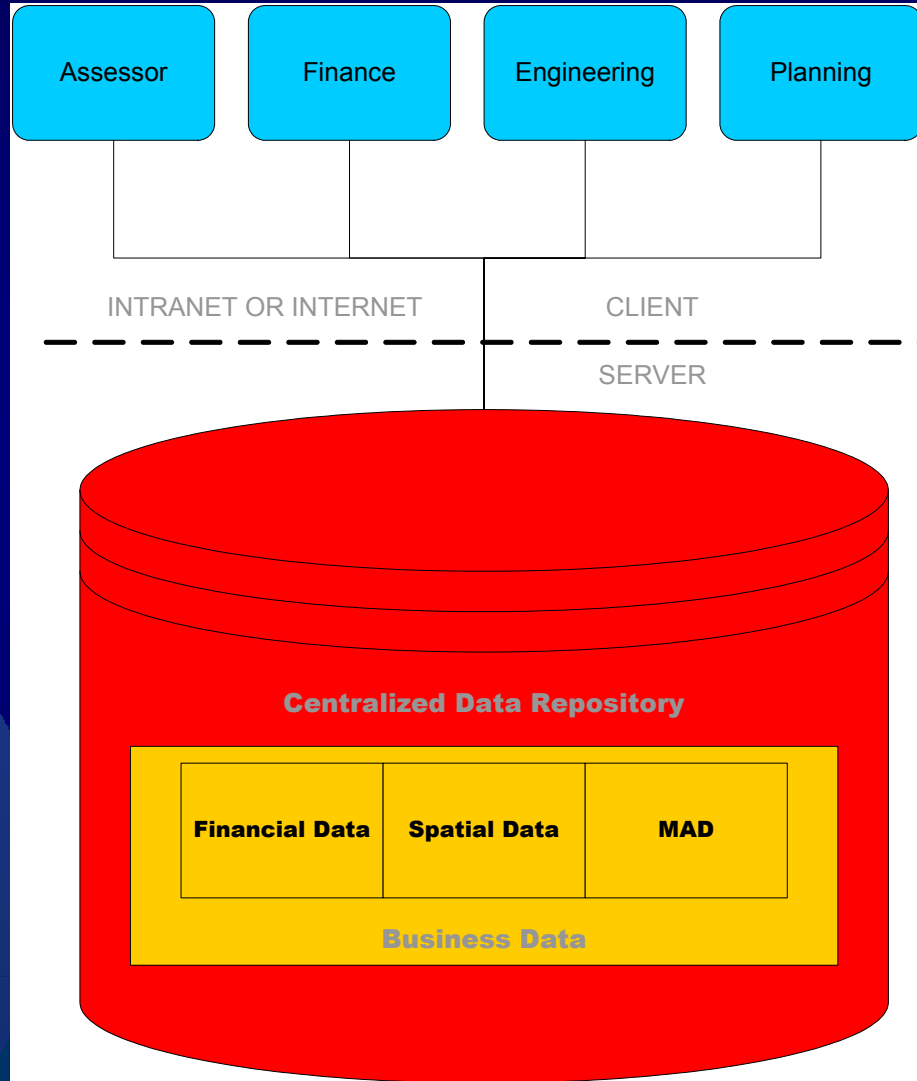
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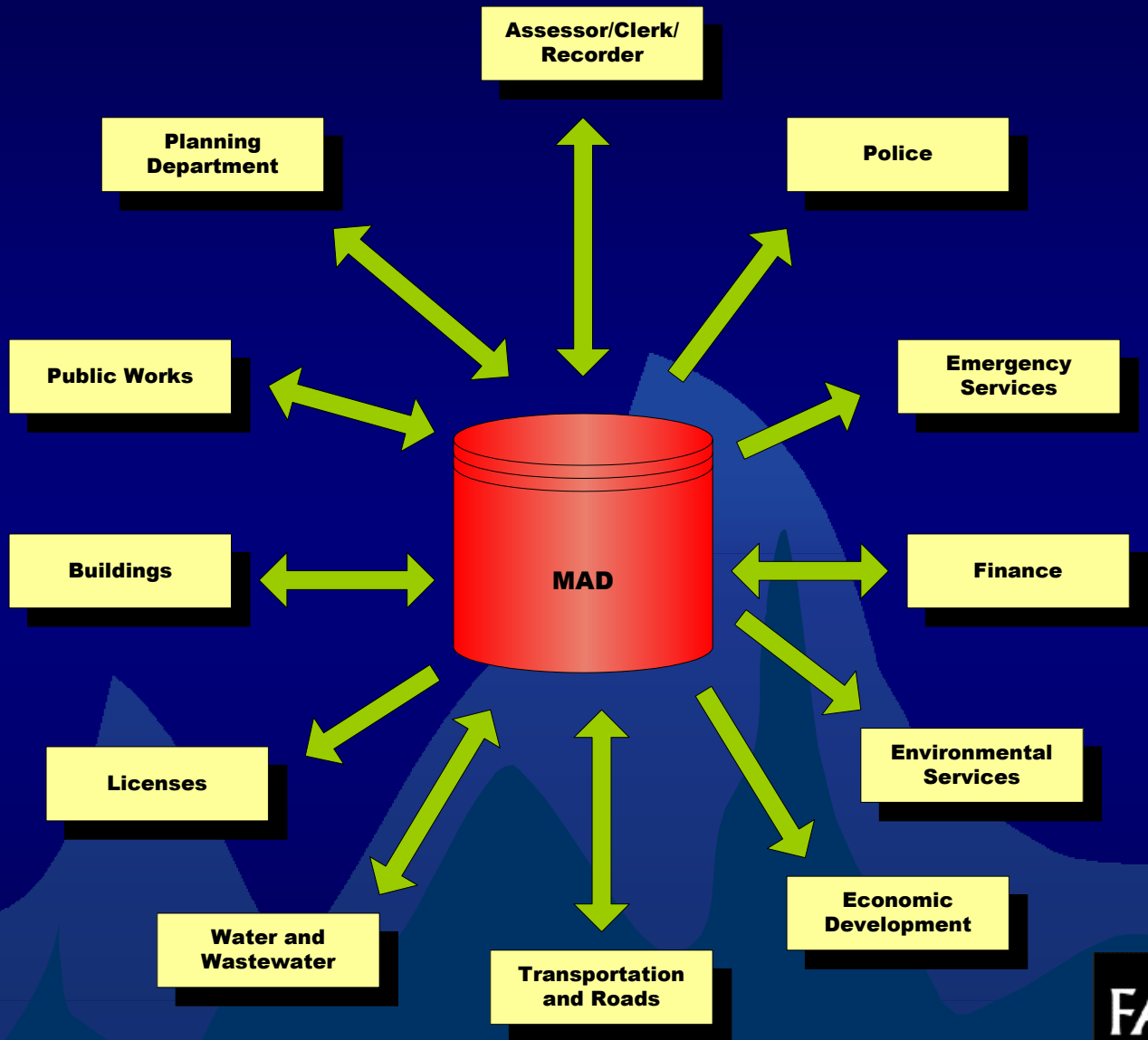
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Case Study: Benefits to the City

- ◆ More accurate, more valid, single address data source saves time and money
- ◆ Ease of integrating business processes
 - Opportunity to integrate permitting, document management, asset management systems

Gone MAD





Thank you for attending!

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Q & A

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