**NNIPCamp St. Louis, April 3, 2014**

**Session 3 (3:15)– Geocoding**

**Led by Marge Ricke– (Newark)**

**Notes by Leah Hendey**

Present: Marge Ricke (Newark), Jeff Bross (Detroit); Jay Colbert (Indianapolis), Meg Merrick (Portland), John Garvey (Oakland).

Main issue – use to be able to batch geocode in ArcGIS, now there is a fee per geocode. See google group references to this issue.

Meg- Won’t allow you to do offsets based on local data – trying to force you into their locators, but our local street center line files are much better.

Texas A & M thing has to be in small batches.

John – google is free- but only about 1000 records allowed.

Could create own geocode layer using a parcel layer and create multiple look-up tables.

Address normalizing services?

Jeff- bought Valassis – addresses had track ids (not great?) but they didn’t include no-stat properties. Trying to get them now.

Fire departments often have good master address files. (some counties do as well).

John – FCC website for geocoding to tract, also Census

API’s in excel?

Google drive time

Sitegeist<http://sitegeist.sunlightfoundation.com/> census data from wherever you are.

ESRI – two programs – nonprofits program and conservation grants program (Oakland does this)

Postal Service – straight look-up. Street segment- match to range.

Make sure tract files line up with streetlines. Put in an offset so that it’s not on the centerline.

Portland – Metro government works to get good streetlines.

Dynamically re-matching in ESRI is nice.

Need to pay attention to indicators of match quality.

Do you charge clients/community groups for geocoding services?

Need to check your ESRI license

Include as part of a package of services.

Google fusion tables will geocode but you get a .kmz file which you have to open in google earth and unzips to get the kml files. (John)

Side topic – reverse geocoding – process of scaling out –but algorithmic to reverse points.

LED and synthetic data.

Detroit geocoding cascade – teleatlas points --> Detroit parcel layer --> teleatlas dual address ranges --> MGF locator --> Detroit landmarks.