

Geocoding Truck Stops Documentation

William Co

2025-07-28

This report documents the geocoding of U.S. truck stop data, addressing challenges from inconsistent address formats. Using phone number matching and structured data from Truck Stops and Services, Yelp, Yellow Pages, and iExit, we achieved a 99.19% match rate. A custom interface was developed to support manual verification and ensure data accuracy.

Table of contents

1	Introduction	2
2	Setup	2
3	Approaches	2
3.1	Google (Initial) Approach	2
3.1.1	Methods Tried With Google (Initial) Approach	3
3.2	Truck Stops and Services Website (Second) Approach	3
3.3	Yelp (Third) Approach	5
3.4	Yellow Pages (Fourth) Approach	6
3.5	Summary of Approaches	7
3.5.1	Matching Summary Table	8
3.6	Current Project: iExit Integration	8
3.7	Utilities Developed	9
3.7.1	Features	9
3.8	Term of Use Check	9
3.9	Next Steps	10
4	Appendix	11
4.1	Truck Stops and Services/ RV and Travelers Data Dictionary	11
4.1.1	General Information	11
4.1.2	Location Details	11
4.1.3	Contact Information	12
4.1.4	Amenities & Services	12
4.1.5	Fuel Types & Links	12
4.2	Yelp Data Dictionary	12
4.2.1	General Business Information	12

4.2.2	Location Details	13
4.2.3	Contact & Business Attributes	13
4.3	Yellow Pages Data Dictionary	13
4.3.1	General Business Information	13
4.3.2	Location Details	14
4.3.3	Contact & Business Attributes	14
4.3.4	Metadata	14
4.4	iExit Data Dictionary	14

1 Introduction

This document is prepared for Prof. Ron Yang, who will be returning to meet at July 16 2025, 11:00 AM PST. It outlines the current progress of the geocoding task and is intended to provide context for discussion and feedback.

2 Setup

We are working with a dataset that includes truck stop details. However, the dataset lacks geographic coordinates (latitude and longitude). The objective of this project is to extract and assign accurate coordinates to each entry.

The main challenge arises from the inconsistent formatting of addresses. Some entries contain full addresses, while others include only road names, highway exits, or mile markers. The lack of standardization complicates automated geocoding.

The dataset also required extensive data cleaning to be useful.

3 Approaches

3.1 Google (Initial) Approach

The first approach involved directly submitting address strings to the Google Maps APIs (Geocoding and Places). However, this method encountered several limitations:

- The API struggled with inconsistent or non-standard address formats.
- We could not reliably verify the accuracy of returned locations.
- Many addresses returned irrelevant or incorrect coordinates.

3.1.1 Methods Tried With Google (Initial) Approach

- Constraining search to specific regions (both hard and soft constraints).
- Using the Nearby Search function (by place type and radius).
- Cleaning and standardizing address strings before submission.
- Exploring and comparing the Google Geocoding and Places APIs.

Although the Google API offers convenience, it lacks reliability in the context of our dataset. In the interest of time no further detail about this project will be mentioned.

3.2 Truck Stops and Services Website (Second) Approach

The second approach leverages a standardized and reliable feature of our dataset: phone numbers. These are consistently formatted and can be used to match entries with external data sources. We utilized two key websites for this task:

- [Truck Stops and Services](#)
- [RV and Travelers Directory](#)

This would be an example of the webpage:

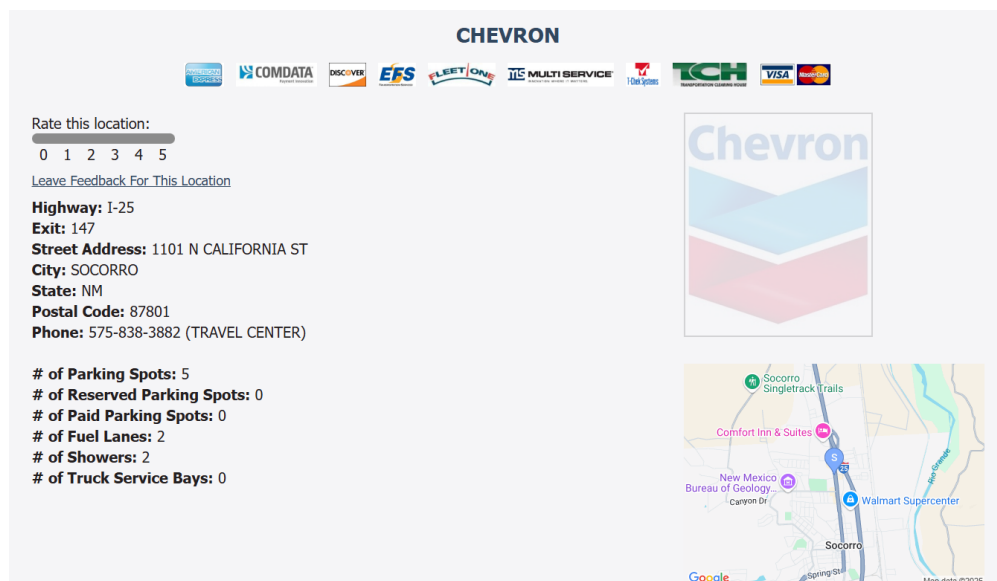


Figure 1: Example of the Truck Stops and Services website interface

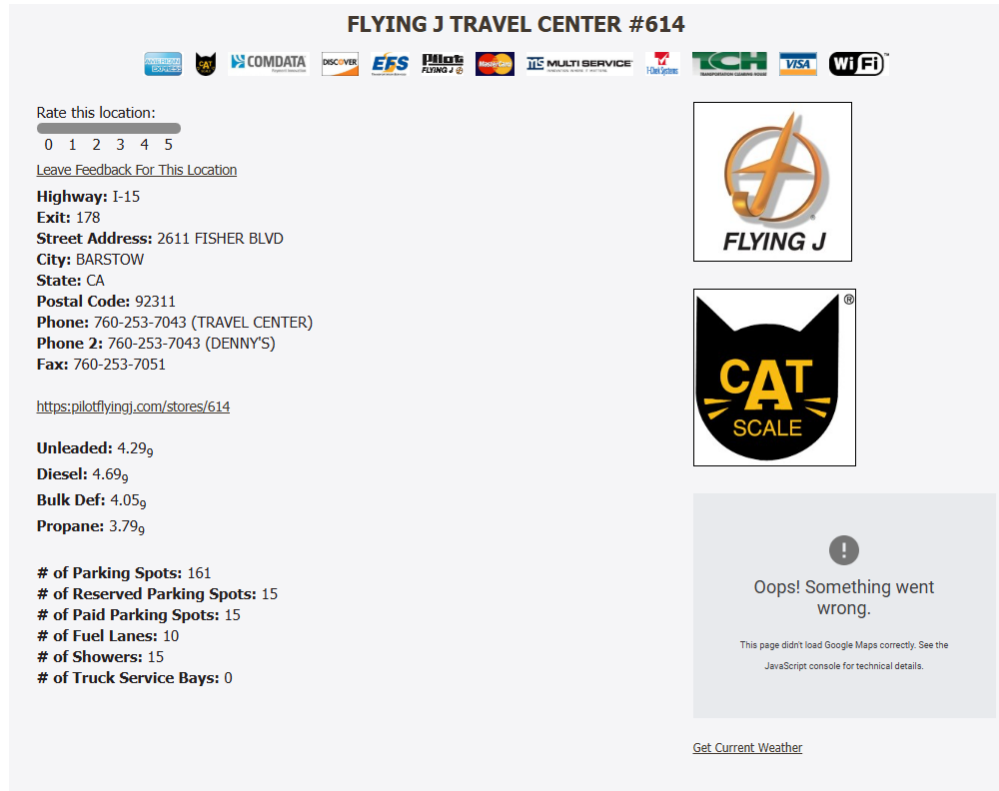


Figure 2: Example of the RV and Travelers website interface

Another example of the Truck Stops and Services website interface.

The complete data available from this scraping is available in [Appendix: Truck Stops and Services/ RV and Travelers Data Dictionary](#). Most notably, we observe directly the latitude and longitude, directly along with phone and the name of the stop.

What is also to note is that some Trucker's friend entries only appear in the RV and Travelers Directory and not in Truck Stops and Services.

Both websites maintain structured records that include phone numbers, making them effective for cross-referencing. Using these sources, we employed two main matching strategies:

1. **Phone Number Matching:** Directly matching entries based on phone numbers.
2. **Place Name to ZIP Code Matching:** This strategy involves a hierarchical matching process. First, the state or ZIP code must match. Next, the city or highway exit must match. After that, the road name must match. Finally, the business or place name must match. Additionally, I also checked if the chain (i.e. Chevron, Shell, etc.) of the truck stop matches.

This approach improved match rates compared to the first method and provided a more verifiable matching process.

3.3 Yelp (Third) Approach

The third approach leverages the Yelp API, which is unique in allowing phone number-based search queries. This feature makes it particularly well-suited to our dataset, which contains standardized phone numbers. An example of the Yelp website interface is shown below:

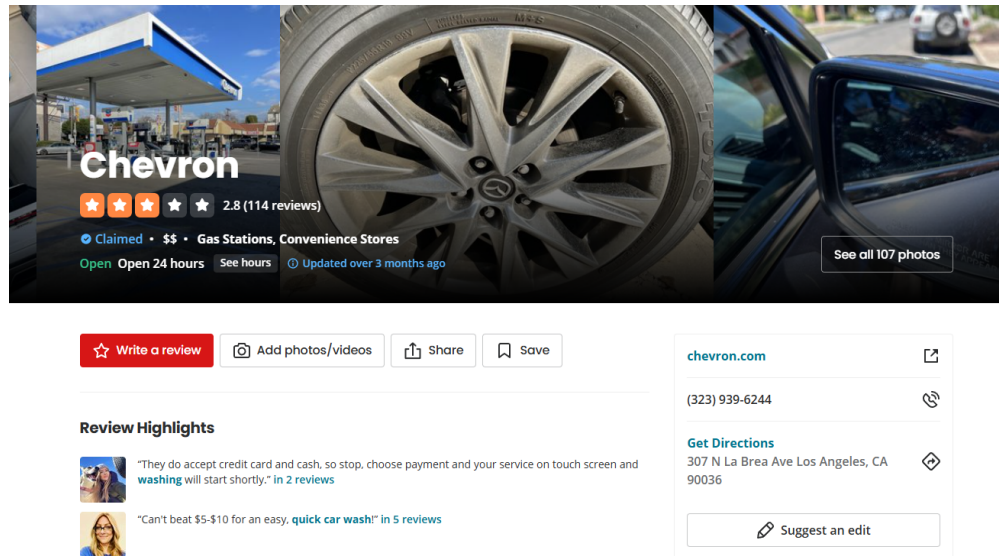


Figure 3: Example of the Yelp website interface

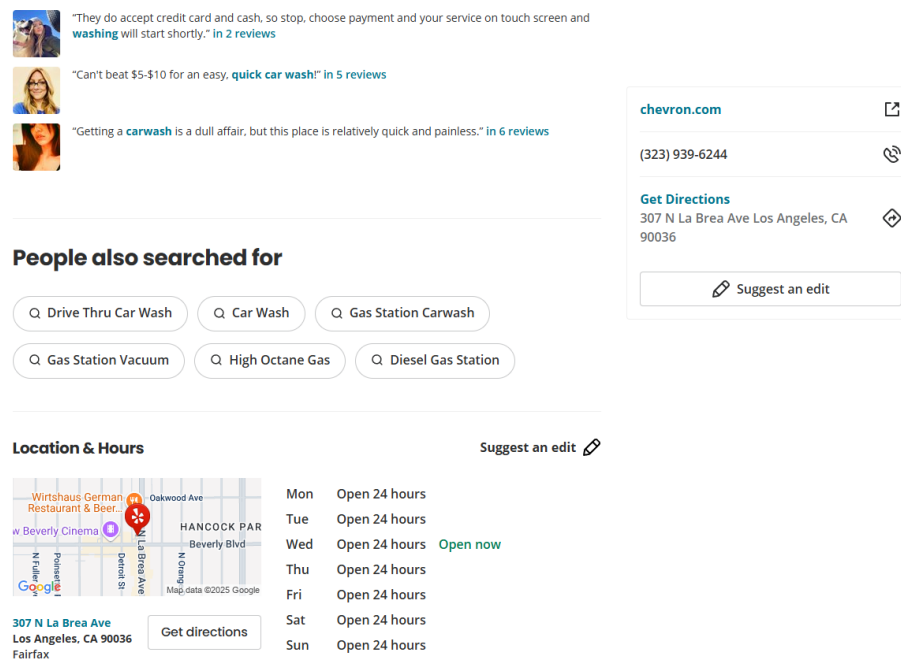


Figure 4: Another example of the Yelp website interface


The full list of data fields extracted from Yelp is available in the [Appendix: Yelp Data Dictionary](#).


Most notably, we observe, place name, latitude, longitude and **weather a place is still active**. Active/inactive designation is a uncommon and useful field of this dataset.


3.4 Yellow Pages (Fourth) Approach


We further improved our match rate using [YellowPages](#), which also allows direct phone number queries through web scraping. Examples of the website interface are shown below:


Home > CA > Los Angeles > Auto Repair > Gas Stations > Chevron

 **(323) 932-1765**

 [Visit Website](#)

 **Map & Directions**
2546 S La Brea Ave
Los Angeles, CA 90016


 [Write a Review](#)




Chevron

Gas Stations, Convenience Stores

☆☆☆☆☆ [Be the first to review!](#)

Is this your business? 
Customize this page.

 [Claim This Business](#)

Hours

Regular Hours 24 Hours

Places Near Los Angeles with Gas Stations

[Culver City](#) (4 miles)
[West Hollywood](#) (6 miles)
[Beverly Hills](#) (6 miles)
[Inglewood](#) (8 miles)
[Marina Del Rey](#) (11 miles)

More Info

Amenities	Cash Discount Store
Email	Email Business
Extra Phones	Phone: (323) 936-1659
Payment method	Apple Pay, Visa, Amex, Cash, Check, Debit, Diners Club, Discover, Master Card
Neighborhoods	West Adams , South LA
AKA	Sam's Chevron Zkb Chevron Chevron Station #95231
Other Links	http://www.chevron.com http://www.chevronwithtechron.com
Categories	Gas Stations, Convenience Stores

Figure 5: Example of the YellowPages website interface

Places Near Los Angeles with Gas Stations

- [Culver City](#) (4 miles)
- [West Hollywood](#) (6 miles)
- [Beverly Hills](#) (6 miles)
- [Inglewood](#) (8 miles)
- [Marina Del Rey](#) (11 miles)
- [Huntington Park](#) (13 miles)
- [Hawthorne](#) (13 miles)
- [Santa Monica](#) (13 miles)
- [Studio City](#) (14 miles)
- [El Segundo](#) (14 miles)


Neighborhoods [West Adams, South LA](#)

AKA Sam's Chevron
Zkb Chevron
Chevron Station #95231


Other Links <http://www.chevron.com>
<http://www.chevronwithtechron.com>

Categories [Gas Stations, Convenience Stores](#)






Gallery [View all \(1\)](#)



Reviews



Hi there!
Be the first to review!

Details

Phone: (323) 932-1765

Address: 2546 S La Brea Ave, Los Angeles, CA 90016

Website: <http://www.chevron.com>

Figure 6: Another example of the Yellow Pages website interface

The full list of data fields extracted from Yellow Pages is available in the [Appendix: Yellow Pages Data Dictionary](#). Most notably, we observe, place name, latitude, longitude and phone.

This approach reduced the unmatched entries to 19, making manual verification a feasible next step.

3.5 Summary of Approaches

After implementing considering all(2,3,4) approaches, the consolidated output can be viewed here: [Final Output](#).

The entries that remain unmatched are available here: [Missing Outputs](#).

The current codebase is available on GitHub: [WilliamClintC/Geocoding_Task](#)

3.5.1 Matching Summary Table

This data is for the 4 states, all years present aside from 2017.

Matching Method	Matches	Total Entries	Match Rate	Missing Entries
Truck Stops and Services Phone number matching	1,795	2,333	76.94%	538
Truck Stops and Services ZIP code and place name matching	1,900	2,333	81.44%	433
Truck Stops and Services All matching	2,090	2,333	89.58%	243
Truck Stops and Services + Yelp Approach	2,189	2,333	93.83%	144
Truck Stops and Services + Yelp + Yellow Pages	2,314	2,333	99.19%	19

3.6 Current Project: iExit Integration

Since the project's goal is to match latitude and longitude data to exit locations, a comprehensive dataset of U.S. highway exits is essential. To my knowledge, iExit is the most complete single source currently available online. **(Your insights on this would be valuable.)** Example of the iExit image website is as follows.

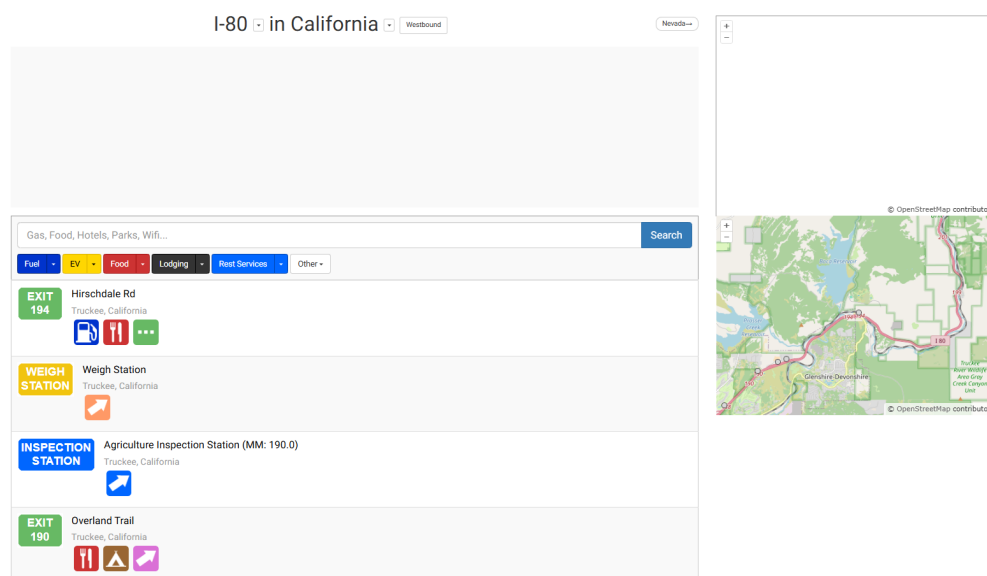


Figure 7: Example of the iExit website interface

The full list of data fields is available in the [Appendix: iExit Data Dictionary](#). Most notably, we observe highway, exit, latitude, longitude and **direction of travel**. Direction of travel is to be emphasized. This is a unique piece of information not available elsewhere.

3.7 Utilities Developed

To support manual validation, we developed a custom GUI tool to assist future research assistants. This interface displays two columns original dataset vs. matched results side by side, allowing quick visual inspection and correction without requiring coding experience. Image of the program is as follows.

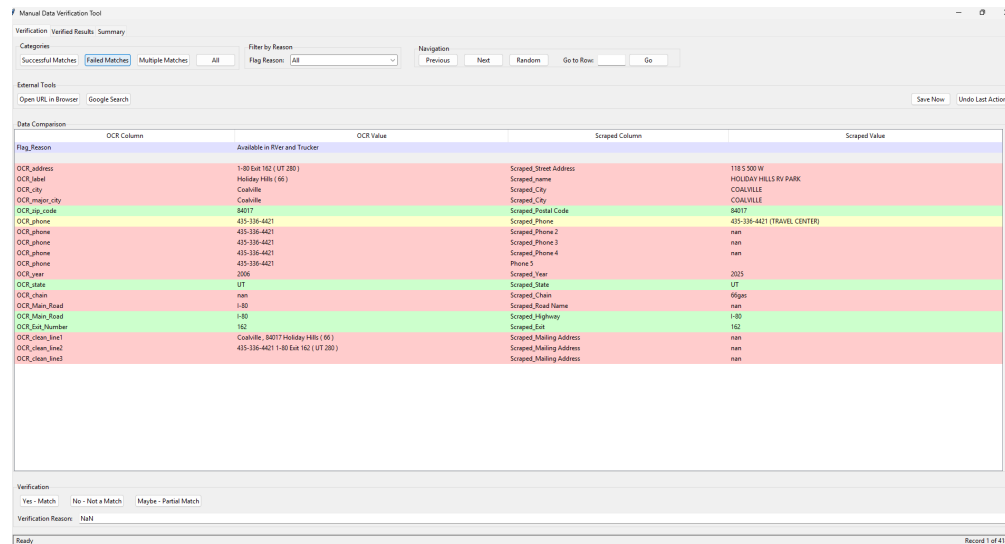


Figure 8: Image of the custom GUI tool for manual validation

3.7.1 Features

- View by Successful/Failed/Multiple Matches
- View basic match statistics
- View specific row entry
- View website(truckstopsandservices/Yellowpages/Yelp) link
- Generate google/bing/duckduckgo search link
- Input Verification Reason
- Row randomized viewing
- Match highlighting
 - Red (Mismatch)
 - Yellow (Partial Match)
 - Green (Match)

3.8 Term of Use Check

To address concerns related to anti-scraping compliance, PDF copies of the following websites have been archived and are available at the [Geocoding Documentation Repository](#):

- Truck Stops and Services

- RV and Travelers Directory
- Yellow Pages
- iExit

Yellow Pages includes clauses that may limit scraping or data extraction. Google and Yelp are of limited concern, given that we were approved API access. Truck Stops and Services, RV and Travelers Directory and iExit do not impose or mention any restrictions on scraping.

3.9 Next Steps

1. Finalize code cleaning for future reproducibility. **Given the volume of code involved, this task is expected to require a significant amount of time.**
2. Conduct manual verification of the remaining 19 unmatched entries.
3. Conduct robustness checks on the finalized data.
4. Discuss Yellow Pages Terms of Use and Data Policy

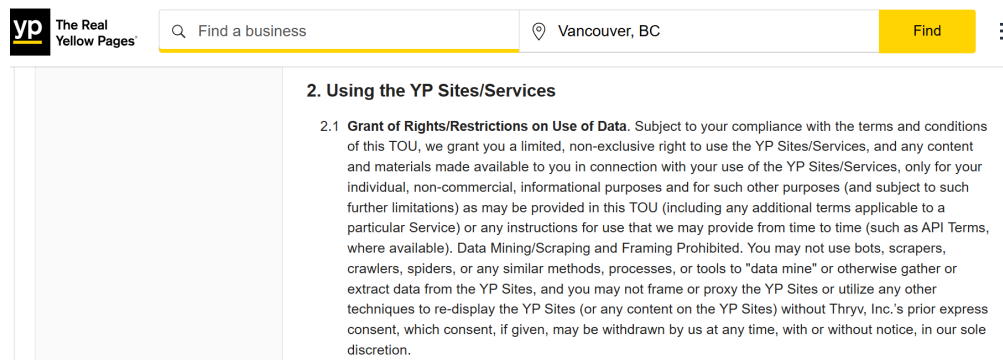


Figure 9: Screenshot of Yellow Pages Terms of Use

Quoted from Yellow Pages Terms of Use:

2.1 Grant of Rights/Restrictions on Use of Data. Subject to your compliance with the terms and conditions of this TOU, we grant you a limited, non-exclusive right to use the YP Sites/Services, and any content and materials made available to you in connection with your use of the YP Sites/Services, only for your individual, non-commercial, informational purposes and for such other purposes (and subject to such further limitations) as may be provided in this TOU (including any additional terms applicable to a particular Service) or any instructions for use that we may provide from time to time (such as API Terms, where available).

Data Mining/Scraping and Framing Prohibited. You may not use bots, scrapers, crawlers, spiders, or any similar methods, processes, or tools to “data mine” or otherwise gather or extract data from the YP Sites, and you may not frame or proxy the YP Sites or utilize any other techniques to re-display the YP Sites (or any content on the YP Sites) without Thryv, Inc.’s prior express consent,

which consent, if given, may be withdrawn by us at any time, with or without notice, in our sole discretion.”

5. Feedback?
6. Consider using the years to match as well

4 Appendix

4.1 Truck Stops and Services/ RV and Travelers Data Dictionary

The following table summarizes the data fields used in the truck stop dataset:

4.1.1 General Information

Column Name	Description
state_id	State identifier
state	Name of the U.S. state
name	Truck stop name
href	Relative URL path
full_url	Full website URL
stop_type	Type of stop (e.g., fuel, full)
Chain	Company or chain name

4.1.2 Location Details

Column Name	Description
Latitude	Latitude coordinate
Longitude	Longitude coordinate
Highway	Associated highway
Exit	Exit number
Mile Marker	Highway mile marker
Street Address	Street address
City	City name
State	State abbreviation
Postal Code	ZIP/postal code

Column Name	Description
-------------	-------------

4.1.3 Contact Information

Column Name	Description
Phone	Main contact number
Phone 2-5	Additional phone numbers
Fax	Fax number
Mailing Address	Mailing address

4.1.4 Amenities & Services

Column Name	Description
Hours of Operation	Operating hours
# of Parking Spots	Total parking spaces
# of Reserved Parking Spots	Number of reserved spaces
# of Paid Parking Spots	Paid-only spots
# of Fuel Lanes	Fuel pump lanes for trucks
# of Showers	Total shower stalls
# of Men's Showers	Men's shower stalls
# of Truck Service Bays	Truck repair/service bays

4.1.5 Fuel Types & Links

Column Name	Description
Unleaded	Unleaded gasoline available (Y/N)
Diesel	Diesel fuel available (Y/N)
Bulk Def	Diesel exhaust fluid (DEF) availability
Propane	Propane fuel available (Y/N)
https	HTTPS version of site URL
http / http	Alternate/incomplete protocols

4.2 Yelp Data Dictionary

4.2.1 General Business Information

Column Name	Description
Original_Phone	The phone number used as input for the Yelp phone search

Column Name	Description
Name	The official name of the business
Rating	Yelp rating (e.g., 4.5 stars)
Review_Count	Total number of Yelp reviews
Is_Closed	Boolean indicating if the business is permanently closed
URL	Full Yelp business listing URL

4.2.2 Location Details

Column Name	Description
Address	Street address of the business
City	City where the business is located
State	State (abbreviation)
Zip_Code	Postal or ZIP code
Latitude	Latitude coordinate
Longitude	Longitude coordinate

4.2.3 Contact & Business Attributes

Column Name	Description
Phone	Official business phone number returned by Yelp
Categories	List of categories (e.g., “Coffee & Tea”, “Gas Station”)
Price	Price level indicator (\$, \$\$, etc., if available)

4.3 Yellow Pages Data Dictionary

4.3.1 General Business Information

Column Name	Description
ADDRESS	Full address of the business as listed on Yellow Pages
AKA	Alternate names or aliases for the business
BUSINESS_NAME	The primary name of the business
BUSINESS_URL	URL to the Yellow Pages business listing
CATEGORIES	Business categories (e.g., “Restaurants”, “Auto Repair”)
STATUS	Business status (e.g., “Open”, “Closed”)
WEBSITE	Official website of the business, if available

4.3.2 Location Details

Column Name	Description
JSONLD_CITY_1	City extracted from the embedded structured JSON-LD data
JSONLD_STATE_1	State extracted from the embedded structured JSON-LD data
JSONLD_STREET_1	Street address from JSON-LD
JSONLD_ZIP_1	ZIP code from JSON-LD
JSONLD_LAT_1	Latitude coordinate from JSON-LD
JSONLD_LNG_1	Longitude coordinate from JSON-LD

4.3.3 Contact & Business Attributes

Column Name	Description
ORIGINAL_PHONE	Phone number used to initiate the Yellow Pages lookup
FORMATTED_PHONE	Formatted business phone number as displayed
JSONLD_PHONE_1	Phone number from the structured JSON-LD data
EXTRA_PHONES	Any additional phone numbers found
PHONE	Phone number listed in the primary Yellow Pages HTML content
JSONLD_NAME_1	Business name from structured JSON-LD data

4.3.4 Metadata

Column Name	Description
SCRAPED_AT	Timestamp of when the data was scraped
SEARCH_URL	URL used to perform the Yellow Pages phone-based search

4.4 iExit Data Dictionary

Column Name	Description
state	U.S. state abbreviation (e.g., TX, CA) where the highway exit is located
highway	Name or number of the highway (e.g., I-10, US-101)
exit_id	Unique identifier for the highway exit as used in iExit

Column Name	Description
<code>title</code>	Display title or name of the exit
<code>exit_name</code>	Name of the exit (may include road or location name)
<code>exit_description</code>	Additional descriptive text about the exit or nearby services
<code>exit_location</code>	Textual representation of the exit's location
<code>iexit_detail_link</code>	URL link to the iExit detailed page for the exit
<code>latitude</code>	Latitude coordinate of the exit
<code>longitude</code>	Longitude coordinate of the exit
<code>google_maps_link</code>	Direct link to the exit location on Google Maps
<code>direction</code>	Direction of travel (e.g., Northbound, Eastbound)