

Street address Geocoding

Add data

1. Download zip file: 09-Data.zip
2. Extract to Downloads/09-Data/
3. Add layers:
 - a. Streets
 - b. AlleghenyCounty
 - c. AttendeesAlleghenyCounty.csv
4. Explore attribute tables

Build street locator

1. Open tool: Create Address Locator
2. Complete tool parameters as shown (* = Required)

Geoprocessing Create Address Locator

Parameters Environments

Address Locator Style
US Address - Dual Ranges

Reference Data Role

Reference Data	Role
streets	Primary Table

Field Map

Field Name	Alias Name
Feature ID	FID
*From Left	LFROMADD
*To Left	LTOADD
*From Right	RFROMADD
*To Right	RTOADD
Left Parity	<None>
Right Parity	<None>
Full Street Name	FULLNAME
Prefix Direction	<None>
Prefix Type	<None>

Output Address Locator
streets_CreateAddressLocator

☐ Enable suggestions

Street Name: FULLNAME

3. Click Run

Geocode attendee data by street

1. Right-click AttendeesAlleghenyCounty.csv, and click Geocode Addresses
2. Complete the tool parameters:

Geocode Table

Step One: About your table
Look at your data to determine how many fields in your data you want to use for geocoding.

Step Two: What locator are you using?
Decide whether to use World Geocoding Service, a custom service or a custom locator.

Step Three: Mapping the fields in your table
Look at the fields in your data and the fields in your locator to see how they connect to each other to maximize efficiency.

Step Four: Output
You can specify where you want your output feature class to be created based on the type of geocoding operation that will be performed.

Optional Step Five: Limit by Country
If you are using a service that supports geocoding by country, you can limit your search to specific countries.

Optional Step Six: Limit by Category
If you are using a service that supports geocoding based on categories, you can limit your search to specific categories.

Geocode Table

Input Table
AttendeesAlleghenyCounty.csv

Input Locator
streets_CreateAddressLocator3

Input Address Fields
Multiple Field

Locator Field
Data Field

Street or Intersection
Address

ZIP Code
ZIP_Code

Output
AttendeesAlleghenyCounty_Geocoded

☒ Add output to map after completion

3. Run the tool
 - a. A total of 861 of 932 records are matched for a match rate of 92.38 %

Geocoding Completed

861 Matched (92.38%)
67 Unmatched (7.19%)
4 Tied (0.43%)

Average speed: 1651181 (records/hour)

Start rematch process?

Yes No

4. Click No for Start rematch process, and close the tool
5. Symbolize with bright-red circle 3, size 5 pt
6. Turn off Streets, change the basemap to Streets, and zoom into Pittsburgh. Here there are obvious clusters of attendees, areas that marketers could turn attention to with billboards, mailings, etc.



Edit streets

There are 67 unmatched addressed to complete. Need to proceed on a case by case basis with the Rematching tool to:

- Skip bad addresses
- Edit address data
- Pick from map

Open attribute table of Geocoding results

- Sort by Status Descending
 - M = Matched
 - U = Unmatched

Build Alias Tables

PNC Park
Dodger Stadium
UC San Diego

To process these locations, Build a locator with an alias table