UCSD Extension 2019 Summer GIS
Instructor: Randy Bucciarelli

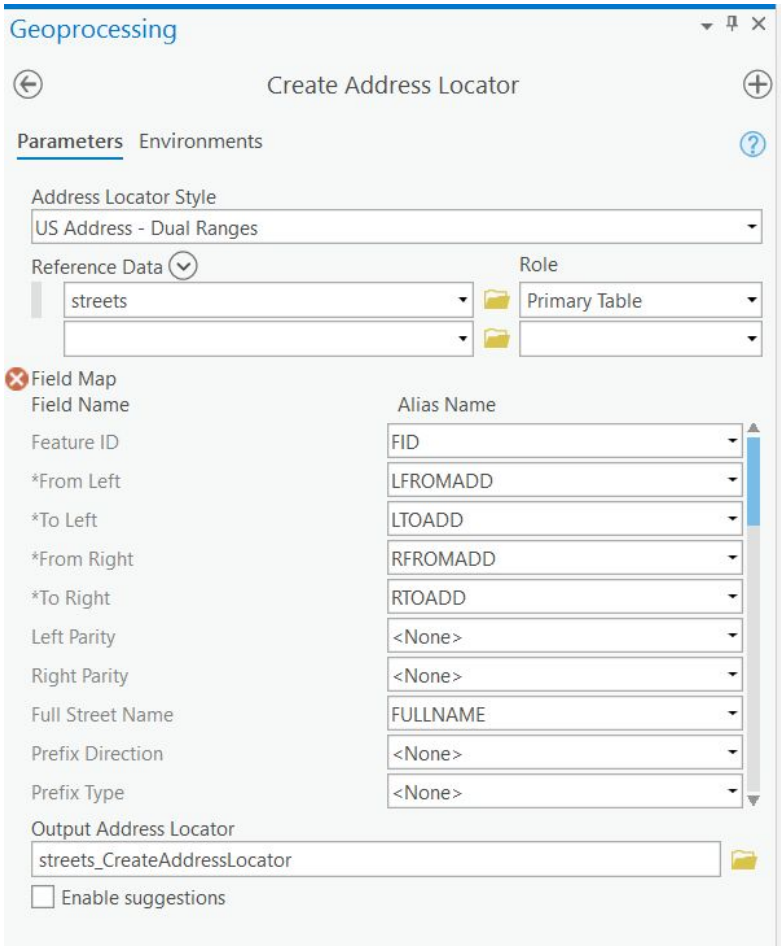
Street address Geocoding

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)

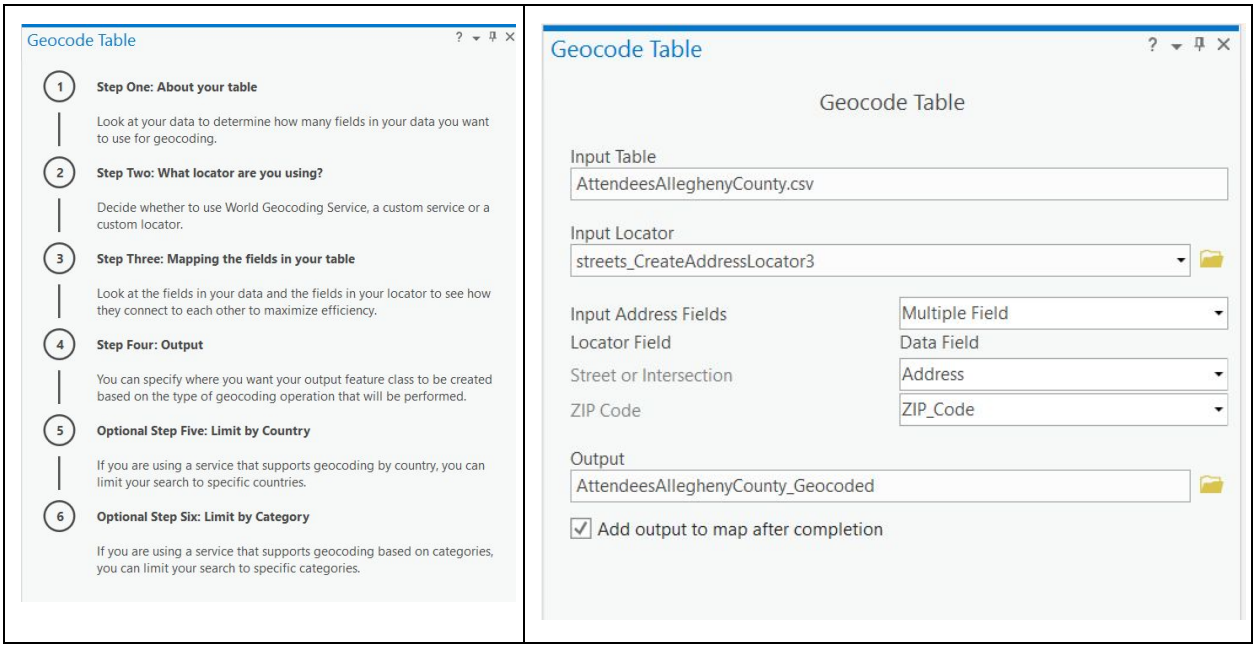


Street Name: FULLNAME

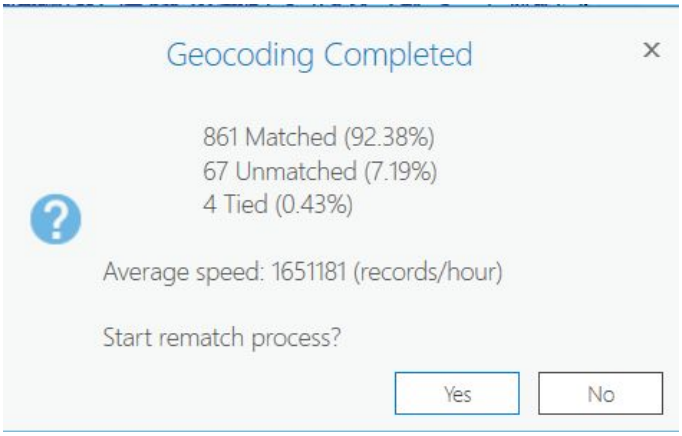
3. Click Run

Geocode attendee data by street

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

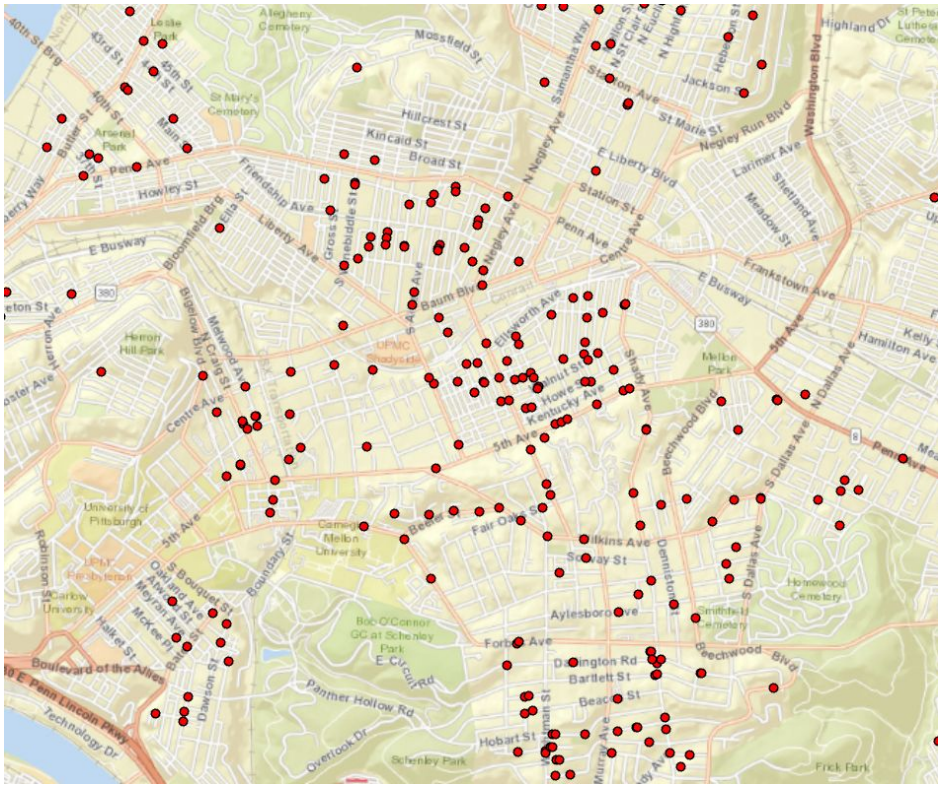


3. Run the tool
    a. A total of 861 of 932 records are matched for a match rate of 92.38 %



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.

UCSD Extension 2019 Summer GIS
Instructor: Randy Bucciarelli



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