

The Importance of Accurate Addressing

Addressing Services

ADDRESSING--THE KEY TO 911

Never is location-based information more important than in an emergency. Access to a spatially oriented database with accurate address locations can shorten the time it takes an emergency vehicle to arrive at a location by critical minutes, potentially the difference between life and death. With the dramatic increase in cellular phone use, new federal regulations require cell phone companies to supply the *x, y* coordinates of 911 cell calls. Linked to accurate mapping in GIS, this information will allow emergency management personnel to target precisely the location of distressed calls and to mobilize a rapid response.



Addresses linked to road centerlines

ADDRESSING--THE KEY TO GIS

As GIS implementations mature, users throughout government and industry are discovering the importance of accurate addressing for emergency management, computer-aided dispatch, asset inventory, and other location-based applications. An address ties a database record to a physical location and is often the only common link between the multitude of databases and maps used in business and government operations. Accurate addressing enables efficient management and analysis of location-based information within the GIS.

To maximize the application of GIS in government, utilities, and business environments, the creation of a master address file is an essential first step. Initially most organiza-

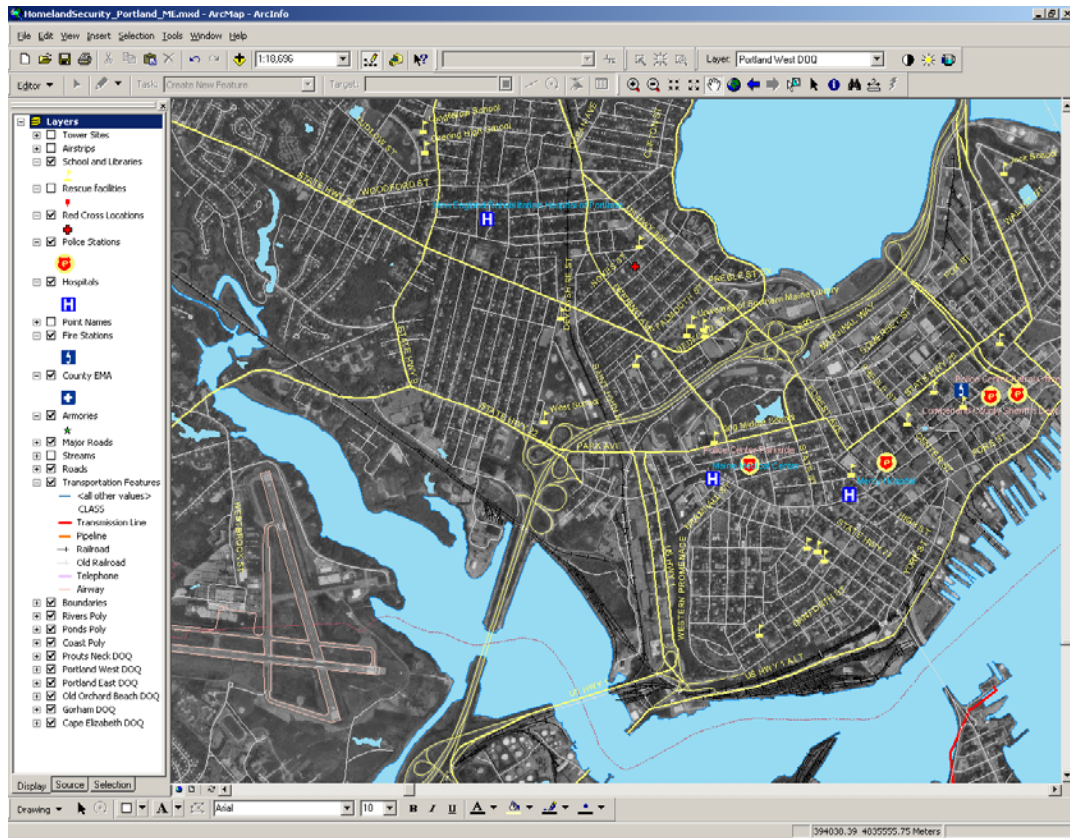
tions begin this process with many, often disparate databases with significantly different address lists. For true systems integration, structure number, street name, street direction, and suffix must be consistent across databases *and* must be linked to the proper location on the map.

SEWALL--THE KEY TO ADDRESSING SUCCESS

To assist organizations in integrating their database systems and mapping for location-based applications, James W. Sewall Company provides address consulting and data modeling, address geocoding, address validation and database loading, and master address file creation.

Address Consulting and Data Modeling. Sewall can determine the true addressing needs of an organization and devise a methodology for implementation and long-term maintenance. In addition, Sewall database experts can support the development of a comprehensive addressing data model that will meet the needs of an entire organization.

Address Geocoding. Geocoding creates the relationship between a point address and a linear representation, such as a road centerline, producing a logical sequence of address ranges. Whether



GIS automated routing using E911 addressing for vehicle dispatch, rescue facilities location, and emergency evacuation

using existing source information or collecting data in the field, Sewall analysts provide cost-effective and accurate address geocoding services.

Address Validation and Database Loading. Sewall addressing technicians determine, rectify, and load the addresses into a GIS database, using advanced software tools to correct misspelled street names, bad parity, and non-linear roads; to identify missing streets and street name aliases; to standardize abbreviations; and to rectify incorrect house numbers.

Master Address File Creation. A master address file is critical to integrating disparate systems within the GIS to support such location-based applications as 911, utilities location, and asset inventory for GASB34 compliance. Not a trivial task, Sewall addressing analysts have the expertise to authenticate and rectify addresses in all associated data sets resulting in a single source for all addresses.

To obtain more information on Sewall's addressing and systems integration services, please contact: Clarence Young, at (207) 827-4456; Email: youc@jws.com



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