Abstracts in this Session

**Addressing A Simple Task or a City Nightmare**
Randal Krejcarek, P.E., GISP and Robert Mickla, GISP, City of Delray Beach, Delray Beach, FL

**Abstract text:** As Delray Beach began its GIS journey in the late 1990's, it was understood that many datasets would be developed over time. Since the GIS group is part of the Environmental Services Department, utilities and other assets were the main focus. That is until the GIS Group was asked to take part in the implementation of a new public safety dispatch system, where addressing would be the key component. Up until this time, addresses were created and maintained in another department, by a person who retired prior to this effort. As this project began it became apparent that this addressing authority maintained pretty good paper records. However the digital version was stored in an antiquated system that did not allow for historic records to be archived and worse; records were deleted entirely. In addition it was discovered that additional datasets were created and maintained by other departments in the city. So the task was to develop an enterprise-wide master address repository that would serve as the sole resource for all the cities business practices. This presentation will guide the audience through Delray Beach’s journey in the creation, maintenance, and storage of this Living and Ever-Evolving set of data. Everyone in town gets their mail delivered and public safety delivers their service to the right locations, but is Addressing a simple task or a city’s nightmare?

**Building An Open National Address Database**
Martha Wells, GISP, Spatial Focus LLC, University Park, MD

**Abstract text:** Over the past several years, addresses have become a "hot" topic nationally. Restrictions on most address databases, especially at the Federal level (Census, USPS, etc.) make them difficult to access and use. Private corporations (Google, Bing, Apple, etc.) have developed browser-based mapping which increasingly contains address data associated with structures and other locations.

On the other hand, addresses are created at the local level. Cities, counties and other local entities create and manage their own addresses. This is a political reality in the US (although not in other countries), and is unlikely to change. Recently, various organizations at different levels have begun talking about a "NAD" or national address database. What does this mean? Who would take on the work of building such a dataset? Who would maintain it? How would individual local governments participate? What are the opportunities and risks?

This presentation will review the current initiatives and the state of the discussion on building a national address database; and suggest roles that URISA might, as the leader on the Address Standard, take in guiding this to a successful conclusion.

**Developing a Community Engagement Component for Addressing Systems**
Martha Wells, GISP, Spatial Focus LLC, University Park, MD

**Abstract text:** A person's address can be their most important identifier. An address describes where a person lives, where they work and many other activities that make up a modern life. The idea of an address changes as you move throughout the world. Concepts like place names, street names and address representation are often deeply cultural. Each part of the world's addressing patterns are unique. In many areas where functional addressing may have been absent, people will have created whole new ways of describing locations and how to navigate to them. It is for many of these reasons that it is critically important to engage with a community when considering either creating or updating an addressing system.

If we look at projects to create new addressing systems when none had previously existed, or where an older, dysfunctional system was in place, we can see both successes and failures. Places like Korea (replacing an older system completely) and Abu Dhabi (where a new addressing system is being implemented) are meeting with both technical and cultural challenges. These two cases, Korea and Abu Dhabi, are not unique. Many systems have encountered a lack of acceptance due to the authorities's reluctance to work with the community to understand existing way finding and cultural practices in the process of creating or altering an addressing system. This lack of engagement can create problems in
many areas of the addressing system from practical navigation to the long term acceptance and use of the system. These issues arise in large part because the most frequent users of the system, local residents, become disenfranchised by the project. They often find the system confusing or difficult to use. In extreme cases, some people may resort to using older local systems of describing a location outside of the structure of the new official addressing system.

Public engagement in all aspects of developing an addressing system is critical. While the technical details of the system can be developed once a basic system design is agreed upon, it is important that members of the community are engaged in defining the rules of the Address Reference System (ARS). The role of the community cannot be understated. The people that live with the addresses are the ones who will interact with them on a day to day basis. This session will highlight the importance of engaging with the community, and discuss methods where local communities can be leveraged to create stronger and more usable addressing systems.