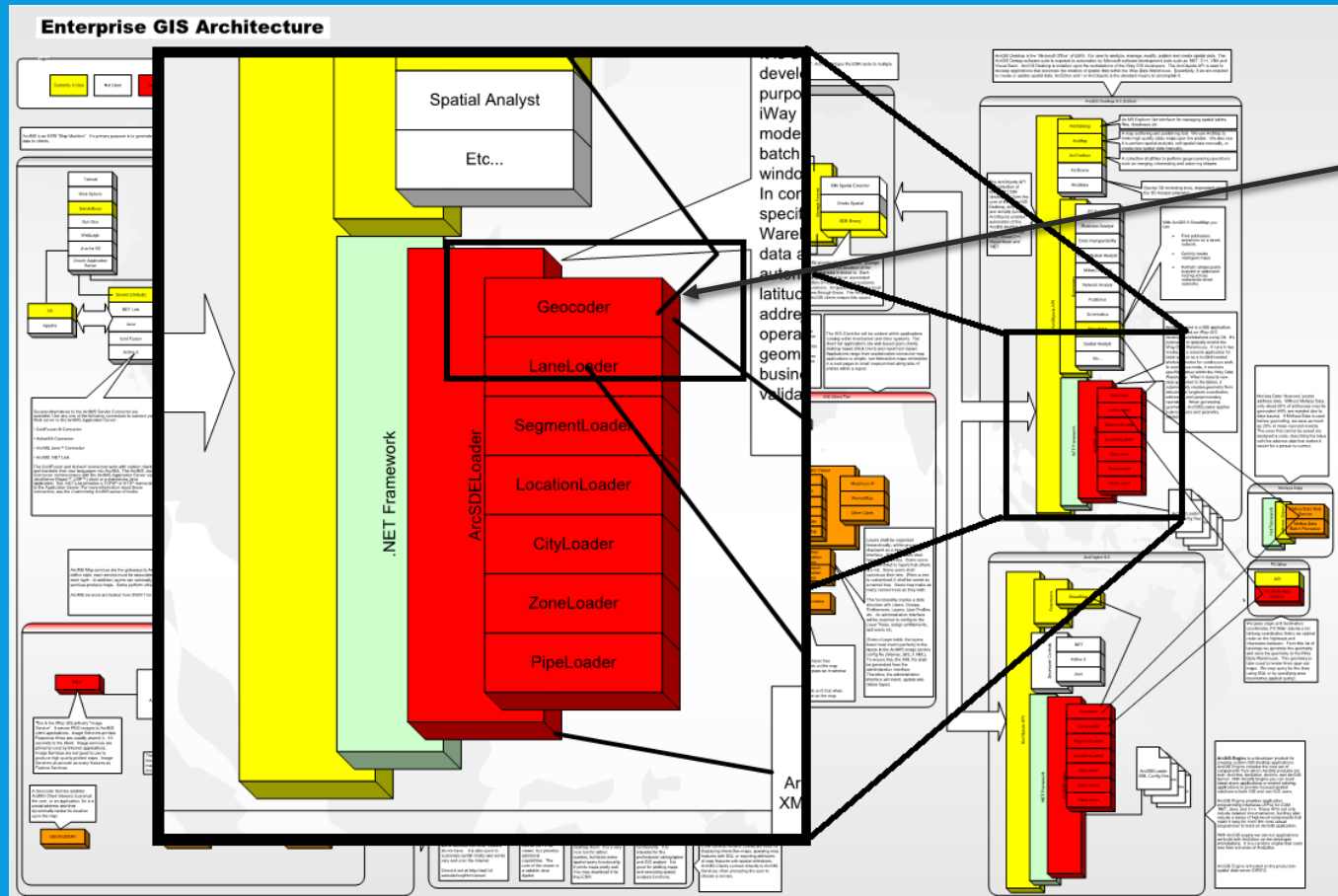




# GEOCODING

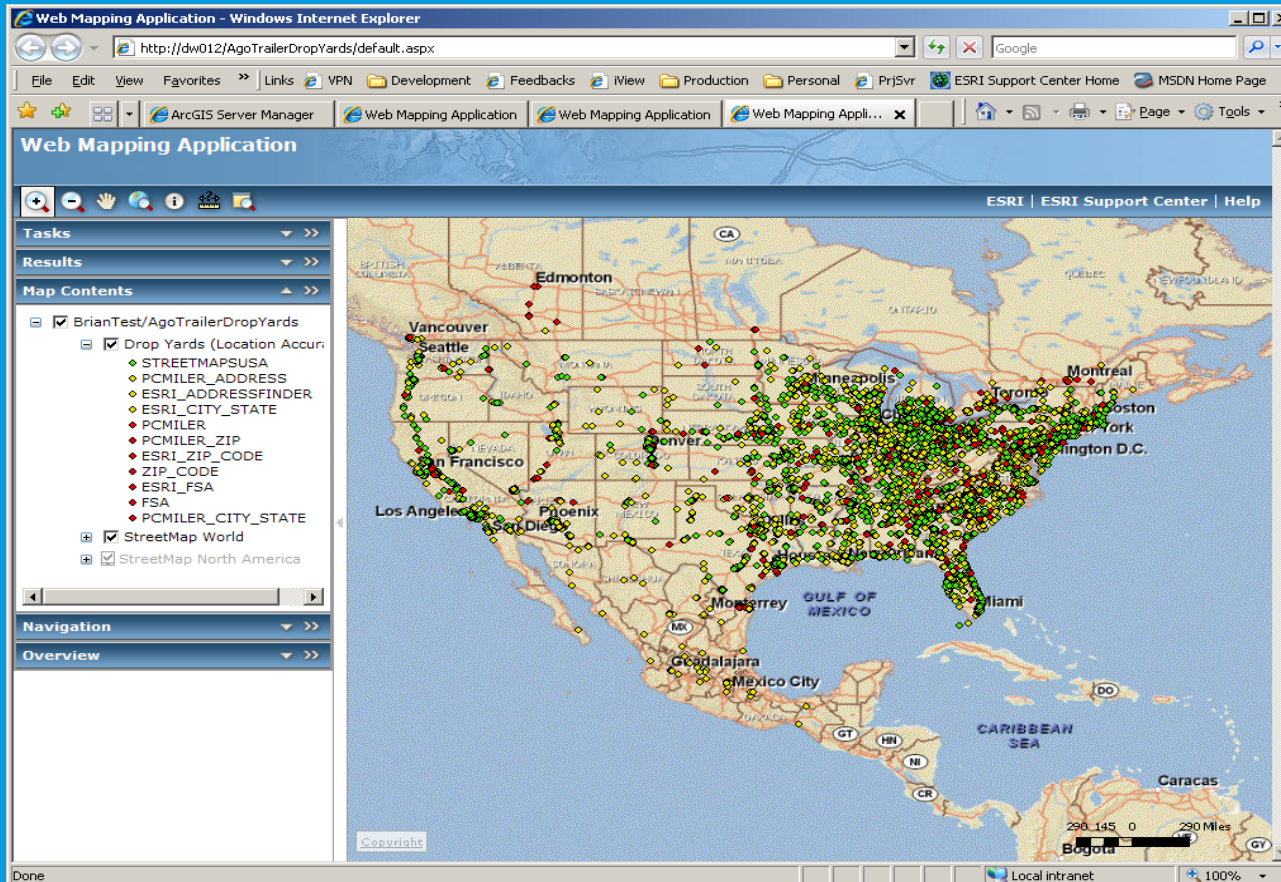
ATS developed a sophisticated geocoder which first normalized the address text and then utilized eleven different methods to transform street addresses to geographic coordinates

# GEOCODING



- The geocoder module, shown here was part of the ArcSDELoader module
- The ArcSDELoader module, built with .NET and ArcObjects, automatically created over 400,000 point features in an ESRI Geodatabase
- New and modified addresses were automatically normalized and then geocoded

# GEOCODING



- The geocoder module attempted to locate the address with the best method first (StreetMapsUSA) and if that failed it would drop down and to locate with the next best method (PCMILER\_ADDRESS) and if that failed it would go out to ArcGISOnline and attempt with the ESRI\_ADDRESSFINDER web service and if that failed it would drop down to a different PCMILER method, etc.
- With the pre-normalization of the address text the geocoder successfully located over 90% of the street addresses in North America