



The City of Burbank Increases Address Accuracy to Improve Citizen Services, Census Data and Collaboration Across Teams



Local governments and municipalities serve citizens in a number of ways and many of the services they provide require accurate address data – data that isn't always automatically or readily available. But maintaining correct, up-to-date address data is the first step to ensure that residents and businesses receive the services they expect and jurisdictions can adequately notify the public, respond in emergency situations, and even take advantage of federal funding.

The City of Burbank, known as the “Media Capital of the World”, is located in the Los Angeles metropolitan area of Southern California. With a population of 103,695 (according to 2018 U.S. Census estimates), the city relies on accurate address data for mailing public notices, permitting projects and address verification for many projects throughout city departments.

ENHANCING ACCURATE ADDRESS DATA ACROSS MULTIPLE DEPARTMENTS

As is true in many municipalities, businesses and residents of Burbank are required to submit permit applications for new projects that impact their

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CITY OF BURBANK

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neighbors and the city. These permits can be for something as simple as hosting a garage sale; permits must be obtained so the city can readily enforce garage sale frequency limits and other parameters, ensuring residences are not exploited as retail establishments within the confines of residential neighborhoods. Permits are also necessary for construction and involve notification of residents and property owners within 500 feet of new construction for structural plans.

Things like missing unit numbers for apartment buildings, PO Boxes versus a physical address, and the fact that Burbank’s permitting system only had addresses for properties with previous construction permits made apparent the extent of the city’s

address data accuracy problem. Mike Carson, Geographic Information System (GIS) Manager at the City of Burbank knew from experience the value of accurate address data, especially considering its impact to other areas like delivery of emergency services and the pending 2020 Census.

In addition to benefitting city constituents, accurate address data is necessary for the U.S. Census Bureau to fulfill its mandate "to reach every living quarters and associated population for inclusion in the census." To that end, the Bureau relies on city and county departments to participate in LUCA (Local Update of Census Addresses Operation) for greater accuracy in census statistics. Since federal funding is based largely on population, it is to the city's advantage that the most accurate number of its citizens are counted. More citizens, more federal funding for the municipality. "With better address data, we were able to add more than 300 missing addresses to the Census file provided to us by the federal government."

ACCURATE ADDRESSES AND MORE PRECISE GEOCODES

Like many municipalities, the City of Burbank leverages geocodes (based on latitude/longitude coordinates) to visualize patterns and uncover insight. But when personnel encountered inaccuracies as a result of addresses geocoded to a street center line versus directly on top of a building, Carson realized the city's geocode data also needed significant improvement. "By pinpointing rooftop data points instead of center line data, we could boost address accuracy throughout multiple applications within our GIS implementation." Carson also recognized this tack would assist with LUCA, expedite appropriate notification of the public about any number of projects per municipal rules and regulations, and move the city toward achieving a centralized database accessible to all departments.

BETTER DATA WITH MAKs

Carson set out to rectify the city's address data issues and soon discovered Melissa's Master Address Table (MAT) as the solution to manage and maintain a complete accurate Master address file. MAT consolidates location information and provides true address details on all residences, businesses, apartments, suites, and PO Boxes – with geo-coordinates and demographics. This information provides municipalities and businesses

complete data to optimize, improve and increase their planning and project management activities.

The city was able to easily integrate MAT data into their system. "Melissa's address formatting was in line with our existing data and GIS location accuracy matched 99.9% of the time, far better than competitive solutions compared in testing," according to Carson. "Melissa's Address Keys (MAKs) were precisely located on top of buildings while alternatives wouldn't land on the building or even register the correct street."

With the newly accurate and updated addresses, the City of Burbank's GIS department was able to share address data across other departments for use, giving Carson the satisfaction of achieving his goals around LUCA, public notifications and a centralized database for internal use. MAK has enriched the city's data with valid and verified records for easy management across departments, furthering the utility of address data throughout the organization and beyond.

About the City of Burbank, GIS Department:

The City of Burbank has been using Geographic Information System (GIS) technology since the late 1980's. The system has grown into an Enterprise GIS which is integrated through the entire organization. City staff can manage, share, and use spatial data and related information to address a variety of needs, including data creation, modification, visualization, analysis, and dissemination. GIS represents the digital record of the City's land base and utility networks including parcels, lot lines, electric, telecommunication, and water and sewer systems.

About Melissa:

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in arenas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa for full spectrum data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships. Melissa supports its global clientele with sales and service from key locations in the United States, United Kingdom, Germany, Australia, Singapore, and India.

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