## Geocoding for Beginners

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## Overview

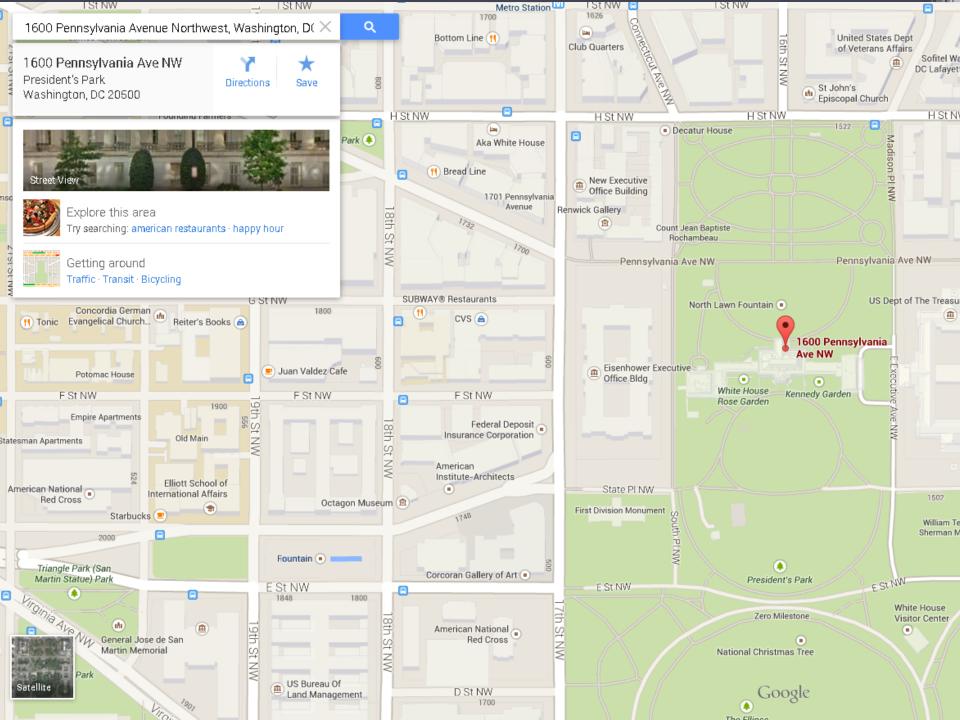
- What is geocoding?
- Two tools:
  - BatchGeo
  - Geo for Google Docs
- No GIS software required!

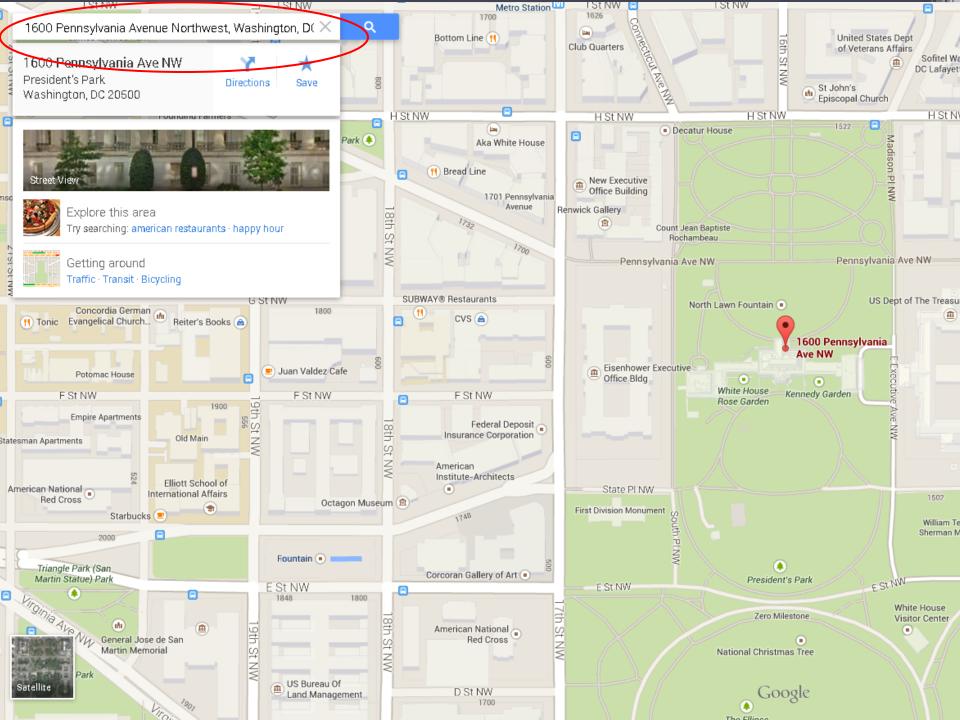
## Links and other tools at:

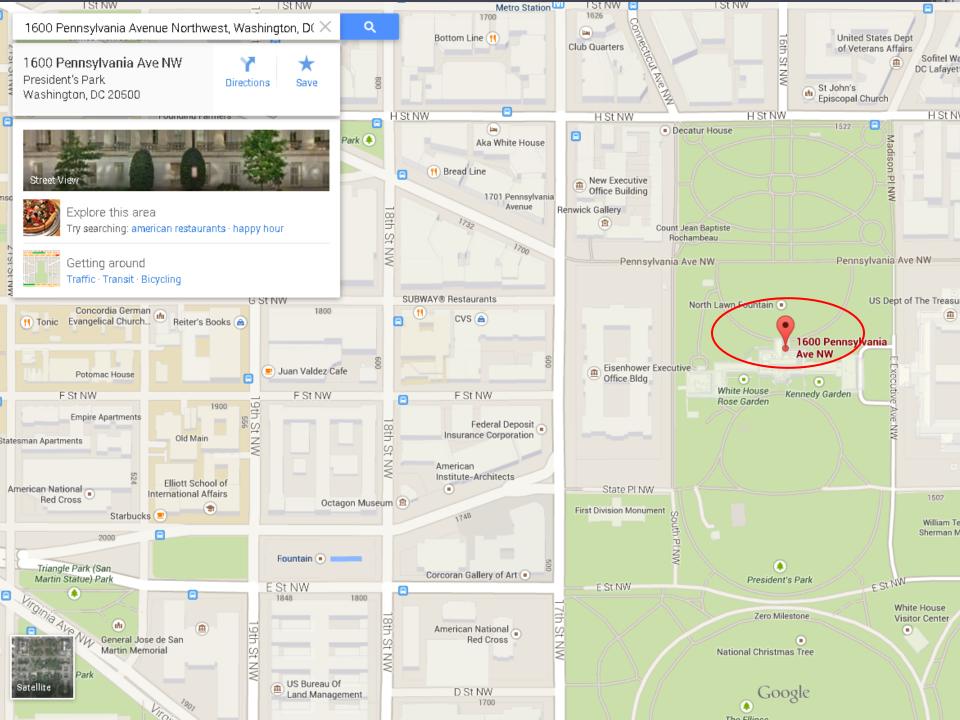
http://guides.library.upenn.edu/geocodingoptions

# What is geocoding?

Unlocking geographic information





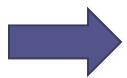


## Definition of geocoding

"To assign a street address to a location."

http://support.esri.com/en/knowledgebase/Gisdictionary

1600 Pennsylvania Ave NW, Washington, DC 20500,

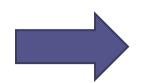




(38.8977, -77.0365)

## Batch geocoding

Location Address [Public	Location City [Publ	Loca	Location Z
805 SPRINGDALE DR	DOWNINGTOWN	PΑ	19335
900 AGNEW RD	PITTSBURGH	PΑ	15227
222 VALLEY CREEK BLVD	EXTON	PΑ	19341
3556 FRANKFORD AVE	PHILADELPHIA	PΑ	19134
995 OLD EAGLE SCHOOL	WAYNE	PΑ	19087
182139 CECIL B MOORE A	PHILADELPHIA	PΑ	19121
4101 NORTH AMERICAN	PHILADELPHIA	PΑ	19140
118 MARKET ST	PHILADELPHIA	PΑ	19104





## How to Geocode

Using either of two tools—BatchGeo or Geo for Google Docs—and no GIS software

- 1. Parse the input addresses into components
- 2. Compare the input with reference data
- 3. Assign coordinates to each input address to generate the output
- 4. Assess the results

1. Parse the input addresses into components

1600 Pennsylvania Ave NW, Washington, DC 20500

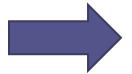




- 2. Compare the input with reference data
- 3. Assign coordinates to each input address to generate the output
- 4. Assess the results

1. Parse the input addresses into components

1600 Pennsylvania Ave NW, Washington, DC 20500

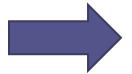




- 2. Compare the input with reference data TIGER/Line®, Google Maps API, OpenStreetMap, etc.
- Assign coordinates to each input address to generate the output
- 4. Assess the results

1. Parse the input addresses into components

1600 Pennsylvania Ave NW, Washington, DC 20500



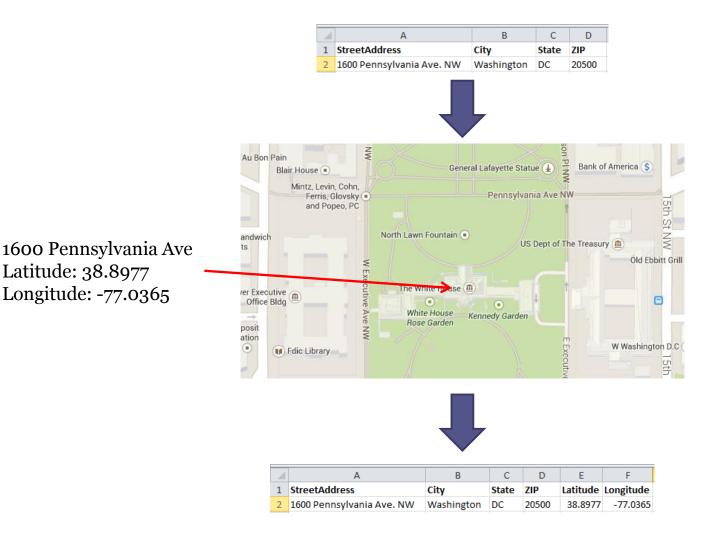


- 2. Compare the input with reference data TIGER/Line®, Google Maps API, OpenStreetMap, etc.
- 3. Assign coordinates to each input address to generate the output
- 4. Assess the results Geocoding is not infallible!

## Behind the scenes

- Rooftop geocoding
- Street geocoding

## Rooftop geocoding (Point matching)



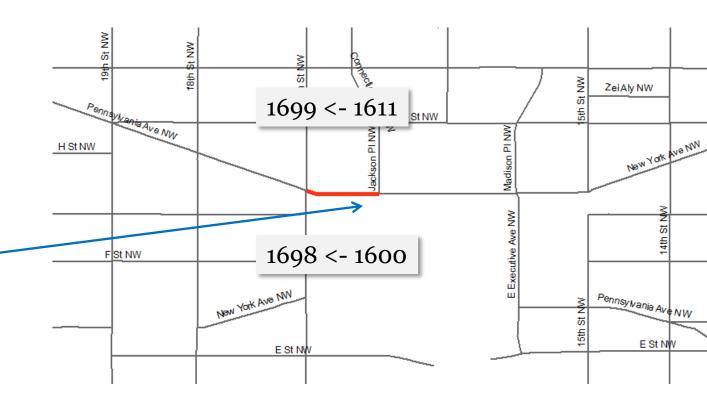
Latitude: 38.8977

Longitude: -77.0365

# Street geocoding (Address interpolation)

House numbers range from 1600 to 1698 on the south side, and 1611 to 1699 on the north side

Therefore, 1600 Pennsylvania is right about here

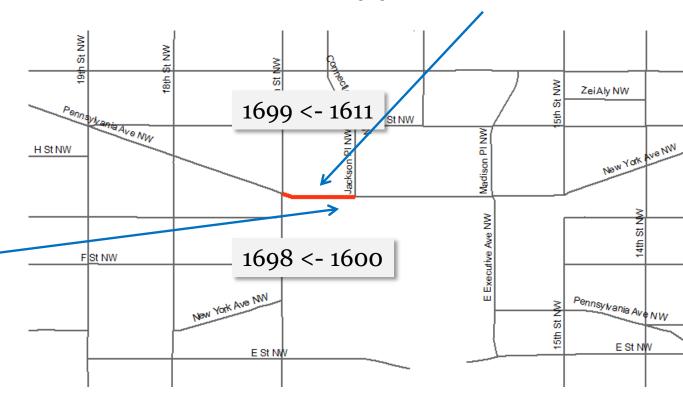


# Street geocoding (Address interpolation)

And 1651 Pennsylvania would be in the middle on the north side, around here

House numbers range from 1600 to 1698 on the south side, and 1611 to 1699 on the north side

Therefore, 1600 Pennsylvania is right about here



## Comparison of tools

### **BatchGeo**

- Web-based
- Uses Google Maps API as reference data
- 250 feature limit
- Outputs include embeddable map or KML

### **Geo for Google Docs**

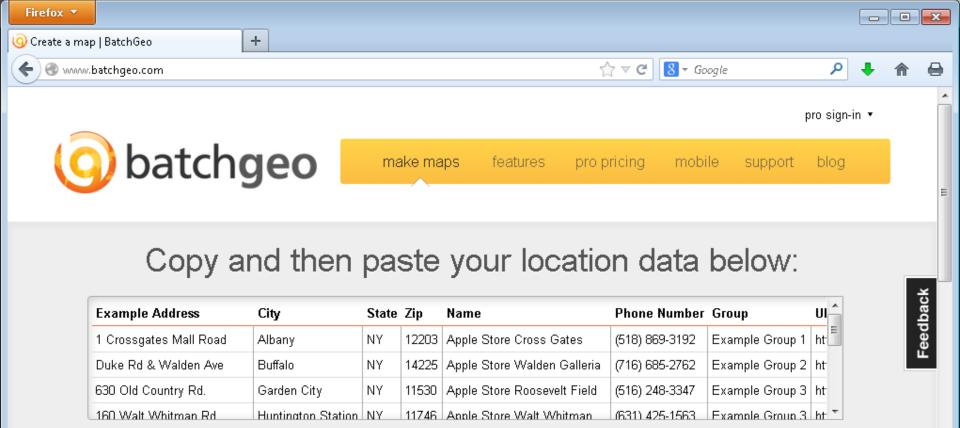
- Web-based, via Google Drive
- Uses your choice of MapQuest Nominatim or Yahoo
   Placefinder APIs
- No limits
- Output as latitude and longitude spreadsheet columns, or GeoJSON

## The Data: <u>Elementary and Secondary</u> <u>Information System</u>

4	А	В	С	D	Е	F	G	Н	I	J	К
1	ELSI Export										
2											
3	National Centerfor Ed	lucation Statistics - I	nttp://nces.ed.gov/ccd/	'elsi/							
4											
5	This is a Public School	based table with th	e following filters appli	ed: State(s) (/	All Years): Pennsylvania;	Charter School [Pu	ublic S	chool] (All	Years: 201	0-11): Yes	
6											
7	School Name	State Name [Public	School Name [Public Si	County Numb	Location Address [Public	Location City [Pub	Loca	Location 2	Location Z	Charter 9	c School Leve
8	21ST CENTURY CYBER	Pennsylvania	21ST CENTURY CYBER C	42029	805 SPRINGDALE DR	DOWNINGTOWN	PA	19335	3043	1-Yes	4-Other
9	ACADEMY CS	Pennsylvania	ACADEMY CS	42003	900 AGNEW RD	PITTSBURGH	PΑ	15227	t	1-Yes	3-High
10	ACHIEVEMENT HOUSE	Pennsylvania	ACHIEVEMENT HOUSE	42029	222 VALLEY CREEK BLVD	EXTON	PA	19341	2635	1-Yes	3-High
11	AD PRIMA CS	Pennsylvania	AD PRIMA CS	42101	3556 FRANKFORD AVE	PHILADELPHIA	PΑ	19134	t	1-Yes	1-Primary
12	AGORA CYBER CS	Pennsylvania	AGORA CYBER CS	42029	995 OLD EAGLE SCHOOL	WAYNE	PΑ	19087	t	1-Yes	4-Other
13	ALLIANCE FOR PROGR	Pennsylvania	ALLIANCE FOR PROGRE	42101	182139 CECIL B MOORE A	PHILADELPHIA	PA	19121	t	1-Yes	1-Primary
14	ANTONIA PANTOJA C	Pennsylvania	ANTONIA PANTOJA CC	42101	4101 NORTH AMERICAN	PHILADELPHIA	PA	19140	t	1-Yes	1-Primary
15	ARISE ACADEMY CHAR	Pennsylvania	ARISE ACADEMY CHART	42101	118 MARKET ST	PHILADELPHIA	PA	19104	t	1-Yes	4-Other
16	ASPIRA BILINGUAL CY	Pennsylvania	ASPIRA BILINGUAL CYB	42101	4322 NORTH 5TH ST	PHILADELPHIA	PΑ	19140	4916	1-Yes	4-Other
17	AVON GROVE CS	Pennsylvania	AVON GROVE CS	42029	110 EAST STATE ST	WEST GROVE	PΑ	19390	t	1-Yes	4-Other
18	BEAR CREEK COMMUN	Pennsylvania	BEAR CREEK COMMUNI	42079	2000 BEAR CREEK BLVD	WILKES-BARRE	PA	18702	t	1-Yes	1-Primary
19	BEAVER AREA ACADEN	Pennsylvania	BEAVER AREA ACADEM	42007	GYPSY GLEN RD	BEAVER	PA	15009	t	1-Yes	3-High
20	BELMONT ACADEMY C	Pennsylvania	BELMONT ACADEMY CH	42101	907 NORTH 41ST ST	PHILADELPHIA	PΑ	19103	t	1-Yes	1-Primary
21	BELMONT CHARTER SO	Pennsylvania	BELMONT CHARTER SCI	42101	4030 BROWN ST	PHILADELPHIA	PA	19104	t	1-Yes	1-Primary
22	BOYS LATIN OF PHILAD	Pennsylvania	BOYS LATIN OF PHILAD	42101	5501 CEDAR AVE	PHILADELPHIA	PA	19143	t	1-Yes	3-High
23	BUCKS COUNTY MONT	Pennsylvania	BUCKS COUNTY MONTE	42017	219 TYBURN RD	FAIRLESS HILLS	PΑ	19030	t	1-Yes	1-Primary
24	CAREER CONNECTION	Pennsylvania	CAREER CONNECTIONS	42003	4412 BUTLER ST	PITTSBURGH	PΑ	15201	t	1-Yes	3-High
25	CENTER FOR STUDENT	Pennsylvania	CENTER FOR STUDENT I	42017	345 LAKESIDE DR	LEVITTOWN	PΑ	19054	t	1-Yes	4-Other
26	CENTRAL PA DIGITAL L	Pennsylvania	CENTRAL PA DIGITAL LE	42013	1500 4TH AVE	ALTOONA	PΑ	16602	t	1-Yes	4-Other
27	CENTRE LEARNING CO	Pennsylvania	CENTRE LEARNING CON	42027	2643 WEST COLLEGE AVE	STATE COLLEGE	PA	16801	t	1-Yes	2-Middle
28	CHARTER HIGH SCHOO	Pennsylvania	CHARTER HIGH SCHOOL	42101	105 SOUTH 7TH ST	PHILADELPHIA	PΑ	19106	3324	1-Yes	3-High
29	CHESTER CO FAMILY A	Pennsylvania	CHESTER CO FAMILY AC	42029	323 EAST GAY ST	WEST CHESTER	PΑ	19380	t	1-Yes	1-Primary
30	CHESTER COMMUNITY	Pennsylvania	CHESTER COMMUNITY	42045	302 EAST 5TH ST	CHESTER	PΑ	19013	t	1-Yes	1-Primary

## BatchGeo

http://batchgeo.com/



(Don't forget to include some header columns - You can also try our Spreadsheet Template, or hit "Map Now" and try it out with our example data.)

Validate & Set Options

or

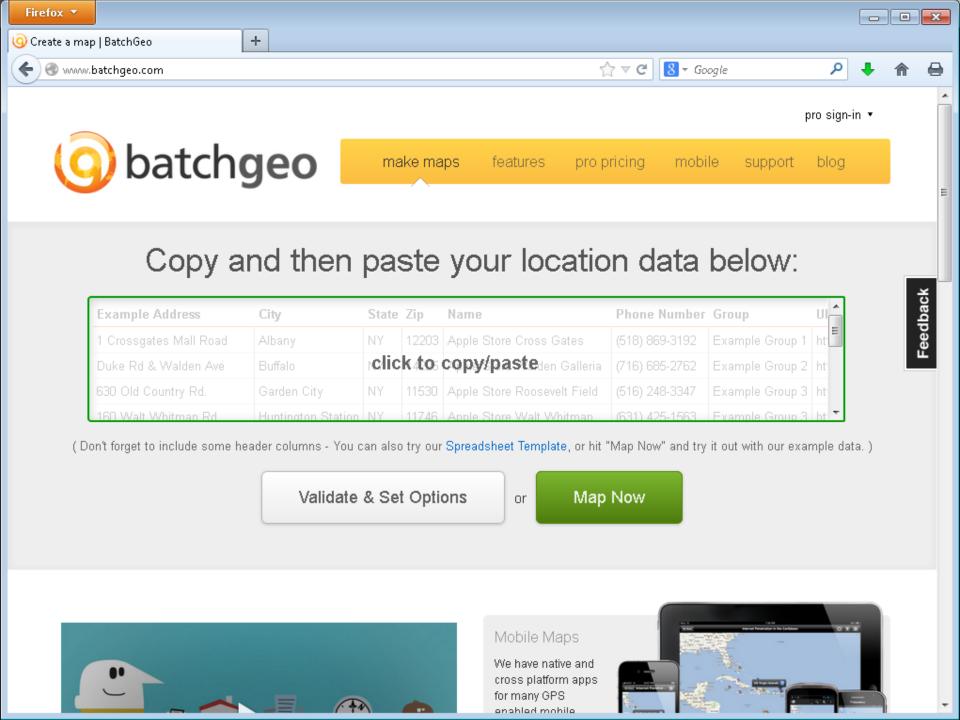
Map Now

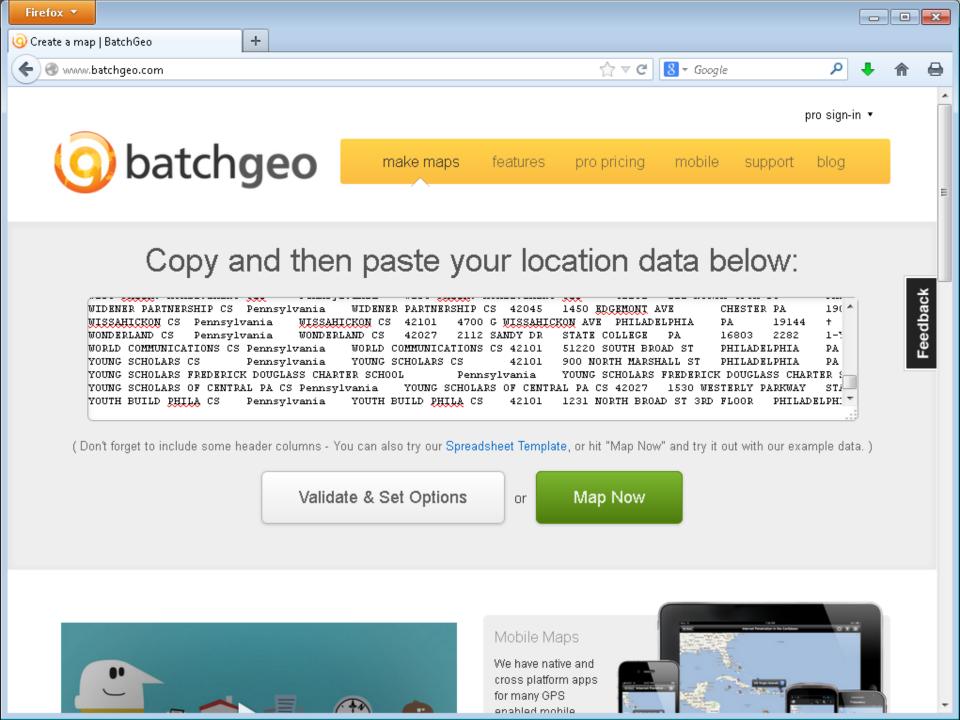


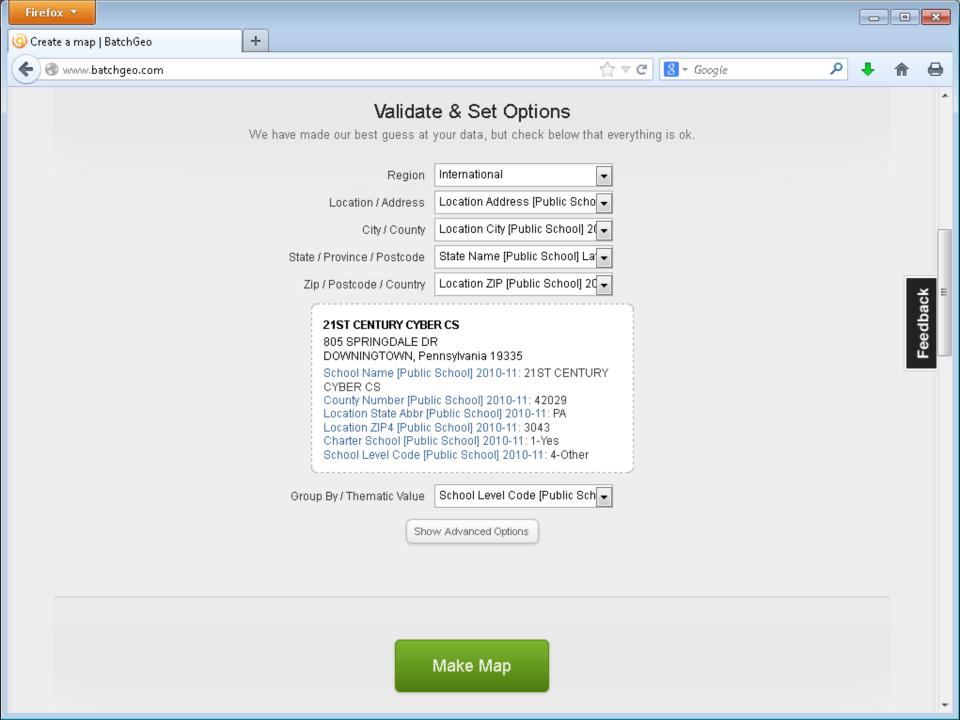
### Mobile Maps

We have native and cross platform apps for many GPS









Firefox \*

🌖 Create a map | BatchGeo

www.batchgeo.com

+











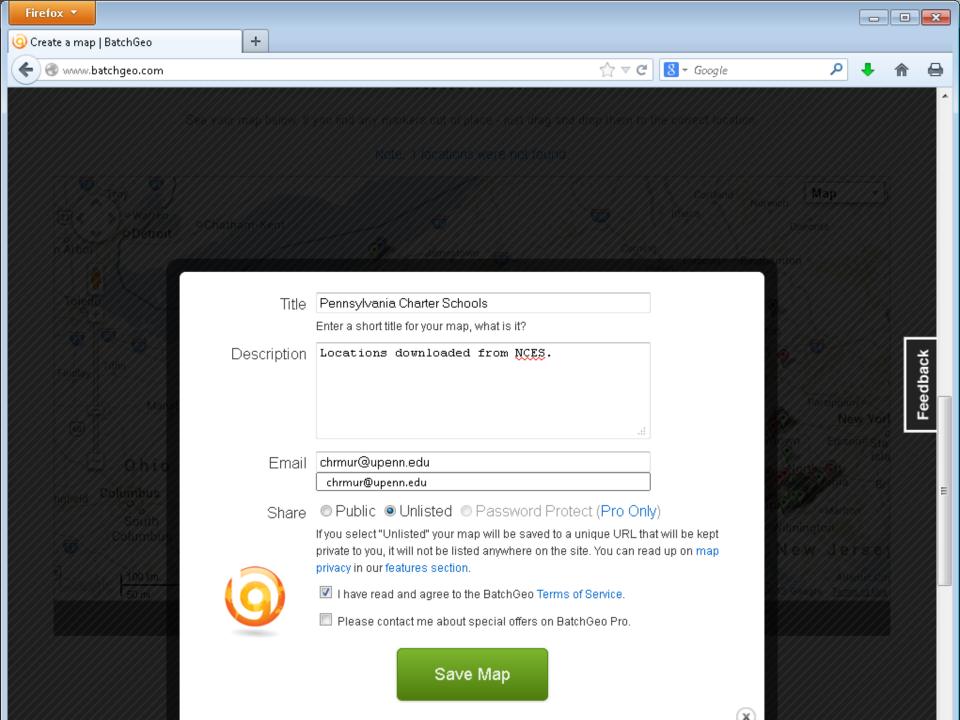


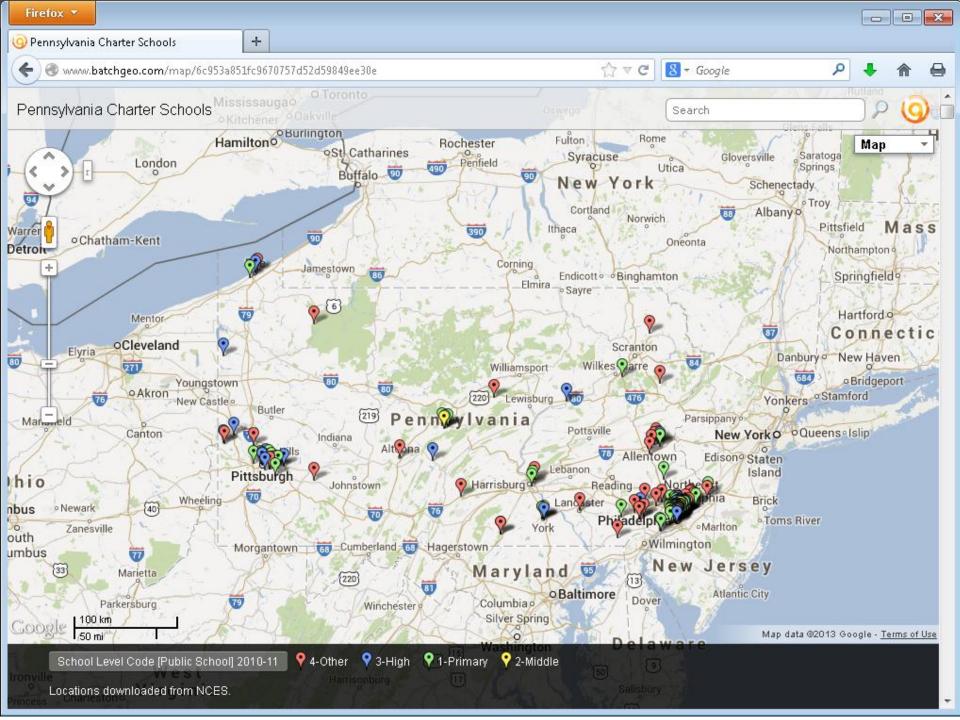
#### Geocoded 144 records.

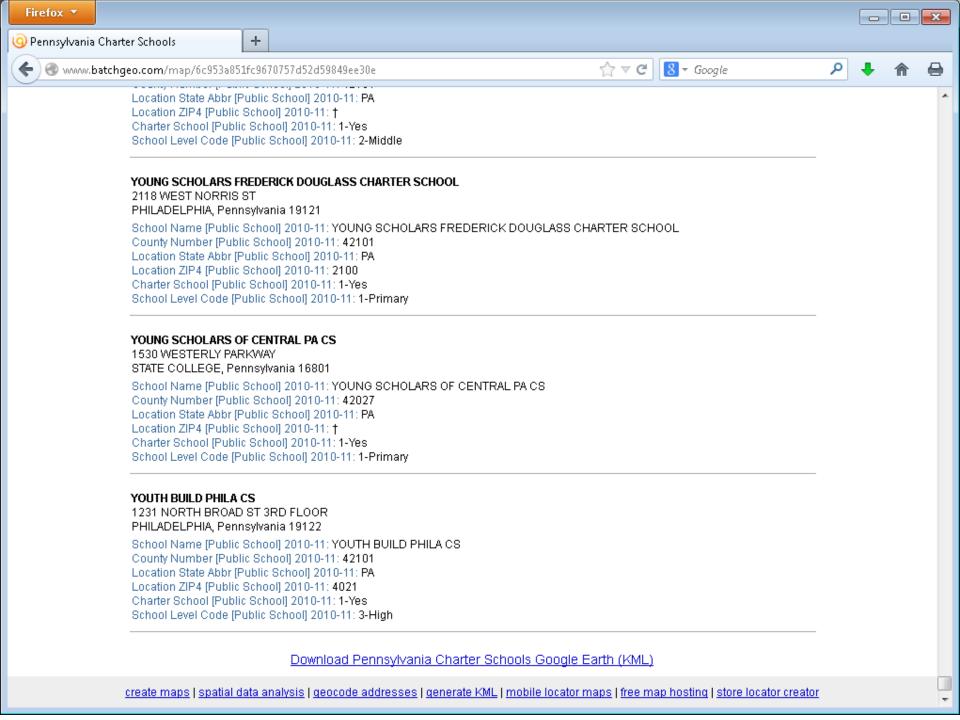
See your map below. If you find any markers out of place - just drag and drop them to the correct location.

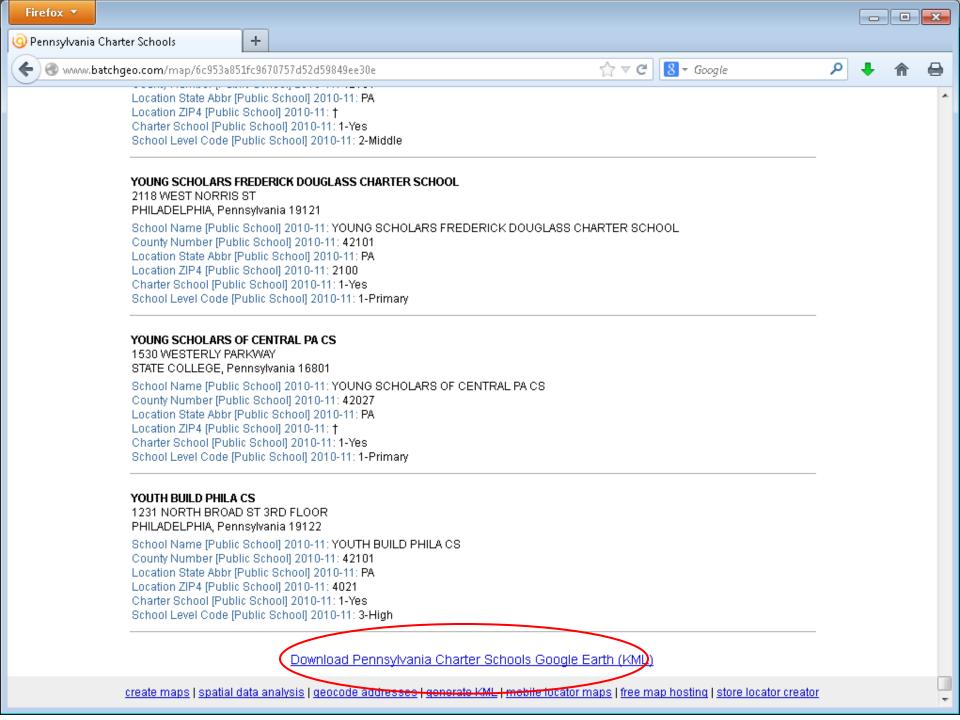
#### Note: 1 locations were not found.





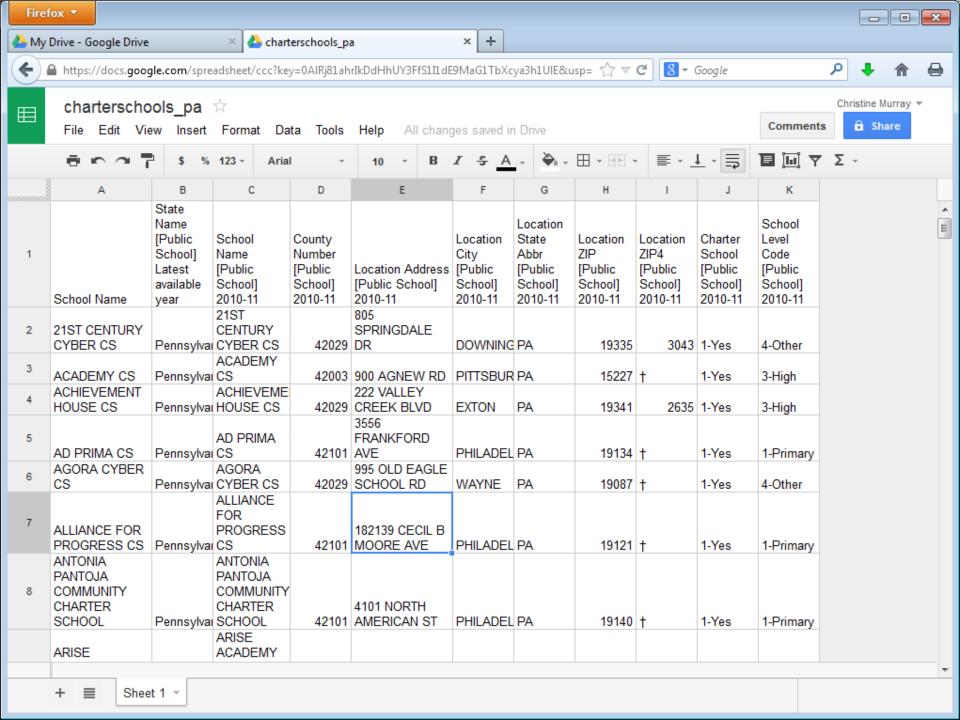


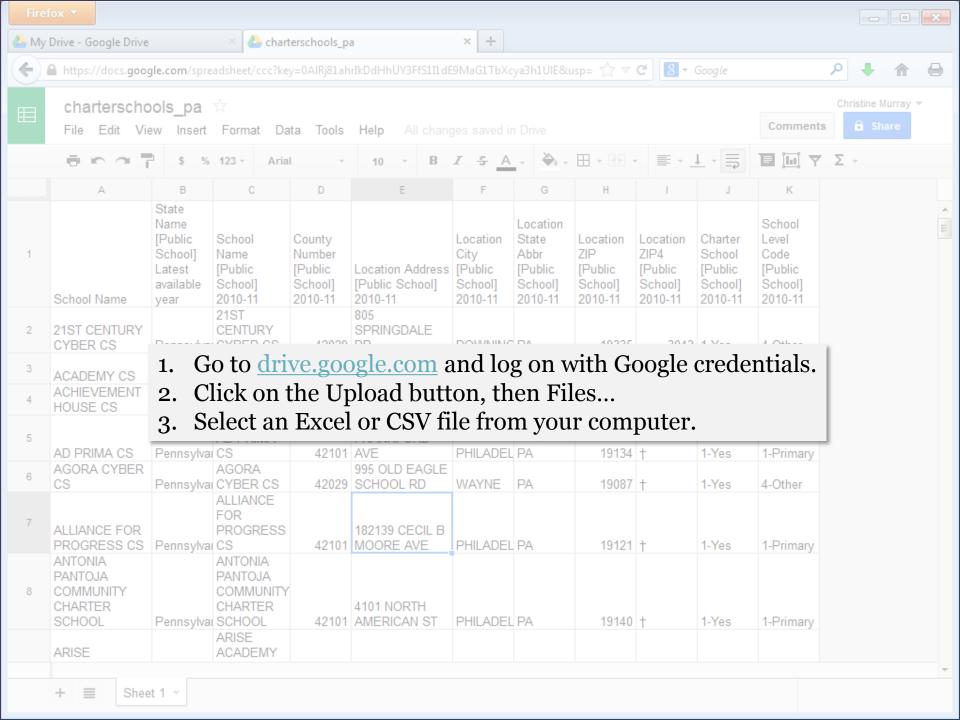


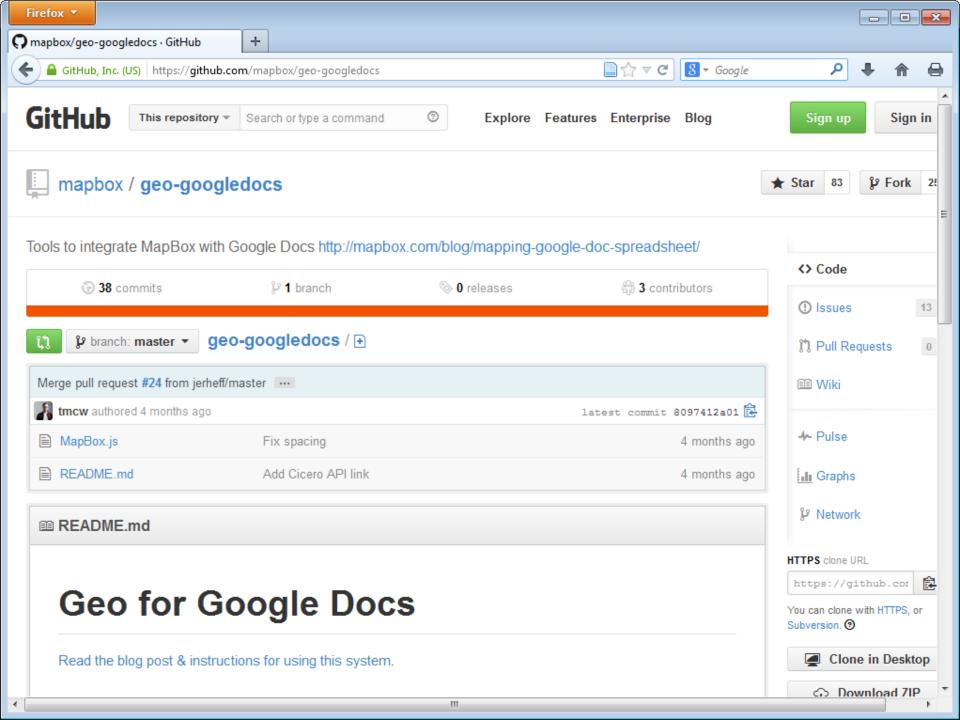


## Geo for Google Docs

https://github.com/mapbox/geo-googledocs

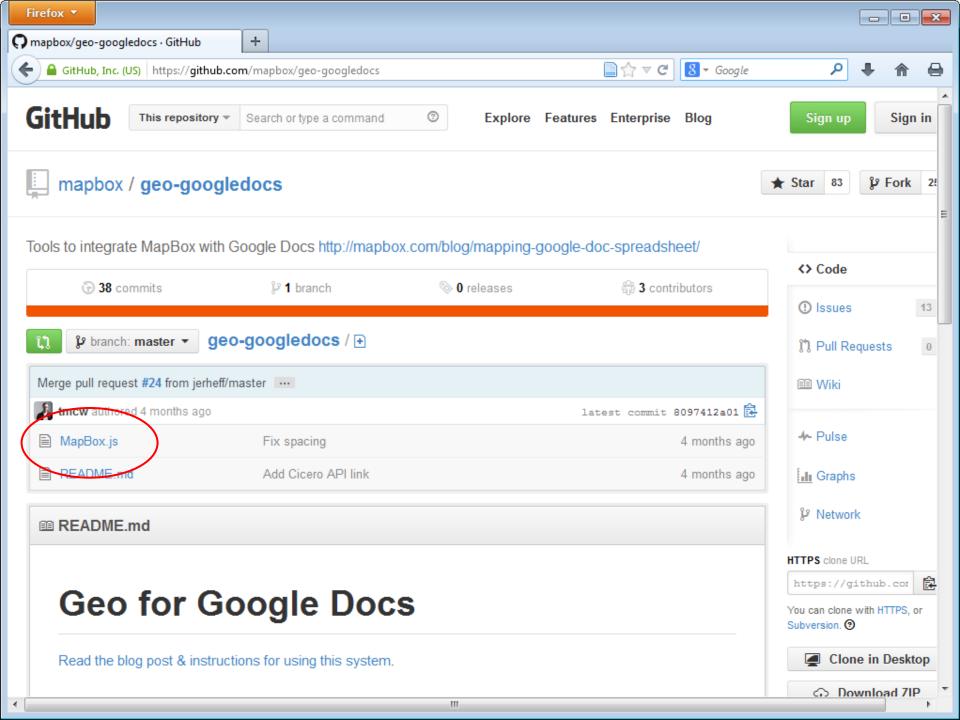






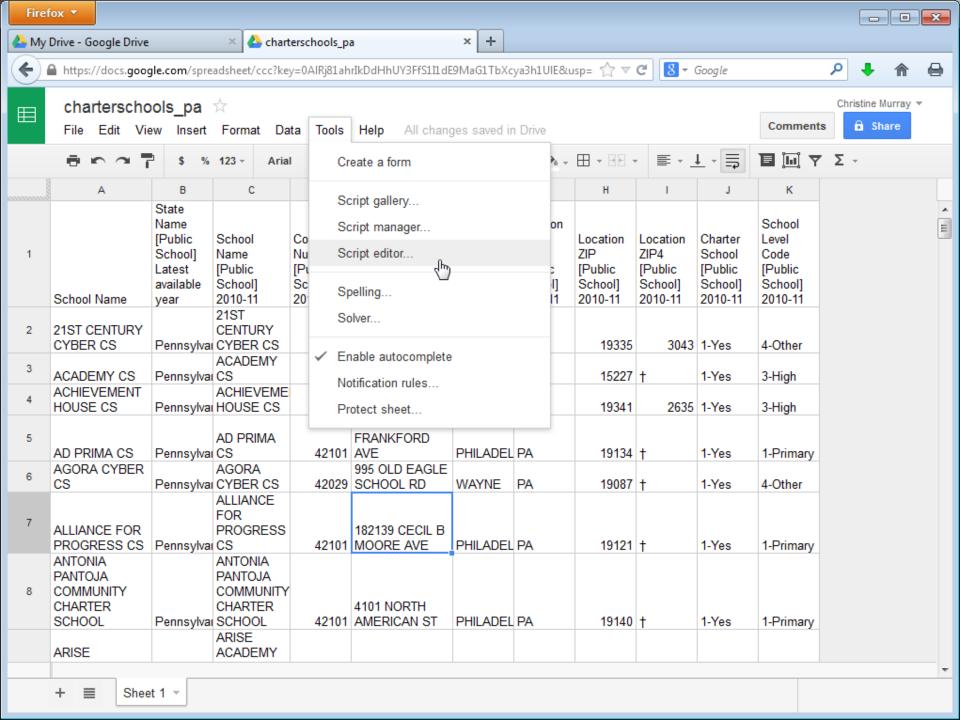
## Geo for Google Docs Installation

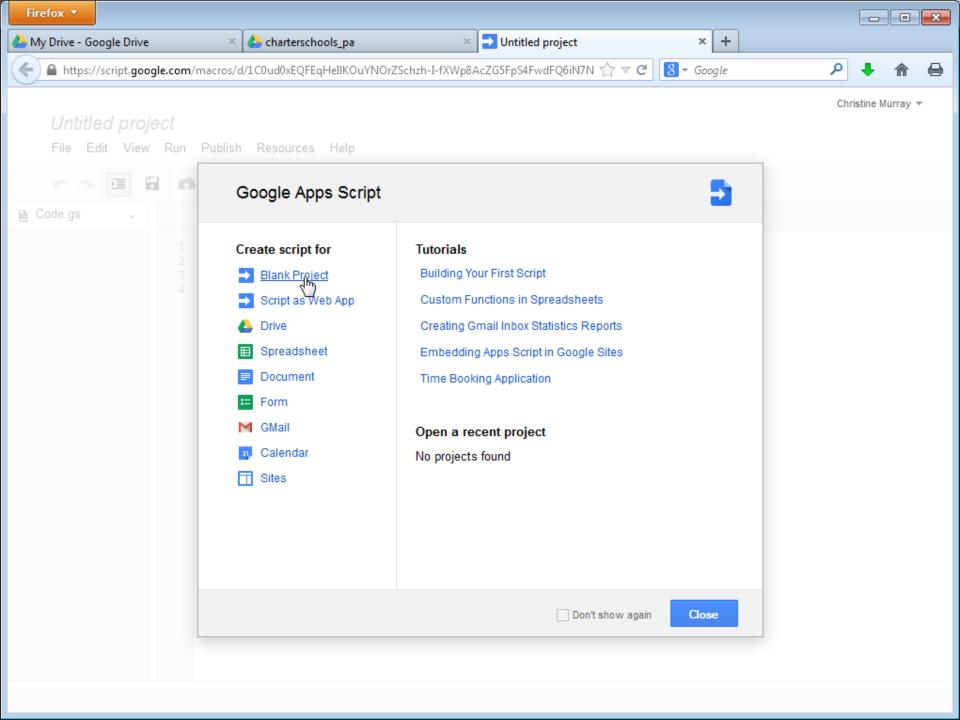
- Copy the <u>source of mapbox.js</u>
- Open your Google spreadsheet and go to Tools > Script Editor
- Replace the content in the text box with the copied source from mapbox.js
- Set the name of this script to geo
- Go to File > Save and close the popup window
- Refresh your spreadsheet and you will see a new menu called Geo added after Help on the menu bar

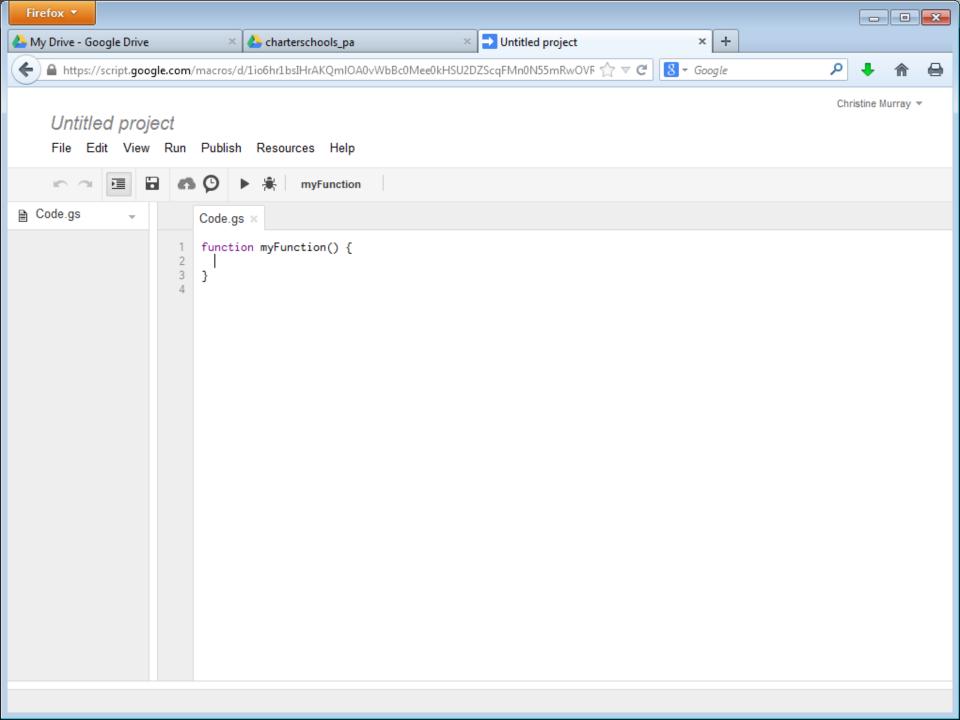


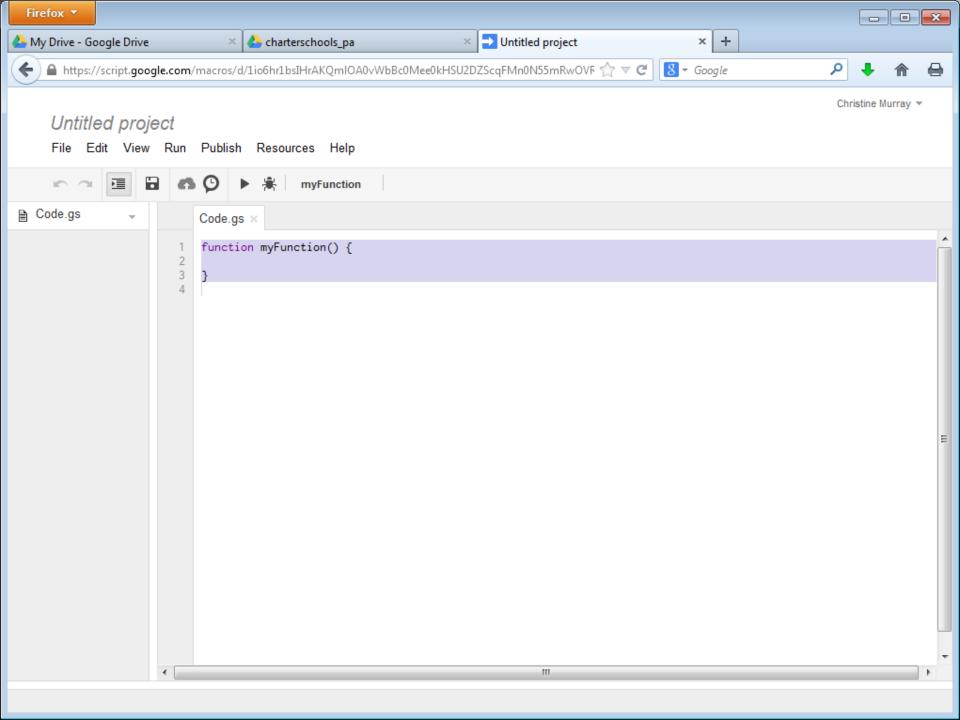
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// Global variables
var ss = SpreadsheetApp.getActiveSpreadsheet(),
    sheet = ss.getActiveSheet(),
    activeRange = ss.getActiveRange(),
    settings = {};
var geocoders = {
    yahoo: {
      query: function(query, key) {
        return 'http://where.yahooapis.com/geocode?appid=' +
          key + '&flags=JC&q=' + query;
      },
      parse: function(r) {
        try {
          return {
            longitude: r.ResultSet.Results[0].longitude,
            latitude: r.ResultSet.Results[0].latitude,
             accuracy: r.ResultSet.Results[0].quality
          1
        } catch(e) {
          return { longitude: '', latitude: '', accuracy: '' };
    },
    mapquest: {
      query: function(query, key) {
        return 'http://open.mapquestapi.com/nominatim/v1/search?format=json&limit=1&q=' + query;
      },
      parse: function(r) {
        try {
          return {
            longitude: r[0].lon,
            latitude: r[0].lat,
             accuracy: r[0].type
          1
        } catch(e) {
          return { longitude: '', latitude: '', accuracy: '' };
    cicero: {
```

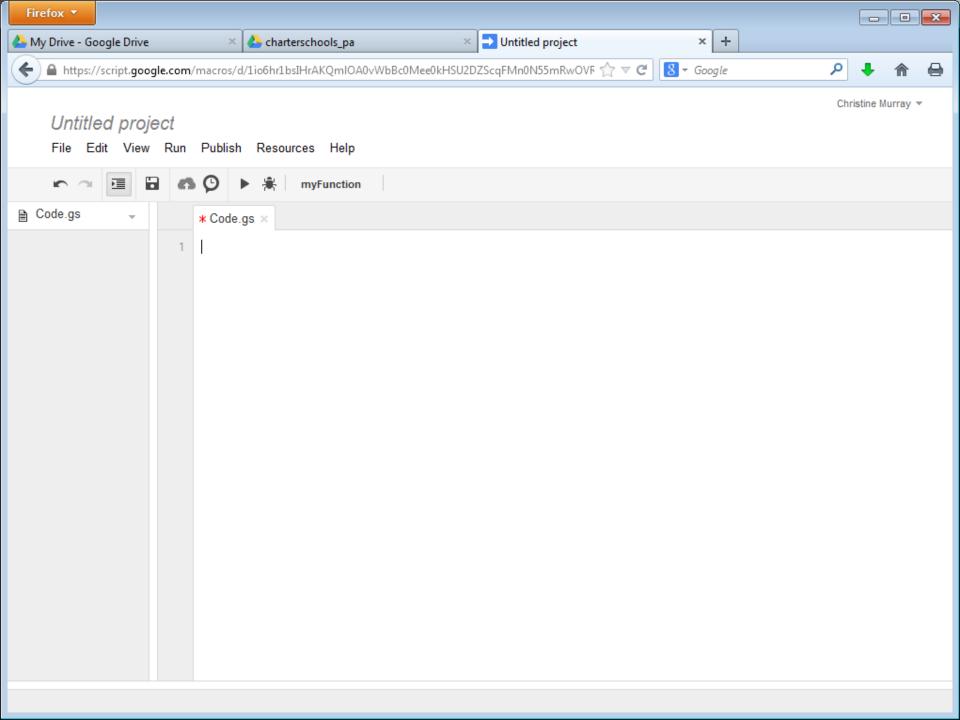
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    https://raw.github.com/mapbox/geo-googledocs/master/MapBox.js
                                                                                           8 ▼ Google
var ss = SpreadsheetApp.getActiveSpreadsheet()
    sheet = ss.getActiveSheet(),
    activeRange = ss.getActiveRange()
        return 'http://where.yahooapis.com/geocode?appid='
          key + '&flags=JC&q=' + query;
             latitude: r.ResultSet.Results[0].latitude,
             accuracy: r.ResultSet.Results[0].quality
                                                                              Select all and copy.
    mapquest:
         return 'http://open.mapquestapi.com/nominatim/v1/search?format=json&limit=1&q=' + query;
             accuracy: r[0].type
           return { longitude: '', latitude: '', accuracy: '' }
```

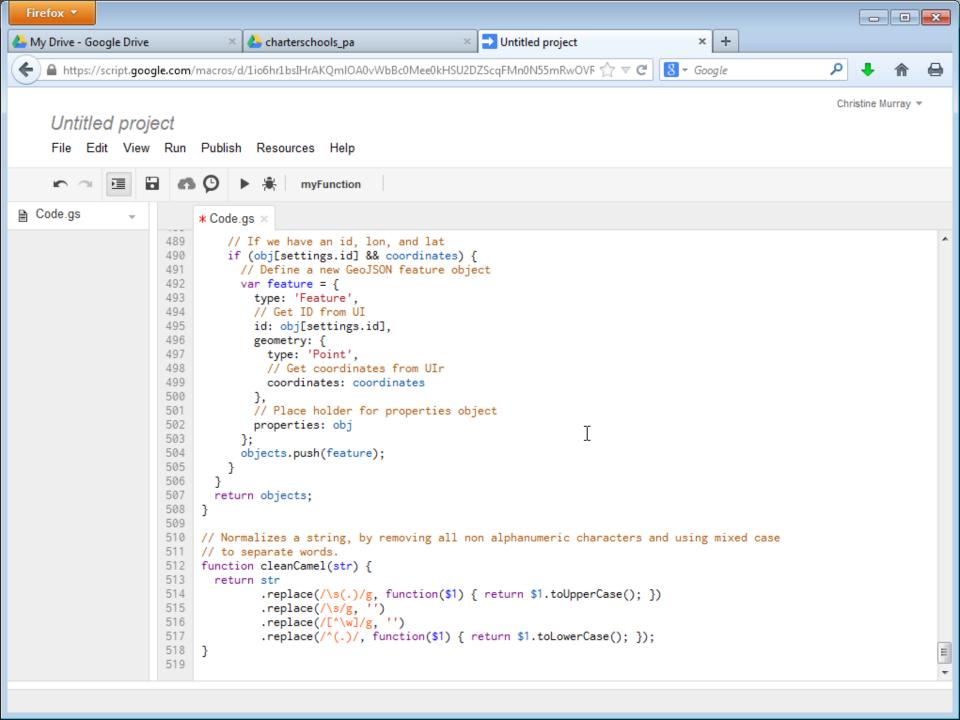


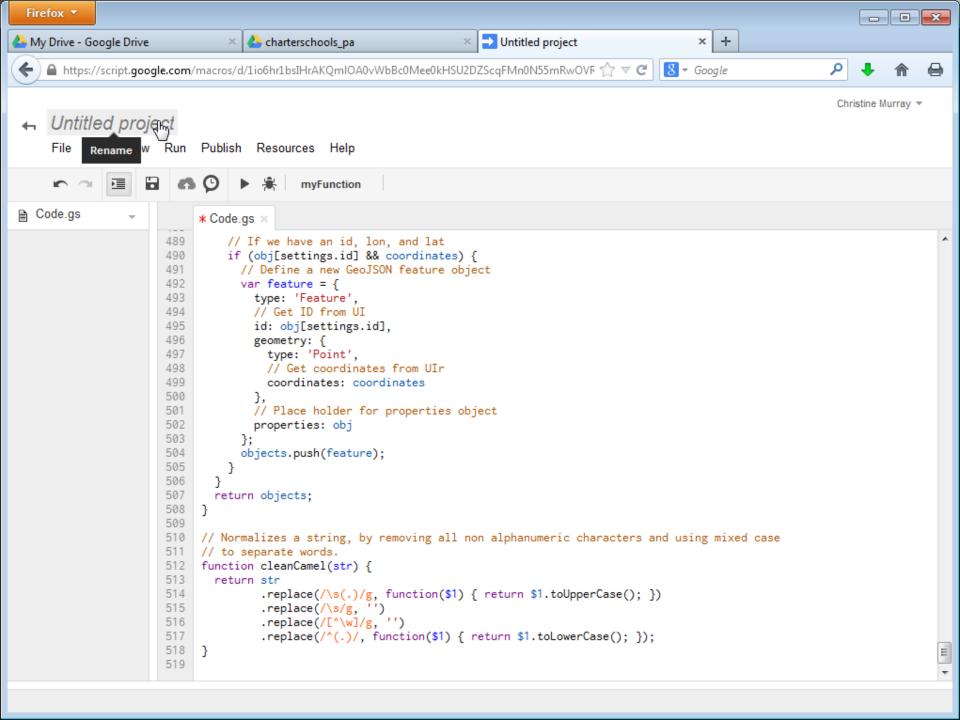


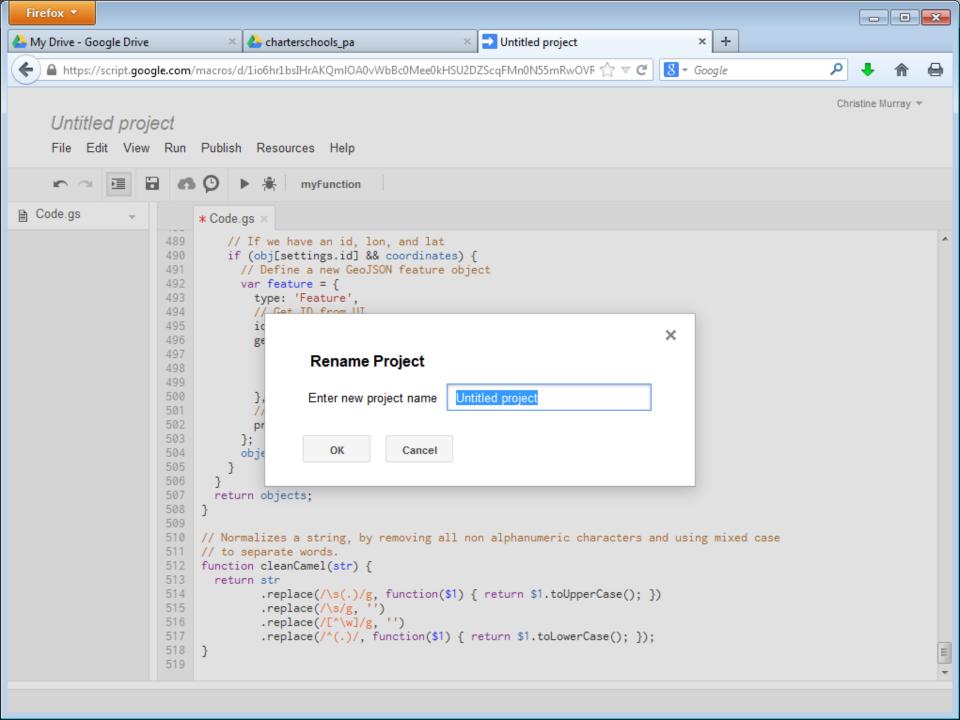


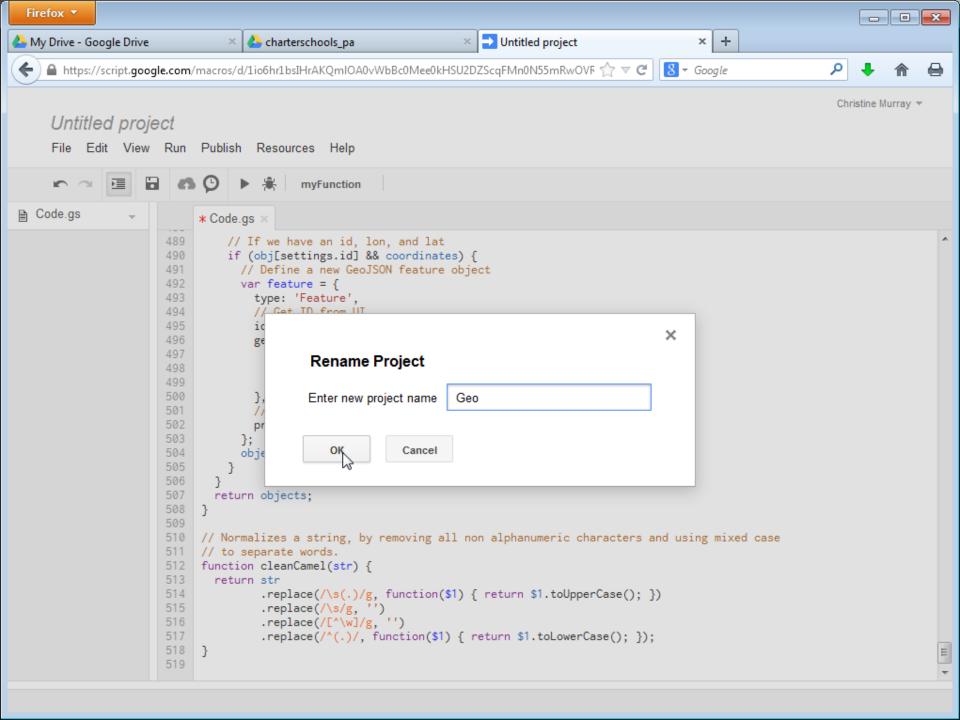


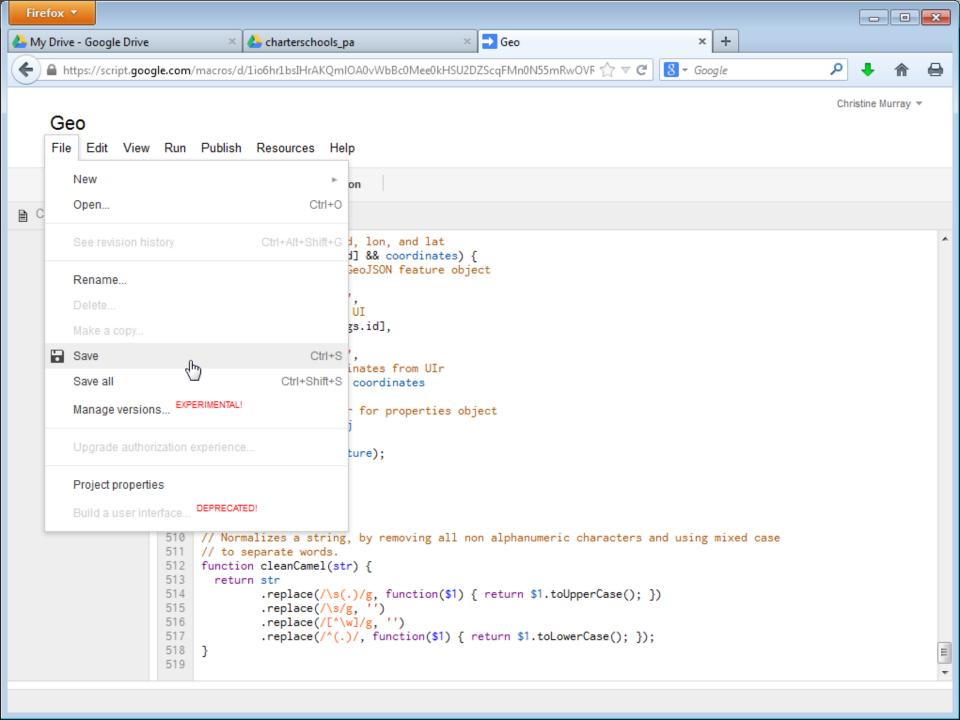


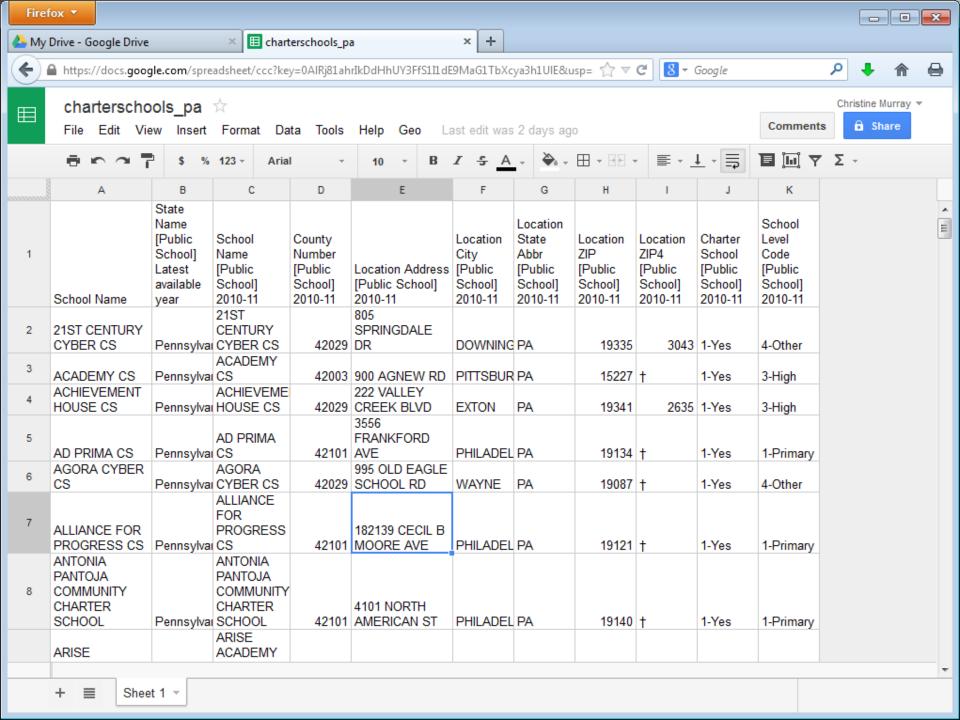


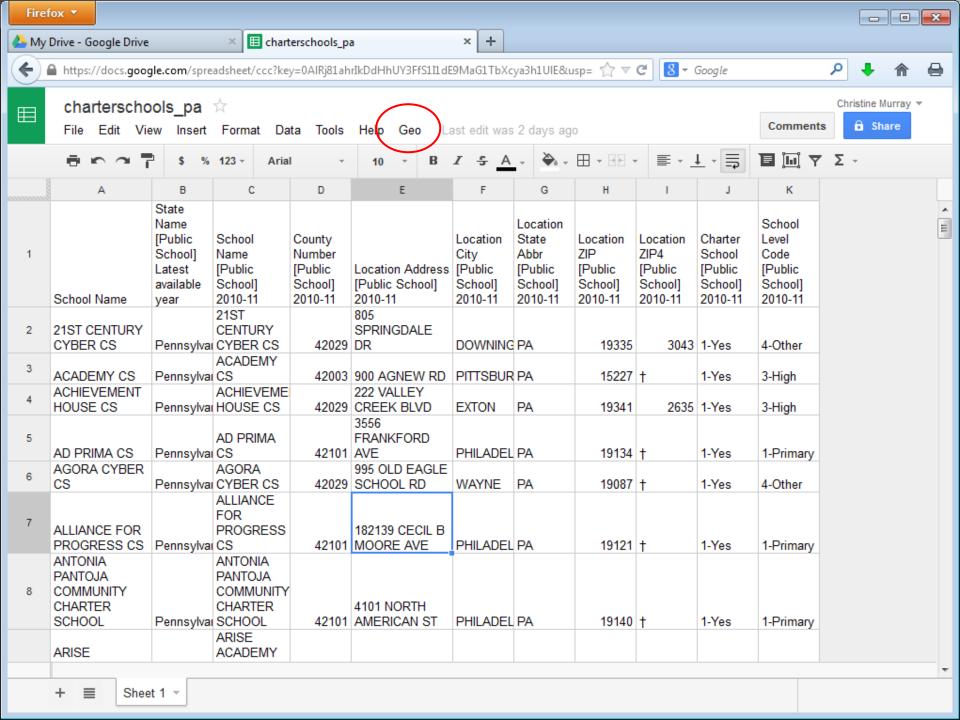


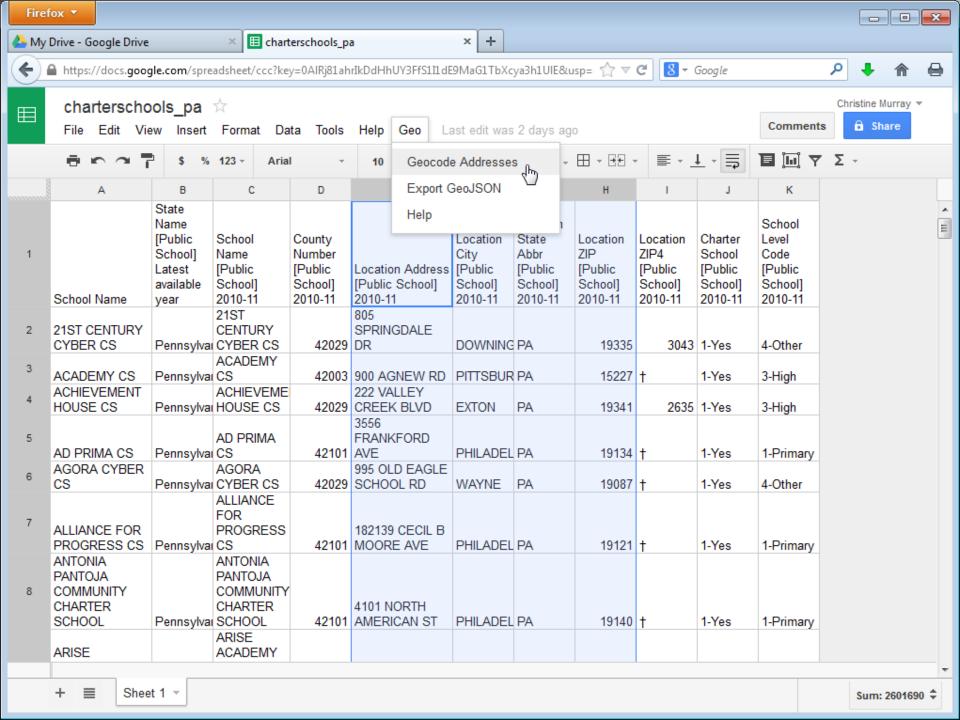


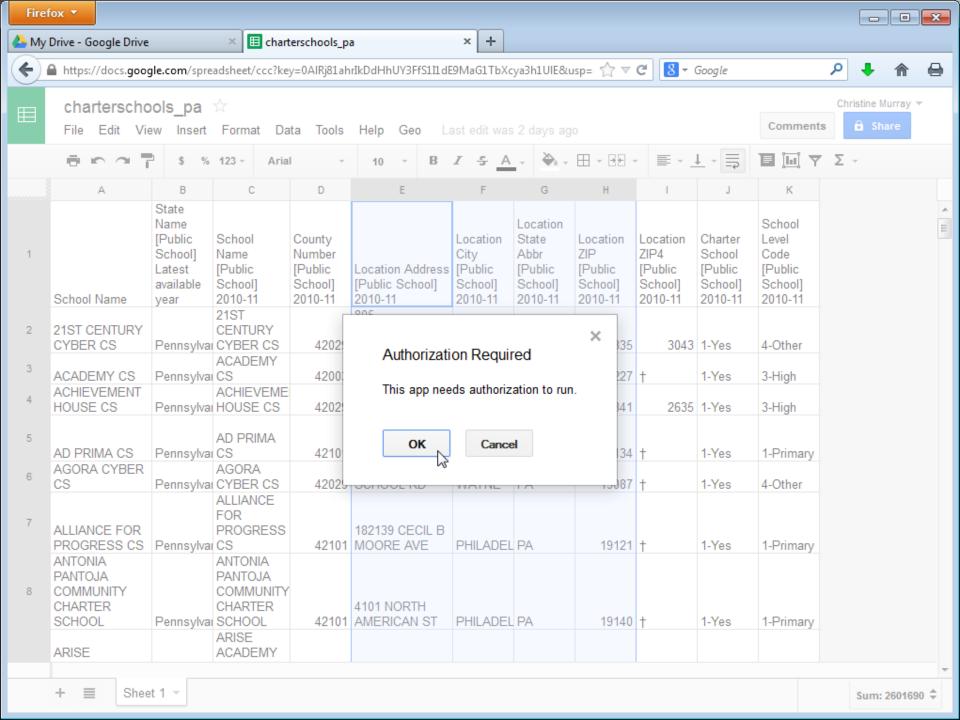


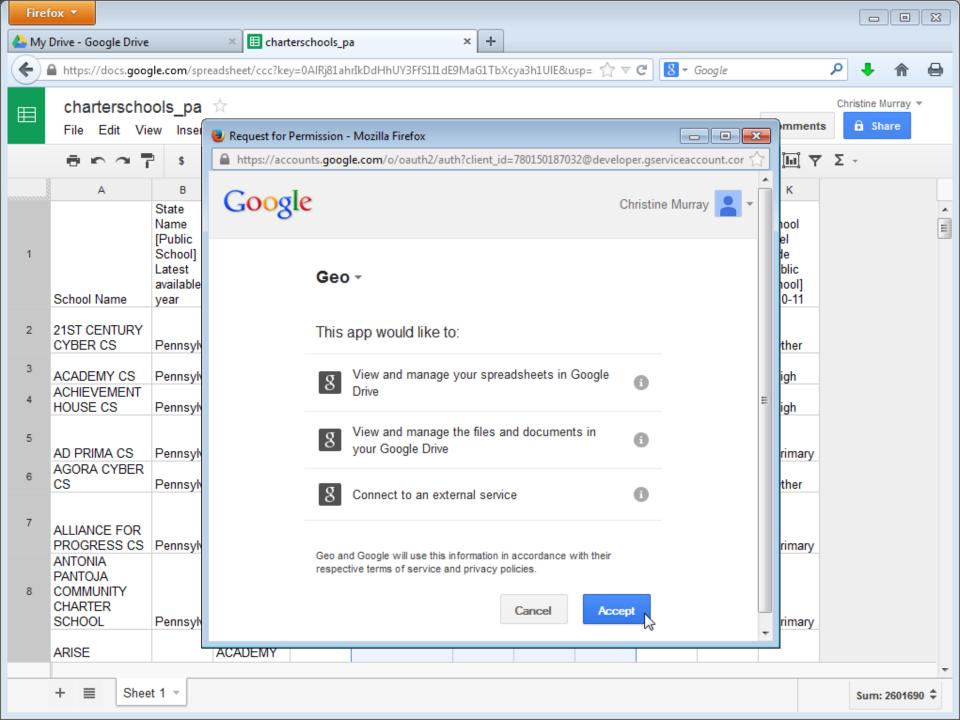


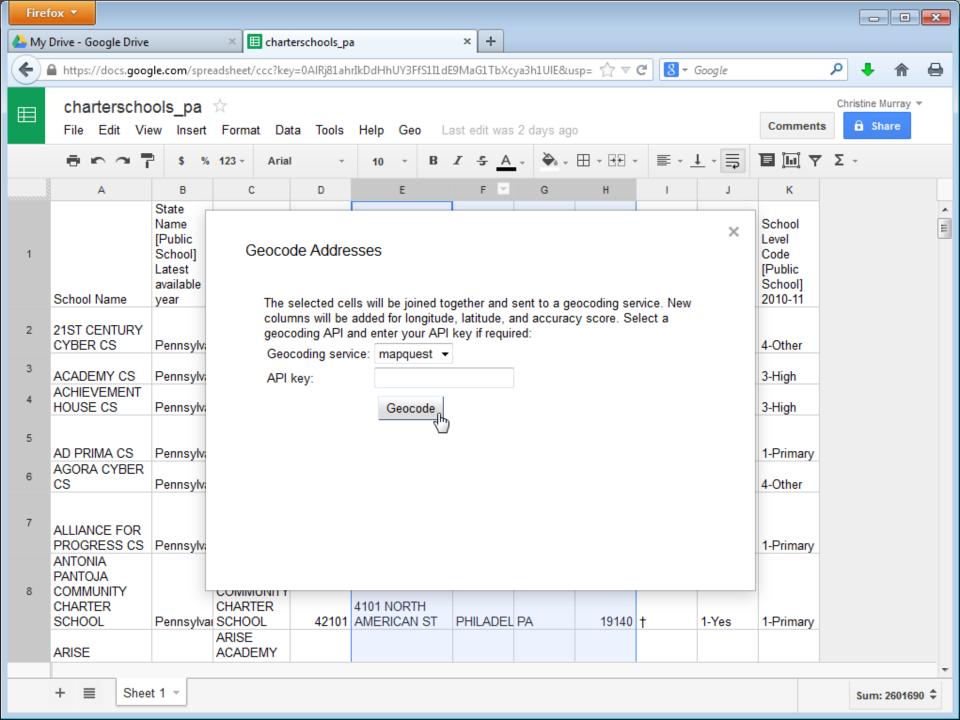


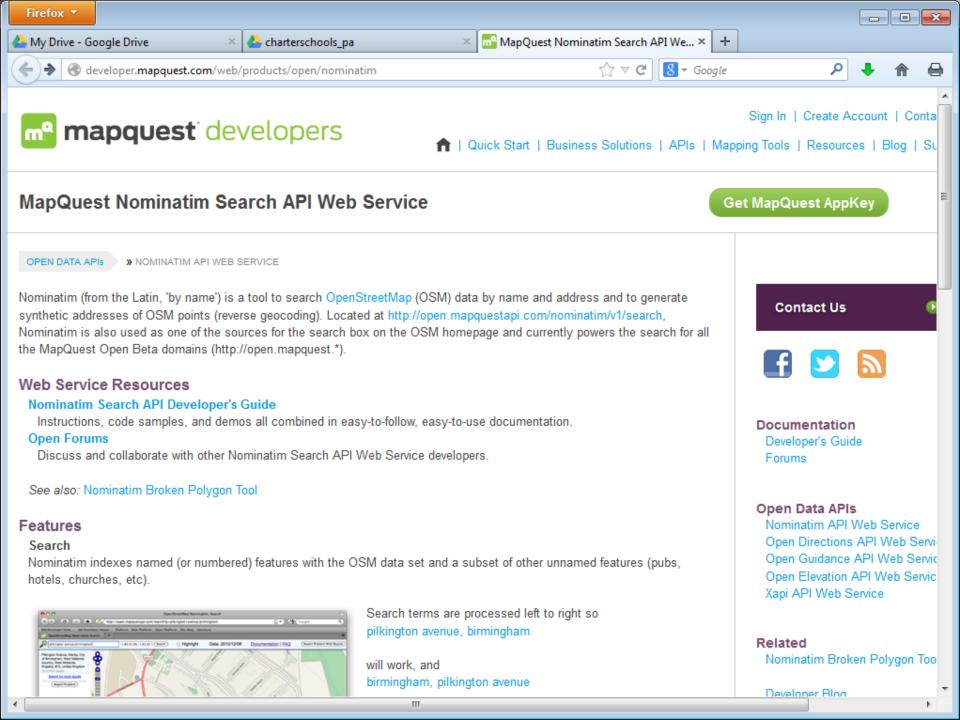


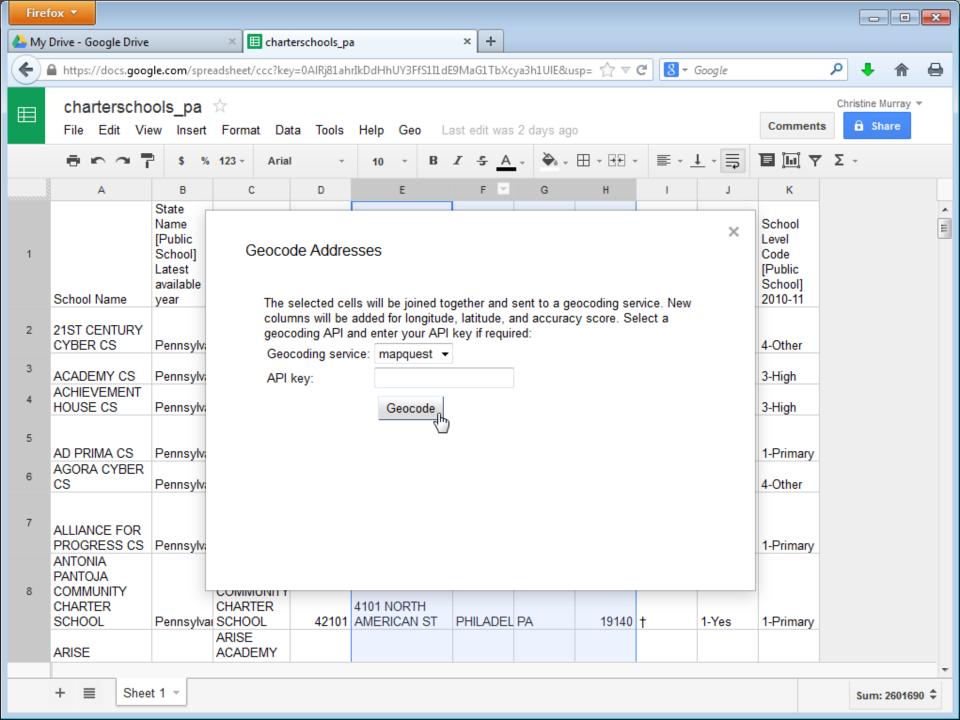


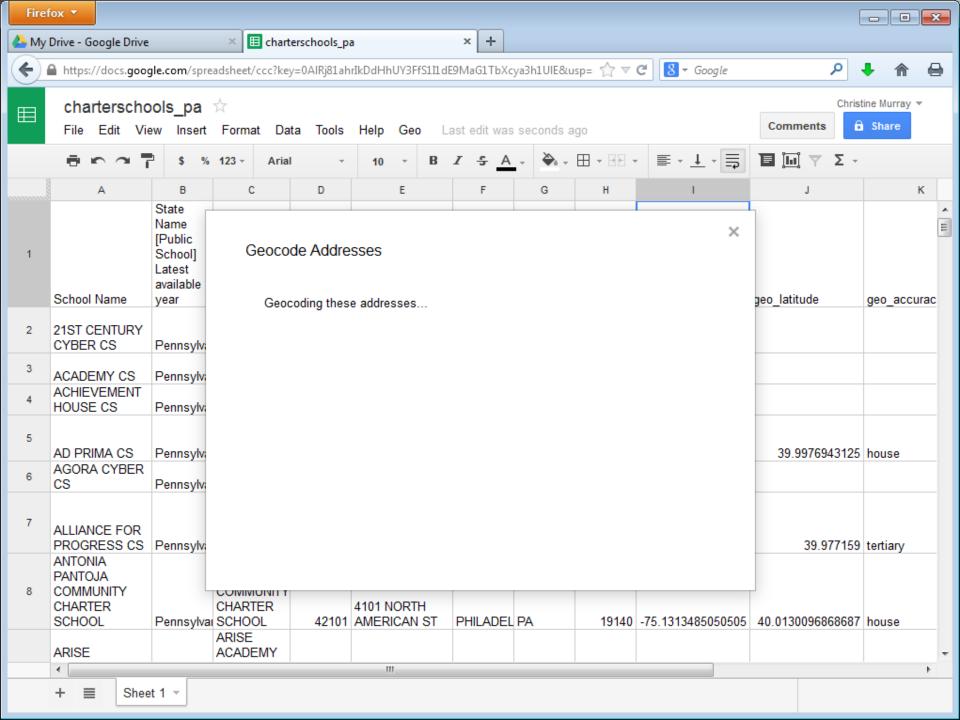


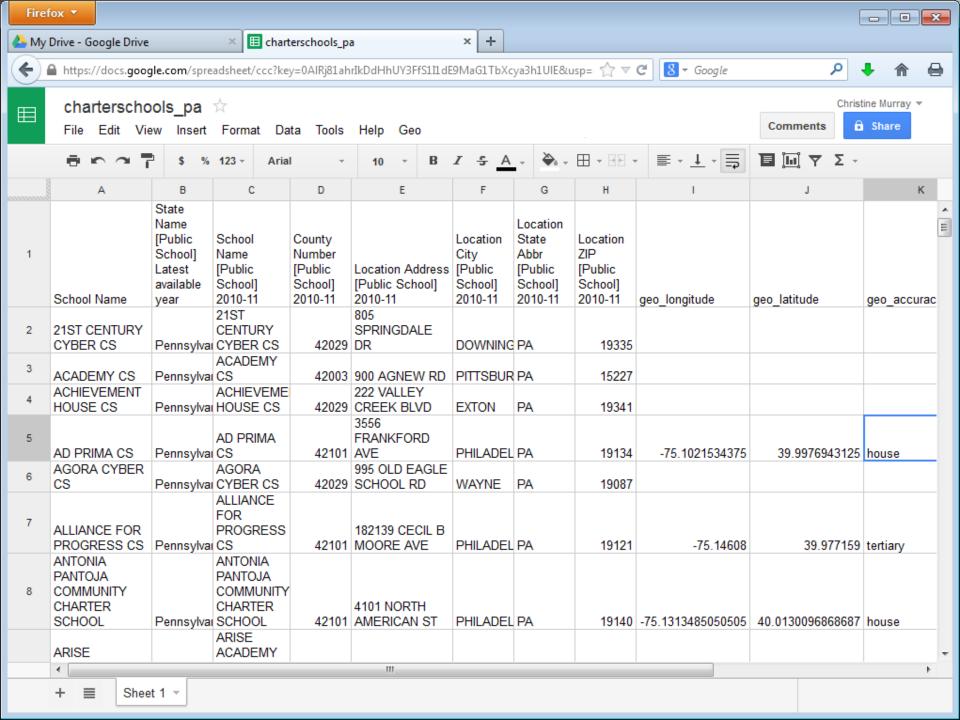


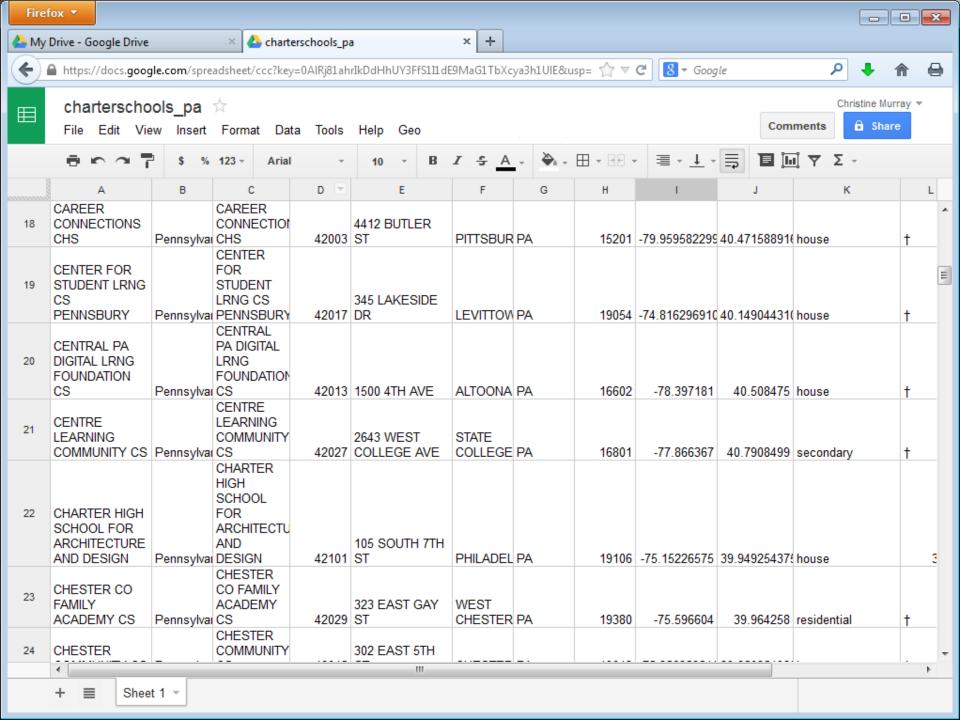


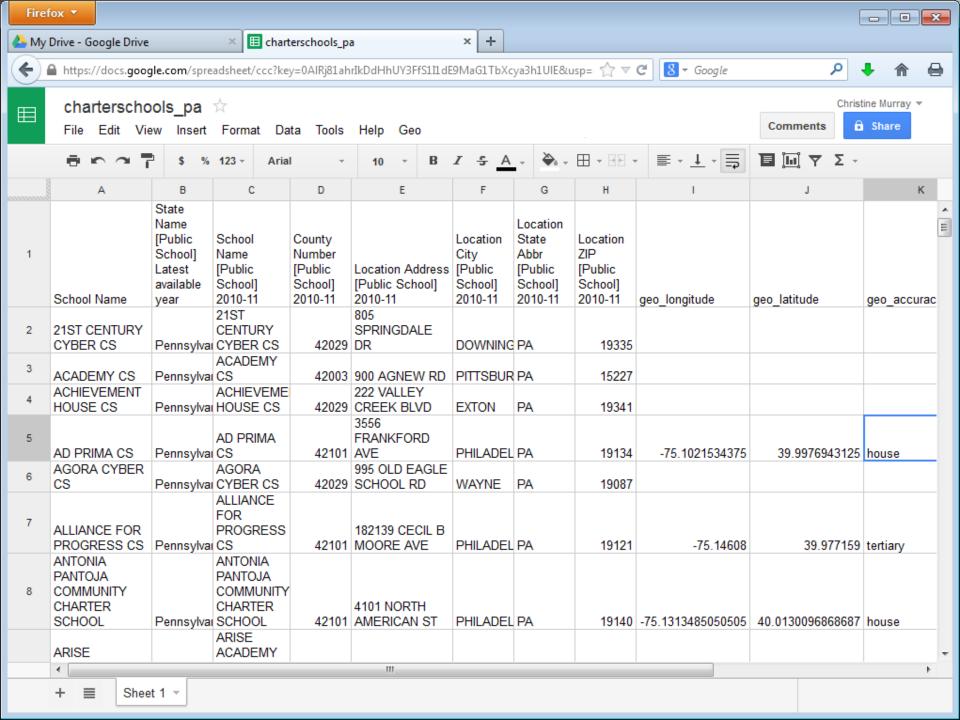


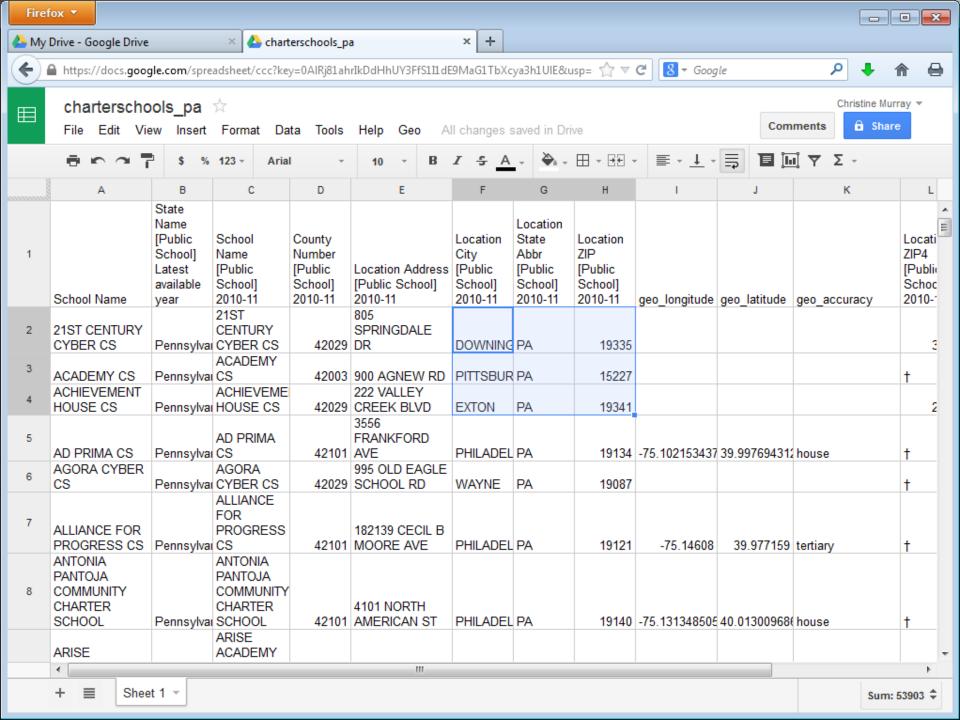


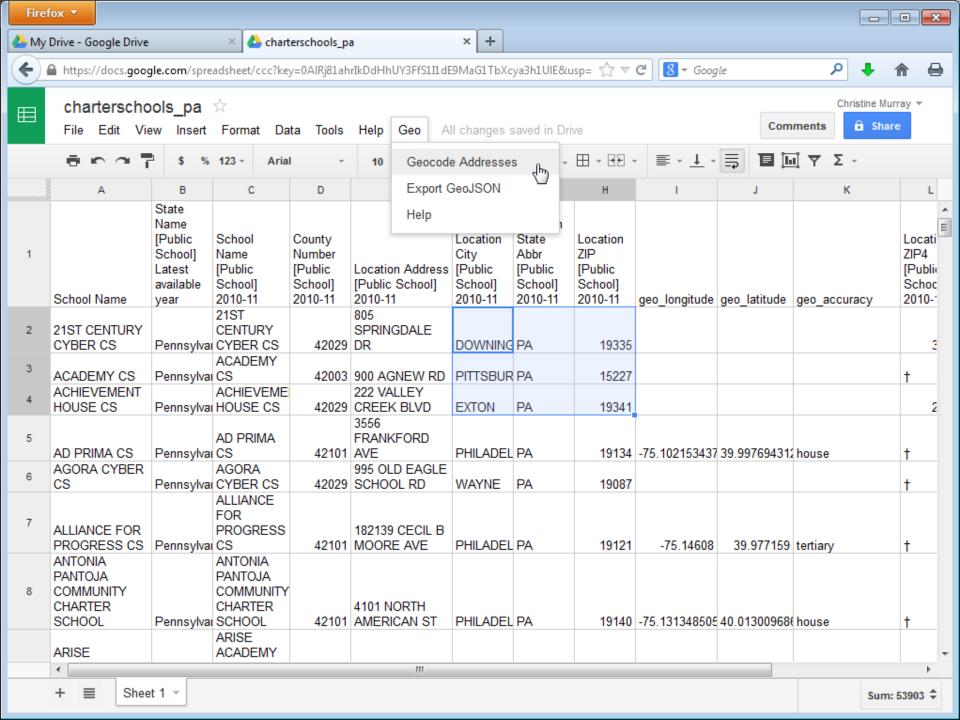


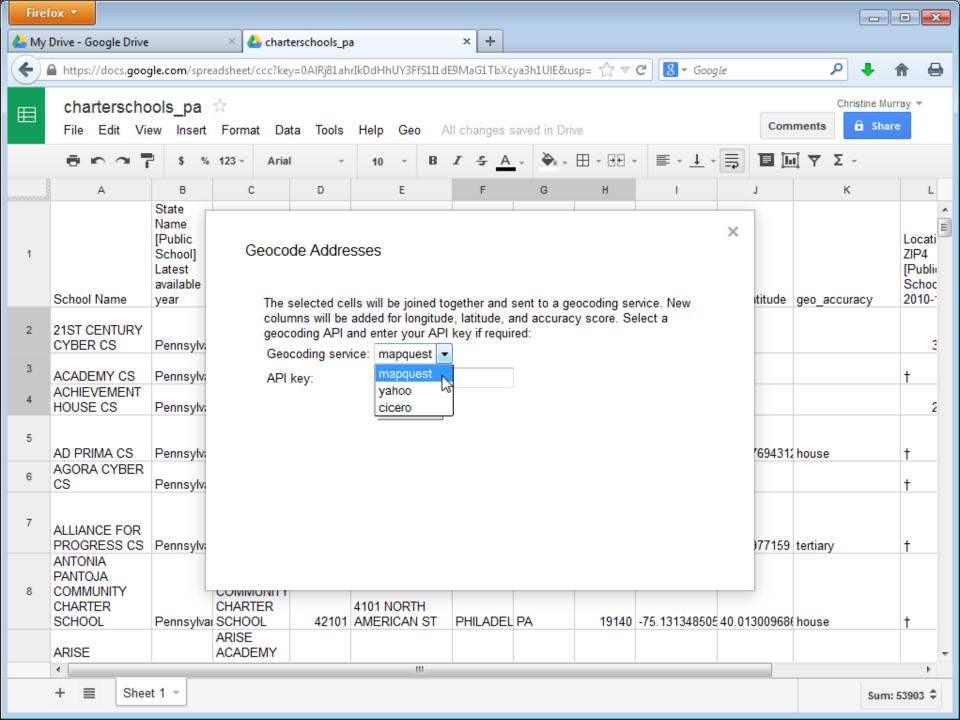


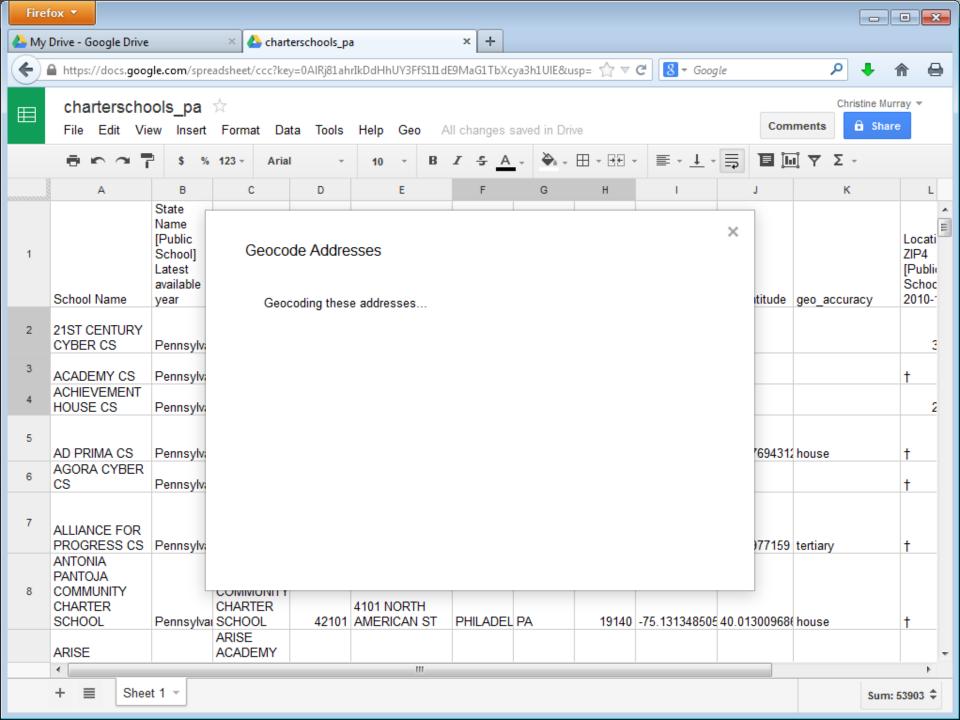


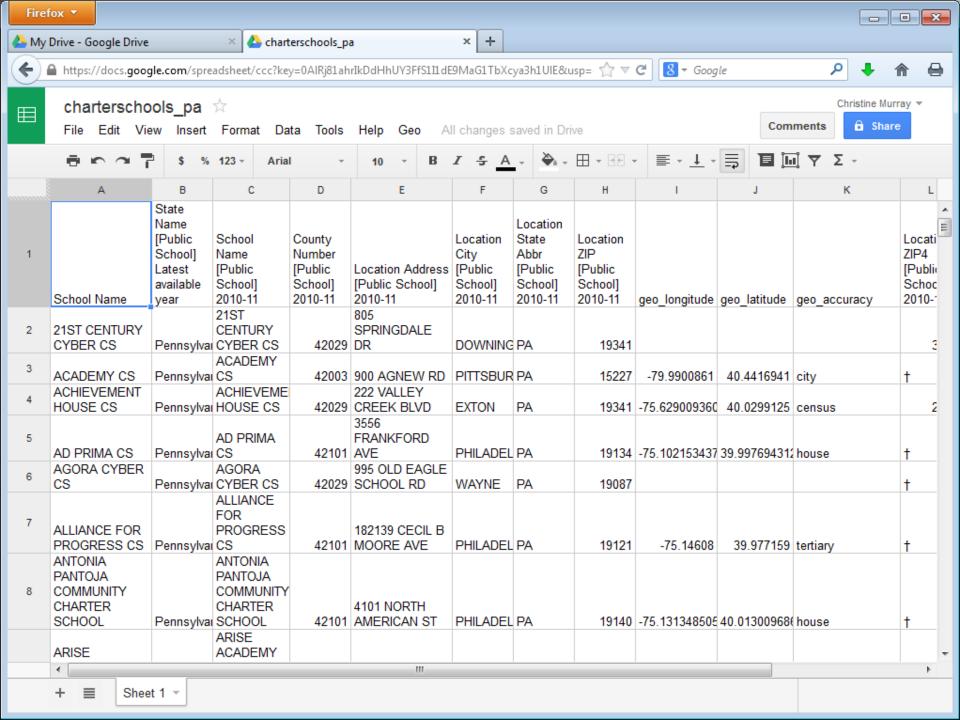


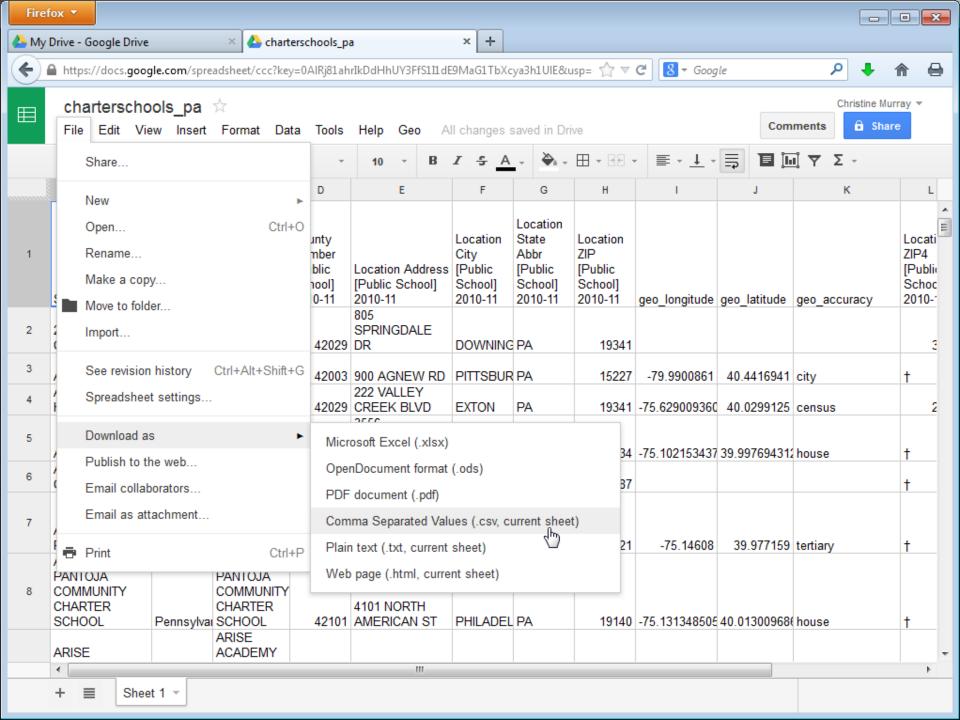












# Geocoding accuracy depends on:

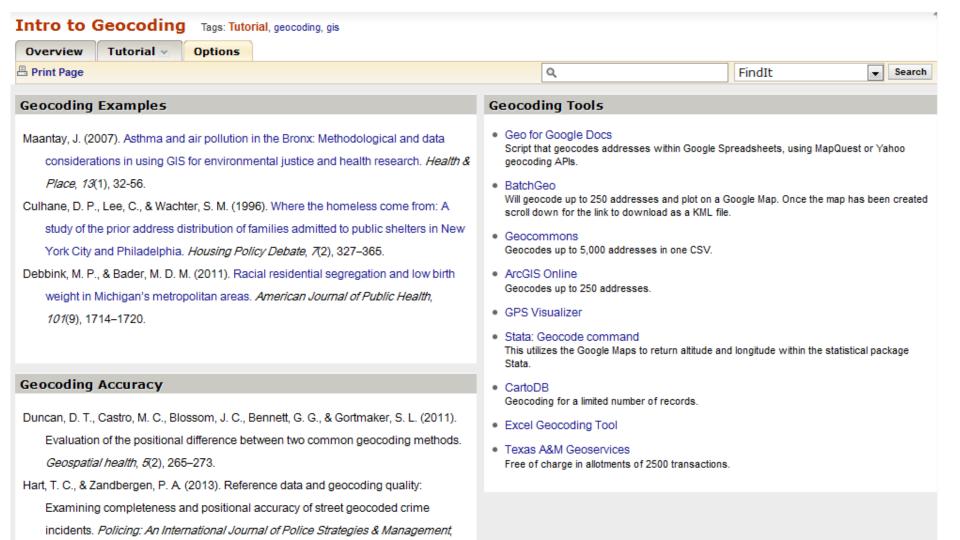
- Accuracy of the reference data
- Accuracy of the input data

# Geocoding uses

- Visualizing locations
- Exploring spatial relationships
- Overlaying with other data (demographic, etc.)

### More information:

#### http://guides.library.upenn.edu/geocodingoptions



### Upcoming Accidental Librarian Webinars

- Dec 10: Secrets of the Congressional Record with Melanie Maskin
- Jan 15: Bureau of Labor Statistics with Michele Hayslett
- Feb TBD: Keeping up with Congress with Jeremy Darrington
- March TBD: Legislative histories with Kathleen Fleming

- Brought to you by the North Carolina Library Association's Government Resources Section. Join us!
  - http://www.nclaonline.org/government-resources