Address Summit Opening

Tim Trainor welcomed the group to Shepherdstown, and then explained the objectives of the summit and why he was so jazzed about it. The primary objectives are:

- Education on the benefits of a targeted address canvass
- Shared understanding of the definition of an address
- Learning how various stakeholders work with addresses
- Brainstorming and discussion of pilot projects

Tim then provided an overview of the U.S. Census Bureau's GSS Initiative (link)

Thursday Morning

Presentation – Targeted Address Canvassing

Tim opened the morning with a presentation on the benefits of a targeted address canvassing operation (link). He emphasized the worth of an updated address list that supported the 2020 Census and ongoing surveys like the American Community Survey, in addition to the related need for updated features and boundaries.

Tim also laid out the Census plan to manage this work at the census tract level, and the intent to target problematic tracts. Tim clarified that, where possible, quality indicators will be measured at lower levels (block and below) and will be aggregated to the tract level for ease of management.

Discussion – Targeted Address Canvassing

The group discussed where the cost savings would come from. Joe Sewash inquired whether the cost savings would come from changes to the 2020 LUCA program. He further explained that under the current LUCA scenario many municipalities spend a great deal of resources developing lengthy LUCA plans, and that adoption of a more constant update cycle versus a once a decade effort during LUCA may lead to cost savings for all government parties.

Tim explained that the initiative is based on the goal of realizing a targeted rather than a full address canvassing operation prior to the 2020 census. The dollar figures in the presentation are based on a targeted address canvass of between 5% and 20% of the addresses in the U.S. There was consensus among summit participants that the case for cost benefits and efficiencies would be greater if similar benefits and efficiencies could be demonstrated among local partners too.

Ilene Jacobs asked who would provide input into what constituted problem areas to be targeted. Barney Krucoff inquired how the Census Bureau would know what to target, and what targeting methodology would be used. Tim said that he didn't have an answer for this yet, and was looking forward to discussing everyone's ideas at the summit.

The discussion turned to funding, and whether the Census Bureau would be able to assist local governments. Tim emphasized that the Census Bureau is, by law, not a grant authoring institution. However, the Census Bureau can work with local governments for in-kind services that benefit the Census Bureau and partners. The fact that all government funding and political representation is tied to population counts presents a strong case for local governments to work with the Census Bureau on maintaining an accurate Master Address File (MAF) and TIGER database that lead to an accurate population count.

Joe Salvo asked whether the group was going to hear about any of the MAF evaluations. Tim responded that the evaluations were ongoing and were not ready for presentation.

Ilene Jacobs asked how we accounted for the small sample size of the American Community Survey, and if it might increase as a result of this work. Tim explained that all of our housing units in the MAF are eligible to be sampled (sample based on the ACS budget), which is why we need to maintain an up to date list.

Panel – Common Definitions and Uses of an Address

Shawn Hanks led the panel discussion which opened with three presentations from summit attendees (link)

- Ms. Jaime Powers, Addressing Technician, Hernando County, FL Addressing Office (link)
- Mr. Shawn Holyoak, GIS Technical Manager, City of Dallas, TX (link)
- Mr. Stuart Irby, Geographer, US Census Bureau (link)
- Ms. Nancy Von Meyer, Fairview Industries Inc. was unable to attend (link)

Discussion – Common Definitions and Uses of an Address

In response to the minimum address criteria presented by Stuart Irby, the group initially discussed some issues related to the implementation of the Federal Geographic Data Committee (FGDC) standards, particularly the Census Bureau minimum address criteria (as was discussed in Stuart Irby's presentation). Additionally there was discussion that for hard to count populations, intersections can be used as locations for these populations and governments should seek guidance from the FGDC addressing standards on intersection addressing. Stuart Irby also explained that the Census doesn't have its own standard, per se, but is developing a set of minimum address criteria that can be used help identify whether an

address received from a partner was sufficient to update the MAF, or whether it could be used for research purposes such as change detection.

The discussion turned to assessments of the quality of local address coverage, and how local governments make this assessment. The panelists' responses to the coverage of their respective address databases varied. Jaime Powers, for example, seemed confident that the Hernando County Addressing Office has close to 100% coverage. She mentioned that this wasn't easily verifiable, but explained that due to the good coordination (based on both ordinances and inter-agency agreements) between the Hernando County Addressing Office and other offices in the local government, the process for communicating new address information to the Addressing Office was well established.

Shawn Holyoak, however, said that in Dallas they know that they don't have 100% coverage. Specifically, apartment units in buildings built from the 1970s and earlier often don't go through any of the established systems for tracking addresses and are therefore often not as accurate as the multi-unit addresses added since the adoption of modernized address creation methodologies that link multiple databases, use GIS, etc. Put more simply, those addresses captured from old permits were often not as accurate as those captured from new permits. That said, Shawn Holyoak did feel that single family homes should be tracked at close to 100% coverage since these units go through the appraiser's office. His jurisdiction would like to get these missing addresses, but he would need to get the resources to do so before we could even begin to discuss a technical solution.

In response to a question from Tim Trainor about being amenable to working with the Census Bureau to improve coverage in these areas, Shawn Holyoak said he would gladly work with the Census Bureau to improve his address coverage. Tim Trainor specifically mentioned 'services in kind' as a possible way of achieving such collaboration.

The conversation next turned to how to target addresses that are not currently tracked locally. There was strong agreement from summit participants that these are not specific geographic areas on the landscape, but rather a broad category of address types where the specific distinction of the unit within the general address is unknown. This would include large apartment buildings, garage apartments, hidden multifamily units, and agricultural worker housing. Local governments generally start with one address per parcel, and then create sub-addresses as needed or when possible. Often learning even basic information about these "sub-units" is difficult, requiring lots of legwork to call out-of-jurisdiction landlords or drive 45 minutes into the middle of a pecan farm.

Some of the participants suggested that there were a few other keys to making a targeted address canvass a success this decade. Some suggested that the Census may be able to help locals target areas that may need update – in other words if there were some way for Census and locals to work together continuously to target, then update, then evaluate again and target and update, that this might result in a better address list on both sides.

Additionally Delaine Arnold said that we should also consider E-911 in the targeted address canvassing discussion, in that first responders are on the ground every day, and therefore may be more aware of change on the ground, and that first responders also require 100% coverage. Additionally when an area goes through E-911 conversion, it is important that every structure on the ground is captured, and that the address captured is exact – it can't be just at the basic street address (BSA) level.

Carol Rogers also reminded the group that the point of the census is to count people, and that in addition to targeted address canvassing, the Census Bureau may want to consider more flexibility within census operations that could accommodate coverage. She stated that because it may not be possible to achieve 100% perfection in the MAF, planning should take into account how to ensure good coverage for Census 2020.

Barney Krucoff also suggested that the group should collectively work together to determine areas of poor coverage and then work with locals to obtain the information required to improve coverage, so that all parties can benefit in the improvements to coverage. Mark Greninger proposed that it may be helpful to have the Census Bureau support locals in their efforts to obtain address lists from utilities and other commercial entities so that both the Census Bureau and the locals could benefit from address information that is currently inaccessible.

The general conclusion seemed to be that before adopting a targeted address canvass strategy there is a need to know where we are now in terms of an address coverage starting point. This knowledge will have to be an input for a decision to be made in 2015 on whether the Census Bureau can perform a targeted address canvass for the 2020 census. Where are we and where do we need to go?

In discussion of what is required for the Census Bureau to work effectively with local and state governments, participants wondered aloud about Title 13, and the ownership of an address. Delaine Arnold wondered why we can't share amongst each other if we are all sharing the same privacy guidelines, especially as it related to E-911, Local, State, and Federal sharing. Tim Trainor suggested consideration for the point in time when an address becomes confidential under Title 13. We also need to determine the benefit of partnerships and how partnerships contribute to an accurate and current address list. It's possible to think along the lines of "staged" address files, where states and/or regions provide oversight of the files, which may also simplify the IT challenges of sharing data. One thought is to move toward online data sharing in addition to "the floppy shuffle" that occurred as part of the 2010 LUCA program.

Presentation – Building the Census Bureau's Master Address File (MAF)

Sean Uhl provided an overview of the MAF (link). Sean emphasized challenges related to address continuity and assessing quality.

Discussion – Building the Census Bureau's Master Address File

Most of the initial discussion focused on the differences between a census "MAF Unit" and an address as they were stored on the MAF. Sean Uhl explained that a Census MAF Unit may have multiple addresses associated with it to account for differences in spelling or even to track written location descriptions from census field workers. The Census Bureau attempts to identify what type of address is best suited to different census operations, while still being able to trace backward from those addresses to an original source like the U.S. Postal Service Delivery Sequence File or a census field operation. The Postal Service uses a similar model, maintaining official addresses plus several alias lists.

Breakout Session – Address Collection, Maintenance, and Sharing

Participants broke out into smaller groups for discussion of several predetermined questions. Upon regrouping, each subgroup shared their answers and thoughts on the following questions.

1. What are the critical considerations when beginning development of an address list?

- Purpose
  - Nail down multiple uses
  - Define use cases
  - Stakeholder and partner determination; consider community organizations
- Legal framework – authority
  - Research into ordinances and laws
- Standards and definitions
  - Identify the types of standards you need (i.e. data vs. format)
  - Use FGDC or other?
  - Consideration of E911 and DOT standards
  - If no standard exists that meets your needs as is, can one be adapted or more than one combined?
  - Determine what is an "address" and what is a "housing unit"
  - Plan for conflict resolution between partners
- Funding and resources
  - Line up political backing
  - Identify what digital/electronic data is available and/or required

    - Identify what contacts and partnerships are required
- Plan for maintenance
    - This cannot be an afterthought
    - Account for levels of ongoing data churn
    - Include plan for validating data, possibly including a confidence interval

2. What are some of the greatest challenges when developing an address list from scratch?

- Bureaucratic/organizational
    - Elected officials
    - Regulations (often outdated, inconsistent, or counterproductive to the task of developing and maintaining an address list)
    - Top down (state to county) difficulties
    - Need (and often lack thereof) for authority and a strong governance process
    - Preventing duplication of effort (another organization creating the same list either for the same or different purpose)
- Technical/resources
    - Difficulties linking addresses to structures and housing units
    - Costs
    - Disappearance of address source data (cell phones, VOIP)
    - Conversion and integration of legacy systems
    - Availability of software to enforce standards
- Differences in addressing schemas/ Anomalous address situations
    - Unnamed roads
    - Multi-family units, apartment complexes
    - Change in addresses over time (example: Some residents refer to an 'old' address that exists on maybe a deed, even after the local authority has changed it. Adding to the complexity are mail delivery services that will in some cases deliver to/honor the 'old' address.)
    - Maintaining link/association between old/new addresses
- Privacy/Legal
    - Title 13
    - Proprietary data owners who won't share
    - Privacy expectations

3. What are some of the best practices for developing an address list from scratch?

- Sources
    - ID and evaluate best available base lists
    - Develop prototypes or test regions
    - Plan for continuous research and review, and stakeholder feedback
    - Develop plan for maintaining relationships with original data providers (on the technical side, maintain a link between yours and the original data)

- Documentation
    - Document the plan and workflow
    - Emphasize transparency
    - Provide a business case
- Non-technical considerations
    - Hire real experts
    - Keep plans simple
    - Obtain political backing
    - Must use partnerships but still have leadership
- Technical details
    - Assign a unique ID
    - Never delete, only flag and attribute
    - Include x, y coordinates
    - Design for flexibility
    - Consider a grid system
    - Develop a maintenance plan and identify associated requirements
    - Identify what metadata is needed, create a workflow, and plan for versioning

4. How are the following utilized when developing an address list from scratch?

- Standards
    - Determine the common elements of an address
    - Start with FGDC standards; use them if possible
    - Consider also USGS, state, or National Emergency Number Assoc. Standards
- Data Standardization
    - Larger organizations shouldn't force standards down
    - Require agreements between sharing organizations
    - Building common definitions is a resource hog – use standards
- Partnership
    - This is the most challenging aspect
    - Respect ownership and authority; someone must have authority
    - Should have a governance and communication (marketing) plan
    - Respect others' practices
    - Leverage "what is in it for me?"
    - Get it in writing (ex MOUs); formalize the informal
    - Encourage education

Thursday Afternoon

Lightening Presentations – Address Collection, Maintenance, and Sharing

Tanya Sadrak introduced the session and presenters (link).

- Mr. Jim Wilson, Manager Address Management, USPS (link).
- Ms. Cheryl Benjamin, Office of Cyber Security, NYS Division of Homeland Security and Emergency Services (link).
- Mr. Michael Fashoway, GIS Programmer/Analyst, Montana State Library (link).
- Mr. Donald Dittmar, Manager GISP, Waukesha County, WI Land Information System (link).
- Mr. Todd Fagan, Addressing Coordinator, GIS/Address Department, Jefferson County, WV (link).
- Mr. John Wilson, Chief Deputy Assessor, Dept. of Assessments, King County, WA (link).
- Ms. Saskia Thompson, Executive Director, Office of Property Data, Philadelphia, PA (link).

Discussion – Address Collection, Maintenance, and Sharing

The discussion initially focused on the genesis of address collection for each of the participants. Jim Wilson stressed that the primary focus of the USPS was and continues to be the deliverability of the address and that collaborative efforts in identifying new or missing addresses could lead to significant operational savings at the USPS. The presenters from New York State identified the need for authoritative, comprehensive data for emergency responders. Michael Fashoway discussed many of the challenges the state of Montana had in creating a relationship between structure point and address data. Don Dittmar reminded everyone that partners understand the importance of providing the Census Bureau with good address data and that getting the address data correct can be a catalyst for action, as was the case in the development of the Waukesha County Address Maintenance System.

Though there was a state-wide E-911 address initiative in West Virginia, Todd Fagan explained that Jefferson County organized itself well in advance of the state. John Wilson described the challenges and importance of ensuring that there is data consistency within an address list, and described how data consistency can lead to return on investment – bad addresses cost money. In Philadelphia, Saskia Thompson described a broken tax assessment process and an effort to improve it by linking addresses to parcels. Generally, the presenters suggested that address maintenance was historically decentralized and disorganized, and over time these systems as presented have developed to improve the process.

Breakout Session – Address Collection, Maintenance, and Sharing

Participants broke out into smaller groups to answer and comment on specific questions related to the topic. After reconvening, the subgroups shared these responses.

1. *From your experience, what is required to build great partnerships that make address data sharing successful? What are the deal breakers to building great partnerships for this purpose?*

- Understanding and governance
    - Partners should understand each others' constraints
    - There should be a governance process
- "Two way street"
    - There must be something in it for each partner
    - Each partner must have something to offer in return
- Communication
    - There must be a firm communication plan between partners
    - A marketing plan helps with communication
    - When the Census Bureau is involved, it should communicate on a regular basis
- Deal breakers
    - Partners who sell data or won't play nice
    - Partners with unrealistic expectations
    - Restrictions on sharing that cannot be overcome
    - Lack of accountability

2. *What are the most pressing issues that your respective organizations currently face with address maintenance? Address data sharing?*

- "Between the cracks" addresses
    - Garage apartments, "mother in law suites," etc
    - Housing developers creating their own addresses
    - The same address being associated with multiple properties
    - Duplication within an address list
- Planning and development
    - There's a tendency to be reactionary, not proactive
    - Systems and software tools for easy sharing are not in place
- Competing requirements and participation
    - Need to have an authority
    - Need a business rules engine for competing authorities
    - Lack of incentives for some partners
    - Need a plan to bring along technology- and resource-challenged partners
    - Need a plan when there is not full participation

3. *If funding were not a consideration, what would you propose to improve address development in your respective organization?*

    - Get all possible sources into the system
        - Public schools, DMV, voter registration, Parks and Rec., etc
        - Allow non-authoritative sources to enter the system
        - Or, make non-authoritative sources use a centralized DB for address work
    - "Pie in the sky" ideas
        - Collection and sharing of GPS coordinates by the Postal Service
        - Roadside imagery
        - Easy ability to routinely publish updates to Google/Bing/GPS etc
        - Unlimited field staff
        - Unlimited education offering by the Census Bureau/ ability to send 'team' out upon request to local government
    - An epic cloud-based system
        - Includes easy to use front end software
        - One to many sharing: Enter our data once and it goes to the Census as well as allowing us to share with everyone else
        - Same service could track and validate whether addresses are mail-able and deliverable
        - Someone not under Title 13 or similar regulations should run this

4. *From your experience, what is the role of metadata in address data maintenance, quality, and sharing?*

    - Historical tracking
        - Dates of creation, update, and retirement
    - Promotes confidence
        - Know the quality and reliability of addresses
        - Establishes spatial accuracy of address points
    - The alternative – no metadata
        - Evidence of a lack of investment
        - A lot of organizations forgo metadata

Getting to Test Projects

Tim Trainor introduced the next portion of the agenda, asking each individual attendee to identify or support potential test or pilot projects. He advised that the projects should focus on testing an idea or a potential workflow. He also stressed that the key of the Address Summit was to come away with possible solutions or ideas for moving forward after the summit

Friday Morning

Introduction to Test Project Discussions

Tim Trainor thanked the group for all of the fantastic ideas that everyone submitted, and explained that the summit organizers did not come with a set agenda for the pilots, and had hoped the group would develop good project ideas. They took all of the ideas submitted and put them into categories. Tim Trainor asked participants to further develop and narrow down the selected test projects in more focused subgroup discussions.

Presentation of Test Projects

1. Web-based Address Management Tools

- Overall Goal
  - Build a community address toolkit to aid local governments with address standardization, geocoding, and updates
  - Provide an authoritative framework and syndicate vertically
- Objectives
  - Accommodate different types of users
  - Offer services (standardizing and geocoding specifically) to users
  - Make it easy to standardize addresses
  - Ensure custodians own their own data
  - Allow role-based access and data sharing
- Scope
  - Include states, counties, municipalities, NENA, Census Bureau, and USPS
  - Includes address points and their relationship to road segments
  - Pilot to include at least one small government
- Project Tasks/Activities
  - Build an implementation team
  - Inventory existing tools
  - Determine needs and requirements
  - Define scope; keep it simple
  - Deploy and test
- Success
  - Census Bureau comparison of input data with MAF
  - Defined by local government implementation and adoption, i.e. they see value
- Constraints
  - Lack of certainty about the future of Title 13
  - Lack of certainty about next generation 911

- Positive impacts
    - Anti-redundancy of efforts
    - Standardization
    - Role-based data sharing
    - Census Bureau gets more frequent, authoritative, data inputs

Discussion – Web-based Address Management Tools

The group discussed the specifics of tiered, "role-based," access. An owner of address data might not wish to let absolutely anyone edit addresses, but they might, for instance, let anyone make suggestions. This varying level of access can be controlled through roles.

Ideally, a tool like this would also be useful for census operations like LUCA and BAS. It would allow users to upload and validate data before entering it into those programs.

The discussion moved toward Open Street Map and why OSM couldn't just be used as the tool. There was consensus that, unlike Open Street Map, you do need the authoritative layer on top. Tim Trainor also pointed out that Open Street Map isn't really a relational database management system; it's more like a viewed visual map. The interface is of course good, but there has to be more to it.

Several folks suggested additional details related to the proposal, specifically the advantages of implementing it as a service-based API. In some cases a user might have ownership of both roads and addresses in an area. In other cases a user might have ownership of only addresses but no roads. So long as the layers are service-based, outside sources like Open Street Map could in fact be integrated as the road layer when desirable.

2. Government/Legal Expand Participation by Address Authorities in Census Data Sharing

- Goals and objectives
    - Background: Only a small percentage of local authorities participate in LUCA
    - Define communication strategies to these stakeholders
    - Develop a web-based tool to compile a self-registering list of address authorities
    - In addition to the "highest elected official" this list could be thought of as the "cc: list"
    - Communicate policy barriers and challenges to data exchange
- Scope
    - The initial scope of the pilot should be limited to one geographic area
    - 3 Tiers of participation

- Project Tasks
    - Research methodologies
    - Build delivery vehicles
    - Setup meetings with address authorities
    - Develop an online survey
    - Maintain delivery vehicles
- Success criteria
    - All address authorities are participating and actively engaged
- Positive Impacts
    - More collaboration
    - Better and more accurate address lists
    - Streamlined workflow
    - Communication linkages are systematic instead of personality-based
- Constraints
    - Laws, ordinances, etc
    - Politics limiting participation

Discussion – Government/Legal Participation

Tim Trainor asked if the existing GIS inventory could be used as an input to the web-based tool. The group agreed that this was a good idea.

There was also some discussion of whether such a tool could be used to build the infrastructure for a national addressing system of reference. For example, the online tool might indicate which geographic areas allow vanity addresses, what type of parity is possible, etc.

3. FGDC Address Standards and Implementation

- Goal
    - Improve understanding and increase implementation of FGDC address standards
    - Educate local authorities on address standards and how to implement them
- Objectives
    - Training and development of local address authorities
    - Implement FGDC standards at the city/county level
    - Convert existing databases to FGDC standard
    - Measure the results – time to complete, success rates, and problems encountered

- Scope
    - Pilot should include multiple jurisdictions of varying sizes and types (urban/rural) and they should be geographically distributed
    - Conversion of existing addresses
    - Quality test of the data
    - Exchange data
- Tasks
    - ID participants
    - Create training program
    - Train
    - Implement FGDC standards in local databases
    - Exchange data with the Census Bureau
    - Census validation of the results
    - Evaluate and report the results
    - Document the process
- Success criteria
    - Content, classification, quality, and exchange are all implemented
    - Percentage of local jurisdictions that can achieve the above
- Positive impacts
    - Greater adoption of the FGDC standard
    - The overseers of the project will learn more about the standards implementation process
    - Local authorities will receive help with address data quality
    - Easier for the Census Bureau to ingest local data
- Negative impacts
    - Potential costs in resources and time
- Constraints
    - Political considerations
    - Lack of time
    - Funding

Discussion – FGDC Address Standards and Implementation

There were some questions about the political considerations constraint, and why politics would need to be considered for adopting address standards. Shawn Holyoak clarified that policy makers at the local level may not want to allocate time, financial, and personnel resources to adopting the standards.

4. Federal/State/Local Address Coordination

- Goal
  - Create a formalized model, at the state level, to allow for the development, maintenance, and bi-directional sharing of high quality multiple use address data
- Objectives
  - Define a set of best practices, processes, roles, and responsibilities
  - Develop statewide, seamless address data of the highest quality
- Scope
  - Propose a 3-4 state pilot
  - Include various stakeholder organizations, including NSGIC, URISA, NENA, APA, etc
- Project Tasks
  - Begin communications process
  - Create a registry of contacts
  - Census Bureau to share contacts
- Success Criteria
  - Creation of a set of best practices
  - Develop metrics at all levels
  - 100% participation is not necessary for success
- Positive Impacts
  - Reduced duplication of efforts
  - More high quality data for everyone
  - Continuous update of high quality data instead of once every 10 years
  - This will also reduce prep work for LUCA and the Census Bureau
- Negative impacts
  - Politics – uphill battle for buy-in
  - Budgetary
  - Will not achieve 100% participation
- Constraints
  - Funding
  - Loss of local autonomy
  - "That's not my mission" syndrome
  - Licensing/confidentiality of data

5. Hard to Capture Addresses

- Goal/Objectives
  - Implement a pilot that would provide input to the Census Bureau on how to continuously update hard to capture address data
  - Start with a cross section of hard to count addresses
  - Focus on creating a listing of housing units
  - Tackle high-level definitional issues all the way down to details like how to get past the doorman
  - On the ground, attempt to define/ID/label categories of hard to count addresses
- Project Tasks
  - Compare 2 MAFs. Follow a set of hard to capture addresses over time
  - Perform damage assessment
  - Engage with pilot partners on these hard to count addresses
- Positive Impacts
  - Provide guidance to the Census Bureau on how to structure partnerships
  - Create criteria for a targeted address canvas
  - Provide input to a continuously updated address process

Discussion – Hard to Capture Addresses

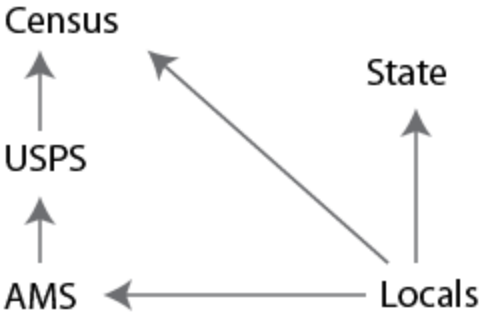
There was initially some concern about how pilot partners could participate given Title 13 constraints. This will need to be worked out, though special sworn status-type options are available.

Tim Trainor asked if this pilot proposal is just LUCA-like, or works toward something more. The group answered that no, this is not LUCA, it's a continuously updated census address list. It will also be distinguishable from LUCA because of the emphasis in the pilot to engage with non-traditional partners like non-profits and charitable organizations. In addition to creating criteria and categories for hard to count populations, the pilot will create a list of groups and local partners who know about these populations.

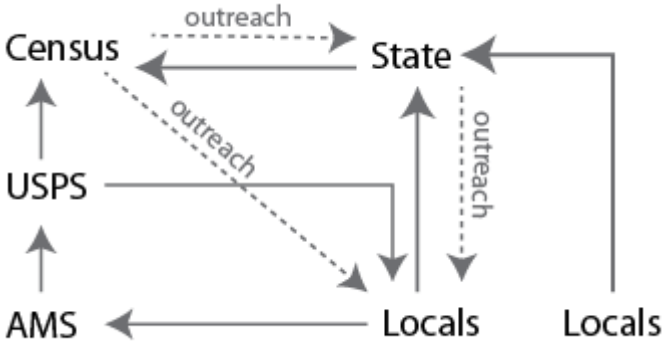
6. Data Sharing – Local/State/USPS/Census – "Triangulation Model"

- Goal
  - Test a new business process/model for address data sharing
- Objectives
  - Facilitate effective partnerships and data sharing
  - Document and support leadership efforts
  - Provide clear business objectives and partnership benefits
  - Implement FGDC/NSDI data standards

- Scope
  - ID specific Census/USPS/State/Local business criteria
  - ID data availability and quality
  - Define pilot jurisdictions
- Project Tasks
  - Project goals/partnerships are documented/supported (minimize pushback)
  - Existing address data sharing chart



  - Proposed data sharing chart



  - Phase 1: Feed Melissa data into locals
  - Then feed local data into USPS and Census Bureau
  - Improved local address data would allow locals to prove that they have 90% of addresses, providing criteria for USPS to send locals USPS data
  - Phase 2: Set up the states as coordinating agencies
- Success Criteria
  - Data accuracy
  - Fewer Census Bureau challenges
  - Cost avoidance
- Positive Impacts
  - Continuous address update
  - More accurate data
  - Support flexible address standards to include multiple jurisdictions
  - Increase understanding of the motivations and incentives to share
- Negative Impacts
  - Lost interest among stakeholders by pushing individual business objectives

- Constraints
    - Not a tool, it's a process
    - Sustainability concerns
    - Lack of partnership, buy in, funding, staffing, etc

Discussion – Data Sharing – Local/State/USPS/Census

Group members provided some more details on their charts. The reason that "Locals" appears twice in the proposed data sharing chart is because initially only some locals will participate. Over time the group members anticipate additional local participation.

There was also some discussion about entry requirements and costs. For many local governments to participate they may have to outlay money to reach the 90% address coverage level required to get USPS address data. The pilot program proposes a subsidy (Census Bureau cannot offer this subsidy) for the pilot participants to cover this cost. The pilot then hopes to demonstrate the business benefit of the new data sharing process, and the fact that this initial cost is worth the future benefits.

The group also envisions a comparison component at the conclusion of the pilot. Address delivery to the Census Bureau for pilot participants can be compared to non-pilot participants to determine the degree of improvement in address lists for jurisdictions under the proposed data sharing regimen.

Next Steps and Closing Comments

Tim Trainor thanked everyone again for the proposals, and pointed out that he and the Census team will not be able to make an on the spot decision. They will discuss these ideas and be in communication with summit participants. He then turned the discussion back to the group for final comments.

In response to a concern that the group at the summit was not representative of the wider world of address stakeholders, several folks responded. First, there are clear benefits for working with the Census Bureau on a good address list. To the extent that this isn't clear to some stakeholders the issue is often related to communication and education. There's even a pilot proposal to help with this, educating partners and also helping to indentify who to partner with.

Similarly, the pilots have to be assembled in such a way that they are aligned and communicated well to less-engaged stakeholders. Tim Trainor promised that this communication component will be a top priority for the Census Bureau. He also agreed with a commenter that the Census Bureau regional geographers were a good resource for outreach, and said that no matter what happens with the census regions there will still be regional geographers in place who are an extension of headquarters.

The discussion next turned to maintaining engagement throughout the decade. It's easy to get excited about a once every 10 year program like LUCA since it's big and unusual. There needs to be constant outreach and marketing if address-related programs are to be ongoing.

Moving forward, Tim Trainor said that the Census Bureau would be there for participants as they discuss these issues back home, in their own environments. This is minimally what the Census Bureau can do, send people to meetings and work with everyone continuously.