



## Growing southern city conquers service and response challenges



Multiple departments in the City of Alpharetta, GA use NAVTEQ® map data for graphical display and geocoding in order to provide timely and cost effective services throughout the community.

### Challenge

The City of Alpharetta, GA is a fast-growing community in the Atlanta metropolitan area, with 51,000 residents and a daytime workforce population of more than 100,000. To keep pace with the demands of growth and to provide crucial mapping services for seven different departments, the city's GIS Group requires a high-quality, accurate and up-to-date base map with a rich set of attributes.

A previous street database from another source delivered poor hit rates on address matching, lacked street centerline accuracy, and did not line up well with other data including building footprints and parking lots. It was inadequate for meeting the city's GIS challenges, including:

- Calculating accurate drive times and call locations for fast emergency response
- Accessing intersection and street attribute data to study accidents and crime locations
- Matching addresses and identifying street segments to meet U.S. Census reporting requirements

### Solution

The NAVTEQ street database is now the essential base map for all of Alpharetta's departmental mapping requirements.

ENTERPRISE

CASE STUDY:  
*City of Alpharetta, GA*



### THE CHALLENGE

- Help seven different city departments deliver timely and cost-effective services
- Procure a high-quality, accurate, and up-to-date base map with centerlines that align with existing plot data
- Improve address matching accuracy for emergency response

### THE SOLUTION

- NAVTEQ database for map display
- NAVTEQ database for geocoding
- Regular updates to street database

### THE BENEFITS

- Accurate street centerlines align with existing parcel data
- High address matching rates help improve emergency response times
- Map attributes enhance analysis of crime and vehicle accidents
- Greater overall satisfaction and acceptance among GIS users of base map database

Steven Wardup, GIS Manager, said that NAVTEQ map data is more accurate, includes more attributes, and performs three times better at address matching than the previous solution. NAVTEQ's reseller Primus Geographics, Inc. created a custom NAVTEQ data set that included streets from several counties bordering Alpharetta, enabling the city to get exactly the data set it needed.

The NAVTEQ street level map content now serves all of Alpharetta's departmental mapping needs, including 911 emergency dispatch, crime and accident analysis, and U.S. Census submittal requirements.

### Benefits

"Our users are much more satisfied now that we are using NAVTEQ map data," said Wardup. "The NAVTEQ street centerline data is more accurate and complete than locally available sources and lines-up well with our aerial photography. We are now able to meet the service requirements of our local constituents, and the regulatory requirements of state and federal organizations."

### How NAVTEQ Helped

NAVTEQ provides the essential high quality street level database, with attributes that support accurate map display and geocoding applications allowing The City of Alpharetta to:

- Provide quality mapping services to seven city departments
- Improve E-911 response
- Accurately analyze crime and vehicle accidents
- Plan for U.S. Census reporting requirements

*"The NAVTEQ street map database has greatly increased the value of GIS across key departments within the city, helping us to provide better services to our community."*

**Steven Wardup**  
GIS Manager  
The City of Alpharetta, GA

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### About The City of Alpharetta

The City of Alpharetta, GA, located in the Atlanta metropolitan area, is one of the fastest growing communities in the south, with a population of 50,000 and a daytime workforce population of more than 100,000 .

### About Primus Geographics, Inc.

A Colorado-based GIS consulting company, Primus Geographics, Inc. helps clients implement geospatial technology solutions into business process applications.

### About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 3,100 employees located in 167 offices and in 31 countries.

### NAVTEQ CONTACTS

[enterprise@navteq.com](mailto:enterprise@navteq.com)  
[www.navteq.com](http://www.navteq.com)