



**njoit** New Jersey  
Office of  
Information Technology

# Master Data Matters

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# Topics

- Tips about technology adoption
- Importance of master data
- Prime candidates for master data in municipal government
- The tax map as master data



## Some Keys to Successful Technology Adoption

- Always start with requirements! Don't let a shiny solution tempt you to skip past the step of determining what you really need.
- Keep existing processes in view, but don't be afraid to change them.
- Focus on data re-use – build once, use many times – master data management

# What is Master Data?

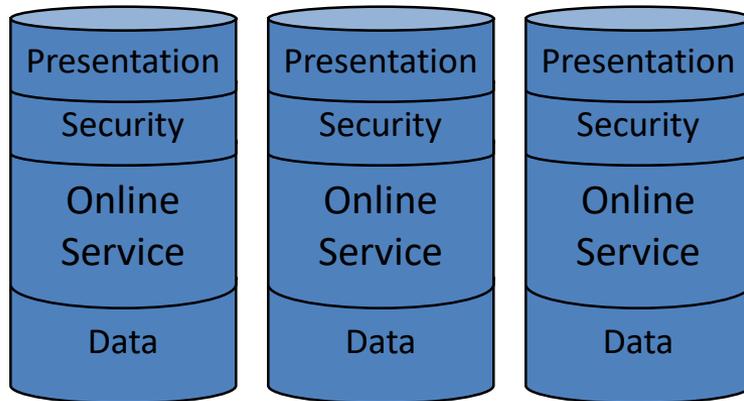
- Master data: data objects that are shared/re-used across the enterprise
- Formal master data management is a comprehensive approach requiring special tools and extensive process and system change
- Absent that, less elaborate methods can yield great value
- Emphasis on data re-use
- Quality and consistency are improved
- Costs are reduced



Image from galdosinc.com

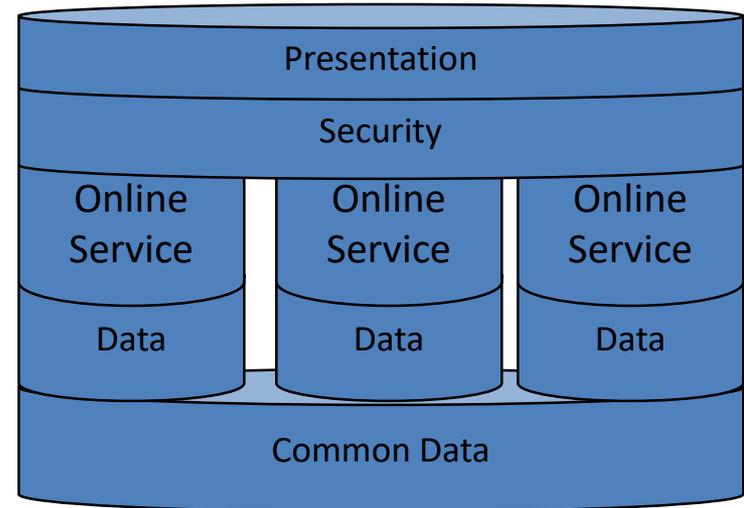
# Silos Will Persist, That's OK

Individual Agency Implementations



Before

Unified Approach



After

# Prime Candidates for MD

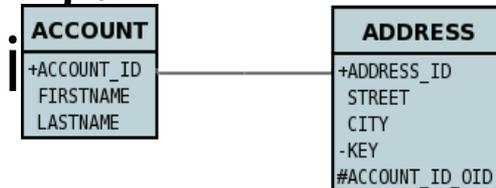
- Street Names
  - Consistency
  - Efficiency
  - Set up pick lists for data entry
  - First step in building master data for addresses





# Address Data

- How many of your databases include addresses?
- You already probably have all the addresses – here and there and everywhere.
- Master address data can be as simple as assigning a unique ID to each address and using that ID to link to a master table





# Benefits of Complete Address Data

- Higher data quality
- Better matching between systems
- More efficient to update
- Better census counts (\$\$)
- Add x+y coordinates and you have an excellent reference for map-based systems
- (Cross-reference to block/lot/qual)



# Digital Tax Maps as Master Data

- Many municipal records are keyed to BLQ
- In many cases separate maintenance process creates parcel data in GIS
- Digital tax map, properly constructed, eliminates that separate process



# An Investment With Dividends

- Provide a powerful tool to manage & analyze resources and improve decision making
- Streamline procedures by automating processes
- Reduce duplication of effort
- Improve quality & timeliness of service and information to the public
- Protect against the loss of valuable maps and records due to a natural disaster

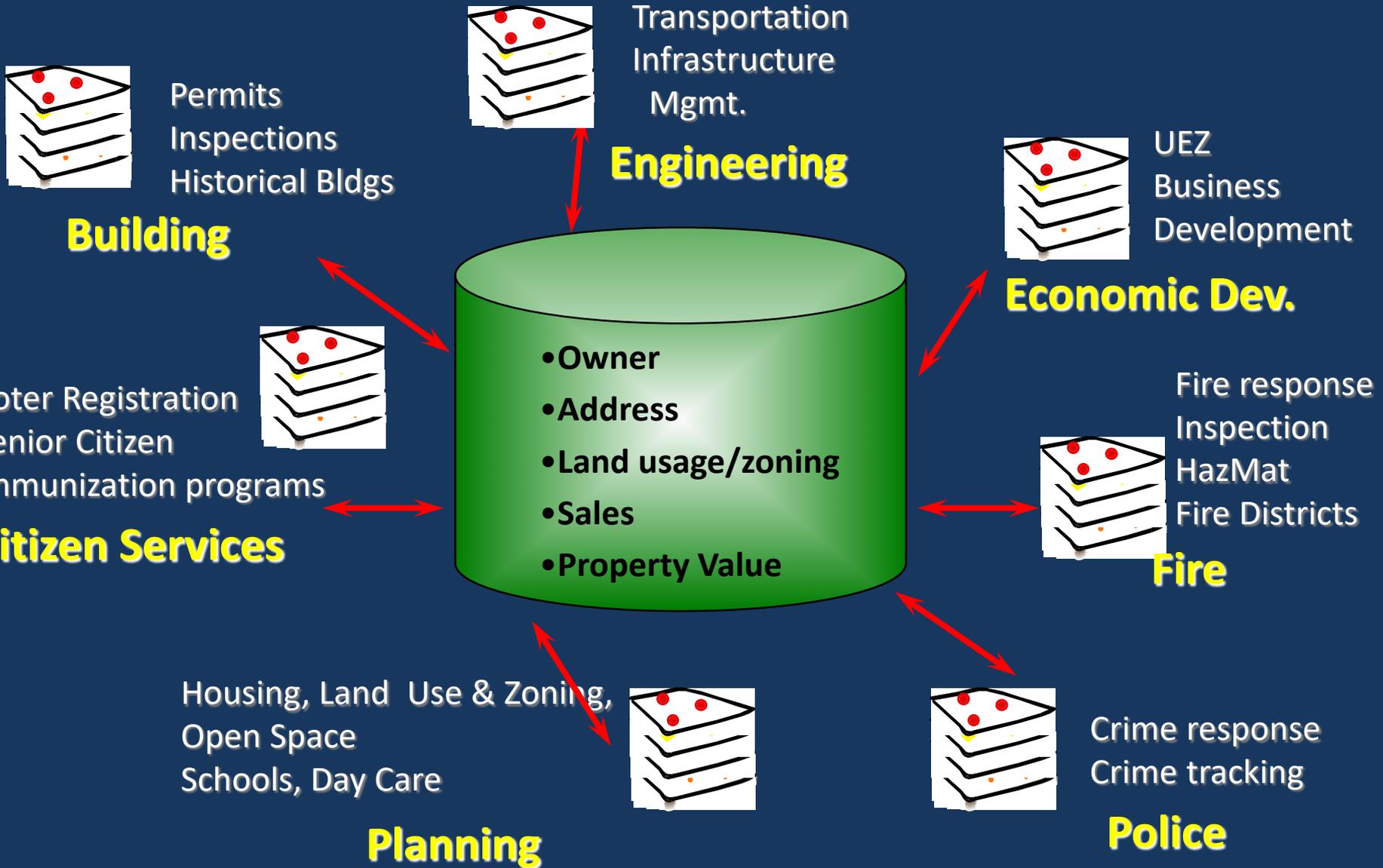




# Power is in Integration



# Uses of Parcel Data in GIS





# Open Data

The screenshot displays a web application interface with multiple browser windows. The main window shows a deed document for instrument number 20090616010141630. The deed is dated 04/12, 2009, and is between FRL Group, Inc. and Krista Rannoo. The document includes a signature of Thomas M. Brady, Jr., Esq. and a barcode. The deed is recorded in Sussex County, NJ.

The interface also features a map on the right side, showing a satellite view of the property. The map includes a legend with various layers such as Environment, Planning, and Utilities. The left side of the interface has a search and map tools panel.

**Document Results**

Instrument#	DocType
20090616010141630	DEED AM

**Name**  
FRL GROUP INC  
RANNOO KRISTA

**Role**  
Grantor  
Grantee

**DEED**

20090616010141630 - page 1

THOMAS M. BRADY, JR.  
Attorney at Law  
151 Rt. 10E, Suite 203  
Sussex, NJ 07876

DEED  
06/16/2009 09:44:52 AM DEED  
By: 3227 Pk 306  
Erica Soriano, County Clerk  
Sussex County, NJ

Proposed by:  
Thomas M. Brady, Jr., Esq.

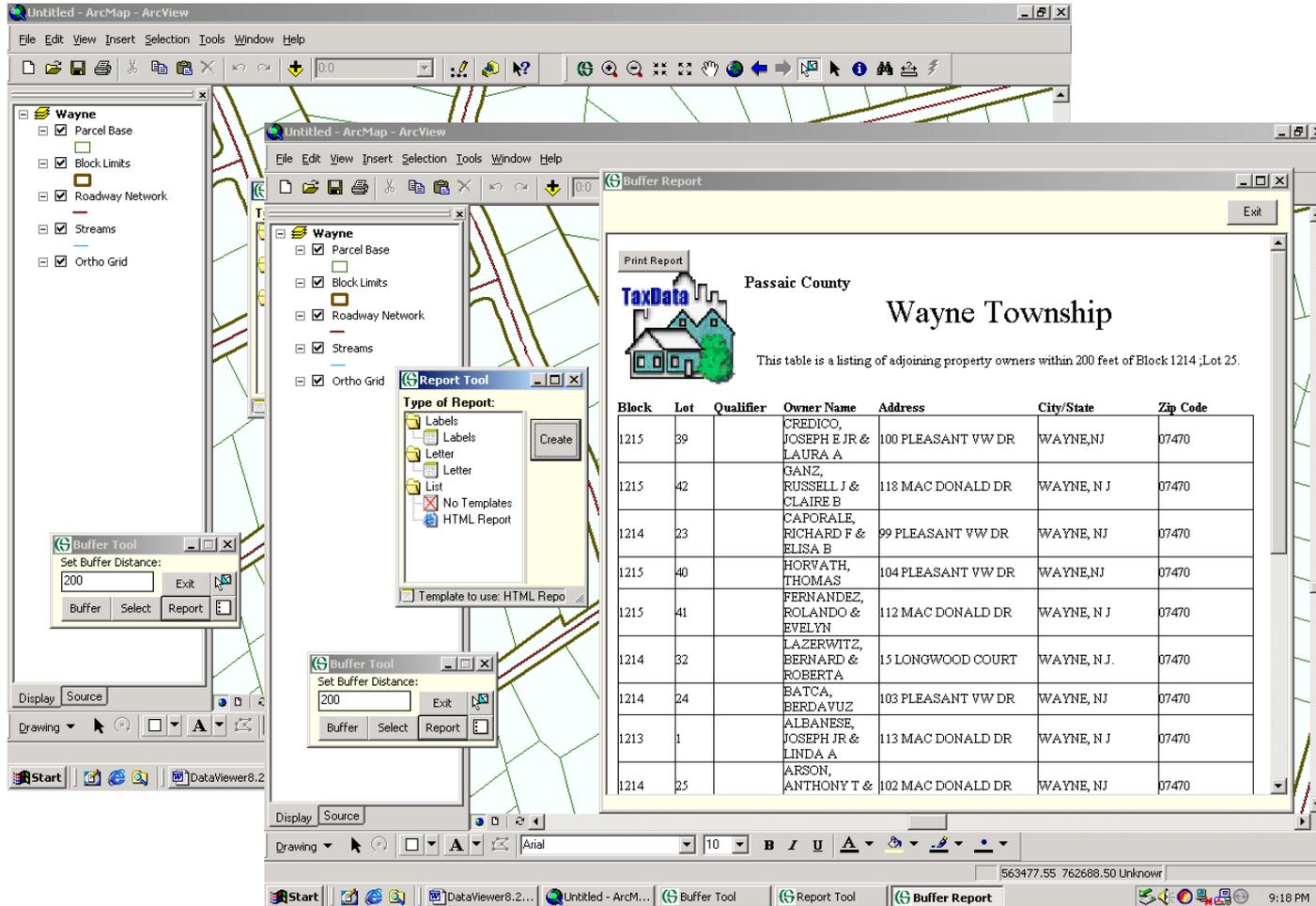
This Deed is made on, 04/12, 2009

**BETWEEN** FRL GROUP, INC., A NEW JERSEY CORPORATION  
a corporation of the state of NJ  
having its principal office at PO BOX 206, Newton, New Jersey 07860 referred to as the Grantor,

**AND** KRISTA RANNOO  
referred to as the Grantee. The word "Grantee" shall mean all Grantees listed above.

Transfer of Ownership - The Grantor grants and conveys (hereinafter referred to as the property) described as follows:

# Buffers and Notifications



The screenshot displays the ArcMap interface with several windows open. The main map window shows a parcel map with a buffer around a specific parcel. The 'Buffer Report' window is the primary focus, displaying a table of adjoining property owners within a 200-foot buffer of Block 1214, Lot 25.

**Buffer Report**

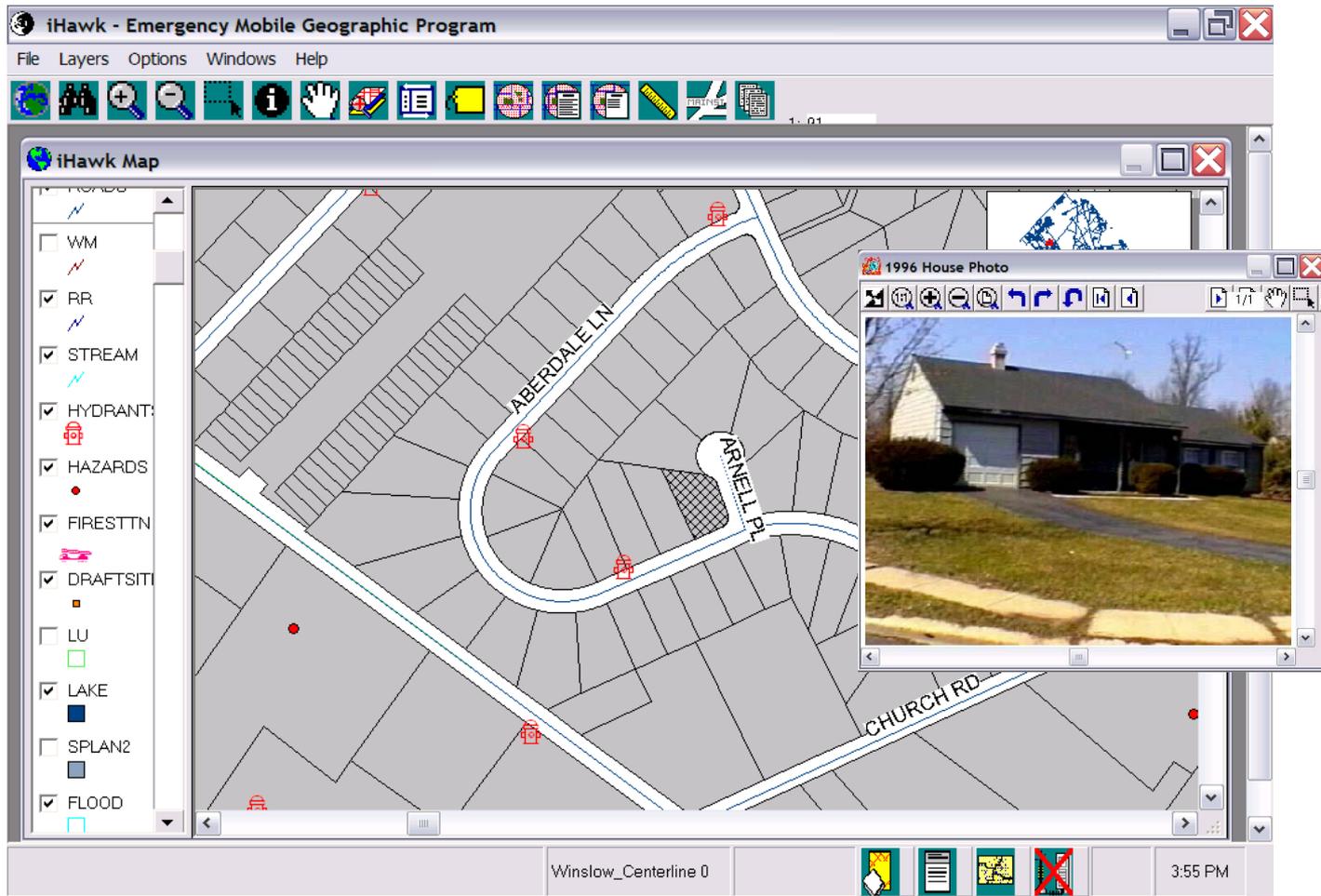
Passaic County  
Wayne Township

This table is a listing of adjoining property owners within 200 feet of Block 1214 ,Lot 25.

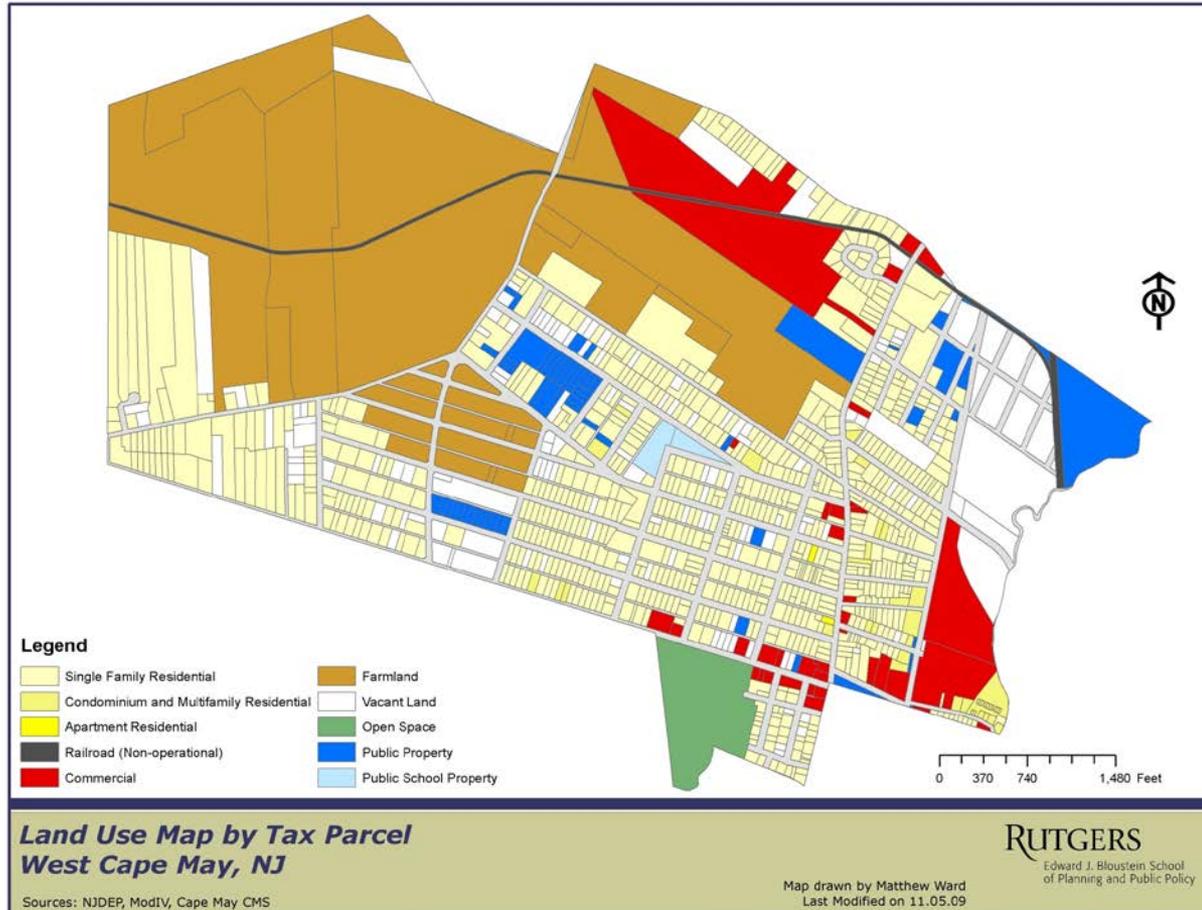
Block	Lot	Qualifier	Owner Name	Address	City/State	Zip Code
1215	39		CREDICO, JOSEPH E JR & LAURA A	100 PLEASANT VW DR	WAYNE,NJ	07470
1215	42		GANZ, RUSSELL J & CLAIRE B	118 MAC DONALD DR	WAYNE, N J	07470
1214	23		CAPORALE, RICHARD F & ELISA B	99 PLEASANT VW DR	WAYNE, NJ	07470
1215	40		HORVATH, THOMAS	104 PLEASANT VW DR	WAYNE,NJ	07470
1215	41		FERNANDEZ, ROLANDO & EVELYN	112 MAC DONALD DR	WAYNE, N J	07470
1214	32		LAZERWITZ, BERNARD & ROBERTA	15 LONGWOOD COURT	WAYNE, N.J.	07470
1214	24		BATCA, BERDAVUZ	103 PLEASANT VW DR	WAYNE, NJ	07470
1213	1		ALBANESE, JOSEPH JR & LINDA A	113 MAC DONALD DR	WAYNE, N J	07470
1214	25		ARSON, ANTHONY T &	102 MAC DONALD DR	WAYNE, NJ	07470



# Emergency Support System



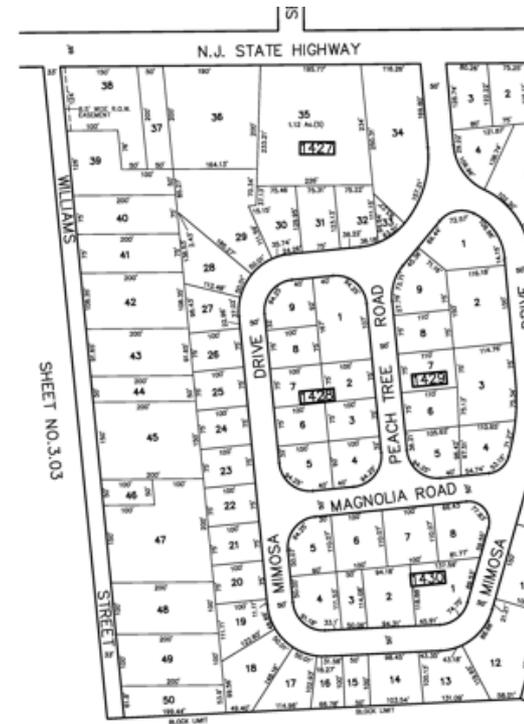
# Planning Support





# Digital Tax Map Preparation

- New map should be constructed from a proper backbone, not scanned from paper
- CAD template from Division of Taxation has standardized layers
- Provides for a seamless, georeferenced map
- Facilitates easy conversion to GIS
- Soon: digital submission for map approval





# Resources and Contact Info

- <http://www.state.nj.us/treasury/taxation/lpt/digitaltaxmaps.shtml>
- [https://njgin.state.nj.us/NJ\\_NJGINExplorer/jviewer.jsp?pg=digital\\_tax\\_map](https://njgin.state.nj.us/NJ_NJGINExplorer/jviewer.jsp?pg=digital_tax_map)
- [Andrew.Rowan@tech.nj.gov](mailto:Andrew.Rowan@tech.nj.gov)
- 609-633-0276