BUSINESS
Quick Reference Guide
Handy tips, checklists, maps, and more!

November 2018
FREE
Contents

Introduction to Uniform Addressing ........................................................................................................ 1
• WHY do addresses in Marathon County need to change? ................................................................. 1
• WHICH municipalities will Uniform Addressing affect? .................................................................. 2
• WHY change addresses in Marathon County NOW? ..................................................................... 3
• WHO is directing this Uniform Addressing project? ........................................................................ 3
• HOW MUCH will the Uniform Address signs cost? ........................................................................... 3
• HOW will I be notified of my new address? ....................................................................................... 4
• WHEN will Uniform Address signs be installed/delivered? ............................................................... 4
• WHAT will the Uniform Address signs look like, and WHERE will they be installed? .................... 4
• WHEN can I start using my new address? ......................................................................................... 5

Where to Go for Help .............................................................................................................................. 5
• Online Resources ............................................................................................................................... 5
• Phone Assistance ................................................................................................................................. 5
• Educational Programs ......................................................................................................................... 5
• In-Person Help .................................................................................................................................. 6

Notifying Others of an Address Change ................................................................................................. 7
• U.S. Postal Service / Address Forwarding .......................................................................................... 7
• Informing Clients/Custmitters That Your Business Address Has Changed ........................................ 7

Special Considerations for Businesses ................................................................................................. 8
• Updating Your Client/Customer Database .......................................................................................... 8
• Flexibility for Address-Sign Placement ............................................................................................. 8
• Department of Motor Vehicles .......................................................................................................... 8

Address-Change Checklist — BUSINESS ............................................................................................... 9

Frequently Asked Questions (FAQs) — BUSINESS .............................................................................. 10
• Appendix A: Uniform Addressing Status Map .................................................................................. 12
• Appendix B: Proposed Uniform Addressing Grid .............................................................................. 13
Introduction to Uniform Addressing

WHY do addresses in Marathon County need to change?

In an emergency, seconds matter...

Police, Fire, and Emergency Medical Services (EMS) personnel can lose precious time searching for an address because of confusing numbering or hard-to-read address signs. Such delays can result in the loss of property — and even lives.

Marathon County provides 911 emergency services for ALL of the County’s 62 cities, villages, and towns. Central E911 Dispatch supports:

- A County-wide Sheriff’s Office
- 14 Police Departments
- 28 Fire Departments
- 11 Ambulance Services
- 3 Advanced Life Support Ground Services
- 2 Advanced Life Support Helicopter Services

More than 20,000 local addresses will change between 2018 and 2019 when Marathon County eliminates its 10 existing address grids and implements a single Uniform Addressing System. Marathon County is Wisconsin’s largest county geographically and one of only four counties in Wisconsin without a Uniform Addressing System for all roads, homes, businesses, farms, structures, or other establishments in the unincorporated areas of the County. Inconsistent and duplicate addressing creates challenges when there is a mutual aid response, as the responding department is not always aware of local inconsistencies — which can result in delayed response time.

Charged with the goal of being the healthiest, safest, and most prosperous county in Wisconsin, the Marathon County Board voted in 2016 to implement a county-wide Uniform Addressing System to improve public safety by eliminating:

- Duplicate addresses
- Roads with the same or similar names
- Numbering that is not sequential
- Odd and even numbers on the same side of the road

The goal of Uniform Addressing is to help emergency services in Marathon County provide the RIGHT SERVICE to the RIGHT PLACE at the RIGHT TIME.
WHICH municipalities will Uniform Addressing affect?

As of November 1, 2018, the 41 municipalities participating in this Marathon County Uniform Addressing project include:

- Bergen
- Berlin †
- Bern †
- Bevent
- Brighton †
- Cassel
- Cleveland
- Day
- Easton
- Eau Pleine
- Elderon (town)
- Elderon (village)
- Emmet
- Frankfort
- Franzen
- Green Valley
- Guenther
- Halsey †
- Hamburg †
- Harrison
- Hewitt
- Holton †
- Hull †
- Johnson †
- Knowlton
- Marathon (town)
- McMillan
- Mosinee (town)
- Norrie
- Plover
- Reid
- Rib Falls †
- Rietbrock †
- Ringle
- Spencer (town) †
- Stettin †
- Stratford (village)
- Texas
- Wausau (town)
- Weston (town)
- Wien

As of November 1, 2018, the 21 municipalities NOT participating in this Marathon County Uniform Addressing project include:

- Abbotsford
- Athens
- Birnamwood
- Brokaw
- Colby
- Dorchester
- Edgar
- Fenwood
- Hatley
- Kronenwetter
- Maine
- Marathon City
- Marshfield
- Mosinee (city)
- Rib Mountain *
- Rothschild
- Schofield
- Spencer (village)
- Unity
- Wausau (city)
- Weston (village)

* Application of the Uniform Addressing System in the Town of Rib Mountain is currently being reviewed by the Wisconsin Supreme Court.

† The towns of Berlin, Bern, Brighton, Halsey, Hamburg, Holton, Hull, Johnson, Rib Falls, Rietbrock, Spencer, and Stettin will have their new Uniform Address signs installed in spring/summer 2019. Business owners in these municipalities should continue to use their current address (for check re-ordering, etc.) until they receive an Official Notice of address change from the County in 2019. For safety reasons, new addresses cannot be released to the public before then.

Note:

- The TOWNS of Marathon, Spencer, and Weston ARE participating in the Uniform Addressing project (but NOT the VILLAGES of Marathon City, Spencer, or Weston).
- The TOWNS of Mosinee and Wausau ARE participating (but NOT the CITIES of Mosinee or Wausau).

See Appendix A for a Uniform Addressing status map.

For updates/changes to the list of participating municipalities, we invite you to visit www.MyMarathonCountyAddress.org
WHY change addresses in Marathon County NOW?

Marathon County’s current addressing system was built in the 1980s, when it was assumed that all calls to the Central E911 Dispatch would come from landline phones. Today, 70% of emergency calls in Marathon County come from cell phones, which cannot guarantee a precise location; only 30% come from traceable landline phones.

What’s more, the Federal government now requires our Central E911 Dispatch to process, receive, and respond to new communication technologies, such as cell phones and social media. In the event that a cell phone caller or texter is a visitor to the area (or is simply unfamiliar with his or her exact location), reflective, double-sided Uniform Addressing signs that are visible day or night help callers (and emergency services personnel) determine a precise location.

Now is also an opportune time to implement a Uniform Addressing System since it can be synced with Marathon County’s multi-million-dollar investments in information technology to replace its outdated Land Records System and Computer-Aided Dispatch (law-enforcement software), bringing all three systems in line utilizing Uniform Addressing.

WHO is directing this Uniform Addressing project?

The County’s addressing system is one of the core information systems that Geo Services of the Marathon County Conservation, Planning, & Zoning (CPZ) Department provides to the Marathon County Sheriff’s Communication Center. This center dispatches E911 calls to officers and is essential in providing a rapid response from Central Dispatch to emergency/incident scenes. As a result, the CPZ Department is organizing and overseeing the implementation of the county-wide Uniform Addressing project.

Marathon County’s CPZ Department created all of the new six-digit Uniform Addresses, as well as the proposed Uniform Addressing grid (see Appendix B). They also analyzed all duplicate road names and determined which road names would be retained for each participating municipality and which road names would be renamed. A listing of all roads that were renamed in Marathon County as a result of this Uniform Addressing project can be found on the Maps page at www.MyMarathonCountyAddress.org.

HOW MUCH will the Uniform Address signs cost?

Businesses and residents will NOT be charged for the new County-issued Uniform Address signs. At this time, Marathon County has committed funds to cover the cost of replacement road-name signs and address signs related to this Uniform Addressing project for participating towns and villages.

We understand there may be extra costs for you to change your address, but the change is necessary in the interest of public safety. Please see the Address-Change Checklist (p. 9) and Frequently Asked Questions (FAQs, p. 10) in this guide for tips to help make the process easier.
HOW will I be notified of my new address?

Marathon County’s CPZ Department will be mailing an Official Notice of new Uniform Addresses to residents, landowners, and business owners whose addresses will be changing. Official Notices will mailed in a series of batches from March to November 2018, and resuming again in spring 2019. A few weeks before sign installation is projected to begin in a given village or town, Official Notices will be mailed, informing recipients of their new 6-digit address, as well as other details of the project. Recipients should keep their Official Notice for their records as they may need it later as proof of the address change.

WHEN will Uniform Address signs be installed/delivered?

Installation/Delivery of new address signs began in Marathon County in spring 2018 and will be phased in by municipality over the course of many months. Address signs and any new road-name signs will be installed by Lange Enterprises, the County’s contractor. You do NOT need to be home when your address sign is installed or delivered. The project will be paused during the 2018–2019 winter months and will resume in spring 2019. The project is expected to be completed by fall 2019. Visit www.MyMarathonCountyAddress.org to view the latest scheduling details for individual municipalities.

WHAT will the Uniform Address signs look like, and WHERE will they be installed?

Some businesses (and a select number of residences) will receive a single-sided address sign (see Figure 1) for you to affix to your building/home so that emergency services personnel and delivery drivers can quickly and easily find your address.

- **Uniform Size:** 14 x 3.5 inches
- **Uniform Color:** Black numbers on a reflective, white background
- **Uniform Location:** Near the main entrance; must be visible from the road

If your business receives a building-mounted Uniform Address sign, it has been determined that your building is close enough to the road for a building-mounted Uniform Address sign to be visible.

We understand that businesses may have special needs or circumstances regarding Uniform Address signs and that there will be some cases where we’ll need to have some flexibility on ordinance specifics. We’re working with towns and individual sites to make these accommodations.

For some businesses (and most homes) in participating municipalities, workers from Lange Enterprises will install double-sided, flag-style address signs with lettering/numbering indicating the municipality, the property number, and the road (see Figure 2).

- **Uniform Size:** 20 x 9 inches
- **Uniform Color:** Reflective, blue background with reflective, white numbers and letters (the best color combination for emergency response crews to easily read day or night)
- **Uniform Location:** Side of the driveway

If your business’s building is more than 75 feet from the roadway, workers from Lange Enterprises will install a blue flag-style sign so that emergency services personnel and delivery drivers can quickly and easily find your address.
WHEN can I start using my new address?

For safety reasons, you can begin to use (and notify others of) your new address AFTER your address sign is installed or delivered by Lange Enterprises, when E911 services will be synced with your new address.

Where to Go for Help

Marathon County is committed to providing help and answers to businesses and residents as Uniform Addresses are implemented county-wide. Various community partners and resources are available to assist you through this transition.

Online Resources

We invite you to visit Marathon County’s dedicated Uniform Addressing website – www.MyMarathonCountyAddress.org – for:

- Updates on the project
- Status maps
- Frequently Asked Questions (FAQs)
- Handy checklists
- Helpful links
- An electronic (PDF) version of this guidebook
- Hmong and Spanish versions of the Announcement Postcard, as well as a language tool on the homepage to translate the website text into Hmong or Spanish
- ...and more!

These resources are all available to you 24 hours a day.

Phone Assistance

Business owners can get quick answers to questions by calling the Reference Desk at the Marathon County Public Library’s Wausau Headquarters at 715-261-7230. Additional questions can be directed to Marathon County’s Conservation, Planning, & Zoning Department at 715-261-6000.

Educational Programs

Educational programming to assist residents with the Uniform Addressing transition may be offered. Please visit www.MyMarathonCountyAddress.org to check for an updated schedule.
In-Person Help

Marathon County has designated its nine public library locations to be information centers for the public to learn about and get help with the Uniform Addressing project. Trained staff members are ready and willing to answer your Uniform Addressing questions. Along with offering FREE printed copies of this Uniform Addressing Quick Reference Guide, library staff can also assist individuals with changing their address online with the Wisconsin Department of Motor Vehicles for company vehicles, cross-referencing old addresses with new Uniform Addresses, and more.

Visit any of the Marathon County Public Library (MCPL) locations below for one-to-one assistance during their hours of operation:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MCPL Wausau</td>
<td>300 N. First St., 54403</td>
<td>715-261-7200</td>
<td>9 a.m. – 8:30 p.m.</td>
<td>9 a.m. – 8:30 p.m.</td>
<td>9 a.m. – 8:30 p.m.</td>
<td>9 a.m. – 8:30 p.m.</td>
<td>9 a.m. – 5 p.m.</td>
<td>9 a.m. – 5 p.m.</td>
<td>1 p.m. – 5 p.m.</td>
</tr>
<tr>
<td>MCPL Hatley</td>
<td>435 Curtis Ave., 54440</td>
<td>715-446-3537</td>
<td>10 a.m. – 6 p.m.</td>
<td>10 a.m. – 8 p.m.</td>
<td>10 a.m. – 6 p.m.</td>
<td>10 a.m. – 8 p.m.</td>
<td>10 a.m. – 9 p.m.</td>
<td>10 a.m. – 6 p.m.</td>
<td>10 a.m. – 5 p.m.</td>
</tr>
<tr>
<td>MCPL Athens</td>
<td>221 Caroline St., 54411</td>
<td>715-257-7292</td>
<td>5 p.m. – 8 p.m.</td>
<td>5 p.m. – 8 p.m.</td>
<td>1 p.m. – 8 p.m.</td>
<td>5 p.m. – 8 p.m.</td>
<td>1 p.m. – 8 p.m.</td>
<td>1 p.m. – 8 p.m.</td>
<td>1 p.m. – 8 p.m.</td>
</tr>
<tr>
<td>MCPL Edgar</td>
<td>224 S. Third Ave., 54426</td>
<td>715-352-3155</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
</tr>
<tr>
<td>MCPL Marathon City</td>
<td>515 Washington St., 54448</td>
<td>715-443-2775</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
</tr>
<tr>
<td>MCPL Mosinee</td>
<td>123 Main St., 54455</td>
<td>715-693-2144</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
<td>7 p.m. – 7 p.m.</td>
</tr>
<tr>
<td>MCPL Rothschild</td>
<td>211 N. Grand Ave., 54474</td>
<td>715-359-6208</td>
<td>10 a.m. – 8 p.m.</td>
<td>10 a.m. – 8 p.m.</td>
<td>10 a.m. – 8 p.m.</td>
<td>10 a.m. – 8 p.m.</td>
<td>10 a.m. – 8 p.m.</td>
<td>10 a.m. – 8 p.m.</td>
<td>10 a.m. – 8 p.m.</td>
</tr>
<tr>
<td>MCPL Spencer</td>
<td>105 S. Park St., 54479</td>
<td>715-659-3996</td>
<td>3 p.m. – 8 p.m.</td>
<td>9 a.m. – 5 p.m.</td>
<td>9 a.m. – 5 p.m.</td>
<td>3 p.m. – 8 p.m.</td>
<td>1 p.m. – 5 p.m.</td>
<td>1 p.m. – 5 p.m.</td>
<td>1 p.m. – 5 p.m.</td>
</tr>
<tr>
<td>MCPL Stratford</td>
<td>400 N. Fourth Ave., 54484</td>
<td>715-687-4420</td>
<td>10 a.m. – 5 p.m.</td>
<td>1 p.m. – 7 p.m.</td>
<td>10 a.m. – 7 p.m.</td>
<td>10 a.m. – 7 p.m.</td>
<td>10 a.m. – 5 p.m.</td>
<td>1 p.m. – 5 p.m.</td>
<td>1 p.m. – 5 p.m.</td>
</tr>
</tbody>
</table>
Notifying Others of an Address Change

Businesses that will be assigned a new Uniform Address will receive an Official Notice from Marathon County by mail stating the property’s new, six-digit Uniform Address. Official Notices will be mailed in a series of batches between March and November 2018, and resuming again in spring 2019.

NOTE: The signal to start using (and notifying others) of your new address is AFTER your new address sign is installed/delivered — NOT when you receive the Official Notice informing you what your new address will be.

Once your new Uniform Address sign has been installed/delivered, there are a number of methods you can use to begin to notify entities of your address change. For example:

- Billing statements often have a check box and a space to print address changes on the reverse side of the bill.
- Online accounts (credit card, auto bill pay, online shopping accounts) also have an area under your account where you can update your address and other contact information.

Marathon County will take care of notifying the following entities of all address changes in the County (so you do NOT have to):

- Marathon County E911 Communication Center
- Local Fire & Police Departments
- Municipal Officials
- Marathon County Treasurer (Tax bills)
- Other Marathon County Governmental Departments
- United States Postal Service

U.S. Postal Service / Address Forwarding

Marathon County will coordinate directly with the United States Postal Service (USPS) during this Uniform Addressing project to update their records for all new addresses. Businesses that receive a new Uniform Address will NOT have to file a Change of Address with the USPS. Businesses will automatically receive one year of free address forwarding (from the date of sign installation/delivery) courtesy of the USPS.

Informing Clients/Customers That Your Business Address Has Changed

How you let your clients, customers, or others know that your business address has changed will depend on the nature of your business. We invite you to see the Address-Change Checklist (p. 9) and Frequently Asked Questions (FAQs, p. 10) in this guide for tips and ideas that may help you with this process.
Special Considerations for Businesses

Updating Your Client/Customer Database

Depending on the type of business you have, clients may contact you directly to update their address in your system. In most cases, however, you will need to update any new addresses yourself.

Following each batched mailing of Official Notices, the County will post to www.MyMarathonCountyAddress.org cross-reference spreadsheets of the old/new addresses for the next municipalities scheduled to have their address and road-name signs installed by County’s contractor: Lange Enterprises. Additional address cross-reference tables will be uploaded to www.MyMarathonCountyAddress.org at intervals throughout the year, matching the mailings of each batch of Official Notices.

In addition, a new Search tool has been added at www.MyMarathonCountyAddress.org. Simply type a former street address in the blank and select “Search” to find its new (uniform) address counterpart. Please note: This Search tool only includes new addresses for properties that have already received an Official Notice of address change from the County.

If you’re a business that can utilize address ranges (e.g., delivery drivers), you may download an Excel file for 15 participating Eastern towns and the Village of Elderon, as well as an Excel file for the 15 towns and the Village of Stratford in the Southwest quadrant of the County at www.MyMarathonCountyAddress.org.

Flexibility for Address-Sign Placement

We understand that businesses may have special needs or circumstances regarding Uniform Address signs and that there will be some cases where we’ll need to have some flexibility on ordinance specifics. We’re working with towns and individual sites to make these accommodations.

Department of Motor Vehicles

Residents do NOT need to get a new driver license unless it is a commercial driver license (CDL). If it is a CDL, residents MUST obtain a replacement license with the new address on it.

ALL drivers with a new address must update their address online through the Department of Motor Vehicles (DMV) website at http://wisconsindot.gov/Pages/online-srvcs/change-addy.

The following page features a handy Address-Change Checklist to assist you with the updating process. It contains a sample (though not exhaustive) list of some people, accounts, and entities you’ll want to notify of your address change.
Address-Change Checklist — BUSINESS

FINANCIAL
☐ Employees / Clients / Customers / Contractors
☐ Banks / Credit unions
☐ Lenders (e.g., credit card companies)
☐ Investment companies / Pension accounts
☐ Accountant / Tax preparer

GOVERNMENT OFFICES
☐ Social Security / Disability / Workman’s Compensation
☐ IRS
☐ Wisconsin Department of Transportation (e.g., company vehicle registration)

HEALTH
☐ Health & dental providers

INSURANCE COMPANIES
☐ Business / Commercial property / Renters’
☐ Vehicle
☐ Health / Dental / Disability

UTILITIES
☐ Utilities (electric, gas / fuel oil, water, sewage, garbage / recycling)
☐ Cable / Satellite / Streaming services / Internet
☐ Landline / Cell phone companies

MISCELLANEOUS
☐ Tenants / Renters
☐ Address on labels & marketing materials (stationary, shopping bags, business cards, etc.)
☐ Business website & social media accounts
☐ Magazines / Newspapers / Newsletters / Other subscription services
☐ Online shopping accounts
☐ Professional associations
☐ Special business licensing / certification requirements (e.g., Certificates of Origin)
☐ Address numbers on mailbox (if any)
☐ Other: ____________________________________________________________
Frequently Asked Questions — BUSINESS

Q. When will the new addresses be released?
A. Marathon County’s CPZ Department will be mailing an Official Notice of new Uniform Addresses to residents, landowners, and business owners whose addresses will be changing. This Official Notice will be mailed in a series of batches between March and November 2018, and resuming again in spring 2019. A few weeks before sign installation is projected to begin in a given village or town, Official Notices will be mailed, informing recipients of their new 6-digit address, as well as other details of the project.

Q. Is there any way to get my new address provided to me early?
A. No. Whether you’re a resident, landowner, or business owner, you’ll be notified of your new address a few weeks prior to installation/delivery of any new address signs. For safety reasons, we will not be releasing any addresses to the public or posting them online (www.MyMarathonCountyAddress.org) until Official Notices are mailed.

Q. Does this address change alter the legal status of my property?
A. A new deed is NOT needed, as property is described by the legal description and tax parcel number, not by the address. A Uniform Address change should not affect any property-related legal documents.

Q. Where can I check if the road name my business is on is changing?
A. You can view the Road Name List on the Maps page at www.MyMarathonCountyAddress.org for a listing of road names (sorted by municipality) that were renamed due to the Uniform Addressing project.

Q. Will I be charged for the new Uniform Address sign?
A. No. Businesses will NOT be charged for the new County-issued Uniform Address signs. Marathon County has committed funds to cover the cost of replacement road-name signs and address signs related to this Uniform Addressing project for participating municipalities. We understand there may be extra costs for you to change your address, but the change is necessary in the interest of public safety.

Q. Will people still be able to use online maps and GPS systems (e.g., Google Maps, MapQuest, Garmin devices) to find my business?
A. Yes, eventually. However, since these are private companies, Marathon County does not know when they will perform such updates. When they do, users may need to go online to update their devices. Users should contact the customer support department of the manufacturer of the device or service provider for assistance. NOTE: Some GPS devices/services may NOT include free updates, and users may be charged for such updates.

Q. I have a database of clients, customers, and/or other businesses and contractors whom I work with. Will I have to update my database with the new addresses?
A. Yes. Depending on the type of business you have, clients may contact you directly to update their address in your system. In most cases, however, you will need to update any new addresses yourself. The CPZ Department provides cross-reference tables (available on the Maps page at www.MyMarathonCountyAddress.org) that match former addresses to their corresponding new Uniform Addresses. With the use of these downloadable spreadsheets, businesses should be able to make the needed address changes in their databases.
Q. Why adopt Uniform Addressing? Can’t you find pretty much anything with a GPS?
A. Global positioning systems (GPSs) can be off from time to time. With 10 existing address grids (featuring similar and some nearly identical addresses), GPS users and emergency services can sometimes be directed to the wrong location. The Uniform Addressing System will give each location its own unique, six-digit address — which will be unmistakable for another — aiding Marathon County emergency services in its goal to provide the RIGHT SERVICE to the RIGHT PLACE at the RIGHT TIME.

Q. What if I accidentally give Emergency Medical Services (EMS) my old address during an emergency situation? Will they be able to find my business?
A. Police, Fire, and EMS personnel in Marathon County will maintain a cross-reference table of former addresses and corresponding new Uniform Addresses during this transition period so they can locate you by both your former and your new address. Emergency services will still be able to locate you if your former address is given, but it may add precious time to their response.

Q. How does my address relate to the 911 System?
A. Marathon County’s Conservation, Planning, and Zoning (CPZ) Department assigns addresses for all the towns (unincorporated municipalities) and uses this information to create maps, one of which will show the exact location of your business when you call 911. CPZ is also responsible for the information that goes into the 911 Computer-Aided Dispatch System for Marathon County’s Communications Center. When you call 911 from a landline phone (NOT from a cell phone), your business’s name, address, phone number, directions to your business, and all emergency responders responsible for your location automatically appear on the communication officer’s screen.

Q. Can I still use paper maps, atlases, plat books, and other directional guides featuring the former road names and addresses?
A. Marathon County posts cross-reference tables (Excel spreadsheets) that match former addresses to their corresponding new Uniform Addresses on the Maps page at www.MyMarathonCountyAddress.org. With the use of these tables, you should be able to find the locations you are looking for on printed maps, plat books, and guides.

Q. What if I refuse to comply with the new Uniform Addressing ordinance?
A. If you refuse to comply with the Uniform Addressing ordinance, you will be endangering yourself and anyone inside the building. All emergency services, postal/delivery services, utilities, and phone companies will use your updated Uniform Address once it is implemented. Therefore, if you deliberately use the wrong address, you will run the risk that people — including emergency response units — will have trouble locating you in a timely manner.

Q. Do I need to get a new driver’s license?
A. You do NOT need to get a new driver’s license unless you have a commercial driver’s license (CDL). If you have a CDL, you ARE required to obtain a driver’s license with your new address on it. ALL drivers with a new address must update their address online through the Department of Motor Vehicles (DMV) website at http://wisconsindot.gov/Pages/online-srvcs/change-addy.

Q. Why isn’t my new address being recognized by some online businesses yet?
A. When your Uniform Address sign is installed, your new address will already have been updated with the national United States Postal Service (USPS) database. Many companies and online businesses access USPS data through a third-party vendor that issues updates on its own schedule. This may cause a delay in your new address being updated or verified by some companies, utilities, or online businesses. AFTER your new address sign is installed, if you’re doing online banking — or using a credit card for an online purchase or payment — and you have problems with your new address being recognized or accepted, simply use your old address until the company updates its customer address list to match the USPS database.
Appendix A: Uniform Addressing Status Map

This status map shows which municipalities are participating in the Uniform Address project as of November 2018. To view a Sign Installation Progress Map, please see the Maps page of www.MyMarathonCountyAddress.org.
Appendix B: Proposed Uniform Addressing Grid