Data Transition: CommunityConnect FAQs

What is changing?

We are changing the data provider for data in CommunityConnect from Esri to Synergos Technologies Inc. (STI).

Who is STI?

STI was founded in 1993 and is located in Austin, TX. STI operates from a simple, but powerful, business philosophy: develop information-rich data products that help organizations maximize their market research and make better business decisions. STI's dedication to accuracy and responsive customer service has brought it to the forefront of today's leading consumer-focused companies. Today STI data is used by leading companies in retail, real estate, healthcare, telecommunications, finance, and other industries. Clients include Kroger, Walgreens, Weingarten Reality, Family Dollar, Del Taco, and Crosland, among many others.

When will the change in data providers occur?

The change to the new data will begin in August 2014 and be completed this fall.

Are the data sets changing?

The same data sets that we currently use will continue to be available:

- Current year demographic and socio-economic data (PopStats)
- Neighborhood based market segmentation data (LandScape)
- Census 2010 data
- American Community Survey data

Are any data sets being added?

Yes, we are adding two data sets:

- Consumer spending data called "Spending Patterns." It displays the amount of money households spend on a range of goods and

services. This is a great indicator of what people value from a lifestyle perspective.

- Business, occupation, and employment data called "Workplace." It displays such information as number of business establishments, employees, occupations, and salary/wage per employee. This data helps libraries focus services on local businesses.

Why is CIVICTechnologies changing data providers?

We are making these changes for several reasons:

- More robust market segmentation data:
  - It is updated more frequently than other providers.
  - It better communicates information about family, educational attainment, occupations, income, and so forth.
  - It provides new data points customers have through 15 lifestyle indices including social indices, crime indices, and health indices.
  - It is more accurate than at the census block group level and, very importantly, can be accurately split along census block boundaries.

- More accurate data: STI's PopStats demographic data, at every geographic level, has an extremely low error ratio. For example, the PopStats estimate differed from the actual 2010 Census by only 3,422 people nationally. A detailed analysis showed that 33 states varied by less than 1 percent. And for over 1,750 counties nationwide representing over 215 million people, the STI data differed by no more than 2.5% to the actual census.

- Stable pricing: STI offers consistent, predictable pricing that will allow CIVIC to keep our prices stable.

- Integrated data: STI delivers integrated, internally consistent data sets so we can assure you that the data is rock solid.

- Flexible ways to combine the data that will enable us to build on synergies between CommunityConnect and BusinessDecision, and develop new products.

- Customer support: STI provides excellent customer service and support. We will spend less time trying to get information from our data provider and manipulating their data, freeing us up to focus more on meeting your needs. It is more accurate than at the census

block group level and, very importantly, can be accurately split along census block boundaries.

How will the transition to the new data be implemented?

Our goal is to make the change in data providers as smooth as possible. You will not experience any disruption in service and will continue to use the same interface to access CommunityConnect. To ease the transition to Landscape, the new market segmentation system, we will prepare a table available in CommunityConnect that compares the new block group-level segment names with the old Tapestry system. We will also provide LandScape segment descriptions that you can print.

How does STI data compare to Esri data?

PopStats demographic data has lower error ratios at all geographic levels than Esri.

What exactly will be changed in CommunityConnect?

We will change the population numbers in tables in Find Customers, Increase Services, Compare Service Areas, and Segments. We will completely update all of the data in Market Research. We will also update information in the Support pages, Overview PDF, and User Manual PDF.

What support services will CIVICTechnologies offer to facilitate the transition?

We will provide a range of information and services to facilitate the transition. These include the following:

- Live and recorded webinars: watch our website for webinar dates and links to recorded webinars.

- Data White Paper: we are in the midst of preparing a data white paper. We'll notify all of our clients when it is available, and post it on our website.

- Data documents: we are also in the midst of preparing individual documents describing in detail the data.