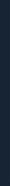




ATLAS
MAPPING®



VISION®

2020 Census Vision Update Packages

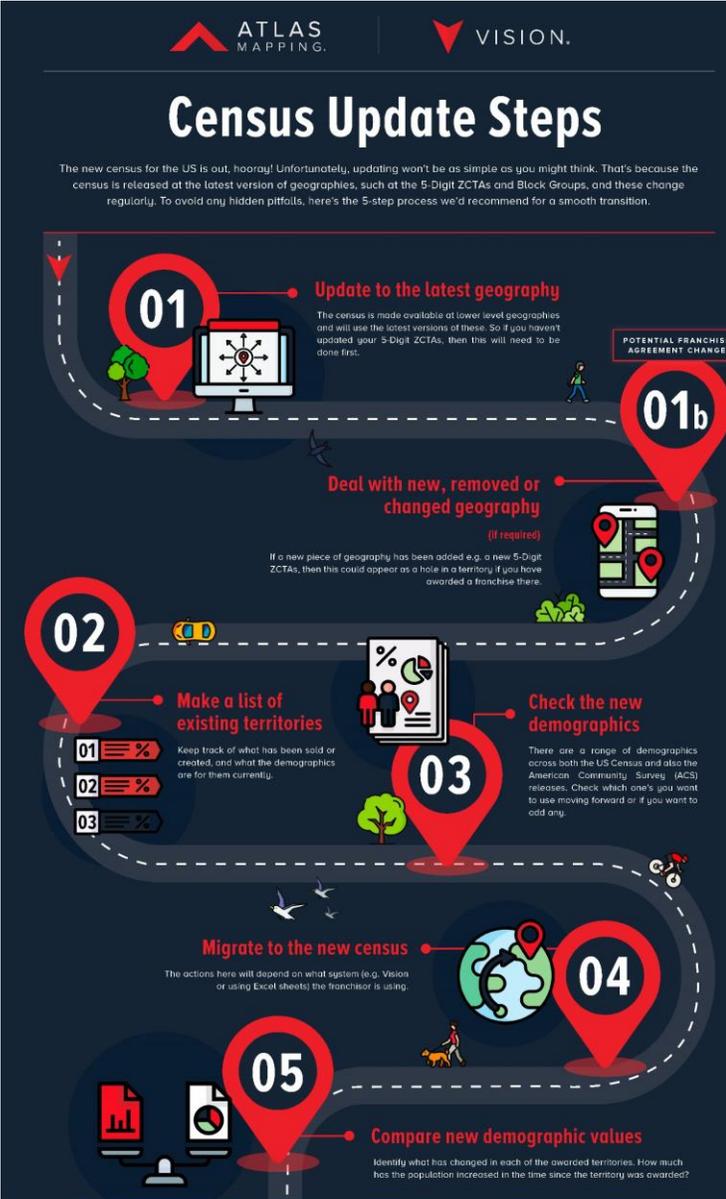
What's Coming With The 2020 Census?

The 2020 Census release will bring with it new demographics and new geographic boundaries. This means that to use the new census you will need to also update any territories to the new geography.

We have created a 5-step process for updating to the new census which can be seen on the infographic image to the right. You can also download the infographic [here](#).

To support you, we have created service packages which save you time and make the most of the opportunity the new census brings.

The following pages describe what each service package provides.



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Census Update Steps

The new census for the US is out, hooray! Unfortunately, updating won't be as simple as you might think. That's because the census is released at the latest version of geographies, such as the 5-Digit ZCTAs and Block Groups, and these change regularly. To avoid any hidden pitfalls, here's the 5-step process we'd recommend for a smooth transition.

- 01 Update to the latest geography**
The census is made available at lower level geographies and will use the latest versions of these. So if you haven't updated your 5-Digit ZCTAs, then this will need to be done first.
POTENTIAL FRANCHISE AGREEMENT CHANGE
- 01b Deal with new, removed or changed geography (if required)**
If a new piece of geography has been added e.g. a new 5-Digit ZCTA, then this could appear as a hole in a territory if you have awarded a franchise there.
- 02 Make a list of existing territories**
Keep track of what has been sold or created, and what the demographics are for them currently.
- 03 Check the new demographics**
There are a range of demographics across both the US Census and also the American Community Survey (ACS) releases. Check which one's you want to use moving forward or if you want to add any.
- 04 Migrate to the new census**
The actions here will depend on what system (e.g. Vision or using Excel sheets) the franchisor is using.
- 05 Compare new demographic values**
Identify what has changed in each of the awarded territories. How much has the population increased in the time since the territory was awarded?

Would you like to chat about what this means for your business? **BOOK A CALL WITH US NOW**

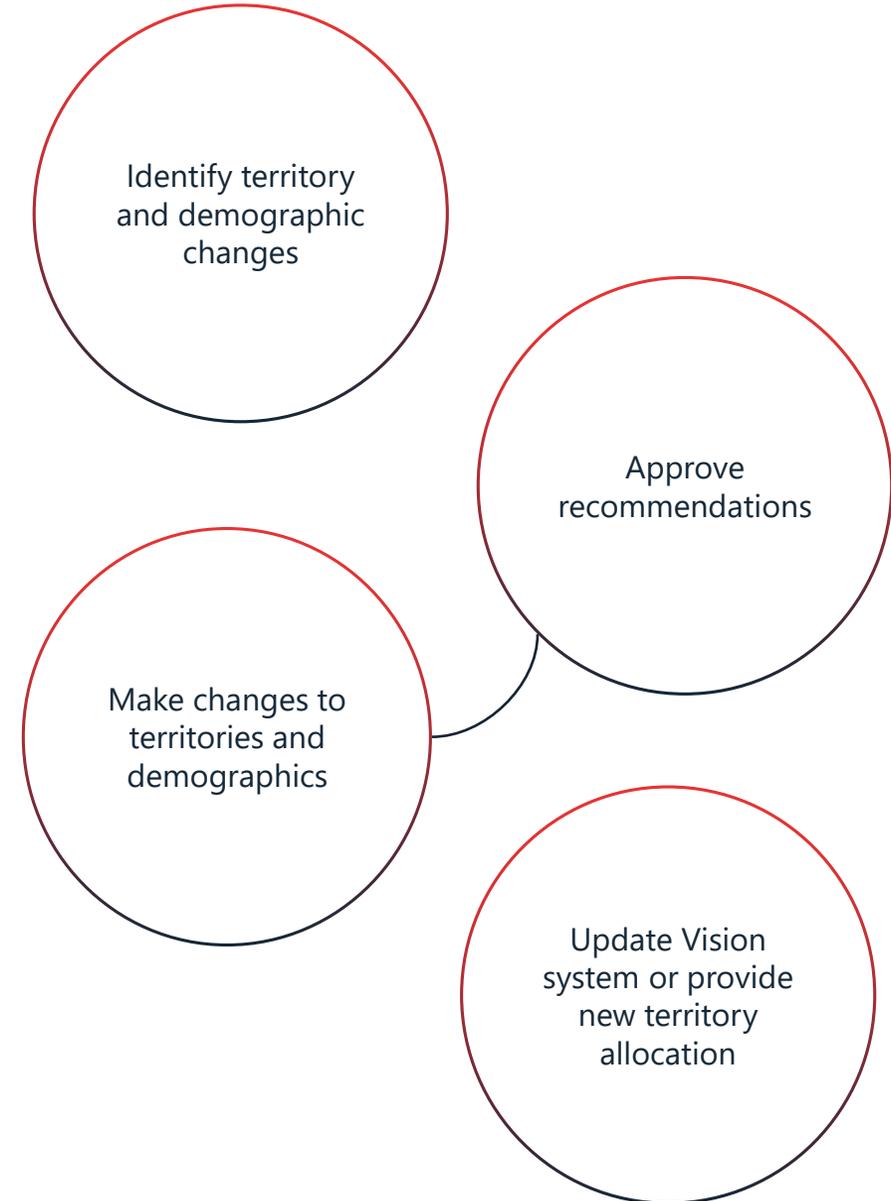
Alongside the following options, you can also choose this add-on pack. Choosing to have our support in the update means that we will handle updating your territories to the latest geography and demographics.

We will highlight the new geography being added to territories and recommend which territories to assign them to. We will select the matching 2020 Census demographics and any “best-fit” demographics where they don’t entirely match. We will also create any custom demographics and make you aware of changes that will impact your system.

Once you approve our recommendations, we will go through your network(s) and manually change the territory boundaries and demographics.

PRICE

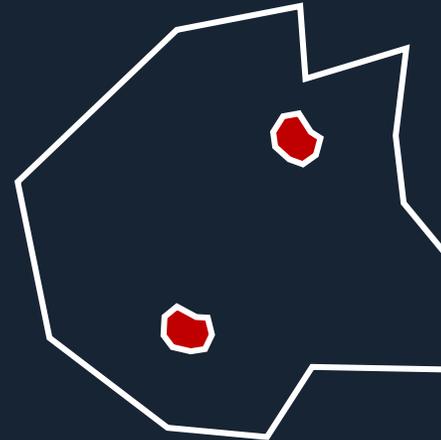
POA



Territory before update



Territory after update



Households	60,000
Population	100,000
Age 0 to 7	6,000

Households	62,000
Population	105,000
Age 0 to 9	9,000

Once the new Census is available in Vision, you will be able to update at the click of a button. It will be down to you to track which new demographics you want and to handle any of the territory boundary changes that may occur.

This workload's size will depend on how many territories you have and the number of demographics you have assigned to your layers.

New Geography

When you update, there will be new geography added to your system e.g. new ZCTAs. The red areas show how this might look after you update.

New Demographics

It might be that you will not be able to access the same demographics in the new census.

Here's our [US 2020 Census Update Workflow document](#) to help you complete the update.

New ZCTAs	Territory Affected
00611	Territory A
00636	Territory A
00802	None
00820	None
00830	Territory B
00840	None
00850	Territory C

The ZCTAs change every 10 years with the release of the US Census and there have been large changes in this release. There are 197 ZCTAs that have been removed and 868 ZCTAs added. Prior to updating, your Vision system will identify any territories affected by the removed ZCTAs in the Update Boundary Summary, but not the new ZCTAs.

We can run an internal report that identifies whether any of the new ZCTAs should be allocated to a territory. This will save you hours of searching your territories and the new ZCTAs.

PRICE

Vision Subscribers

One territory layer \$500

Each additional layer \$200

Non-Vision Subscribers POA*

* Your price will depend on what format you are able to provide your existing territories and the number of territories.

Territories before update

Territory	Households	Population
A	35,000	60,000
B	50,000	80,000
C	36,000	65,000

Territories after update

Territory	Households	Population
A	38,000	65,000
B	55,000	92,000
C	34,000	70,000

In this package, we will give you a before and after view of the demographic changes for each territory across the network.

We will also recommend which new demographics you should use with the new census.

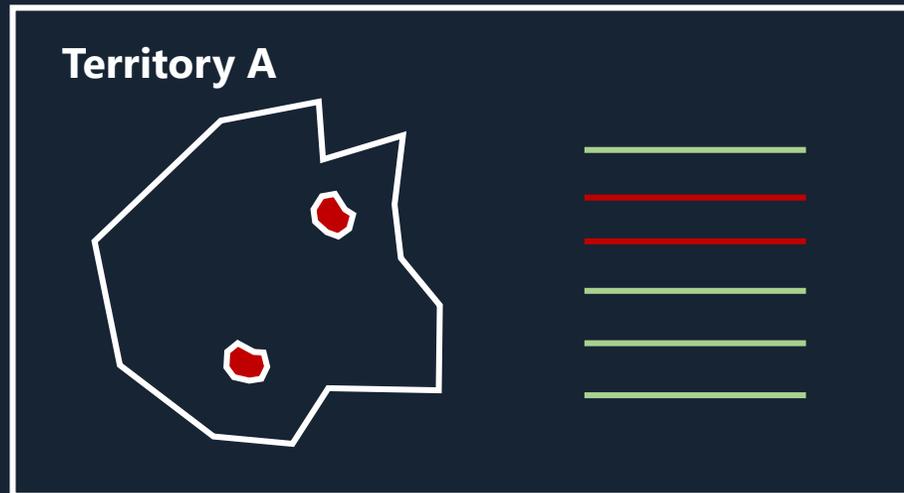
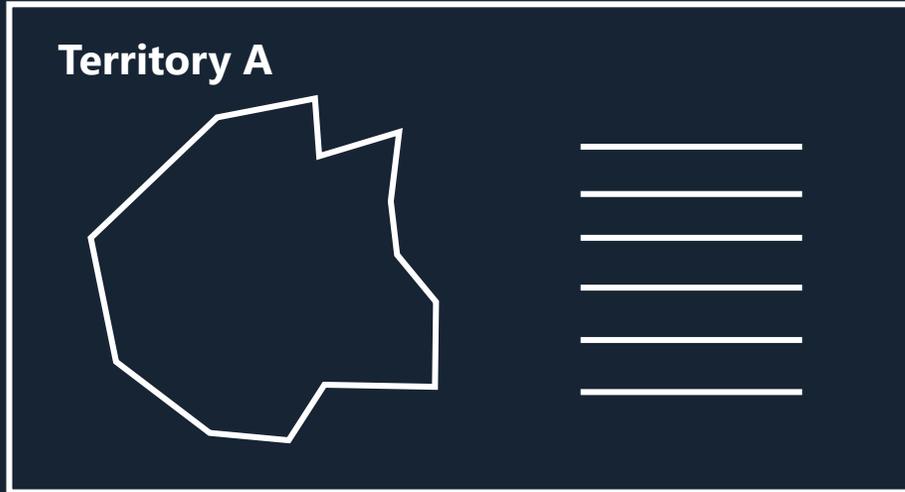
This is a large report that outlines all the changes between the ACS, Census and both. Here is an [example report](#) you will receive.

PRICE

Vision Subscribers **\$1,280**

Non-Vision Subscribers **POA***

* Your price will depend on what format you are able to provide your existing territories and the number of territories.



Each territory report will give a summary of the territory as it currently exists, and any changes made after the update. This may include new geography, demographics and demographic values. Reports will be for sold territories and will focus on up to 8 target demographics. Here is an [example report](#) you will receive.

PRICE

Vision Subscribers

Option 2 and Option 3 \$1,780

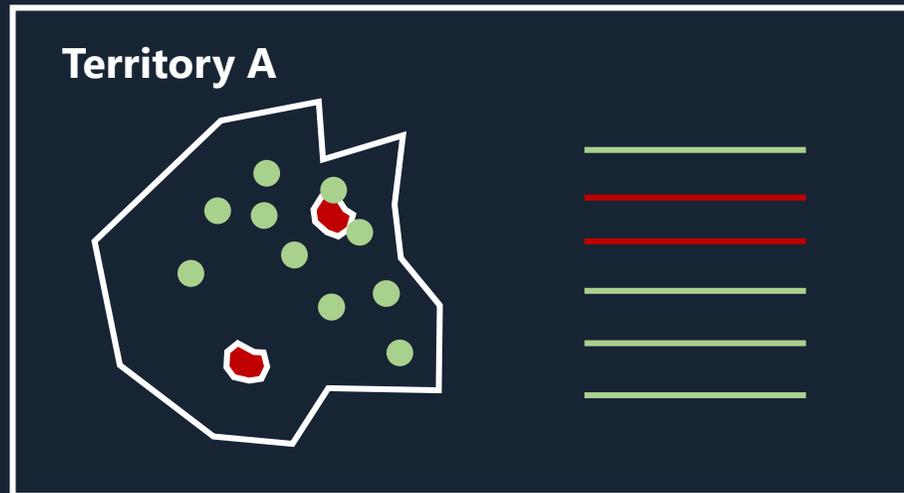
Reports

Up to 5 Territories \$640

Each Extra Territory \$120

Non-Vision Subscribers POA*

* Your price will depend on what format you are able to provide your existing territories and the number of territories.



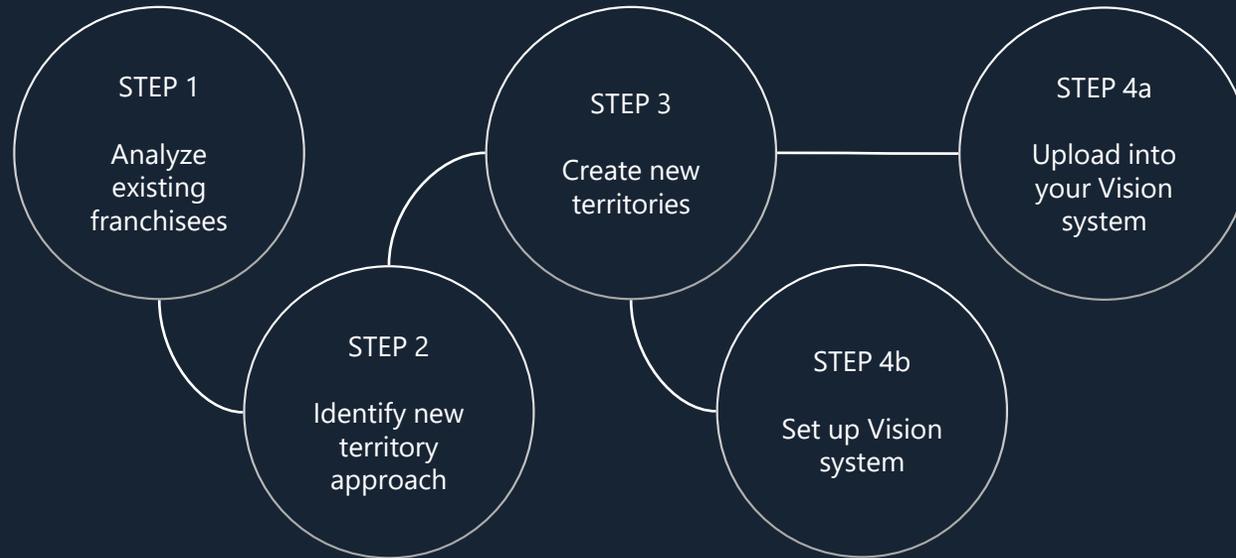
Plotting customer locations can reveal an incredible amount of how well your franchisees are covering their territory. It will show opportunities for growth to use alongside the updated demographics. It can also help reveal the potential for reshaping territories for franchisees close to renewal. Or highlight parts of a territory where a franchisee can sell to other franchisees.

PRICE

Vision and Non-Vision Subscribers

POA*

* Your price will depend on what format you are able to provide your existing territories, customer data and the number of territories.



With a territory mapping project, we can take your franchise network to the next level. The project's end goal is to define every territory opportunity you have available across the country. We ensure that each territory is optimized to contain enough potential customers for a franchisee to be successful.

Our approach provides a consistent framework for businesses of any size.

PRICE

Projects typically cost between \$5,000 to \$13,000 depending on the size of your network and the complexity of assessing your customer data. For large networks, we'll need to create bespoke packages to suit your needs.