

# Data Check-Up

## Scoring Guide

### 90-100 Excellent

Your data is in top shape!

### 70-89 Good

Some improvements are needed.

### 50-69 Fair

Data issues could impact decision-making.

### 30-49 Poor

Urgent improvements needed!

### 0-29 Critical

Data is unreliable and unusable.

(\_\_\_/10)

### Data Collection & Reporting

Our Organization has data collection/reporting process and time scheduled monthly for completion.

(\_\_\_/15)

### Data Storage & Backup

Our program has a designated system where data resides that is regularly (at least weekly) backed up. Sensitive data is stored properly , protected, and only accessible to authorized users.

(\_\_\_/10)

### Data Accessibility & Knowledge Sharing

Key program staff and/or volunteers know where our data resides and how to access it.

(\_\_\_/10)

### Data Organization & Consistency

Our data is neatly organized and follows a consistent format (e.g., addresses, business categories).

(\_\_\_/15)

### Metric Collection & Relevance

Our program collects all eleven metrics required by National Main Street. We also collect additional metrics directly related to our identified Transformation Strategy.

(\_\_\_/10)

### Accuracy & Validation

Data is reviewed at least annually for accuracy and updated as needed to avoid outdated information.

(\_\_\_/10)

### Reporting & Data-Driven Decisions

Our organization produces an annual report using our reinvestment statistics.

(\_\_\_/10)

### Data Utilization & Promotion

We use reinvestment statistics in sponsorship appeals and funding applications. We promote annual data in press releases, presentations to council, and/or social media.

(\_\_\_/10)

### Data Succession & Continuity

Our program has a data collection succession document that identifies where data comes from, how often it is collected, and key contacts for obtaining it.