BUILDING A RESILIENT COMMUNITY THROUGH DATA & A DASHBOARD

Challenges and Solutions:

- **Challenge:** Nashua does not have an existing plan, program, or established goals
  - **Solution:** Highlight the actions the City has taken and the data that demonstrates progress

- **Challenge:** Community members are unaware of the Actions the City has taken
  - **Solution:** Leverage an online tool for ongoing, streamlined engagement—Nashua chose the KLA Dashboard as the Platform

- **Challenge:** Sharing data does not inspire people to act
  - **Solution:** Turn your data into a story that will connect with people on an emotional level

**SET THE STAGE**

- Provide simple explanations and connect on an emotional level.

- **Why is this Important?**
  - People learn differently. Some people learn best when they listen, others need to see the information, and still others prefer to feel it or have some kinds of movement while learning.

**PROVIDE CONTEXT**

- Offer perspective to truly understand where you are at.

- **Why is this Important?**
  - Data only tell an effective story when we provide context and comparisons. A single data point on its own tells us very little.

**INVITE THE COMMUNITY TO BE PART OF THE SOLUTION**

- The time to engage is when you have their attention.

- **Why is this Important?**
  - If you are going through the effort of pulling data together to demonstrate progress and be transparent with your community, why not invite them to be part of your success story while you have their attention?

**TURN YOUR DATA INTO A STORY**

- **Why is this Important?**
  - Data can only tell an effective story when we provide context and comparisons. A single data point on its own tells us very little.

**KNOW YOUR AUDIENCE**

- Display the data in multiple ways and with multiple colors and images.

- **Why is this Important?**
  - People learn differently. Some people learn best when they listen, others need to see the information, and still others prefer to feel it or have some kinds of movement while learning.

**Context Slider**

- Equivalencies
- Success story highlights
- Comparisons
- Challenges

**Charts & Graphs**

- Audio options to explain in more detail or share a story
- Short description of what chart is showing
- Use multi-colored graphs to help the data stand out
- Provide options of graphs to click through

**Why is this Important?**

- Why we care
- How we measure
- Data & Goals
- Where we are at
- Where we want to be
- Help create a goal—perhaps some community members have ideas about this, this is a place they can share those ideas