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Checklist
8 Signs Bad Citizen and Vendor Data is Holding You Back

Not only does data give local governments insight into the communities they serve, it can also be used to measure the effectiveness of previously implemented strategies in order to develop new, more effective strategies. If you are experiencing any of these challenges, it's time to improve your data quality strategy.

1. Returned Mail & Undelivered Communications

☐ Are you dealing with a high level of undeliverable-as-addressed mail, including tax bills, permits and licensing information, or election-related mail?

☐ Do constituents regularly complain about not receiving important notices?

2. Low Response Rates to Public Communications & Engagement

☐ Are emails, SMS and postal communications receiving low response rates?

☐ Are residents missing consultations, bin collection changes or appointment reminders?

3. Increased Manual Work & Data Entry Errors

☐ Is staff spending too much time manually entering, correcting and updating records?

☐ Are duplicate or inconsistent records causing confusion across departments?

4. Challenges in Collecting Tax & Service Charges

☐ Are incorrect addresses leading to unpaid taxes, liens and service fees?

☐ Do revenue and benefits teams struggle to locate constituents due to outdated records?

5. Compliance Risks & Privacy Concerns

☐ Are data inconsistencies making it harder to meet consumer privacy laws?

☐ Are incorrect or duplicate records creating potential security vulnerabilities?

6. Unidentified or Inaccurate Risk Assessment

☐ Does staff have difficulty verifying a supplier's self-provided data during the procurement process?

☐ Is disconnected or outdated data on government properties and other assets limiting proper risk assessment and proactive risk mitigation efforts?

7. Outdated Records Affecting Emergency & Social Services

☐ Are housing, health services, or emergency response staff working with outdated resident contact details?

☐ Could incorrect addresses potentially delay urgent support or care for vulnerable individuals?

8. Disconnected Systems Across Government Departments

☐ Are different departments (public works, health, planning & zoning, emergency management) working with separate, inconsistent records?

☐ Does the lack of a single view of the constituent result in a lack of coordination and inefficiencies?

If You Ticked 2 or More Boxes… It's Time to Act!

Improving citizen and vendor data can help your city or county:

✔ Reduce costs & improve day to day operations

✔ Ensure timely communications & enhance resident engagement

✔ Increase tax collection & revenue recovery

✔ Stay compliant with data privacy & security regulations

Book a free data audit to see how accurate contact data can transform your government operations and support your mission.

Book My Data Audit

Melissa solutions cleanse, enrich and connect your data by:

- Validating, standardizing & updating postal addresses in real time
- Verifying residents and entities to protect against fraud & waste
- Enriching records with demographic, property & location data
- Deduping and connecting related records for a Single Citizen View

About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in areas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships.