



Self-Assessment and Community Evaluation Platform FAQs

Q. What is the Community Evaluation Platform?

- A. The Main Street America Community Evaluation Platform (sometimes also called the Accreditation Platform) is an online platform that provides a one-stop portal for local programs to complete self-assessments for Main Street America designation and access related resources. Coordinating Programs and Main Street America will also utilize the platform to submit assessments of programs.

Q. How do I access my account on the platform?

- A. Visit <https://mainstreetreporting.org/login>, then enter the email address associated with your account and your password. Please see below for details about login credentials:
- **Email:** If you are unsure of the email address associated with your program, please contact your Coordinator. [Find contact information for Coordinating Programs here.](#) (Note: Account details for platform users are provided by Coordinating Programs.)
 - **Password:** If you experience issues using your password, click “Forgot Password” and follow the instructions provided by the platform.

Q. Can I request additional user accounts?

- A. A maximum of one (1) user account is available for each program. Additionally, it is highly encouraged that only one login session be active at any one time in order to ensure that responses are saved properly. *Tip: Consider using a general or shared inbox to allow trusted team members to access your program’s platform profile.*

Q. When is my self-assessment due?

- A. Each Coordinating Program establishes self-assessment deadlines, with most having a mid-February deadline. Please contact your Coordinating Program if you have any questions about the deadline. Additionally, a deadline countdown indicator displaying the number of days remaining to complete your assessment can be found on the reporting platform’s main page.

Q. How can I learn more about the platform and how to use it?

- A. There are many ways to become more familiar with the platform!
- **Training Webinar:** On October 21, 2025, staff from Main Street America and the platform developer, The Relish Jar, hosted a webinar to provide information about the reporting timeline and preview updates to the assessment process and platform. [Watch the recording here >](#)
 - **User Manual & Video Tutorials:** Check out the user manual and video tutorials available through the platform. While logged into your account, click the “Help” tab on the left-hand side of your dashboard, then browse and select tutorial materials under the “Documentation” section.
 - **Request Support:** For additional support, send a support request ticket by clicking the “Create New Ticket” button (located at the top of the Help section) or the “Get Help” button (located in the Support Requests section of the Dashboard). Make sure to



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complete the form, providing detailed information about the issue, and click “submit.” Your request will be sent to platform administrators.

Q. Who completes the self-assessment process? Who completes the self-assessment through the platform?

- A. Completion of the self-assessment is a shared responsibility of the Main Street program’s Board of Directors and executive director. Using the self-assessment worksheet, [available here](#), is strongly encouraged. Once the Board has discussed the scoring, the executive director should enter agreed upon responses and scores in the platform.

Q. Will Board members be able to use the platform to provide their input on the self-assessment?

- A. Board members will not provide their input on the self-assessment through the platform. Rather, we recommend that they use the self-assessment worksheet to record their scores. Copies of the self-assessment tool and worksheet are available for download on the [MSA website here](#). We recommend that the Board of Directors utilize a board meeting to discuss each member’s input and determine final scores.

Q. Will we be able to print the self-assessment form and mail it in?

- A. All programs must use the platform to submit their self-assessment. This ensures a streamlined process for Local Programs, Coordinating Programs, and Main Street America.

Q. How is a program’s final score determined?

- A. A program’s final score is determined by its Coordinating Program’s assessment. In cases where Main Street America conducts the assessment, its scores, in consultation with the Coordinating Program, will be used.

Q. Why are programs required to complete the self-assessment?

- A. Annual program self-assessments are an important opportunity for local Main Street leaders, volunteers, partners, and Coordinating Programs to come together to reflect on the progress of a program’s efforts and identify opportunities to build and grow. The self-assessment process and tool have been developed to help Main Street leaders recognize how their program’s efforts already align with the new Standards and identify areas for deeper focus and prioritization. The self-assessment also serves as a basis for local leaders to work with their Coordinating Program on identifying areas for capacity building, program development, and training needs.

Q. How are Accredited and Affiliate designations through Main Street America determined?

- A. To achieve Accreditation, programs must meet the baseline requirements and achieve an overall average score of at least three (3) points per Standard. Programs that do not meet the baseline requirements will not be eligible for the Accredited designation, though they may qualify for designation at the Affiliate level.



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Q. Do programs have to meet all of the Baseline Requirements?

- A.** In order to achieve the Accredited designation through Main Street America, a program must meet all of the Baseline Requirements.

Q. Are all activities listed under each Indicator requirements?

- A.** These activities are examples of how Main Street programs can meet each Standard. These example activities are not an exhaustive or prescriptive list; rather, they are included to provide guidance and inspiration. Programs are invited to count these and other related activities towards each Indicator. For City-hosted programs, equivalent or comparable activities as allowed by the local government's charter and policies may also be counted.

For example, under Standard 5: Preservation-Based Economic Development, nearly twenty (20) examples of the types of work that aligns with this Standard are listed. Engaging in work related to each of these examples would indicate an exceptionally strong preservation approach, but it is not necessary for a program to do so in order to achieve high marks.

Q. Will programs that receive most of their funding from municipalities be penalized?

- A.** The six Standards reflect the importance of broad-based community support for Main Street programs. However, we recognize that city-sponsored programs may derive most of their operational funding from this single source. In these instances, programs may use income generated from sponsorships, grants, event revenue, merchandise sales, etc., as well as partnerships with other non-profit or civic organizations to demonstrate a diverse funding plan.

The establishment and management of a companion 501(c)(3) organization for acquiring privately-sourced funds to allow for special project funding may also be counted towards efforts to create a more sustainable organization. Additionally, city-based programs may also show broad-based community commitment through its committees and volunteer program.

Q. In addition to responding to the questions in the Baseline Requirements and Standards sections, do programs need to provide anything else in order to complete their self-assessment?

- A.** Yes! Programs will need to upload documents related to three of the nine Baseline Requirements:
- *Question 1 – Board Composition:* Listing the organization's current Board of Directors and detailing their affiliations, strengths, commitments, certain demographic information, and term information.
 - *Question 4 – Detailed Work Plan:* Showing expected outcomes, responsibilities, tasks, dates, etc., for each project that your program has undertaken in the last year.
 - *Question 5 – Program Budget:* The program's operating budget that shows actual income and expenses for the review year.

Sample templates are available for download via the platform and [MSA website here](#). Programs may use these templates or their own materials that satisfy this upload requirement.



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Please note that some Coordinating Programs will also require additional materials; this information will be provided on the platform's dashboard. Programs are advised to contact their Coordinating Program with any questions about these additional documentation requirements.

Q. Is attendance at the Main Street Now Conference a requirement of Main Street America designation?

- A.** Attending the Main Street Now Conference is not a requirement for Main Street America designation. However, programs are required to demonstrate the ways in which their staff, Board, and volunteers are engaging in ongoing training, education, and professional development related to downtown revitalization. Qualifying activities include participation in national, regional, and local industry-related conferences, quarterly trainings offered by Coordinating Programs, Main Street America webinars, the Main Street America Academy, etc.

Please note: Some Coordinating Programs require their communities to attend the conference as a part of their letters of agreement or memorandum of understanding; programs must adhere to these and any other requirements.

Q. Do I still have to report reinvestment impact statistics to my Coordinating Program?

- A.** Yes, all programs will continue to report their reinvestment impact statistics to their Coordinating Program separate from the self-accreditation process. Coordinating Programs will also continue to send information and instructions about this reporting process and deadlines to programs.