

Town of Franklin

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Franklin Announces Launch of New Website *Enhancing Citizen and Government Communication & Incorporating New Town Logo, Tagline*

Franklin, MA – (January 29, 2025) The Town of Franklin is pleased to announce that it has launched its new website (<https://www.franklinma.gov>).

“As part of our biennial town goals, I am excited to announce the launch of the Town’s new website”, said Town Administrator Jamie Hellen. “The new site will help community members stay connected to town resources, accurate and timely news, and serve as a one-stop for all official town information.”

The website went live on Tuesday, January 21, 2025 at noon. The project team has taken the last week to work out some imperfections on the site and respond to user feedback, as residents begin to utilize the site. In conjunction with the Town Branding Project which created a new Town of Franklin logo and tagline, the project team worked on the website redesign process over the last eight months with website developer CivicPlus, a leading government website provider.

The website now has additional mobile-responsive functionalities and enhanced accessibility features, as well as a cleaner, easier layout to help visitors better navigate the site. CivicPlus’ content management system will allow Franklin the ability to increase resident engagement by offering more dynamic content and more timely news through its set of robust features, well-designed layout, accessibility and functionality.

“It is our hope that with the new website the Town of Franklin will be able to increase its community engagement and enhance the communication between residents and the local government.” said Tom Mercer, Chair of the Town Council. “One notable area is a Town Budget

website with up to date information on the town budget process and archival information for residents to have all of the information they need as the community discusses the FY26 Budget.”

Through featured modules on the new site, citizens will be able to view agendas and minutes, report a concern, view job and volunteer opportunities, and sign up for notifications more easily. To sign up to receive notifications from the Town, please visit the Town website at <https://www.franklinma.gov> and click the "[Notify Me](#)" button on the left side of the page. Users must create an account to receive notifications, and once the account is validated users will be able to log in and select what notifications they would prefer to receive.

“The Town encourages residents to assess the new site and [share observations with the Town Administrator’s office](#), ” said Deputy Town Administrator Amy Frigulietti. “Looking forward, we aim to use the new website as a tool that will grow and evolve to meet the needs of the community. We ask users to check back frequently for new information and features.”

While the Town’s official seal will *remain* an image of Benjamin Franklin with his well known quote, “Industry Need Not Wish”, the website promotes the new Town logo and tagline - “The First of Many” - a nod to Franklin’s history as the first town named after Benjamin Franklin, the first town to have a public lending library and the birthplace of public education, through Franklin native Horace Mann. This slogan is also an acknowledgment of Franklin’s pursuit to be a leader - with excellent public schools and first rate public safety.

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