

# Town of Franklin

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OFFICE OF THE TOWN ADMINISTRATOR

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FOR IMMEDIATE RELEASE

## TOWN OF FRANKLIN SEEKS INPUT FROM RESIDENTS

*The Town of Franklin has launched The National Community Survey to gather resident input for strategic planning initiatives and to align goals around the community's top priorities.*

Franklin, MA – In January 2025 the Town of Franklin released Phase 1 of the National Community Survey (NCS), which was developed by [National Research Center](#) at [Polco](#), in an effort to gather resident feedback on a wide array of topics including economy, mobility, community design, utilities, safety, natural environment, inclusivity, engagement, and other elements of Franklin's overall livability. In Phase 1, five-thousand randomly selected households received mailed invitations to complete the NCS.

Phase 2 of the NCS begins on February 5, 2025, and is the Open Participation Survey, which is open to all Franklin residents aged 18 and older.

To participate, residents will need to visit [polco.us/Franklin2025](https://polco.us/Franklin2025) and complete the survey. The survey results will show Franklin's strengths and areas in need of improvement, highlight what matters most to residents, and provide the Town with valuable data to incorporate into future policy discussions and strategic planning.

"I encourage all residents to complete the National Community Survey," stated Town Council Chair Tom Mercer. "This is a great opportunity for residents to help shape the future of Franklin. By providing Town staff and local officials like myself with critical insight into how residents feel about life in Franklin today, we can work together to make Franklin an even better community in the future."



To participate, residents may visit [polco.us/Franklin2025](https://polco.us/Franklin2025) or scan the QR code to complete the survey. The random selection survey and community-wide open participation survey will both close on February 19, 2025.

For more information, contact Project Manager Kate Hinckley, Director of GIS at (508) 553-5534 or visit our website at <https://www.franklinma.gov/974/National-Community-Survey>.

**About Polco:** Polco brings people and data together to help build stronger, healthier communities. With award-winning community engagement tools and services, Polco allows leaders to engage residents around their most important topics, align goals, and strengthen public trust. Polco is committed to a strict privacy policy, designed to keep participants' responses confidential and protect personal data. Learn more at [info.polco.us](https://info.polco.us).