



Commonwealth of Massachusetts
Town of Wrentham
Board of Selectmen
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February 23, 2017

Mr. Sean R. Cronin
Senior Deputy Commissioner of Local services
Division of Local Services
PO Box 9569
Boston, MA 02114

RE: Website Redesign Grant (Citizen Engagement Initiative)

Mr. Cronin,

At the request of Ms. Kocher, please find the details below describing the completion of the Website redesign project, the results of the project and a brief description of how the Town of Wrentham and its residents are benefiting from this successful initiative.

The project was completed in September, 2016 as signified by the redesigned website being placed into production and active for all on September 2, 2016. The original scope was included and regression testing, defect corrections phase of UAT, parallel testing of key components, promotion of the site, and stakeholder training has been conducted.

The Wrentham website has been refreshed with pages in an easier-to-use format with updated content which includes:

- Pull-down and slide-out tabs to identify pockets of information
- Individual pages have been created for each department with persistent navigation
- Easy access and find it fast tabs to key resources and links, news and announcements features on the home page
- Invitation to Nixle signup for alerts and announcements
- Mobile friendly for navigating regardless of tablet, phone, or other mobile device.

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The redesigned website has been well received and within weeks of implementation nearly 1000 of the town's residents have opted in using Nixle for alerts and announcements.

Each stakeholder responsible for their respective web content were trained in a collective session and those stakeholders will be responsible for succession planning and training within their departments as necessary. Individual training has been completed between the Town Clerk's Office (previously responsible for posting public information) and the Town Administrators office, now responsible for same.

We have received \$7,350 and the remaining balance \$2,450 to be paid upon receipt of this letter from the Town of Wrentham certifying the project is complete.

Sincerely,



William F. Ketcham
Town Administrator

WFK\kwf

cc: Pam Kocher
Director of Special Initiatives
Division of Local services
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Boston, MA 02114

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