



Franklin Township, New Jersey

How Reevaluating Current Tools Led to a New Vision for Digital Engagement



703

Published
Website Pages

12

Departments
*integrating a combination
of three Granicus products*

43

CMS Admins

2,750

Website Resident
Accounts

OVERVIEW

When Franklin Township wanted to adopt a holistic approach to integrating government services and agenda management into a modern, resident-first web experience, Granicus offered features that helped them think outside the box.

SITUATION

When Bob McQueen took on the role in Franklin Township, New Jersey, he and his team set out a vision for efficient and effective digital citizen engagement. The new digital vision included integrating website capabilities with agenda management.

SOLUTION

When McQueen and his team looked at the unique features and capabilities of Granicus' Peak Video tool for govMeetings, they discovered the new innovations that met their vision of an upgraded citizen experience. Video tagging, which allows board meetings to be tagged by topics for easier searching, particularly stood out.

RESULTS

Analytics, combined with immediate priorities such as COVID-related information, will dictate the direction and speed at which integration takes place. Whether it be for citizens or board commissioners, McQueen knows that the key to a successful digital government experience is balancing accessibility, convenience, and efficiency.

MUST HAVE SOLUTIONS

govMeetings
govAccess

“With these tools, we’re looking to streamline all aspects of the digital experience, from citizen service to live board meetings.

- Bob McQueen, Director of IT, Franklin Township, NJ