



# Town of Concord

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## OFFICE OF THE TOWN MANAGER

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FOR IMMEDIATE RELEASE  
December 30, 2016

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### Concord Awarded ‘MMA’s Municipal Website Award’

CONCORD, MA—The Town of Concord is proud to announce it has been named the winner of Category 2 (population 15,000-49,999) for the Massachusetts Municipal Association’s 2017 Municipal Website Awards. The notice of award comes on the heels of the Town launching their new website in September, after having not been updated for nearly a decade.

“The website redesign was a long process; one that was a long time coming and has proven to be worthwhile in the pursuit to make our community’s access to public information more readily available. It is an honor to have been recognized for this award by the MMA” said Assistant Town Manager Kate Hodges.

February 2016 marked the beginning of the redesign process, which included extensive work to choose design and layout options, as well as migration of nearly 1,900 pages of content and years of documents pertinent to the town government. Nearly 50 employees were trained to work on the new website, so each department would be able to update their information regularly. The site officially launched on September 8, 2016. Town staff has since been working to acclimate the community to the new platform and make slight modifications to continually improve the website through their feedback.

Judges for the award evaluated municipal websites based on the following criteria:

- Clear branding as the official municipal site
- Intuitive navigation tools and organization of material
- Robust search function
- Timely information
- Availability of public records
- Functionality, interactivity and convenience
- Information about departments (e.g., key personnel, contact information, office hours, and department mission or purpose)
- City/town hall address and hours
- Visual appeal and overall experience

Representatives of the Town will be accepting the award on January 21 at MMA's 2017 Annual Meeting and Trade Show at the Hynes Convention Center in Boston.

The Town continually seeks feedback from residents on the website, so it can be tailored to the community's needs. Please email [publicinfo@concordma.gov](mailto:publicinfo@concordma.gov) for comments or questions.

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