Franklin's Sustainability Story: Using StoryMaps to Connect Residents with Climate Action

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Background

Why this project matters: Many sustainability and clean energy projects occur at the municipal level, but residents often do not know:

- What projects exist
- The environmental benefits achieved
- How these efforts affect everyday life

Project Goal

Create an interactive story map that:

- Highlights Franklin's sustainability initiatives
- Makes municipal projects accessible to residents
- Visualizes municipal projects and impacts

Key Questions

- What sustainability projects have been implemented?
- How can GIS and story telling improve public understanding?
- How has Franklin reduced their carbon footprint?

Process

Research & Data Collection → **Department Interviews** → **StoryMap Design**

Data Sources

Stakeholder Interviews:

- DPW, Conservation, Facilities, Planning

GIS Data:

- Solar Installations
- Conservation Land

Municipal Data:

- Mass Energy Insight
- Utility Consumption Reports

Sustainability Projects

- Water Conservation
- Solar Plants
- Wetlands Protection
- LED Light Installations
- Compost & Recycling Programs
- EV Charger Installations

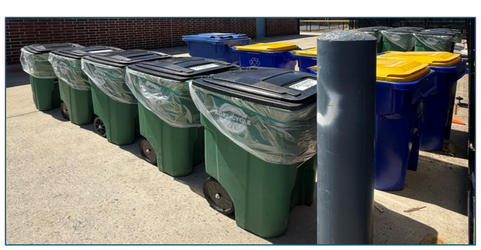
Findings

Solar Energy:

- Upper Union Solar Plant
- Bellingham Solar Plant

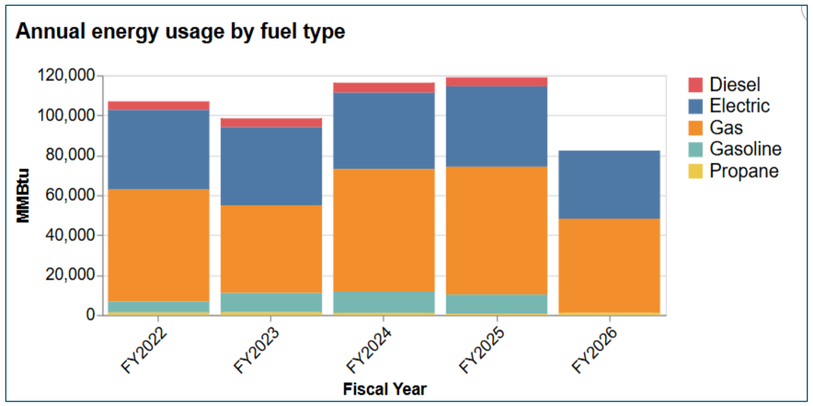
Waste Reduction:

- Public School Composting
- Senior Center Composting



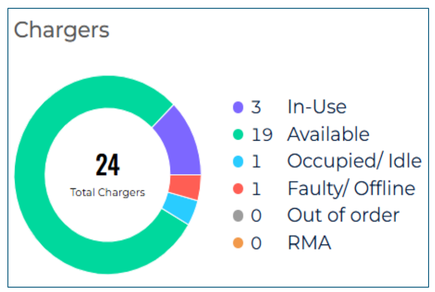
Utility Data

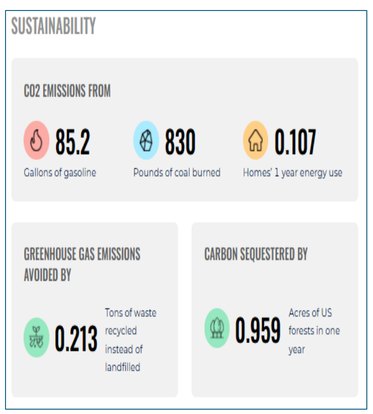
Franklin has become notably less reliant on energy sources like diesel and gasoline for FY2026.



Transportation:

- Public EV Chargers





Main Takeaways

1. Franklin has implemented many sustainability initiatives that residents may not be aware of.

2. GIS and StoryMaps provide an effective way to communicate complex municipal projects.

3. Visual storytelling can strengthen community engagement and transparency.

4. Connecting residents with local sustainability efforts supports future climate action.

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