

STRATEGIC PLAN

For the City of Auburn, Maine



2020

A Plan to take Auburn into the next 150 years.

“ Auburn is committed to the importance of a dynamic downtown and strong neighborhoods that, together with a well-protected environment, offer healthy and sustainable living and make ours a welcoming, inclusive community. We believe Auburn is most successful when people feel engaged, connected and empowered here and when they see themselves and this community as economically resilient. ”

~Auburn's Strategic Planning Committee

TIMELINE: From Resolve to Implementation

COUNCIL RESOLVE
APPROVAL OF COMMITTEE
SUB-CMTE MEETINGS
COUNCIL ACCEPTANCE
COMMUNITY “LANDING”

September 2018

November 2018

December 2018 – April 2019

September 2019

October 2019

PRIORITIZATION & IMPLEMENTATION BEGINS NOW!

STRATEGIC PLANNING: By the numbers.

Approximately **100** residents, business leaders and community partners participated in sub-committee work, which spanned nearly **1,000** hours & **6** months.

03

FOCUS AREAS

The Strategic Planning Committee & Sub-Committees began with three focus areas: QUALITY, GROWTH & INVEST.

09

GOAL STATEMENTS

The Sub-Committees developed nine strategic goals, then expanded on them, forming solutions, action steps & tasks for each

24

STRATEGIES

Twenty-four strategies were presented to the Invest Sub-Committee.

11

RECOMMENDATIONS

The Strategic Planning Committee blended 24 strategies to form 11 final recommendations.

STRATEGIC PLAN: Final Recommendations.

Work to protect and fully enjoy Auburn's natural resources

Protect Lake Auburn and all other bodies of water

Develop a downtown management district focusing on Great Falls Plaza, downtown and the Androscoggin River

Define and promote industry clusters

Address identified public service and infrastructure needs

Define neighborhoods; support rehabilitation and beautification

Prioritize transportation by using transit to connect people with communities, employment & services

Improve image of schools and increase commitment to and value of education

Study and plan to increase pedestrian environment, to include connectivity

Establish a city-wide communications plan

Invest in arts, history, culture, recreation, and entertainment

STRATEGIC PLAN: Final Recommendations.

Work to protect and fully enjoy Auburn's natural resources.

For example...

- **Identify, map & list recreational properties**
- **Explore grant opportunities with local partners for new trails/parks**
- **Develop a plan & timeline for connecting all trails within Auburn while focusing on 'walkability'**

NEXT: Prioritization & Implementation.

Standing agenda item
for City Leadership
Team meetings



Prioritization of
recommendations
by City Council

“Top 5”

SP updates
included in
Council Initiatives
Report

Input from Staff
Leadership Team



City of Auburn
“Partnership Summit”
within the next six
months to evaluate
progress to-date

STAFF INPUT:
“Top 5” Strategic Priorities for 2020

COMMUNICATIONS PLAN
GREAT FALLS DEVELOPMENT
WALKABLE DOWNTOWN
PUBLIC SAFETY BUILDING
ARTS, CULTURE, HISTORY & RECREATION

Council's 2020 Strategic Priorities?

- ___ Protect and enjoy natural resources**
- ___ Protect all bodies of water**
- ___ Downtown management district**
- ___ Define and promote industry clusters**
- ___ Public service and infrastructure needs**
- ___ Neighborhood definition, rehabilitation & beautification**
- ___ Prioritize transportation & connectivity**
- ___ Schools & education**
- ___ Pedestrian environment**
- ___ Communications plan**
- ___ Arts, history, culture, recreation & entertainment**

TELL US WHAT YOU THINK.

**Council's Strategic
Priorities for 2020?**