STRATEGIC PLAN

For the City of Auburn, Maine





A Plan to take Auburn into the next 150 years.

66 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

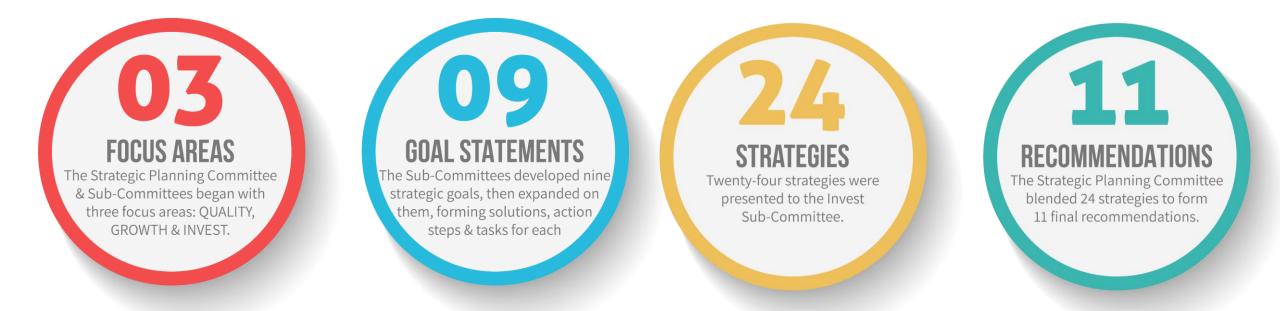
COUNCIL RESOLVE APPROVAL OF COMMITTEE SUB-CMTE MEETINGS COUNCIL ACCEPTANCE COMMUNITY "LANDING"

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.



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?