



City of Auburn, Maine
Office of Permitting & Code Enforcement
60 Court Street | Auburn, Maine 04210
www.auburnmaine.gov | 207.333.6601

Agenda

Comprehensive Planning Committee

Thursday April 24, 2025 at 6:PM

Council Chambers Second Floor Auburn Hall

1. **ROLL CALL:** Committee Members, City Staff and Consultants
2. **MINUTES:** Minutes from March 25, 2025
3. **PUBLIC COMMENT**
4. **COMP. PLAN SURVEY:** Feedback from Committee members (attachment)
5. **STUDENT ENGAGEMENT:** Feedback from Committee members (attachment)
6. **COMMUNITY ENGAGEMENT:** Discussion with Committee members
7. **COMMUNITY PINPOINT WEBSITE:** Operational - Overview of the website
8. **SUBCOMMITTEES:** Committee members' preferences
9. **SHAREPOINT SITE FOR DOCUMENTS:** For use by Committee members (Planning Staff)
10. **NEXT MEETING DATE:** May 27 2025 – Confirm date with committee members
11. **ADJOURNMENT**



City of Auburn, Maine

Office of Planning & Permitting

David Hediger, Director

60 Court Street | Auburn, Maine

04210 www.auburnmaine.gov |

207.333.6601

Draft Minutes

Comprehensive Plan Committee

March 25, 2025 at 6:PM

Council Chambers Second Floor Auburn Hall

1. **ROLL CALL:** Committee Members, City Staff and Consultants

Rex Rhodes, Heidi Bertels, Riley Bergeron, Paul Jacques, Dana Staples (Vice Chair), John Cleveland (Chair), Jeff Harmon, Rick Whiting, Matt Duvall, Bruce Rioux, Virginia Keel, Kelly Butler - Becky Conrad arrived at 6:40

Committee Members Absent: Jane Costlow, Denis Bergeron, Tim Cowen, Adam Lee

Staff Members present: Dave Hediger, Eric Cousens, Natlie Thomsen, Phil Crowell and Denis D'Auteuil

Consultant Members present: Alison Tobey and Kevin Price

2. **MINUTES:** Minutes from February 25, 2025

Motion to approve: Dana Staples Second: Paul Jacques

Vote: Unanimously approved

3. **PUBLIC COMMENT**

No Public Present

4. **DRAFT PROJECT SCHEDULE:** Review and Comments

Alison Tobey shared the proposed timeline and breakdown of tasks and deliverables with the committee. The tasks coming up in the coming months include producing the draft of inventory chapters for the committee to read and

review, determining subcommittees based on interests and knowledge among the committee members and some initial outreach efforts to engage the community.

The committee, consultant and staff discussed the inventory chapters and inquired about the best way to provide input into the chapters. The consultant has already made an information request to the city and city staff has been sharing relevant documents and resources with the consultant to aid in the drafting of the inventory chapters. The consultant is also meeting with department heads to interview them and gather information.

Dana Staples inquired about subcommittees and the commitment involved in participating in those meetings. Expressed interest in having access to the data provided for the drafting of inventory chapters.

Dave Hediger offers to have the staff share the list of documents that Berry Dunn has requested as part of the data collection with the committee and if committee members want to see any of the documents or information that has been shared to make a request to staff and that information can be shared.

17:02

5. **DRAFT ENGAGEMENT PLAN:** Review and Comments

Alison Tobey shared the engagement plan with the committee. She touched on various ways that the committee, staff and consultant can engage with the community and stakeholders such as online resources, social media outlets, in-person events, meetings, workshops, print materials, etc.

Target audiences include Auburn residents, local businesses, community organizations, boards and committees, social service providers, regional organization and visitors.

Social Pinpoint website will be able to capture information from visitors, collect opinions and suggestions and can morph and develop throughout the process based on the type of engagement and feedback we are looking to receive at that point in the process.

24:58

6. **DRAFT SOCIAL PINPOINT WEBSITE:** Review and Comments (Here is the link: <https://engageberrydunn.mysocialpinpoint.com/plan-auburn> shortened link: <https://tinyurl.com/plan-auburn>)

Alison Tobey walked through the draft version of the Social Pinpoint webpage. She showed the various features of the platform to capture engagement and feedback. The webpage will be updated throughout the process based on the type of feedback we are looking to capture from the community. Activity on the

website can be tracked to see how many people engage, where they are coming from, how long they spend on the page, etc.

Heidi Bertels asked about how information posted on the website is moderated. Alison shared that there is an automated monitoring tool that will filter out strong or inappropriate language or non-relevant information that is posted on the site. Staff also has the ability to remove comments that don't meet guidelines.

John Cleveland asked about other engagement tools and more details on those tools, Auburn Facebook page and other social media. Eric Cousens mentioned that there are thousands of followers on the official Auburn social media sites and those will be used to direct people to the Social Pinpoint page through links and QR codes.

John Cleveland asked about engagement opportunities with students and youth in the city. The consultant mentioned that they will be meeting with school representatives this week for department interviews and can discuss opportunities to engage with students. Staff also mentioned that the city has student representative members on both the City Council and Planning Board, and they can engage those student members to run meetings or events within the school.

Matt Duvall inquired about ways that the committee or community members can engage in topic-related discussions (examples Planning and how that relates to the environment, etc). Alison Tobey mentioned that Bangor, as an example, held a series of meetings that discussed various parts of Planning and how that relates to land use and development and Auburn could explore holding some of those sessions if there is interest. GIS map features also will allow the consultant to create story maps that will pull information out of the GIS map layers that will allow people to explore parts of town.

50:00

7. OTHER DOCUMENTS

- a. Strategic Plan – accomplishments to date
- b. List of Inventory Chapters
- c. Subcommittee options

Alison Tobey shared the list of inventory chapters and suggested groupings for subcommittees.

Dana Staples asked about the charge for subcommittees and what deliverables are expected from the subcommittees.

The board and consultant discuss that subcommittees can focus their efforts on the various chapters related to their topics and provide edits, insights, comments on chapters related to those topics as well as to run meetings or discussions later

in the process that focus on the various topics later in the process. Subcommittees also provide some focus and ownership from committee members over parts of the plan which can be helpful to the process.

The committee determined they would like to use the 3-subcommittee structure proposed by the consultant.

Bruce Rioux expressed appreciation for the amount of work that the consultant has put into planning out this process so far.

1:06:30

8. **NEW MEETING DATE:** April 2025

The regularly scheduled meeting for April would fall on Tuesday, April 22nd, but the City Council meeting will be held that day since April 21st is Patriot's Day. The committee voted to move the meeting to Thursday, April 24th.

9. **ADJOURNMENT –**

Motion to adjourn: Paul Jacques **Second:** Dana Staples **Vote:** Unanimous

1:09:56



City of Auburn

Comprehensive Plan Community Visioning Survey

Landing Page: The City of Auburn is in the process of updating the 2010 Comprehensive Plan. This update will provide the community with the opportunity to shape future growth, policy, and investment decisions. The final plan will be guided by community input, values, and vision for the future. This survey serves as an opportunity to understand the challenges and strengths that community members experience and identify priorities for the City's next comprehensive plan.

1. What do you value most about Auburn?
 - a. Access to jobs
 - b. Access to amenities and services
 - c. Housing options
 - d. Location in the region and state
 - e. Sense of community
 - f. People/neighbors
 - g. Arts and cultural events and programs
 - h. Educational opportunities
 - i. Parks and recreation opportunities (including senior programs)
 - j. Transportation options and accessibility
 - k. City services and programs
 - l. Rural areas and agriculture
 - m. Other
2. What changes would have the greatest positive impact on you or your family's quality of life?
 - a. Better access to healthcare
 - b. Better access to open space and trails
 - c. Improved walkability and pedestrian connectivity in the downtown
 - d. Lower cost of living
 - e. More and/or improved recreation facilities and programs
 - f. More job opportunities
 - g. Better access to child care
 - h. More housing options (including more affordable housing and a variety of housing options)
 - i. More opportunities for community and social interaction (e.g., gathering spaces, events, programs)
 - j. More restaurants, shops, and entertainment amenities

- k. More transportation options (including more frequent and more efficient transit service)
 - l. Better schools and educational opportunities for residents of all ages
 - m. Improve access to social services
 - n. Other
3. How do you see your (and your family's) transportation needs changing in the next 10 years? (Select all that apply)
- a. I will likely need to walk, take public transportation, or use a ride share service to access parts of the City.
 - b. I will likely need to drive more/further to access employment or services.
 - c. I would like the ability to walk or bike to work, services, and amenities in Auburn.
 - d. I would like the ability to walk or bike to school/work or for my child to walk or bike to school.
 - e. I would like increased public transportation options to access parts of the City and the region.
 - f. None of the above.
 - g. Other: _____
4. How do you see your household's housing needs changing in the next 10 years? (Select all that apply)
- a. Larger home or additional dwelling to accommodate a growing family, adult children, or aging relatives
 - b. Smaller home/downsizing
 - c. ADA accessible housing
 - d. Home that is closer to jobs, local businesses, and services
 - e. Transition from homeowner to renter
 - f. Transition from renter to homeowner
 - g. Transition to senior housing development or assisted living option
 - h. More affordable home than current residence
 - i. None of the above
 - j. Other: _____
5. How do you think the City should prioritize investments in following areas? (Matrix: high priority, medium priority, low priority, should not be done)
- a. Recreation and senior programs, facilities, and parks
 - b. Traffic congestion/circulation
 - c. Road and infrastructure maintenance
 - d. Public safety, fire, and emergency response
 - e. Housing options and affordability
 - f. Planning for future development
 - g. Farmland and open space preservation

- h. Lake and water quality
 - i. Walkability and bikeability (pedestrian and bicycle infrastructure)
 - j. Preservation of historic structures and neighborhoods
 - k. Small business support
 - l. Manufacturing and industrial business support
 - m. Opportunities for new commercial development and job growth
 - n. Public safety
 - o. Access to community services and programs
 - p. Utilities and infrastructure
 - q. Climate resiliency
 - r. Public education and continuing education programs
6. Overall, how would you rate your quality of life in Auburn? (Rating scale)
- a. 1 (poor)
 - b. 2
 - c. 3
 - d. 4
 - e. 5 (excellent)
7. Why did you select this rating? (open comment)
8. Rate your level of agreement with the following statements (rating from strongly disagree to strongly agree, includes an 'unsure' option)
- a. There are enough recreational facilities, parks, and programs for all age groups in Auburn.
 - b. There are adequate opportunities for recreation on the Androscoggin River and Little Androscoggin River.
 - c. Public transportation options in the City are sufficient and meet the community's needs.
 - d. The City should focus on improving infrastructure, such as roads, water and sewer lines, and public facilities.
 - e. Public safety services (police, fire, emergency) are adequate and effective.
 - f. The local economy provides ample job opportunities.
 - g. The City should enhance efforts to preserve historical landmarks.
 - h. There is adequate access to food in Auburn.
 - i. The City should improve accessibility for people with disabilities.
 - j. The quality of public education in the City is high.
 - k. The City should promote more community events and activities.
 - l. Affordable housing is readily available in Auburn.
 - m. Environmental sustainability should be a key focus in future capital planning and land use planning decisions.
 - n. The City has adequate programs and support for vulnerable populations (e.g., low-income households, older adults, people with disabilities, non-native English speakers).

- o. Local property taxes are a burden to you and/or your household.
9. In 10 years, what is your vision for the City of Auburn? What changes would you like to see made to achieve this vision?

The following questions are intended to help us understand who survey respondents are and how representative respondents are of the broader community. All questions are optional.

1. Do you... (multi-select)

- a. Live in Auburn full-time
- b. Live in Auburn seasonally or part-time
- c. Work or own a business in Auburn
- d. Go to school in Auburn
- e. Visit Auburn regularly
- f. Other _____
- g. Prefer not to respond

2. Do you...

- a. Own a home in Auburn
- b. Rent your home in Auburn
- c. Live outside of Auburn
- d. Prefer not to respond

3. What is your age?

- a. Under 10
- b. 10 to 19
- c. 20 to 29
- d. 30 to 39
- e. 40 to 49
- f. 50 to 59
- g. 60 to 69
- h. 70 to 79
- i. 80+
- j. Prefer not to respond

4. Which race or ethnicity group best describes you?

- a. American Indian or Alaskan Native
- b. Asian/Pacific Islander
- c. Black/African American
- d. Hispanic/Latino
- e. White/Caucasian
- f. More than one race
- g. Other: _____
- h. Prefer not to respond

5. What is your household's annual income?

- a. Less than \$10,000
- b. \$10,000 to \$14,999
- c. \$15,000 to \$24,999
- d. \$25,000 to 34,999
- e. \$35,000 to \$49,999
- f. \$50,000 to \$74,999
- g. \$75,000 to \$99,999
- h. \$100,000 to \$149,999
- i. \$150,000 to \$199,999
- j. \$200,000 or more
- k. Prefer not to respond

6. How many people live in your household?

- a. 1
- b. 2
- c. 3
- d. 4
- e. 5 or more
- f. Prefer not to respond

Thank you for taking the Comprehensive Plan Community Survey! To receive updates on future comprehensive plan activities, please join our email distribution list on the project website ([LINK](#)).



City of Auburn

Comprehensive Plan Youth Engagement Questions

Older students:

1. How do you feel about your community, and do you feel like you belong?
2. What is one thing that the City could change that would improve your life?
3. What role do you see yourself playing in the future of your community?
4. Do you want to live in Auburn when you are an adult? Why or why not?
5. Describe your vision for Auburn. What do you hope the City will look and feel like in 10 years?
6. What types of amenities (shopping/entertainment, recreation, community spaces) would you like to see that better reflect the interests and needs of young people?
7. Which local issues or challenges do you feel are the most pressing in Auburn?
8. How can we ensure that the voices of young people are heard and valued in long-term planning?
9. What should be the top priority for our local leaders when planning for the future?
10. What long-term goals would you like to see Auburn pursue over the next 10 to 20 years?
11. Do you want to live in Auburn when you are an adult? Why or why not?

Younger students:

1. What do you love about Auburn?
2. Where is your favorite place to go in Auburn?
3. Describe your community. What makes you feel like a part of the community?
4. What is one thing that the City could change that would improve your life?
5. Do you want to live in Auburn when you are an adult? Why or why not?
6. Describe your ideal place to live. What does it look like? What businesses, public places, or other features does it have? Who lives there?
7. If you were the mayor for the day, what would you want to accomplish?

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