

## **INNOVATION AND TECHNOLOGY**

### **2013 & 2014 Objectives**

- To expand eGovernment services.
- To increase staff access, knowledge and skills in the utilization of technology.
- Work with City Council committees to implement SMART (Specific, Measurable, Attainable, Relevant and Time-bound) goals.
- To provide for the public good by advancing development and access to new technologies and information.
- To continue to expand fiber connectivity in the City of Auburn and regionally to increase the economic development of our City.
- To continue to look for Federal, State and Private funding solutions that can be used to enhance technology use in the City.
- To continue to work with the School District to find ways to increase technology to benefit the community.

## **COMMUNICATION AND MULTIMEDIA**

### **2013 & 2014 Objectives**

- Continue to provide increased accessibility to the City of Auburn government to residents of Auburn and the region.
- Provide timely, effective and relevant public education in important service areas and public safety.
- Continue to support the education and outreach goals of City departments with professional, timely and relevant communications tools.
- Develop a City-wide social media strategy to leverage these important tools to increase public information availability to our citizens.
- Increase awareness of City programs through use of all mediums of broadcast: print, web and broadcast.