Auburn Economic Development Strategic Plan | Open House

April 6, 2016

As part of the City of Auburn's Economic Development Strategic Plan, TIP Strategies held a series of Open Houses to provide residents with an opportunity to learn about the strategic plan and to give input on how the City should prioritize its economic development efforts. Forty-seven people attended the sessions. The findings from the Open Houses are presented below.

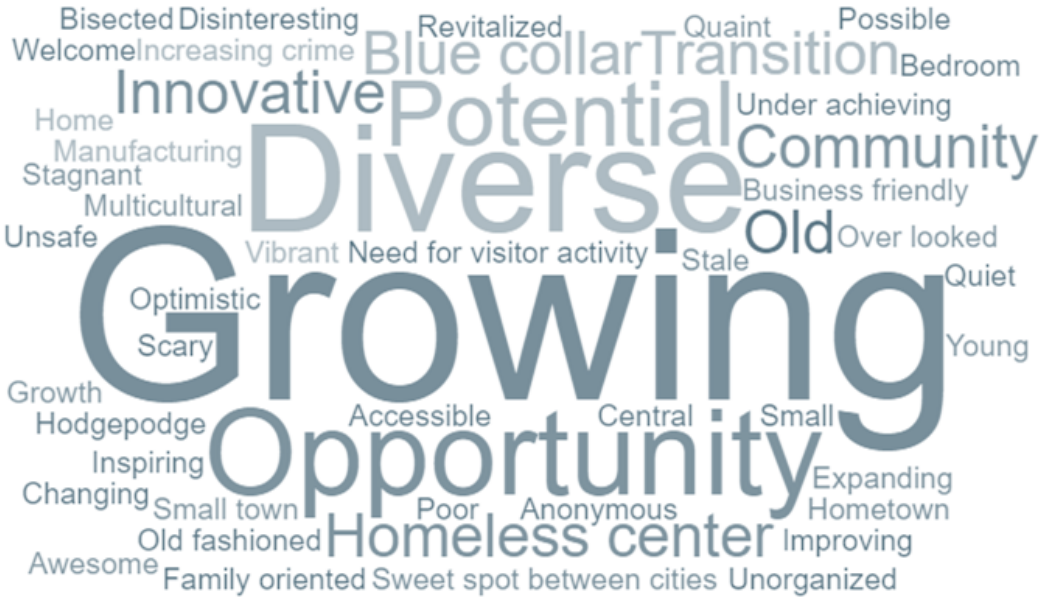
When asked about their impression of Auburn today, many participants highlighted Auburn's growth, diversity, and potential. They also cited other positive attributes such as quaint, business-friendly, family friendly, multicultural, community-oriented, innovative, inspiring, and awesome. Others cited negative attributes such as homelessness, hodgepodge, scary, unsafe, under-achieving, stagnant, increasing crime, old, and stale.

When asked about their vision for Auburn in 10 years, most participants highlighted vibrant, a destination, walkable, and safe. The other attributes listed painted a vision of improved livability and character – a revitalized downtown, more entertainment options, family friendly, and distinctive.

Participants felt that the City should focus on revitalizing targeted areas, attracting new employers, supporting existing employers, and changing the region's perceptions of Auburn. Making strategic infrastructure investments, attracting new retailers, and assisting start-up businesses were also ranked as important. Advancing catalyst projects and marketing Auburn to the real estate community were ranked lowest priority.

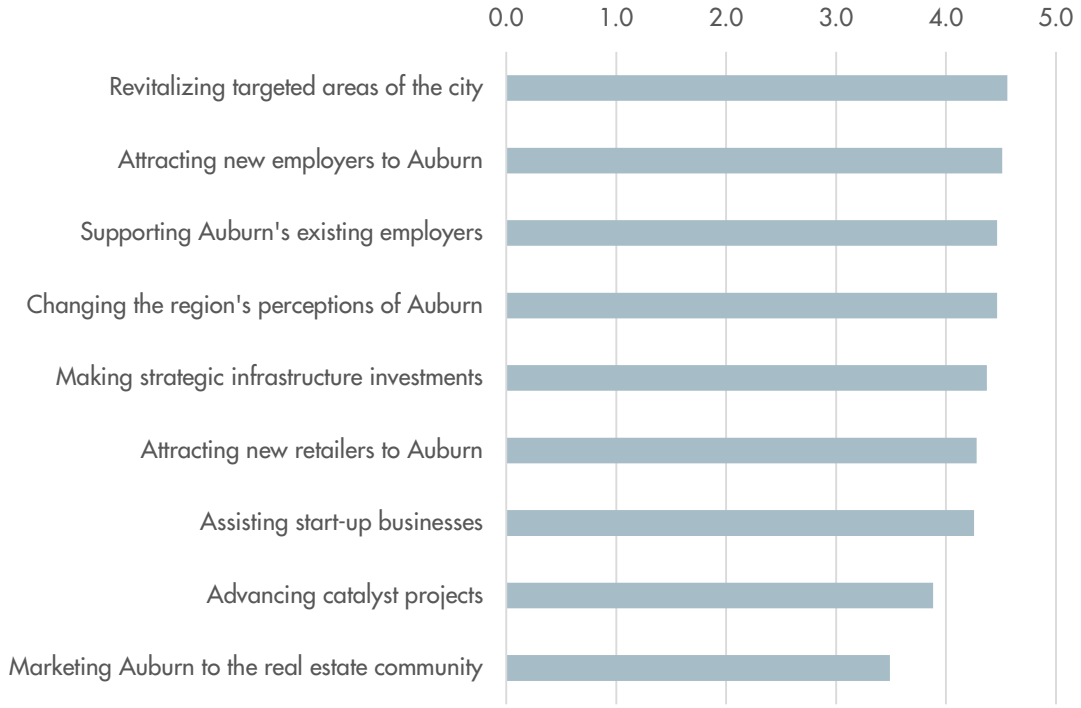
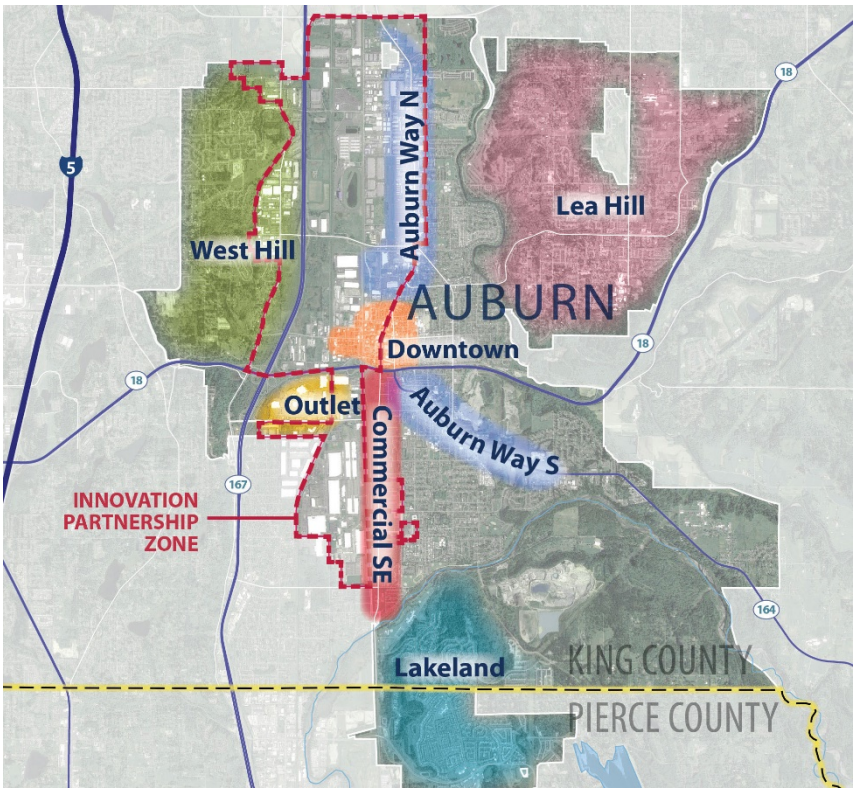
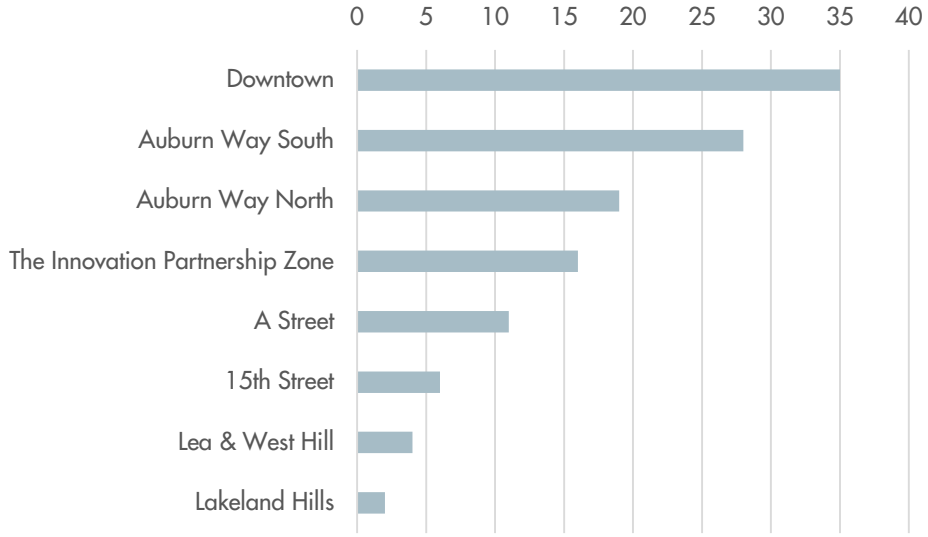
Downtown and Auburn Way South were the areas that participants felt the City should focus on. Auburn Way North, The Innovation Partnership Zone, and A Street were the next highest priority commercial areas.

QUESTION 1: What words would you use to describe Auburn today?



QUESTION 2: What words would you use to describe Auburn in 10 years?

QUESTION 3: What programs should be the focus of economic development in Auburn?



QUESTION 4: What areas should be the focus of the City's economic development efforts?