

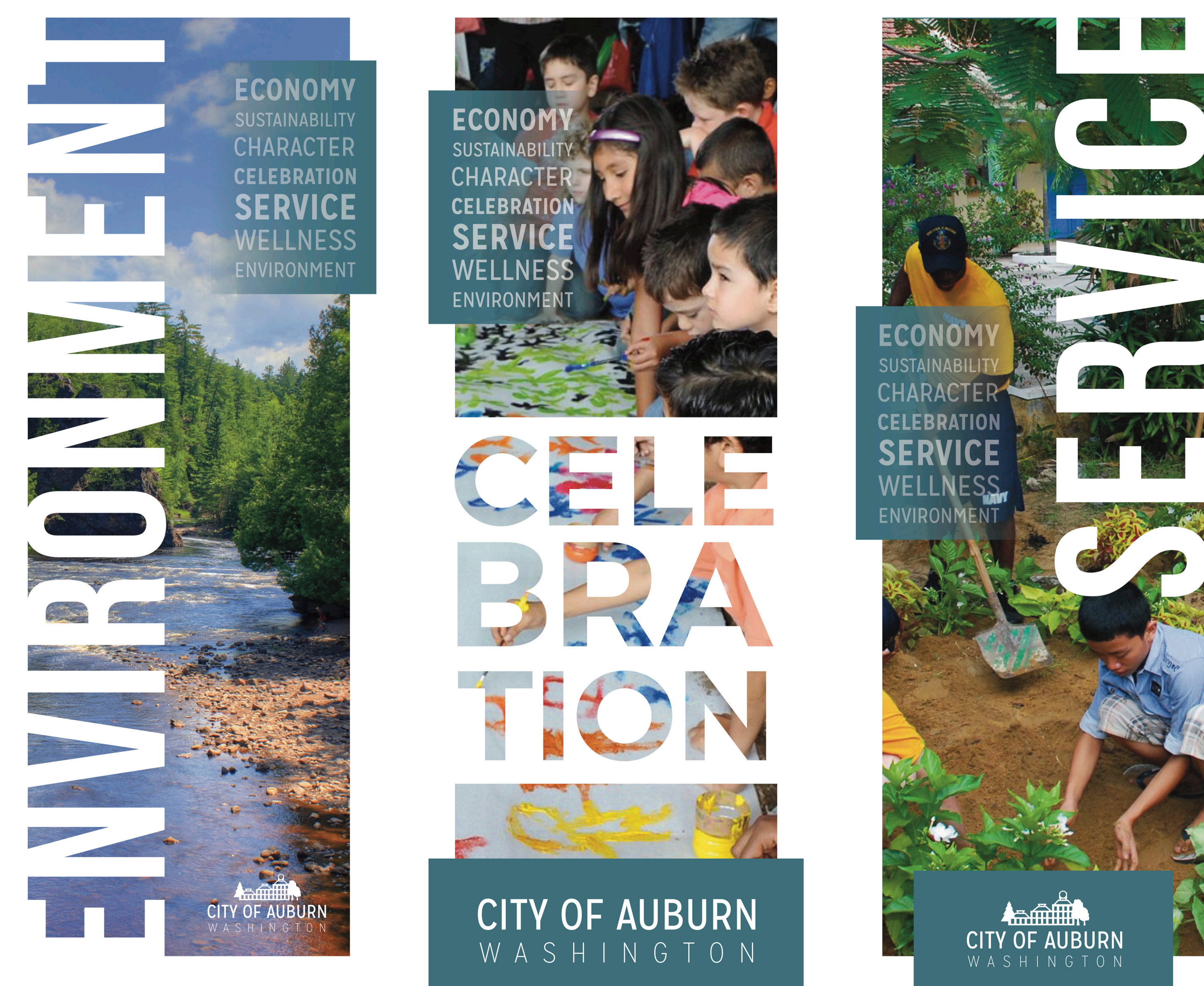
W LIVABLE CITY YEAR

City of Auburn

MARKETING AND AWARENESS OF CITY VALUES

Executive Summary

In 2011, the City of Auburn collaborated with over 1,000 residents to identify seven Values to help the city build towards the future as part of the “Auburn 2035” project. These Values are intended to be incorporated into the lives of both city employees and residents. The intention of this promotional marketing plan is to increase awareness of the Values internally within city departments and externally amongst businesses and residents.



Examples of flag banners to be hung in downtown Auburn.
Credit: Will Wilson and Creative Commons photo contributors.

Internal Suggestions

Ideas for promoting the Values among city employees:

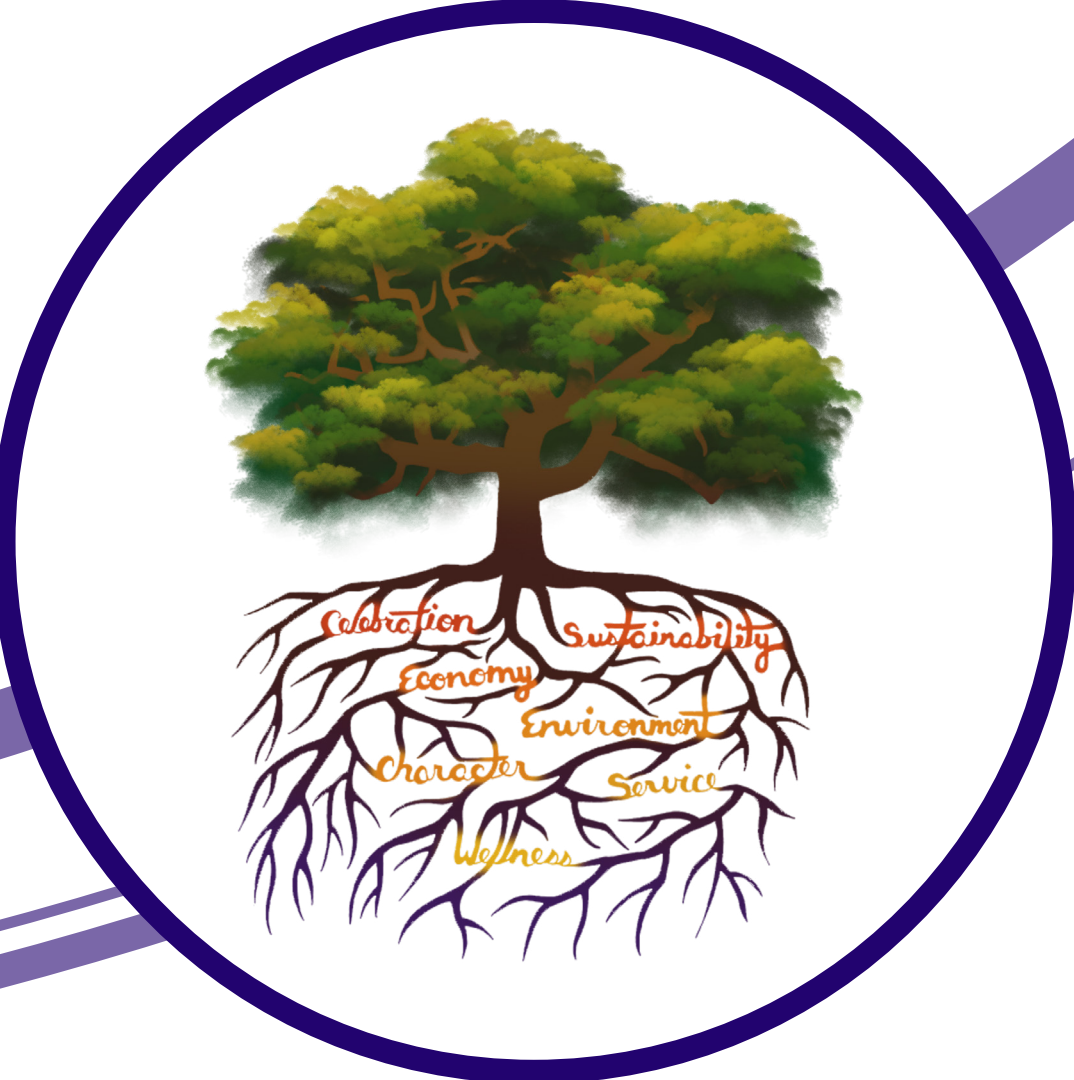
- Employee organizational culture
- Employee recognition program for Value-centric actions
- Value-driven decision rubric

These ideas are intended to initially be used internally among the employees of Auburn, but can later be used to incorporate other citizens.

External Suggestions

Ideas for promoting the Values among the citizens and business owners in the area:

- Professional organization partnerships
- Business recognition program
- Rebranding
- School education program
- Flag banners



Example mural for internal employee recognition program.
Credit: Audrey Levy

Conclusions

We believe that by focusing on both internal and external audiences, beneficial changes are possible for the City of Auburn. We also believe that this will gradually increase community identity, safety, and overall enjoyment of Auburn. It is difficult to discretely measure qualitative changes over

time but we believe continuing the annual Auburn Citizen Survey and incorporating questions about the residents’ ability to recognize the Values and explore what opinions they have formed about them.

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This project was made possible through the following collaborations:

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