



CITY OF AUBURN

The Buy Local Project

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University of Washington ○ College of the Environment
Environmental Studies 480: Sustainability Studio

Instructor: Ashley Blazina

Report Author: Sungkun Choi

Fall 2016

SPECIAL THANKS TO:

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Client Partners:

Douglas Lein, Manager at the Office of Economic Development for the City of Auburn • Alice Pence, GIS and Database Specialist • Ashley Riggs, IT Department

Other:

Ashley Kuhn, Graphics Designer • Spencer Hoffman, Graphics Designer

Businesses that Responded to Surveying by the Research Team:

Blackfish Spirits Distillery • J & B Fabricators • AgriShop Auburn Ace Hardware • Nelson Jewelry & Gifts • Swigart Law Offices • Trillium Employment Services • Ampac • Skills Inc. • HYDRO Systems USA Inc. • Laser Cutting Northwest • Precision Custom Cabinets LLC • Forest Concepts LLC • Hexacomb Corporation • Formula Corp • TTF Aerospace

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On behalf of both the design team and research team, we sincerely hope that the City of Auburn utilizes and benefits from the work that students did for both projects, and we thank the City of Auburn for providing us the opportunity to work on these projects.

THE BUY LOCAL PROJECT

About Livable City Year	04
About the City of Auburn	05
Executive Summary	08
Introduction	10
Preliminary Research & Design	12
Resarch Results & Recommendations	14
Design & Development	18
Conclusion	28
Appendices	
A	30
B	31
C	32
D	34
E	36
References	38

This report represents original student work and recommendations prepared by students in the University of Washington’s Livable City Year Program for the City of Auburn. Text and images contained in this report may be used for not-for-profit purposes. For citations please consider: Livable City Year 2017. The Buy Local Project. University of Washington, Seattle, WA. Prepared for City of Auburn.

ABOUT LIVABLE CITY YEAR

The UW Livable City Year program (LCY) is an initiative that enables local governments to tap into the talents and energy of the University of Washington to address local sustainability and livability goals. LCY links UW courses and students with a Washington city or regional government for an entire academic year, partnering to work on projects identified by the community. LCY helps cities reach their goals for livability in an affordable way while providing opportunities for students to learn through real-life problem solving. LCY has partnered with the City of Auburn for the 2017-2018 academic year, the inaugural year of the program.

The UW's Livable City Year program is led by faculty directors Branden Born with the Department of Urban Design and Planning, and Jennifer Otten with the School of Public Health, in collaboration with UW Sustainability, Urban@UW and the Association of Washington Cities, and with foundational support from the College of Built Environments and Undergraduate Academic Affairs. For more information contact the program at uwlcy@uw.edu.



LIVABLE CITY YEAR: ONE YEAR. ONE CITY. DOZENS OF
UW FACULTY AND HUNDREDS OF STUDENTS, WORKING
TOGETHER TO CATALYZE LIVABILITY.

LCY.UW.EDU

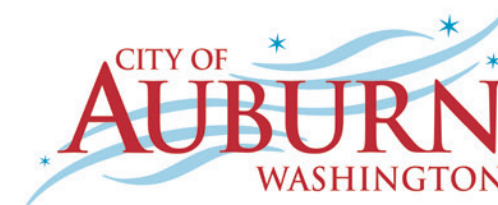
ABOUT THE CITY OF AUBURN

The City of Auburn is well-positioned to take advantage of many of the opportunities in the Puget Sound region. Centrally located between Seattle and Tacoma, Auburn is home to more than 77,000 residents. It is the land of two rivers (White & Green), home to two nations (Muckleshoot Indian Tribe & City of Auburn) and spread across two counties (King & Pierce).

Auburn was founded in 1891 and has retained an historic downtown while also welcoming new, modern development. Known for its family-friendly, small-town feel, Auburn was initially an agricultural community; the city saw growth due to its location on railroad lines and, more recently, became a manufacturing and distribution center. Auburn is situated near the major north-south and east-west regional transportation routes, with two railroads and close proximity to the Ports of Seattle and Tacoma.

Auburn has more than two dozen elementary, middle and high schools, and is also home to Green River College, which is known for its strong international education programs. The city is one hour away from Mt. Rainier, and has many outdoor recreational opportunities.

The mission of the City of Auburn is to preserve and enhance the quality of life for all citizens of Auburn, providing public safety, human services, infrastructure, recreation and cultural services, public information services, planning, and economic development.



WWW.AUBURNWA.GOV

01 EXECUTIVE SUMMARY

In the fall of 2016, the City of Auburn and University of Washington collaborated together to work on the Buy Local Project. The Buy Local project was developed in order to respond to the loss of sales tax revenue and to stimulate the local economy of Auburn. The overall goal of the Buy Local Project is to create a robust, searchable online database, known as the Auburn Business Collaboration (ABC) database. The database will essentially consist of a catalogue of local businesses in Auburn. This will allow businesses to search for local suppliers in Auburn rather than taking their business outside of Auburn, generating more sales tax revenue for the City of Auburn to put towards city projects as needed.

To assist in achieving this goal, the City of Auburn utilized student assistance for two separate projects. The first project asked students to survey a sample of local businesses in order to populate data to allow for testing of the database's coding and framework, while the second project asked students to aid in developing the website design.

This report will provide a clear and concise description of the work that both student teams did. Each section is dedicated to one of the two main projects. Each section includes a description of the teams' work, the results of their work, and further recommendations and considerations for the City of Auburn.

02 INTRODUCTION

Background

According to Douglas Lein, Manager for the Office of Economic Development for the City of Auburn, Auburn has noticed leakage in tax revenues due to lack of sales tax revenue in recent years. The city relies on sales tax as part of its revenue stream; problematically, this leakage indicates that the majority of local businesses in Auburn are utilizing external suppliers, which risks a progressively larger gap in sales tax revenue as time passes. In order to address this growing gap and consequent loss of revenue, the City of Auburn's Office of Economic Development developed the Buy Local Program. The Buy Local Program is a multi-pronged project that will result in a website and mobile application. The website and app will be in the form of a searchable database, known as the Auburn Business Collaboration (ABC) database. The ABC database will be a catalogue of local businesses in the city, which the businesses and people of Auburn can use to browse local businesses that sell goods and provide services. The ABC database will also act as a form of advertisement for local businesses so that they may reach out to a broader local audience via the database.

The Project and Student Involvement

The City of Auburn partnered with the University of Washington's Fall 2016 Environmental Studies 480: "Sustainability Studio" to collaborate on two sub-projects for the Buy Local Program. The first sub-project was designated as the "Buy Local Project: Research," while the second sub-project was designated as the "Buy Local Project: Design."

03 PRELIMINARY RESEARCH & DESIGN

Research Issue

The City of Auburn asked students to survey and collect data from local businesses in Auburn in order to populate the database with information for the IT department to work with the data and work out any bugs and issues within the database's coding. The city also required students' help in improving the survey through critiques to ensure that the survey was as user-friendly as possible for the final published version of the database.

Goals of the Project

- Obtain information about local businesses in order to populate database with data.
- Fine tune survey questions.
- Submit recommendations to the City of Auburn based on businesses' responses to surveying.
- General critiques on the information gathering process and project as a whole to streamline future collaborations between the City of Auburn and the University of Washington.

Design Issue

The City of Auburn asked students to help develop the framework for the ABC database website. This included identifying user-friendly features, design and layout for the website, as well as search terms and keywords for local businesses in the search engine.

Importantly, we recognize that the ABC website was in the process of being developed by the City of Auburn during the course of this project and that feedback on that site was requested specifically. Although the design team was unable to complete this task, we hope that the below recommendations for website design may be used either for a new site, or to enhance the existing site.

Research Questions Developed by Design Team

- How can website interfaces assist in a community's effort towards local purchasing?
- How can the user experience of the website interface be improved?
- What design elements contribute to an effective user experience for all abilities (e.g. advanced age, color blindness, dyslexia)?

Goals of the Project

- Assist in the design for Auburn's Buy Local website.
- Research and develop design graphics.
- Develop user-friendly and attractive website features.
- Develop template for website layout.

04 RESEARCH RESULTS & RECOMMENDATIONS

Outline of Research Team's Work

- Each member of the research team was tasked with contacting and surveying ten businesses in Auburn. In total, the research team surveyed forty businesses in Auburn.
- Inputted collected data into database.
- Drafted email to be sent to the forty businesses.
- Critiqued and suggested modifications to the survey to make the process easier for businesses when they must fill out the survey themselves in December of 2017.
- Consider how the City of Auburn could improve the data gathering process based on the research team's surveying experience .
- Developed a list of keywords and search terms.

The Process

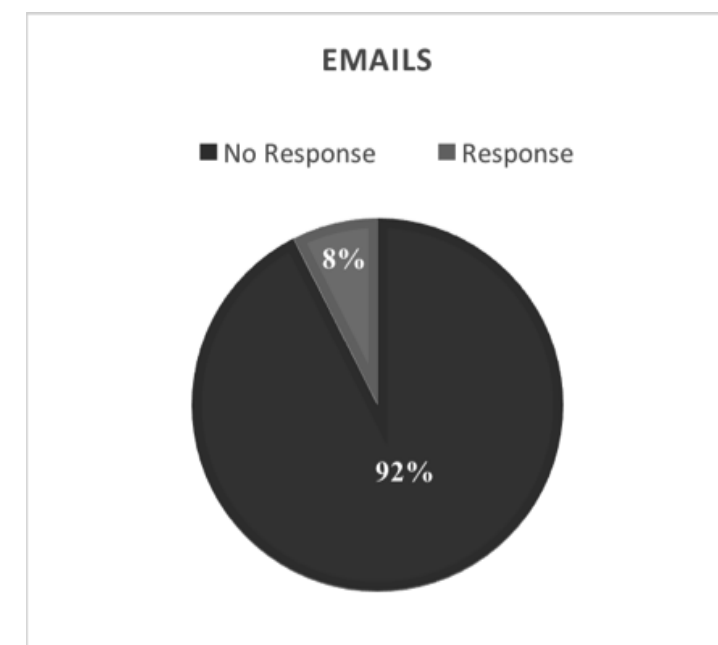
The purpose of the research team's drafted email was to provide businesses with a brief description of the project itself, to ask each for a self-description or

narrative of their business in two-hundred and fifty words or less which would be used to answer one of the survey questions, and to set up a phone appointment for research team members to conduct the survey and input the data into the database. This drafted email can be found in Appendix A. We sent this drafted email to Douglas Lein and he gave us the "go ahead" to use it. However, we did not immediately begin to send out emails, as we received the list of businesses (Appendix B) on November 15th, because Lein wanted the research team to go to Auburn to perform some training calls with handpicked businesses. We went to Auburn on November 17th to perform these training calls with Lein and received access to the survey/database (Appendix C) for data input on the same day. After this training meeting each member of the research team began the data gathering process on their own schedule, making phone calls as needed based on whether the member received a response to his/her emails. Furthermore, as we surveyed and inputted the data from businesses, we took notes on issues that could be improved for the survey itself.

Results

Emails:

We received 11 responses to the 40 emails we sent out and 8 of those responses were from an automatic bot reporting that the person who received the email was not available. Of the 3 businesses that responded, only 2 responded with times to schedule a phone appointment. Below is a figure representing response rate for our emails.



Susanne Govs, of the Research Team

FIGURE 1:

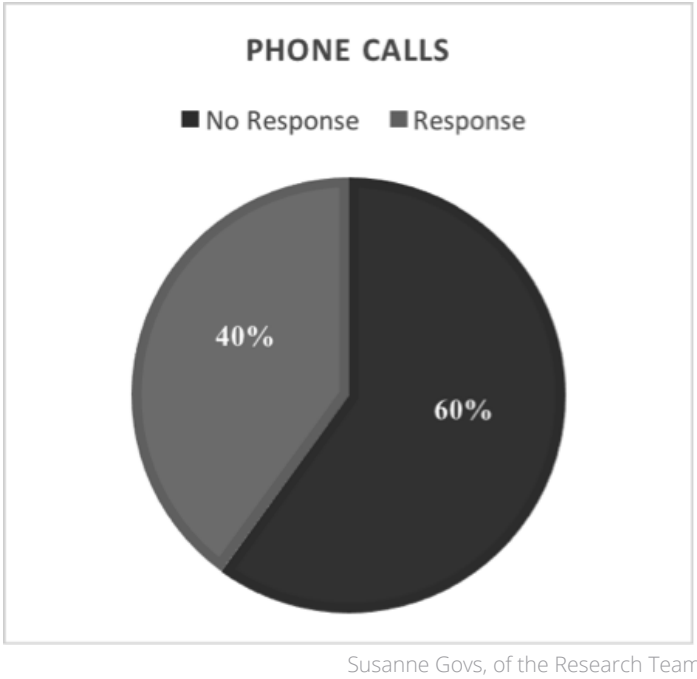
Positive Email Responses versus No Responses.

In Figure 1 "Responses" represent responders who provided a self-description of their business by email. "No responses" represents no response to emails at all. As shown, we had an 8% response rate to our emails

Phone Calls:

Due to the low response rate to the emails we sent out initially, the research team ended up having to cold-call businesses. For the purpose of this report, cold-calls are calls made without an appointment. Of the 40 businesses we called, we were able to survey 16 of them. Below is a visual representation of response rate for our phone calls.

FIGURE 2:
Response versus No
Response.



As shown in Figure 2, we successfully surveyed 40%, or 16 businesses of the 40 businesses we were originally assigned. Excluding the 2 businesses, which responded to our email with both their self-description and a time for a phone appointment, we cold-called 38 of the 40 businesses, or 95% of the businesses.

Recommendations:

Due to the small sample size, we cannot say that these results are statistically significant. However, we feel that there are some implications that can be generalized and discussed from these results.

One of the email responses we received was from Tim Morgan, the CEO and co-founder of TTF Aerospace Inc. Morgan responded to our email stating that he was, “not sure how much value the ABC initiative offers our company, as we are non-retail or wholesale.” (Morgan 2016) We feel that this is one of the reasons that the email response was only 8%; many companies did not see or understand the benefit of cooperating with us and scheduling a phone appointment to be surveyed. This lack of understanding could be explained by disconnect between businesses’ obligations to their own survival and the city’s well-being. It also implies a need for more clarity on the overall goals and benefits of the project in future outreach. We also feel there were other factors that contributed to the low response rate to our emails, including unavailability, limited time for phone calls, or incorrect email address. We were told by Lein that we should be surveying personnel that deal

with Sales Inquiries and the emails provided on the list, provided by Lein, were emails specifically for business licensing purposes. A perceived lack of trust and credibility may have also negatively impacted our response rate because research team members used personal email addresses to send out emails, which may have obscured our actions as being on behalf of the City of Auburn. After discussing with the projects’ progress with Lein after the research teams’ portion ended, we found that the City of Auburn plans to send emails to all businesses calling for voluntary responses to the questionnaire. Thus, we would like to recommend a few things for the information collection process based on our experiences. Through our surveying, we found that many local businesses were hesitant to answer our questions due to:

- Limited time to answer.
- Reluctance to provide specific information.
- At times business personnel that we spoke to were hesitant to provide us with primary contact information. We believe this was mainly due to concern over surveyors being telemarketers; or concern that surveyors may pass the information on to telemarketers.
- Hesitant to reiterate information provided on their business website.

We also faced issues of being hung up on immediately after introducing ourselves, being sent in a loop of extensions resulting in being sent to voicemail, and some businesses even questioned whether we were actually working with the City of Auburn because we were not on a list of City of Auburn employees. As indicated earlier, 92% of businesses we emailed did not reply to us. Additionally, we received notification that about 8 of the 40 emails we sent to businesses were invalid emails. Consequently, we think it would be beneficial for the City of Auburn to make sure each email is contactable and current. Also, we anticipate the response rate will

MORE STRUCTURED AND TRANSPARENT
OUTREACH SHOULD ALSO HELP WITH
POPULATING THE DATABASE...TO ENSURE THAT
THE DATABASE CAN HANDLE THE END GOAL
OF CONTAINING ABOUT 4,800 BUSINESSES’
DATA BY ITS OPENING

be improved for the City of Auburn, provided sent emails are from an official employee of the City of Auburn. Additionally, we believe that it will be beneficial to the City of Auburn to clearly state who they are, what their affiliation is, and the purpose for collecting data in the email. However, we also recommend sending out a formal written notification to businesses first and following up with an email for voluntary participation. In terms of content of the written notification, we believe that the City of Auburn may want to include a clear description of the project itself,

outlining the benefits of voluntarily responding, and may also want to mention who specifically will receive the email containing a link to the questionnaire (e.g. “We will be emailing the contact listed on your business license with more information and a link to the online questionnaire.”) We believe that written notification will increase the likelihood of businesses sending voluntary responses because it increases the probability that an appropriate employee from the business will read the written notification. By including information on who will be contacted via email, businesses will know who exactly will be emailed follow-up information. This will also help the City of Auburn to reach their ultimate goal of getting a searchable “beta” version of the database running if enough voluntary responses are collected. More structured and transparent outreach should also help with populating the database with more data for further testing of the coding framework of the database; and this will help to ensure that the database can handle the end goal of containing about 4,800 businesses’ data by its opening sometime between September and December of 2017.

Survey:

The following is a typed version of the online survey, which the City of Auburn developed for the research team to collect data. The section following this will provide our survey recommendations.

- Business Name:**
- Location Address:**
- Location City:**
- Location State:**
- Location Zip:**
- Phone Number:**
- Operating Days and Hours: (Examples: M-F 8:00a-9:00p or S-S 9:30a-2:00p)**
- Website:**
- Narrative:**
- Business Type (Pull-down Menu)**
- Business Key Words:**
- Number of Employees:**
- Primary Industry:**
- Primary Contact:**
- Primary Contact Phone:**

- Primary Contact Email:**
- Primary Contact Type: (Owner, Co-Owner, Admin, HR)**
- Business Mailing Address:**
- Business Mailing City:**
- Business Mailing State:**
- Business Mailing Zip:**

Survey Recommendations:

- Operating days and hours needs more characters to accommodate various business operating days and hours
- Business type should not be a pull down menu. Reasons: Research and Law were two examples not included in Business Type, and other business types may not be found on the Business Type pull down menu
- Alternatively, Business Type could remain a pull down menu, but it may be beneficial to include another field after it that is something like “Other Business Type” with an editable field for businesses to type in their business type if they cannot find their business type in the pull down menu
- Mailing address could come right after the location address so that it can quickly be confirmed by surveyors and businesses
- Check box: After changing the placement of the mailing address to be after the location address, it may be beneficial to include a check box which if checked, automatically fills the mailing address with input from the location address or makes the mailing address fields un-editable. Otherwise, if unchecked the Mailing address fields remains editable.
- It would be beneficial to specify what the ‘primary contact’ is referring to. e.g. “Primary contact for Sales (inquiries)”
- There could be an explanation of what is meant by Business Key Words, as we found that we needed to explain to business personnel what was meant by “Business Key Words” while surveying. e.g. If business type was manufacturing, key words further describe what type of manufacturing is done by the business, ultimately creating a more detailed and robust database.
- The Narratives Field should include the word or character limit so businesses know how much they should write for it. It may also be helpful to include a character limit.
- It may be beneficial to consider asking businesses to provide further feedback on the survey, during the period where the City of Auburn is

collecting voluntary responses, as this will allow for further refinement of the survey before the actual launch of the database.

Key Word Bank:

- We developed a list of key words based on business types (i.e. Manufacturing, Legal Services, Retail) from our survey, and then expanded the list with related search terms. The list can be found in Appendix D.
- The purpose of the key word bank aims to help our client partners think about what sort of “search parameters” to incorporate in the database.

Some Considerations for Searching Using the ABC Database:

- The way that general consumers (e.g. the people of Auburn) search will likely differ from how businesses may search.
- Businesses may look up specific parts they need or very specific products they need.
- Consumers will likely search using more general terms.
- There may be a need to include an explanation, in the form of a description box, on how to use the search function to make sure the search process is smooth for all parties using the searchable database.

One of the many murals located in Auburn.



Credit: Design Team

05 DESIGN & DEVELOPMENT

Outline of Design Team's Work

- Each team member was responsible for developing website elements.
- Team researched best practices for website design as well as user interface experience.
- Team developed two components to complement the grid-fashion web layout, all of which are displayed in the results section.

The Process

The design team took a fieldwork/research trip to Auburn. During this trip the design team collected images of places and buildings around Auburn to be used in the student example banner as well as for the city's use as graphic material for the website; these photos were collected and sent to Alice Pence, GIS and Database Specialist for the City of Auburn, for consideration and use in the web-design. A sample photo is found below.

Results, Recommendations, and Considerations

Each of these examples are meant for the City of Auburn to consider implementing in the overall design of the website. They were developed by the design team with a website and a mobile application in mind. In general, the design team's primary



Nelson's Jewelry in Auburn, WA.

Credit: Design Team

focus in developing these examples was to keep the overall design as clean and organized as possible, while allowing for various components to be robust and eye-catching.

The design team mainly took photos of storefronts and sculpture and artwork on the sidewalks. The team went on to develop a website color scheme that was visually appealing but did not detract from the graphics to be used in the web-layout that they developed. The design team then began working on the overall website design and layout, with outside consultations from two graphic designers.

Results, Recommendations, and Considerations:

Each of these examples are meant for the City of Auburn to consider implementing infor implementation or enhancement to the overall design of the website. They were developed by the design team with a website and a mobile application in mind. In general, the primary focus of the design team in developing these examples was to keep the overall design as clean and organized as possible, while allowing for various components to be robust and eye-catching.

Color-Scheme Concept Document

This color-scheme the design team developed were chosen from sampling the photos that the design team took. They were mainly intended to be suggestions for background colors due to the colors being of darker shades. We believe that any one, or combination, of these colors will complement the overall design of the website by helping the website look aesthetically pleasing while maintaining high user focus and without detracting from other graphic elements (e.g. photographs) on the website.



A sample wire-frame layout developed by member of the student team.

The City of Auburn
BUY LOCAL PROJECT

HOME

ABOUT

CONTACT

TOUR

NEWS

JOIN

ABOUT US

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ac faucibus sapien. Mauris ut volutpat elit, id facilisis magna. Etiam hendrerit cursus lacus, id ultrices quam imperdiet eu. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur dapibus dui vel consequat luctus. Etiam maximus consequat nibh eu fringilla. Aliquam sed dui nec massa commodo scelerisque. Phaselus in ultrices neque. In hac habitasse platea dictumst. Curabitur eu nisi tortor. Cras vel feugiat eros, vel blandit neque. Sed tincidunt interdum lacinia. Donec aliquet, tortor pellentesque tincidunt vulputate, nisi tortor aliquet lorem, non fermentum ligula dolor at nunc. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ac faucibus sapien. Mauris ut volutpat elit, id facilisis magna. Etiam hendrerit cursus lacus, id ultrices quam imperdiet eu. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur dapibus dui vel consequat luctus. Etiam

BUSINESS DIRECTORY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ac faucibus sapien. Mauris ut volutpat elit, id facilisis magna. Etiam hendrerit cursus lacus, id ultrices quam imperdiet eu. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur dapibus dui vel consequat luctus. Etiam maximus consequat nibh eu fringilla. Aliquam sed dui nec massa commodo scelerisque. Phaselus in ultrices neque. In hac habitasse platea dictumst. Curabitur

ARE YOU A LOCAL BUSINESS OWNER?

(SLIDESHOW?)

(BOTTOM NAV BAR)

Credit: Design Team

This is an example template of a wire-frame layout, which was developed by Spencer Hoffman for the design team to utilize. Hoffman advised the design team to use this format because it would help increase the overall usability of the website and also allow various pieces of information (e.g. Business Directory, About Us, Business Directory) to be separated from one another in an organized fashion. This would help keep the website itself look clean and orderly and allow users to efficiently and easily find what they need.

A wireframe overlay titled 'Business Directory' is shown against a background image of a street clock and a lamppost. The overlay contains a 'Search:' text input field. Below it is a section titled 'Business/Service Type:' with the instruction 'Check all applicable'. This section includes five checkboxes labeled 'Construction', 'Recreation', 'Restaurant', 'Retail', and 'Service'. At the bottom of the overlay is an 'Other:' text input field.

Credit: Design Team

In keeping with the wire-frame template, we designed this example of search function. The design was kept simple to maintain a robust looking search function that allows users to quickly understand how to use it.

A horizontal banner image for the 'CITY OF AUBURN WASHINGTON Buy Local Project'. The image features a stylized illustration of a town street with a train station, mountains in the background, and a horse-drawn carriage in the foreground.

Credit: Design Team

This is an example of the top banner of the website, which the City of Auburn may consider using. It is a simple but eye-catching banner, which clearly indicates the website title and purpose of the website.

Other Considerations

- We believe that it will be helpful for the City of Auburn to collect some form of feedback on the website design from those who will be using it. Thus, we have developed a rudimentary survey that the City of Auburn may consider using/modifying to survey both a sample of the general populace of Auburn as well as businesses in order to obtain feedback.
- We also believe that it may benefit the City of Auburn to include an instructional video on how to navigate and utilize the website.
- The City of Auburn may benefit from considering a color-scheme that is appealing to all ages, but also takes visual impairments (e.g. color-blindness) into consideration.

An example search bar, which would be placed in the Business Directory portion of the wire-frame layout template, developed by the Design Team.

An example of the banner which could be placed in the top rectangle of the wire-frame layout, developed by the Design Team.

24 CITY OF AUBURN

LIVABLE CITY YEAR 25

Sample Survey for Website Design Feedback: (Also found
in Appendix E)

- Are you color blind (yes/no)
- Are you dyslexic? (yes/no)
- How would you rate the color scheme of the website? Did the colors distract at all? (1 – 5, 1 being distracting and 5 being good)
- How would you rate being able to navigate the website? (1 – 5, 1 being difficult and 5 being easy)
- How would you rate the organization/layout of the website? (1 – 5, 1 being very cluttered and 5 being clear/clean)
- How would you rate the search function? Was it difficult to understand how to use the search bar? (1 – 5, 1 being very difficult and 5 being very easy)
- How would you rate the size of text? Was it easy to read? (1 – 5, 1 being very difficult to read and 5 being very easy to read)
- Any further comments or feedback on the website for us to improve on

(Text box for answers, may be best to not have a character/word limit)

06 CONCLUSION

Of the recommendations made throughout this report by both teams, we believe that the most important recommendation is to allow for participation from the people of Auburn in the process. The target audience of this project is, ultimately, the people of Auburn. We believe that it will be most beneficial for the City of Auburn to allow for feedback from the people of Auburn on both the design of the ABC database website and for the survey. We believe that this feedback will further benefit the City of Auburn in refining all aspects of the project and aid in creating a robust database that is tailored to the usage of the people of Auburn. We also believe that including the people of Auburn in the process will aid in boosting awareness of the database to the people, which will benefit the City of Auburn in achieving higher levels of usage of the database once it is completed and opened to the public. The public's involvement in the iterative development of the ABC platform will help ensure that the platform's aesthetics and functionality meet their expectations in order to promote use and adoption of ABC.

THE PUBLIC'S INVOLVEMENT IN THE ITERATIVE
DEVELOPMENT OF THE ABC PLATFORM WILL HELP
ENSURE THAT THE PLATFORM'S AESTHETICS AND
FUNCTIONALITY MEET THEIR EXPECTATIONS IN ORDER TO
PROMOTE USE AND ADOPTION OF ABC

A APPENDIX

Research Team: Draft Email

Hello [Insert Company Personnel],

My name is _____, and I’m working with the City of Auburn in developing The Auburn Business Collaboration (ABC) database. Locals often leave Auburn for shopping or services because they are simply unaware of the options available in their own city. The ABC will allow the people of Auburn to have an accessible catalogue of local businesses that will encourage businesses to buy locally, thus fueling the local economy! One of the main goals of the ABC is to allow businesses, such as yourselves, to more easily find suppliers within Auburn who offer products of interest, instead of taking business outside of Auburn. This will allow for local businesses to foster growing relationships with other local businesses, which may not occur otherwise. The long-term goal of the ABC is to lessen the gap of economic leakage in Auburn’s economy as well as stimulate more job creation within the City of Auburn. Soon, an information update for this program will be a part of your business license renewal, but you have the opportunity to get familiar with the program and get on the map early.

A description, or “narrative” of your business is a needed for the database, so I would like to ask you to send me an email which includes a self-description of your business in 250 words or less.

Lastly, I would greatly appreciate it if we could schedule a phone appointment within the next two weeks, I’m free _____. Please, don’t hesitate to reach out if you have any questions at all. My job is to make this process as easy for you as possible.

Sincerely (regards, or any other concluding remark that’s appropriate),

B APPENDIX

Research Team: Business List (Ammended)

This is an amended version of the business lists for surveying the research team received from Douglas Lein.

STUDENT	COMPANY
Susanne Gov	TMX AEROSPACE- THYSSENKRUPP MATERIALS IN
Susanne Gov	SKILLS, INC
Susanne Gov	TTF AEROSPACE LLC
Susanne Gov	HYDRO SYSTEMS USA INC
Susanne Gov	ASSOCIATED MACHINE & FABRICATION INC
Susanne Gov	AMPAC FLEXIBLES
Susanne Gov	PACIFIC WIRE GROUP INC
Susanne Gov	Gosanko Chocolate
Susanne Gov	Jason's Coffee Shop & Fine Baked Foods
Susanne Gov	Classic Farmhouse
Susanne Gov	LASER CUTTING NORTHWEST
Sungkun Choi	PRECISION CUSTOM CABINETS
Sungkun Choi	Spectrum Sign Co
Sungkun Choi	BLACKFISH SPIRITS DISTILLERY
Sungkun Choi	HEXACOMB CORPORATION
Sungkun Choi	EXACT AEROSPACE
Sungkun Choi	NORPLEX, INC
Sungkun Choi	ACME FORGE
Sungkun Choi	Cascade Orthopaedics
Sungkun Choi	Hope+Help Counseling
Sungkun Choi	AB Vacuum & Sewing Center
Sungkun Choi	Leo's School & Sport Photography
Kate Vachon	PLY GEM PACIFIC WINDOWS CORPORATION
Kate Vachon	FLUID MOTION LLC
Kate Vachon	FOREST CONCEPTS LLC
Kate Vachon	SCHILLING CIDER LLC
Kate Vachon	EXCEL MFG INC
Kate Vachon	AIM AEROSPACE AUBURN INC
Kate Vachon	OMNIFAB, INC
Kate Vachon	ALL CRAFT PLASTICS LLC
Kate Vachon	Swigart Law Offices
Kate Vachon	Trillium Employment Services
Kate Vachon	AgriShop Auburn Ace Hardware
Brandon Wech	BELSHAW BROS INC
Brandon Wech	FORMULA CORPORATION
Brandon Wech	DYLAN MANUFACTURING INC
Brandon Wech	J&B FABRICATORS LLC
Brandon Wech	ACCURATE INDUSTRIES
Brandon Wech	BELL MACHINE INC
Brandon Wech	CHEM STATION
Brandon Wech	CONTRACT HARDWARE INC
Brandon Wech	Hills of Comics

C APPENDIX

Research Team: Survey

This is a typed version of the survey that the Research Team received and used from the City of Auburn. The online version can be found at:

<http://auburn.maps.arcgis.com/apps/GeoForm/index.html?appid=44f567d9d57644a9aaf0a4b40a69d48c>

Survey

Business Name:

Location Address:

Location City:

Location State:

Location Zip:

Phone Number:

Operating Days and Hours: (Examples: M-F 8:00a-9:00p or S-S 9:30a-2:00p)

Website:

Narrative:

Business Type (Pull-down Menu)

Business Key Words:

Number of Employees:

Primary Industry:

Primary Contact:

Primary Contact Phone:

Primary Contact Email:

Primary Contact Type: (Owner, Co-Owner, Admin, HR)

Business Mailing Address:

Business Mailing City:

Business Mailing State:

Business Mailing Zip:

Common Search Phrases:
The line can be filled with any search term:

Where can I find _____, Location of _____, I need _____, Where to get_____,
Who sells _____, Who deals with _____, What place has _____, Places that
have _____, Places with _____

D APPENDIX

Research Team: Key Word Banks

Related

Manufacture, Manufacturers, Manufacturing, Construction, Constructing, Building, Producing, Production, Producer, Fabrication, Remodeling, Builder, Assembly

Potential Search Terms

General Manufacturing:
Woodworking, _____ Maker, Plastics, Molder, Metal Working, Hand rails, Stairs, Structure, Cabinets, Floors, Doors, Installation, Residential, Commercial, Packaging, Graphic Design, Software Development, Aircraft parts, Tools, Tripods, Tow bars, Glass, Glass Blowing, Chemicals, Janitorial Supplies, Production, Cleaning Chemicals, Cleaning Agents, Fixture, Welding, Design, Modifications, Machining, Testing, Roofing, Laser Cutting, Hand Crafted, Automobiles, Cars, Car Parts, Tires, _____ Shaping, Power tools

Food and Beverage:
Distillery, Liquor, Cocktails, Alcoholic Beverages, Alcohol, Brewing Company, Hard Ciders, Ciders, Grocery Stores, Store, Food, Groceries, Cafes, Coffee, Tea, Bars

Other:
Legal Services, Law, Lawyers, Consulting, Consultation, Legal, Financial Services, Retail, Shopping, Clothes, Shoes, Employment Services, Help to get Employment

E APPENDIX

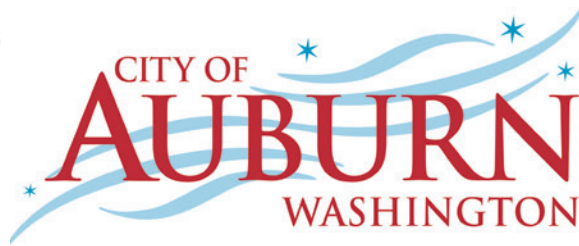
Research Team: Sample Survey for Design Feedback

- Are you color blind (yes/no)
- Are you dyslexic? (yes/no)
- How would you rate the color scheme of the website? Did the colors distract at all? (1 – 5, 1 being distracting and 5 being good)
- How would you rate being able to navigate the website? (1 – 5, 1 being difficult and 5 being easy)
- How would you rate the organization/layout of the website? (1 – 5, 1 being very cluttered and 5 being clear/clean)
- How would you rate the search function? Was it difficult to understand how to use the search bar? (1 – 5, 1 being very difficult and 5 being very easy)
- How would you rate the size of text? Was it easy to read? (1 – 5, 1 being very difficult to read and 5 being very easy to read)
- Any further comments or feedback on the website for us to improve on
- (Text box for answers, may be best to not have a character/word limit)

- University of Washington and City of Auburn launch first Livable City Year partnership. (n.d.). Retrieved December 13, 2016, from: <http://www.washington.edu/news/2016/08/30/university-of-washington-and-city-of-auburn-launch-first-livable-city-year-partnership/>

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2016 – 2017 LIVABLE CITY YEAR

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