

# open line

a monthly newsletter for you, our residents.

JANUARY 2025



City of Auburn



## Telling Auburn's story

an update on the City's branding initiative

Over the last year, we've been looking to you to help define our community. What makes Auburn, Auburn? Why, out of all the options out there, have you chosen Auburn as your home?

We conducted surveys, held focus groups and talked with people from all facets of the community as we searched for Auburn's community-wide brand. Over the coming months, we look forward to sharing what we heard from you and how that will inform our brand moving forward.

This in-depth exercise began with research. We met with community members from all facets of the community through focus groups, one-on-one interviews and community outreach efforts, culminating in an anonymous survey. More than 2,000 people participated in the process, giving us valuable insights into how people feel about our community and what Auburn means to them.

When we asked what words come to mind when you think of Auburn, a few words were repeated over and over. Safe. Vibrant. Growing. Hospitable. Tradition. Friendly.

We also strategically reached out to people outside of Auburn to understand external perceptions of Auburn. 47% on non-residents surveyed said Auburn is known for our tight-knit community. We're a place where neighbors unite to support each other

These are just a couple examples of the input that

was used to piece together new branding elements that capture the unique ideas and imagery that reflect Auburn as a community.

### The Process

Over the course of the project, a creative committee worked to develop a new brand identity for Auburn using the following steps:

**RESEARCH:** Uncovering perceptions, attitudes and what's unique about Auburn through research inside and outside of the community.

**CREATIVITY:** Transforming that data into compelling creative tools that tell the Auburn story in ways that resonate with residents, visitors, businesses and other members of the Auburn family.

**ACTION:** Integrating the new brand into the City's marketing and communications methods and the fabric of the community as a whole.

### Next Steps

Soon, you may notice elements of the new brand on the City's website, print materials, signage, apparel and social media. Over time, the previous branding will be phased out, and the new brand will replace what you currently see today.

We're excited to begin sharing what we've uncovered with the Auburn community. Keep an eye on [auburnalabama.org/brand](http://auburnalabama.org/brand) and the next edition of Open Line to see and learn more!

## Winter Parks and Rec activity registration starts Jan. 1

Kick off the new year with exciting registration opportunities for both kids and adults! Starting in January, Auburn Parks and Recreation has several activities lined up to keep the community active and engaged.

### Tails and Trails Fun Run

Registration for the annual Tails and Trails Fun Run opens on Jan. 1! This beloved event is perfect for runners of all ages, including those with furry four-legged friends. Get ready for a day of outdoor adventure, exercise, and fun on March 22.

### Spring Youth Sports

Get your child signed up for spring sports beginning Jan. 7. Whether they're interested in baseball, softball, t-ball, soccer or volleyball, there's a sport for every interest. Registration is available online at [auburnal.myrec.com](http://auburnal.myrec.com), making it easy and convenient to secure your child's spot for the season. Registration ends Jan. 23.

### Auburn Polar Plunge

Join us on Saturday, Jan. 18, at Samford Pool for the 13th annual Auburn Polar Plunge. This exhilarating event invites participants to brave the icy waters in support of the Lee County Special Olympics! Last year, over \$15,000 was raised. With your help, we hope to surpass that in 2025. Here's how you can join in:



- **Register** at [auburnalabama.org/parks/register](http://auburnalabama.org/parks/register). Registration opens on Monday, Dec. 2, at 8 a.m.
- **Early bird registration:** Sign up by Jan. 6, 2025, to guarantee your commemorative T-shirt!
- **Registration fee:** A \$15 entry fee goes directly to Special Olympics Lee County.
- **Fundraising:** We encourage participants to get as many sponsors as possible to help raise even more for the cause. All donations will be collected on the day of the plunge. Please bring checks or cash made payable to Lee County Special Olympics.

Dive into the new year with fun activities for everyone and make a difference by supporting our local Special Olympics athletes!

## 2025 Holiday Collection Schedule

The New Year brings a new garbage, trash and recycling pickup schedule. Keep this list to refer to throughout the year and avoid missing your garbage pickup day. You can also find the schedule online at [auburnalabama.org/garbage-and-recycling](http://auburnalabama.org/garbage-and-recycling). To find your collection day, look up your address at [webgis.auburnalabama.org/coamap](http://webgis.auburnalabama.org/coamap) or call (334) 501-3080.

Monday's Route: ■ Tuesday's Route: ■ Wednesday's Route: ■ Thursday's Route: ■ Holiday: ■

JANUARY						
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JANUARY 2026						
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## House check for the holidays

Heading out of town for a while and need someone to keep an eye on your home? Our Auburn Police Department can help.

Auburn Police offer periodic house checks at no cost to Auburn residents. If you plan on being away from your home for an extended amount of time, you can fill out a form at [auburnalabama.org/police/house-check](http://auburnalabama.org/police/house-check) or call (334) 501-3150 to sign up for the service. Please include helpful information like if you'll be leaving vehicles parked at the residence, if lights will be left on or if you expect any authorized visitors. Be sure to leave us your local emergency contacts. And, before you leave, make sure to lock your doors and secure all windows.

This is just one way that we're working to keep our community safe during the holiday season! For more tips and info about services, follow Auburn Public Safety on Facebook, Instagram and Twitter @COAPublicSafety.



## Boards & commissions applications

Ready to serve? The Auburn City Council is looking for volunteers to serve on the Board of Zoning Adjustment. Two vacancies on the board will be filled at the Jan. 7 Auburn City Council meeting.

Applications will open on Dec. 4 and close on Dec. 30. Find more information and apply at [auburnalabama.org/boards](http://auburnalabama.org/boards).



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**MUNICIPAL COURT**  
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# JANUARY 2025 upcoming events

Open Line is produced by the Office of the City Manager  
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S	M	T	W	T	F	S
	Programs & events are subject to change. Find up-to-date information at <a href="http://auburnlabama.org">auburnlabama.org</a> .	<b>Auburn Public Library</b> <a href="http://auburnlabama.org/library">auburnlabama.org/library</a> <b>City Meetings</b> <a href="http://auburnlabama.org/boards">auburnlabama.org/boards</a> <b>Parks &amp; Recreation</b> <a href="http://auburnlabama.org/parks">auburnlabama.org/parks</a> <b>Citywide Events</b> <a href="http://auburnlabama.org">auburnlabama.org</a>	1 <i>Happy New Year!</i>	2 City Council Agenda Review Meeting 4 p.m.	3 Tree Commission 11:30 a.m.	4 <b>Family Story Time Saturdays</b> @ 9:30 a.m. <b>Untidy Tales Saturdays</b> @ 10:30 a.m. <b>Movers &amp; Shakers Saturdays</b> @ 1 p.m.
5 Fit Week Jan. 5-11	6 <b>Planning Commission Packet Meeting</b> Noon <b>Movie Matinee</b> @ 3:30 p.m. <b>Cemetery Advisory Board</b> 4 p.m.	7 <b>Preschool Story Time</b> Tuesdays @ 9:30 a.m. <b>Parks &amp; Recreation Advisory Board</b> 11:45 a.m. <b>PreK in PJs</b> Tuesdays @ 1 p.m. <b>S.T.E.A.M Lab (Grades K-3)</b> Tuesdays @ 3:30 p.m. <b>Committee of the Whole</b> TBD <b>City Council</b> 6 p.m.	8 <b>Baby's 1st Story Time</b> Wednesdays @ 9:30 a.m. <b>Untidy Tales</b> Wednesdays @ 1 p.m. <b>Culture Explorers Club (Grades 4-6)</b> Wednesdays @ 4 p.m. <b>Board of Zoning Adjustment</b> 4:30 p.m.	9 <b>Toddler Tales</b> Thursdays @ 9:30 a.m. <b>Lullabies for Little Ones</b> Thursdays @ 1 p.m. <b>Planning Commission</b> 5 p.m.	10 <b>Puppet Shows</b> (in person/virtual) Fridays @ 9:30 a.m. & 3:30 p.m.	11 <b>Adult Create! Candle Making</b> @ 2 p.m.
12	13	14 <b>Historic Preservation Commission</b> 4 p.m. <b>Adult Create! Candle Making</b> @ 5:30 p.m.	15	16 <b>City Council Agenda Review Meeting</b> 4 p.m. <b>Vision Boarding (7th-12th graders)</b> @ 4:30-6 p.m.	17	18 <b>Polar Plunge</b> 9 a.m. @ Samford Pool
19	20	21 <b>Library Board</b> 10 a.m. <b>Greenspace Advisory Board</b> Noon <b>Chapter Chats Book Club</b> 5:30 p.m. <b>Committee of the Whole</b> TBD <b>City Council</b> 6 p.m.	22	23 <b>Water Works Board</b> 4 p.m.	24	25
26	27	28 <b>Lego Day!</b> @ 3:30 p.m.	29	30	31	

Background Photo: Polar Plunge