

**BIRMINGHAM CITY COMMISSION  
GOAL SETTING WORKSHOP SESSION  
FEBRUARY 8, 2016  
MUNICIPAL BUILDING, 151 MARTIN, CONF RMS 202-203  
8:00 PM (IMMEDIATELY FOLLOWING THE REGULAR MEETING)**

**WORKSHOP SESSION**

This will be considered a workshop session. No formal decisions will be made. The purpose of this workshop format is to focus on problem definition and desired outcomes. Each commissioner will have an opportunity to share their perspective and thoughts on problems and possible solutions. Citizens will have an opportunity to make public comment at the end of the workshop meeting.

**I. CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

Rackeline J. Hoff, Mayor

**II. ROLL CALL**

Laura M. Pierce, City Clerk

**III. ITEMS FOR DISCUSSION**

A. Goal Setting Discussion

**IV. PUBLIC COMMENT**

**V. ADJOURN**

*NOTICE: Individuals requiring accommodations, such as mobility, visual, hearing, interpreter or other assistance, for effective participation in this meeting should contact the City Clerk's Office at (248) 530-1880 (voice), or (248) 644-5115 (TDD) at least one day in advance to request mobility, visual, hearing or other assistance.*

*Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al [\(248\) 530-1880](tel:248-530-1880) por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).*

---

1/28/2016

---

---

---

# Commission Goal Setting Workshop

*SUMMARY: January 9, 2016*

---

---

---

Deb Macon, MBA - Facilitator

---

# Commission Goal Setting Workshop

*SUMMARY: January 9, 2016*

Goal setting is a critical component of public service governance and leadership. On Saturday, January 9, 2016 Birmingham City Commissioners, the City Manager and Department heads participated in an interactive Commission Goal Setting Workshop. The Workshop was held at the City of Birmingham Department of Public Services and facilitated by consultant and facilitator, Deb Macon, MBA. In overview, outcomes on January 9, 2016 included

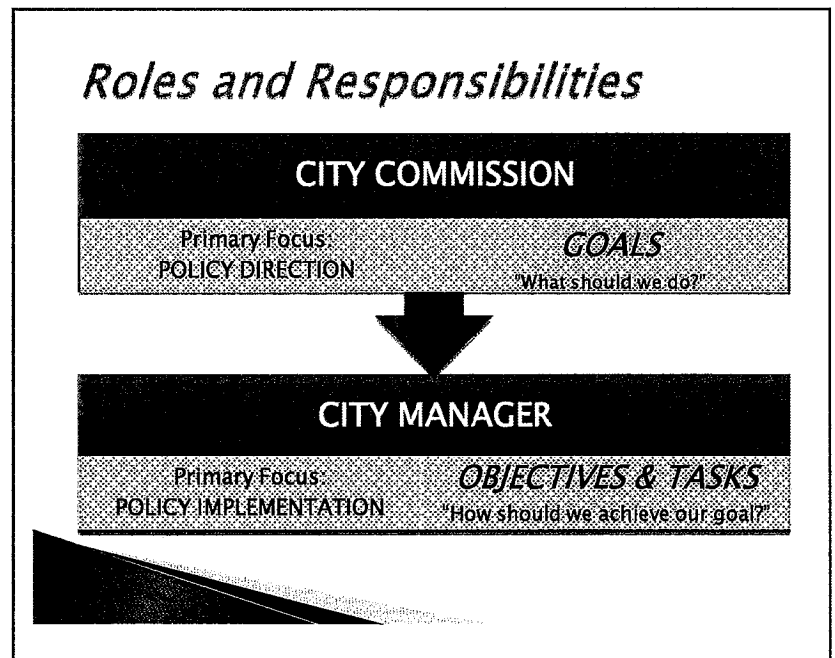
- Creating a team environment utilizing the World Cafe engagement model
- Reviewing and discussing input from an electronic survey completed by all participants prior to the Workshop
- Identifying and discussing important current and likely future trends
- Reviewing and updating City Commission Goals adopted in 2010

**Goals** are described as broad, flexible and all encompassing. **Goals** offer a view of the landscape from 30,000 feet and answer the question "What should we do?"

Specific outcomes from January 9, 2016 are attached.

**Critical Issues/Challenges** From all of the survey data provided, each of the five small work groups identified the top three critical issues/challenges the City will likely face over the next five years. The five bulleted statements are the result of removing duplicates and combining similar priorities.

**Accomplishments** There is a great deal that has been successfully accomplished over the past five years and much to boast about. Top



accomplishments, identified by small groups are listed in alphabetical order. Accomplishments were executed by leveraging the City's unique strengths, capabilities and assets, each built upon successful execution of key fundamentals.

**Highest Hopes** Ten aspirations capture the interest and attention of Commissioners, the City Manager and Department heads.

**2020 Headlines** These represent the public accolades and desired media messages that each small group wishes to see in five years reflecting the City's success.

**Combined Goal and Marked copy** Each of the five small groups discussed, reviewed and updated the five City Commission Goals from 2010. Each Combined Goal and Marked copy is the result of three successive rounds of reflection and dialogue. The color Marked copy serves to demonstrate the robust and collaborative nature of everyone's efforts. The first round of changes were made in blue, the second round of changes in green and the last round of changes made in purple.

### *February 8, 2016*

On Monday, February 8, 2016, Commissioners, the City Manager and Department heads will participate in a Follow Up Session, facilitated by Deb Macon and held in the City Hall Conference Room. This session is designed as an opportunity to discuss the outcomes from January 9, 2016 prior to adoption of goals by the Commission.

## **Critical Issues/Challenges**

- Keeping future needs in mind when establishing policy
- Maintain and improve what the City values while facing an aging infrastructure and funding challenges; Maintain fiscal strength and high level of service
- Balance between residential and commercial needs; Building consensus among differing constituencies
- Balancing needs of evolving demographic; Aging population need/attraction
- Parking (city wide)

## **Accomplishments**

- Balance between downtown/neighborhoods
- City-wide business development, stability, growth and vitality
- Continued investment in services and infrastructure including parks and public facilities- roads, sewer, water mains, sidewalks
- Enhanced communications with residents through website, Facebook and newsletters
- Maintained its charm, beauty and character in its parks, neighborhood and downtown (business district)
- Maintaining a desirable residential and business climate with strong public safety
- Maintaining financial stability and maintaining AAA bond rating during economic downturn
- Managing the economic downturn effectively so that the city was positioned when the economy recovered to continue its growth and appeal
- Reinvestment/Development city wide
- Transformation of the downtown area

## Highest Hopes

- Balance needs of various constituencies
- Continually strive to improve, not be complacent
- Continue to expand efforts and foster an environment that serves all interests in a strategic and financially responsible manner
- Creating a “sense of place” for “everyone” to live work and play. Improve inclusiveness and diversity.
- Encourage promising ideas and foster creativity in reaching/implementing city goals
- Equalize quality of life on both sides of Woodward
- Fully develop the Triangle District
- Maple/Woodward Development Projects (2 corners)
- Neighborhoods and CBD thrive
- Remains attractive and vivacious residential and business community for all age groups

## 2020 Headline

- “Birmingham – the Place to Be!
- “Birmingham Better Than Ever”
- “Birmingham is a Model City: Solves Budgetary Challenges Through Innovation.”
- “Birmingham is the most desirable city to live, work, and play in the USA”
- “Building Community: Birmingham proves to be an exemplary community to live, work and play.”

# Commission Goal Setting Workshop Outcomes

January 9, 2016

## **Provide strong leadership and responsible governance to maintain financial stability.**

- Continue to utilize public resources in an effective, efficient manner adapting to current and future economic trends and conditions.
- Balance community needs and desires with available resources.

**Combined Goal**

Slide 1

## **Provide ~~sound~~ strong ~~fiscal~~ leadership and responsible governance ~~to maintain Birmingham's financial stability.~~ ~~to manage current and future economic trends and conditions.~~**

- Continue to utilize public resources in an effective, ~~and~~ efficient manner, ~~adapting to current and future economic trends and conditions.~~
- Balance community needs and desires with available resources.

**Marked copy**

Slide 2



# Commission Goal Setting Workshop Outcomes

January 9, 2016

## Be innovative and responsive in how services are provided to the community.

- Seek new and collaborative approaches to improve the effectiveness and efficiency of service delivery within an environment of competing community interests.
- Provide the highest levels of customer service in an economically sustainable manner.

Combined Goal

Slide 3

## ~~Provide sound leadership, financial integrity, and responsible governance.~~

### Be innovative and responsive in how services are provided to the community.

- ~~◦ Be innovative and collaborative responsive in reducing costs and improving the productivity of service delivery.~~ how services are provided to the community.
- Seek new and collaborative approaches to improve the effectiveness and efficiency of service delivery within an environment of competing community interests.
- ~~◦ Enhance financial sustainability and accountability.~~
- Provide the highest levels of customer service in an economically sustainable manner.
- ~~◦ Balance community needs and desires with available resources.~~

Marked copy

Slide 4

## Support the vitality of both the residential and business communities that depend upon each other for success.

- Continue to encourage citizen involvement for the common good.
- Support continued private investment throughout the City.

Combined Goal

Slide 5

## Support the vitality of both the residential and business communities that depend upon each other for success.

- Continue to encourage citizen involvement for the common good.
- Support ~~a climate which is conducive to~~ continued private investment ~~throughout the City. in neighborhoods and commercial districts.~~
- ~~Foster an environment that encourages a climate which creates a balanced partnerships between residents and businesses.~~

Marked copy

Slide 6

# Commission Goal Setting Workshop Outcomes

January 9, 2016

## Cultivate a safe, vibrant, healthy, walkable and dynamic City.

- Foster an innovative and inclusive environment that attracts a diverse population to live, work, shop, and play.
- Develop and implement a shared vision of what we want Birmingham to be.
- Encourage citizen awareness and involvement for the common good.
- Maintain a balanced interest in residential and business needs.
- Insure fire, police, and EMS services are models of excellence.

**Combined Goal**

Slide 7

## Cultivate a ~~safe, vibrant, healthy, walkable vibrant~~ and dynamic City.

- Foster ~~a progressive an innovative and inclusive~~ environment ~~which that~~ attracts ~~a diverse population~~ ~~people of all ages~~ to live, work, shop, and play.
- Develop and implement a shared vision of what we want Birmingham to be.
- Encourage citizen awareness and involvement for the common good.
- Maintain a balanced interest in residential and business needs.
- Insure fire, police and EMS services are models of excellence.
- ~~Maintain a strong, sense of community while promoting safety and walkability, safe, vibrant, and walkable, and multi-modal community.~~

**Marked copy**

Slide 8

**Proactively address infrastructure by supporting infrastructure maintenance programs and reinvest in cost-effective improvements to roads, sewer, water, parking, parks, and public facilities.**

Combined Goal

Slide 9

**Proactively address infrastructure by supporting**

- ~~Continue to be proactive with infrastructure maintenance improvements programs while incorporating best practices, and reinvestment in cost-effective enhancements improvements to roads, sewer and water, parking, parks and public facilities. including parks, City buildings, transportation infrastructure, sewers and water mains~~

Marked copy

Slide 10