CITY OF BURIEN STRATEGIC PLANNING: COUNCIL RETREAT, SESSION 2

February 22, 2016 | 5:30-9:30 pm | Burien City Hall, Council Chambers

5:30 Welcome and Agenda Overview — Mayor Krakowiak

- Welcome
- Agenda overview, ground rules and reminder of where we are in the process — Brian Murphy, BERK

5:45 Discussion of Core Functions and Services, as well as Goals/Priorities (with break) — City Staff

- Introduction to each topic, led by key leadership staff
  - Public Safety
  - Legal and Code Enforcement
  - Administrative Services Division (Front Counter, Clerk, HR, Records)
  - Finance/IT
- With break and questions and comments from Councilmembers

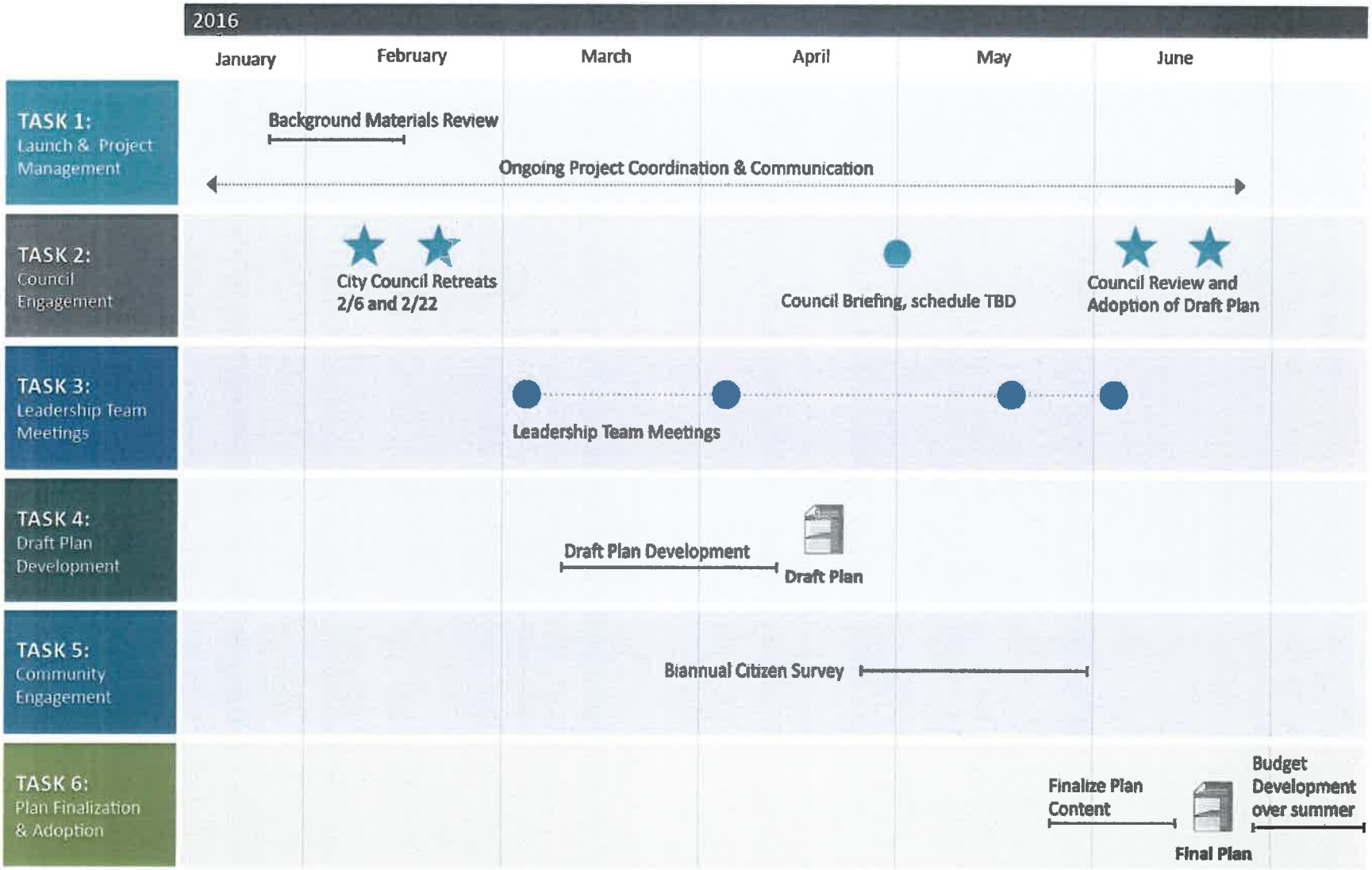
7:45 Discussion and Initial Council Input — Brian

- Exploration of Potential Priorities: What do we most want to accomplish?

9:15 Meeting Close — Brian

- Next steps
  - Consultant work with Leadership Team to develop draft plan
  - Interim council briefing
  - Community survey to further inform strategic plan
  - Council review and revision of draft strategic planning document
  - Council approval by June 2016
  - Budget development process and potential additional public involvement
- Roundtable comments

9:30 Adjourn



Updated 2/13/16

DISCUSSION AND INITIAL COUNCIL INPUT

Exploration of Potential Priorities: What do we most want to accomplish? (90 mins)

- **Overview of exercise.** (5 minutes)
- **Brief staff recap of each topic:** 2 minute per topic area. (15 minutes)
- **Straw poll round #1:** Visit all topic stations and use dots to identify actions you would like to see advance via the strategic plan. (15 min)
    - Use green dots to identify "Core Service Priorities" that you would like to see advanced in the first biennium (2017-18) of the strategic plan.
    - Use blue dots to identify those 'Potential Changes or Enhancements" that you would most like to see included within the total timeframe of the strategic plan (2020).
    - If needed, use a post-it note to identify an additional Potential Change or Enhancement you would like to suggest.
- **Facilitated large group discussion of results.** (45 min = 5 mins each topic)
- **Straw poll round #2.** Based on the large group discussion, allocate a more limited number of red dots to confirm those Potential Changes or Enhancements you would most like to see. (10 min)

Next Steps – Draft Plan Development: How and when will we advance identified priorities?

In the next phase of work, the Leadership Team and consultant will develop a Draft Strategic Plan. In doing so, they will reflect and build on Council input from tonight's discussion. Council will have the opportunity to review and revise this Draft Plan before considering it for adoption.

In developing the draft, the staff and consulting team will address implementation complexities including:

- *How* items may get accomplished (including *funding*: some actions require operating budget, some require capital budget; some are currently funded, some are not; some may have grant opportunities, others would require new revenues; etc.).
- *When* items may be programmed (*phasing*: what should be advanced in the 2017/18 biennium? in the 2019/20 biennium? beyond?).

BURIEN STRATEGIC PLAN

City Council Retreat 1
February 8, 2016 5:30pm – 9:30pm, City Hall

Meeting Notes (Draft 2/13/16)

Participants

City Council

- Mayor Lucy Krakowiak
- Deputy Mayor Bob Edgar
- Councilmember Steve Armstrong
- Councilmember Austin Bell
- Councilmember Lauren Berkowitz (tele-conference)
- Councilmember Nancy Tosta
- Councilmember Debi Wagner

City Staff

- Kamuron Gurol, City Manager
- Maiya Andrews, Public Works Director
- Chip Davis, Community Development Director
- Steve Roemer, Interim Parks Department Director
- Dan Trimble, Economic Development Manager

Facilitators/Consultants

- Brian Murphy, BERK
- Jennifer Tippins, BERK

Overview of Strategic Planning Purpose and Process

Councilmember Question and Comments Focused On

- Measuring progress towards meeting strategic plan goals.
- Balancing/reconciling both external (City as community) and internal (City as organization goals).
- Appropriately involve community input.
- A desire for a Council briefing between March and May.

SWOT Analysis/Environmental Scan

Councilmembers and staff broke into three small groups to conduct a rapid SWOT analysis/environmental scan of Burien. Each group shared its ideas with the entire group, and additional comments and suggestions were added to each topic.

Strengths and Assets	Threats and Challenges	Opportunities

Location and natural assets
• Proximity to airport
• Natural resources
• Seahurst Park
• Shoreline and water access
Community
• People in Burien
• Ethnic diversity
• Respect for diverse opinions
• Well-attended community events
• Community provides feedback
• Spunky
• Well-established community
Business community
• Main street businesses
• Engaged businesses
Physical assets
• Great Downtown
• Large lot sizes
• Affordable
• Great neighborhoods
• Easy to get around – mobility
Civic assets
• City staff
• Great police department
• Great library
• Transit center
• Non-profit organizations
• Balanced budget
	Location and natural challenges
	• Seattle's growth (ripple effect)
	• Next to airport
	• Environmental
	  ○ Slopes
	  ○ Sound
	  ○ Water
	  ○ Salmon
	  ○ Climate/emissions
	Community
	• Changing community/diversity
	• Perceived quality of schools
	• Missing involvement of various groups
	• Homeless
	Physical assets
	• Aging housing stock
	Local government
	• Codes and regulations may not be achieving desired outcome
	• Diverse views among community members and on City council
	• No mainstream, reliable news source
	• Limited City budget/resources
		Location
		• Right place—location
		Community
		• Sense of community
		• Environmental stewards
		Business and economic development
		• Hotel and lodging
		• Dining and arts
		• Affordability, esp. in comparison to places north and east
		Physical assets
		• Transportation/transit connections
		Civic opportunities
		• Community recreation center
		• Balanced utilization of our recreation assets
		• Promote and capitalize on existing events
		• Tap into citizen volunteers

Vision, Mission, Values

City Council members were asked to comment on what they would like and what they would change about the current Vision, Mission, and Value statements.

Current Vision Statement: "A vibrant and creative community, where residents embrace diversity, celebrate arts and culture, promote vitality, and treasure the environment."

Like	Comments
• Lots of passion and vision in 2011 statement • Like "Celebrate arts and culture" • All phrases are aspirational • It's unique and reflective of Burien • Let's retain our Vision statement and focus on Mission and Values in this process	• Long list is more values; doesn't tell us who we are, or how to get us to meet vision • Third person voice and focus on "the residents"

Current Mission Statement

Concepts to consider in Mission Statement
• Liked Tukwila's Mission Statement and its focus on municipal services • Burien's assets: friendly, welcoming, and fun for living and working • Make it more future-focused • Make clear that this is an aspirational statement • Include daytime worker/employee population, not just residents • How to make it unique to Burien? • We can build on the staff-developed statement: "Innovative stewards of public trust"

Current Value Statements

Like	Comments
• Language is easy to understand • Liked examples in each statement • Simplicity of the statements • We can build on current organizational values, integrating them with the long list of values in the City's Vision Statement	• Blend Mission and Values more, merge them together • Missing: responsiveness to the community

Staff Presentations

Staff gave presentations on the core services and the goals and priorities for their department. Presentations focused on Public Works; Community Development; Parks, Recreation and Cultural Services; and Economic Development. Other departments will present during the second retreat session on February 22.

Meeting Close: Roundtable Comments

Councilmembers were asked to share hopes and fears for the strategic planning process.

- All councilmembers acknowledged and thanked staff for their work.
- Impressed by staff and how lean staffing is. Would love to support them better.
- This was a good meeting. Ready for the next.
- Feeling good about moving forward.
- Challenge is how to figure out priorities. What is our vision and goals? Where should we invest? Let's be creative and look at what ideas we can borrow from other cities with similar challenges.
- Many priorities to fund - public works and roads, buy software for community development department, and build recreation center. Exciting but also a daunting prospect.
- Need to find creative solutions to meet needs.
- Strategic plan is a great opportunity. Staff presentations highlighted how tight the City budget is. Would like to tie the budget to the strategic plan to meet both required and desired goals.