

THE **BLUE**PRINT

THE WOODFIN WAY

MAYOR RANDALL L. WOODFIN
STRATEGIC UPDATES



PUTTING PEOPLE FIRST

WWW.BIRMINGHAMAL.GOV/STRATEGY



PUTTING PEOPLE FIRST

MISSION

Building Community Through
Servant Leadership

THEME

Putting People First

VALUES

Customer Service
Efficiency
Effectiveness
Transparency
Accountability



Dear Birmingham,

For every dream home, every landmark, every awe-inspiring structure that reaches for our skies, there is an architect who laid the groundwork for that greatness.

It's the duty of that architect to create an infrastructure that is safe, secure and can withstand the test of time. From the neighborhood in which the structure stands, to the residents who will walk its halls and call it home, every aspect must be measured and properly weighed.

To make history, you need a blueprint. It's the roadmap to success.

In that spirit, I am honored to present to you with "The Blueprint," a publication that embodies my vision for a path forward for our city's success. As beneficiaries of a city where bloody battles were fought for freedom and justice, we owe a debt to create a community that will flourish for them, for us, and for all.

When you elected me in 2017, we worked to create a strong foundation, which included dismantling outdated systems, renovating parks, repairing roads, and investing in our children's futures. Now, two years into my second term, we're beginning to see the fruits of that labor, but there's so much more to be done.

I often ask myself, "How can we architect a system that will serve residents spanning 99 neighborhoods, 23 communities, countless businesses, and schools?" It requires listening to their needs while building a team of servant leaders, advisors, and community partners.

This document delves into the hurdles, objectives, and opportunities we face. It gazes forward, outlining strategies to fortify our infrastructure with a robust plan.

Looking ahead, our blueprint symbolizes rebuilding—restoring faith in our systems, supporting our youth, enhancing infrastructures, nurturing homeownership dreams, and cultivating entrepreneurship.

Together, let's build a better, brighter, bolder Birmingham.

Sincerely,

A handwritten signature in white ink that reads "Re Woodfin". The signature is stylized and fluid, with the first letters being larger and more prominent.

Randall L. Woodfin
Mayor, City of Birmingham

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BIRMINGHAM CITY COUNCIL

One of the promises of The Woodfin Administration is to continuously engage and work with the Birmingham City Council to serve all 99 neighborhoods in the City of Birmingham.

The Woodfin Administration continues to deliver on that promise, evidenced by the support for major projects and legislation developed in partnership with the Birmingham City Council.

We are incredibly thankful for the opportunity to work together!



EXECUTIVE SUMMARY

IN THE BEGINNING

In November 2017, Mayor Randall L. Woodfin was elected with a public mandate to drive transformational progress for Birmingham's neighborhoods and to position the city as a world-class destination for talent.

But that change had to start within. Mayor Woodfin prioritized major changes within the walls of City Hall by recruiting new talent, implementing new policies, and shifting the office culture. Transparency and accountability were no longer buzzwords, they were priorities among all public-serving institutions.

Make no mistake, the early months of the Woodfin Administration weren't just based on action. Those days were marked by listening – hearing the concerns of residents, employees and partners, understanding their needs and developing strategies to better serve them.

Our first strategic plan, The Woodfin Way, published in October 2018, was the result of all we learned from the community. The Woodfin Way was fully representative of the Mayor's ambitious agenda, inclusive of the needs, hopes, and desires of residents.

It was the beginning of a new blueprint for moving Birmingham forward.

The Woodfin Way featured six tightly articulated goals representing the mayor's vision.

- 1 — Safe, Secure, and Sustainable Communities**
- 2 — Healthy, Thriving, and Diverse Neighborhoods**
- 3 — High Performing 21st Century Education and Workforce Development Systems**
- 4 — Innovative and Inclusive Economy Supported, Shared, and Served by All**
- 5 — Highly Effective, People First, Smart Government**
- 6 — Global, Legacy Leadership Partner for Equity and Social Justice**

Then, we went to work.

Mayor Woodfin and his senior leadership team developed strategies to meet these critical goals, funding programs and tracking results to ensure that our communities were being served. By the end of his first term in office, Mayor Woodfin shared the progress made toward those goals:



The Woodfin Way Progress Toward Goals

104 STRATEGIC
INITIATIVES

> 85%

COMPLETED OR UNDERWAY

> 10%

COMBINED OR CANCELED

> 5%

FAILED OR NOT STARTED

Progress was well underway as a result of Mayor Woodfin's collaborative vision for partnership with the Birmingham City Council and deep alignment with key public-private partners.

But, as we learned in 2020, progress rarely moves in a straight line – it zig-zags.

A HARD RESET

**“PLANS ARE
NOTHING.
PLANNING IS
EVERYTHING.”**

- President Dwight Eisenhower

The Woodfin Way found its first major disruptive challenge in the COVID-19 pandemic, the social upheaval following the murder of George Floyd, and the global economic turmoil that disrupted thousands of Birmingham residents who lost their income and lives to the virus.

In March 2020, Mayor Woodfin faced the biggest test of his administration's theme of “Putting People First” when he implemented a mask mandate to fight the effects of the pandemic in Birmingham—the first policy of its kind in the state of Alabama. The mask mandate prioritized public health as a primary objective, effectively putting Mayor Woodfin's economic agenda at risk for the duration of the mandate.

It was a clarion moment for Mayor Woodfin and every entrepreneur, faith leader, and neighborhood leader across the city.

Our plans changed in the wake of the pandemic, but our planning efforts continued.

In 2021, Mayor Woodfin began his second term with Vision 2025 – an ambitious set of initiatives that broadened and deepened his initial vision across more policy domains, leveraged new federal resources, and doubled down on investments in neighborhood revitalization.

Within one year of Mayor Woodfin's re-election the nation was settling into a new normal of life with COVID-19 and the City of Birmingham produced The World Games 2022 – the largest international event ever produced in the state of Alabama. Vision 2025 kept our teams leaning forward and focused on elevating the city despite the hard reset we all experienced in 2020.

Vision 2025 Progress Toward Goals

177 STRATEGIC
INITIATIVES

> 74%

COMPLETED OR UNDERWAY

> 17%

COMBINED OR CANCELED

> 9%

FAILED OR NOT STARTED

THE BLUEPRINT: Our Way Forward

The City of Birmingham has never done so much in such a short period. Our unprecedented investment in neighborhood revitalization, assertive and innovative public-private partnerships, and nationally recognized progressive policies have elevated Birmingham as a city of the future.

However, Birmingham's blueprint for future success not only rests in the many strategic initiatives featured in The Woodfin Way and Vision 2025, but in how we measure success.

Blueprint Birmingham is a **three-prong strategy** for moving Mayor Woodfin's agenda forward:

First, we are developing stronger measures for tracking progress on Mayor Woodfin's agenda. These measures will include more dynamic uses of data, technology, and reporting capabilities to internal and external stakeholders.

Next, the initiatives tracked and presented in The Woodfin Way and Vision 2025 will be reconciled and presented in a Blueprint Birmingham portal which will be shared publicly in 2024.



CONCLUSION

Finally, Mayor Woodfin and his senior leadership team continue to focus on inter-departmental collaboration and leadership development as they manage emerging trends such as generative artificial intelligence, climate change, and many other global trends.

Altogether, Blueprint Birmingham is a living strategic plan designed to drive the Mayor's agenda and position Birmingham as a destination city that fully recognizes its past and embraces its future.

Birmingham's future is bright for our grandparents and for our grandchildren. After spending years tearing down systems and structures that do not serve our residents well, we are building something anew.

We are restoring faith in our young people by providing them with opportunities to achieve their potential.

We are making roads smoother. We are making parks more accessible.

We are building homes – and most importantly, we are building systems to allow existing and new residents to achieve their dreams.

We are rebuilding Birmingham's reputation in technology and medicine while opening our doors for entrepreneurs to thrive and create. We're showing the entertainment world that Birmingham is indeed a destination city.

This blueprint isn't just a chart of lines and boxes. It is a new way of defining our success.

Mayor Woodfin and his administration, along with the Birmingham City Council, are innovating in the paths paved by the blood, sweat and tears of our fearless forefathers and foremothers. We are simply building upon that foundation they laid.

We are building a better, brighter, bolder Birmingham;

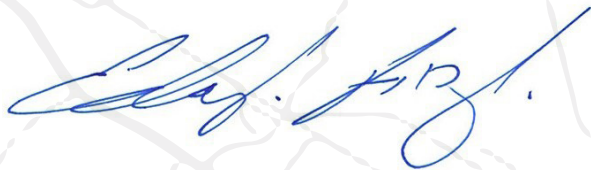
For the grandparent,

For the grandchild,

For you, your family, and for generations to come.

From 1963 to 2023, we are rewriting our future. This blueprint is Birmingham's North Star for our next great breakthrough.

Putting People First,



Ed Fields
Senior Advisor & Chief Strategist



An aerial photograph of a city skyline, featuring various skyscrapers and buildings. The image is overlaid with a semi-transparent blue grid pattern. The text is positioned in the lower-left quadrant of the image.

LAYING THE GROUNDWORK

In the work to create a lasting infrastructure for our city, six goals were created that are rooted in the success of our residents, employees, businesses, schools, churches, and neighbors. These goals will keep us on task, hold us accountable, and guide our blueprint.

1. Goal 1: Safe, Secure, and Sustainable Communities:
Provide safe, secure, and sustainable communities that support and ensure quality places and healthy experiences for all who live, visit, work, and play in the City of Birmingham.

2. Goal 2: Healthy, Thriving, and Diverse Neighborhoods:
Nurture thriving healthy neighborhoods of choice that are walkable, livable, and serve as social anchors to informed, engaged, and empowered residents who are committed to sustaining the vitality of Birmingham.

3. GOAL 3: High-Performing 21st Century Education and Workforce Development Systems:
Proactively champion the alignment of and intentionally invest in the city's education and workforce development systems to ensure that all youth are afforded the best possible educational, job, or life opportunities. Ensure that all who choose to participate in the workforce have the knowledge, training, and skills required to compete for high demand jobs, make livable wages, and enjoy future opportunities.

4. GOAL 4: Innovative and Inclusive Economy Supported, Shared, and Served by All:
Stimulate an innovative and inclusive economy that generates and allows the creative class, start-ups, small businesses, and historically disadvantaged businesses to emerge, grow, and thrive while sustaining and supporting community-minded large employers, institutions, and corporations that create quality jobs.

5. GOAL 5: Highly Effective, People First, Smart Government:
Provide a more progressive and less complex level of service that is prompt, professional, responsive, effective, and is equitably and repeatedly experienced by all residents, clients, customers, partners, employees, community stakeholders, and visitors.

6. GOAL 6: Global, Legacy Leadership Partner for Equity and Social Justice:
Build upon our global legacy as the cradle of the civil rights movement by continuing to embrace and advance equity-based and social justice policies that ensure second-chance opportunities, a healthy and livable environment, and sustained economic justice for all members of our community.

GOAL 1: SAFE, SECURE & SUSTAINABLE COMMUNITIES

OBJECTIVES

1. Reduce vacant, abandoned, and deteriorated properties.
2. Improve quality of residential neighborhood streets and sidewalks.
3. Reduce violent crime.
4. Increase emergency preparedness for natural and man-made disasters.
5. Increase preparedness for impacts of current and anticipated climate change.



IN 2023 ALONE

**50.2
MILES**

of road paved so far in 2023, for a total investment of \$16.3M

104

blighted homes removed in 2023

SINCE 2017

**172.7
MILES**

of road paved since 2017, for a total investment of \$51.2M

1,518

blighted homes removed since 2017

16,829

guns removed from the streets since 2017



CHALLENGES

- 86 water rescues by Birmingham Fire and Rescue Services in 2022, 46 from one storm
- ~75% of Birmingham Census tracts are federally designated as historically marginalized and overburdened by pollution and underinvestment in housing, transportation, water and wastewater infrastructure, and health care.
- Projected to have 85 annual days with a maximum temperature over 90° by 2044
- Projected to have 9+ annual days of extreme precipitation by 2044 (annual days that exceed 99th percentile precipitation)

PROTECTING GOOD

The Protecting Good Strengthen, Repair and Protect program was launched by Protective in collaboration with the City of Birmingham and the State Department of Insurance. Together, they work to identify ways to give back to Northside Birmingham residents who live near Protective Stadium. The program supports homeowners in Druid Hills, Evergreen, Fountain Heights, Norwood, and Central City neighborhoods.

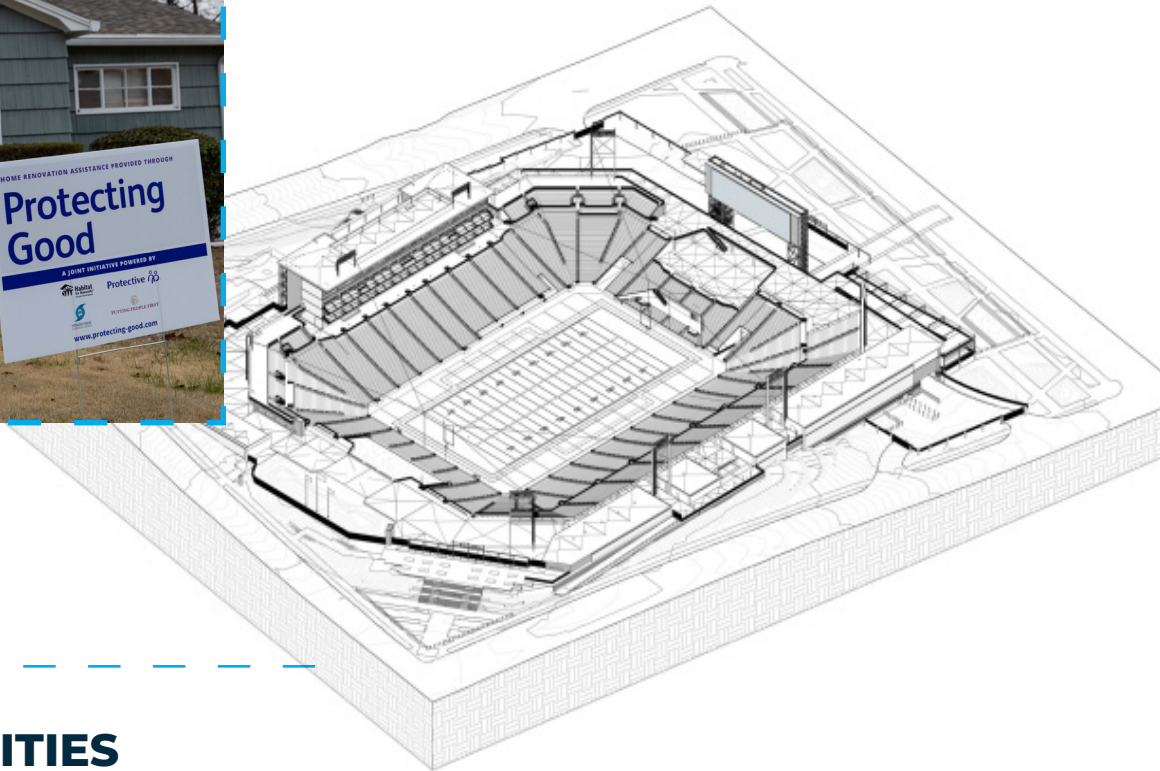
Homeowners received up to \$10,000 for a roof replacement to the FORTIFIED™ standard to project against wind damage. Strengthen Alabama Homes is a grant program of the Alabama Department of Insurance. Qualified homes/homeowners may receive additional funding to provide necessary home repair work under the program.

PARTNERS

- Protective
- City of Birmingham
- Alabama Department of Insurance
- Habitat for Humanity of Greater Birmingham
- Neighborhood Housing Services

IMPACT

- 118 Roofs Repaired in Fountain Heights, Druid Hills, Norwood



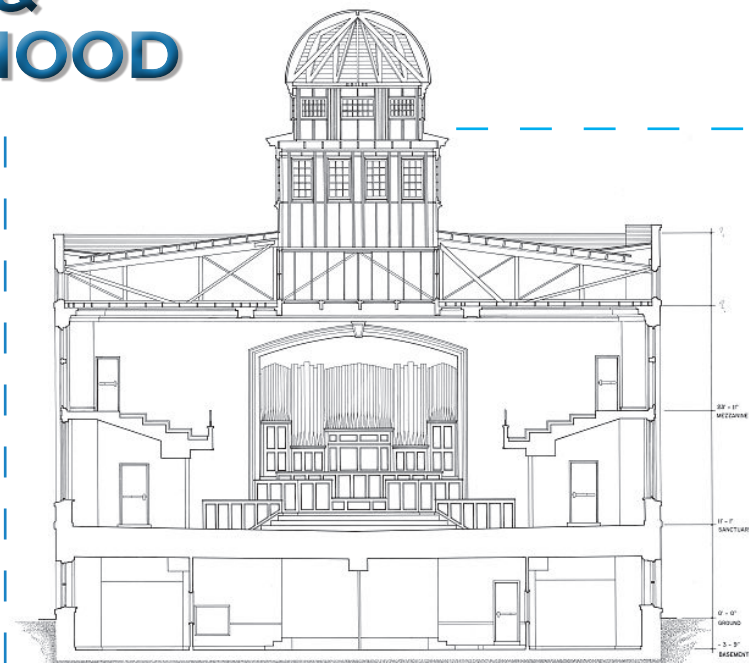
OPPORTUNITIES

- **Layer investments in sidewalks, streets, and lighting:** Strategically focus infrastructure investments to maximize impact, layered with transit investments.
- **Legislative advocacy:** Advocate for policies at the state level to create a advocate for policies at the state level to address vacant property and tenant/landlord challenges.
- **Climate action:** Build out the newly formed Mayor's Office of Resilience and Sustainability to shape and deliver upon an interdisciplinary resilience and sustainability strategy.

GOAL 2: HEALTHY, THRIVING, & DIVERSE NEIGHBORHOOD

OBJECTIVES

1. Increase the number of quality, affordable housing units available to Birmingham residents.
2. Improve the quality, accessibility, and number of available transportation options.
3. Increase residents' access to fresh, affordable, healthy foods.
4. Enhance communications between residents and city government.



TRANSVERSE SECTION

16th Street Baptist Church | Blueprint

CHALLENGES

53.5%

Renter households are cost burdened
(paying over 30% of gross income on rent) (US Census)

11.4%

occupied housing units have no available vehicle
(US Census)

100x

more jobs are accessible to work with a car in the Birmingham metro area
(Brookings Institution)

70%

of neighborhoods lack adequate access to quality, affordable fresh foods (USDA)



BIRMINGHAM ON-DEMAND

2019: Community Foundation BHM funds Birmingham On-Demand Pilot

2020: City of Birmingham takes over pilot and expands zone

2022: Birmingham Jefferson County Transit Authority invests in additional service to complement fixed route transit

2023: BJCTA takes over service and integrates into Birmingham transit network, adding nighttime service



Birmingham On-Demand Service Area

Ridership data shows riders are using the service to get to work, school, and critical goods and services like grocery stores.

- Top downtown destinations (as of May 2023)
 - Publix
 - BJCTA Terminal
 - UAB
 - UAB Hospital
 - Ramsay High School
- Top East Side Destinations (as of May 2023)
 - Walmart
 - Piggly Wiggly
 - Manning Company
 - Church's Chicken
 - Aldi

11,465

COMPLETED RIDES IN OCTOBER 2023

OPPORTUNITIES

\$50M

US Department of Housing and Urban Development Choice Neighborhoods Implementation grant to revitalize the Smithfield-College Hills-Graymont community.

- **Birmingham Civil Rights Crossroads:** Create multimodal connections between CityWalk, the Civil Rights District, Graymont and Smithfield neighborhoods, and downtown jobs, goods, and services (\$21.7M RAISE grant from USDOT for the Birmingham Civil Rights Crossroads: Reconnecting Historic Neighborhoods Through Active Mobility)
- **Eliminating Rail Crossings:** Work to eliminate several at grade rail crossings that make it difficult for residents to get to and from home and work (\$8M Consolidated Rail Infrastructure Safety Improvements grant from USDOT)
- **Valley Creek Rails-to-Trails:** Convert former railways into multimodal trails to connect neighborhoods with the Valley Creek Rails-to-Trails project, in collaboration with Freshwater Land Trust (\$4.1M from U.S. Department of the Interior)
- **Multimodal System Enhancements:** Further integrate micromobility, micro transit, and fixed route transit to improve resident mobility.
- **Food System Development:** Grow the Birmingham food system by supporting urban agriculture, connecting growers to market opportunities, and supporting small businesses creating access to fresh foods.
- **Housing Production:** Reduce regulatory barriers to housing production and incentivize a range of housing types to meet the needs of residents. Produce 2,500 units by 2025.

GOAL 3:

HIGH-PERFORMING 21ST CENTURY EDUCATION & WORKFORCE DEVELOPMENT SYSTEMS

OBJECTIVES

1. Increase investment in college and careers-of-the-future pathways for Birmingham youth.
2. Increase investment in financial literacy and other wrap-around services for youth and families.
3. Drive alignment among education, workforce development, and economic development agencies.



Drawing of Ensley Mix-use Revitalization

CHALLENGES

- 27% of Birmingham workers are not participating in the labor force. (US Census)
- A worker in the Birmingham metro with a high school diploma has a 30% chance of holding a quality job (Brookings Institution)



Tim Cook, Deon Gordon, and Mayor Randall Woodfin at Ed Farm Event at BIG Communications

EMBRACE MOTHERS

Nearly 60% of households with children in Birmingham are led by single women (US Census).

Women, particularly women of color, are more likely to live below the poverty line. Despite entering the workforce in higher numbers, women still perform the majority of unpaid care work — childcare, elder care and household chores — that keep our economy running. This is especially true for single mothers. Guaranteed income is a tool to narrow the gender income gap and acknowledge that unpaid care work is valuable.

We partnered with Mayors for a Guaranteed Income to pilot guaranteed income with 110 single mothers and women in mothering roles, providing them with \$375 a month for 12 months – no strings attached. Pilot participants were randomly selected by our research partner:

34
AVERAGE AGE

3.5
AVERAGE
HOUSEHOLD SIZE

94.5%
AFRICAN AMERICAN

\$12,300 MEDIAN HOUSEHOLD
INCOME OF
EMBRACE MOTHERS
PARTICIPANTS

\$39,326 MEDIAN HOUSEHOLD
INCOME OF
BIRMINGHAM, AL



City Attorney Nicole King
reading to BCS 3rd grade
class | DYS Page Pals



OPPORTUNITIES

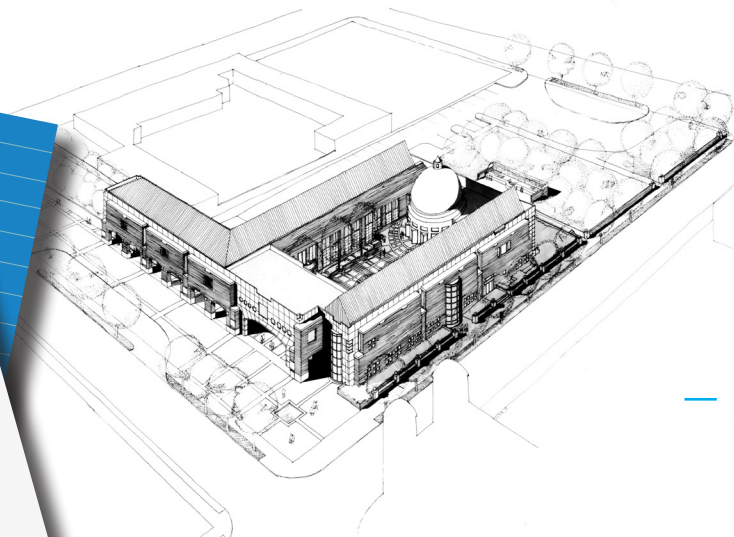
- **Birmingham Talks:** Support language development from birth to age 3 using devices that count the number of words and conversational turns children hear in a day and coaching for parents and caregivers. On track to impact 50% of children who start kindergarten in Birmingham City Schools by 2025.
- **Page Pals:** Increase third grade literacy through volunteer one-on-one reading coaches.
- **Birmingham Promise:** Continue to provide up to four years of tuition assistance for graduates of Birmingham City Schools and paid internships for BCS students to get job experience.
- **Good Jobs Challenge:** Train 1,000 jobseekers and incumbent workers in high-wage, high-quality healthcare jobs by Fall 2025.

GOAL 4:

INNOVATIVE & INCLUSIVE ECONOMY SUPPORTED, SHARED, AND SERVED BY ALL

OBJECTIVES

1. Increase participation of historically disadvantaged businesses and groups in the Birmingham economy.
2. Invest in city policies and practices that grow, attract, or retain talent, startups, and small businesses.
3. Increase strategic partnerships with employers and agencies seeking to close the wealth gap for historically disadvantaged communities.
4. Attract and grow investments in high wage, high growth industries that support quality jobs for all workers.



Birmingham Civil Rights Institute | Blueprint

CHALLENGES

Employing firms (1+ employee)
in the City of Birmingham
(US Census 2017 Survey of Business Owners)

7.4%
are Black owned

16%
are Female owned

- “Among metro areas with more than 1 million people, Birmingham ranked in the bottom five for job growth in young businesses in the decade following the Great Recession—a clear sign of lagging dynamism.” (Brookings Institution)
- The Birmingham metro continues to lag behind other metros in growing tradable jobs. (ULI Emerging Trends 2023 Report)

BIRMINGHAM

BIOTECHNOLOGY HUB

\$775M in research grants and extramural awards to the University of Alabama at Birmingham in FY23, placing the region on par with metropolitan areas such as San Diego, San Francisco, and Philadelphia on a per capita basis.

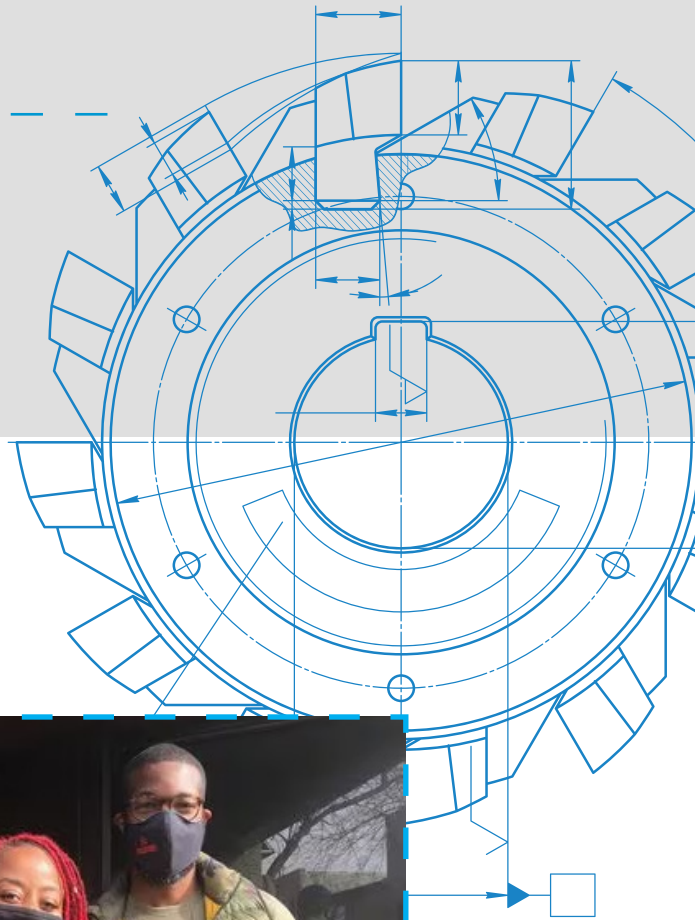
Birmingham's metro area is among 31 regions across the country named as a federal Regional Technology and Innovation Hub (Tech Hub), competing successfully under a new program that could ultimately inject \$75 million into the local biotechnology industry if we receive a second-round award.

The designation followed a highly competitive process with nearly 200 applications nationwide, and it recognizes the innovation happening in the Birmingham region—paving the way for the creation of thousands of new jobs for a broad range of Alabamians.

By applying the power of artificial intelligence trained with inclusive patient data, the Birmingham Biotechnology Hub seeks to shorten the drug development pipeline and deliver affordable drugs, vaccines, and diagnostics that treat a diverse global patient population.

OPPORTUNITIES

- **DISPARITY STUDY** – Grow participation of minority- and women-owned businesses in City of Birmingham contracts.
- **BOLD** – Continue to nurture talent; grow minority-, women-owned, and disadvantaged businesses; and grow small businesses through direct funding to innovate and data-driven organizations.
- **HBCU TALENT ALIGNMENT** – Identify and grow opportunities for HBCU talent to thrive in Birmingham.



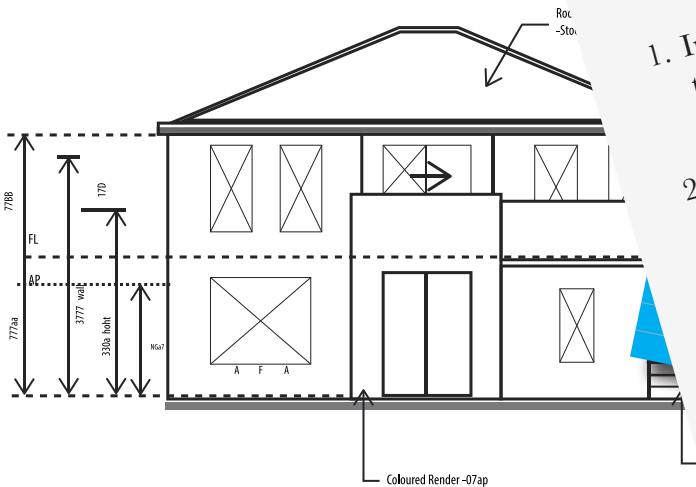
Birmingham Mayor welcomes owner of Slutty Vegan, Pinky Cole.

GOAL 5:

HIGHLY EFFECTIVE, PEOPLE FIRST, SMART GOVERNMENT

OBJECTIVES

1. Increase investment in enterprise-wide technologies that reduce and eliminate ineffective practices and save costs.
2. Improve staff alignment, performance, and effectiveness.
3. Enhance customer interaction and experience in conducting business with the City.



**BIRMINGHAM FIRE &
RESCUE SERVICES**
HAVE HIRED

371
PERSONNEL SINCE 2020

CHALLENGES

1. Internal and external training opportunities to upskill employees for advancement
2. Ability to compete with private sector salaries for skilled and highly technical positions
3. Quiet quitting and employee engagement
4. Aging and misaligned teaching system
5. Setting employees from multiple generations with multiple needs

CASE STUDY

At the start of the COVID-19 pandemic, Birmingham Fire and Rescue Services experienced a significant personnel shortage. In response, they developed an aggressive, multiprong strategy to address this issue:

- Developed a 40-page recruitment and retention plan
- Hired a creative coordinator to “Tell Our Story” by updating and engaging on social media
- Developed a local and nationwide recruitment strategy
- Advocated for the Personnel Board of Jefferson County (PBJC) to create a hiring register for young people who complete the High School Fire Science program and get 160 or Volunteer FF Certification. (This allowed them to bypass the Firefighter entry exam.)
- Advocated for the PBJC to create a year-round sign-up process for people who are interested in becoming Firefighters.
- Advocated for the PBJC to create a hiring register for people who already have Firefighter certification. (This allowed them to bypass the Firefighter entry exam.)
- Created a Junior Fire Marshal program for 3rd-5th graders.
- BFRS became the first Fire Department in the state of Alabama to be able to teach Paramedics in-house.
- In 2021, graduated the first all-paramedic recruit class in the history of Birmingham Fire & Rescue Service.
- In 2022, secured 10 paramedic school scholarships per year for Birmingham Fire and Rescue Services personnel.



BFRS Chief Cory Moon



City of Birmingham My Bham 311 app. Now available

OPPORTUNITIES

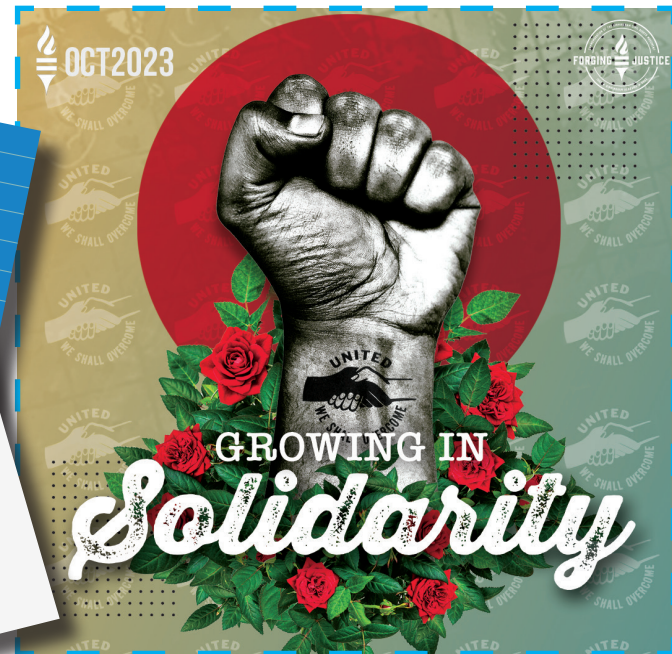
1. **Online Permitting:** Refine and expand upon the online permitting pilot to increase efficiency for homeowners, business owners, and construction and development professionals.
2. **MY BHAM 311:** Improve internal processes to efficiently address 311 requests.
3. **Food Truck Permitting:** Clarify and refine the steps for food truck owners to receive necessary licenses and permits to operate in the city.

GOAL 6:

GLOBAL, LEGACY LEADERSHIP PARTNER FOR EQUITY & SOCIAL JUSTICE

OBJECTIVES

1. Appoint residents to agencies and advisory groups within City Hall that increase representation of historically underrepresented communities.
2. Invest and protect historic sites of significance related to Birmingham's movement for civil and human rights.
3. Create and advocate for policies that are restorative, reparative, and protect communities that have experienced historic harm.
4. Invest in and support initiatives that increase connectivity, transparency and accountability to underrepresented community members.



CHALLENGES

1. The State of Alabama constitution and new legislation create or sustain harm for women, immigrants, LGBTQ+, and other talent in our labor pool.
2. Continuous investment required to restore and rehabilitate civil rights historic sites.
3. Engaging diverse communities to ensure representation on City boards and agencies.

30%

Birmingham's population falls within the ages of 15 – 34.

\$10M

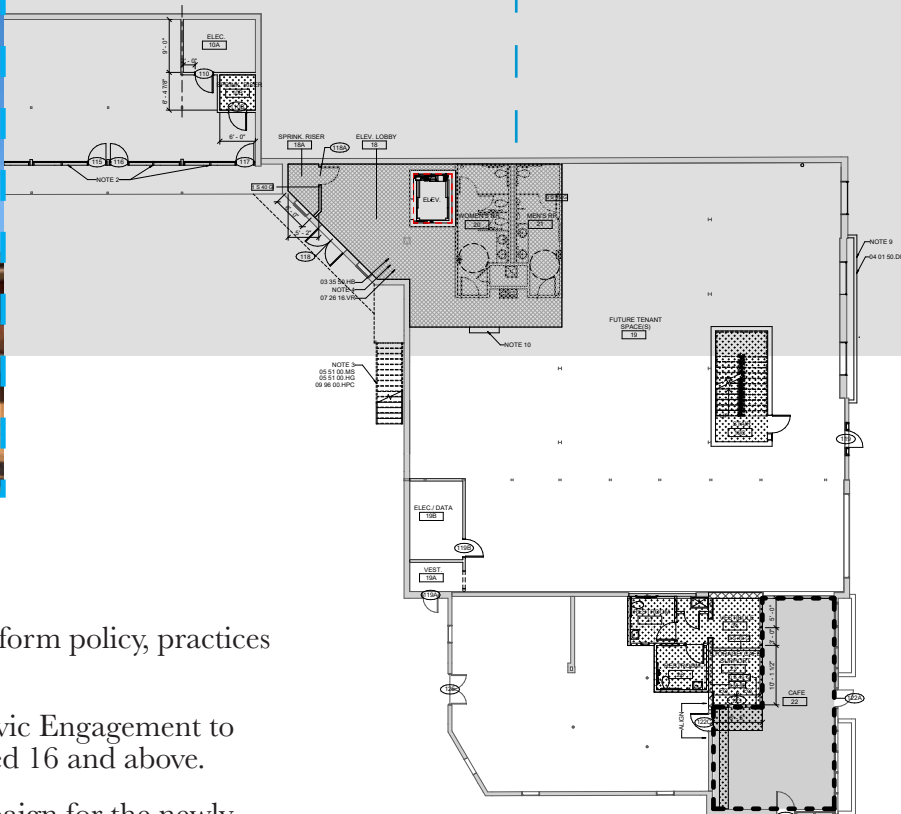
received in grants from non-City sources to support restoration and preservation of historic physical structures of Birmingham Civil Rights

A.G. GASTON MOTEL

The A. G. Gaston Motel is the key historic site of the Birmingham Civil Rights National Monument, a collaborative partnership of the National Park Service, the City of Birmingham, and the Historical Preservation Authority. It is the centerpiece of the Birmingham Civil Rights National Monument, which was established in 2017 by President Barack Obama. The A. G. Gaston Motel is the site where Rev. Fred Shuttlesworth, Dr. Martin Luther King and other civil rights leaders met in the “War Room”, Room 30 to strategize and plan “Project C”, the 1963 campaign of protests and marches. These actions in Birmingham changed the world and the course of the nation in granting civil and human rights to all citizens.

The City of Birmingham committed \$10 million for the motel’s renovation. The A. G. Gaston

Construction Company, a legacy company of Dr. Gaston, was contracted to undertake the exterior restoration. The multi-phase project began in 2019 on the National Park Service 1954 wing and was completed in December of 2020, highlighted with the sign lighting for the historic motel. The restoration continued in 2021 with work on the City of Birmingham’s 1968 wing and courtyard, which was completed in 2023. The Mellon Foundation awarded a \$1.1 million grant to the City of Birmingham. Funds from the “Humanities in Place” program supported the interior restoration of the coffee shop, a catering kitchen and original dining room, which now houses the A.G. Gaston exhibit. The historic A.G. Gaston Motel successfully opened to the public on June 29, 2023 with visitation Thursdays through Saturdays from 10 am to 4 pm. Visitors can now experience a permanent exhibit about Dr. A. G. Gaston.



Original revitalization blueprint for A.G. Gaston Motel.

OPPORTUNITIES

- Create space for young and new voices to inform policy, practices and the quality of life in Birmingham.
- Expand participation in the Academy of Civic Engagement to include community leaders and students aged 16 and above.
- Launch an educational and awareness campaign for the newly established Public Safety Advisory Committee for residents to understand how to raise concerns on police interactions with community.
- Expand of the juvenile reentry program, RESTORE to include additional resources for employment training, housing assistance and mental health services.



IMPORTANT CITY OF BIRMINGHAM NUMBERS TO KNOW

CITY HALL

City Hall Operator - 205-254-2000
Community Development - 205-254-2309
Code Enforcement - 205-254-2179
Community Resource Representatives (CRRs) - 205-297-8192
City Clerk's Office - 205-254-2290
City Council Office - 205-254-2294
City Attorney's Office - 205-254-2369
Finance Department - 205-254-2205
Human Resources - 205-254-2819
Innovation and Economic Opportunity - 205-254-2799
Mayor's Office - 205-254-2771
Office of Public Information - 205-254-2823
Permits - 205-254-2904
(building, signs, electrical, etc.)
Planning, Engineering and Permits (PEP) - 205-254-2479
Renewing a business license - 1-800-556-7274,
Press option 1 and then option 6
or visit www.salestaxonline.com
Social Justice and Racial Equity - 205-254-2118
Transportation - 205-254-2450

OTHER NUMBERS

A.G. Gaston Motel - 205-617-1816
Arlington House - 205-780-5656
Birmingham Botanical Gardens - 205-414-3950
Birmingham CrossPlex - 205-279-8900
Birmingham Fire and Rescue - 205-254-2052
Birmingham Museum of Art - 205-254-2565
Birmingham Police Department
Headquarters - 205-254-1765
Birmingham Jail - 205-254-6369
North Precinct - 205-254-2860
South Precinct - 205-254-2793
East Precinct - 205-254-2685
West Precinct - 205-254-2683
Birmingham Public Library - 205-226-3600
Boutwell Auditorium - 205-254-2820
Division of Youth Services - 205-320-0879
Legion Field and Park and Rec - 205-254-2391
Municipal Court - 205-254-2161
Negro Southern League Museum - 205-581-3040
Non-Emergency Issues - 311
Public Works - 205-254-6344
Sloss Furnaces - 205-254-2025
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