



FY 2024-25 Strategic Plan

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The Strategic Plan

Vision

- The City of Burleson Strategic Plan, or Guide BTX, communicates the mayor and city council priorities to Burleson residents and businesses. The plan's purpose is to set overall focus areas and goals for the city and develop action items to achieve the goals. Residents can track the city's progress toward the stated goals through quarterly plan updates.

Mission

- To provide exceptional, people-focused municipal services and to plan and invest in the future in a financially responsible and innovative manner through a high-performing city team and in partnership with our Burleson community.



Building the Strategic Plan

Developed utilizing

- City's adopted vision and mission
- Comprehensive Plan
- City's Master Plans and Capital Improvement Plans
- Departmental Strategic Plans
- FY23-24 Strategic Plan
- City Council Retreat Meeting in February 2024

Components

- Develops key focus areas and goals the city will focus on over the next five years.
- Outlines action items to achieve the set goals for Fiscal Year 2024-2025. Action items are updated yearly.
- Determine city council's top and high priorities for the action tasks.





FOCUS AREA 1

High Performing City Organization

Providing Exceptional, People Focused Services

To make the City of Burleson a community of choice by providing outstanding customer service, communication, and community engagement; leveraging technology to be an efficient and responsive organization; being financially responsible; maintaining an organizational culture that values innovation, process improvement, productivity, and teamwork; and focusing training and development opportunities for city employees.

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- GOAL 1:** Develop a high-performance and diverse workforce by attracting and retaining the very best employees; providing a competitive salary and benefits package; maximizing employee training and educational opportunities.
- GOAL 2:** Continue to improve the efficiency and productivity of operations through the use of technology, innovation, teamwork and continual business process improvement.
- GOAL 3:** Deliver high-quality service to external and internal customers by providing an outstanding customer experience; regularly seeking feedback from citizens and employees through surveys, public forums and other outreach methods; and offering convenient methods for conducting business and communicating with the city.
- GOAL 4:** Be a responsible steward of the city's financial resources by providing rates and fees that represent a strong value to our citizens; providing timely, accurate and transparent financial reporting; and utilizing long-range planning.



FOCUS AREA 2

Dynamic & Preferred City
through Managed Growth

To promote balanced residential and commercial development growth through long-term planning and zoning ordinances; develop and maintain public infrastructure in the city that improves mobility and connectivity; develop superior utility services and facilities; and promote sustainable development and job growth in the city.

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- GOAL 1:** Attract and retain top-tier businesses to promote high-quality economic development by expanding and diversifying the tax base; and creating jobs that allow our residents to work where they live.
- GOAL 2:** Promote sustainable residential and commercial development through strategic and long-term planning; providing a business-friendly environment; continuing efficient development review process; and enhancing partnerships with the development community.
- GOAL 3:** Enhance connectivity and improve mobility by expanding capacity of existing transportation network, evaluating additional thoroughfare improvements; and improving roadway, bicycle and pedestrian infrastructure.
- GOAL 4:** Implement the city's Capital Improvement Program to improve the quality of life for residents through the completion of projects identified in the city's master plans.
- GOAL 5:** Develop and maintain facilities and utility services that meet the needs of the community through strategic planning, long-term planning and best practices.



FOCUS AREA 3

Beautiful, Safe & Vibrant Community

Provide a beautiful, safe, and vibrant community for those that live, learn, work, and play in the City of Burleson by focusing on beautification programs; providing public art that enhances the community's visual appeal and uniqueness; providing crime prevention and community risk reduction programs; emergency preparedness; and emergency response services.

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- GOAL 1:** Encourage a clean and healthy community through the promotion of positive behaviors, sustainable practices, outreach programs and city services.
 - GOAL 2:** Encourage placemaking and a sense of belonging in our neighborhoods, parks and key commercial districts by focusing on long-range planning, comprehensive elements and public art.
 - GOAL 3:** Enhance emergency response services provided to the community, including emergency medical, police, fire and public dispatch services.
 - GOAL 4:** Ensure public safety equipment and personnel needs are being met, including staffing, support and training.
 - GOAL 5:** Continue community policing and risk reduction programs that create strong partnerships with the public to promote safety throughout the community.



FOCUS AREA 4

Great Place to Live

through Expanded Quality of Life Amenities

To make the City of Burleson a premier place to live, learn, and play by providing outstanding cultural, recreational, and educational opportunities that enrich the lives of our residents.

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- GOAL 1:** Provide high-quality parks for residents by expanding park amenities and options; enhancing city's trail network; and improving access to parks facilities.
 - GOAL 2:** Provide high-quality recreation opportunities, events and facilities for residents by expanding programs and options for all ages and abilities that enrich the quality of life for residents.
 - GOAL 3:** Provide outstanding cultural, educational and entertainment opportunities by cultivating mutually beneficial partnerships with area education and government entities, the business community, and not-for-profits.

Questions Comments

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