
City Council Regular Meeting

DEPARTMENT: City Manager's Office
FROM: Janalea Hembree, Assistant to the City Manager
MEETING: September 3, 2024

SUBJECT:

Receive a report, hold a discussion, and give staff direction regarding the FY 2024-2025 Strategic Plan. *(Staff Contact: Janalea Hembree, Assistant to the City Manager)*

SUMMARY:

The Strategic Plan is a visionary document that is designed to guide the organization toward achieving community-wide goals and objectives in the next 12 - 18 months. The FY 24-25 Strategic Plan draft continues with the same four Strategic Focus Areas as the FY 23-24 areas of focus consisting of High Performing City Organization, Dynamic & Preferred City through Managed Growth, Beautiful, Safe & Vibrant Community, and Great Place to Live through Expanded Quality of Life Amenities.

Each Strategic Focus Area includes Goals that will assist in meeting the Focus Area's objectives. In each Goal, are Key Work Plan Tasks that are assigned to departments with target dates, which will contribute in the completion of each Goal.

- **Strategic Focus Area 1: High Performing City Organization Providing Exceptional, People Focused Services.** With an exception 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.

- **Strategic Focus Area 2: Dynamic & Preferred City through Managed Growth.** With an objective 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.

- **Strategic 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.

• **Strategic 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

The FY 24-25 Strategic plan was developed utilizing the following:

- City's adopted vision and mission
- Comprehensive Plan
- City's Master Plans and Capital Improvement Plans
- Departmental Strategic Plans
- FY 23-24 Strategic Plan
- City Council Retreat Meeting in February 2024

OPTIONS:

- 1) Approve the FY 24-25 Strategic Plan as presented.
- 2) Approve the FY 24-25 Strategic Plan with changes.
- 3) Deny the FY 24-25 Strategic Plan.

RECOMMENDATION:

Approve the FY 24-25 Strategic Plan as presented.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

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