
City Council Special Meeting

DEPARTMENT: Legal and Purchasing

FROM: Justin Scharnhorst, Assistant to the City Manager

MEETING: July 10, 2023

SUBJECT:

Receive a report, hold a discussion, and provide staff with direction regarding the City of Burleson Fiscal Year 23-24 Strategic Plan. *(Staff Presenter: Justin Scharnhorst, 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 23-24 Strategic Plan draft continues with the same four Strategic Focus Areas as the FY 22-23 areas of focus consisting of 1) High Performing City Organization, 2) Dynamic & Preferred City through Managed Growth, 3) Beautiful, Safe & Vibrant Community, and 4) 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 is **High Performing City Organization Providing Exceptional, People Focused Services**. With an expectation 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 is **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 is **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 is **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 23-24 Strategic plan was developed utilizing the following

- City's adopted vision and mission
- Imagine Burleson: Roadmap to 2030, which was adopted by City Council on April 19, 2010
- Comprehensive Plan: 2020 Midpoint Update
- Current master plans the city is utilizing such as the Master Mobility Plan, Wastewater MasterPlan, Drainage Master Plan, Trail Master Plan, etc.
- Department Strategic Plans
- FY 22-23 Strategic Plan

RECOMMENDATION:

N/A

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

The strategic plan was initially adopted in 2019

FISCAL IMPACT:

None.

STAFF CONTACT:

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