



FY 2022-23 Strategic Plan

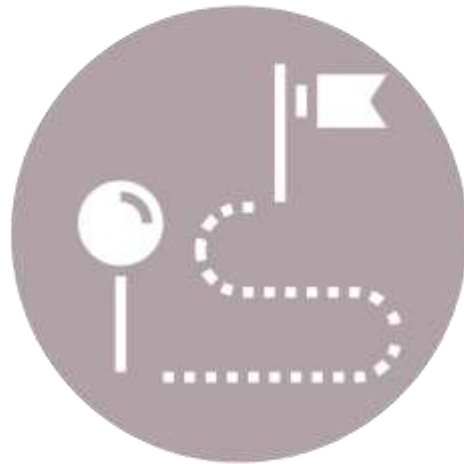
PRESENTED TO THE CITY COUNCIL ON
SEPTEMBER 6, 2022

Strategic Focus Areas

Proposed Budget is designed to accomplish the goals outlined in the City's Strategic Plan.
The Plan is organized in **four Strategic Focus Areas** as selected by city council during their planning retreat fall/winter 2021.



High Performing City Organization
Providing Exceptional,
People Focused Services



Dynamic & Preferred City
through Managed Growth



**Beautiful, Safe &
Vibrant Community**



Great Place to Live
through Expanded Quality of Life Amenities

- Serves as a roadmap for achieving our long-term goals and objectives.
- Includes specific action plan items that are tied to the budget.
- Council will be asked to formally approve the strategic plan in September along with the budget.

Vision

Mission

Values

Strategic Plan

The next 12 – 18 months

**Work Plan
Tasks**

**How we are going to accomplish the
Strategic Plan Goals**



Strategic Focus Area 1: *High Performing City Organization: Providing Exceptional, People Focused Services*

OBJECTIVE: 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.

- GOAL 1: Develop a high-performing 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 and communications to external and internal customers** by providing outstanding customer experience, communication and community engagement; 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 services, rates and fees that represent a strong value to our citizens; providing timely, accurate and transparent financial reporting; and utilizing long-range planning.

Strategic Focus Area 2: *Dynamic & Preferred City through Managed Growth*

- 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.
- 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 focusing on key street improvements and expanding capacity of existing transportation network, particularly within the SH 174 Corridor and the western portion of our city; improving roadway, bicycle and pedestrian infrastructure, and coordinating with Regional, State and Federal transportation partners for funding and support.
- 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.

Strategic Focus Area 3: *Beautiful, Safe & Vibrant Community*

OBJECTIVE: 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.

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 equipment and personnel needs are being met, including staffing and training.

GOAL 5: Continue community policing and risk reduction programs that create strong partnerships with the public to promote safety throughout the community.

Strategic Focus Area 4: *Great Place to Live through Expanded Quality of Life Amenities*

OBJECTIVE: 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.

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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