
City Council Regular Meeting

DEPARTMENT: Community Services

FROM: DeAnna Phillips, Director of Community Services

MEETING: September 6, 2022

SUBJECT:

Consider approval of a resolution adopting the City of Burleson Fiscal Year 22-23 Strategic Plan. *(Staff Contact: DeAnna Phillips, Director of Community Services)*

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 22-23 Strategic Plan draft is reflected with new strategic focus areas that were developed by city council during their strategic planning sessions in the fall and winter of 2021.

Each Strategic Focus Area includes Goals that will assist in meeting the Focus Area's objectives. In each Goal, are Actions 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**. The objective of this Focus Area is 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 and 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 and Vibrant Community**. This Strategic Focus Area's 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.

Strategic Focus Area 4 is **Great Place to Live through Expanded Quality of Life Amenities**. The objective is 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 22-23 Strategic Plan is a working document and will continuously be evolving as new priorities arise, and goals are met.

OPTIONS:

- 1) Approve the FY 22-23 Strategic Plan as presented.
- 2) Approve the FY 22-23 Strategic Plan with changes.
- 3) Deny the FY 22-23 Strategic Plan.

RECOMMENDATION:

Approve the FY 22-23 Strategic Plan as presented.

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

The FY 22-23 Strategic Plan was developed during the fall and winter of 2021, multiple strategic planning sessions were held by the Burleson City Council with a strategic planning consultant. Together, the council created a vision and a mission statement. They also ranked the city's priorities for the staff and the city council to focus on over the upcoming years.

FISCAL IMPACT:

There is not fiscal impact with the adoption of the plan. Any fiscal impact for Actions will be addressed through the city budget.

STAFF CONTACT:

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