



Senior Activity Center Strategic Plan

PRESENTED TO COMMUNITY SERVICES COMMITTEE

JULY 15, 2026

About the Plan

- First Strategic Plan for the Senior Activity Center
- Developed using:
 - A 2025 citywide facility assessment conducted by a consultant
 - Input from Senior Activity Center staff
 - A participant survey (189 responses)
 - A community-wide survey (345 responses)
 - Demographic data from the U.S. Census Bureau and American Community Survey



Introduction



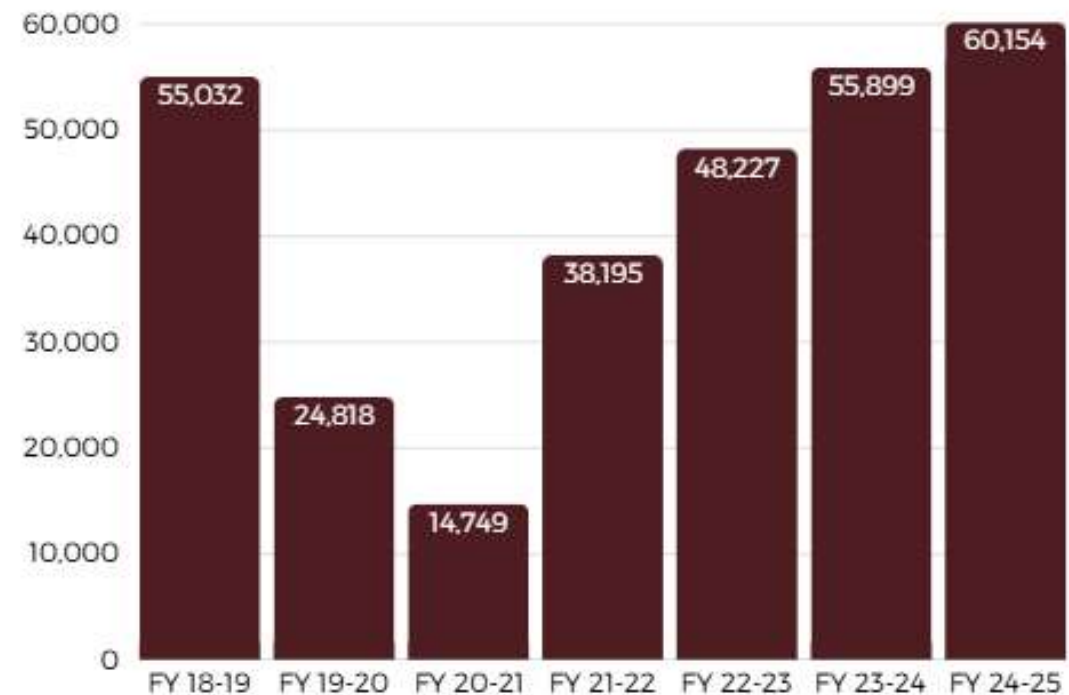
- Senior Activity Center opened in its current location in 1997.
 - Burleson population at opening was approximately 19,500
 - Building was built in 1980, served as the city's library previously
 - In 1996, the east addition was constructed
 - 10,500 square feet facility
- Senior Center is open, free of charge to anyone age 50 and older.
- 12.5% of Burleson residents are age 65 and older

Numbers & Trends

In FY 2025, the center had a record-breaking year in visitors, program attendees, volunteer hours and event.

- 60,154 visitors
- 2,900 volunteer hours
- 21,351 program attendees
- 190 events

Senior Center Participants by Fiscal Year



Challenges



Facility Limitations

- 2025 consultant study identified \$68,500 in deferred maintenance
- Six items were flagged for immediate or future attention
 - Chipped paint in mechanical room, water damage to ceiling tiles, missing flooring in mechanical spaces, replacement of aging water and gas pipes
- Accessibility remains a major obstacle
 - Non-ADA compliant stairs leading to post office, awkward handicap ramps, insufficient accessible parking and restroom facilities
- Building lacks adequate space for activities, classrooms and storage. The kitchen is undersized and poorly equipped for the center's growing demands.
- Various technology and safety improvements are needed, such as a ceiling-mounted projector, updated screens, and motion-activated lighting, are also necessary.

Awareness Gaps

- While nearly half of community respondents reported being familiar with the center, a notable 49% indicated they had only heard of it but did not know much about it, or were not aware of it at all.
- Of those who were aware of the facility many expressed uncertainty about what activities or services were available. In fact, among respondents who had never visited the center, 27% said they did not know what was offered, and 12% assumed the center "wasn't for them."
- Several open-ended responses specifically mentioned that the building felt "old" or "not inviting," and some participants described experiences of cliques or unfriendliness that discouraged further attendance.

Strengths



Loyal & Engaged Membership

- In the survey many members stated they had been attending for years.
- Half of survey respondents reported weekly or even multiple weekly visits.

Welcoming Staff & Atmosphere

- The friendliness of the staff is consistently cited as one of the most appreciated aspects of the center.

Diverse Programs & Activities

- The breadth of programming is another major strength.
- Both current participants and community members expressed appreciation for this variety, noting that it makes the center a vibrant and active place.

Broad Community Support

- Recognition of the center's value in the community, even from those that do not attend.
- In the community survey, about half of respondents reported knowing someone who currently uses or could benefit from the center.

An Affordable and Accessible Resource

- All Burleson residents aged 50 and older are eligible to participate at no cost, making it one of the most accessible resources available to older adults.
- The affordability of programs—combined with the popularity of social dances and special events—attracts not only Burleson residents but also seniors from surrounding communities.

Overall Satisfaction



- The participant survey revealed **high levels of satisfaction** with the Burleson Senior Activity Center.
- Respondents consistently praised the center as a welcoming and engaging place that enriches their daily lives.
- The most frequently mentioned highlights included opportunities for social interaction, the variety of exercise and physical activities, and the overall friendliness and dedication of the staff team.
- For many seniors, the center is not only a place to attend activities but also a vital part of their social and emotional well-being.

Improvements

- The improvements identified by participants emphasize two major priorities:
 - Addressing facility limitations and concerns (bathrooms, ramps, parking, and building size, cleanliness and maintenance of the center)
 - Enhancing program delivery (variety of activities, communication and outreach, along with wayfinding signs).



Focus Areas

- **Focus Area One:** Facilities & Infrastructure
- **Focus Area Two:** Programs & Services
- **Focus Area Three:** Community Awareness & Engagement
- **Focus Area Four:** Organizational Capacity

Each Focus Area has corresponding objectives and workplan tasks divided into Year 1-2 and Year 3-5.



Focus Area One: Facilities & Infrastructure

Objectives

- Address critical facility maintenance needs to ensure safety and compliance.
- Enhance accessibility and comfort for seniors, especially those with mobility challenges.
- Expand capacity and functionality of the building to support current demand and future growth.
- Modernize infrastructure and amenities to improve efficiency, sustainability, and program delivery.
- Plan for long-term facility expansion or replacement to meet the needs of a growing senior population.
- Strengthen building security to ensure a safe and comfortable environment for participants, staff, and visitors.



Focus Area Two: Programs & Services

Objectives

- Expand and diversify programming to meet the interests of a wider range of older adults.
- Promote health and wellness through fitness, nutrition, and mental health programs.
- Increase flexibility in scheduling to accommodate working seniors and diverse lifestyles.
- Develop intergenerational opportunities that build bridges across age groups.
- Strengthen cultural and educational programming to support lifelong learning.
- Explore shuttle/transportation services for non-drivers.



Focus Area Three: Community Awareness & Engagement

Objectives

- Increase awareness and visibility of the center's programs, services, and value to the community.
- Improve communication channels so that information is delivered clearly, consistently, and in multiple accessible formats.
- Address perceptions of exclusivity by emphasizing inclusivity, openness, and welcoming culture.
- Develop targeted outreach to new audiences, especially adults ages 50–64 who will soon become eligible for services.
- Strengthen volunteerism and partnerships to extend the center's reach and reputation.



Focus Area Four: Organizational Capacity

Objectives

- Strengthen staffing structure by adding full-time positions and planning for long-term personnel needs.
- Provide equitable access to technology so that all staff members can perform their roles effectively.
- Invest in professional development to build staff expertise in senior services, customer service, and technology.
- Plan for sustainable growth by aligning staffing levels with program demand and extended hours of operation.



Questions/Comments

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