
Community Services Committee

DEPARTMENT: Community Services

FROM: DeAnna Phillips, Director of Community Services

MEETING: July 15, 2026

SUBJECT:

Receive a report, hold a discussion, and provide staff direction on *[insert purpose of report and presentation]*. (Staff Contact: [Staff Name], [Staff Position]) (Planning and Zoning History, if any)

STRATEGIC PRIORITY AND GOAL(S):

Strategic Focus Area 4	Strategic Goal
 Great Place to Live Through Expanded Quality of Life Amenities	4.2 Provide high-quality recreation opportunities, events, and facilities for residents 4.3 Provide outstanding cultural, educational, and entertainment opportunities

SUMMARY:

Overview

The purpose of this memo is to present the Burleson Senior Activity Center Strategic Plan. This plan provides a comprehensive roadmap to guide the future of the Senior Activity Center, ensuring it continues to meet the needs of Burleson's growing and evolving older adult population.

Background

Since opening in its current location in 1997, the Senior Activity Center has served as a vital community resource. During that time, Burleson's population has grown from approximately 19,500 to more than 55,000 residents. While the center remains highly valued, both participation trends and community feedback indicate that the current facility, programs, and operational structure must evolve to keep pace with demand.

Over the past eight years, the center has demonstrated significant resilience and growth. Following a sharp decline during the COVID-19 pandemic, participation has rebounded and now exceeds pre-pandemic levels. In FY 2024–25, the center welcomed more than 60,000 visitors, recorded over 21,000 program attendances, logged more than 2,900 volunteer hours, and hosted approximately 190 events. These numbers reflect both strong community demand and the center’s increasing role as a hub for engagement and wellness.

Plan Development

This strategic plan was developed using multiple data sources to ensure a well-rounded and community-informed approach:

- 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

Survey results confirmed high satisfaction among current participants, particularly with social interaction, staff friendliness, and program variety. At the same time, the broader community identified key gaps, including limited awareness of programs, perceptions that the center is not for everyone, and barriers such as transportation and scheduling.

Key Findings

The strategic planning process identified several important themes:

High Satisfaction and Strong Engagement: Participants consistently describe the center as welcoming, enjoyable, and an important source of social connection.

Facility Limitations: The current building, originally constructed in 1980, is aging, undersized, and presents accessibility and maintenance challenges.

Growing Demand: Participation has reached record levels, and the 50–64 age group is growing, indicating increased future demand.

Awareness Gaps: Many residents are unfamiliar with the center’s offerings or do not perceive it as relevant to them.

Operational Constraints: Limited staffing and resources restrict the ability to expand programming and hours of operation.

Strategic Focus Areas

The plan outlines four key focus areas to address these findings:

1. Facilities and Infrastructure
 - Address deferred maintenance and accessibility issues
 - Expand or modernize the facility to meet demand

- Improve safety, security, and functionality
- 2. Programs and Services
 - Expand and diversify programming, including fitness, arts, technology, and travel
 - Increase evening and weekend offerings
 - Enhance wellness and intergenerational opportunities
- 3. Community Awareness and Engagement
 - Strengthen marketing and outreach efforts
 - Improve communication tools and visibility
 - Address perceptions and increase inclusivity
- 4. Organizational Capacity
 - Expand staffing to support growth
 - Improve access to technology and tools
 - Provide professional development for staff

Next Steps

The strategic plan provides a phased approach over the next five years, beginning with addressing immediate facility and operational needs, followed by program expansion and long-term planning for facility improvements or replacement.

Implementation of this plan will require ongoing evaluation, resource allocation, and collaboration between City Council, staff, and community partners.

PROCUREMENT METHOD:

N/A

RECOMMENDATION:

Staff recommends approval as presented.

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

- August 2025: A participant survey (189 responses)
- August 2025: A community-wide survey (345 responses)

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

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