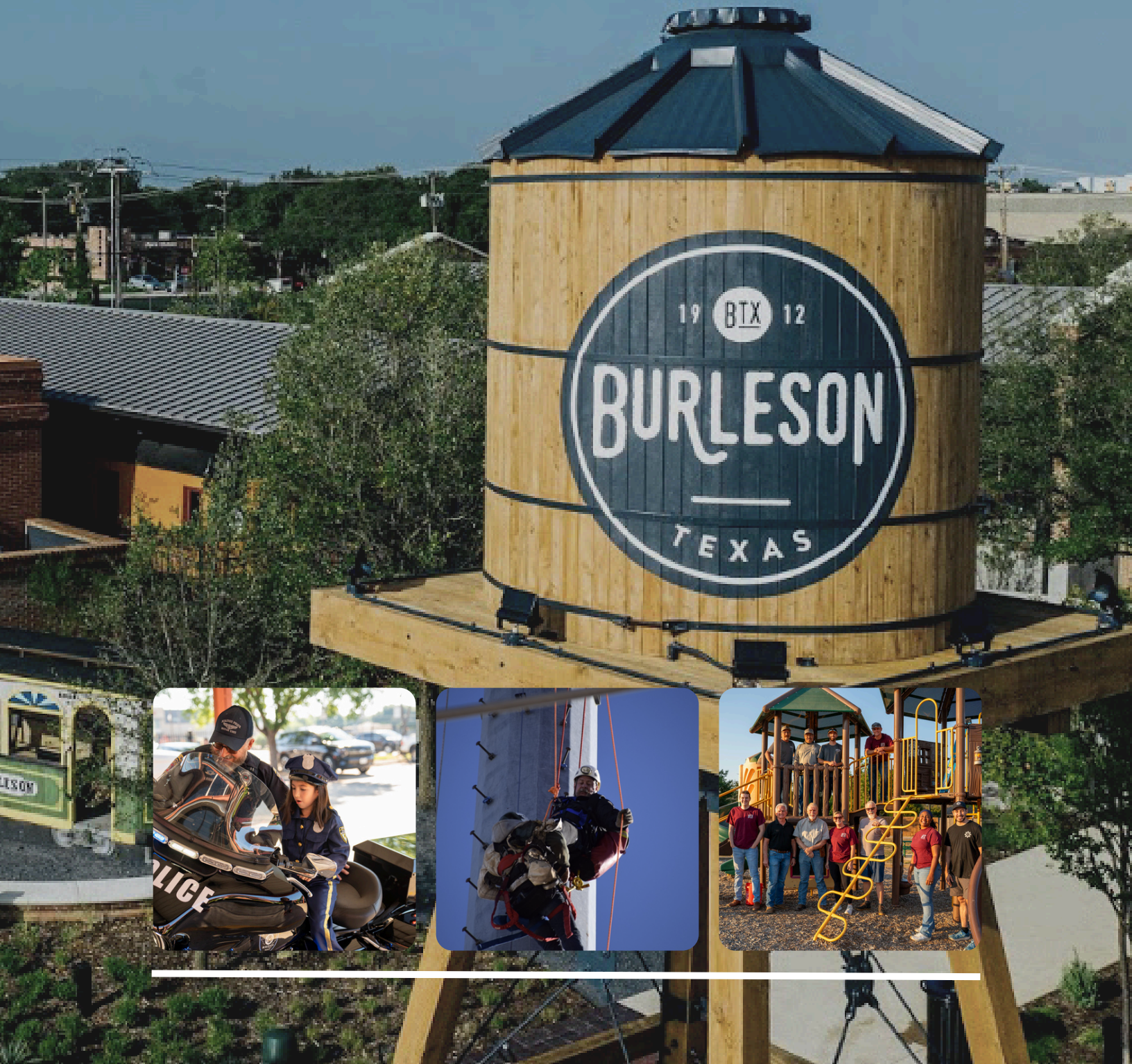


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FY 25-26 City of Burleson Strategic Plan



ABOUT THIS PLAN

Why a strategic plan?

The City of Burleson Strategic Plan or Guide BTX communicates the mayor and city council priorities to Burleson residents and businesses. The plan's purpose is to set overall focus areas and goals for the city and develop action items to achieve the goals. Residents can track the city's progress toward the stated goals through quarterly plan updates.

The Strategic Plan was developed utilizing the following:

- City's adopted vision and mission
- Comprehensive Plan
- City's Master Plans and Capital Improvement Plans
- Departmental Strategic Plans
- City Council Retreat Meeting in February 2024
- FY 24-25 Strategic Plan

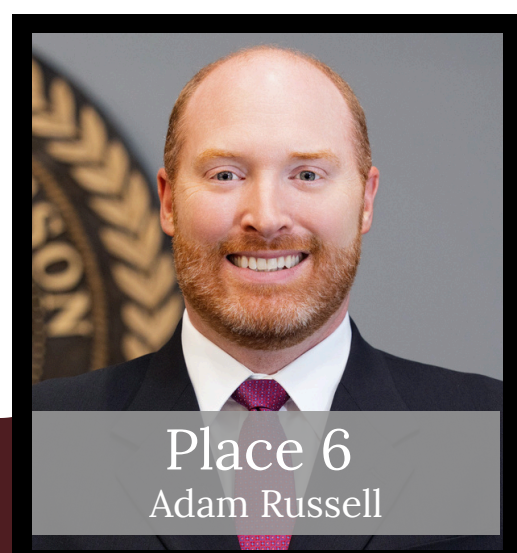
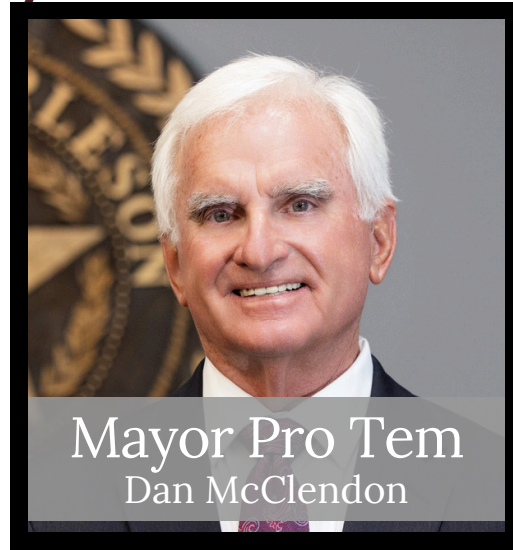
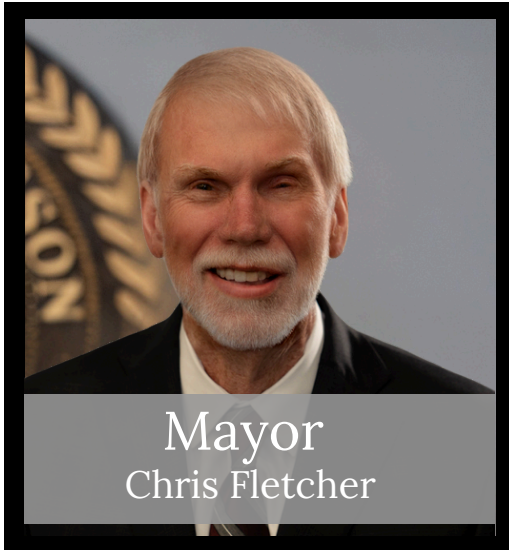
This plan:

1. Develops key focus areas and goals the city will focus on over the next five years.
2. Outlines action items to achieve the set goals for Fiscal Year 2025-2026. Action items are updated yearly.
3. Determine city council's top and high priorities for the action tasks.



BURLESON

City Council



BURLESON CITY GOVERNMENT MISSION

To provide exceptional, people-focused municipal services and to plan and invest in the future in a financially responsible and innovative manner through a high-performing city team and in a partnership with our Burleson community.



FOCUS AREAS



High Performing City Organization

Providing Exceptional, People Focused Services

GOALS

Outcome-based objectives and potential actions for five years.



Dynamic & Preferred City
through Managed Growth



Beautiful, Safe & Vibrant Community



Great Place to Live
through Expanded Quality of Life Amenities

STRATEGIC PLAN

The City of Burleson is a forward-thinking and community-focused organization. Our Strategic Plan provides the foundation for our operations and a clear roadmap for achieving our service objectives. By defining specific goals, strategies, and priorities, we ensure that our resources are aligned to meet today's needs while preparing for the future. Since our first Strategic Plan in 2019, the diligent implementation of this plan has resulted in meaningful progress that continues to enhance the quality of life for those who live, work, and invest in our community.



Each year, we engage in a comprehensive Strategic Planning Process to evaluate our accomplishments, share progress across our four key focus areas, and identify new and emerging priorities. This dynamic process reflects our leadership framework and keeps our organization responsive to the evolving needs of our community.



In February 2024, city leaders held a Strategic Planning Session focused on data-driven decision-making and long-term sustainability. Key priorities identified during this session included securing additional funding for stormwater management, maintaining and enhancing city infrastructure, strengthening our legislative presence, and expanding regional partnerships to improve grant success –particularly through the North Central Texas Council of Governments.



Critical objectives also include delivering 2022 Bond Program projects, supporting strong and reliable public safety services, and fostering economic growth through initiatives such as the continued development of Old Town, Chisholm Summit, and Hooper Business Park, as well as advancing plans for a future hotel and conference center.



Through this strategic framework, we remain committed to assessing our progress, adapting to new challenges, and pursuing opportunities that position Burleson as a vibrant, safe, and inclusive city for all.



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-performance 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 rates and fees that represent a strong value to our citizens; providing timely, accurate and transparent financial reporting; and utilizing long-range planning.

FOCUS AREA 1

High Performing City Organization

Providing Exceptional, People Focused Services



GOAL 1

Develop a high-performance and diverse workforce by attracting and retaining the very best employees; providing a competitive salary and benefits package; maximizing employee training and educational opportunities.

	Action	Responsible Department	Target Date	Target Matrix
1.1.1	Mentorship Program We foster professional development through a structured mentorship program that connects experienced employees with emerging talent. By promoting knowledge sharing, guidance, and career support, we strengthen organizational expertise, encourage employee engagement, and cultivate future leaders who embody the City's values and vision.	City Manager's Office	Fourth Quarter	2 Sessions (15 pairings each)
1.1.2	Implementation of Standard Operating Procedures We advance operational excellence by adopting the Texas Fire Chief's Association Best Practices, including comprehensive policies, standard operating procedures, and recognized industry standards. This commitment ensures consistent, high-quality service delivery, enhances safety, and promotes accountability across all fire department operations.	Fire	Fourth Quarter	Complete
1.1.3	Provide Growth and Promotional Opportunities Providing opportunities for internal employees through executive and supervisor leadership training and developing a robust succession planning program.	Human Resources	On-going	3 leadership classes per quarter
1.1.4	Comprehensive Training and Development We provide a robust training program that enhances management skills, strengthens communication, and develops effective leadership. By investing in our employees' growth, we equip them with the tools and perspectives needed to excel in their roles and contribute to a collaborative workplace.	Human Resources	On-going	4 Training classes each quarter
1.1.5	Obtain and Attract Top Tier Employees Our strategic approach to recruitment and retention fosters a thriving, high-performing workforce. By maintaining a selective acceptance rate, we attract top talent whose skills and values align with our organizational goals. At the same time, we focus on reducing turnover and preventing regrettable attrition, ensuring employees feel valued, supported, and motivated to grow their careers with the City.	Human Resources	On-going	85% acceptance rate on job offers

FOCUS AREA 1

High Performing City Organization

Providing Exceptional, People Focused Services



GOAL 1

Develop a high-performance and diverse workforce by attracting and retaining the very best employees; providing a competitive salary and benefits package; maximizing employee training and educational opportunities.

	Action	Responsible Department	Target Date	Target Matrix
1.1.6	Proactive Risk Management We reinforce the City's commitment to workforce safety and asset protection through vigilant monitoring and data-driven action. By tracking workers' compensation claims, we identify trends and implement targeted safety measures to reduce incidents. Likewise, effective management of property and liability claims safeguards operational integrity and minimizes financial impact. Through continuous improvement, proactive risk assessment, and employee engagement, we create a secure, resilient work environment that prioritizes well-being while sustaining productivity.	Human Resources	On-going	< 45 Worker's Comp Claims < 12 Property & Liability Claims
1.1.7	Ongoing Workforce Development We demonstrate our commitment to employee growth by providing meaningful learning opportunities that support current roles and prepare staff for future advancement. Through strategic training initiatives, we foster a culture of growth, innovation, and operational excellence, driving both individual career progression and the City's long-term success.	Human Resources	On-going	50 Learning Opportunities

FOCUS AREA 1

High Performing City Organization

Providing Exceptional, People Focused Services



GOAL 2

Continue to improve the efficiency and productivity of operations through the use of technology, innovation, teamwork and continual business process improvement.

	Action	Responsible Department	Target Date	Target Matrix
1.2.1	Integration of 311/CRM in Emergency Preparedness We collaborate with Emergency Management to incorporate 311 and Customer Relationship Management systems into the City's disaster preparedness program. This integration enhances communication, streamlines information sharing, and ensures residents receive timely, accurate updates during emergencies, strengthening community resilience and response capabilities.	Administrative Services	Fourth Quarter	Complete
1.2.2	Expansion of Online Utility Payments We aim to increase the percentage of utility accounts paid online to enhance customer convenience, improve payment efficiency, and strengthen overall collection rates. By promoting secure, user-friendly digital payment options, we streamline operations while providing residents with flexible and accessible service.	Administrative Services	On-going	5% Increase
1.2.3	Enhanced Purchasing Response Times We will improve initial response times to purchasing inquiries to elevate customer service, reduce delays, and support more efficient procurement workflows. By streamlining communication and decision-making, we ensure timely, accurate support for departments and vendors alike.	Administrative Services	On-going	15% Decrease
1.2.4	BTX311 App Engagement We will increase the number of BTX311 app downloads by boosting visibility through community events, social media outreach, and other targeted promotions. Expanding awareness and access to the app empowers residents to connect with City services quickly and conveniently.	Administrative Services	On-going	10% Increase
1.2.5	Streamlined Development Review Process We will implement changes to development submittal and review sequencing to improve efficiency and reduce the need for revisions that require resubmittals. By enhancing coordination and clarity in the review process, we expedite project timelines and support a more predictable development experience.	Development Services	Second Quarter	Complete
1.2.6	Texas Cyberstar Certification We will complete the DIR Cyberstar Certificate Program, demonstrating our commitment to strong cybersecurity practices. This designation protects City systems, data, and critical infrastructure, aligns with state standards, and strengthens public trust in our technology operations.	Information Technology	Fourth Quarter	Complete

FOCUS AREA 1

High Performing City Organization

Providing Exceptional, People Focused Services



GOAL 2

Continue to improve the efficiency and productivity of operations through the use of technology, innovation, teamwork and continual business process improvement.

	Action	Responsible Department	Target Date	Target Matrix
1.2.7	Computer Aided Dispatch (CAD) Upgrade & Implementation We will implement an upgraded CAD system to improve emergency response through increased reliability, speed, and integration across Police, Fire, and Dispatch. This upgrade reduces infrastructure costs, streamlines support, and delivers features tailored to Burleson's public safety needs, advancing our long-term technology goals.	Information Technology	Second Quarter	Complete
1.2.8	Implementation of LoRa Network LoRa is a long-range, low-power wireless network used to connect sensors and smart devices across the city. It enables real-time data collection with minimal power use and supports our goal of expanding efficient, cost-effective Internet of Things (IoT) infrastructure.	Information Technology	Fourth Quarter	Complete
1.2.9	Autonomous Mowing Implementation We will transition strategic areas within the parks system to autonomous mowing, increasing efficiency, reducing labor demands, and promoting sustainable maintenance practices. This technology enhances operational capacity while allowing staff to focus on higher-value park improvements and services.	Parks and Recreation	On-going	1
1.2.10	CAPRA Accreditation We will achieve our Commission for Accreditation of Park and Recreation Agencies (CAPRA) accreditation, demonstrating our commitment to excellence in parks and recreation management. This nationally recognized standard affirms our dedication to best practices, continuous improvement, and delivering high-quality services to the community.	Parks and Recreation	Third Quarter	Complete
1.2.11	Facility Service Request Efficiency We will improve efficiency in resolving facility service requests by streamlining the process and enhancing tracking systems. These improvements will ensure timely responses, strengthen accountability, and promote clear communication across departments.	Public Works	Fourth Quarter	Complete
1.2.12	Fleet Management Request and Information Efficiency We will enhance City fleet operations through the implementation of a fleet management information system. This technology will improve maintenance tracking, optimize vehicle utilization, and support data-driven decisions that extend asset life and reduce operational costs.	Public Works	Second Quarter	Complete

FOCUS AREA 1

High Performing City Organization

Providing Exceptional, People Focused Services



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.

	Action	Responsible Department	Target Date	Target Matrix
1.3.1	Capital Project GIS Mapping We will develop and maintain a Capital Project GIS map that provides clear, concise information and key project details. This tool will enhance transparency, improve public access to project updates, and support informed decision-making across the organization.	Capital Engineering	On-Going	Complete
1.3.2	E-Newsletter Engagement We will enhance community awareness by continually assessing and refining e-newsletter content, design, and delivery strategies. Quarterly analytics will guide improvements to ensure residents stay informed and engaged with City news and updates.	Community Services - Communications	On-going	55% Open Rate
1.3.3	Social Media Outreach We will strengthen community engagement on social media by optimizing content, posting strategies, and platform use. Regular review of performance metrics will help expand our reach and encourage active participation.	Community Services - Communications	On-going	5,000 Average Reach Post
1.3.4	Website Engagement We will improve community access to information by continually evaluating and updating website content, navigation, and usability. Ongoing analysis of user activity will ensure residents have timely, relevant, and easy-to-access resources.	Community Services - Communications	On-going	500,000 Unique Views Every Quarter

FOCUS AREA 1

High Performing City Organization

Providing Exceptional, People Focused Services



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.

	Action	Responsible Department	Target Date	Target Matrix
1.3.5	2022 Bond Program Updates We will continue to provide the public with timely updates on the status of the 2022 Bond Program implementation. Transparent communication will keep residents informed on project progress, milestones, and the effective use of bond funds.	Community Services - Communications	Fourth Quarter	An Update Provided Every Quarter
1.3.6	Increase Library Community Engagement We will increase community engagement and awareness of library services through expanded outreach programming, strengthened partnerships with community organizations, and targeted marketing efforts. These initiatives will connect more residents to library resources, programs, and opportunities.	Community Services - Library	Fourth Quarter	40 Community Events
1.3.7	Subdivision Ordinance Revision We will revise the existing subdivision ordinance to improve operational efficiency within the overall development process. These updates will streamline procedures, enhance clarity, and support consistent, timely project reviews.	Development Services	Third Quarter	Complete

FOCUS AREA 1

High Performing City Organization

Providing Exceptional, People Focused Services



GOAL 4

Be a responsible steward of the city's financial resources by providing rates and fees that represent a strong value to our citizens; providing timely, accurate and transparent financial reporting; and utilizing long-range planning.

	Action	Responsible Department	Target Date	Target Matrix
1.4.1	Asset Management Program Implementation Implement Water and Wastewater into the asset management program for public infrastructure and fixed assets, enhancing data-driven decision-making, optimizing maintenance strategies, and extending the life cycle of critical City resources.	City Manager's Office	Fourth Quarter	Complete
1.4.2	Grant Pursuit We will review and pursue grant opportunities to help offset the cost of planned capital projects, working with a grant consultant and staff to complete applications and identify additional funding sources.	City Manager's Office	On-Going	8 Submitted Grant Applications
1.4.3	Financial Transparency and Accountability We will continue to demonstrate fiduciary responsibility by providing precise and transparent financial information through the submission of monthly financial reports for FY25/26, preparation of the Annual Comprehensive Financial Report (ACFR), and development of the FY26/27 budget.	Finance Department	On-Going	Complete
1.4.4	Transparency Star Recognition We will create website content that meets the Texas Comptroller's Transparency Star program standards, showcasing the City's commitment to openness and public access to financial and operational information.	Finance Department	Fourth Quarter	4 or More Stars
1.4.5	Stormwater Fee Implementation We will implement a stormwater fee to strengthen the City's infrastructure, providing dedicated funding for drainage improvements, flood mitigation, and long-term system sustainability.	Public Works	Third Quarter	Complete



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 expanding capacity of existing transportation network, evaluating additional thoroughfare improvements; and improving roadway, bicycle and pedestrian infrastructure.

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.

FOCUS AREA 2

Dynamic & Preferred City through Managed Growth



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.

	Action	Responsible Department	Target Date	Target Matrix
2.1.1	Small Business Program Expansion We will continuously develop and enhance programs that support and empower the local small business community, fostering economic growth, innovation, and long-term sustainability.	Economic Development	Fourth Quarter	1 New Program
2.1.2	Hooper Business Park Job Creation We will obtain a signed Letter of Intent (LoI) to secure primary jobs for Hooper Business Park, supporting local economic development and long-term community prosperity.	Economic Development	Fourth Quarter	1 New LoI
2.1.3	Corridor Redevelopment We will actively collaborate with developers to revitalize key community corridors, enhancing economic vitality, improving infrastructure, and fostering vibrant, attractive spaces for residents and visitors.	Economic Development	Fourth Quarter	Secure six or more developer meetings
2.1.4	Hill College Site Redevelopment We will obtain a signed Letter of Intent (LoI) and execute an agreement to transform the Hill College site into a valuable community asset that supports economic growth and enhances quality of life.	Economic Development	Fourth Quarter	Complete
2.1.5	New Industrial Park Development We will identify suitable land and a development partner to create a comprehensive plan for a new industrial park, fostering job creation, expanding the tax base, and supporting long-term economic growth.	Economic Development	Fourth Quarter	Complete

FOCUS AREA 2

Dynamic & Preferred City through Managed Growth



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.

	Action	Responsible Department	Target Date	Target Matrix
2.1.6	Achieve State Tourism Certifications We will promote Burleson as a tourism destination by strengthening and expanding marketing efforts, while pursuing state tourism certifications that enhance visibility and attract visitors to the community.	Economic Development	Fourth Quarter	2
2.1.7	Development Sports Tourism We will identify, plan, and execute a strategy for creating a new indoor sports facility, attracting regional events, boosting local tourism, and supporting economic growth.	Economic Development	Fourth Quarter	Execute Development Agreement
2.1.8	Retail Recruitment and Tourism Promotion We will continue efforts to attract new-to-market retail establishments and promote tourism, enhancing the City's economic vitality and expanding amenities for residents and visitors.	Economic Development	Fourth Quarter	4 New Sites
2.1.9	High Paying Job Opportunities We will pursue and recruit medical professionals to the community, focusing on a hospital provider and medical offices that offer jobs with wages above the Johnson County median income. These efforts will strengthen local healthcare services and support economic growth.	Economic Development	Fourth Quarter	Complete
2.1.10	Hotel and Conference Center Development Work with our State Representatives to prepare and advocate for a bill allowing Burleson to use certain tax revenue derived from a hotel and convention center project in the 89 th Special Session and the 90 th Legislative Session.	Economic Development	On-going	Complete

FOCUS AREA 2

Dynamic & Preferred City through Managed Growth



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.

	Action	Responsible Department	Target Date	Target Matrix
2.2.1	2024 International Codes Adoption We will adopt the 2024 International Codes along with NCTCOG amendments to ensure building standards align with best practices, enhance safety, and support consistent development across the community.	Development Services	Fourth Quarter	Complete
2.2.2	On-Site Sewage Facility Regulation Update We will update the TCEQ order and ordinance for on-site sewage facilities to ensure compliance with state regulations, protect public health, and support sustainable environmental practices.	Development Services	Fourth Quarter	Complete
2.2.3	Zoning Ordinance Update We will finalize the review and adoption of the zoning ordinance update to promote orderly growth, enhance development standards, and support the community's long-term planning goals.	Development Services	Fourth Quarter	Complete

FOCUS AREA 2

Dynamic & Preferred City through Managed Growth



GOAL 3

Enhance connectivity and improve mobility by expanding capacity of existing transportation network, evaluating additional thoroughfare improvements; and improving roadway, bicycle and pedestrian infrastructure.

	Action	Responsible Department	Target Date	Target Matrix
2.3.1	State Highway 174 Widening Support We will assist with the implementation and construction of the State Highway 174 widening project from Elk Drive to Wicker Hill Road, improving traffic flow, enhancing safety, and supporting future growth.	Capital Engineering	On-going	Complete
2.3.2	Westside Mobility Network We will continue to evaluate the roadway network for the westside of Burleson and amend the functional classification of Alsbury Blvd and Lakewood Drive to partner with TxDOT and NTCOG for funding opportunities to enhance the mobility and connectivity between IH35 and Chisholm Trail Parkway with expected development in the region.	Development Services	On-going	Complete
2.3.3	Proactive Pavement Management We will use the Asset Management Model to implement a proactive pavement management program, optimizing repair schedules and utilizing data-driven strategies to extend roadway life and increase overall efficiency.	Public Works	On-going	Complete

FOCUS AREA 2

Dynamic & Preferred City through Managed Growth



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.

	Action	Responsible Department	Target Date	Target Matrix
2.4.1	Industrial Pump Station Construction We will begin construction on the Industrial Pump Station Project to enhance water infrastructure capacity, support economic development, and meet the needs of future growth.	Capital Engineering	First Quarter	Complete
2.4.2	Hulen Street Expansion Design We will complete the design of the Hulen Street expansion from SH174 to Candler Drive, supporting improved traffic flow, enhanced connectivity, and future infrastructure growth.	Capital Engineering	Fourth Quarter	Complete
2.4.3	Alsby Boulevard Extension Design We will complete the schematic design for the Alsby Boulevard extension to Lakewood Drive, improving roadway connectivity, reducing congestion, and supporting planned development.	Capital Engineering	Fourth Quarter	Complete
2.4.4	Neighborhood Street Program Completion We will finalize the design and complete construction of the FY 24-25 Neighborhood Street Program, enhancing roadway conditions, improving neighborhood accessibility, and extending pavement life.	Capital Engineering	Fourth Quarter	Complete
2.4.5	Neighborhood Street Program Completion We will finalize the design and complete construction of the planned Neighborhood Street Program, improving roadway conditions, enhancing neighborhood accessibility, and extending pavement life.	Capital Engineering	Fourth Quarter	Complete
2.4.6	Community Park Phase I Completion We will complete construction on Phase I of the Community Park, providing enhanced recreational amenities, expanding community gathering spaces, and improving quality of life for residents.	Parks and Recreation	Fourth Quarter	Complete

FOCUS AREA 2

Dynamic & Preferred City through Managed Growth



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.

	Action	Responsible Department	Target Date	Target Matrix
2.5.1	Water Loss Reduction Planning We will establish a baseline for unmetered, unaccounted-for water loss and develop a plan to achieve a target of 6% water loss, improving system efficiency, conserving resources, and reducing operational costs.	Public Works	Third Quarter	Complete
2.5.2	Enhanced Compliance Program Exploration We will explore the implementation of an enhanced Cross-Connection, Backflow Prevention, and Fats, Oil, and Grease (FOG) Program through centralized reporting and technology adoption, facilitating compliance with TCEQ recordkeeping requirements and providing data to guide field investigation priorities.	Public Works	Third Quarter	Complete
2.5.3	Water Infrastructure Preventive Maintenance Program We will create a preventive maintenance program for the Collections Program using ASSTRA software, improving asset tracking, optimizing maintenance schedules, and enhancing system reliability.	Public Works	Fourth Quarter	Complete
2.5.4	Facility Master Plan Finalization We will finalize a facility master plan that identifies long-term space needs, supporting strategic growth, efficient operations, and informed capital planning.	Public Works	Fourth Quarter	Complete



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

GOAL 5

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

FOCUS AREA 3

Beautiful, Safe & Vibrant Community



GOAL 1

Encourage a clean and healthy community through the promotion of positive behaviors, sustainable practices, outreach programs and city services.

	Action	Responsible Department	Target Date	Target Matrix
3.1.1	Animal Shelter Adoption Growth We will increase adoptions at the Animal Shelter by enhancing outreach, expanding community partnerships, and improving the adoption experience to connect more animals with permanent, loving homes.	Community Services - Animal Services	On-going	3% Increase
3.1.2	Animal Shelter Euthanasia Reduction We will reduce the euthanasia rate of sick animals at the Animal Shelter by providing onsite veterinary care, enabling earlier treatment and improved overall animal health outcomes.	Community Services - Animal Services	On-going	3% Decrease
3.1.3	Reinvestment and NEZ Policy Development We will create Reinvestment Zone and Neighborhood Empowerment Zone (NEZ) policies to encourage revitalization, stimulate economic growth, and support targeted community development efforts.	Development Services	Second Quarter	Complete
3.1.4	NEZ Incentives and Outreach Implementation We will implement the NEZ incentives and outreach program to promote revitalization opportunities, engage property owners, and encourage investment in designated areas.	Development Services	Fourth Quarter	Complete
3.1.5	PARTNER Program Implementation We will conduct the PARTNER (Pro-active Residential Teams for Environmental Restoration) program to engage the community in addressing environmental concerns, enhancing neighborhood appearance, and promoting sustainable practices.	Development Services	Fourth Quarter	2
3.1.6	Green Ribbon Project Completion We will complete construction of the Green Ribbon Project at SH 174 and John Jones Drive to enhance beautification and create opportunities to cultivate tourism.	Parks and Recreation	Fourth Quarter	Complete

FOCUS AREA 3

Beautiful, Safe & Vibrant Community



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.

	Action	Responsible Department	Target Date	Target Matrix
3.2.1	Commercial Corridor Redevelopment We will continue efforts to redevelop older centers and pursue new land development along I-35W, Alsbury Boulevard, Hidden Creek Parkway, and State Highway 174, enhancing economic vitality and community appeal.	Economic Development	On-going	Complete
3.2.2	Russell Farm Master Plan Completion We will complete the Russell Farm Master Plan to guide future development, preserve historical and cultural assets, and enhance recreational and educational opportunities for the community.	Parks and Recreation	Fourth Quarter	Complete
3.2.3	Warren Park Master Plan Completion We will complete the Warren Park Master Plan to guide future improvements, expand recreational amenities, and enhance the park's role as a valued community gathering space.	Parks and Recreation	Fourth Quarter	Complete
3.2.4	Call for Public Art We will complete the first Call for Art for public art, fostering community engagement, supporting local artists, and enhancing the City's cultural and visual landscape.	Parks and Recreation	Third Quarter	Complete
3.2.5	Parks Master Plan Parks Master Plan Completion We will complete the Parks Master Plan to guide strategic park development, enhance recreational amenities, and ensure long-term planning aligns with community needs.	Parks and Recreation	Fourth Quarter	Complete
3.2.6	Finalize the Community Arts Master Plan We will finalize the Community Arts Master Plan from FY24/25, providing a strategic framework to support cultural growth, public art initiatives, and creative community engagement.	Parks and Recreation	Fourth Quarter	Complete

FOCUS AREA 3

Beautiful, Safe & Vibrant Community



GOAL 3

Enhance emergency response services provided to the community, including emergency medical, police, fire and public dispatch services.

	Action	Responsible Department	Target Date	Target Matrix
3.3.1	Strategic Fire Training Program We will design and implement a strategic fire training program that ensures regulatory compliance while fostering company resources to better equip fire personnel, enhancing both job satisfaction and performance.	Fire	Fourth Quarter	Complete
3.3.2	Inspection Responsibility Reallocation We will reallocate inspection responsibilities from frontline crews for the next year to allow them to focus on core response operations, training, and readiness.	Fire	Second Quarter	Complete
3.3.3	Ambulance Fleet Expansion We will expand the fleet with an additional ambulance to strengthen EMS capacity and provide operational redundancy, allowing deployment during peak times or as needed.	Fire	Second Quarter	Complete
3.3.4	EOC Footprint Enhancement The Office of Emergency Management, in partnership with Information Technology, will maximize the EOC footprint through technology, communications, and workspace upgrades to enhance situational awareness, coordination, and efficiency during activations.	Fire - Emergency Management	First Quarter	Complete
3.3.5	Public Safety Communications Accreditation We will pursue accreditation through the Association of Public Safety Communication Officials to certify the public safety communications training program, ensuring it meets national standards and supports excellence in emergency response.	Public Safety Communications	Fourth Quarter	Complete

FOCUS AREA 3

Beautiful, Safe & Vibrant Community



GOAL 4

Ensure public safety equipment and personnel needs are being met, including staffing, support and training.

	Action	Responsible Department	Target Date	Target Matrix
3.4.1	Fire Station 1 Remodel Completion We will complete the remodel of Fire Station 1 to provide adequate space for Fire/EMS operations and expand office capacity for administration, supporting improved service delivery and operational efficiency.	Capital Engineering	Third Quarter	Complete
3.4.2	Police Station Expansion We will complete the expansion of the Police Station to increase operational capacity, improve working conditions, and support the growing public safety needs of the community.	Capital Engineering	Fourth Quarter	75% Complete
3.4.3	Fire Engine Replacement We will replace two fire engines in accordance with the fleet replacement schedule to enhance operational effectiveness, improve reliability and safety, and integrate advanced technology.	Fire	Second Quarter	Complete
3.4.4	Arson Investigator Hiring We will hire an additional arson investigator to expand the Fire Marshal's Office capacity to manage annual fire inspections, enabling the strategic redistribution of duties so fire crews can focus on core response and readiness.	Fire	Second Quarter	Complete

FOCUS AREA 3

Beautiful, Safe & Vibrant Community



GOAL 4

Ensure public safety equipment and personnel needs are being met, including staffing, support and training.

	Action	Responsible Department	Target Date	Target Matrix
3.4.5	TCOLE Training Provider Status We will obtain Texas Commission on Law Enforcement (TCOLE) Training Provider status to deliver higher-quality training to staff, enhancing professional development and ensuring compliance with law enforcement training standards.	Police	Third Quarter	Complete
3.4.6	Police Fleet Expansion We will enhance public safety by purchasing, fully upfitted, and deploy a new police vehicle to the fleet, reducing reliance on older units and extending overall fleet longevity.	Police	Fourth Quarter	Complete
3.4.7	Police Staffing Expansion We will enhance public safety by hiring, training, and deploying a new police officer to solo status, increasing capacity to respond to both emergency and non-emergency calls for service driven by community growth.	Police	Fourth Quarter	Complete

FOCUS AREA 3

Beautiful, Safe & Vibrant Community



GOAL 5

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

	Action	Responsible Department	Target Date	Target Matrix
3.5.1	Emergency Preparedness and CERT Program Enhancement We will continue conducting emergency preparedness workshops for community members and enhance the CERT program to support whole community preparedness, fostering resilience through training, education, and public engagement.	Fire - Emergency Management	On-going	Complete
3.5.2	Community Risk Reduction Enhancement We will continue to enhance Community Risk Reduction efforts, including drowning prevention, CPR, and Stop the Bleed programs, to make the City a safer place to live, work, and visit.	Fire - Emergency Management	On-going	Complete
3.5.3	Park Safety Camera Installation We will install 4G cameras at community parks experiencing increased vandalism and other issues to enhance security, deter crime, and ensure the safety of all park visitors.	Information Technology	Fourth Quarter	Complete
3.5.4	S.T.A.N.D. Safety Summit We will host the S.T.A.N.D. Safety Summit to engage the community and educate residents about serious safety risks affecting youth, fostering awareness, prevention, and collaborative solutions.	Police	Second Quarter	Complete



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.

FOCUS AREA 4

Great Place to Live
through Expanded Quality of Life Amenities



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.

	Action	Responsible Department	Target Date	Target Matrix
4.1.1	Old Town and Plaza Lighting Enhancement We will enhance lighting in the Old Town and Mayor Vera Calvin Plaza area to improve safety, increase visibility, and create a more inviting environment for residents and visitors.	Capital Engineering	Fourth Quarter	Complete
4.1.2	5-Year Capital Program Implementation We will continue implementing the 5-year capital program by completing the projects approved in FY25/26, ensuring timely delivery of infrastructure improvements and strategic investments.	Parks and Recreation	Fourth Quarter	Complete
4.1.3	Golf Course Improvements We will continually enhance the golf course through strategic upgrades, facility maintenance, and amenity improvements to elevate the player experience and attract more visitors.	Parks and Recreation	On-going	Complete

FOCUS AREA 4

Great Place to Live

through Expanded Quality of Life Amenities



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.

	Action	Responsible Department	Target Date	Target Matrix
4.2.1	Mayor's Youth Council Management We will manage and support the Mayor's Youth Council by providing mentorship, fostering leadership development, and creating opportunities for youth to engage in local government and community service.	City Manager's Office	On-going	Complete
4.2.2	Senior Programming Enhancement We will enhance senior programming by actively recruiting knowledgeable and enthusiastic volunteers and securing sponsors to introduce fresh, engaging activities that enrich the lives of Burleson's older adults.	Community Services - Senior Activity Center	Fourth Quarter	3 Volunteers Quarterly 4 Annual Sponsors
4.2.3	Teen and Young Adult Program Expansion We will grow events and programs for the teen and young adult age group, providing engaging activities, fostering community connections, and supporting personal development.	Parks and Recreation	On-going	3

FOCUS AREA 4

Great Place to Live

through Expanded Quality of Life Amenities



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.

	Action	Responsible Department	Target Date	Target Matrix
4.3.1	Burleson 101 Civic Academy We will implement and host the Burleson 101 Civic Academy to educate the community on municipal operations and strengthen partnerships within the community.	City Secretary's Office	Fourth Quarter	Complete
4.3.2	Project U Leadership Conference We will grow the Project U Leadership Conference into a premier statewide event, attracting visitors and overnight guests to Burleson and showcasing the City as a hub for leadership development and engagement.	Economic Development	Fourth Quarter	Complete
4.3.3	Outdoor Education Program Partnership We will partner with the Texas Parks & Wildlife Department (TPWD) to implement an outdoor education program, promoting environmental stewardship, recreation, and community engagement.	Parks and Recreation	Fourth Quarter	Complete
4.3.4	Mobile Recreation Program Expansion We will expand recreation programming across the city through mobile recreation, increasing access to activities, fostering community engagement, and bringing services directly to neighborhoods.	Parks and Recreation	On-going	1 Event Quarterly