



WEEKLY REPORT

AUGUST 16, 2019

TO: MAYOR SHETTER AND COUNCIL MEMBERS
FROM: BRYAN LANGLEY, CITY MANAGER

Burleson
TEXAS

Weekly Report | August 16, 2019

I. Council Schedule

Meetings

- **Monday, August 19:** Regular Council Meeting, City Hall Council Chambers. 141 W. Renfro St. 7:00 p.m.
- **Tuesday, September 3:** Community Services Corporations (Type B) Meeting, City Hall Council Chambers. 141 W. Renfro St. 4:00 p.m.
- **Tuesday, September 3:** Economic Development Corporation (Type A) Meeting, City Hall Council Chambers. 141. W. Renfro St. 4:30 p.m.
- **Tuesday, September 3:** Regular Council Meeting, City Hall Council Chambers. 141 W. Renfro St. 7:00 p.m.

Work Session Items

August 19

- a. FY 2019-2020 Budget

September 3

- a. Elements of the City's Comprehensive Plan that includes the Future Land Use Plan and Future Land Use Descriptions and Subdivision in the City's Extraterritorial Jurisdiction.
- b. Proposed use of Camp Bow Wow within Special Plan Area 1 and the I35 Overlay.

II. General Information and Status Updates

A. Library Receives Newspaper Digitization Grant

The Burleson Public Library has been awarded a TexTreasures grant by the Texas State Library and Archives Commission. The TexTreasures Grant program aids and encourages libraries to provide access to their special or unique holdings and to make information about these holdings available to library users across the state. This \$25,000 grant will digitize approximately 24,000 newspaper pages in partnership with the University of North Texas and their Texas Digital Newspaper Program. Once digitized, these pages will be made available to the public free of charge on the Portal to Texas History (<https://texashistory.unt.edu/>).

Project History:

When the local newspaper here in Burleson changed location, library staff discovered that thousands of pages of local history were being stored in an attic, a storage shed, and closets at the old newspaper offices. There were already copies in storage at the

Library and the Burleson Heritage Foundation Museum, so we set out to move all of the newspapers into one location for an inventory. Working in conjunction with the Burleson Heritage Foundation, the Friends of the Burleson Public Library, the Crowley Public Library and the Alvarado Public Library, staff and volunteers moved all of the newspapers into the historic Baker house and then sorted and cataloged them. After the inventory was completed, we transported all of the papers to the UNT archives so that they could be stored properly and protected from natural disaster or further deterioration.

Thanks to a generous 2016 grant from the Ladd and Katherine Hancher Library Foundation, the Library and the University of North Texas were able to preserve and make accessible 43,231 pages of newspapers from the Burleson area, Johnson County and southern Tarrant County. Those newspapers are now available to the public free of charge at the Portal to Texas History and they have received 58,738 uses to date.

This TexTreasures grant will provide the funding to digitize the remainder of the newspapers and preserve this treasure trove of Burleson history. This project is made possible by a grant from the U.S. Institute of Museum and Library Services (Texas State Library and Archives Commission, Grant Number TXT-20002). (2020)

B. Mayor Vera Calvin Plaza in Old Town Weekly Update

Construction of the Mayor Vera Calvin Plaza is on schedule

Construction activity for next week, August 19 - 23, will include:

- Pour slab-on-grade for restroom, shade pavilion and train platform
- Pour site foundations
- Construct mock-ups

C. School Zone Signs, Markings and Traffic Signals related to Kerr Middle School Opening on Hidden Creek Parkway

Fabrication and installation of all signs related to the new school have been completed. The school zone flashers will be delivered early next week and installed by August 30th. In the meantime, temporary school zone signs are in place on Hidden Creek Parkway and on Arrowwood in both directions of travel.

The traffic signal timing provided by the consultant is in place. We will monitor the timing plans for any modifications over the next 3 to 4 weeks. This should provide the time needed to establish the normal traffic patterns related to the new school.

Public Works staff will be on-site for both morning and afternoon traffic conditions at the new school on Monday, August 19, 2019. We will have a technician at both the Cardinal Ridge Rd. and Arrowwood intersections prepared to operate the signals manually if needed to optimize ingress and egress for the school.

D. Maintenance Overlay Projects Completed

Public Works staff has completed the maintenance asphalt overlay of Houston Rd. from E. Renfro to the city limits. Additionally, Mockingbird Meadows Ct. from Fox Ln. to the cul-de-sac received a maintenance overlay as well.

E. Development Services Updates

Development Projects Website: We have been working diligently on a website that will map development in town and provide information on projects. After working out some technical glitches, we are excited to provide the link below to the website. It is still a work in progress, and we are considering adding cases under review in the future. We wanted to get it set up and make sure we have processes in place to keep it updated before we added too many things. Please take a look:

<https://bur.maps.arcgis.com/apps/Shortlist/index.html?appid=18b999fc759d4d65a38ae72ecd487a24>

Building Permit Activity Report: Our Building Inspections Division has long been posting building permit activity on the City's website. It's a great resource for development trends as well as a listing of some new things coming to town. Please check it out at the link below:

<https://www.burlesontx.com/Archive.aspx?AMID=80>

New Principal Planner: The Development Services Department is pleased to announce the addition of a new Principal Planner, Dana Woods, AICP. Dana will be joining our staff on September 3. She has a master's degree in City and Regional Planning and is a certified planner. She has been working as a planner with the City of Cedar Hill since 2016 and was a planning intern with the City of Burleson in 2015. She has experience primarily with current planning case management but also has some experience with long-range planning. Dana also has a bachelor's degree in Civil Engineering and has about eight years of experience in engineering. We are excited to have Dana on board and are looking forward to September. We will also be starting the recruitment of an Assistant Director/Planning to manage the planning division with a focus on long-range planning activities.

F. Bluebird Meadows Playground

The Bluebird Meadows subdivision is on the far west side of town near CR1902. The development is subject to a Planned Development (PD) Zoning District that was originally adopted in 2004 and was subsequently amended in 2005. Included in the PD Ordinance is the requirement that one of the open space lots "be a park with a full playground, irrigated around the playground." All open spaces within the development are private and owned and managed by the HOA.

The developer requested a PD amendment in August 2018 to eliminate the park area and replace it with a different open space with a pavilion, a pond and walking trails adjacent to FM 1902. Residents in the area spoke in opposition to the plan and the PD amendment was tabled by the P&Z pending coordination with the residents in the area. The developer was unable to come to an agreement with area residents and proposed to install the playground in accordance with the PD Ordinance. Upon several discussions between staff, the developer, his attorney and the City Attorney regarding the definition of “full playground,” the developer submitted a plan for the playground. It is a small playground, but it is commercial grade. The costs of the playground improvements exceed \$40,000, and the total neighborhood amenities within the development (including the playground) exceed \$135,000. This subdivision was platted prior to the adoption of park development fees, but the amount spent by the developer exceeds what his fees would have been, had he been subject to them.

Below is an image of the playground. One concern has been raised from a resident related to the size of the playground, and staff encouraged the resident to contact the developer. These are private improvements, and the HOA will ultimately be responsible for the development and maintenance of park areas.



G. Project Depot Update

Economic Development staff has been in communication with Realty Capital concerning the progress of “Depot on Main” multi-family project on N. Main St. at the site of the City’s former Service Center. A Chapter 380/Development Agreement is in place with Realty Capital to construct a multi-family development. Realty Capital had placed plans

for this development on hold while negotiations took place with the City concerning a mixed-use building project adjacent to the Plaza. After the City terminated those negotiations, Realty Capital refocused on the Depot project. To date, Realty Capital has been approved for underwriting and assembled their development team. They are currently awaiting final approval from the HUD and in the meantime will be submitting site plan, plat, and construction documents for the City review. While Realty Capital has met their first important milestone according to the 380 agreement (approved Planned Development Zoning), they are concerned they may not meet the final performance measures, including building permit and certificate of occupancy, due to the delay during previous negotiations. Staff is working with Realty Capital on proposed dates to bring for Council’s consideration. The tentative dates, as recommended by staff, are as follows:

- 08/14/2020 – Obtain Building Permit
 - 08/14/2022 – Obtain Certificate of Occupancy
 - 2/14/2022 – Substantially complete Public Improvements
- *Each date is a nine-month extension from original agreement*

Original “Depot on Main” rendering submitted by Realty Capital:



H. 2019 Burlison Wine Crawl

The City has agreed to a \$3,000 sponsorship for this year’s 9th Annual Wine Crawl. This sponsorship is consistent with previous years’ sponsorships. The organizer of the event has been made aware that the policy outlining city sponsorships will be revised beginning in 2020. The Hotel/Motel grant application process will be revised to include the requirement of a formal application for sponsorship requests. Applicants will be required to provide details about the request and justification for the need of HOT/MOT funds for marketing of the event/program. The applications will be collected and presented to City Council on an annual basis for formal action of approval once the new

policy is in place.

I. Burleson PD discontinuing fingerprinting service to the public

The Burleson Police Department (BPD) currently provides fingerprinting services to the public on an ink-based fingerprint card for a nominal fee. Most requests are a result of a person’s requirement to provide prints for employment or some legal need not related to our mission. Many law enforcement agencies have discontinued this service due to the availability of digital fingerprint options. Furthermore, a department may incur liability if the identification provided is not accurate. With the advancement in technology, the private sector can accomplish the task more efficiently and with greater quality than the outdated ink-based method used by BPD.

In 2011, the Texas Department of Public Safety moved to a sole source automated digital system by IDEMIA through IdentoGo and there are currently twelve IdentoGo locations in the DFW area. The website for this service is: <https://www.identogo.com/locations>

Effective September 30, 2019, the Burleson Police Department will no longer provide fingerprinting for the public.

III. Upcoming Road Construction/Closures

Upcoming Road Construction/Closures			
Project & Limits	Current Status	Traffic Affected	Estimated Completion
Renfro Street Medians in Old Town – Johnson to IH35W	Medians <i>and crosswalks</i> are under construction. Work on irrigation and streetlights is underway. Landscape nearing completion with asphalt overlay as the final step.	Middle lanes closed to traffic, one lane open in each direction.	The current contract completion date is August 23 rd . City staff continues to push the contractor for completion of the project.
Old Town Quiet Zones - RR xings at Commerce, Renfro, Ellison, Eldred	Work started on 6/3. <i>UPRR is back on site and working on extending panels and placing gates. Once UPRR sets new gates, the contractor will be able to proceed.</i>	Closures at crossings when work is occurring. First location will be Renfro Street.	Start in June 2019, End in December 2019. Work is currently projected to be complete in September, but is dependent on UPRR’s schedule.
NW Renfro Improvements – Wilshire Blvd. To Cindy Lane	<i>8/16 UPDATE</i> – Work now occurring near the SH174 intersection. <i>Continuing work on the</i>	<i>Lane closure on SH174 is expected to last 1-2 more weeks. Lane closure on Renfro</i>	Early 2020

	<i>right turn lane and island near CVS with median work to follow</i>	Street will be in place several weeks.	
McNairn 16" Water Line & Sewer Rebuild- SH174 to Turkey Peak Water Facility Site on Jayellen	<i>8/14 UPDATE</i> - Water line construction is substantially complete up to Turkey Peak water site. Pavement work on McNairn north of Sunnybrook is underway.	<i>8/14 UPDATE</i> Sections of McNairn from SH174 to Sunnybrook scheduled to be open next week and progressing north.	October 2019

IV. Upcoming Community Events

A. Events

Saturday, August 17: Clear the Shelter from 10 a.m. - 4 p.m. at the Burleson Animal Shelter Adoption fees are waived for all pets at the shelter.

V. Informal Staff Reports

- A.City-wide Branding Initiative update.....page 9
- B.Proposed FY 19-20 City of Burleson Strategic Plan.....page 15

08.15.2019

Marketing & Communications

To
Mayor & Council

From
DeAnna Phillips

Re
City-wide Branding
Initiative Progress

City-wide Branding Initiative Progress:

Background:

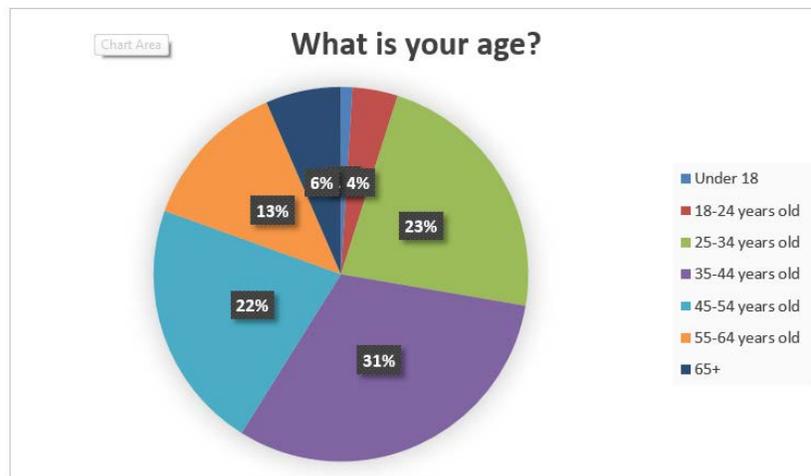
At the July 23, 2019, Community & Intergovernmental Relations Committee at meeting members gave direction to increase input from youth (18 and under) and senior (65 and older) demographics.

Progress:

Staff reached out via social media and weekly enewsletter requesting feedback especially from youth and senior demographics. Posts were made on city social media accounts and community social media accounts such as Burleson Residents Talking and Moms of Burleson Facebook page. Hard copies of the survey were made and distributed to the Senior Center. Burleson Police Department Community Resource Officers reached out to their database of pastors and ministers to request that they share the survey as well. A chance to win a gift car was offered to those that completed the survey.

We received 183 responses from those 18 and under since July 24, 2019. We only received five additional responses from the senior demographic.

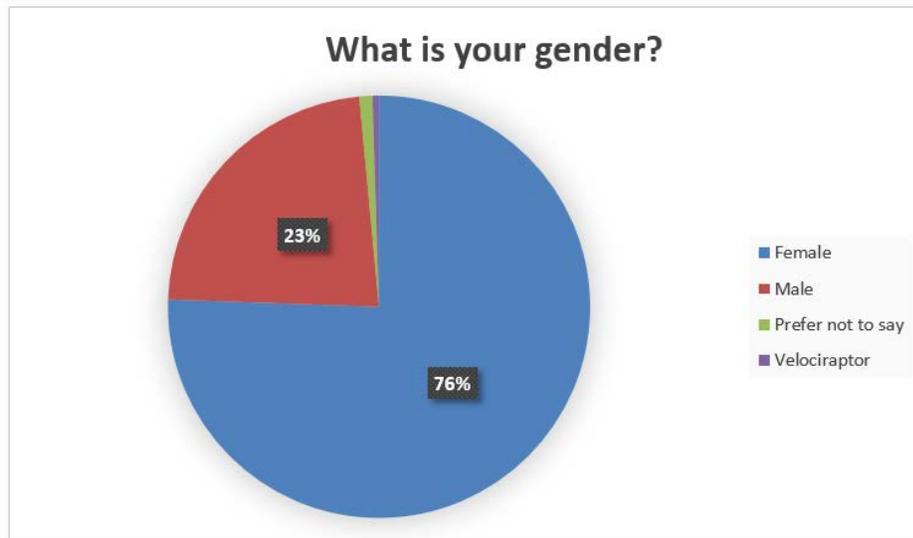
Demographics as of July 23, 2019



City of Burleson

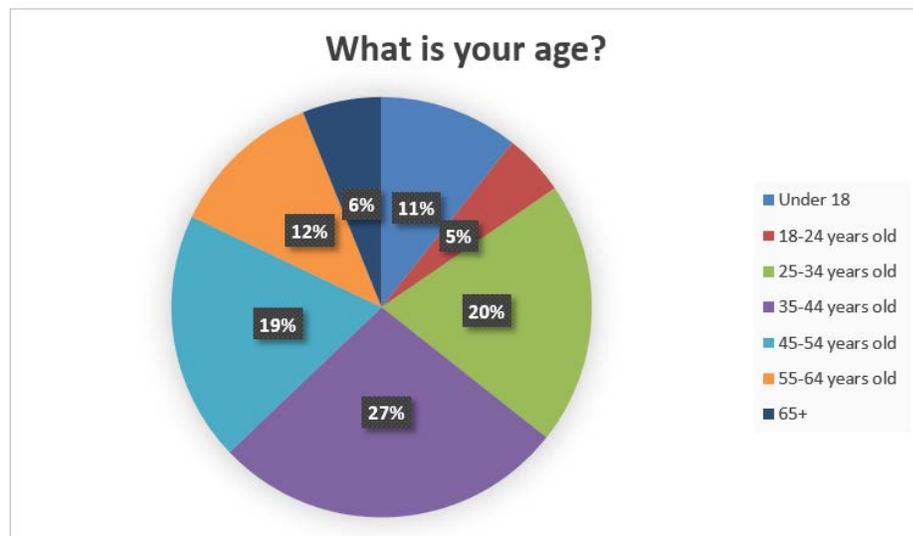
141 W Renfro St
Burleson, TX 76028

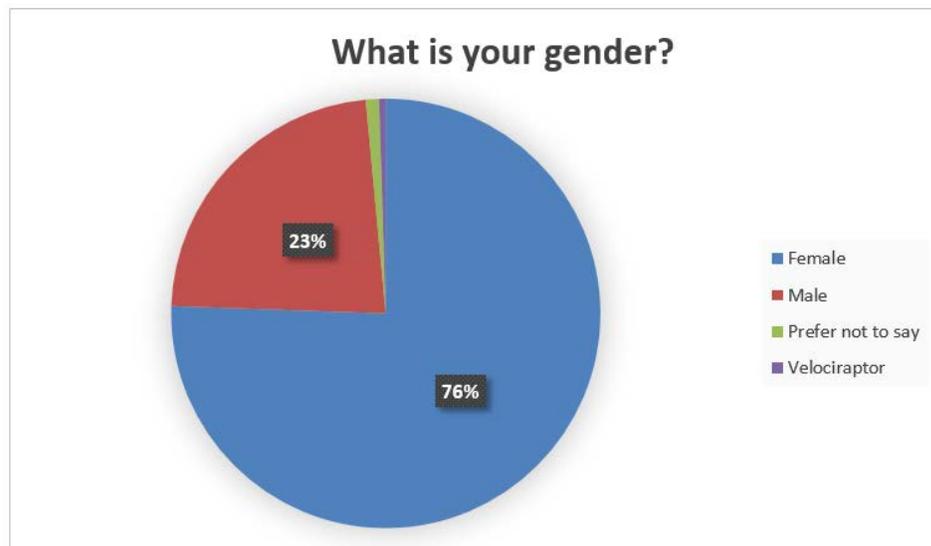
Burleson
TEXAS



- 1,520 total responses

Demographics as of August 15, 2019

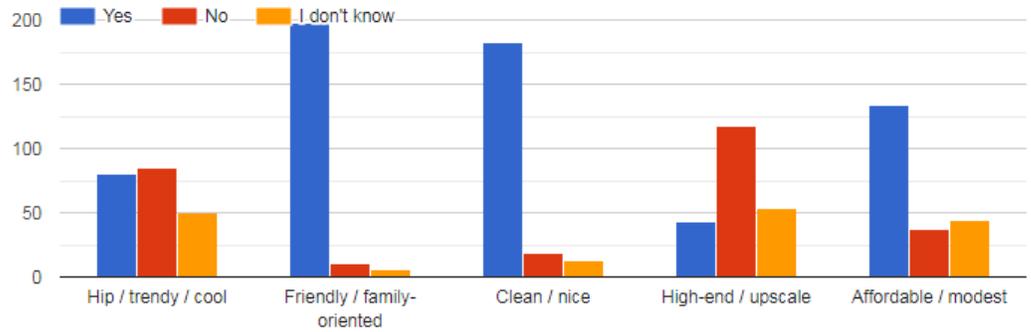




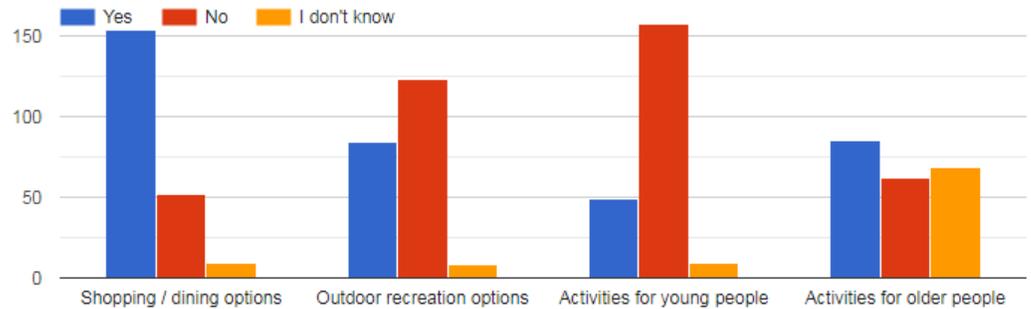
- 1,770 total responses

Responses from the Youth Survey are as follows:

Do you think Burleson is the following?



Do you think Burleson has enough of the following?



Question: What are three words you would use to describe Burleson?

The top words were: Fun, Home, Boring, Small, Friendly, Growing and Nice

Results from the July 23, same question

SMALL TOWN FEEL / ATMOSPHERE / CHARM	HOME / HOMETOWN
FRIENDLY	POTENTIAL / UP AND COMING
FAMILY	AUTHENTIC / GENUINE
COMMUNITY / TIGHT-KNIT	TRAFFIC / CROWDED / BUSY
GROWING / CHANGING	SAFE

Question: What iconic elements or visuals do you think of when you think of Burleson?

The top words were: Old Town, Train/Railroad, Babes Chicken Restaurant, BRiCk, Elks

Results from the July 23, same question

OLD TOWN / OLD TOWN MURALS	CREPE MYRTLES
RESTAURANTS	ELKS
BABE'S	TROLLEY
WATER TOWERS	

Question: What do you think is Burleson's greatest asset?

The top words were: Schools, Food, Parks, Old Town, Shopping, Small/Small Town, Community

Results from the July 23, same question

OLD TOWN
PEOPLE
SMALL TOWN FEEL
LOCATION

Question: The top three things about the City that attract visitors are:

- Old Town – mentioned 169 times
- Special Events – mentioned 78 times
- Outdoor Recreation – mentioned 75 times
- Dining – mentioned 65 times

Results from the July 23, same question

- Old Town (84%)
- Special Events (32%)
- Outdoor Recreation (29%)

Question: What would you change about Burleson?

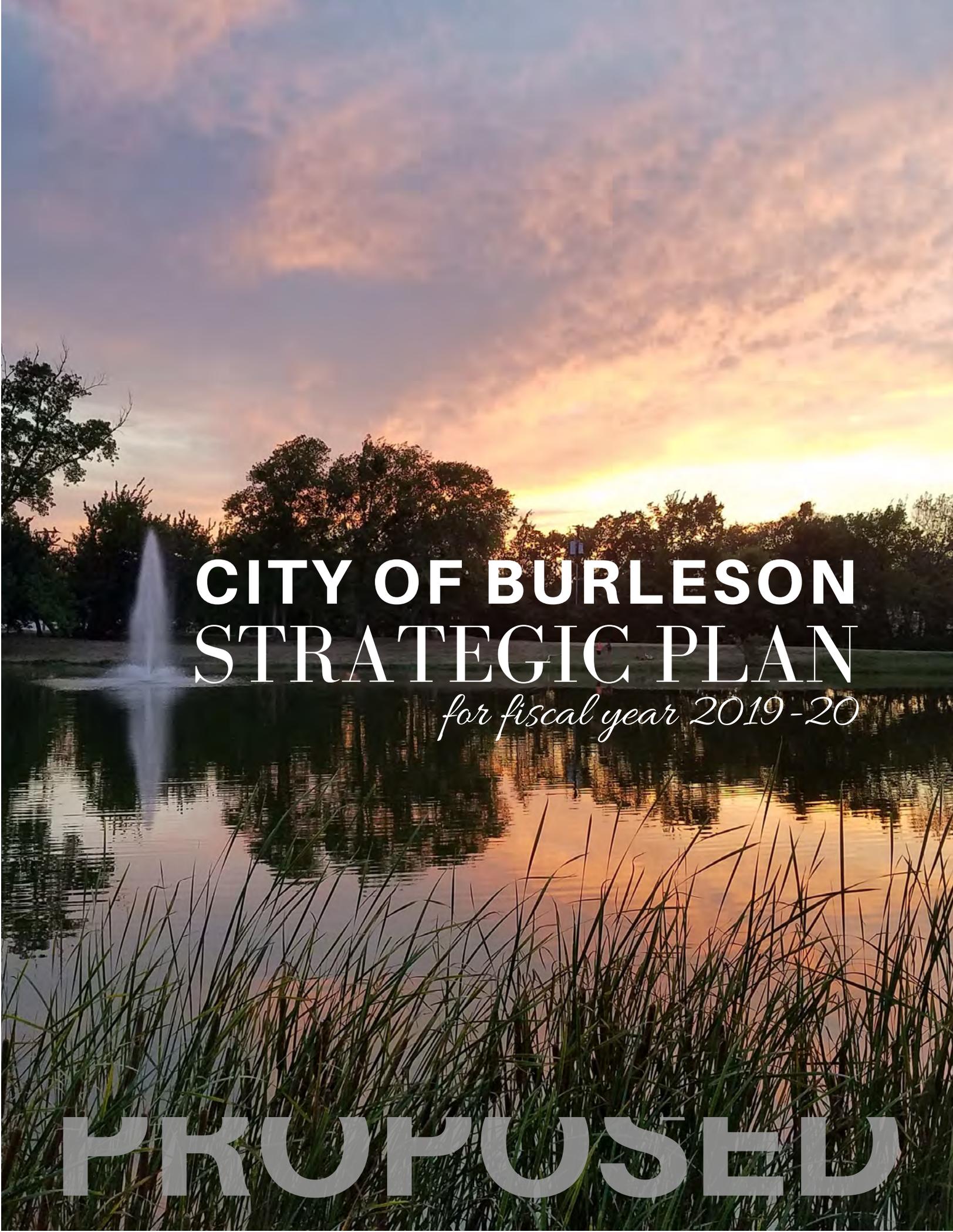
The youth survey results were focused on bringing entertainment for youth such as bowling alleys, splash pads, skating rink, Main Event, Putt Putt, Trampoline park, water park, bike park, etc.

Conclusion:

The youth survey results were very similar to the overall community results.

Next steps:

- Town Hall Branding Meeting has been scheduled for September 10 at city hall to test branding principals.
- Additional branding principals meetings will be held with local civic organizations, realtors and staff.
- There will also be online branding principal discussions on both Facebook and Instagram.
- Mayor's Youth Council has an agenda item for their August meeting to discuss hosting a youth town hall to discuss the branding principles.

A scenic sunset over a pond with a fountain and reeds. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. The sun is low on the horizon, casting a warm glow. In the foreground, tall green reeds are visible. In the middle ground, a fountain sprays water into the air. The background shows a line of trees and a building.

CITY OF BURLESON STRATEGIC PLAN

for fiscal year 2019-20

PROPOSED

ABOUT THIS PLAN

The City of Burleson Strategic Plan is a visionary document that is designed to guide the organization toward achieving community-wide goals and objectives.

The Strategic Plan was developed utilizing the following:

- City Council Priorities as discussed in previous city council budget work sessions
- City's adopted vision and mission
- Imagine Burleson: Roadmap to 2030, a planning document. Adopted by City Council April 19, 2010.
- Burleson Game Plan, includes city's values and goals. Adopted by City Council September 6, 2011.
- City's Master Plans
- Departmental Strategic Plans
- Council and Department Head meetings with City Manager



ORGANIZATIONAL VALUES

From the Burleson Game Plan
Adopted by Council Sept. 6, 2011

EFFICIENCY:

Doing things right; measured by a comparison of production with cost (as in energy, time and money).

TRANSPARENCY:

Citizens can see how public business is conducted and participate in it.

HONESTY:

The quality of being honest; upright and fair; truthful, sincere; absence of deceit or fraud.

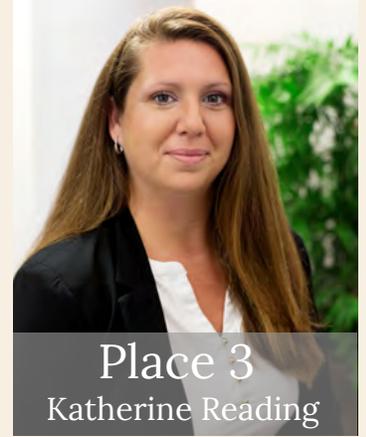
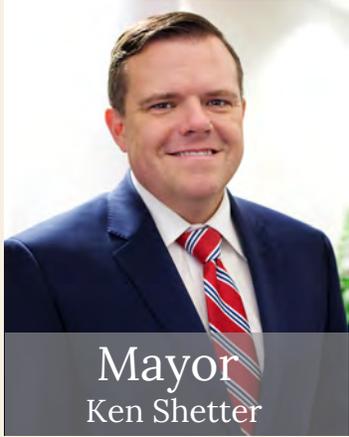
INNOVATION:

The process by which a new idea or invention adds value to the services we provide to our citizens.

CUSTOMER SERVICE:

Providing courteous, helpful service that exceeds what the customer would reasonably define as normal or expected.

BURLESON *City Council*



MISSION AND VISION STATEMENTS

As adopted by City Council on September 6, 2011

VISION:

The City of Burleson will be a premier municipal organization in the North Central Texas Region through outstanding performance, timely problem identification and resolution, unequal service delivery and customer satisfaction.

MISSION:

The City of Burleson exists to create an environment which provides municipal services that are highly valued by its citizens, delivered using the best practices available utilizing a workforce that is well trained, equipped, and committed to innovation, productivity and teamwork.

Old Town

Hot
Sounds
of
Summer



THE CITY OF BURLESON IS:

Focused on building a dynamic future, while preserving our rich history.

Dedicated to establishing a great place to live, learn, work and play.

Committed to being a sustainable community for all, through every stage of life.

STRATEGIC *Focus Areas*

AREA 1



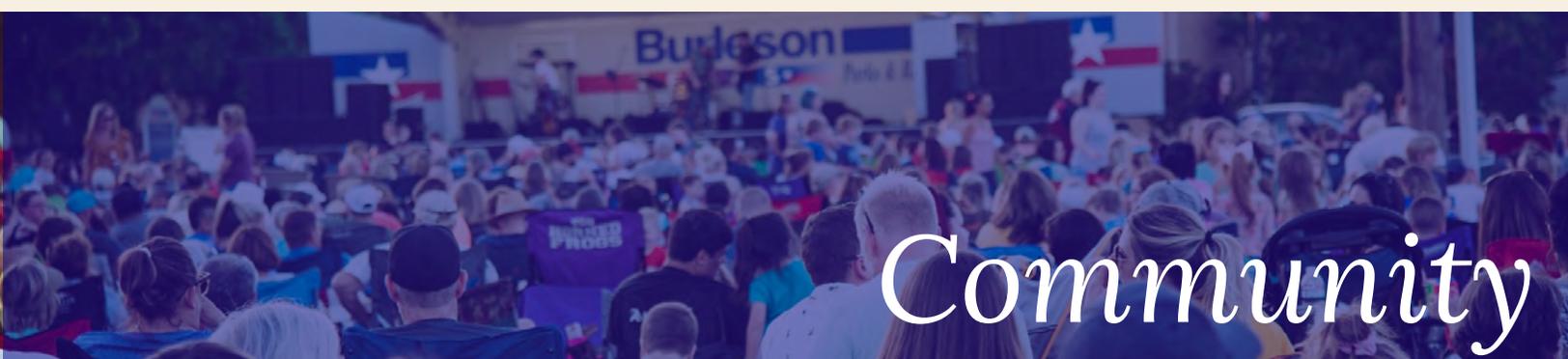
Operational Excellence

AREA 2



Infrastructure

AREA 3



Community

AREA 4



Public Safety



STRATEGIC FOCUS AREA 1: *Operational Excellence*

OBJECTIVE: To make the City of Burleson a community of choice by providing outstanding customer service; leveraging technology to be an efficient and responsive organization; being financially responsible; and focusing on transparency throughout the organization.

GOAL 1:

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

GOAL 2:

Improve the efficiency and productivity of operations through the use of technology, innovation and continual business process improvement.

GOAL 3:

Deliver high-quality service to external and internal customers by providing an outstanding customer experience; regularly seeking feedback from citizens and employees; and offering convenient methods for conducting business 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.

GOAL 5:

Foster a collaborative organization, both internally and externally, by maintaining an open dialogue between all city departments along with local, regional, state and federal partners.

Operational Excellence

WORK PLAN TASKS

Goal 1

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

	Work Plan Task	Responsible Department	Target Date
A.	Implement revised public safety step plan to provide competitive salaries with area agencies	Human Resources	October 2019
B.	Revise performance evaluations process and provide additional training to improve employee feedback and performance	Human Resources	July 2020
C.	Utilize technology to streamline hiring processes and improve recruitment efforts	Human Resources	December 2019
D.	Develop and implement enhanced training programs throughout the organization to improve workplace culture and productivity	Human Resources	February 2020
E.	Enhance recruitment efforts by attending job fairs, engaging high school programs and creating recruitment videos that showcase Burleson as a premier place to work	Human Resources	April 2020

Goal 2

Improve the efficiency and productivity of operations through the use of technology, innovation and continual business process improvement.

	Work Plan Task	Responsible Department	Target Date
A.	Complete technology strategic plan to identify, prioritize and begin implementation of needed enhancements to technology across the organization	Information Technology	December 2019
B.	Implement the FileBound electronic management software system to improve electronic records management, retention and workflow across the organization	City Secretary's Office	September 2020
C.	Implement online permitting and review system for development services to increase permit tracking and reporting efficiency	Development Services/ Information Technology	December 2019
D.	Create a performance measurement and reporting system to complement and assess the implementation and progress of the city-wide strategic plan	Marketing & Communications	September 2020
E.	Implement an Enterprise Backup Solution that includes cloud-based disaster recovery services to protect the city's data in case of an emergency	Information Technology	April 2020

Goal 3

Deliver high-quality service to external and internal customers by providing an outstanding customer experience; regularly seeking feedback from citizens and employees; and offering convenient methods for conducting business with the city.

	Work Plan Task	Responsible Department	Target Date
A.	Develop city-wide customer service survey and feedback channels to measure customer experience with city facilities and projects	Marketing and Communications	July 2020
B.	Enhance communication with city council and the public through Connect with Council community outreach, special event participation, online town halls and public forums	City Secretary's Office	September 2020
C.	Implementation of streamlined recruiting, applications, tracking, training and historical records processes for City Boards & Commission	City Secretary's Office	September 2020
D.	Create operational measures to increase response times for municipal court customers to provide efficient and effective services	Municipal Court	July 2020
E.	Host State of the City event to provide an opportunity for city council and city staff to engage with the public and receive feedback from the community	Marketing and Communications	February 2020
F.	Implement city branding campaign to develop a clear, strong and resilient brand identity across all mediums that represents the varied attributes of Burleson, while supporting the goals of the City Council	Marketing and Communications	December 2019

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.

	Work Plan Task	Responsible Department	Target Date
A.	Centralize all procurement processes into the purchasing department to increase transparency and maximize tax dollar expenditures	Purchasing Department	October 2019
B.	Create a quarterly report to city council which provides financial information, economic data and status of progress towards implementing strategic items	Finance/Marketing & Communications	December 2019
C.	Create a dedicated space on the city's homepage to provide enhanced level of information related to the city's finances	Marketing and Communications	June 2020
D.	Develop options and review financial policies to improve process workflow and accountability	Finance	October 2019
E.	Create new budget process to provide city council multiple opportunities to discuss and review the city's budget	Finance	February 2020

Goal 5

Foster a collaborative organization, both internally and externally, by maintaining an open dialogue between all city departments along with local, regional, state and federal partners.

	Work Plan Task	Responsible Department	Target Date
A.	Continue partnership with Johnson County Sherriff Department to collaborate on issues that impact residents in the city and county, such as responsible shooting practices	Police	On-going
B.	Purchase land near Stribling Elementary that will assist the city and Burleson ISD representatives in implementing future signalized intersection at Stribling Elementary	City Manager's Office	November 2019
C.	Establish quarterly meetings with Joshua ISD representatives to discuss common issues and areas for partnerships	City Manager's Office	October 2019
D.	Develop child witness legislation model that can be used for other agencies to adopt and improve over time	Police	July 2020
E.	Evaluate regional transportation opportunities with North Central Texas Council of Governments (NCTCOG) that will assist Burleson's Mobility Master Plan	Engineering	On-going



STRATEGIC FOCUS AREA 2 : *Infrastructure*

OBJECTIVE: To develop and maintain public infrastructure in the City of Burleson that improves mobility and connectivity; develops superior utility services and facilities; and promotes the sustainable development of the city.

GOAL 1:

Improve efficiency of travel for citizens by focusing on key improvements within the SH174 Corridor and coordinating with Regional, State and Federal transportation partners for funding and support.

GOAL 2:

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

GOAL 3:

Develop and maintain utility services and facilities that meet the needs of the community through strategic planning, long-term planning and best practices.

GOAL 4:

Pursue regional transportation solutions that will assist our residents, visitors and businesses traveling to and from our city.

GOAL 5:

Develop and implement a Capital Improvement Program that improves the quality of life for residents through the completion of projects identified in the city's Master Plans.

Infrastructure

WORK PLAN TASKS

Goal 1

Improve efficiency of travel for citizens by focusing on key improvements within the SH174 Corridor and coordinating with Regional, State and Federal transportation partners for funding and support.

	Work Plan Task	Responsible Department	Target Date
A.	Complete traffic signal master plan and identify phased approach to improvements	Public Works	December 2019
B.	Negotiate agreement with the Texas Department of Transportation for the city to assume responsibility for all traffic signals on SH 174 corridor	Public Works	March 2020
C.	Develop financial partnership agreement with the North Central Texas Council of Governments to implement traffic signal improvements on SH 174 corridor	Public Works, Engineering	March 2020
D.	Work with TXDOT to acquire right-of-way and finalize design related to the widening of SH174 from Elk Drive to Hulen Street from four-lanes to six-lanes	Engineering	September 2020
E.	Partner with TXDOT to identify future SH174 corridor enhancements related to drainage, intersection improvements and increases in traffic capacity	Engineering	June 2020
F.	Improve key intersections on SH174 (at Renfro Street and Hidden Creek Parkway) to increase capacity and allow more traffic to flow during signal phases	Engineering	June 2020

Goal 2

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

	Work Plan Task	Responsible Department	Target Date
A.	Develop Master Plan to address accessibility improvements necessary to comply with the Americans with Disability Act	Public Works	March 2020
B.	Finalize design and begin implementation of the sidewalk improvements identified in the Safe Routes to School Program	Engineering	September 2020
C.	Create a Traffic Safety Committee to discuss safety concerns, evaluate accident data and identify areas that need improvements	City Manager's Office	December 2019
D.	Complete the design to increase capacity and improve safety of Hulen Street from SH174 to Candler Road	Engineering	September 2020

Goal 3

Develop and maintain utility services and facilities that meet the needs of the community through strategic planning, long-term planning and best practices.

	Work Plan Task	Responsible Department	Target Date
A.	Continue working with the City of Fort Worth to develop an agreement that addresses future water supply needs for the City of Burleson, establishes the capacity of all water lines currently serving the city and outline terms for the purchase of any future additional needed capacity	Public Works	September 2020
B.	Develop a master plan for city facilities that identifies space, needs, preferred department locations and potential long-term solutions	Public Works	September 2020
C.	Create a centralized process to manage the construction of facilities and projects throughout the organization	Public Works	December 2019
D.	Update the Water & Sewer Master Plan to identify options to expand services to the western portion of the city	Development Services	September 2020
E.	Complete design and initiate construction of Animal Shelter isolation area to help decrease exposure and minimize the spread of disease among animals at the shelter	Neighborhood Services	June 2020

Goal 4

Pursue regional transportation solutions that will assist our residents, visitors and businesses traveling to and from our city.

	Work Plan Task	Responsible Department	Target Date
A.	Determine an implementation strategy for the Transit Oriented TIF District (TOD)	Development Services	September 2020
B.	Begin dialogue with Tarrant Regional Transportation Coalition and regional partners to outline options to improve mobility in the City of Burleson	City Manager's Office	September 2020
C.	Partner with COG and TXDOT to develop long-term solutions to improve capacity of I-35W corridor	Engineering	On-going
D.	Develop strategy and corridor plan to improve access to the Chisholm Trail Parkway	Engineering	September 2020

Goal 5

Develop and implement a Capital Improvement Program that improves the quality of life for residents through the completion of projects identified in the city's Master Plans.

	Work Plan Task	Responsible Department	Target Date
A.	Complete a watershed study for Upper Village Creek and Willow Creek and identify necessary drainage improvements	Development Services	August 2020
B.	Work with developer to complete construction of the Candler Road bridge and associated improvements	Development Services	September 2020
C.	Develop a Capital Improvements Program identifying key projects and funding sources that allows for comprehensive prioritization of city-wide proposed projects	City Manager's Office	June 2020
D.	Develop a plan for enhancing the floodplain management program with the goal of improving the City's rating in the Community Rating System Program (CRS)	Development Services	September 2020
E.	Complete implementation of Old Town Railroad Crossing Quiet Zones at Commerce, Renfro, Ellison and Eldred Streets to increase safety of crossings and reduce noise pollution from train horns	Engineering	February 2020



STRATEGIC FOCUS AREA 3: Community

OBJECTIVE: To make the City of Burlison a premier place to live, learn, work and play.

GOAL 1:

Provide high-quality parks and recreation opportunities for residents by expanding park amenities and options; enhancing city's trail network; and improving access to parks facilities.

GOAL 2:

Provide outstanding cultural and educational opportunities by cultivating mutually beneficial partnerships with area education, business community and government entities; and by continuing to enhance and develop programs that enrich the quality of life for residents.

GOAL 3:

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 4:

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 5:

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

GOAL 6:

Encourage placemaking and a sense of belonging in our neighborhoods, parks and key commercial districts by focusing on long-range planning and comprehensive elements.

Community

WORK PLAN TASKS

Goal 1

Provide high-quality parks and recreation opportunities for residents by expanding park amenities and options; enhancing city's trail network; and improving access to parks facilities.

	Work Plan Task	Responsible Department	Target Date
A.	Complete Parks Master Plan to identify parks enhancements and projects throughout the city	Recreation & Lifelong Learning	January 2020
B.	Begin working on Bike Path Plan Update in conjunction with the Parks Master Plan	Engineering	January 2020
C.	Develop Parks Capital Improvement Program to rank and schedule implementation of park enhancements and projects from Parks Master Plan	Recreation and Lifelong Learning	March 2020
D.	Develop recommendations to address needs related to building, equipment, fences and associated items at Hidden Creek Golf Course	Golf	March 2020

Goal 2

Provide outstanding cultural and educational opportunities by cultivating mutually beneficial partnerships with area education, business community and government entities; and by continuing to enhance and develop programs that enrich the quality of life for residents.

	Work Plan Task	Responsible Department	Target Date
A.	Create plan to expand environmental outreach through community events, educational material, engagement with HOA's, schools and community groups to educate the public on stormwater, litter and other public health concerns	Neighborhood Services- Environmental Services, Keep Burleson Beautiful	October 2019
B.	Explore options with area educational institutions to improve access to higher education within the city limits	City Manager's Office	September 2020
C.	Develop options to create job training center for city's industrial corridor to improve employment opportunities for residents and access to skilled-workers for local industry	Economic Development	September 2020
D.	Evaluate resources and long-term needs related to library services	Library	June 2020
E.	Engage Boren Property Advisory Board in discussions for establishing a strategic action plan for Russell Farm Art Center	Recreation and Lifelong Learning	February 2020

Goal 3

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.

	Work Plan Task	Responsible Department	Target Date
A.	Develop strategic action plan for economic development that outlines the city's recruitment, retention and expansion goals	Economic Development	December 2019
B.	Develop 10-year proforma for 4A/4B sales tax funds and strategic options to support Economic Development efforts	Economic Development	December 2019
C.	Create a retail recruitment strategy for I-35W corridor that focuses on attracting new businesses to Burleson that complement and enhance existing retail	Economic Development	March 2020
D.	Establish recruitment plan and development incentives to target family-entertainment venues to Burleson	Economic Development	December 2019
E.	Update economic development corporation's website to provide site selectors easier access to Burleson properties and to align with city branding initiative	Economic Development	June 2020

Goal 4

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.

	Work Plan Task	Responsible Department	Target Date
A.	Update city's development code to better align with comprehensive plan revisions	Development Services	June 2020
B.	Initiate creation of a development guide and checklist for building inspections, planning and engineering that will provide property owners, developers, and consultants an easy-to-read guide through the city's development process	Development Services	January 2020
C.	Develop strategy to encourage the creation of master-planned communities within the city	Development Services	September 2020
D.	Begin redevelopment of Ellison Street properties to attract new users into Old Town and to complement Mayor Vera Calvin Plaza in Old Town	Economic Development	September 2020
E.	Update economic development corporation incentive policy to recruit targeted industries that will increase employment and capital investment in the city	Economic Development	September 2020

Goal 5

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

	Work Plan Task	Responsible Department	Target Date
A.	Increase awareness and participation in the Be Healthy Annual Run, Burluson Babies program and Burluson Stampede through community partnerships throughout the city	City Secretary's Office	September 2020
B.	Create a community outreach plan that details how property maintenance regulations can protect neighborhoods from deterioration, maintain property values and help prevent crime	Neighborhood Services – Code Compliance	November 2019
C.	Increase participation in programs that assist households who have property maintenance issues make needed repairs to their homes	Neighborhood Services – Code Compliance	December 2019
D.	Review mosquito control process, identify and address new disease-carrying arthropods (insects, arachnids) and related diseases; update education outreach, surveillance, source reduction and control methods	Neighborhood Services – Environmental Services	April 2020
E.	Implement code compliance strategic plan that prioritizes neighborhoods, modifies operations to address emerging trends, hotspots and residential complaints to focus resources on the most needed areas of the city	Neighborhood Services – Code Compliance	April 2020
F.	Implement new solid waste and recycling contract within the community through education and outreach on service enhancements to the city	Marketing and Communications	October 2019

Goal 6

Encourage placemaking and a sense of belonging in our neighborhoods, parks and key commercial districts by focusing on long-range planning and comprehensive elements.

	Work Plan Task	Responsible Department	Target Date
A.	Complete update of the City's Comprehensive Plan to reflect Council's vision, enhance neighborhood connectivity and encourage a sense of belonging in public spaces	Development Services	February 2020
B.	Complete Subdivision Ordinance Revisions to meet the requirements of the new legislation and ensure efficient, clear processes for subdivision of land	Development Services	March 2020
C.	Develop a corridor plan that focuses on specific locations throughout the city for new and improved areas of placemaking and redevelopment to add public spaces	Economic Development	March 2020
D.	Evaluate programming in parks and city facilities outside of the Old Town area to encourage placemaking and community in other portions of the city	Recreation and Lifelong Learning	September 2020



STRATEGIC FOCUS AREA 4 : *Public Safety*

OBJECTIVE: Provide a safe and secure community for those that live, learn, work and play in the City of Burleson by focusing on crime prevention and community risk reduction programs; emergency preparedness; and emergency response services.

GOAL 1:

Enhance emergency response services provided to the community.

GOAL 2:

Provide superior public safety dispatch services.

GOAL 3:

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

GOAL 4:

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

GOAL 5:

Strengthen partnerships with area public safety agencies to enhance safety to the overall region.

GOAL 6:

Maximize the use of the city's emergency operations center to improve training and enhance the city's emergency response capabilities.

Public Safety

WORK PLAN TASKS

Goal 1

Enhance emergency response services provided to the community.

	Work Plan Task	Responsible Department	Target Date
A.	Amend agreement with Johnson County Emergency Service District (ESD) to provide enhanced services to the west side of the city	Fire	December 2019
B.	Complete the hiring of three new police officers and begin formation of a power shift to improve response times	Police	December 2019
C.	Implement Community Paramedic program/Mobile Integrated Healthcare program in partnership with MedStar and Texas Health Resources Huguley Hospital to reduce 911 calls by proactively helping patients manage their healthcare in their homes	Fire	June 2020
D.	Enhance the availability of the squad unit at Fire Station 1 to improve emergency medical service	Fire	December 2019

Goal 2

Provide superior public safety dispatch services.

	Work Plan Task	Responsible Department	Target Date
A.	Evaluate public safety dispatch technology enhancements that will improve efficiency of operations	City Manager's Office	September 2020
B.	Work with cross-departmental governance committee to identify opportunities to enhance public safety dispatch services	City Manager's Office	September 2020
C.	Develop formalized procedures for emergency medical calls	Fire	December 2019
D.	Create training program for dispatchers and firefighters to improve working knowledge of operational environment	Police & Fire	December 2019
E.	Collaborate with MedStar Mobile Healthcare to create and enhance technology transfer of emergency call information	Fire	September 2020

Goal 3

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

	Work Plan Task	Responsible Department	Target Date
A.	Hire additional police records clerk position to improve records management processes	Police	December 2019
B.	Increase victim assistance outreach program by hiring a full-time victim assistance coordinator	Police	December 2019
C.	Begin certification process of three firefighters as paramedics to comply with Advanced Life Support EMS service	Fire	October 2019
D.	Plan and coordinate joint incident and operation exercises to prepare public safety and support departments for emergencies within our community	Fire	March 2020

Goal 4

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

	Work Plan Task	Responsible Department	Target Date
A.	Continue ISO 1 compliant training to secure the city's top fire rating score which places Burleson Fire Department as one of the top fire departments in the nation	Fire	Monthly
B.	Review processes and continue best practices to receive accreditation from the Commission on Accreditation for Law Enforcement Agencies, Inc. (CALEA) that creates a forum in which law enforcement agencies and citizens work together to prevent and control challenges confronting law enforcement and provides clear direction about community expectations	Police	On-going
C.	Continue to provide free swim lessons and drowning prevention education to local youth and their families through the Burleson Drowning Prevention Coalition in an effort to stop childhood drownings in our community	Fire	On-going
D.	Create and implement a neighborhood proactive animal services patrol and education plan to build trust between the shelter staff and the community they serve	Neighborhood Services - Animal Services	November 2019

Goal 5

Strengthen partnerships with area public safety agencies to enhance safety to the overall region.

	Work Plan Task	Responsible Department	Target Date
A.	Continue Burleson Marshal's Office shared services with Burleson Police Department which provides additional certified peace officers in the community to assist with traffic assignments, enforcements and control and provide back-up for service calls, as needed	Police	On-going
B.	Ensure mutual aid agreements with Johnson County Emergency Service District Station 83 and Fort Worth, Crowley, Alvarado, Briaroaks, Tarrant County and Joshua fire departments to provide additional resources in the event of fire, EMS, or natural disaster emergencies.	Fire	On-going
C.	Partner with public safety departments of Johnson County and Johnson County Sheriff to enhance active shooter training with Burleson ISD and Joshua ISD	Police	August 2020
D.	Maintain relationship with Tarrant and Johnson County District Attorney to continue advocating for local legislation in regards to intimate partner violence and child witness ordinances	Police	On-going
E.	Continue to partner with Tarrant County Law Enforcement Association for enhancements of region public safety initiatives	Police	On-going

Goal 6

Maximize the use of the city's emergency operations center to improve training and enhance the city's emergency response capabilities.

	Work Plan Task	Responsible Department	Target Date
A.	Conduct annual "active threat" large-scale drills within the school districts	Fire	August 2020
B.	Continue training individuals in schools, churches and local businesses how to provide vital initial response to stop uncontrolled bleeding in emergency situations	Fire	On-going
C.	Conduct semi-annual familiarization training in the emergency operations center with key city staff to prepare for activation	Fire	August 2020
D.	Conduct strategic operational planning exercises with local/regional internal & external stakeholders	Fire	On-going