



Burleson
TEXAS
ANIMAL SERVICES

WEEKLY REPORT

AUGUST 23, 2019

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

Burleson
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Weekly Report | August 23, 2019

I. Council Schedule

Meetings

- **Wednesday, August 28:** Appointments & Council Policies Committee Meeting. City Hall Council Workroom, 141 W. Renfro St. Burleson, TX 76028, 11:00 a.m.
- **Tuesday, September 3:** Community Services Corporation Type B Meeting. City Hall Council Chambers, 141 W. Renfro St. Burleson, TX 76028, 4:00 p.m.
- **Tuesday, September 3:** Economic Development Corporation Type A Meeting. City Hall Council Chambers, 141 W. Renfro St. Burleson, TX 76028, 4:30 p.m.
- **Tuesday, September 3:** Regular Council Meeting. City Hall Council Chambers, 141 W. Renfro St. Burleson, TX 76028, 7:00 p.m.

Work Session Items

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. Budget Work session

II. General Information and Status Updates

A. 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 26 - 30, will include:

- Additional moisture control at red trolley platform
- Shade pavilion slab-on-grade
- Restroom slab-on-grade
- Continue site foundations
- Electric branch/site circuits
- Sanitary sewer tie in
- Structural steel

B. Assistant Director of Development Services Update

The search to fill the Assistant Director of Development Services is beginning in order to complete the engineering services reorganization, and to add to the bench strength of the Development Services department. Ralph Andersen & Associates is the national recruiting firm that will handle the search. They are in process developing the

recruitment brochure for the position and anticipate to open the position on Sept 3. The position will remain open for 6 weeks in order to complete a thorough, active recruitment search process for highly qualified planning and development management candidates. Candidate interviews will be scheduled for November 18 following a detailed screening process by Ralph Andersen & Associates.

C. Shannon Creek Parkland Update

During the development of Phase 5 of the Shannon Creek Addition single-family residential development, the developer removed more dirt from the City’s park property than agreed upon. The City has been working with the developer for a couple of years for a solution to return the dirt to the park. The developer intends to begin the process of returning the dirt to the park area on August 22, 2019. This process is expected to last approximately 30 days, weather permitting. If the area receives any significant rain within this time period, it may delay efforts to place the dirt. Once the area has been restored to the existing grades prior to removal of the dirt, the developer will spray the area with hydromulch seed and water the area until vegetation has been established to prevent erosion of the dirt from the area. The hydromulch will not be applied until temperatures are optimal for to support new growth. The developer will maintain erosion control measures until at least 70 percent uniform vegetation has been achieved.

The developer proposes to truck the dirt via the route depicted below. The park will be accessed via the cul-de-sac at the end of Fraser Dr. to avoid damage to the existing parking lot at the terminus of Laramie Ln. The parking lot was not constructed to withstand the weight of fully loaded dump trucks.



D. Trash and Recycling Update

In May and June 2018, the city conducted public outreach asking residents what they would like to see in their trash and recycling services. An online and print survey was available and eight public meetings were held throughout the community, including an online town hall.

Over 1,700 surveys were returned, and city staff utilized this input to make the following changes to Burleson's trash and recycling program.

- Convert to 65-gallon recycling carts.
- Keep solid waste pick up at twice a week.
- Allow customers to set out a container for their trash if they would like, but the city would not provide containers. All trash in containers must be bagged and tied.
- Collect small bulk and brush items (under 3 cubic feet) weekly.
- Discontinue Mulch and Recycling Center operations.
- Include two free trips to the landfill per year.

Starting October 1, 2019, weekly collection of small brush and bulky items will start, monthly collection of large brush and bulky items will continue as is. The city's Mulch Center's last day of operation will be September 28, 2019. Also, starting October 1 residents can begin using their own garbage containers, if they would like. Solid waste can still be set on the curb in trash bags.

Recycling carts will be delivered to Burleson homes and businesses December 3 through December 20, 2019. Starting January 6, 2020, automated collection of recycling carts will begin, and residents will no longer be able to use the smaller recycling bins they are currently utilizing.

Starting **October 1, 2019** look for the following updates:

- Weekly collection of small brush and bulky items (under 3 cubic yards) will begin. Three (3) cubic yards is approximately the size of three recliners.
- Monthly collection of large brush and bulky items will continue as is, per your zone.
- Residents can begin using their own garbage containers (optional), maximum size 96 gallons. Containers may be purchased at any local home improvement store. Solid waste can still be placed curbside in tied trash bags.
- Residents will have free access to Turkey Creek Landfill 9100 S. I-35W, Alvarado, Texas 76009. Limit two (2) trips per year.
- The city's Mulch Center's last day of operation will be September 28, 2019.



Trash must be contained Bags should not bear a weight in excess of 35 lbs.



-OR-



-OR-



BUT NOT:



Community Outreach:

August 20	Update on city's website
August 21	Social media posts
August 21	News Release
August 23	Enewsletter
September	Additional social media posts
End of September	Postcard with above information will be mailed to all solid waste customers
October	Social media posts and video PSA's

E. Community Development maps are live

Interactive web maps are now live and available for the public to view approved community development projects, construction projects that are in process and recently completed projects. View the maps at: www.burlesontx.com/devmaps

F. Hidden Vista Retaining Wall Update

The contractor has completed installing the drain within the open space lot for the purpose of conveying excess ground water from the area. The contractor will begin to excavate the area of failure within the open space and begin replacing the retaining wall per the engineer's design.

The engineer will be onsite periodically to inspect the construction and monitor the excavation to ensure that the work is performed accordingly to the design. Work on the retaining should begin within the next week. The damaged portion of the flume will be repaired once the retaining wall has been completed.

In addition to the work above, the developer will replace a small section of the flume that has settled to the west of this area which is unrelated to the ground water issues. In addition, he plans to re-grade a portion of the open space on the west side out to Madera to ensure there is positive drainage.



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	<i>8/21 UPDATE</i> Medians complete with landscaping. Asphalt paving underway scheduled for completion Friday with temporary pavement markings	<i>8/21 UPDATE</i> – Various Lane closures for pavement placement and crosswalk pavers.	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	<i>8/21 UPDATE – UPRR is continuing work on new gates. Once UPRR sets new gates, the contractor will be able to proceed.</i>	<i>8/21 UPDATE</i> Various lane closures on Renfro as milling at the crossing commences. Milling and new pavement on Renfro scheduled to complete this week.	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	Sidewalk, retaining wall and ADA ramps under construction.	<i>Lane closure on SH174 is expected to last 1-2 more weeks.</i> Lane closure on Renfro Street will be in place several weeks as the right turn lane is built.	Early 2020
McNairn 16" Water Line & Sewer Rebuild- SH174 to Turkey Peak Water Facility Site on Jayellen	<i>8/21 UPDATE</i> Water line construction is complete. Testing and cleanup underway. Pavement work on McNairn is complete. Permanent trench repair on Jayellen is underway.	<i>8/21 UPDATE</i> Lane closure on Jayellen north of Willow Circle. All other streets now open.	October 2019

IV. Upcoming Community Events

A. Events

Saturday, September 7: Historic Home Tours & Demonstrations from 10 a.m. - 2 p.m. at the Russell Farm Art Center

Tuesday, September 10: Branding Town Hall with Free Pizza & door prizes from 6:30 – 7:30 p.m. at Burleson City Hall

Thursday, September 12: Connect with Council Facebook Live from 7 - 8 p.m. on City of Burleson's Facebook page

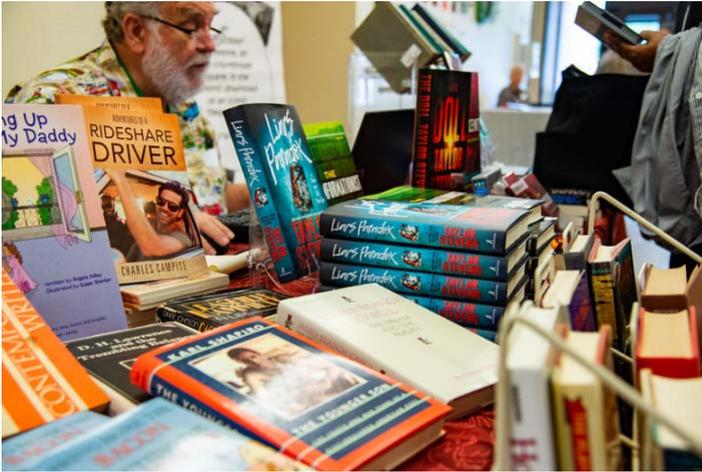
V. Attachments

- A.WORDFest SW photo page.....page 8
- B.Clear the Shelter photo page.....page 9

VI. Informal Staff Reports

- A.Be Healthy's Storywalk.....page 10
- B.Branding Survey Data Update.....page 14
- C.City of Burleson Strategic Plan for FY 19-20.....page 18

WORDFest Southwest August 3



Clear the Shelter- August 17

30 animals were adopted



Be Healthy Burleson



Story Walk Project

What is a Story Walk?

- The Story Walk Project began in Vermont as a way for children (and adults) to enjoy reading at the outdoors simultaneously.
- A disassembled book is reassembled around a walking path; children move from page to page to complete the story.
- Story Walks have been installed in all 50 states and across 12 countries.



Story Walk and Be Healthy



- Fits into the Be Healthy Initiative seamlessly.
- Engages the community and highlights our library and trail systems at the same time.
- Accessible to everyone.
- Initial budget impact is small.



Next Steps

- Select a Park
- Consult with the Children's Services Librarian (Becky Propp) on the book we should feature.
- Purchase display materials
- Installation
- Host story time at the park to showcase the Story Walk (9/20/19)
- Ensure copies of the Story Walk book are available at the Library.
- Choose and install a new book regularly.



08.23.2019

Marketing & Communications

To
Mayor & Council

City-wide Branding Initiative Progress:

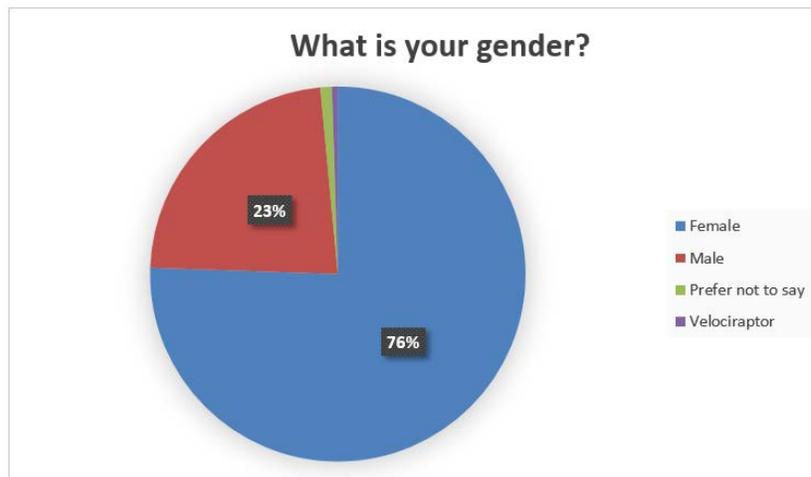
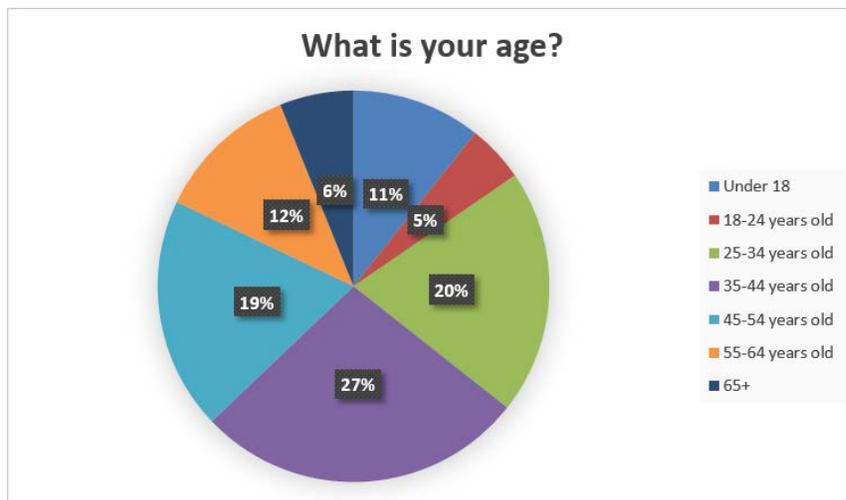
From
DeAnna Phillips

Progress:

Re
City-wide Branding
Initiative Progress

Marketing and Communications staff received written surveys from senior citizen participants and have added those surveys to the demographics. .

Demographics as of August 15, 2019



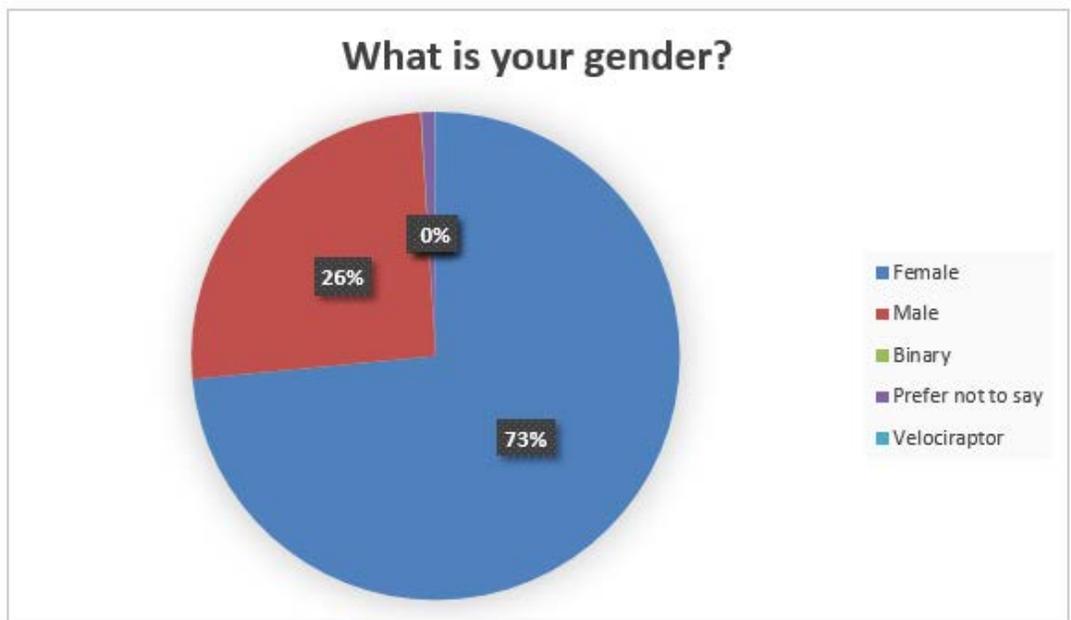
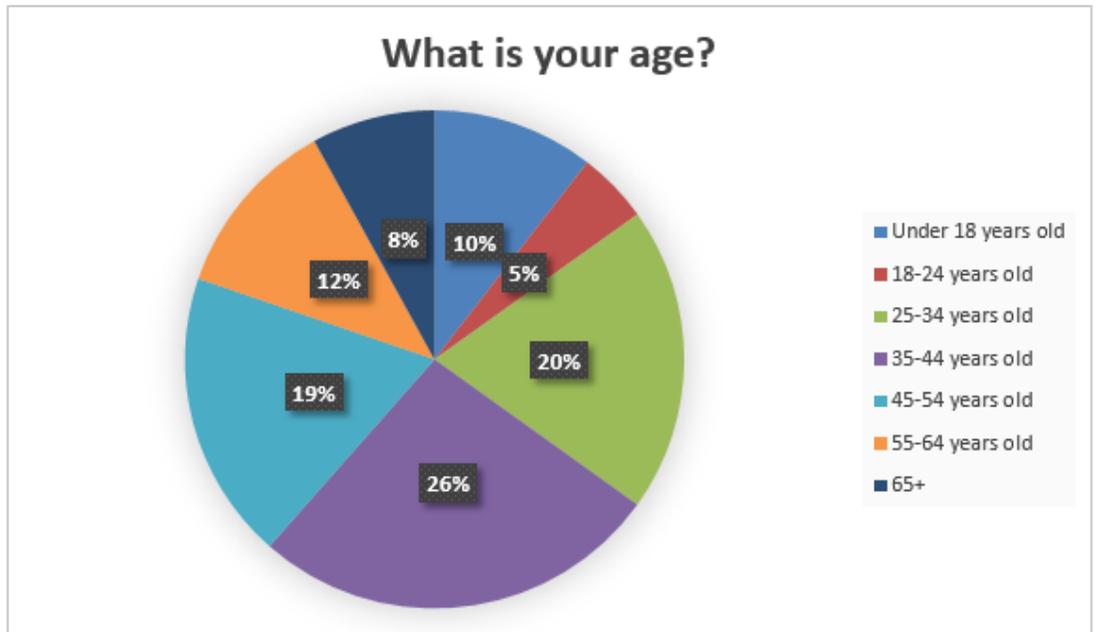
- 1,770 total responses

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Demographics as of August 22, 2019



- 1,814 total responses

Responses from the Senior Center Survey are as follows:

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

The top words were: Friendly/Nice Place to live, growing

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

The top response was Old Town

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

The top words were: Senior Center, convenience of the city and the people/small town feel.

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

- Old Town – mentioned 32 times
- Dining – mentioned 14 times
- Outdoor Recreation – mentioned 11 times

Question: What would you change about Burleson?

In the senior center survey 22 people didn't answer the questions or said they would change nothing, 7 people said they didn't want more roundabouts or they said they would stop road construction and 5 people requested public transit.

Conclusion:

The senior center results still showed Old Town as the community's biggest asset and favored a friendly/nice place to live as a way to describe the community.

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.

08.23.2019

Marketing & Communications

To
Mayor & Council

Strategic Plan FY 19-20 public input:

From
DeAnna Phillips

Background:

The City of Burleson has developed a proposed organizational strategic plan for fiscal year 2019-20.

Re
Strategic Plan FY 19-20 public input

Development:

The proposed plan was developed utilizing the following city council and public input:



- City council budget priorities that were discussed at previous city council budget work sessions
- city's vision and mission, which was adopted by city council on Sept 6, 2011
- Imagine Burleson: Roadmap to 2030, which was adopted by City Council on April 19, 2010
- Burleson Game Plan, which outlines the city's values. The Game Plan was adopted by city council on Sept. 6, 2011
- current master plans the city it utilizing such as the Master Mobility Plan, Wastewater Master Plan, Drainage Master Plan, Trail Master Plan, etc

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- Several departments have strategic plans that focus on their particular areas and those were evaluated as well
- meetings that were held with City Manager Langely and council members
- Executive level staff discussions
- 2019 city-wide branding initiative survey
- July 5, 2019 city council work session presentation

Update:

<p>Week of Aug 5 – 9</p>	<p>Sent plan to:</p> <ul style="list-style-type: none"> • Chamber of Commerce • local industry leaders to review the plan. • (With school starting next week, we will not be reaching out to the ISD's as we know they will be very busy.)
<p>Week of Aug 12 – 16</p>	<p>Posted link to the plan on:</p> <ul style="list-style-type: none"> • city's website • social media • weekly enewsletter • Weekly Report • Send to Burleson Star
<p>Week of Aug 19 – 23</p>	<p>Posted link to the plan on:</p> <ul style="list-style-type: none"> • Weekly enewsletter • Weekly Report

Next steps:

- City Council requested staff to gather more public input. Below is the public outreach plan.

<p>FY 2019-20 Strategic Plan public input</p>	
<p>Week of Aug 26 – 30</p>	<p>Post link to the plan on:</p> <ul style="list-style-type: none"> • social media • weekly enewsletter • Weekly Report
<p>September 3</p>	<p>Public hearing at city council meeting</p>

This document is intended to serve as a strategic plan for the next fiscal year, October 1, 2019 – September 30, 2020. At the direction of city council a more in-depth strategic planning retreat that will focus on the long-term vision for the city will be held in the Fall 2019 or early next year, 2020.

A scenic sunset over a pond with a fountain and reeds. The sky is filled with soft, colorful clouds in shades of orange, pink, and purple. The sun is low on the horizon, casting a warm glow. The water in the pond reflects the sky and the surrounding trees. In the foreground, tall reeds are visible, and a fountain sprays water into the air on the left side of the pond.

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:

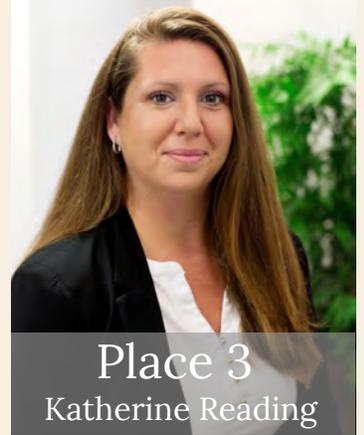
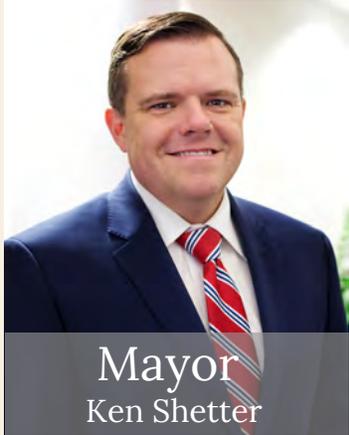
The process by which a new idea or invention adds value to the services we provide to our citizens.

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



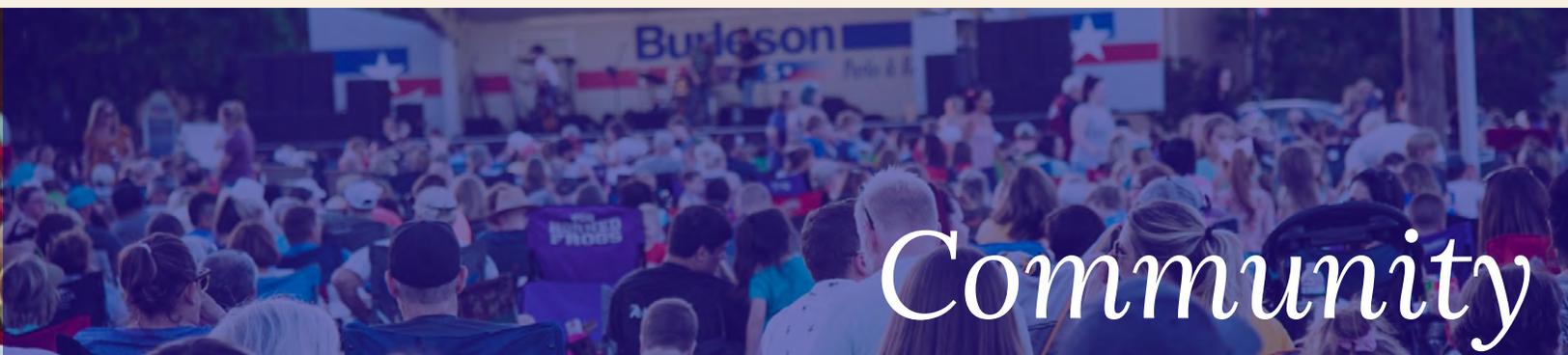
Operational Excellence

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