



WEEKLY REPORT

AUGUST 30, 2019

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

Burleson
TEXAS

Weekly Report | August 30, 2019

I. Council Schedule

Meetings

- **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.
- **Wednesday, September 4:** Appointments & Council Policies Committee Meeting. City Hall Conference Room 101, 141 W. Renfro St. Burleson, TX 76028, 8:30 a.m.
- **Thursday, September 12:** Facebook Live Connect with Council with Mayor Pro Tem Dan McClendon and Council Member Todd K. Hulsey at 7:00 p.m.

Work Session Items

September 3

- a. City's Comprehensive Plan including the Future Land Use Plan and Future Land Use Descriptions
- b. 2019-2020 Budget

September 16

- a. Proposed use of a "luxury kennel" within Special Plan Area 1 and the I35 Overlay
- b. Replat/Final Plat approval options

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, September 3 - 6, will include:

- Continue red trolley grade beam - plinths
- Pour shade pavilion slab-on-grade
- Pour restroom slab-on-grade
- Continue work for site foundations
- Continue electric branch/site circuits



Burlison Old Town Plaza

Print #190827423
Date: 08/27/19
Lat/Lon: 32.542327 -97.322563
Order No. 68141
Aerial Photography, Inc. 954-568-0484

B. Library happenings

The North Texas Honda Dealers stopped by the library on August 20, to treat library customers to free ice cream as part of their Random Acts of Helpfulness initiative.



70 kindergartners-to-be celebrated a big milestone at the “Welcome to Kindergarten” Storytime on August 14, at the library. During the program, they learned what to expect on the first day of school and practiced listening, sharing, cutting out shapes and using glue.

C. Your Bullet, Your Responsibility Outreach

With the first day of dove season approaching on Sept. 1, Burleson Police Department shared another PSA video encouraging the public to be safe while shooting in and around city limits. This video featured Kelly Petty, a Bluebird Meadows neighbor, who was shot in the hip in her backyard by a stray bullet from a county neighbor's target practice. View the video at: www.facebook.com/BurlesonTXPD

D. Labor Day Closures

Most city facilities will be closed on Monday, Sept. 2. The exceptions are the BRiCk which will be open from 8 a.m. – 5 p.m. and Hidden Creek Golf Course is open for regular play from 6 a.m. – 8 p.m. The outdoor pool will be opened from 1 – 5 p.m. and admission is free.

Trash/curbside recycling will not be affected by the holiday and will run as scheduled.

The Burleson City Council meeting will take place on Tuesday, Sept. 3 since city facilities will be closed on Monday, which is council's regularly scheduled meeting date.

E. BRiCk Gym Flooring (Update)

The city's insurance carrier, Texas Municipal League IRP, has been out to inspect the damage to the gym floor, and they had an engineer come and evaluate the cause. Staff is working to expedite the engineering report to determine the cause, but in the interim, the recent rains have caused the issue to worsen. Staff received the go-ahead from TML-IRP to make cuts to the flooring in the hopes of relieving enough pressure to allow the floor to lie back down. Staff contacted the company that both installed the original gym floor and completed the most recent repairs. They will be sending a crew by next Tuesday to remove damaged sections of the floor and install temporary flooring. For the safety of our guests, the use of the gym will be limited to one half-court and will be monitored by staff. We apologize for the inconvenience to our guests and are expediting the process to resolve and repair the problem.

(Previously Reported) In the spring of 2018, the gymnasium floor was refinished with new striping and new surfacing. In January 2018, staff addressed areas around the emergency exit doors where water was getting into the gymnasium and affecting the floor. The door frames were re-sealed and new downspouts were installed to direct water from the roof away from the doors following advice from an architect. After the most recent rain event, staff noticed that the wood floor around the exit doors showed signs of swelling. Staff contacted the flooring company, and they came to inspect the area in question. At this point, it is unclear how water is getting under the flooring. Some ideas include failing door frame seals, a shift in the building, water from the roof, and condensation in the walls. The flooring company noted that they had received other calls this week about gymnasium floors showing the same symptoms we are seeing, and they are attributing it to the driving rain we recently experienced exploiting weaknesses

in the door frames. Both temporary and long-term repair options are being explored in order to minimize any disruption to guests using the gymnasium.

F. Assistant Development Services Director Recruitment Update

The marketing brochure for the Assistant Director of Development Services is finalized and attached. Ralph Andersen & Associates will have a dedicated online site for candidates to apply in addition to providing direct contact information for our project recruitment manager. The city will also place the opening on our Career Portal linking candidates directly to the same online site and contact information for Ralph Andersen & Associates to increase visibility while streamlining the application and search process.

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>8/28 UPDATE</i> Asphalt construction complete. Brick pavers in crosswalks and landscape uplighting under construction.	<i>8/28 UPDATE</i> – Various Lane closures for crosswalk pavers, striping and landscape activities as required.	The current contract completion date is August 23. City staff continues to push the contractor for completion of the project.
Old Town Quiet Zones - RR xings at Commerce, Renfro, Ellison, Eldred	<i>UPRR is continuing work on new gates. Once UPRR sets new gates, the contractor will be able to proceed.</i>	<i>8/28 UPDATE</i> Traffic may be stopped by UPRR for new gate installation as necessary	Start in June 2019, End in February 2020. 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>8/28 UPDATE</i> - Lane closure on SH174 is expected to end this week. 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	Water line construction is complete. Testing and cleanup underway. Pavement work on McNairn is complete. Permanent trench repair on Jayellen is underway.	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

Saturday, September 14: Trash Bash from 9 - 11 a.m. at Warren Park

V. Attachments

A.Assistant Director of Development Services marketing brochure.....page 7

VI. Informal Staff Reports

A.City of Burleson Strategic Plan for FY 19-20.....page 11

City of Burleson

Assistant Development
Services Director



The Opportunity

An outstanding executive career opportunity awaits a talented planning professional in one of the fastest growing areas of the nation. The City of Burleson has a tremendous amount of greenfield development ahead, as well as exciting redevelopment opportunities. The next Assistant Development Services Director will have the opportunity to play a key leadership role in charting Burleson's future.

The City of Burleson, Texas

Located on the southern edge of the flourishing Dallas-Fort Worth metroplex, the City of Burleson has an estimated population of 48,950 residents in a land mass of 28 square miles. Burleson has been progressive in establishing development agreements within its extraterritorial jurisdiction to manage growth outside its current borders.

The City of Burleson's family-oriented environment, outstanding schools, plentiful and affordable land, and rolling hills have made a desirable environment for development. Burleson residents have placed a high value on nature and recreation with over twenty parks encompassing over 550 acres. The school districts serving Burleson consistently outperform state and national averages in college entrance exam scores, and its quality of life is further enhanced by a very low crime rate.

City Government

The City of Burleson operates under a council-city manager form of government. Citizens are represented on the City Council by the mayor and 6 council members, all elected at large to serve 3-year terms without limits. The Council is responsible for policy-making and general oversight and appoints the City Manager to conduct daily operations through a professional staff in accordance with the law and appropriate procedures. The City Council also appoints a City Attorney, a City Secretary, and a Municipal Judge.

The City Manager leads the provision of a full slate of municipal services, carried out by 397 full-time equivalent staff and a FY20 proposed budget of \$100 million. Services are delivered through 13 municipal departments.

The Position

Reporting to the Director of Development Services, the Assistant Development Services Director oversees three staff – a Principal Planner and two Planners. Key responsibilities for the position include:

- Hire, supervise, evaluate, and develop planning staff to ensure the City's planning function is carried out in a manner that is in compliance with applicable regulatory requirements and with the goals and policies of the City Council.
- Manage long-range planning initiatives to further development opportunities throughout the city.
- Serve as the primary liaison to the Planning and Zoning Commission, the Old Town Development Standards Review Committee, and the Zoning Board of Adjustment.
- Oversee the review of concept plans, development plans, site plans, plats, and other development documents by the Development Assistance Committee (DAC) for consideration by the Planning and Zoning Commission and City Council.
- Establish and maintain positive relationships with various city staff and officials, representatives of community organizations, state and local agencies, consultants, and members of the public.
- Provide consultation to architects, builders, attorneys, contractors, engineers, and other members of the public regarding the City's policies and services.
- Monitor and react to changes in applicable state and federal laws by updating City ordinances and policies regarding planning, zoning, development, and environmental requirements.
- Assist in the preparation and oversight of the annual budget for the Development Services Department.
- Serve as Director in the Director's absence by attending meetings, supervising the department staff, and making presentations as required.





Challenges and Opportunities

The next Assistant Development Services Director will be presented with a number of known challenges and opportunities in which to excel including:

- While an update of the City's comprehensive plan should be complete near the year's end, the City will need a strong focus on long range planning in the years ahead. Development needs consistency.
- Burleson's expanse of future growth remains a "blank page," and the City Council supports creative and bold developments that can set the City apart from its neighbors in the region. At the same time, the thriving Old Town area is unique, historically significant, and serves as an anchor for its identity.
- Much work lies ahead, including an update to the City's zoning ordinance, subdivision ordinance, and revisions to overlays. The City desires to step toward a Unified Development Code and implement Form Based Code in targeted areas.
- The planning team in Burleson will benefit from the mentoring, coaching, and professional development of an experienced planning professional in this role.
- With the upcoming completion of the both the parks master plan and comprehensive plan update, the next Assistant Development Services Director will play a key role in creating a vision for the City Council to support.
- A rail line in the west region of the City provides unique opportunities for transit-oriented development and potential commuter use in the future.
- The area surrounding the new Chisholm Trail Parkway is largely undeveloped and provides a great opportunity for creative planning and development.

The Ideal Candidate

In addition to being ethical, well-qualified, and experienced, the next Assistant Development Services Director must possess certain traits that will be essential for success:

- A seasoned city planner who is willing to share skills and wisdom with the team around them to further their professional development.
- The courage to make recommendations, yet the ability to accept feedback and incorporate it into revised recommendations with patience and persistence.
- Strong communication skills, in all forms and with all audiences. Throughout, the selected candidate must be able to translate planning concepts, regulations, and policies to developers and other community members.
- A style that is collaborative and adaptive, but also self-directed and highly organized.
- A balance of creativity and practicality.





Qualifications

Education: A Bachelor's degree from an accredited college or university in Urban Planning or a related field. A Master's degree in Urban Planning, Public Administration, or a related field is desirable.

Experience: A minimum of five years' experience in Community Development, City Planning, or a related field, including specific experience in a supervisory capacity as well as experience with comprehensive plans and zoning ordinance revisions.

Certification: Certification as a Planner by the American Institute of Certified Planners (AICP) is required.

Compensation and Benefits

The City of Burleson offers a highly attractive salary and benefits package for the position of Assistant Development Services Director. Salary is negotiable based on qualifications and career experience.

The City of Burleson offers an excellent benefits package including the following:

- **Retirement:** Texas Municipal Retirement System (TMRS) with a 7% employee contribution and a 2:1 match by the City of Burleson.
- **Insurance:** The City provides excellent insurance benefits for employees including 2 health plan options, dental coverage, and vision coverage. Additionally, life insurance, long-term disability, and an Employee Assistance Program are City provided. Employees have the option to purchase additional life insurance for themselves and their dependents.
- **Leave:** The selected candidate will receive vacation leave and sick leave, in addition to paid holidays, a personal day, and a wellness day, provided criteria are met.

Interested candidates are encouraged to contact Ralph Andersen & Associates for further details regarding the compensation and benefits package of this executive position.

Recruitment Process

Interested candidates should apply no later than **October 14, 2019** to Ralph Andersen & Associates by submitting a compelling cover letter and a comprehensive resume to apply@ralphandersen.com. Top candidates may be asked to complete a supplemental questionnaire with responses to specific questions.

Recruitment Timeline

- Recruitment Closes: October 14, 2019
- City Review of Candidate Submittals: November 4, 2019
- Panel Interviews: November 18, 2019

For further information or questions on the recruitment process, please contact Mr. Greg Nelson at (916) 630-4900. Confidential inquiries are welcome.

This recruitment incorporates existing rules and regulations that govern public sector recruitments in the State of Texas. In accordance with public disclosure/open record laws, information submitted for consideration may be made available to the public upon request by interested parties.



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 is utilizing such as the Master Mobility Plan, Wastewater Master Plan, Drainage Master Plan, Trail Master Plan, etc

City of Burleson

141 W Renfro St
Burleson, TX 76028



- 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 over the scene. In the foreground, tall green reeds are visible, and a fountain sprays water into the air on the left side of the pond. The water reflects the colors of the sky and the silhouettes of the trees in the background.

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.

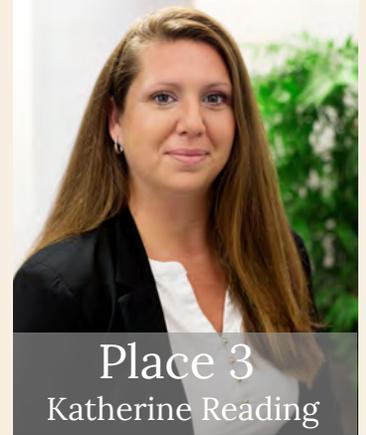
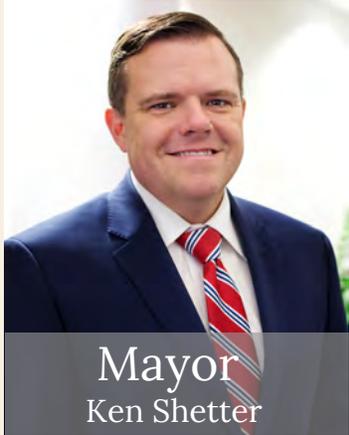
INNOVATION:

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



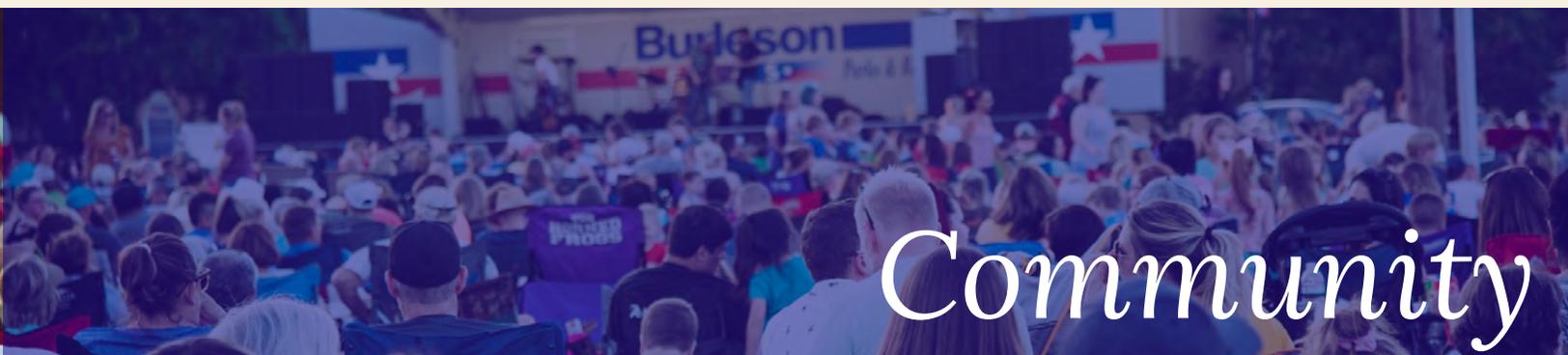
Operational Excellence

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