

Bailey Lake

WEEKLY REPORT

JULY 31, 2020

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

THE CITY OF
BURLESON
TEXAS

Weekly Report | July 31, 2020

I. Council Schedule

Meetings

- **Monday, August 3:** City Council Meeting, City Hall Council Chambers. 141 W. Renfro St., 5:00 p.m. The meeting will be conducted via Zoom. The meeting will also be available via live stream, <https://www.burlesontx.com/880/StreamingVideo>
 - Speaker Protocol: A member of the public who would like to submit a question on any item listed on the agenda may do so via the following options:
 - By phone: Please call **888-475-4499** Meeting ID 6114974473, and provide your name, address, and question. Your question will be read by the Mayor or City Secretary during the meeting in the order they are received.
 - Online: An online speaker card may be found on the city's website (www.burlesontx.com) at either the home page or the agenda/notices page. Speaker cards received prior to the meeting will be read during the meeting in the order received by the Mayor or City Secretary
- **Thursday, August 6:** City Council Special Session, City Hall Council Chambers. 141 W. Renfro St., 9:00 a.m. The meeting will be conducted via Zoom. The meeting will also be available via live stream, <https://www.burlesontx.com/880/StreamingVideo>

Work Session Items/Report & Discussion Items

August 3

- Receive a report to recognize the selected Employee of the Quarter for the 2nd quarter of 2020. (*Staff Presenter:* Wanda Bullard, Director of Human Resources)
- Receive a report, hold a discussion, and give staff direction regarding the FY 20-21 City of Burleson Strategic Plan. (*Staff Presenter:* DeAnna Phillips, Marketing and Communications Director)

II. General Information and Status Updates

A. Current Case Statistics

As of July 30, the current COVID-19 case statistics for the City of Burleson are as follows:

- Total Accumulative Cases: 434
- Active: 79
- Recovered: 352
- Deaths: 3

A link to view the COVID-19 statistics page is being posted weekly to social media to encourage people to stay up to date on Burleson's data. To view the current case statistics for Burleson, visit <https://city-of-burleson-covid19-statistics-bur.hub.arcgis.com/>.

B. Buy BTX

The Economic Development team launched a new program called "Buy BTX" to help drive consumers back to local businesses. For 3 more weeks, anyone can send a photo of a receipt from any business located within Burleson city limits to BuyBTX@burlesontx.com and be entered into a weekly drawing for a \$50 gift card.

Week seven saw over 500 entries and the seventh round of 10 winners will be announced Friday afternoon.

Anyone can participate, even if you don't live in the city of Burleson. Start turning in those receipts today! Staff will process all entries as they come in and host a live drawing each Friday to select 10 weekly winners. Winners will be contacted and they will receive a \$50 gift card to a local business of their choice. Each receipt will give contestants one entry into the contest and multiple entries can be made each week, but each contestant will only be eligible to win one time per week.

C. Use of Force Training Simulator

The Burleson Police Department is seeking \$71,100.00 in grant funding to purchase a Use of Force Training Simulator through the Criminal Justice - Justice Assistance Grant program managed by the Office of the Governor. The scenario-based training simulator uses technology to enhance the knowledge, skills, and abilities of our sworn personnel in areas including, but not limited to: critical thinking, de-escalation, tactics, and response to resistance. Burleson officers receive limited scenario-based training in the academy but do not have subsequent access to this type of training. Scenario-based training has proven to be effective in preparing officers for citizen encounters. The Police Executive Research Forum concluded, "de-escalation should be a core theme of an agency's training program".

Both the President's Task Force for 21st Century Policing and the Police Executive Research Forum call for realistic, scenario-based training that emphasizes critical skill development, de-escalation, tactical communication, and an appropriate response to

resistance. The interactive scenarios provide multiple encounter options, requiring critical thinking skills to navigate the scenario. According to Professor Craig Bennell of the Institute of Criminology and Criminal Justice at Carleton University, the advantages of police simulator training includes, lower costs for multiple training repetitions, the potential for police officers to learn from errors that would be lethal in real life, and the ability for officers to train without creating noise disturbances in a traditional firearms training facility. The main goals of this training are to improve communication skills, critical thinking skills, and promote de-escalate techniques.

The training simulator requires the officer to quickly assess the situation, decide the best course of action, and to transition between lethal vs. non-lethal force options. Furthermore, training simulators induce a level of stress that cannot be duplicated in a shooting range environment. The scenario-based training ensures the officer effectively communicates with the persons within the scenario and chooses appropriate responses while under stressful conditions. "With appropriate inoculation, officers can respond quickly and more predictably when confronted with a force scenario." (C. Bennell, 2017) Dr. Amanda Davies, School of Policing Studies at Charles Stuart University (CSU), explored what characteristics are needed in a simulation exercise to transfer learning from the classroom to operational policing. Dr. Davies research states, "The training of police officers to make the right decisions in high-risk and high-stakes situations increasingly relies on simulations." (Dr. Amanda Davies, 2015) Dr. Davies based her PhD research around two simulation exercises used in NSW police force training which aids in developing decision making skills in high-risk environments. The results of her research demonstrates that new and experienced police officers both benefitted from scenario-based training. Widespread research continues to evolve in support of scenario-based training. This technology will prove to be extremely beneficial for the officers of the Burleson Police Department, as well as officers in neighboring jurisdictions that take advantage of access to the system. As stated previously, Burleson officers receive initial training through a police academy but do not have access to a force simulator.

BPD is hopeful the funding will come in the form of a grant but will look at other funding sources if needed.

D. Burleson Fire Department and BISD Fire Academy Partnership

Burleson ISD has requested that the Burleson Fire Department assist with the administration of the BISD fire academy program located at Centennial High School. This is an opportunity to educate and mentor students for the workforce to be certified as structural firefighters. This will provide a unique opportunity for the Fire Department professionals to invest in the youth of the community and not only provide the required fire academy training but also provide a positive influence on the students. The goals of

the program are to provide quality training by industry professionals, prepare an obtainable career path for students after high school, and invest in the lives of the youth in the community to have a positive influence on the students' futures.

Burleson Fire Department is a certified training facility and has the proper staff and state certification to provide the administrative oversight of a fire academy. The administrative role will be to provide oversight of the program, make sure proper compliance is followed for the Texas Commission on Fire Protection, and provide ongoing support and advisement to Burleson ISD.

The program will be staffed by off-duty firefighters for daily instruction and an off-duty firefighter will serve as the teacher of record to manage the day-to-day operations of the program, provide grading, and be a contact for parents. The off-duty firefighters will be employed with the Burleson ISD during this time and this will not be part of the firefighter's job duties or job description for the City of Burleson. This program will not interfere with daily staffing for the Burleson Fire Department.

The role of a firefighter is complex and continually changing, and is becoming more complex and challenging. It is the goal of this partnership to prepare the next generation of firefighters to provide excellent service to the community. City Council will be considering a memorandum of understanding between the Burleson Independent School District and the City of Burleson regarding the fire academy partnership program during their August 3 City Council meeting.

E. Burleson Library offers new program, Library Loot

Staff at the Burleson Public Library continue to look for innovative ways to serve patrons during the COVID-19 public health crisis. The library is now offering a program that allows patrons to complete a survey of their interest and librarians will select their reading material for them, much like a monthly subscription service. The program is available for children, teens and adults. To complete the survey and get started receiving your 'loot', use the links below:

- www.burlesontx.com/kidslibraryloot
- www.burlesontx.com/teenlibraryloot
- www.burlesontx.com/adultlibraryloot



F. Mosquito Control Program

On Thursday, July 30, Tarrant County Public Health released an alert to municipalities stating that West Nile Virus activity was high among mosquitoes being tested in the Tarrant County region, particularly in the northeast quadrant. The county is now in the level 3, or “high risk” category, of their response plan. So far this year, the Tarrant County region has had 157 mosquito traps test positive for the West Nile Virus. This season, Burleson has set 240 traps and 0 have tested positive. The county has advised cities to step up normal procedures by spraying (adulticiding) at least two consecutive nights in positive locations and three consecutive nights in locations where pools have tested positive multiple times within the past 3 weeks. Burleson’s routine policy is already to spray 2 consecutive nights following positives and we will follow the county's advice and spray three consecutive nights if we happen to have repeated positives in the same zone within 3 weeks. At this current time we will continue setting traps for testing, larviciding areas of standing water and educating the public how to eliminate standing water on their properties and protect themselves by wearing long sleeves and EPA approved insect repellent. To view Tarrant County’s public release about West Nile Virus visit [Tarrant County's website.](#)

Stop Mosquitoes. Empty Stagnant Water.

3D's
of mosquito safety

DRAIN
All standing water on your property so mosquitoes won't breed.

DEFEND
Use an EPA-approved insect repellent, DEET is most effective. Visit www.epa.gov for more information.

DRESS
Wear long sleeves and pants. Spray insect repellent on your clothes.

Anything that will hold water for more than a few days can breed mosquitoes.

Burleson
TEXAS
Environmental Services
(817) 426-9832

III. Upcoming Road Construction/Closures

UPCOMING ROAD CONSTRUCTION / CLOSURES			
Projects & Limits	Current Status	Traffic Affected	Estimated Completion
Renfro Street Medians in Old Town: Johnson to IH35W	Substantially complete. Awaiting material delivery for crosswalk signals.	Lane closures as necessary when signal equipment at crosswalk is installed	Project awaiting delivery of materials for installation. Estimated delivery next week
Old Town Quiet Zones: RR xings at Commerce, Renfro, Ellison, Eldred	Pavement complete, contractor proceeding with pedestrian handrails	None anticipated	Start in June 2019, End in July 2020
Turkey Peak Ground Storage Tank Construction & Brushy Mound Tank Demolition at existing City Facilities	Demolition underway.	Intermittent construction traffic to and from both sites. Anticipated Routes include: NW Renfro, SW Brushy Mound Rd, SW Alsbury Blvd, NW Summercrest Blvd, Nicole Dr & NW Jayellen Ave.	Fall 2021

IV. Attachments

- A. FY 20-21 Strategic Plan – DRAFT.....p. 8-28

CITY OF BURLESON STRATEGIC PLAN

for fiscal year 2020-21



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's adopted vision and mission
- Imagine Burleson: Roadmap to 2030, a planning document. Adopted by City Council April 19, 2010
- Comprehensive Plan: 2020 update process
- City's Master Plans and Capital Improvement Plans
- Departmental Strategic Plans
- FY 19-20 Strategic Plan
- 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:

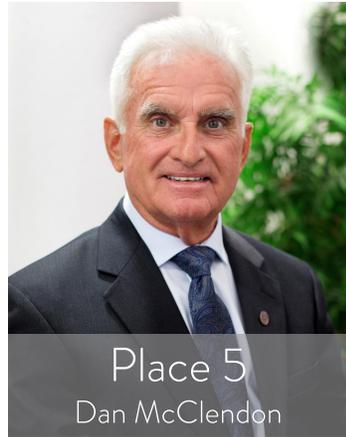
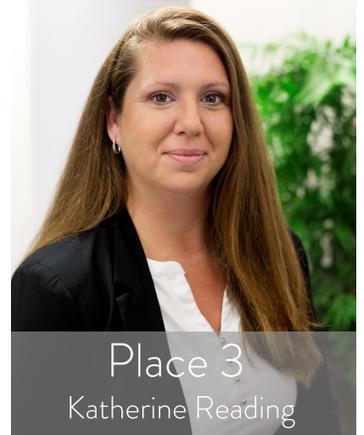
The process by which a new idea or invention adds value to the services we provide to our citizens.

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.



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



AREA 2



AREA 3



AREA 4



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
1.1.1	Continue to ensure competitive compensation and benefits across the city by benchmarking public safety pay step plans, evaluating city compensation plan ranges and adjustments, cost of living adjustments, and performance-based merits	Human Resources	
1.1.2	Provide relevant training programs for supervisors and employees by focusing on growing their knowledge, skills and abilities to succeed in both their professional and personal lives while enhancing the services to the city	Human Resources	
1.1.3	Implement a direct clinic model for employee's health benefit plan that will provide a timely health care option and provide cost-savings for both employees and the city's healthcare plan	Human Resources	

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
1.2.1	Streamline department processes to increase efficiency with a better work product with Onboarding and Termination process improvement and continue building automated reporting	Human Resources	
1.2.2	Provide a greater level of accuracy, security, simplicity, transparency and timely response to all open record requests and transparency and ease-of-use to the requestor by implementing GovQA Open Records Solution Software	City Secretary Office	
1.2.3	Implement online bidding platform, Bonfire, which allows vendors to be notified electronically of bid solicitations and register to do business with the city, automates the city's currently manual process of evaluating bid submittals and manages the life cycle of active city contracts	Purchasing	
1.2.4	Increase automatic utility payments by 3%, from 27.9% to 30.9% by implementing a new vendor to make the online utility payment option more user-friendly	Utility Customer Service	
1.2.5	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	

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
1.3.1	Develop city-wide customer service survey and feedback channels to measure customer experience with city facilities and projects	Communications	
1.3.2	Complete launch of redeveloped user-friendly city website to provide an avenue of direct communications with the city's stakeholders	Communications	
1.3.3	Continue to implement a city branding campaign to develop a clear, strong and resilient brand identity across all mediums representing the varied attributes of Burleson while supporting the City Council's goals	Communications	
1.3.4	Reshape Connect with Council Initiative to provide greater compatibility and outreach while achieving necessary safety precautions by utilizing social media events (ex. Facebook Town Hall and Live Online QA) as well as socially distanced in-person events	City Secretary Office	
1.3.5	Increase customer service related to quality and timeliness of health inspections and investigations of food, public/semipublic pools and aquatic recreation facilities by addressing all complaints by the end of the following business day, conducting follow-up inspections within 72 hours of the scheduled follow-up date and responding to new facilities inspections and health plan reviews by the end of the following business day	Environmental Services	
1.3.6	Reduce the building permit plan review time from 20 business days to 10 business days for residential permits and 15 business days for commercial permits	Building Inspections	
1.3.7	Increase response times for municipal court customers to provide efficient and effective services by having case files accessible to the defendant within two business days from the date of offense; meeting court records request within seven days; and resolving all window customers in five minutes or less	Municipal Court	

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
1.4.1	Develop the FY 2020-21 annual budget with a focus on public safety enhancements, cost containment and efficiency	City Manager's Office	
1.4.2	Present quarterly reports to City Council within 60 days of the most recent quarter	Finance, Communications	
1.4.3	Create a performance measurement system to assess the implementation and progress of work plan tasks in the city-wide strategic plan	Communications	
1.4.4	Conduct an analysis to compare the city of Burleson's development fees to other benchmark cities within the North Texas region to determine marketplace alignment	Development Services	

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
1.5.1	Improve access and expand the use of the city's geographic information system (GIS) data by providing end-user training, allowing more users to access the software and providing advanced GIS compatibility through the Community Development software to allow for better integration and data analysis	Information Technology	April 2021
1.5.2	Finalize mobility plan and partner with North Central Texas Council of Governments to determine regional grants to assist with implementation of programs	Public Works	
1.5.3	Continue to work with Federal and State agencies to assist our community in recovery from the COVID-19 public health crisis through the application and administration of grant funding	Emergency Operations, Finance	

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 SH 174 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
2.1.1	Complete median project on SH 174/Wilshire Boulevard to increase the visual appeal and sustainability of the landscaping on a primary city corridor	Parks	September 2021
2.1.2	Continue working with Texas Department of Transportation to acquire right-of-way and finalize design related to the widening of SH 174/Wilshire Boulevard from Elk Drive to Hulen Street from four-lanes to six-lanes	Public Works	
2.1.3	Develop a strategy for implementation of driveway consolidation along SH 174/ Wilshire Boulevard to increase motorist safety	Public Works	

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
2.2.1	Assess current sidewalk conditions and develop improvement plan to address accessibility necessary to comply with the Americans with Disability Act	Public Works	
2.2.2	Complete the design to increase capacity and improve safety of the Hulen Street and SH 174 intersection	Public Works	
2.2.3	Complete master mobility plan to provide guidance for present and future mobility infrastructure needs in our community	Public Works	November 2021
2.2.4	Complete Safe Routes to School project including a 10-foot trail to improve pedestrian access along Irene Street and Garden Avenue along with Warren Park improvements encompassing a crosswalk to the Public Library; ADA accessibility improvements and a pedestrian bridge over Town Creek	Public Works	Spring 2021
2.2.5	Complete 10-foot trail section at SW Hillside Drive and install a 5-foot sidewalk on Elk Drive to improve pedestrian mobility near Burluson High School	Public Works	

2.2.6	Install traffic signal at Hidden Vistas Boulevard and Hidden Creek Parkway to enhance safety and visibility for motorists	Public Works	
2.2.7	Install 10-foot trail from Bluebird Meadows neighborhood to Joshua ISD's RC Loflin Middle School and a traffic signal at the school entrance to improve safety and mobility of both pedestrians and vehicular traffic	Public Works	

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
2.3.1	Finalize construction of Animal Shelter isolation area to help decrease exposure and minimize the spread of disease among animals at the shelter	Neighborhood Services	
2.3.2	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	
2.3.3	Research options for city facilities that address space, needs, preferred department locations and potential long-term solutions	Public Works	
2.3.4	Update the Water and Sewer Master Plan to identify options to expand services to the western portion of the city	Public Works	

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
2.4.1	Continue dialogue with Tarrant Regional Transportation Coalition and regional partners to outline options to improve mobility in the City of Burleson	City Manager's Office	
2.4.2	Partner with North Central Texas Council of Governments and Texas Department of Transportation to develop long-term solutions to improve capacity of I-35W corridor	Public Works	
2.4.3	Develop a transportation plan to serve the west side of the city including Chisholm Trail Corridor and leverage partnerships with regional agencies to assist with funding	Public Works	

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
2.5.1	Begin design process to widen and rebuild Wicker Hill Road to restore failed pavement	Public Works	
2.5.2	Reconstruct existing street near the SW Johnson Avenue and Renfro Street intersection to restore failed pavement and improve safety	Public Works	
2.5.3	Improve intersection of County Road 910 and FM 1902 by adding a right turn lane	Public Works	
2.5.4	Connect 8-inch and 12-inch water lines on Big Horn Drive and Dobson Street to provide additional water line looping, reduce water quality issues and increase fire flow protection	Public Works	
2.5.5	Replace old cast iron water lines in a variety of locations in the city to reduce water leaks, conserve water, reduce maintenance cost and improve water system reliability	Public Works	
2.6.6	Replace failed sanitary sewer mains in multiple locations of the city to decrease the potential for sanitary sewer overflows	Public Works	

STRATEGIC FOCUS AREA 3: *Community*



OBJECTIVE

To make the City of Burleson 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
3.1.1	Increase online recreation programming from 2% of registrations to 50% by purchasing and implementing Smart Rec, a mobile-optimized registration experience with flexible payment options	Parks and Recreation	
3.1.2	Complete the construction of a community splash pad as identified in the Capital Improvement Program in the Parks Master Plan	Parks and Recreation	
3.1.3	Design Village Creek Trail extension to provide 1.6 miles of additional concrete trails from Chisenhall Fields to FM 731/Hillside Drive	Parks and Recreation	
3.1.4	Complete design for cemetery expansion which will beautify the cemetery and provide potential additional burial options for the public	Parks and Recreation	September 2021
3.1.5	Develop a strategy for a community park that will define the location, outline process for acquiring land and begin the design	Parks and Recreation	

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
3.2.1	Develop plan to successfully transition the Hill College campus to the former Kerr Middle School site	City Manager’s Office	
3.2.2	Increase the library’s market penetration by 27% to 28% of households in Burleson by continuing the library’s user analysis and market study, gathering data and community feedback for long-range planning	Library	
3.2.3	Increase services through digital channels with convenient, flexible options that deliver resources outside the physical library	Library	
3.2.4	Expand the efforts with the ProjectU Leadership Conference to provide an atmosphere for local businesses to grow and share ideas for the betterment of our community through a six-week leadership series	Economic Development	

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
3.3.1	Develop a plan for the recruitment, retention and expansion of businesses on major corridors in the city including SH 174/Wilshire Boulevard and I-35W; identify strategic land parcels within the city for future development	Economic Development	
3.3.2	Establish recruitment plan and development incentives to target family-entertainment venues to Burlison	Economic Development	
3.3.3	Develop economic development strategic plan for Chisholm Trail Corridor that identifies land parcels for the future development of Class A office space and a medical corporate park	Economic Development	

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
3.4.1	Revise parkland development ordinances to ensure that parkland is developed in coordination with the city's subdivision ordinances and guarantee subdivision developers are contributing to the parks system	Parks and Recreation	September 2021
3.4.2	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	
3.4.3	Develop a program to encourage improvements to commercial facades of aging buildings to revitalize areas and businesses throughout the community	Development Services	
3.4.4	Revise the Zoning Ordinance to ensure that it is aligned with the Comprehensive Plan update	Development Services	
3.4.5	Continue working with developers for the redevelopment of Ellison Street properties to attract new users into Old Town and to complement Mayor Vera Calvin Plaza in Old Town	Economic Development	
3.4.6	Continue to assist small business recovery efforts from the COVID-19 public health emergency through innovative programming and evaluating upcoming needs of local businesses	Economic Development	

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
3.5.1	Enhance teen programming, increase and create diverse family-oriented events and expand recreational opportunities to local non-profit organizations and citizens with special needs	Parks and Recreation	
3.5.2	Diversify Be Healthy Burleson's programs to adjust to restrictions due to COVID-19 public health emergency by providing online, digital and socially-distanced programs and educational information	City Secretary Office	
3.5.3	Implement a Neighborhood Revitalization Program (NRP) by renovating single-family, owner-occupied homes in specific areas of the city with a goal to boost property values and provide interested single-family home buyers the opportunity to purchase an updated and safe home at a reasonable price	Neighborhood services	
3.5.4	Gain 50% voluntary compliance of property owners who are in violation of city codes within 10 days of first contact through outreach methods including educational door hangers and attending HOA meetings	Code Compliance	
3.5.5	Implement the code compliance community outreach plan to help neighborhoods remedy neglected, and vacant properties that often pose serious threats to community health, safety, and quality of life by ensuring that homeowners and businesses maintain their properties consistent with relevant state statutes and local codes	Code Compliance	

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
3.6.1	Evaluate programming in parks and city facilities outside of the Old Town area to encourage placemaking and community in other portions of the city	Parks and Recreation	
3.6.2	Institute a public art program partnership with Keep Burleson Beautiful to bring additional beautification to the city through visual art	Environmental Services	
3.6.3	Amend the sign ordinance to add clarifying standards, eliminate conflicts and include regulations to minimize visual sign clutter	Development Services	
3.6.4	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	

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
4.1.1	Evaluate alternate response model for Ladder Truck 16 to be used exclusively for fire-related calls and Engine 16 for EMS and vehicle accident-related calls to extend the life of the ladder truck, a cost-savings to the tax-payer	Fire	
4.1.2	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	
4.1.3	Host cross-training meetings between code compliance and first responders to protect the health and safety of the community by identifying high-risk properties which include hoarding, property maintenance, parking, dumping and unsafe conditions	Code Compliance	
4.1.4	Revise policy and procedures to align with 8 Can't Wait, a list of eight policies that curb the use of force	Police	

Goal 2

Provide superior public safety dispatch services.

	Work Plan Task	Responsible Department	Target Date
4.2.1	Complete review of public safety communications and begin implementation of recommendations to improve efficiency of operations	City Manager's Office	
4.2.2	Establish service benchmarks and revise policies and protocols to met standards		
4.2.3	Evaluate technical systems to determine whether improvements should be made to increase level of service		

Goal 3

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

	Work Plan Task	Responsible Department	Target Date
4.3.1	Complete construction of Fire Station 16, located on Hidden Creek Parkway, to increase response times to the southern portion of the city	Fire	
4.3.2	Continue implementation of a power shift to improve response times	Police	
4.3.3	Complete analysis of squad concept for Burleson Fire Department and determine how resources should be deployed in the future	Fire	

Goal 4

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

	Work Plan Task	Responsible Department	Target Date
4.4.1	Participate and support the Burleson ISD High School Fire Academy Program by providing off-duty Burleson firefighters as teachers	Fire	
4.4.2	Expand Community Risk Reduction programs (Drowning prevention, CPR, Stop The Bleed etc.) making our city a safer place to live, work and visit	Fire	
4.4.3	Conduct a Community Risk Analysis to identify and prioritize local risks, followed by the integrated and strategic investment of resources to reduce their occurrence and impact	Fire Marshal	
4.4.4	Maintain and expand the Johnson County public safety consortium partnership to enhance emergency response, interoperability and mutual aid	Police	

Goal 5

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

	Work Plan Task	Responsible Department	Target Date
4.5.1	Expand partnership with Joshua ISD for Community Risk Reduction to bring the program to the city's southern portion	Fire	
4.5.2	Continue to partner with Tarrant County Law Enforcement Association for enhancements of regional public safety initiatives	Police	
4.5.3	Increase collaboration with public health authorities in North Texas to better serve the Burleson community during public health crisis	Fire	
4.5.4	Continue active shooter training in partnership with other police agencies, Burleson Fire Department and Joshua and Burleson ISD's	Police	

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
4.6.1	Develop and maintain a fully operational and functional Emergency Operation Center (EOC)	Fire	
4.6.2	Develop and maintain a Comprehensive Emergency Management Plan with associated Annexes and conduct semi-annual familiarization training with key city staff to prepare for activation	Fire	
4.6.3	Build a cohesive volunteer organization program to assist in emergency management coordination during a disaster for our community	Fire	
4.6.4	Coordinate recovery efforts from COVID-19 public health emergency by managing Coronavirus Aid, Relief, and Economic Security (CARES Act), Coronavirus Relief Funds and Major Disaster DR-4485 Federal Emergency Management Agency (FEMA) Grant	Fire	
4.6.5	Develop a comprehensive debris management plan to restore public services and ensure public health and safety in the aftermath of a disaster and to better position the city to receive the full level of assistance available from Federal Emergency Management Agency (FEMA) and other participating entities	Fire	