



CLEAR^{THE}
SHELTERS



WEEKLY REPORT

AUGUST 28, 2020

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

THE CITY OF
BURLESON
TEXAS

Weekly Report | August 28, 2020

I. Council Schedule

Meetings

Tuesday, September 8: 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/watchlive>

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

Work Session Items/Report & Discussion Items

September 8

- Receive a report, hold a discussion, and give staff direction on the Quarterly Update to City Council. (Staff Presenter(s): Martin Avila, Finance Director; Aaron Russell, Director of Public Works; DeAnna Phillips, Marketing and Communications Director)
- Receive a report, hold a discussion, and give staff direction regarding preliminary design of the splash pad project. (Staff Presenter: Robert Ranc, Deputy City Manager)
- Receive a report, hold a discussion, and give staff direction regarding the fiscal year 2020-2021 proposed budget. (Staff Presenter: Martin Avila, Finance Director)

II. General Information and Status Updates

A. Current Case Statistics

As of August 26, the current COVID-19 case statistics for the City of Burleson are as follows:

- Total Accumulative Cases: 560
- Active: 37
- Recovered: 520
- 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. Comprehensive Plan public engagement continues

Community Services held the first Facebook Live Town Hall event to discuss the mobility core value of the comprehensive plan on Wednesday, August 26. The event drew anywhere from 7- to 120 people watching on Facebook. Staff presented a quick presentation, took questions and encouraged participants to go online to www.burlesontx.com/imagineburleson and complete this week’s survey.

The upcoming Facebook Live schedule is as follows:

Core Value	Facebook Live Date & Time
Neighborhood	5:30 p.m. Wednesday, September 2
Parks	5:30 p.m. Wednesday, September 9
Places	5:30 p.m. Wednesday, September 16
Economic Development	5:30 p.m. Wednesday, September 23
Resiliency	5:30 p.m. Wednesday, September 30
Future Land Use Plan	5:30 p.m. Wednesday, October 7

C. Human Resources Department Organizational Changes

There is an upcoming organizational change in the Human Resources Department. Katie Brown, HR Generalist, was recently selected for the Utility Inventory Coordinator position in Public Works. Her transfer will be effective no later than October 1, 2020.

In conjunction with this, Wanda Bullard, HR Director, voluntarily asked to step down as director and serve the department in another capacity due to personal factors. The city has begun the recruiting process this week for a Human Resources Director. Once a director is selected, Wanda will take the role of HR Manager. The selection of the next HR Director will be a collaborative process, and will use multiple interview panels to gather input from a variety of team members before making any decision.

D. Recreation Programs Update

Fall Recreation Programs (start in September)

- a. The BRiCK has begun offering a variety of Fall programs that will begin in September. Each program has specific health protocols in place for the safety of participants. Additionally, each program has specific registration caps for safety precautions due to COVID-19. These protocols have been reviewed and endorsed by the city’s local health authority.



The BRiCk is excited to offer some fun-filled programs safely, especially during this challenging time. For program dates, fees, and additional information, please visit, www.burlesonrec.com or call the BRiCk Front Desk at 817-426-9104.

- b. **NEW! E-Sports Program** – The BRiCk is excited to announce the start of their first E-Sports program. E-Sports is a form of competition with the medium being video games. This league enables participants to compete from the comfort of your home. For additional information, please visit, <http://bit.ly/BRiCkESports>.



E. BRiCk Basketball Court Update

Staff plans on opening the BRiCk basketball courts for reservations to BRiCk members. Members will have the ability to make a half-court reservation at no additional cost. Reservations will only be available for members in the same household. As a member, you will be able to make your half-court reservation for your household by filling out a rental request form and booking your date and time at the front desk. BRiCk staff will confirm the participating members are all included on your BRiCk account. When checking in for your court reservation the kiosk staff will again confirm all participating members are on your household in our system. This option aligns with the governor's orders and means that open play will still not be an option at this point. If any council members has any questions or concerns regarding this plan, please contact Robert Ranc.

F. Hidden Creek Golf Course featured in drone video

A new startup Texas company, Tee 'n' Texas, has started making Hole-by-Hole golf strategy drone videos. They have come to Hidden Creek asking for a chance to use our course as a practice course and to use us their introduction to their product. They create a drone video with playing commentary of every hole and best practices to successfully navigate each hole on Hidden Creek Golf Course. The video starts off with a nice representation of Burleson and captures Hidden Creek very well. The 15 minute video was made by Tee 'n' Texas free of charge. You can view the video here: <https://youtu.be/Sbrdg9IITRM>
Staff will be posting this video on the golf course's social media outlets.

G. FY 20-21 Strategic Plan

During the August 3 city council meeting the work plan tasks for the FY 20-21 Strategic Plan were presented. The work plan tasks have been updated with targeted dates and can be reviewed starting on page 8. The FY 20-21 Strategic Plan will be on the September 14 city council meeting for consideration of approval. For any questions or concerns, contact DeAnna Phillips, dphillips@burlesontx.com

H. BTX Best Fest

In light of the State Fair of Texas being canceled this year, Economic Development decided to bring the fair foods to Burleson. 20 local Burleson businesses have come up with fair-inspired dishes for patrons to try during the month of September. Staff has created a passport for visitors

to get stamped at each location after trying their dish. Citizens can then vote for their favorite online. People who have visited all 20 participating locations and have a completely stamped passport will be entered into a drawing to win a grand prize package made up of assorted donated goodies from the participating businesses.

I. Warren Park Playground Replacement

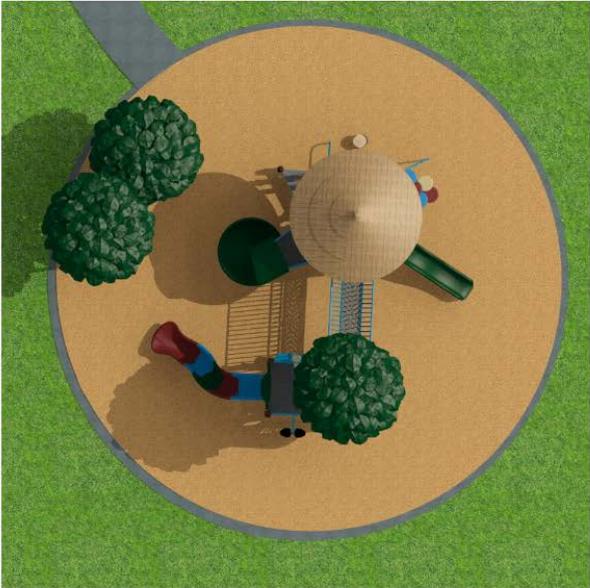
City Council approved Warren Park improvements as a Parks capital improvement project for FY 2019-2020. Staff estimated a budget of \$85,000 for the improvements in the Parks CIP. As part of the Warren Park improvements, staff recommends replacing the small playground at Warren Park. The current playground has been in use since 2007, and it is beginning to fade a result of wear and tear (see photo below). Parks staff has regularly replaced playgrounds throughout the city to ensure that city parks remain in good condition and desirable for residents. Warren Park is a highly used park, and replacing the small playground at the park will help keep the park fun and exciting for residents.

Staff took five replacement options to the Parks Advisory Board on August 20, 2020, and the Parks Board recommended the option below. The cost for the new playground (including shipping costs and labor for installation) is \$64,497.55. This is within the budgeted amount for park improvements and leaves funds for additional improvements, specifically mobility improvements recommended by the Parks Master Plan. Parks staff will take care of the site preparation, and staff is examining opportunities to re-use the existing playground in a park that may not have a playground or re-sell it. The new playground will fit under the existing shade structure, which will remain. Due to the cost of the playground replacement, as well as the routine nature of a playground replacement, staff plans to bring this item to City Council on September 8, 2020 on the consent agenda. If any council members would prefer to discuss this as a general item, please let the city manager know, and staff will make that change.

Current Playground



New Proposed Playground



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. Crosswalk signals installed.	None anticipated	Final Closeout pending
Old Town Quiet Zones: RR xings at Commerce, Renfro, Ellison, Eldred	Punchlist items being corrected. UPRR final approval pending.	None anticipated	Punchlist items to be completed next week, Quiet Zone anticipated to be effective in Oct
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
Renfro Street Pedestrian Crossings at Wilson Street	Contractor to begin work on new curb ramps and sidewalk at the intersection	The outside lane will be temporarily closed on the east-bound traffic for work on the ramps.	Oct 2020
Fire Station #2	Drive approaches on Hidden Creek Parkway Complete	None anticipated	

IV. Upcoming Community Events

- **August 25-29, Clear the Shelter event** at Burleson Animal Shelter, 775 SE John Jones Drive
- **September 2, Comprehensive Plan Update Town Hall: Neighborhoods**, 5:30 p.m. via Facebook Live on the city’s official Facebook page, www.facebook.com/BurlesonTX
- **September 9, Comprehensive Plan Update Town Hall: Parks**, 5:30 p.m. via Facebook Live on the city’s official Facebook page, www.facebook.com/BurlesonTX

V. Attachments

- A. Proposed FY 20-21 Strategic Plan..... page 8

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:

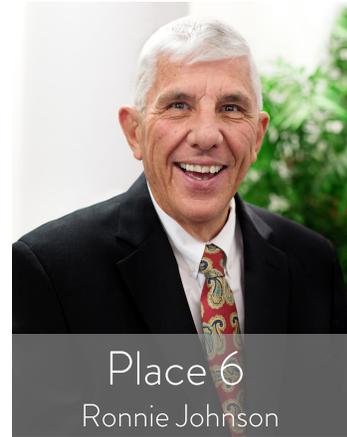
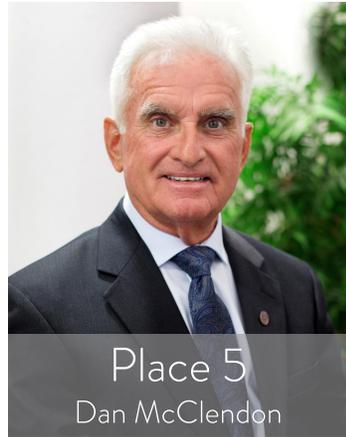
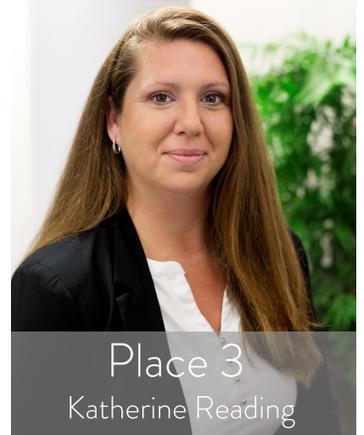
The process by which a new idea or invention adds value to the services we provide to our citizens.

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	May 2021
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	May 2021
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	July 2021

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	December 2021
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	March 2021
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	September 2021
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	September 2021
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	August 2021

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	September 2021
1.3.2	Complete launch of redeveloped user-friendly city website to provide an avenue of direct communications with the city's stakeholders	Communications	November 2020
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	September 2021
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	September 2021
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	September 2021
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	October 2020
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	September 2021

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	September 2021
1.4.2	Present quarterly reports to City Council within 60 days of the most recent quarter	Finance, Communications	September 2021
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	September 2021
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	October 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
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	July 2021
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	September 2021

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	April 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	September 2021
2.1.3	Develop a strategy for implementation of driveway consolidation along SH 174/ Wilshire Boulevard to increase motorist safety	Public Works	May 2021

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	November 2021
2.2.2	Complete the design to increase capacity and improve safety of the Hulen Street and SH 174 intersection	Public Works	September 2021
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	April 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 Burleson High School	Public Works	March 2021

2.2.6	Install traffic signal at Hidden Vistas Boulevard and Hidden Creek Parkway to enhance safety and visibility for motorists	Public Works	March 2021
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	October 2021

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	September 2021
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	On-going
2.3.3	Research options for city facilities that address space, needs, preferred department locations and potential long-term solutions	Public Works	August 2021
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	September 2021

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	September 2021
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	On-going
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	November 2021

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	May 2021
2.5.2	Reconstruct existing street near the SW Johnson Avenue and Renfro Street intersection to restore failed pavement and improve safety	Public Works	April 2021
2.5.3	Improve intersection of County Road 910 and FM 1902 by adding a right turn lane	Public Works	November 2021
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	April 2022
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	August 2021
2.6.6	Replace failed sanitary sewer mains in multiple locations of the city to decrease the potential for sanitary sewer overflows	Public Works	August 2021

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	August 2021
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	October 2021
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	September 2021
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	January 2021

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	September 2021
3.2.2	Increase the library's market penetration from 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	September 2021
3.2.3	Increase services through digital channels with convenient, flexible options that deliver resources outside the physical library	Library	September 2021
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	June 2021

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	May 2021
3.3.2	Establish recruitment plan and development incentives to target family-entertainment venues to Burlison	Economic Development	December 2021
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	May 2021

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	December 2020
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	March 2021
3.4.4	Revise the Zoning Ordinance to ensure that it is aligned with the Comprehensive Plan update	Development Services	June 2021
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	January 2021
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	On-going

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	August 2021
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	January 2021
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	September 2021
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	September 2021
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	September 2021

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	September 2021
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	September 2021
3.6.3	Amend the sign ordinance to add clarifying standards, eliminate conflicts and include regulations to minimize visual sign clutter	Development Services	December 2020
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	October 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
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	February 2021
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	September 2021
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	September 2021
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	October 2020

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	October 2020
4.2.2	Establish service benchmarks and revise policies and protocols to met standards	City Manager's Office	March 2021
4.2.3	Evaluate technical systems to determine whether improvements should be made to increase level of service	City Manager's Office	September 2021

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	February 2021
4.3.2	Continue implementation of a power shift to improve response times	Police	April 2021
4.3.3	Complete analysis of squad concept for Burleson Fire Department and determine how resources should be deployed in the future	Fire	April 2021

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	October 2020
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	April 2021
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	March 2021
4.4.4	Maintain and expand the Johnson County public safety consortium partnership to enhance emergency response, interoperability and mutual aid	Police	On-going

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	April 2021
4.5.2	Continue to partner with Tarrant County Law Enforcement Association for enhancements of regional public safety initiatives	Police	On-going
4.5.3	Increase collaboration with public health authorities in North Texas to better serve the Burleson community during public health crisis	Fire	On-going
4.5.4	Continue active shooter training in partnership with other police agencies, Burleson Fire Department and Joshua and Burleson ISD's	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
4.6.1	Develop and maintain a fully operational and functional Emergency Operation Center (EOC)	Fire	February 2021
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	December 2020
4.6.3	Build a cohesive volunteer organization program to assist in emergency management coordination during a disaster for our community	Fire	April 2021
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	Ongoing
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	January 2021