

THE CITY OF  
**BURLESON**  
TEXAS

ANNUAL REPORT  
2020



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# BURLESON

## City Council



Mayor  
Chris Fletcher



Place 1  
Stuart Gillaspie



Place 2  
Rick Green



Place 3  
Katherine Reading



Place 4  
Tamara Payne



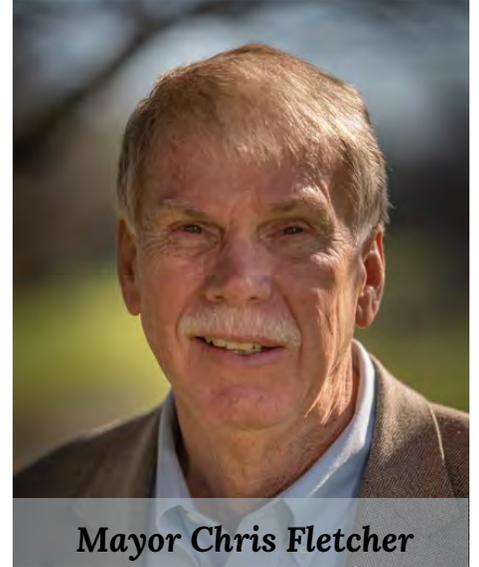
Place 5  
Dan McClendon



Place 6  
Ronnie Johnson

# A message from the Mayor

I was honored to be elected Mayor of Burleson this year and appreciate all of the support I received during the campaign and in my first months as Mayor. In my short time getting to know the staff and other councilmembers, I am confident that we will all do great things together. As a city, we have accomplished much this year, including managing a pandemic. City staff, headed by the fire department, created a public health authority and began to administer COVID-19 tests to our residents when there were no other Johnson County testing sites. In 2021, we will be implementing a COVID-19 vaccination program for those that wish to receive



**Mayor Chris Fletcher**

the vaccine. My goal is to continue to look for ways the city can reduce property taxes and fees while maintaining the levels of service we have all come to value in our community. My passion is for all of us to learn ways we can serve each other in our community. I look forward to continuing working with community partners, businesses and non-profits to make our city great.

# A message from the City Manager



**City Manager Bryan Langley**

I'm happy to present to you the City of Burleson's 2020 Annual Report. This past year has been truly remarkable and unlike any other. I want to share my tremendous thanks and appreciation to Burleson city council members and our extremely hard-working staff. I am proud of the innovative approaches to providing services that we implemented during the COVID-19 pandemic. I am also proud of the critical projects that we were able to complete, and throughout the report, we will highlight a variety of them and outline many of our goals for the upcoming year. We will continue to focus on improving our business processes, identifying

cost containment strategies and delivering a number of capital projects. I want to thank the City of Burleson staff for all of their hard work over the past year, and we look forward to serving you in 2021.

# SERVING YOU BETTER

## *2020 Key Accomplishments*

- **Cost Containment & Organizational Efficiency:** Evaluated various operational functions and reorganized staff reporting relationships and departmental structures to improve responsiveness to issues. Below are specific initiatives that were implemented:
  - Eliminated the following positions: director of golf, deputy director of recreation and lifelong learning, planner, athletic field maintenance worker and fire investigator.
  - Recreation and Lifelong Learning department was reorganized to create a new Department of Parks and Recreation to focus solely on core parks and recreation functions. The management of the Library was also been consolidated under a newly created Community Services Department. These changes are collectively designed to flatten the organizational structure and provide a more direct service model to the community we serve.
  - The reorganization also reassigned staff members to funding sources that more appropriately reflect their duties and responsibilities. Examples of this include reassigning staff members from the General Fund budget to the Parks Performance and Solid Waste funds.
  - Combined with the reductions mentioned above, the organizational changes eliminated five full-time employees and achieved an annual savings of \$590,000 in the General Fund, and approximately \$670,000 for the entire organization.
  - **This savings represents approximately two cents on the tax rate.**
- **Lowered the city portion of the tax rate:** \$0.7111 per \$100 of assessed valuation, \$0.0089 lower than 2019's property tax rate.
- **Reduced the city of Burleson water rate by three percent** for both residential and commercial customers.
- **Created Fiscal Year 20-21 budget with “No New Tax Revenue Rate”** for city operations (previously known as the effective tax rate). This tax rate seeks to raise the same amount of revenue as the previous year for existing properties regardless of whether property values have increased.
- **Completed Mayor Vera Calvin Plaza in Old Town.**
- **Compensation Adjustments:** A compensation study analysis was completed and concluded that many city positions, including public safety, are paid below market. As a result, the FY 20-21 budget approved a 3% merit adjustment for all employees. Additionally, the step plan for public safety employees will also be adjusted by 3%. These changes will be effective on April 1, 2021.
- **Police Staffing:** Funding for one new sergeant and three new officers along with required patrol vehicles and equipment. These positions complete the formation of the Power Shift that began last year. Combined with the additional resources added last year, the department will be able to respond quicker to increased calls for service in the city's core. The budget also includes a new detective and school resource officer position.

# SERVING YOU BETTER

## *2020 Key Accomplishments*

- **Managed the COVID-19 public health emergency through innovative programming:**
  - Created a new Public Health Authority Division in response to the COVID-19 pandemic. This division was formed with existing internal resources and the assistance of Dr. Steve Martin. Due to CARES Act funding, there are minimal costs associated with these services to be paid by Burleson taxpayers.
  - Partnered with Texas Health Huguley and Fort Worth Fire to launch a COVID-19 testing site to serve our community.
  - Launched a Coronavirus Hotline to provide information, resources, and to schedule appointments for the city's COVID-19 testing site.
  - Developed a local business gift card program in partnership with the economic development department and the Chamber of Commerce to provide an additional revenue stream to local businesses impacted by COVID-19.
  - Created Burleson Safe program to help businesses reopen in the safest manner possible. By enrolling in the program, businesses received cleaning supplies and face masks at no charge and promotional items to encourage patrons to wear masks and maintain social distance.
  - Buy BTX program helped drive consumers back to local businesses by encouraging patrons to submit their receipts from Burleson businesses to a weekly contest.
  - Provided over \$700,000 in small business assistance through Operation Together and BTX Cares.
- **Public Safety Communications (Dispatch) Staffing:** A comprehensive review of the public safety communications center was completed. Four new full-time employees were approved in the FY 20-21 budget, including positions for a public safety communications manager, quality assurance/training supervisor and two shift supervisors. These new positions will assist in addressing national benchmarks for performance moving forward.
- **Fire Staffing:** An additional entry-level firefighter, effective April 1, 2021, was approved in the FY 20-21 budget. This position's cost is \$46,500, and it represents the beginning of a multi-year process to increase staffing to address service needs.
- **Maintaining the city's roadways and reducing congestion throughout the city:** When Burleson's population exceeds 50,000, the state of Texas will transition all financial and operational responsibility for maintaining traffic signals and lights to the city. Due to this approaching transition, funding for a traffic engineer and a signal technician (two full-time employees) at a net cost of \$157,249, effective on April 1, 2021, was approved in the FY 20-21 budget. Per the city's Intelligent Transportation Strategic Plan, the traffic engineer will be responsible for ensuring that the city's traffic lights and signals are effectively established and maintained to reduce traffic congestion throughout the city. The signal technician is necessary for traffic signal repairs for a growing system.



Budget

**\$0.7111/100**

City of Burleson  
property tax  
rate portion



**\$141.3M**

FY 20-21  
adopted budget



Development

**3,050**

average home  
square footage

**70**

commercial permits issued

**372**

residential permits  
issued

**139**

planning cases  
submitted



Economic  
Development

**123**

certificates of  
occupancy issued



**\$21.38M**

net sales tax collections

**\$700K+**

small business assistance

**\$72,772,525**

total commercial value



Fire



**5:34**

average response time

**4,460**

incidents responded to

**1,726**

incidents responded to by EMS squad  
program represents 39% of total call volume



Police

**2,337**

cases assigned  
to criminal  
investigations  
division

**427**

cases reviewed  
by victim  
assistance  
division

**\$5.88M**

stolen property  
recovered \*based on  
Kelly Blue Book

**28,600**

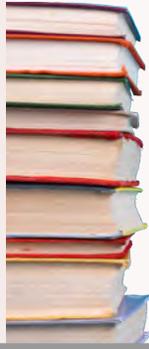
citizen-initiated  
calls for service



# QUICK FACTS



Library



**287,183**

Annual circulation

**65,107**

Library's physical collection

**4,100**

telephone wellness calls to Burleson seniors

**26,576**

Library cardholders

**22,176**

calls to COVID-19 call center



Parks & Recreation

**2**

fishing ponds

**16**

soccer fields

**18**

baseball/  
softball fields

**19**

city parks

**8.5**

miles of concrete walking trails

**5.75**

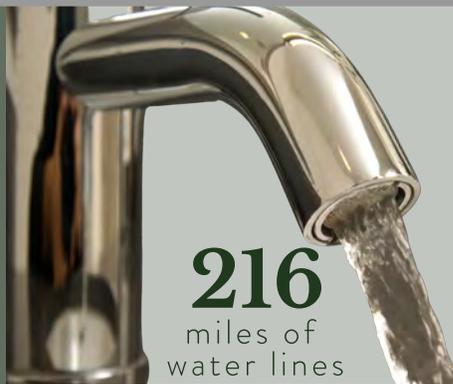
miles of nature trails

**31,834**

paid rounds of golf annually



Public Works



**216**

miles of water lines

**15,437**

water customers

**1,628**

fire hydrants

**16,050**

sewer customers

**216**

miles of sanitary sewer piping



Animal Services

**1,585**

animals handled

**674**

animals adopted

**1,958**

calls for service



Environmental & Code Compliance

**4,186**

inspections completed

**74%**

of code cases completed within 20 days

**73%**

voluntary compliance of cases

**46,700**

mosquitoes trapped



**91**

property maintenance violations corrected

# CITY MANAGER'S OFFICE

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## 2020 Key Accomplishments

- Led organizational response to the COVID-19 crisis over the past year.
- Developed a city-wide capital improvements program identifying key projects and funding sources.
- Created a partnership with Burleson school district to relocate the Hill College campus from its current location to the former Kerr Middle School site.
- Established a plan to improve mobility in the City of Burleson and worked with regional partners to advance key projects.
- Completed review of public safety communications and begin implementation of recommendations to improve the efficiency of operations.
- Finalized a public/private partnership agreement to redevelop the Ellison Street corridor adjacent to Burleson city hall.
- Continued to reorganize city operations to provide greater efficiency and cost-effectiveness.

## 2021 Upcoming Goals

- Develop the FY 2021-22 annual budget focusing on cost containment, efficiency, and capital project delivery.
- Finalize development plan on the west side of the city.
- Pursue grant funds from the Regional Transportation Council (RTC) and the North Central Texas Council of Governments (NCTCOG) to fund key infrastructure projects.
- Complete master plans for the roadway and utility infrastructure; develop capital improvement plan to implement the necessary improvements.
- Continue implementation of the Economic Development Strategic Plan.
- Develop key performance indicators (KPIs) and performance measurement data that can be used to understand operational effectiveness and guide decision making.



**The City Manager's Office is responsible for the day-to-day operation of all city functions. The city manager is appointed by and serves at the pleasure of the Burleson City Council.**

# CITY SECRETARY'S OFFICE

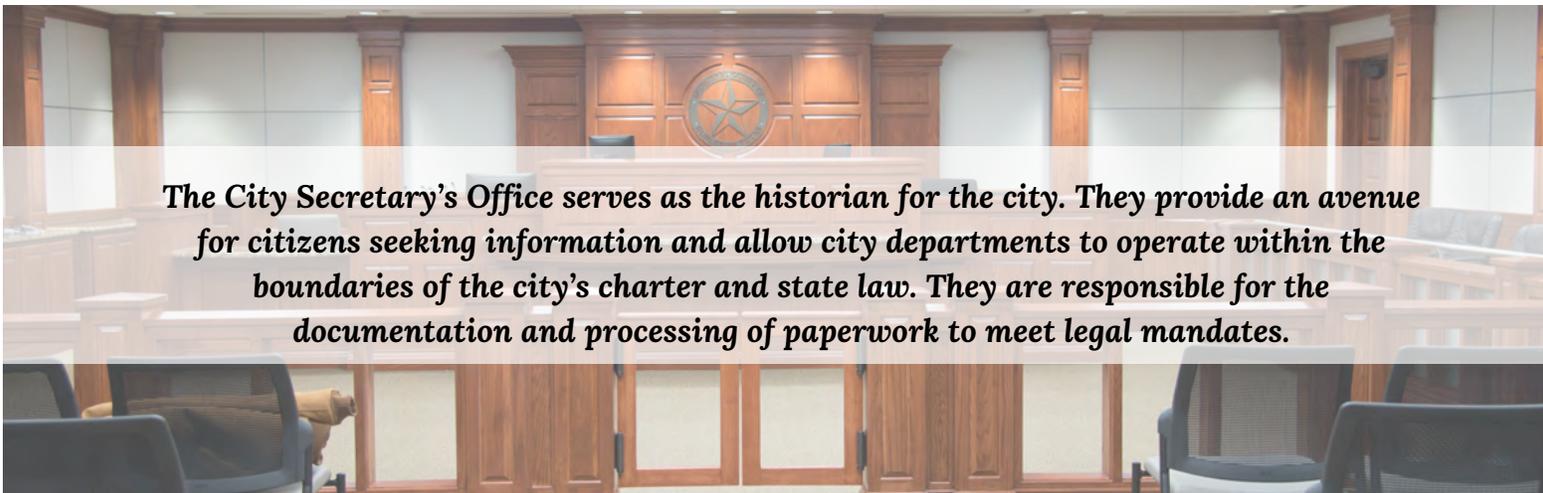
INCLUDING MUNICIPAL COURT & CITY MARSHAL OFFICE

## 2020 Key Accomplishments

- Began the implementation of FileBound, an electronic management software system, to improve electronic records management, retention and workflow across the organization.
- Enhanced communication with city council and the public through Connect with Council community outreach, special event participation, online town halls and public forums.
- Streamlined recruiting, applications, tracking, training and historical records processes for city boards & commissions.
- Increased awareness in the Burleson Babies program through community partnerships.
- Provided 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.

## 2021 Upcoming Goals

- Complete the implementation of FileBound, an electronic management software system, to improve electronic records management, retention and workflow across the organization.
- 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.
- 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.
- Work with the geographic information system (GIS) division to bolster mapping power for warrant service, make the transition to Incode 10 court software for warrants and begin a review of paperless solutions – including software and hardware.



***The City Secretary's Office serves as the historian for the city. They provide an avenue for citizens seeking information and allow city departments to operate within the boundaries of the city's charter and state law. They are responsible for the documentation and processing of paperwork to meet legal mandates.***

# LIBRARY

## A DIVISION OF COMMUNITY SERVICES

### 2020 Key Accomplishments

- Began a library strategic plan to evaluate resources and long-term needs related to library services.
- Launched a new online registration and tracking system for reading programs.
- Launched a free online tutoring service for all ages on the library website, providing live tutors between the hours of 2 and 11 p.m. every day.
- Expanded digital and downloadable content for library users resulting in a 32% increase in digital checkouts.
- Created virtual programs for families, resulting in a 47% increase in program participation.
- Added contactless checkout via curbside service and self-checkout on smartphones.
- Awarded a \$25,000 TexTreasures grant from the Institute of Museum and Library Services and the Texas State Library and Archives for the digitization of historic Burleson newspapers.
- Created a call center in response to the COVID-19 public health emergency.
- Coordinated over 4,100 telephone wellness calls to Burleson seniors, providing critical information and resources during the COVID-19 public health emergency.

### 2021 Upcoming Goals

- Hold library card signup events in underserved areas of the community.
- Focus on expanding the promotion of digital resources to new, current and prospective users.
- Expand homebound outreach program.
- Create pop-up Story Times and STEAM programs outside the library.
- Offer library materials available for checkout during outreach programs.
- Train users on mobile reading applications and promote digital collections during outreach programs.
- Add ticketed arts performances to library programs to expand the library's reach to various parts of the community.
- Create neighborhood social gatherings that appeal to commuters in order to attract them to use the Library's services.



**The Burleson Public Library serves as a vital community center providing materials and services to help community residents obtain information meeting their personal, educational, cultural and professional needs.**

# MARKETING & COMMUNICATIONS

## A DIVISION OF COMMUNITY SERVICES

### 2020 Key Accomplishments

- Implemented the city-wide branding initiative to align all departments within the city with consistent brand messaging.
- Created a quarterly report to city council, which provides progress towards implementing strategic items.
- Hosted state of the city event in January 2020 that provided an opportunity for city council and city staff to engage with the public and receive feedback from the community. Over 500 participants attended the event.
- Created a dedicated space on the city's homepage to provide an enhanced level of information related to the city's finances.
- Completed launch of redeveloped user-friendly city website that provides an avenue of direct communications with the city's stakeholders.
- Communicated COVID-19 messaging with stakeholders through hundreds of social media posts, over 20 videos and a dedicated webpage.

### 2021 Upcoming Goals

- Develop city-wide customer service survey and feedback channels to measure customer experience with city facilities and projects.
- Continue to implement a city branding campaign to develop a clear, strong and resilient brand identity across all mediums representing Burleson's varied attributes while supporting the city council's goals.
- Create a performance measurement system to assess the implementation and progress of work plan tasks in the city-wide strategic plan.
- Identify new and additional ways to communicate with residents, especially the senior population.
- Present quarterly reports to city council within 60 days of the most recent quarter.
- Continue to refine and adjust the public and internal communication portion of the emergency communication action plan.



**The Marketing & Communications Department works to make Burleson a national leader in community engagement, which showcases Burleson as the place to learn, live, play and work.**

# SENIOR ACTIVITY CENTER

A DIVISION OF COMMUNITY SERVICES

## 2020 Key Accomplishments

- Refurbished the current men's and women's restrooms to provide guests with a quality facility.
- Replaced front doors at the senior center for better entry access for participants.
- Adapted new programs due to COVID-19 restrictions to include weekly drive-through luncheons, drive-in bullhorn bingo and drive-in horse race game.
- Partially re-opened the center in October 2020 and offered minimal capacity socially-distanced programs such as art and craft classes, cooking demonstrations, Price is Right game, bingo, Wii bowling and chair exercise classes.
- Assisted with over 4,000 wellness calls to seniors during the COVID-19 pandemic.

## 2021 Upcoming Goals

- Create activities that provide older adults with a sense of community, allowing them to share mutual interests and promote healthy aging.
- Provide meeting space for community partners that serve the older adult population.
- Assist Burleson Public Health in their effort to provide Burleson and Johnson County residents the COVID-19 vaccination by providing space in the center and assist signing up members of the senior center who wish to obtain the COVID-19 vaccine.
- Continue to make wellness calls to Burleson's elderly population and provide them with information or connect them to needed services.
- Prepare for the re-opening of the Senior Activity Center after COVID-19 by implementing a safety precaution plan and by addressing any concerns senior center participants may have.



**The primary function of the Senior Activity Center is to meet the needs of the rapidly growing elderly segment of the population by providing valuable health screening services, leisure activities, special events, classes and travel experiences. In addition, the center serves the community by providing the elderly populace with a place to congregate and share mutual interests.**

# DEVELOPMENT SERVICES

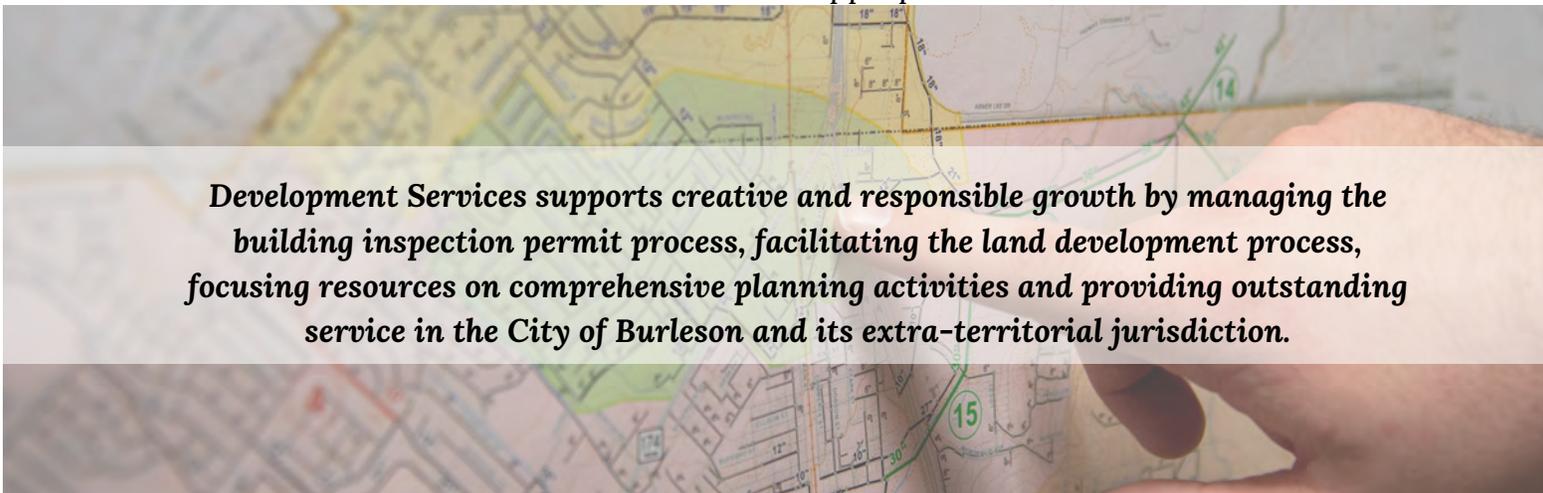
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## 2020 Key Accomplishments

- Completed the update of the city's comprehensive plan to reflect city council's vision, enhance neighborhood connectivity and encourage a sense of belonging in public spaces.
- Amended the city's sign ordinance to clarify definitions, dimensions and various requirements for multiple sign types to address issues related to permitting and the need for waivers.
- Developed a strategy to encourage the creation of master-planned communities within the city.
- Conducted an analysis to compare Burleson's development fees to other benchmark cities within the North Texas region to determine marketplace alignment.
- Reduced the building permit plan review time from 20 business days to 10 business days for residential permits and 15 business days for commercial permits.

## 2021 Upcoming Goals

- 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.
- Begin the revision of the Zoning Ordinance to ensure that it is aligned with the Comprehensive Plan update.
- Develop a program to encourage improvements to aging buildings' commercial facades to revitalize areas and businesses throughout the community.
- Amend the sign ordinance to add clarifying standards, eliminate conflicts and include regulations to minimize visual sign clutter.
- Refine the plan for Wilshire Boulevard and develop strategies for realistic aesthetic improvements.
- Evaluate the Transit Oriented District with respect to the current potential for transit in Burleson and work with property owners to determine appropriate residential densities and land use.



***Development Services supports creative and responsible growth by managing the building inspection permit process, facilitating the land development process, focusing resources on comprehensive planning activities and providing outstanding service in the City of Burleson and its extra-territorial jurisdiction.***

# ECONOMIC DEVELOPMENT

## 2020 Key Accomplishments

- Conducted Project U Leadership Virtual Conference in September 2020 that featured nationally-renowned authors, speakers, and business leaders with over 100 attendees.
- Developed a strategic action plan for economic development that outlines the city's recruitment, retention and expansion goals.
- Developed a 10-year plan for 4A/4B sales tax funds and strategic options to support economic development efforts.
- Updated economic development corporation's website to provide site selectors access to Burleson properties and align with the city's branding initiative.
- Updated economic development corporation's incentive policy to recruit targeted industries that will increase employment and capital investment in the city.
- Created a public/private partnership for the redevelopment of Ellison Street properties, across from Burleson City Hall.
- Established recruitment plan and development incentives to target family-entertainment venues to Burleson.

## 2021 Upcoming Goals

- Continue to assist small business recovery efforts from the COVID-19 public health emergency through innovative programming and evaluating upcoming needs of local businesses.
- Develop economic development strategic plan for Chisholm Trail Corridor that identifies land parcels for the future development of Class A office space and a corporate medical park.
- Develop a plan for the recruitment, retention and expansion of businesses on significant corridors in the city, including SH 174/Wilshire Boulevard and I-35W.
- Identify strategic land parcels within the city for future development, particularly on SH 174/Wilshire Boulevard and I-35W.
- 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.
- Grow BTXBiz, the economic development department's podcast, to expand to site selectors and businesses interested in starting a business within the city.



***The Economic Development Department is responsible for leading efforts to attract investment in new and expanding businesses, creating and retaining jobs, enhancing the tax base and improving the quality of life of the residents of Burleson.***

# FINANCE

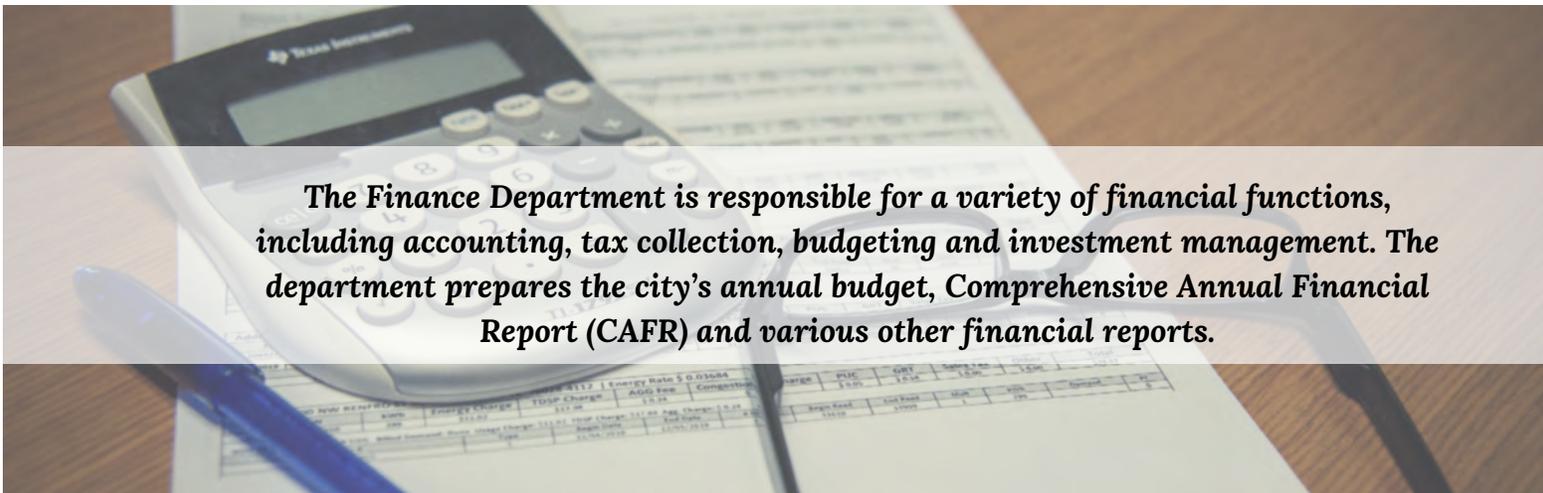
INCLUDES UTILITY CUSTOMER SERVICE

## 2020 Key Accomplishments

- Proposed a reduced property tax rate of \$0.7111 from \$0.7200 (per \$100 value).
- Proposed a 3% reduction in water rates and no increase in sewer rate.
- Implemented a revised quarterly financial report for the city council and the public that provides timely financial updates.
- Received an "unqualified" audit opinion on the City's 2018-2019 Comprehensive Annual Financial Report for the fiscal year ended September 30, 2019, accepted by city council in February 2020.
- Worked closely with public works to monitor capital projects' status and reallocated approximately \$12 million in available funds to capital projects and reduced the amount for new debt in the fiscal year 2020.
- Improved the budget process by adding several budget presentations to city council that included five-year projections in various funds and provided an opportunity for city council to provide feedback, direction, or input in any budget item.
- Accounted for the \$2.5 million CARES Act grant funding received from the federal government to be used directly in combating the COVID-19 public health emergency in our community.

## 2021 Upcoming Goals

- Update the format of the city's adopted budget book to serve the public better.
- 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).
- Present quarterly reports to city council within 60 days of the most recent quarter.
- Complete the spending and final reporting of the \$2.5 million CARES Act grant funding.
- Issue a request for proposals (RFP) for external auditors.
- Issue a request for proposals (RFP) for investment advisors to develop an investment strategy to maximize interest earnings.
- Receive an "unqualified" audit opinion on the city's 2019-2020 Comprehensive Annual Financial Report for the fiscal year ended September 30, 2020.



**The Finance Department is responsible for a variety of financial functions, including accounting, tax collection, budgeting and investment management. The department prepares the city's annual budget, Comprehensive Annual Financial Report (CAFR) and various other financial reports.**

# FIRE

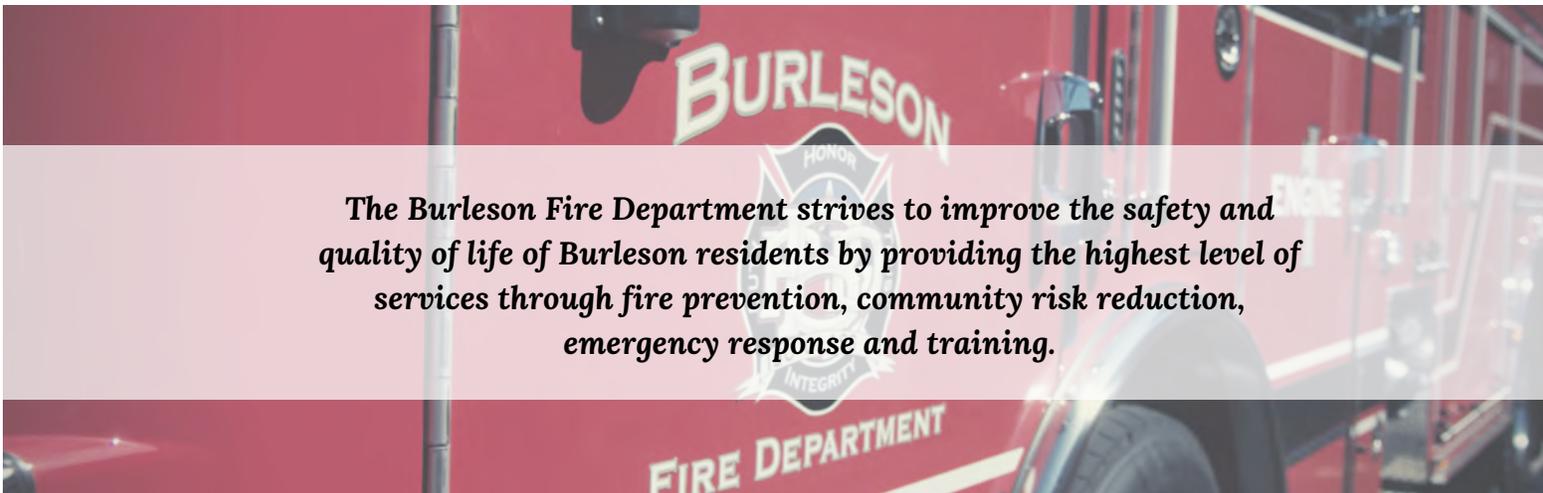
INCLUDES FIRE MARSHAL OFFICE,  
EMERGENCY MANAGEMENT & PUBLIC HEALTH

## 2020 Key Accomplishments

- Created Burleson Public Health department to assist the city manage the COVID-19 public health emergency.
- Partnered with Texas Health Huguley and Fort Worth Fire to provide a COVID-19 testing center for the Burleson area.
- Continued to work with the Burleson Drowning Prevention Coalition to provide free swim lessons to children. Created a series of ten videos and an educational coloring sheet to be distributed as drowning prevention curriculum to local school districts.
- Began certification process of three firefighters as paramedics to comply with Advanced Life Support EMS service.
- Amended agreement with Johnson County Emergency Service District (ESD) to provide enhanced services to the west side of the city.
- Enhanced the availability of the squad unit at Fire Station 1 to improve emergency medical service.
- Developed formalized priority nature codes for dispatching Fire/EMS calls.
- Collaborated with MedStar Mobile Healthcare to create and enhance technology transfer of emergency call information.

## 2021 Upcoming Goals

- Partner with Tarrant County and Cleburne Health Departments to provide a COVID-19 vaccination hub that will serve Burleson and Johnson County residents.
- Complete construction of Fire Station 16, located on Hidden Creek Parkway, to increase response times to the city's southern portion.
- Complete analysis of squad concept for Burleson Fire Department and determine how resources should be deployed in the future.
- 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).
- 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 (Emergency Operations).
- Develop a comprehensive debris management plan to restore public services and ensure public health and safety in the aftermath of a disaster and better position the city to receive the full funding level (Emergency Operations).



**The Burleson Fire Department strives to improve the safety and quality of life of Burleson residents by providing the highest level of services through fire prevention, community risk reduction, emergency response and training.**

# HUMAN RESOURCES

## 2020 Key Accomplishments

- Maintained compensation and benefits plan with ongoing benchmarking, review, and updates to remain competitive with surrounding municipalities.
- Implemented electronic new hire process and improve onboarding.
- Merged Burleson University into Human Resources to leverage synergy between human resources delivery and employee development.
- Continued to update policies and automate reports and management tools.
- Implemented online recruit testing, versus paper-based, for public safety testing processes.



## 2021 Upcoming Goals

- Enhance recruitment efforts by attending virtual job fairs, engaging high school and local college programs and creating recruitment videos that showcase the City of Burleson as a premier place to work.
- Continue to ensure competitive compensation and benefits across the city by benchmarking surrounding municipalities in areas such as public safety pay step plans, city compensation plan ranges and adjustments, cost of living adjustments, vacation and sick leave policies and performance-based merits.
- 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.
- 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.
- Streamline department processes to increase efficiency with a better work product with onboarding and termination process improvement and continue building automated reporting.

**Human Resources' mission is to ensure the city has the best public servants allowing Burleson citizens to benefit from exceptional services in their community.**

# INFORMATION TECHNOLOGY

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## 2020 Key Accomplishments

- Developed an interactive security awareness program to train employees on the importance of cyber-awareness in the workplace.
- Implemented an online permitting and review system for development services to increase permit tracking and reporting efficiency.
- Assisted with technology needs in designing/building of Fire Station 16 and the Emergency Operations Center.
- Replaced OptiView document imaging software with File Bound.
- Implemented a new help desk portal with service level agreements and a tiered response system to improve customer service for end-users.
- Completed technology strategic plan to identify, prioritize and begin implementation of needed enhancements to technology across the organization
- Procured a three-year contract with IBM X-Force to provide cybersecurity protection services.
- Performed internal/external network penetration testing with IBM security services.

## 2021 Upcoming Goals

- Implement an Enterprise Backup Solution that includes cloud-based disaster recovery services to protect the city's data in case of an emergency.
- Implement a hyper-converged solution for the police department to manage their virtual server and storage while providing disaster recovery protection.
- Upgrade the Avaya phone system hardware/software, including robust call center routing and reporting technology to reduce costs and ease management of the system.
- Procure a contract with a consultant to help the city replace our current Enterprise Resource Planning applications.
- Implement software applications for work management and assets, capital improvement projects and parks and recreation operations.
- Improve access and expand the use of the city's geographic information system (GIS) data by providing end-user training and allowing more users to access the software to allow for better integration and data analysis.
- Develop a comprehensive citywide electronic data management program to ensure that city records maintained in an electronic format are protected and managed efficiently.



***The Information Technology Department strives to provide innovative and responsive technology solutions to assist other departments in providing services to our community.***

# ANIMAL SERVICES

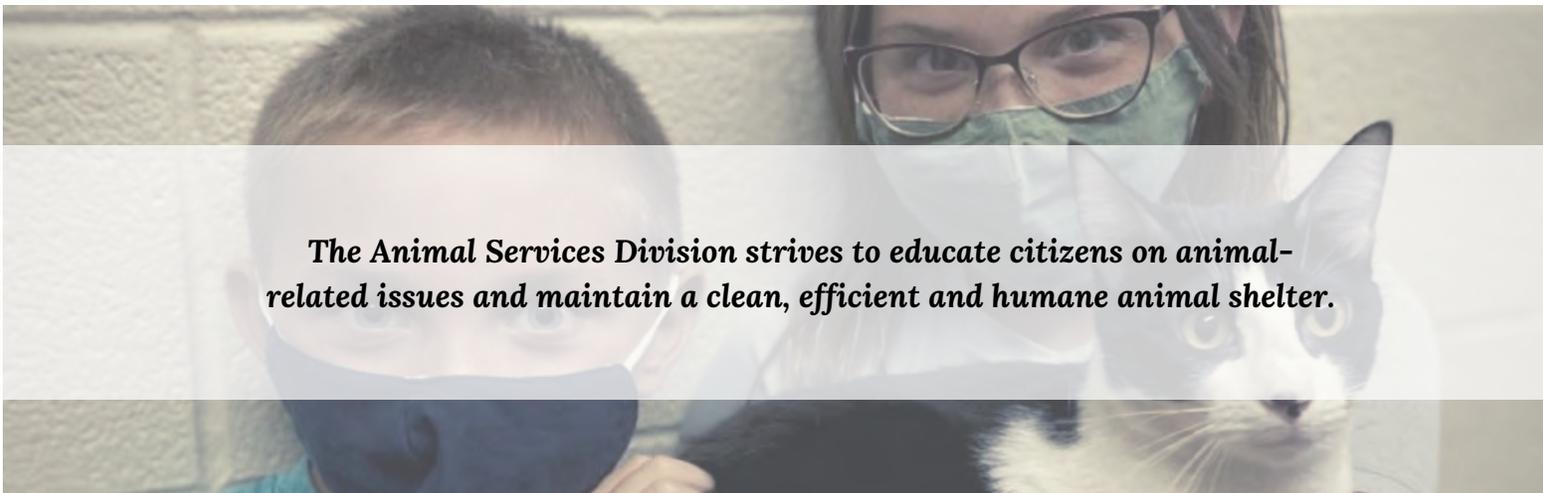
## A DIVISION OF NEIGHBORHOOD SERVICES

### 2020 Key Accomplishments

- Secured design/build contract for the construction of isolation area.
- Updated Animal Shelter Disaster Response Plan.
- Continued successful implementation of preventative migratory bird education program to areas where migrant birds have frequented in previous years.
- Completed preventive maintenance to the outside play area.
- Created and implemented a neighborhood proactive animal services patrol and education plan to build trust between the shelter staff and the community they serve.
- Identified six strategic patrol areas that include hot spots where high rates of animal control violation occur and spent 36 hours of proactive patrol there.
- Distributed free microchipping coupons and toys to people walking dogs on a leash with current rabies tags as part of preventative patrols.
- Continued educational outreach with a focus on responsible pet ownership through spay/neuter and microchipping.

### 2021 Upcoming Goals

- Complete mock disaster training to prepare the community for pet and livestock sheltering and feeding needs in the case of a disaster.
- Initiate construction of Animal Shelter isolation area to help decrease exposure and minimize the spread of disease among animals at the shelter.
- Expand assisted living companionship program.
- Expand responsible pet ownership school educational program.
- Increase volunteer hours by improving and implementing volunteer campaign.
- Improve free micro-chipping program to assist with increasing return to the owner of animals.
- Update overgrown landscaping at the animal shelter building.



***The Animal Services Division strives to educate citizens on animal-related issues and maintain a clean, efficient and humane animal shelter.***

# CODE COMPLIANCE

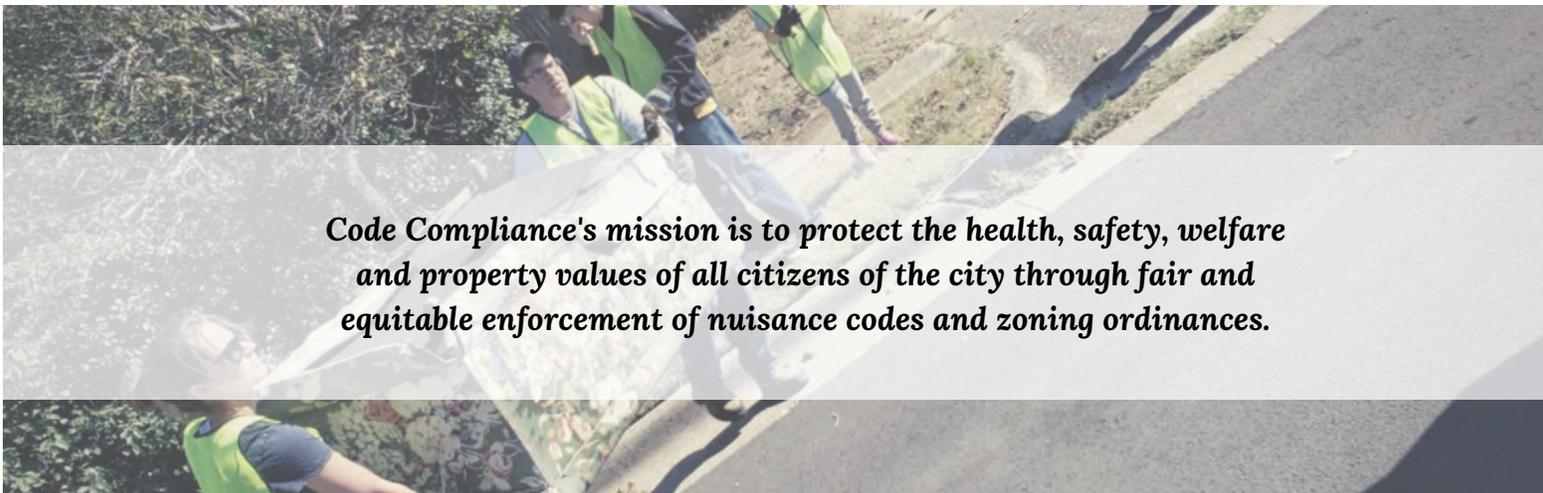
A DIVISION OF NEIGHBORHOOD SERVICES

## 2020 Key Accomplishments

- Continue proactive enforcement of substandard property maintenance structures.
- Implemented a new Burleson Community Impact program in collaboration with United Way.
- Prioritized neighborhoods and modified operations to address emerging trends, hot spots and resident complaints.
- Residential home rehabilitated through Tarrant County's homeowner rehabilitation (HOME) program.
- Logged over 170 hours assisting with enforcement of COVID-19 social distancing declaration orders.
- Corrected 74% of code cases within 20 days with voluntary compliance.
- Completed two homeowner outreach for positive empowerment (HOPE) projects that partnered local volunteer groups with citizens in our community that need help to maintain their properties.

## 2021 Upcoming Goals

- Improve lawn equipment assistance program (LEAP) by adding more equipment to assist Burleson residents further.
- Host cross-training meetings between code compliance and first responders to protect the health and safety of the community by identifying high-risk properties.
- 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.
- Gain 50% voluntary compliance of property owners who violate city codes within ten days of the first contact through outreach methods including educational door hangers and attending homeowner association meetings.
- Re-qualify for Housing and Urban Development (HUD) entitlement funds for 2021-2023 for continued partnership with Tarrant County's HOME Investment program.



**Code Compliance's mission is to protect the health, safety, welfare and property values of all citizens of the city through fair and equitable enforcement of nuisance codes and zoning ordinances.**

# ENVIRONMENTAL SERVICES

## A DIVISION OF NEIGHBORHOOD SERVICES

### 2020 Key Accomplishments

- Completed transition of food establishment and pool inspection program from Tarrant County to the city of Burleson, which included hiring an environmental sanitarian "health inspector."
- Implemented a new five-year stormwater permit.
- Logged over 200 hours to assist with enforcement of COVID-19 social distancing declaration orders.
- Instituted a Keep Burleson Beautiful scholarship program.
- Updated Fee Schedule for seasonal permits to concur with zoning code.
- Identified and eradicated a major mosquito breeding site to prevent future mosquito breeding.
- Conducted 350 stormwater management protection inspections.
- Completed 529 restaurant inspections.
- Held the Households Hazardous Waste Collection which yielded 2,500 pounds of electronic waste recycled and 1,100 pounds of paper shredded.
- Organized Trash Bash event where 1,875 pounds of trash was collected by 153 volunteers.

### 2021 Upcoming Goals

- 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.
- Institute a public art program partnership with Keep Burleson Beautiful to bring additional beautification to the city through visual art.
- Implement Urban Canopy Revitalization program.
- Implement new Inspect2Go software.
- Increase volunteerism in Keep Burleson Beautiful programs and events.
- Continue and improve educational programs to reach schools and homeowner associations.
- Educate the public on mosquito/vector control and disease prevention.
- Maintain appropriate best management practices related to Texas Commission on Environmental Quality stormwater permit.



**Environmental Services' mission is to protect and serve the citizens of Burleson by maintaining compliance with environmental and health regulations and developing and implementing programs that promote a safe, clean and healthy community.**

# RECREATION CENTER (BRICK)

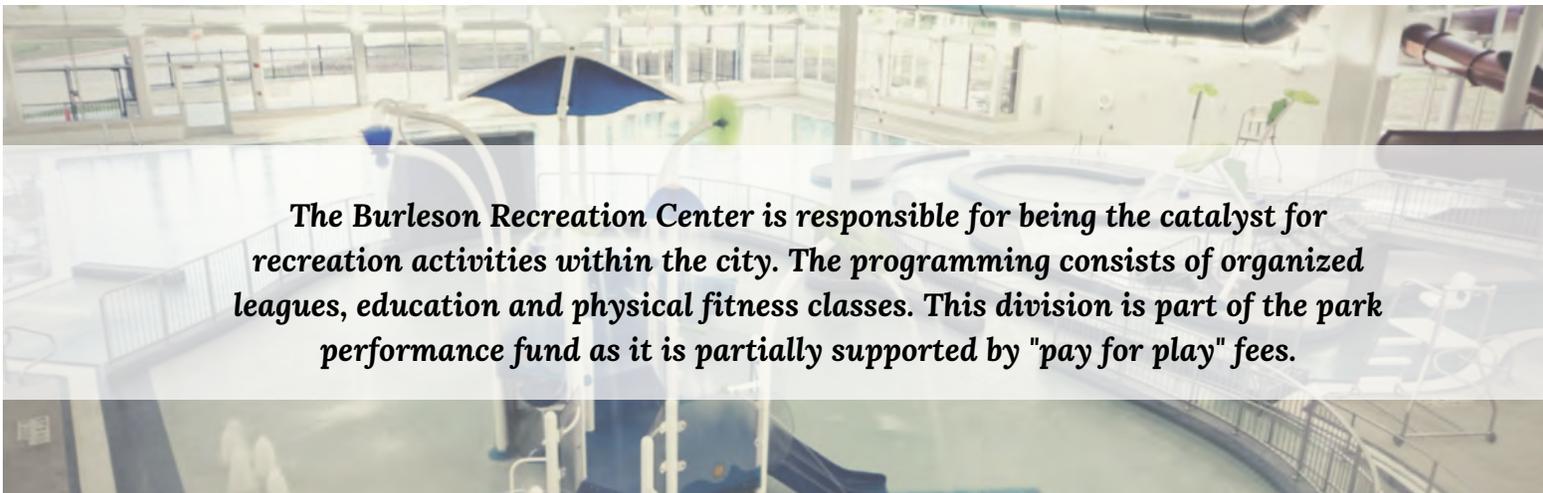
A DIVISION OF PARKS & RECREATION

## 2020 Key Accomplishments

- Provided adapted programming and special events that served the community during the COVID-19 pandemic.
- Completed renovation of meeting rooms and audio-visual technology update to make the rooms marketable and compete for special event needs within the public.
- Completed renovation of family changing rooms to provide a pleasant space to guests.
- Created a water safety lesson curriculum for local school districts to continue drowning prevention education throughout the community.
- Replaced aging treadmills and elliptical machines, as well as the padding below the rock climbing wall.

## 2021 Upcoming Goals

- Increase online recreation sales from 2% to 50% by purchasing and implementing a new recreation software.
- Enhance teen programming, increase and create diverse family-oriented events, and expand recreational opportunities to local non-profit organizations and citizens with special needs.
- Create programming in parks and city facilities outside of the Old Town area to encourage placemaking and community in other portions of the city.
- Create a signature event/festival that celebrates Burleson (may occur in 2022).
- Evaluate fitness floor equipment for replacement or renovation to meet the current fitness needs of the community.
- Re-engage with the community to increase memberships and program participation with a 20% increase in memberships and a 10% increase in program participation.



***The Burleson Recreation Center is responsible for being the catalyst for recreation activities within the city. The programming consists of organized leagues, education and physical fitness classes. This division is part of the park performance fund as it is partially supported by "pay for play" fees.***

# HIDDEN CREEK GOLF COURSE

A DIVISION OF PARKS & RECREATION

## 2020 Key Accomplishments

- Improved new pro shop merchandise and added new brands, including new hard goods (clubs and balls) and soft goods (t-shirts, hats, etc.) and additional women's golf attire.
- Purchased new patio furniture that gave guests an additional location to gather and enjoy The Terrace restaurant's offerings.
- Implemented a new tournament structure and pricing.
- Increased green-fees to be more competitive with the market.
- Restructured and reorganized golf course administration to flatten the organizational structure and provide a more direct service model to the community.
- Adjusted to serve guests during the COVID-19 public health emergency through increased sanitation efforts and social distancing. The golf course provided the community with an outdoor recreation option during the COVID-19 pandemic.

## 2021 Upcoming Goals

- Develop improved revenue streams, including memberships and target pricing on driving range.
- Implement course improvements, specifically for the pump house, range and entrance sign.
- Create a new short game area that will feature a full-size putting and chipping green, as well as a full-size practice bunker (sand trap) with the ability to hit wedge shots up to 100 yards.
- Develop and implement capital improvement recommendations to address needs related to building, equipment, fences and associated items.
- Increase range buckets and food/beverage prices to be more competitive with the market.
- Increase social media following and email database for marketing Hidden Creek Golf Course.
- Complete patio renovation by purchasing a new awning for The Terrace restaurant guests.



**Hidden Creek Golf Course exists to provide citizens and visitors with a high-quality golf experience at a reasonable price. The golf course also provides a healthy outdoor recreational opportunity for citizens, a destination for over 25,000 non-residents and a venue for multiple corporations and charities to host a golf outing.**

# PARKS & ATHLETIC FIELDS

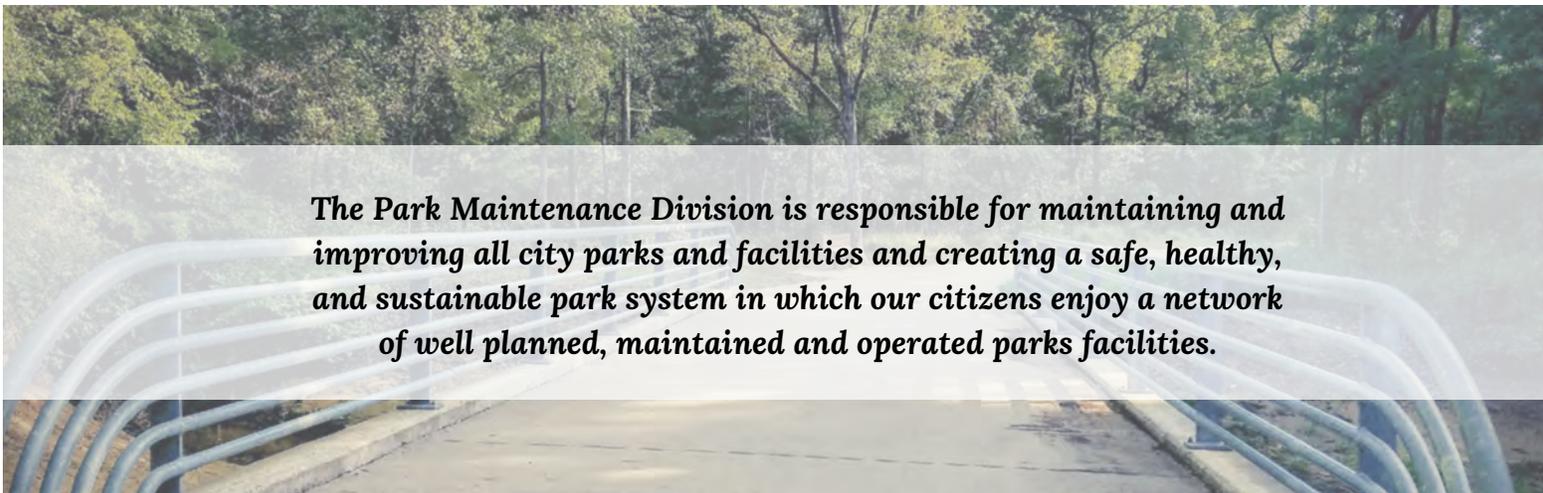
## A DIVISION OF PARKS & RECREATION

### 2020 Key Accomplishments

- Created a five-year capital improvement plan to implement the goals in the Parks Master Plan in order to ensure that residents can continue to enjoy public parkland as the city grows and expands.
- Added 13 new trees at Centennial Park and two at Chisenhall Sports Complex.
- Installed new infield conditioner on 11 fields at Chisenhall Sports Complex and one field at Hidden Creek Softball Complex.
- Installed a disc golf course at Bailey Lake.
- Repaired the sidewalks at Willow Creek Park.
- Increased revenue by adding additional practice times at Chisenhall Fields to compensate for tournament cancellations due to the COVID-19 public health emergency.
- Installed new playground equipment at Warren Park.
- Negotiated a new right-of-way mowing and landscaping contract.

### 2021 Upcoming Goals

- Complete the Prairie Timber Park project as identified in the Parks Master Plan.
- Consider replacement and upgrade of the Elk Ridge Park playground.
- 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.
- Complete construction for cemetery expansion, which will beautify the cemetery and provide potential additional burial options for the public.
- Design Village Creek Trail extension to provide 1.6 miles of additional concrete trails from Chisenhall Fields to FM 731/Hillside Drive.
- Complete the construction of a community splash pad as identified in the Capital Improvement Program in the Parks Master Plan.
- Complete the construction of a dog park as specified in the Parks Master Plan.
- Complete the renovation of Clark Park.
- Complete a nine-hole expansion of the disc golf course.
- Complete a memorial garden at Fire Station 16.
- Complete design and master plan for Shannon Creek Park as identified in the Parks Master Plan.



**The Park Maintenance Division is responsible for maintaining and improving all city parks and facilities and creating a safe, healthy, and sustainable park system in which our citizens enjoy a network of well planned, maintained and operated parks facilities.**

# RUSSELL FARM ART CENTER

A DIVISION OF PARKS & RECREATION

## 2020 Key Accomplishments

- Created nature trails within a 10-acre open space expansion at the back portion of the property. Trails were utilized as an additional activity for Russell Farm programming and visitor use.
- Partnered with local Boy Scout and Girl Scout clubs for various projects such as a community-wide Family Survival Camp and Boy Scout Fishing Day.
- Received 5,477 views from modified virtual programming which included story times, art classes, and woodshop engagement videos.
- Established a Russell Farm Strategic Plan to ensure continued success and proper direction.
- Developed a new relationship with Promises Food Bank and Harvest House through donations of various vegetables from the Russell Farm Community Gardens.
- Partnered with the Burleson Recreation Center (BRiCk) and Library to host various events such as a Boo Bash candy drive-through, Polar Express drive-in movie, and Donuts with Santa Christmas festivities.
- Expanded educational experiences for the homeschool community by offering an agricultural interaction program.

## 2021 Upcoming Goals

- Create a sensory garden at Russell Farm for citizens with special needs.
- Organize regular scheduled guided hikes with Master Naturalists on Russell Farm nature trails.
- Offer art classes, gardening and woodshop classes on Saturdays for all ages.
- Attract artists from Dallas-Fort Worth and the local area to offer classes and art shows.
- Continue to build a relationship with Hill College to provide drama and music programs.
- Develop relationships with organizations, churches, or corporations to host team building programs and corporate events.
- Increase social media following to market the events and programs that Russell Farm offers throughout the year, as well as being an open space for families to visit and explore the great outdoors.



***The purpose of Russell Farm Art Center is to provide a place to create, teach, and inspire art, history and life in its many forms. This many-faceted facility includes art galleries, classes, art shows, a community garden and nature trails.***

# POLICE

## 2020 Key Accomplishments

- Maintained relationship with Tarrant and Johnson County District Attorney to continue advocating for local legislation regarding intimate partner violence and child witness ordinances.
- Reviewed processes and best practices to receive accreditation from the Commission on Accreditation for Law Enforcement Agencies, Inc. (CALEA). CALEA creates a forum in which law enforcement agencies and citizens work together.
- Purchased and implemented software /hardware and training to provide in-house ability to download cellphone data for law enforcement purposes.
- Revised policy and procedures to align with 8 Can't Wait, a list of eight policies that curb the use of force.
- Obtained a use-of-force simulator, via a grant, that will provide needed training to both Burleson police officers and neighboring agencies.

## 2021 Upcoming Goals

- Increase the minimum number of officers available to answer calls for service during peak demand (completion of Power Shift to include one sergeant, three officers, and equipment).
- Partner with Johnson and Tarrant County law enforcement agencies and district attorney's offices to enhance interagency goals, including public safety initiatives.
- Continue public safety partnerships that enhance response capabilities for critical incidents within our community, including but not limited to businesses, schools and events.
- Expand remote capability, upgrade accident investigation equipment, replace patrol and SWAT equipment, upgrade department portable radios and enhance investigative tools.
- Add an additional detective to the criminal investigation division which will continue a complete and thorough investigations of all crimes reported by citizens.



***The Burleson Police Department (BPD) is committed to protecting the lives, property and rights of all. The department enforces all laws impartially while maintaining the highest degree of ethical behavior and professional conduct. BPD strives to continue to build its partnership with the community that has empowered them to serve.***

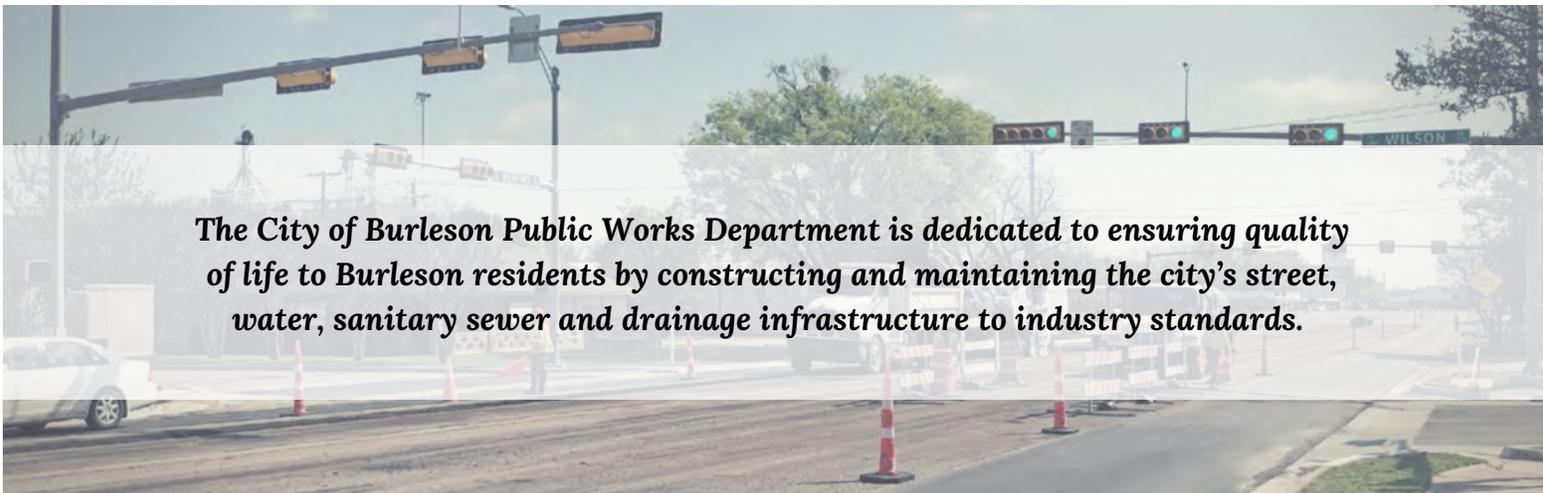
# PUBLIC WORKS

## 2020 Key Accomplishments

- Negotiated agreement with the Texas Department of Transportation (TxDOT) for the city to assume responsibility for all traffic signals on SH 174 corridor.
- Began to develop financial partnership agreement with the North Central Texas Council of Governments to implement traffic signal improvements on SH 174 corridor.
- Worked with developer to complete construction of the Candler Street Bridge and associated improvements.
- Completed 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.
- Partnered with TXDOT to identify future SH 174 corridor enhancements related to drainage, intersection improvements and increases in traffic capacity.
- Finalized design and began implementation of the sidewalk improvements identified in the Safe Routes to School Program.
- Completed traffic signal master plan and identified phased approach to improvements.

## 2021 Upcoming Goals

- 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.
- Develop a strategy for implementation of driveway consolidation along SH 174/ Wilshire Boulevard to increase motorist safety.
- Complete the design to increase capacity and improve safety of the Hulen Street and SH 174 intersection.
- Complete master mobility plan to provide guidance for present and future mobility infrastructure needs in our community.
- 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.
- Install traffic signal at Hidden Vistas Boulevard and Hidden Creek Parkway to enhance safety and visibility for motorists.
- Update the Water and Sewer Master Plan to identify options to expand services to the western portion of the city.
- Reconstruct existing street near the SW Johnson Avenue and Renfro Street intersection to restore failed pavement and improve safety.



***The City of Burleson Public Works Department is dedicated to ensuring quality of life to Burleson residents by constructing and maintaining the city's street, water, sanitary sewer and drainage infrastructure to industry standards.***