



guide **btx** >>>

City of Burleson Strategic Plan
2022 - 2027 - 2037



ABOUT THIS PLAN

The City of Burleson Strategic Plan 2022-2027-2037 or Guide BTX, clearly communicates Mayor and City Council priorities to Burleson residents and businesses.

During the fall and winter of 2021, multiple strategic planning sessions were held by the Burleson City Council. These sessions focused on the following areas:

1. Developing a vision for Burleson over the next 15 years.
2. Prioritization of Goals 2027.
3. Determination of Top and High priorities for the 2022-2023 Strategic Plan and budget process.



VISION 2037

Burleson is the Premier Place to:
LIVE – GREAT RESIDENTIAL NEIGHBORHOODS;
WORK – DYNAMIC BUSINESS COMMUNITY; and
PLAY – ENJOY LIFE AND HAVE FUN.

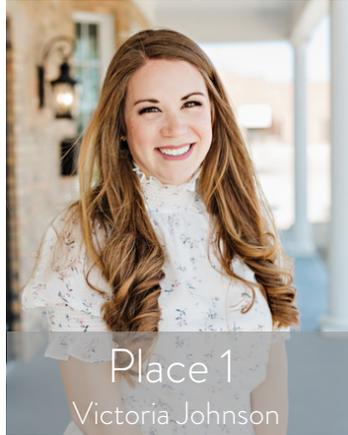
BURLESON 2037
is a SAFE COMMUNITY.

BURLESON 2037
has a VIBRANT OLD TOWN.

In 2037, our residents take
PRIDE IN OUR BURLESON COMMUNITY!

BURLESON

City Council



A young boy in a grey tank top and black shorts stands on a green and yellow train car. The train car has the word "BURLESON" written on its side in a stylized font. Other children are visible inside the train car. The background shows a building with a metal roof and trees under a blue sky with white clouds.

BURLESON CITY GOVERNMENT MISSION

*Provide exceptional,
People-focused municipal services and to
plan and invest in the future in a financially
responsible and*

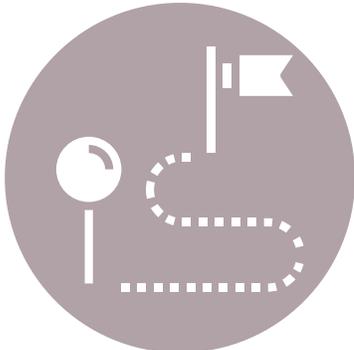
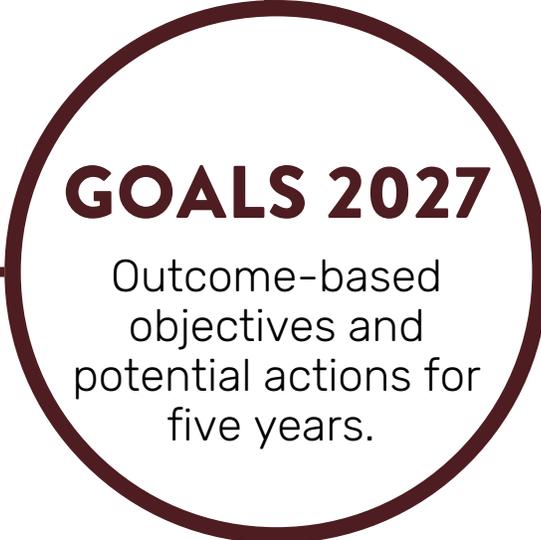
*Innovative manner through a high-performance
city team and in a partnership with our Burleson
community.*

FOCUS AREAS



High Performing City Organization

Providing Exceptional, People Focused Services



Dynamic & Preferred City
through Managed Growth



Beautiful, Safe & Vibrant Community



Great Place to Live
through Expanded Quality of Life Amenities



FOCUS AREA 1

High Performing City Organization

Providing Exceptional, People Focused Services

OBJECTIVE

To make the City of Burlison a community of choice by providing outstanding customer service, communication and community engagement; leveraging technology to be an efficient and responsive organization; being financially responsible; maintaining an organizational culture that values innovation, process improvement, productivity and teamwork; and focusing training and development opportunities for city employees.

GOAL 1

Develop a high-performance and diverse 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, teamwork and continual business process improvement.

GOAL 3

Deliver high-quality service and communications to external and internal customers by providing outstanding customer experience, communication and community engagement; regularly seeking feedback from citizens and employees through surveys, public forums and other outreach methods; and offering convenient methods for conducting business and communicating 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.

FOCUS AREA 1



High Performing City Organization

Providing Exceptional, People Focused Services

GOAL 1

Develop a high-performance and diverse workforce by attracting and retaining the very best employees; providing a competitive salary and benefits package; maximizing employee training and educational opportunities.

	Action	Responsible Department	Target Date
HP	<p>City Compensation Policy/Plan: Market Analysis, Report, Direction and Funding</p> <p><i>Continue to ensure competitive compensation and benefits across the city by benchmarking, evaluating city compensation plan ranges and adjustments, cost of living adjustments, and performance-based merits</i></p>		
	<p>Diversity, Equity and Inclusion for Our Burleson Community: Research, Community: Research and Community Involvement</p> <p><i>Continue researching and developing community partnerships to discuss diversity and offer suggestions of inclusion within the city</i></p>		

GOAL 2

Improve the efficiency and productivity of operations through the use of technology, innovation, teamwork and continual business process improvement.

	Policy Action	Responsible Department	Target Date
	City Services and Staffing Plan: Service/Staffing, Direction and Funding		
	Implementation and launch of new Lean Government/Six Sigma training and assessment program for operational excellence with specific projects linked directly to the city's strategic plan	Customer Service	
	Create a performance measurement system to assess the implementation and progress of work plan tasks in the city-wide strategic plan	Customer Service	
	Develop departmental key performance indicators (KPIs) and performance measurement data that can be used to understand operational effectiveness and guide decision making	Customer Service	
	Implement Multiple Factor Authentication (MFA) to allow the city to utilize single sign-on and to have a better defense in depth strategy to improve the city's cyber security posture.	Information Technology	
	Develop a comprehensive Information Technology Change Management Plan and Governance Committee to ensure that information technology resources are available for daily operations and project work.	Information Technology	

GOAL 2, CONTINUED

Improve the efficiency and productivity of operations through the use of technology, innovation, teamwork and continual business process improvement.

	Policy Action	Responsible Department	Target Date
	Streamline contract process by developing expectations with user departments and automated tool that will enable departments to route electronic signatures, safely, through the routing process.	Legal & Purchasing	
	Digitize the city's purchasing card process to increase staff efficiency and improve the reconciliation process and internal controls.	Legal & Purchasing	
	Leverage the functional use of Bonfire to streamline department functionality and efficiency.	Legal & Purchasing	
	Collaborate with Information Technology department and 9-1-1 District to integrate non-emergency phone lines with emergency phone consoles.	Public Safety Communications	

GOAL 3

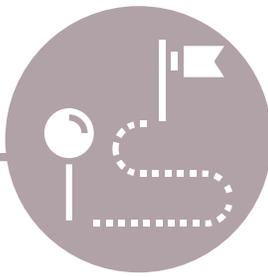
Deliver high-quality service and communications to external and internal customers by providing outstanding customer experience, communication and community engagement; regularly seeking feedback from citizens and employees through surveys, public forums and other outreach methods; and offering convenient methods for conducting business and communicating with the city.

	Action	Responsible Department	Target Date
HP	<p>Comprehensive City Communications Strategy/Plan and Actions: Goals/Desired Outcomes, Best Practices, Report with Options, Direction and Funding</p> <p><i>Determine where and how the city's communications and engagement resources, processes, strategies and materials may need to be improved or enhanced for better community stakeholder awareness and engagement.</i></p>		
HP	Complete development, implement and launch new city-wide 311 call center division supported by robust customer relationship management software		
	Continue to grow, develop and promote city mapping systems to increase transparency and practical application to citizens	Customer Service	
	2022 Bond Program Implementation: Direction and Community Information Campaign		
	Roll-out of citizen self-service portal to allow online inspection scheduling, online permit requests and online payment options	Development Services	

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.

	Action	Responsible Department	Target Date
TP	<p>City-Owned Property: Inventory, Report and Direction</p> <p><i>Develop a city-owned property inventory, prepare city council report for direction on property management.</i></p>		
	<p>The American Rescue Plan Act (ARPA Funding): Direction, Oversight and Report</p> <p><i>Continue implementation of the American Rescue Plan Act (ARPA) funding and develop direction and long-term plan.</i></p>		
TP	<p>Long-Term Financial Model: Revenues, Expenditures and Staffing Projects for Growth and Buildout</p>		
TP	<p>Debt Policy: Review and Direction</p>		
TP	<p>City Financial Policies: Review and Revision</p>		
	<p>ERP Vendor: Direction, Award Contract and Implementation</p> <p><i>Begin implementation of city-wide enterprise resource planning (ERP) replacement to integrate data and processes from multiple city departments and consolidate them into one system to provide a more user-friendly and efficient way for the city to conduct business</i></p>		



FOCUS AREA 2

Dynamic & Preferred City through Managed Growth

OBJECTIVE

To promote balanced residential and commercial development growth through long-term planning and updated zoning ordinances; develop and maintain public infrastructure in the city that improves mobility and connectivity; develop superior utility services and facilities; and promote sustainable development and job growth in the city.

GOAL 1

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 2

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 3

Enhance connectivity and improve mobility by focusing on key street improvements and expanding capacity of existing transportation network, particularly within the SH 174 Corridor and the western portion of our city; improving roadway, bicycle and pedestrian infrastructure, and coordinating with Regional, State and Federal transportation partners for funding and support.

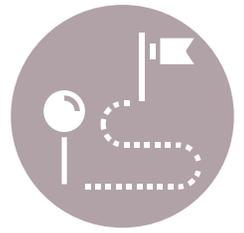
GOAL 4

Implement the city's Capital Improvement Program to improve the quality of life for residents through the completion of projects identified in the city's master plans.

GOAL 5

Develop and maintain facilities and utility services that meet the needs of the community through strategic planning, long-term planning and best practices.

FOCUS AREA 2



Dynamic & Preferred City through Managed Growth

GOAL 1

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.

	Action	Responsible Department	Target Date
TP	Business Recruitment, Retention and Expansion Plan: Execution a.SH 174/Wilshire Boulevard b.I-35W		
TP	Economic Development Strategic Plan: Development and Adoption		
HP	Business Park Development: Direction, Annexation, Zoning and Next Steps <ul style="list-style-type: none"> • Hooper Business Park • Highpoint Business Park Expansion – South 		
	Local Options Liquor Sales Policy/ Regulations: Research, Report and Direction		
	To identify and plan for a new industrial park.	Economic Development	
	To strengthen our efforts to build a tourism program that will drive more people to Burlison.	Economic Development	

GOAL 2

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.

	Action	Responsible Department	Target Date
TP	Chisholm Summit Development: Next Steps		
TP	Subdivision Ordinance – Design Manual Update		
TP	Zoning Ordinance: Review and Revision		
TP	Subdivision Ordinance Amendment for Platting – Commercial		
	Implementation of multiple short time frame Midpoint 2020 Update Plan goals	Development Services	
TP	Trade School Development: Update Report, Direction and City Actions To execute an agreement with a private trade school and corporate headquarters.	Economic Development	

GOAL 3

Enhance connectivity and improve mobility by focusing on key street improvements and expanding capacity of existing transportation network, particularly within the SH 174 Corridor and the western portion of our city; improving roadway, bicycle and pedestrian infrastructure, and coordinating with Regional, State and Federal transportation partners for funding and support.

	Action	Responsible Department	Target Date
HP	Walkable/Bikeable Community Enhancement: Trails in Parks, Multi-Use Trails and Sidewalks Master Plan and Safe Routes to Schools		
HP	State Highway 174 Widening: Study and Advocacy Widening 4 to 6 Lanes (Elk to Hulen)		
TP	TOD Plan Update: Review and Revision		
	Assume maintenance and operation responsibilities for all TxDOT traffic signals within the City.	Public Works	
	Implement an Automated Traffic Management System and Traffic Management Center.	Public Works	
TP	Hidden Creek Road Revitalization/Clean-Up Plan: Direction, Cost Sharing Agreement and Vision/Plan		

GOAL 4

Implement the city's Capital Improvement Program to improve the quality of life for residents through the completion of projects identified in the city's master plans.

	Action	Responsible Department	Target Date
	Complete the construction of Lakewood Boulevard to FM 1902 as part of the Capital Improvement Plan to serve the City's future Office Park and Chisholm Summit Development.	Public Works	

GOAL 5

Develop and maintain facilities and utility services that meet the needs of the community through strategic planning, long-term planning and best practices.

	Action	Responsible Department	Target Date
	Future Water Supply Agreement with City of Fort Worth: Development and Approval		
	Utilities Master Plan: Development and Adoption a. Water b. Wastewater		
TP	Comprehensive City Facilities Master Plan: Condition Assessment, Space Needs Assessment, Report with Findings and Options, Direction and Funding Mechanism		
	City Hall Renovation and Reprogramming: Short-Term Plan, Design and Construction		



FOCUS AREA 3

Beautiful, Safe & Vibrant Community

OBJECTIVE

Provide a beautiful, safe and vibrant community for those that live, learn, work and play in the City of Burleson by focusing on beautification programs; public art that enhances the community's visual appeal and uniqueness; crime prevention and community risk reduction programs; emergency preparedness; and emergency response services.

GOAL 1

Encourage a clean and healthy community through the promotion of positive behaviors, sustainable practices, outreach programs and city services.

GOAL 2

Encourage placemaking and a sense of belonging in our neighborhoods, parks and key commercial districts by focusing on long-range planning, comprehensive elements and public art.

GOAL 3

Enhance emergency response services provided to the community, including emergency medical, police, fire and public dispatch services.

GOAL 4

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

GOAL 5

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

FOCUS AREA 3

Beautiful, Safe & Vibrant Community



GOAL 1

Encourage a clean and healthy community through the promotion of positive behaviors, sustainable practices, outreach programs and city services.

	Action	Responsible Department	Target Date
TP	Golf Course Beautification Plan: Goals/ Desired Outcomes, Report with Options, Direction, City Role, Projects, Direction and Funding Mechanism		
	City Digital Signs: Goals/Desired Outcomes, Best Practices, Report with Options, Direction, City Action and Funding Mechanism		
	Develop a Façade Improvement Program	Development Services	
	Update and increase participation in the Adopt-A-Spot program.	Environmental Services Division	
	Expand Urban Canopy Revitalization program with KBB	Environmental Services Division	

GOAL 2

Encourage placemaking and a sense of belonging in our neighborhoods, parks and key commercial districts by focusing on long-range planning, comprehensive elements and public art.

	Action	Responsible Department	Target Date
HP	Public Arts Policy/Program: Definition, Direction, City Role, Partnerships and Funding Mechanism		

GOAL 3

Enhance emergency response services provided to the community, including emergency medical, police, fire and public dispatch services.

	Action	Responsible Department	Target Date
HP	City Medical Transport/Ambulance Service: Implementation		
	Provide turn out times for Fire & EMS responses that met NFPA Priority Call Standards	Fire	
	Provide Fire & EMS services in compliance with NFPA 1500, 1710, Texas Commission on Fire Protection & ISO standards	Fire	
	Select Medical Director for oversight of Burleson EMS & Transport System	Fire	
	Establish Community Based Advisory Board of internal & External Stakeholders for Burleson EMS	Fire	
	Enhance efforts to ensure community is prepared for emergencies	Fire	
	Partner with Fire Department for transition to Fire-based Emergency Medical Services (EMS) and in-house Emergency Medical Dispatch (EMD) protocol.	Public Safety Communications	
	Obtain Texas Commission on Law Enforcement (TCOLE) Telecommunication Agency credentials.	Public Safety Communications	

GOAL 4

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

	Action	Responsible Department	Target Date
HP	Future Fire Stations: Direction, Locations and Funding a. West Side Future Fire Station 4 b. Bethesda Road/I-35 Future Fire Station 5		
	Increase efficiency and supervision through the introduction of two police lieutenants with vehicles, and equipment to the command structure	Police	
	Add a property and evidence technician to assist in the management of an increasing volume of property flowing through the property room and scale the positions to better capture and define responsibilities	Police	
	Add a records clerk to meet the demands of increasing volume and scale the positions to better capture and define responsibilities	Police	
	Add a detective position to maintain manageable caseloads for criminal investigations	Police	

GOAL 4, CONTINUED

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

	Action	Responsible Department	Target Date
	Add a 3,000 sq ft evidence storage metal building at the service center to address immediate property and evidence storage shortfalls until a long-term option is implemented	Police	
	Upgrade a CIS sedan to a SUV-style vehicle during the F2022-23 scheduled replacement cycle to increase capabilities and flexibility	Police	
	Acquire a midsize mobile command post from which to manage special events and protracted emergency operations	Police	
	Acquire an armored medical rescue vehicle with which to augment current resources and provide containment capabilities of armed suspects we do not currently possess.	Police	
	Partner with consulting firm and stakeholders to research and select a new Computer-Aided Dispatch (CAD), Mobile Data System (MDS) and Records Management System (RMS) suite.	Public Safety Communications	
HP	Police Facility Expansion: Direction and Funding		

GOAL 5

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

	Action	Responsible Department	Target Date
	Rental Registration and Inspection Program: Service Level and Staffing		
HP	Community Safety Action Plan: Update		
	Expand Community Risk Reduction programs and outreach efforts		



FOCUS AREA 4

Great Place to Live

through Expanded Quality of Life Amenities

OBJECTIVE

To make the City of Burleson a premier place to live, learn, and play by providing outstanding cultural, recreational and educational opportunities that enrich the lives of our residents.

GOAL 1

Provide high-quality parks for residents by expanding park amenities and options; enhancing city's trail network; and improving access to parks facilities.

GOAL 2

Provide high-quality recreation opportunities, events and facilities for residents by expanding programs and options for all ages and abilities that enrich the quality of life for residents.

GOAL 3

Provide outstanding cultural, educational and entertainment opportunities by cultivating mutually beneficial partnerships with area education and government entities, the business community, and not-for-profits.

FOCUS AREA 4



Great Place to Live

through Expanded Quality of Life Amenities

GOAL 1

Provide high-quality parks for residents by expanding park amenities and options; enhancing city’s trail network; and improving access to parks facilities.

	Action	Responsible Department	Target Date
HP	Parks Master Plan: Direction and Funding Mechanism		

GOAL 2

Provide high-quality recreation opportunities, events and facilities for residents by expanding programs and options for all ages and abilities that enrich the quality of life for residents.

	Action	Responsible Department	Target Date
TP	Community Multi-Purposes Art Center/ Space: Report and Direction		
TP	Library Facilities and Service Delivery Method Plan: Report, Direction and Funding Mechanism <i>Engage the services of a professional consultant to complete a comprehensive analysis of the library's facility and service delivery methods to determine the best solution to move forward and serve the community for the next 20 years.</i>	Community Services	
HP	Teen Recreational Programs: Needs and Program Assessment, Report with Findings and Options, Partners, City Role, Direction, City Actions and Funding		
	Increase programming outside of the Senior Center facility through day trips and activities in the community.	Community Services	
	General Recreation Programming: Expand Be Healthy Burleson community initiatives	Parks and Recreation	
	General Recreation Programming: Continue to offer additional mobile recreation opportunities.	Parks and Recreation	
	Russell Farm Programming: Expand outdoor programming with a more innovative and diverse approach. Example: Equestrian programming	Parks and Recreation	

GOAL 3

Provide outstanding cultural, educational and entertainment opportunities by cultivating mutually beneficial partnerships with area education and government entities, the business community, and not-for-profits.

	Action	Responsible Department	Target Date
	Community Events and Festivals: Review/Evaluation; Report with Options, Direction, Partners, City Role and Funding		
	Family Entertainment Center Development Project: Recruitment, 380 Agreement and Next Steps		