



Community Services Committee Agenda

Wednesday, July 15, 2026
1:00 PM

City Hall - 141 W. Renfro
Burleson, TX 76028

1. **CALL TO ORDER**

2. **CITIZEN APPEARANCES**

Each person in attendance who desires to speak to the Committee on an item NOT posted on the agenda, shall speak during this section. A speaker card must be filled out and turned in to the City Secretary prior to addressing the Committee. Each speaker will be allowed three minutes to speak.

Each person in attendance who desires to speak on an item posted on the agenda shall speak when the item is called forward for consideration.

3. **GENERAL**

- A. Consider and take possible action on the minutes from the May 6, 2026 Community Services Committee meeting. (*Monica Solko, Deputy City Secretary*)

4. **REPORTS AND PRESENTATIONS**

- A. Receive a report, hold a discussion, and provide recommendations to the city council regarding potential shade and play area enhancement options for Mayor Vera Calvin Plaza and provide feedback. (*Staff Contact: Jen Basham, Director of Parks and Recreation*)
- B. Receive a report, hold a discussion, and provide recommendation to the City Council on potential replacements of the Mayor Vera Calvin Plaza Christmas tree. (*Staff Contact: Alex Philips, Economic Development Director*)
- C. Receive a report, hold a discussion, and provide recommendations to the city council regarding the updated Burleson Public Library Strategic Plan. (*Staff Contact: Sara Miller, Deputy Director-Library*)
- D. Receive a report, hold a discussion, and provide recommendations to the city council regarding the Senior Activity Center Strategic Plan. (*Staff Contact: DeAnna Phillips, Director of Community Services*)

5. **REQUESTS FOR FUTURE AGENDA ITEMS AND REPORTS**

6. **RECESS INTO EXECUTIVE SESSION**

In accordance with Chapter 551 of the Texas Government Code, the Committee may convene in Executive Session in the City Council Workroom in City Hall to conduct a closed meeting to discuss any item listed on this Agenda.

Pending or contemplated litigation or to seek the advice of the City Attorney pursuant to Section 551.071, Texas Government Code

7. **ADJOURN**

Allison Smith
Deputy Director of Recreation
asmith@burlesontx.com
817.426.9629

CERTIFICATE

I hereby certify that the above agenda was posted on this the 9th of July 2026, by 5:00 p.m., on the official bulletin board at the Burleson City Hall, 141 W. Renfro, Burleson, Texas.



Amanda Campos

City Secretary

BUDGET STATEMENT

Pursuant to Section 551.043, Government Code, the following taxpayer impact statement must be on the City Council meeting agenda at which the City Council will discuss or adopt a budget for the City of Burleson: For a median-valued homestead property (\$306,724), the City's portion of the property tax bill in dollars for the current fiscal year (FY24-25) is \$2,032.66, the City's portion of the property tax bill for the upcoming fiscal year (FY25-26) for the same property if the proposed budget is adopted is estimated to be \$2,213.93, and the City's portion of the property tax bill in dollars for the upcoming fiscal year (FY25-26) for the same property if a budget funded at the no-new-revenue rate under Chapter 26, Tax Code, is adopted is estimated to be \$2,021.62.

ACCESSIBILITY STATEMENT

The Burleson City Hall is wheelchair accessible. The entry ramp is located in the front of the building, accessible from Warren St. Accessible parking spaces are also available in the Warren St. parking lot. Sign interpretative services for meetings must be made 48 hours in advance of the meeting. Call the A.D.A. Coordinator at 817-426-9600, or TDD 1-800-735-2989.

Community Services Committee

DEPARTMENT: City Secretary's Office
FROM: Monica Solko, Deputy City Secretary
MEETING: July 15, 2026

SUBJECT:

Consider and take possible action on the minutes from the May 6, 2026 Community Services Committee meeting. *(Monica Solko, Deputy City Secretary)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
 High Performing City Organization Providing Exceptional, People Focused Services	1.2 Continue to improve the efficiency and productivity of operations 1.3 Deliver high-quality service and communications to external and internal customers

SUMMARY:

The Community Services Committee duly met on May 6, 2026, the draft minutes are presented for consideration.

RECOMMENDATION:

Approve the minutes as presented or make amendments and approve.

STAFF CONTACT:

Name: Monica Solko
Title: Deputy City Secretary
msolko@burlesontx.com

COMMUNITY SERVICES COUNCIL COMMITTEE
FEBRUARY 4, 2026
DRAFT MINUTES

Council present:

Victoria Johnson
Phil Anderson
Alexa Boedeker

Council Absent:

Staff present

Tommy Ludwig, City Manager
Eric Oscarson, Deputy City Manager
Harlan Jefferson, Deputy City Manager
Monica Solko, Deputy City Secretary
Matt Ribitzki, Deputy City Attorney

1. CALL TO ORDER – Time: 1:00 p.m.

Chair Victoria Johnson called the meeting to order. **Time: 1:03 p.m.**

2. CITIZEN APPEARANCES

- None.

3. GENERAL

**A. Minutes from the February 4, 2026 Community Services committee meeting.
(Staff Contact: Lisandra Leal, Assistant City Secretary)**

Motion made by Phil Anderson and seconded by Alexa Boedeker to approve.

Motion passed 3-0.

4. REPORTS AND PRESENTATIONS

A. Receive a report, hold a discussion, and provide recommendations to the city council on new billboards with revenue sharing on City property. (Staff Contact: Alex Philips, Economic Development Director)

Eric Oscarson, Deputy City Manager, presented information to the committee regarding proposed new billboards with revenue sharing opportunities on city property. The presentation included a potential location along I-35 corridor, a proposed digital billboard design, and a proposed partnership agreement providing a \$50,000 base payment plus 30% revenue sharing, estimated at approximately \$125,000 annually.

Discussion included the city's current ordinance prohibiting new billboards, potential legal considerations related to amending or creating exceptions to the sign ordinance, responsibility for regulating advertised content, and concerns that ordinance changes could allow additional billboard requests citywide. Committee members also discussed the potential use of digital boards to promote city events. Staff noted that monument signs could be constructed by the city without amending the ordinance to display city information.

The committee was split on the proposal and recommended staff present the item to the full City Council for consideration.

B. Receive a report, hold a discussion, and provide recommendations to the city council on FY27 employee compensation and benefit strategies. (Staff Contact: Cheryl Marthiljohni, Director of Human Resources)

Cheryl Marthiljohni, Director of Human Resources, presented the FY27 employee compensation and benefit strategies to the committee.

Presentation included:

- Option 1: Average 3% Merit for eligible employees (no Market Adjustment), Average 3% Police/Fire Step
- Option 2: Average 3% merit + Market Adjustments for eligible employees, Average 3% Police/Fire Step and \$14/hr. minimum adjustments for Part-time employees
- Option 3: Average 3% Merit + Market Adjustments for eligible employees; Average 3% Police/Fire Step and \$13/hr. minimum adjustment for Part-time employees.
- Benefits Strategies:
 - Add extra personal holiday
 - Volunteer Paid Leave
 - Four-day work week
 - Sell back paid leave time (Vacation/Sick)
 - Purchase additional paid leave time (Vacation/Sick)
 - "In the Seat" Leadership Opportunities
 - Stay Interviews conducted by Leadership
 - Veteran Day Celebration/Appreciation and/or add as part of paid holidays
 - Review additional certification pay opportunities in various departments
 - Shift differential pay for certain departments
 - Build career pathways for certain positions (Level I, II, III)
 - Update position description to better align with responsibilities
 - Define essential personnel
 - Review top-out ranges in compensation/step plans.

Committee discussion included annual budget considerations, property taxes, diversifying sales tax revenue, stormwater fees, potential future state restrictions,

grant opportunities, maintaining facilities with quality staff, and innovative approaches to workforce recruitment and retention. Members also discussed legislative constraints, workforce flexibility, and operational considerations related to four-day work weeks.

The committee thanked staff for their work and requested continued exploration of a combination of options that would best support employees and recommended staff present the item to the full City Council for consideration.

C. Receive a report, hold a discussion, and provide recommendations to the city council on the new 8% contribution rate with Texas Municipal Retirement System (TMRS). (Staff Contact: Cheryl Marthiljohni, Director of Human Resources)

Cheryl Marthiljohni, Director of Human Resources, presented information regarding the new 8% contribution rate option available through the Texas Municipal Retirement System (TMRS). She explained that HB 3161, passed during the 89th Legislative Session, created a new 8% employee contribution rate in addition to the existing 5%, 6%, and 7% options. The new rate became effective September 1, 2025, and would require adoption of an ordinance by participating cities.

Employee Impact – 8% Options*



Option 1	Count	Avg \$ Change	Avg % Change
Increase	428	\$1,468	14%
Decrease	0		
Less Than +/- 1% Change	0		
Option 2	Count	Avg \$ Change	Avg % Change
Increase	395	\$1,320	13%
Decrease	25	(\$700)	-9%
Less Than +/- 1% Change	8	\$52	0.4%
Option 3	Count	Avg \$ Change	Avg % Change
Increase	426	\$881	9%
Decrease	1	(\$162)	-1%
Less Than +/- 1% Change	1	\$76	0.3%

*Assumptions include employee retirement at age 60 and a 3% salary increase annually.

Committee discussion included the financial impact of the benefit option, employee impacts related to the additional 1% contribution with other payroll deductions such as health insurance and Social Security.

Committee members expressed they were not in favor of moving to the 8% contribution rate at this time and preferred staff focus on merit, market, and other employee benefit options.

Alexa Boedeker left the meeting at 2:31 p.m.

5. REQUESTS FOR FUTURE AGENDA ITEMS OR REPORTS

- None.

6. RECESS INTO EXECUTIVE SESSION

In accordance with Chapter 551 of the Texas Government Code, the City Council may convene in Executive Session in the City Council Workroom in City Hall to conduct a closed meeting to discuss any item listed on this Agenda.

A. Pending or contemplated litigation or to seek the advice of the City Attorney pursuant to Section 551.071, Texas Government Code

7. ADJOURN

Chair Victoria Johnson adjourned the meeting.

Time: 2:33 p.m.

Monica Solko
Deputy City Secretary

Community Services Committee

DEPARTMENT: Parks and Recreation

FROM: Jen Basham, Parks and Recreation Director

MEETING: July 15, 2026

SUBJECT:

Receive a report, hold a discussion, and provide recommendations to the city council regarding potential shade and play area enhancement options for Mayor Vera Calvin Plaza and provide feedback. *(Staff Contact: Jen Basham, Director of Parks and Recreation)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
 Great Place to Live Through Expanded Quality of Life Amenities	4.1 Provide high-quality parks

SUMMARY:

As part of ongoing discussions regarding Mayor Vera Calvin Plaza, the Community Services Committee requested that staff evaluate potential enhancement opportunities focused on expanding family-oriented amenities and increasing visitor comfort through additional shade.

The Plaza currently offers portable recreational features, including moveable chess pieces, and corn hole boards; however, it does not contain a permanent children's play area. Staff developed a conceptual nature-inspired playscape that complements the Plaza's existing public art and landscape while encouraging active, imaginative, and sensory play. The concept includes a concrete embankment slide, interactive musical play elements, climbing and balance features, accessible play components, artificial turf safety surfacing, and landscape integration.

Staff also evaluated two shade enhancement concepts. Option 1 consists of a triangle sail shade system providing continuous shade along the Ellison Street promenade, while Option 2 proposes umbrella shade structures over high-use seating areas. Both concepts were evaluated based on visitor experience, constructability, aesthetics, and cost.

The purpose of this item is to present the conceptual enhancement options, associated planning-level cost estimates, and receive Committee feedback regarding future implementation.

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

January 5, 2026 – City Council received a presentation regarding Mayor Vera Calvin Plaza operations, maintenance, and long-term asset management. As part of that discussion, staff presented several enhancement considerations, including a family-oriented play area, expanded shade opportunities, replacement of black rock landscape areas with pavers, establishment of a furniture replacement program, and long-term replacement planning for Plaza assets.

July 9, 2026 – Community Services Committee to receive the conceptual enhancement report and provide feedback.

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Jen Basham
Parks and Recreation Director
jbasham@burlesontx.com
817-426-9291

Mayor Vera Calvin Plaza: *Enhancement Options*

PRESENTED TO COMMUNITY SERVICES: JULY 15, 2026

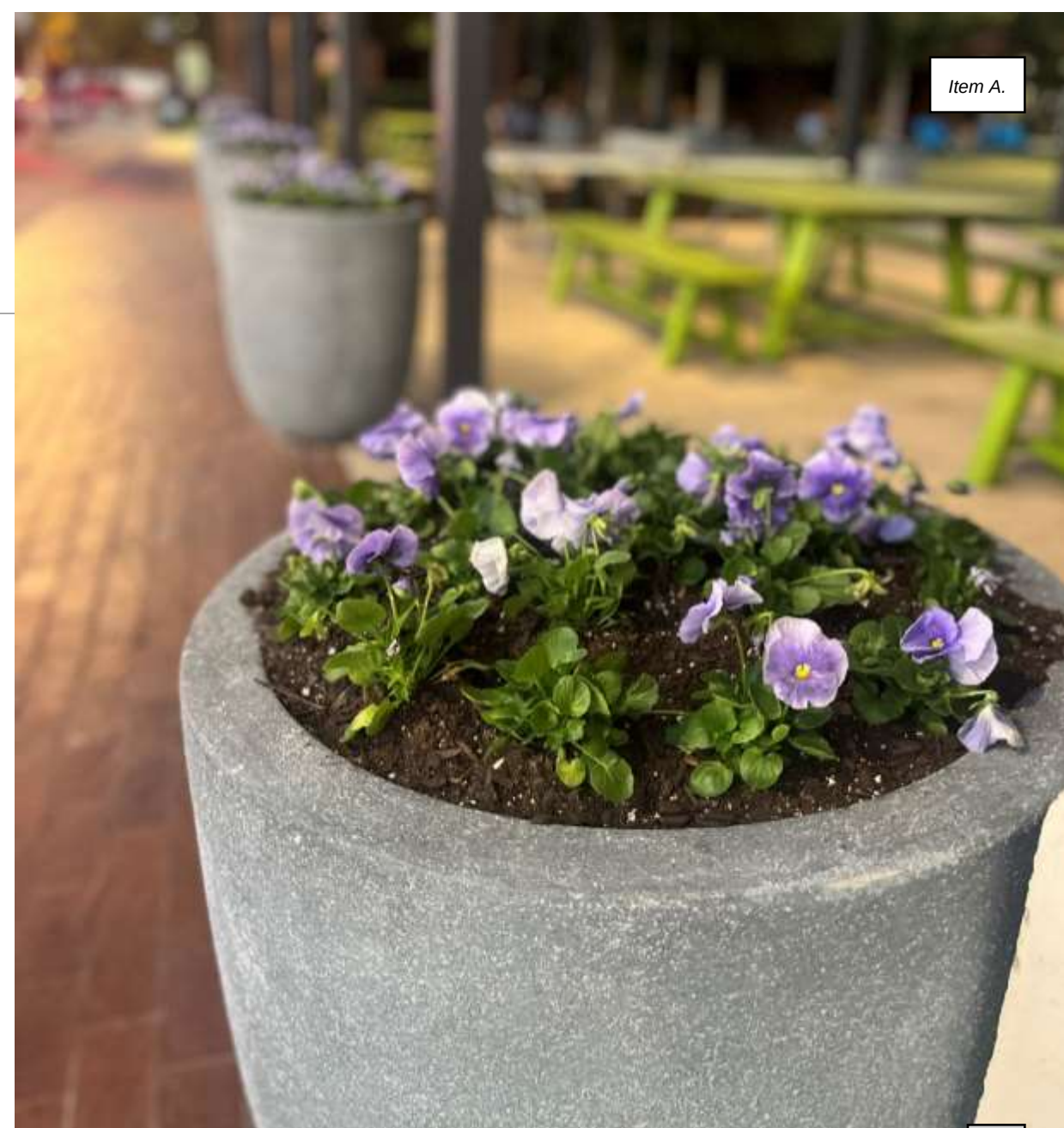
JEN BASHAM, DIRECTOR OF PARKS AND RECREATION

Background

As part of ongoing discussions regarding the future of the Mayor Vera Calvin Plaza, the Community Services Committee requested that staff evaluate several enhancement options and their associated budget impacts, including additional shade and family-oriented play amenities.

On January 5, 2026, staff presented these concepts to City Council as part of a broader discussion on Plaza operations, maintenance, and long-term asset management. In addition to operational updates, staff presented several short- and long-term enhancement opportunities, including:

- Replacement of black rock landscape areas with pavers to improve safety, reduce maintenance, and enhance aesthetics.
- Long-term replacement planning for high-wear Plaza assets, including synthetic turf and site furnishings.
- Establishment of a Plaza furniture replacement program to address wear, corrosion, and metal fatigue.
- ***Addition of a family-oriented play area and interactive features.***
- ***Evaluation of additional shade opportunities throughout the Plaza.***



PLAZA PLAY AREA



Current Conditions: Existing Family-Oriented Amenities

- Moveable Chess Pieces (shifted within large and small turf area)
- Cornhole Boards (shifted within large and small turf area)
- Blue Foam Play Blocks (originally provided as a play feature but have since been discontinued)

Opportunity

- Existing play opportunities are limited and portable
- The proposed play enhancement would establish a lasting, site-integrated amenity that complements existing public art, encourages physical activity, and expands family-oriented recreation within Downtown Burleson without the addition of a traditional play feature.



Current Conditions: Existing Family-Oriented Amenities



Play Area Concept



Item A.



Play Area Concept: Proposed Play Features

•Nature-Inspired Playscape

- Organic layout integrated into the existing Plaza landscape.

•Concrete Embankment Slide

- Built into a landscaped mound to create an exciting yet low-profile play feature.

•Musical Play Elements

- Four interactive flower-themed musical instruments encouraging creativity and sensory play.

•Climbing & Balance Features

- Colorful molded play mounds and stepping elements promoting balance, coordination, and imaginative exploration.

•Inclusive Entry Feature

- Accessible transfer platform providing entry to the slide and play experience.

•Safety Surfacing

- Artificial turf safety surfacing with integrated play mound and impact attenuation.

•Nature & Public Art Integration

- Design incorporates colors inspired by the Plaza's existing public art while preserving the mature tree and blending into the surrounding landscape.



Play Area Concept:

- Encourages active play through climbing, balancing, sliding, and exploration.
- Promotes imaginative, creative, and sensory play with interactive musical elements.
- Inspired by the Plaza's existing public art, incorporating complementary colors and artistic design elements to create a cohesive, site-specific playscape.

Estimated Cost: \$93,246.46





PLAZA SHADE OPTIONS

Current Conditions: Existing Shade Availability

- Primary shade is currently limited to the covered picnic table and dining area.
- Tree canopy provides intermittent pockets of shade throughout portions of the Plaza but does not offer continuous coverage in primary gathering spaces.
- Much of the event lawn, promenade, and seating areas receive direct sunlight during peak daytime hours, particularly during the summer months.
- Visitors frequently seek shaded seating during community events and everyday use.

Opportunity

- Expand shade opportunities in high-use gathering areas while maintaining the Plaza's open character and flexibility for events.

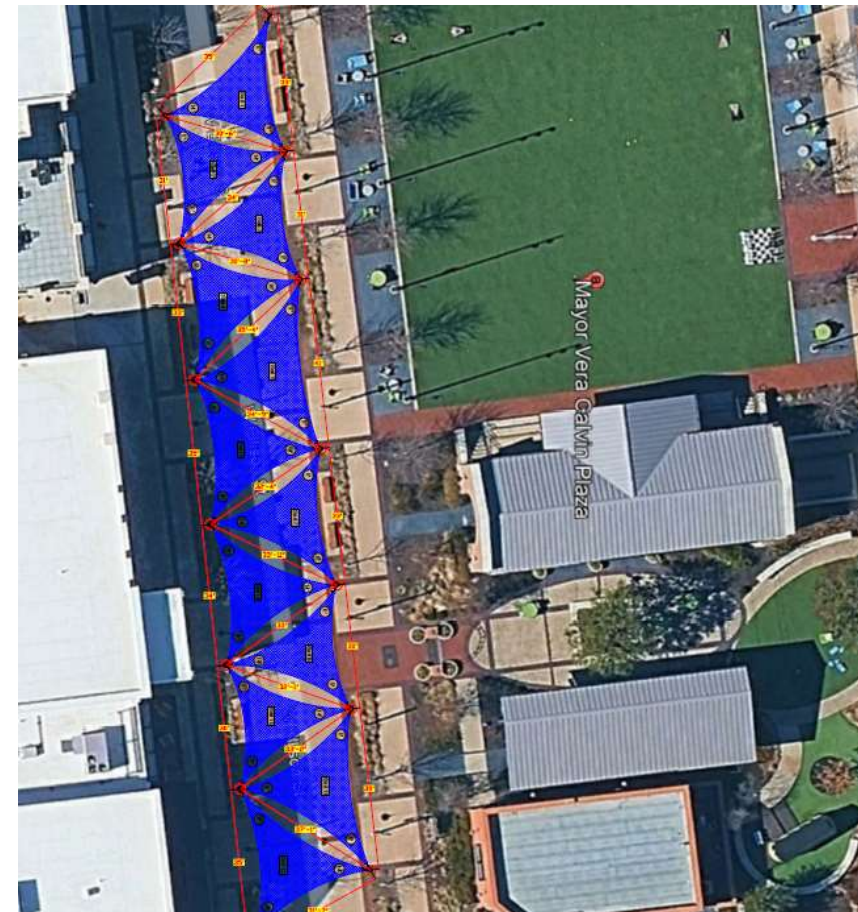


Current Conditions: Existing Shade Availability



Shade Option 1:

*Triangle Sail Shade System
Expanded Shade Coverage Along Ellison Street*



Shade Option 2:

Umbrella Shade over Benches



Shade: Additional Considerations

Option 1 – Triangle Shade Sails

Estimated Cost: \$296,499

Benefits:

- Provides the greatest amount of continuous shade along the Ellison Street promenade.
- Enhances pedestrian comfort during community events and everyday use.

Considerations:

- Highest-cost option
- Requires multiple support poles and engineered foundations.
- Changes the open character of the Plaza and may create a more enclosed feel.

Option 2 – Umbrella Shade Structures

Estimated Cost: \$51,810

Benefits:

- Provides targeted shade over high-use seating and gathering areas.
- Improves visitor comfort while maintaining the Plaza's open feel.
- Lower implementation cost and simpler installation.
- Maintains the open character and architectural aesthetic of the Plaza.

Considerations:

- Provides less overall shade coverage than the sail option.

Staff recommends Option 2 – Umbrella Shade Structures as it provides additional shade in the Plaza's highest-use seating areas while preserving the open character of the space and representing a significantly lower investment than the sail option.

Requested Action

- Feedback on proposed play area enhancements
- Feedback on shade options



Item A.

Feedback & Questions



Questions / Comments

Jen Basham

Parks and Recreation

jbasham@burlesontx.com

817.426.9201

Choose an item.

DEPARTMENT: Economic Development

FROM: Alex Philips, Economic Development Director

MEETING: July 15, 2026

SUBJECT:

Receive a report, hold a discussion, and provide recommendation to the City Council on potential replacements of the Mayor Vera Calvin Plaza Christmas tree. *(Staff Contact: Alex Philips, Economic Development Director)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
 Beautiful, Safe, & Vibrant Community	3.1 Encourage a clean and healthy community 3.2 Encourage placemaking and a sense of belonging 3.3 Enhance emergency response services 3.4 Ensure public safety equipment and personnel needs are being met 3.5 Continue community policing and risk reduction programs

SUMMARY:

The City's existing Christmas tree, which has been in service for the past five holiday seasons, has experienced significant wear and deterioration due to repeated installation, disassembly, storage, and exposure to seasonal weather conditions. In addition to its declining visual appearance, the tree's structural condition has become a growing concern. The City's current contracted installer has advised that the tree is in poor condition and may present a potential safety and liability risk if reused. The installer has further indicated that substantial repairs and ongoing maintenance would likely be necessary to ensure the tree remains structurally sound throughout another holiday season, with no guarantee of long-term reliability.

Replacing the existing tree will provide a safe, high-quality holiday display that enhances the appearance and festive atmosphere of the Mayor Vera Calvin Plaza. As one of the City's most recognizable seasonal attractions, the Christmas tree serves as the centerpiece for numerous community events, including the BTXMas Parade, the annual Tree Lighting Ceremony and Drone Show, and the Holiday Old Town Picture Show. Throughout the holiday season, the tree also functions as a popular gathering place and photo destination for residents and visitors,

contributing to increased activity in the Plaza and supporting local businesses by encouraging visitation to the surrounding downtown area.

RECOMMENDATION:

The committee's recommendation will be presented to City Council on August 3, 2026.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

FISCAL IMPACT:

None

STAFF CONTACT:

Alex Philips
Director of Economic Development
aphilips@burlesontx.com
817-426-9613



MVCP Christmas Tree Replacement

Community Services Committee

July 15, 2026

Summary of Request

Consider replacement options for the Christmas tree annually displayed within the Mayor Vera Calvin Plaza during the holiday season



Current Tree Overview

Item B.

- ☐ Purchased in 2020
- ☐ Purchase Price: \$39,700
- ☐ Height: 34 ft.

Annual/recurring costs

- ☐ \$16,000
 - Includes: install, takedown
& storage (*pricing as of Dec 2025*)

NOTE: Install & takedown requires a team of 6-8 contractors and 10-12 hours assembly time



Summary of Concerns

- ☐ Existing Christmas tree has been in service for five (5) holiday seasons and has experienced significant wear and deterioration.
- ☐ Repeated installation, disassembly, storage, and seasonal weather exposure have contributed to its declining condition.
- ☐ The City's contracted installer has determined the tree is in poor structural condition and has reached it's end of useful life.
- ☐ The tree's visual appearance has noticeably deteriorated, reducing its overall aesthetic appeal.

Benefits of Replacement

- ❑ Replacing the tree will provide a **safe, durable, and visually appealing** centerpiece for Mayor Vera Calvin Plaza.
- ❑ The replacement will preserve a popular community gathering place and photo destination for residents and visitors throughout the holiday season.
- ❑ A new tree will continue to support the City's signature holiday events, including:
 - BTXMas Parade
 - Annual Tree Lighting Ceremony and Drone Show
 - Holiday Old Town Picture Show
 - Holiday Farmer's Market

NOTE: Pricing included within this presentation is for the lease/purchase of tree only & *does not* include install, storage and takedown.

Tree Option 1- RGB Animated Christmas Tree

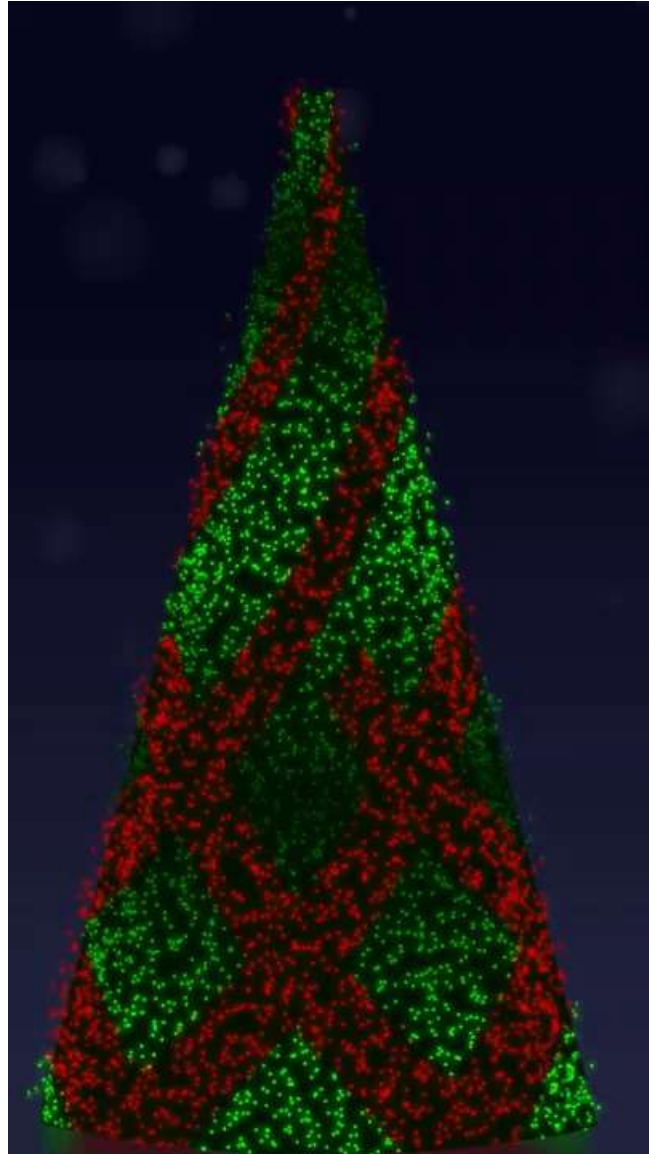
- ☐ Height Options: 28 ft./32 ft.
- ☐ Content package offers over 40 shows ranging from 1-4 minutes long
- ☐ Optional customizable package (\$300/logo)
- ☐ RGB Engineer on-site during install to program tree
- ☐ Tree installer/City staff will control preferred shows & daily timer
- ☐ Includes 3-year manufacturer warranty
- ☐ Expected service life of 10+ years with routine maintenance



RGB Pixel Pine tree at Dollywood

Tree Option 1- RGB Animated Christmas Tree

Videos provided by third party.
Additional video examples available by request.



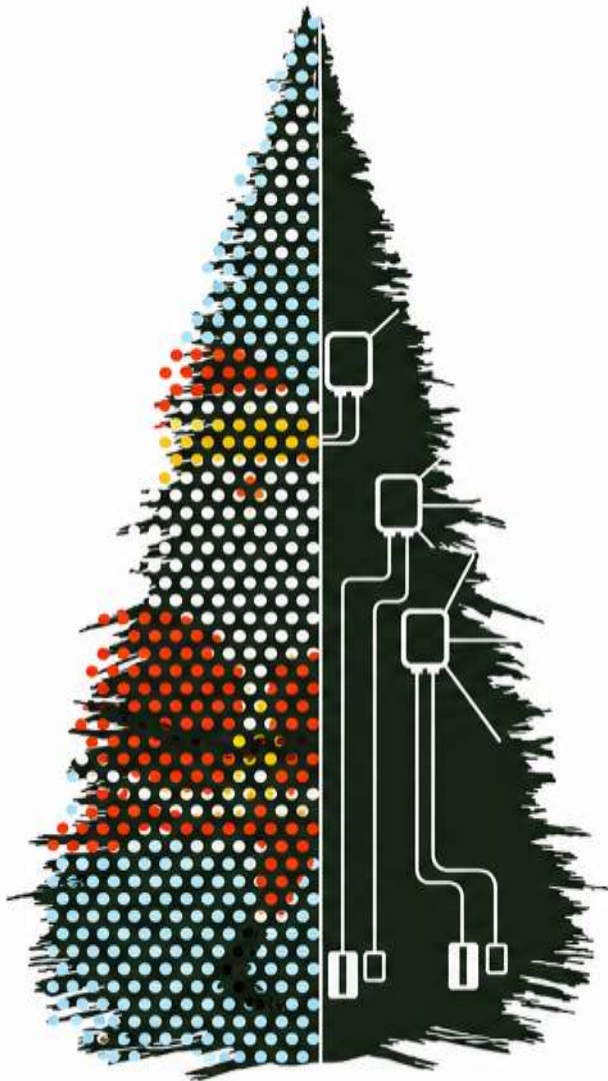
Click to view video representation of RGB Animated Tree



Item B.

Tree Option 1- RGB Animated Christmas Tree

Item B.



Steel Tower Tree Frame | Made in America

- 2ft Height Ring Sections of Powder-Coated American Steel
- Produced at S4 Decor in Oregon, USA



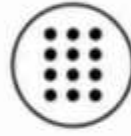
Pre-Lit Branches | Made in America

- 4ft x 2ft (HxW) Branches with Natural Layering & Colors
- Shipped & Stored on Pallet-Size Steel Branch Racks



Low-Voltage Power System

- All Power Supplies located at base of tree.
- No GFCI-Tripping – Show goes on in any weather.



S4i DOP System | Fully-Intelligent RGB LEDs

- Every Bulb, Any Color, Any Time. PLUS Isolated Bulb Failure.
- Patented DOP Tap System makes every branch interchangeable.



Proprietary S4i Pixel Pines Map

- 360-Degree, Seamless Canvas to Display Content
- There is no Bad Viewing Angle.



Interchangeable Parts & On-Site Spares

- All components are interchangeable & hot-swappable.
- Base Price includes on-site spares of every component.



INCLUDED: S4i Tech | On-Site Year 1

- Personalized, On-Site Installation Support & Training by an S4i Tech during first-year install
- Quickest, easiest, and cleanest RGB Tower Tree installation on market, year after year. You won't need us after Year 1!



Tree Option 1- RGB Animated Christmas Tree

Purchase Price:

\$114,172 (28 ft.)

\$150,628 (32 ft.)

3-Year Lease Price:

\$176,980 (28 ft.)

Breakdown:

Year 1: \$79,510

Year 2: \$48,735

Year 3: \$48,735

***Leasing not available for 32 ft. tree**



RGB Pixel Pine tree at Dollywood

Tree Option 2- LED Tower Tree

- ☐ Height: 30 ft.
- ☐ Tree includes individual branches lit with LED warm white mini lights
- ☐ Includes ornament package (6-8" round, colored ornaments) + 4 ft. 3D snow burst topper as shown
- ☐ Includes a 5-year manufacturer warranty
- ☐ Expected service life of 10+ years with routine maintenance
- ☐ NOTE: If purchased, storage, install, and takedown could be in-house if necessary/desired



Item B.

Tree Option 2- LED Tower Tree

Purchase Price:

\$51,820

3-Year Lease Price:

\$72,261

Breakdown:

Year 1: \$24,087

Year 2: \$24,087

Year 3: \$24,087



Item B.

Tree Option 3- Pre-lit Commercial Pine

Purchase Price:

\$14,585

- ☐ Height: 20 ft.
- ☐ Tree includes individual branches lit with 8,450 LED warm lights
- ☐ Available for purchase at Walmart.com
- ☐ Expected service life of 10+ years with routine maintenance
- ☐ NOTE: If purchased, storage, install, and takedown could be in-house if necessary/desired



Related expenses for consideration



Install/Takedown/Storage

- Non-animated/traditional
\$14,000-\$16,000 annually (approx.)
- RB animated pixel pine
\$17,000- \$22,000 annually (approx.)

Perimeter Fencing- *Optional*

- \$4,500
- Includes purchase of fencing, install, takedown & storage
- Annual price to decrease after initial purchase, beginning year 2.

Recommendation Considerations

Item B.

- Lease or Purchase of RGB Animated Christmas Tree
- Lease or Purchase LED Tower Christmas Tree
- Purchase Commercial Pre-lit Pine
- Other



Community Services Committee

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: July 15, 2026

SUBJECT:

Receive a report, hold a discussion, and provide recommendations to the city council regarding the updated Burleson Public Library Strategic Plan. *(Staff Contact: Sara Miller, Deputy Director-Library)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Focus Area 4	Strategic Goal
 Great Place to Live Through Expanded Quality of Life Amenities	4.2 Provide high-quality recreation opportunities, events, and facilities for residents 4.3 Provide outstanding cultural, educational, and entertainment opportunities

SUMMARY:

The purpose of this memo is to present the updated Burleson Public Library Strategic Plan.

The updated strategic plan, was built on extensive research and community input gathered as part of a multi-year planning effort. This plan will guide the library staff for the next 3 to 5 years in responding to evolving user needs and technological advancements to remain relevant, vital and responsive to community needs. It includes

- Statistical data and comparison to other libraries
- Adapting to space-related challenges
- Looking to the future
- About this plan/sources
- Community feedback
- Aligning with the City of Burleson's Strategic Plan
- Focus Area 1: Maximize use of the existing facility

- Focus Area 2: Strengthen access to collections and digital resources
- Focus Area 3: Enrich programs and outreach for all ages
- Measuring our success
- Implementation/workplan tasks

PROCUREMENT METHOD:

N/A

RECOMMENDATION:

Staff recommends approval as presented.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

- December 2025: Library Board

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller
Deputy Director-Library
smiller@burlesontx.com
817-426-9203



Library Strategic Plan

PRESENTED TO COMMUNITY SERVICES COMMITTEE

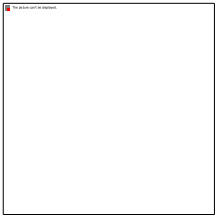
JULY 15, 2026

About this Plan

- First Burleson Public Library Strategic Plan was created by staff in 2021.
- This updated Strategic Plan was presented to Library Board in February 2026.
- Built on multi-year research & community input
- 2022: City of Burleson partnered with 720 Design for a needs assessment (data, benchmarking, site visits, engagement sessions & surveys)
- 2023: Library Master Plan and Facility Study developed; presented to City Council in Feb 2024
- Data sources: Savannah (Orange Boy), Koha ILS, Texas State Library & Archives Commission stats, U.S. Census, American Community Survey

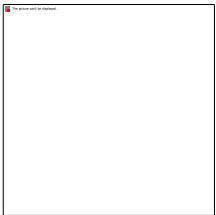


Burleson Public Library: FY2025 At-a-Glance



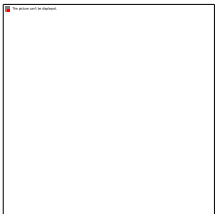
Community Growth & Families

Population 19,500 → 55,220 since 1996
Avg. household size 3.13
44.7% with children



Visitors

217,579 visitors (all-time-record)



Circulation

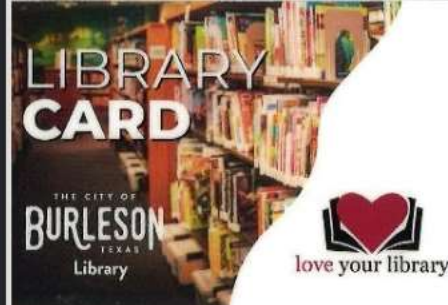
321,773 items checked out
28% digital





58,338

digital items available



Item C.

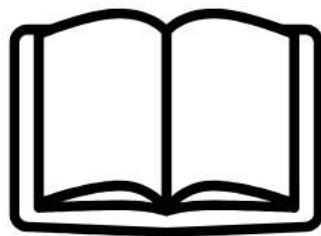
28%

of Burleson households
use a library card

open

60

hours per week



45,697

physical items in the collection

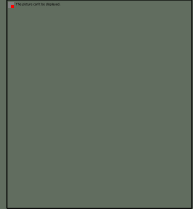
Volunteers gave

1,433 hours
of their time last year



610

programs offered



Play in the Family
Place Area



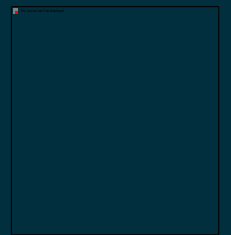
Use a computer



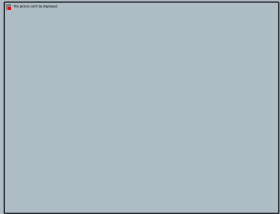
Connect to free Wi-Fi or
check out a hotspot



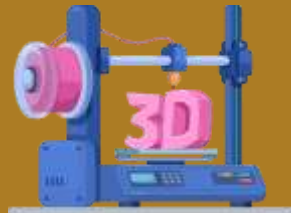
Print, scan or fax a
document



Apply for jobs



Get help with your
income taxes



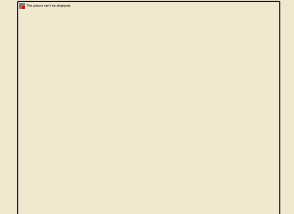
Create items on the
3D printer



Use a study room



Meet with a tutor



Join a book club



Attend a craft program



Bring a child to
Storytime



Explore local history



Learn simple cooking
for teens

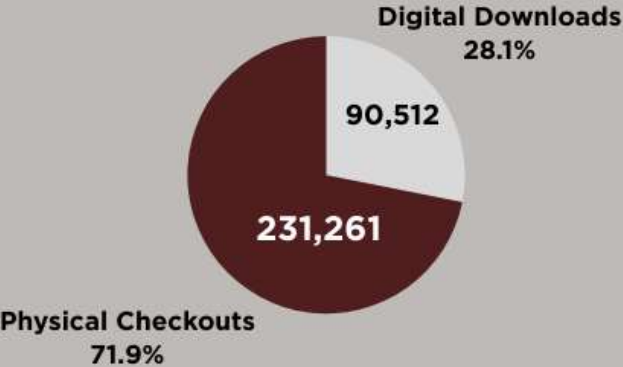


Work on a school
project

BY THE NUMBERS

While digital resources are very popular with Burleson library patrons, the library’s physical checkouts far exceed digital downloads.

FISCAL YEAR 2025 LIBRARY CHECKOUTS



HOW IS THIS DATA COLLECTED?

Koha, the Library’s integrated library system, collects data from physical checkouts at the service desk and the self-checkout kiosks. The Library’s three digital platforms (Libby, cloudLibrary and hoopla) collect data from digital downloads.



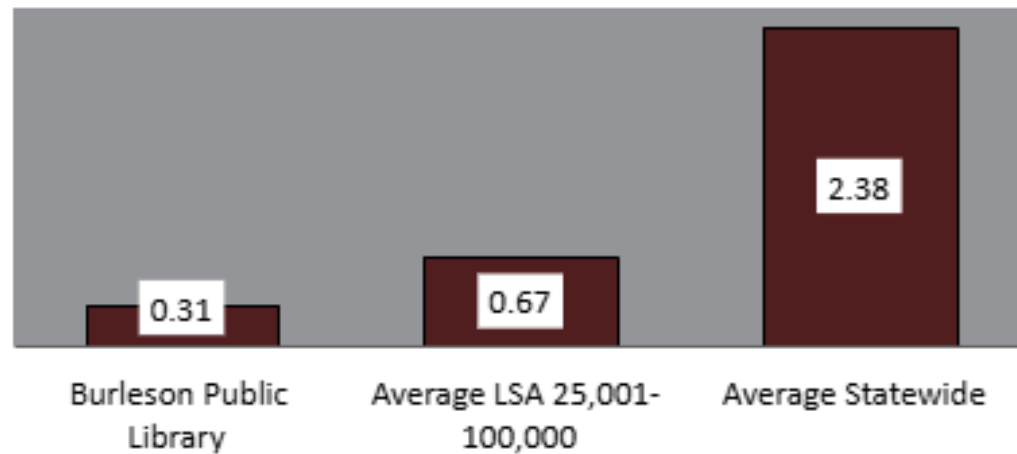
In FY2025, an average of **18,131** people visited the library each month.



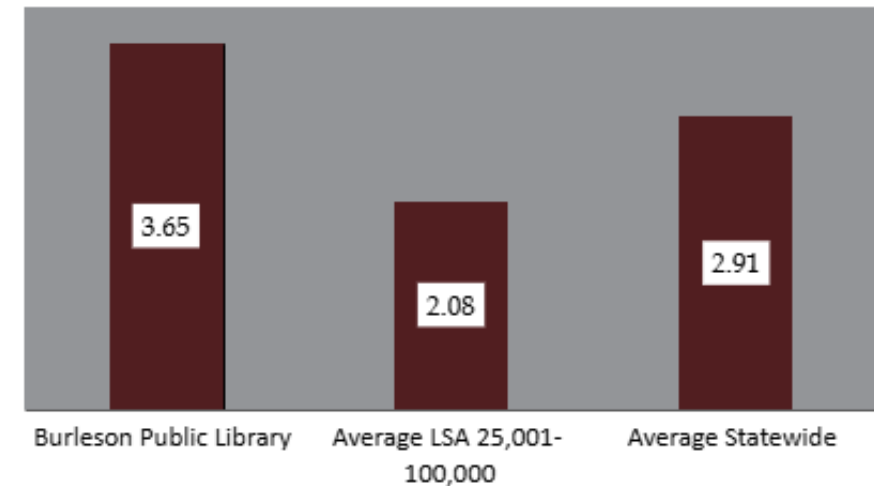
Digital downloads and physical checkouts both increased by 1 % from FY2024.

How do we stack up to other Texas libraries?

Library Square Footage Per Capita FY 2024



Library Visits Per Capita FY 2024



Adapting to Challenges: Public Spaces

The current facility, opened in 1996, was designed for a much smaller service population.

- Meeting room is often at capacity during library programs.
- Popular programs must be moved offsite, so families must make a separate trip to borrow books.
- Staff often limit marketing efforts to avoid exceeding capacity and turning away program attendees.
- Meeting rooms are rarely available for rental due to high demand for library programs.
- 3 study rooms are in constant use and do not meet demand for individual study spaces.
- Public seating is minimal, and study tables are often full.



Adapting to Challenges: Other Space Limitations

- Shelving can't expand without sacrificing public seating, limiting opportunities to grow the physical collection.
- Number of parking spaces meets city ordinances but does not align with library best practices. As a result, parking can be difficult to find during peak hours.
- Staff workspaces are small and can't be expanded for additional employees.

Overall, space limitations limit the growth of services, programs, and collections despite strong community demand.



Adapting to Challenges: Steps Taken

- Programs regularly held offsite at the Plaza, Senior Center, Russell Farm, parks, etc. to expand capacity
- Evening and Saturday Storytimes added to meet demand
- Mobile shelving installed, allowing spaces to be reconfigured for events
- New public furniture replaced oversized six-seat tables with a mix of flexible seating
- Staff workroom remodeled with modular furniture for more flexibility
- Several public desktop computers removed in response to declining usage, freeing up tables for laptops with improved access to power outlets
- Two service desks were consolidated into a single desk, creating more room for self-checkout and hold pickup
- Built-in desk removed to expand Family Place play area
- Garden enhanced with picnic tables and activities
- eBooks and audiobooks widely promoted to supplement the physical collection
- Reading Rover outreach vehicle added to take services and programs out into the community
- Paperback racks removed to create space for more seating

Looking to the Future



These improvements reflect the library's ongoing commitment to innovation and adaptability, even within the constraints of its physical space.

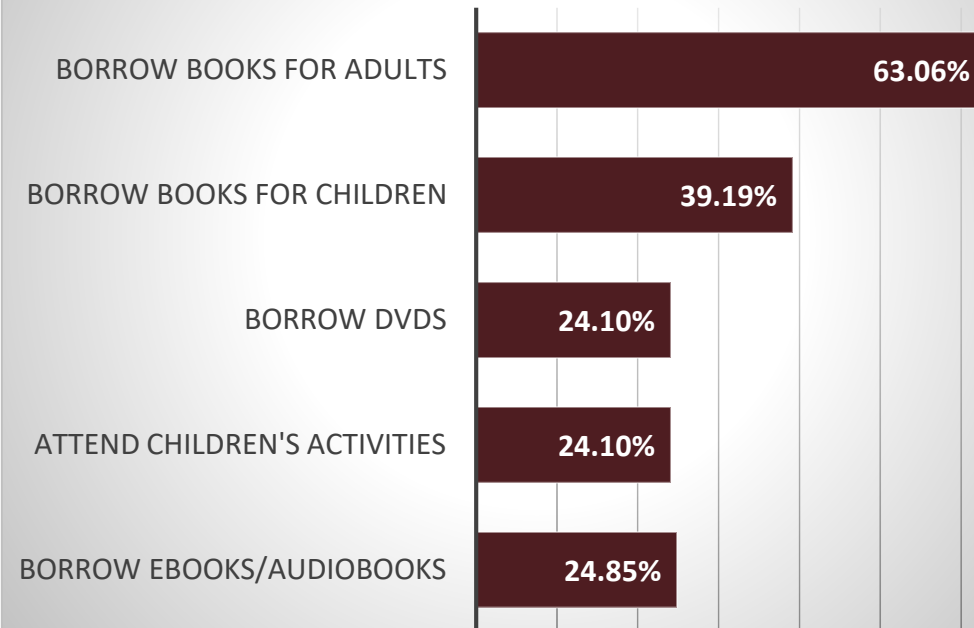
Continued investment in facilities and infrastructure will be essential to support the library's ability to grow alongside the community it serves.

Assessing Strengths & Challenges: Community Feedback

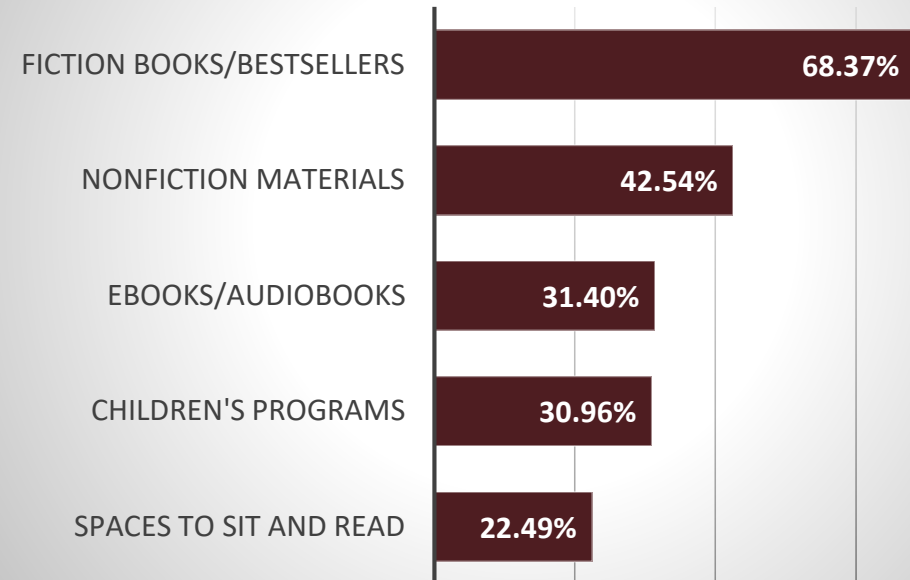
- Community engagement conducted May 2022 as part of the facility study
- Methods: 3 public meetings + online survey (May 1-31)
- Extensive outreach: social media, newsletters, flyers, Senior Activity Center, Mayor's Youth Council
- ~450 participants, including both library users & non-users

Result: valuable insight into community perceptions, expectations, and unmet needs.

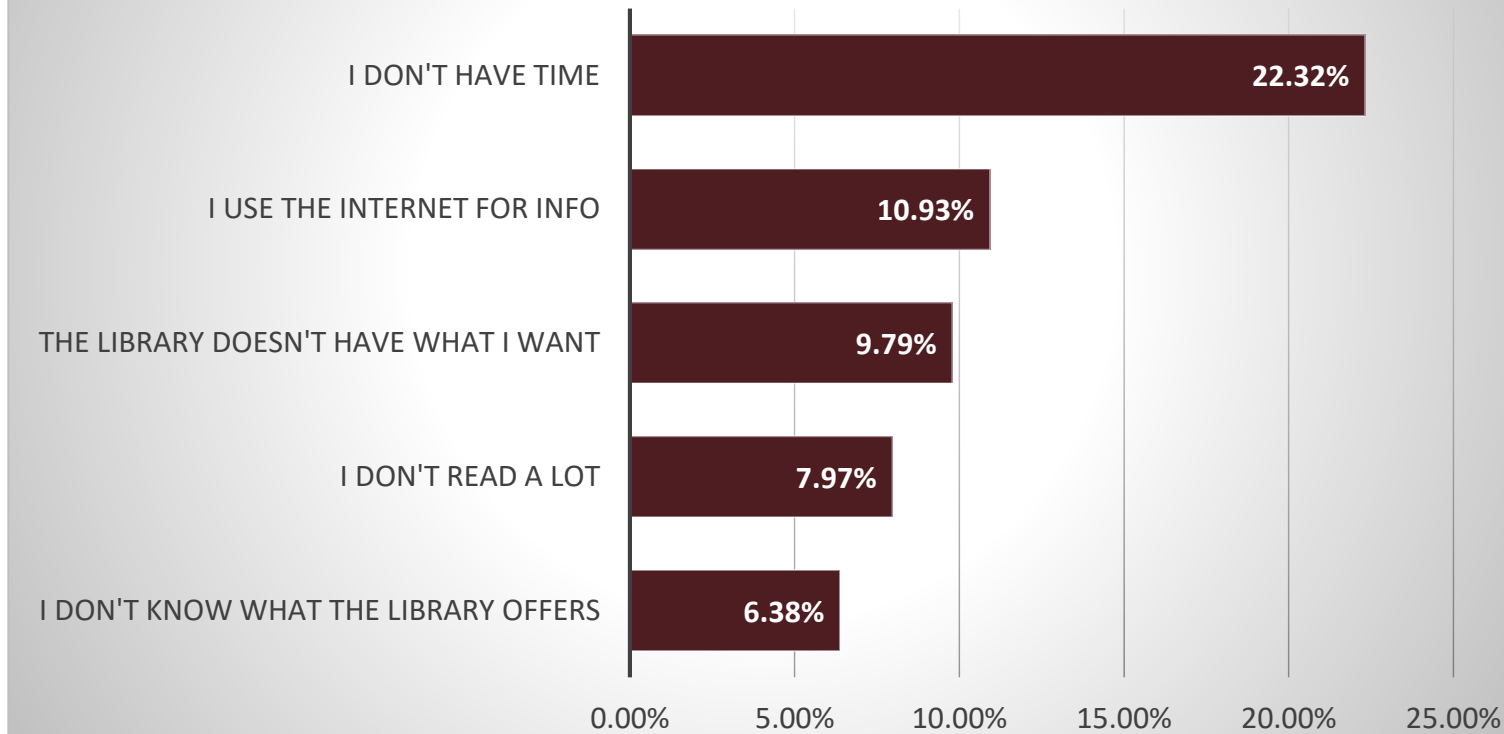
If you are a library user, why do you go to the library?



Which library services are the most valuable to you?



What is the primary reason you do not use the library more often?



“Other” reasons listed:

- I live out of town, cost is high
- I am too busy
- Not enough Kindle and audiobooks
- Not enough new books
- Not enough activities for adults
- I buy my books
- Too far away to walk/ride bikes
- Activities are too crowded
- Library is too noisy
- Too many kids in the library
- Library is too small and outdated
- Not enough financial newspapers and investment materials

Overall Satisfaction

Early Literacy:

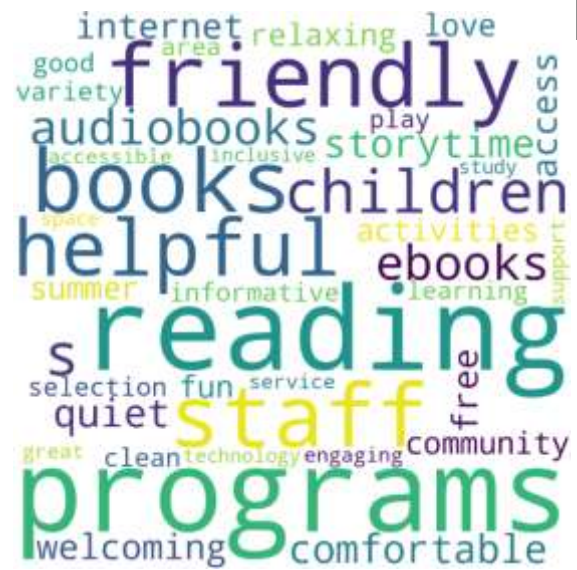
“The library was essential in raising our children to be readers.”

“Storytime is so important to our children...it boosts their confidence in learning to read and engages them in the magic of stories.”

Community Space:

“It’s a free place to go with the kids for an afternoon.”

“I love coming in to work on my laptop and check out books—it’s my quiet space.”



Technology:

“I love the Playaways—I’m on the road a lot and they’re perfect for me.”

“Please continue building your ebook and audiobook services—they’re a lifeline for busy families and commuters.”

What can the library do to improve services for you or your family?

COLLECTION DEVELOPMENT

- More new releases, Christian fiction, audiobooks and diverse books
- More eBooks and audiobooks
- Expand the children's and homeschool collections

TECHNOLOGY & ACCESS

- Enhance online service (account tools, easier eBooks)
- Expand access to computers, Playaways, and technology classes
- New resources (recording studio, Shutterfly/photo book workshops)

PROGRAMS & SERVICES

- More children's programs on evenings and weekends
- More teen activities, homeschool programs and adult classes
- More events for toddlers and babies

MARKETING & COMMUNICATION

- Better promotion of programs through social media and in-library signage
- Some patrons were unaware of services like interlibrary loan, digital access, or events

FACILITIES & SPACES

- Requests for a larger facility to support a growing population
- More quiet areas, study spaces and comfortable seating
- Suggestions included a children's play area, coffee bar and sensory rooms

ACCESS & POLICY

- Many comments asked for free non-resident cards
- Others suggested longer hours or outreach/partnerships with local schools

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.

By **maximizing use of the current facility**, the library honors its role as a trusted community space while adapting to meet modern needs.

Expanding access to collections and digital resources ensures residents can learn and grow in ways that reflect both tradition and innovation.

Through **enriched programming and outreach for all ages**, the library supports Burleson's commitment to being a great place to live, learn, work, and play—offering lifelong opportunities that evolve with the community it serves.

Focus Area One: Maximize Use of the Existing Facility

Objectives

- Continue to optimize furniture and layout to increase seating, improve comfort, and accommodate both individual and group activities.
- Use flexible furnishings to allow areas to serve multiple purposes throughout the day.
- Evaluate and prioritize space use regularly to ensure alignment with changing community demands and service goals.

Workplan Tasks

- Light fixtures should be updated with LED lamps*
- Replace public computers with laptops for in-house checkout*
- Remove unused physical media (DVDs, audiobooks) to free up shelving for other higher-demand collections
- Refresh public restrooms

**Recommendation from the 2023 library needs assessment*



Focus Area Two: Strengthen Access to Collections & Digital Resources

Objectives

- Increase investment in high-demand materials, including new releases, audiobooks, and digital content.
- Improve discoverability of library materials with user-friendly catalog tools and enhanced digital platforms.
- Develop collections that reflect community interests, including inspirational fiction, homeschool resources, large print books, and culturally diverse titles.

Workplan Tasks

- Replace picture book shelving with browsing bins*
- Reduce CD/DVD/Blu-Ray budget to shift more funds toward digital content
- Reorganize picture book collection to make browsing easier, shelf by category instead of author (i.e. animals, dinosaurs, trucks, etc.)
- Create a children's catalog in Aspen

**Recommendation from the 2023 library needs assessment*



Focus Area Three: Enrich Programs & Outreach for All Ages

Objectives

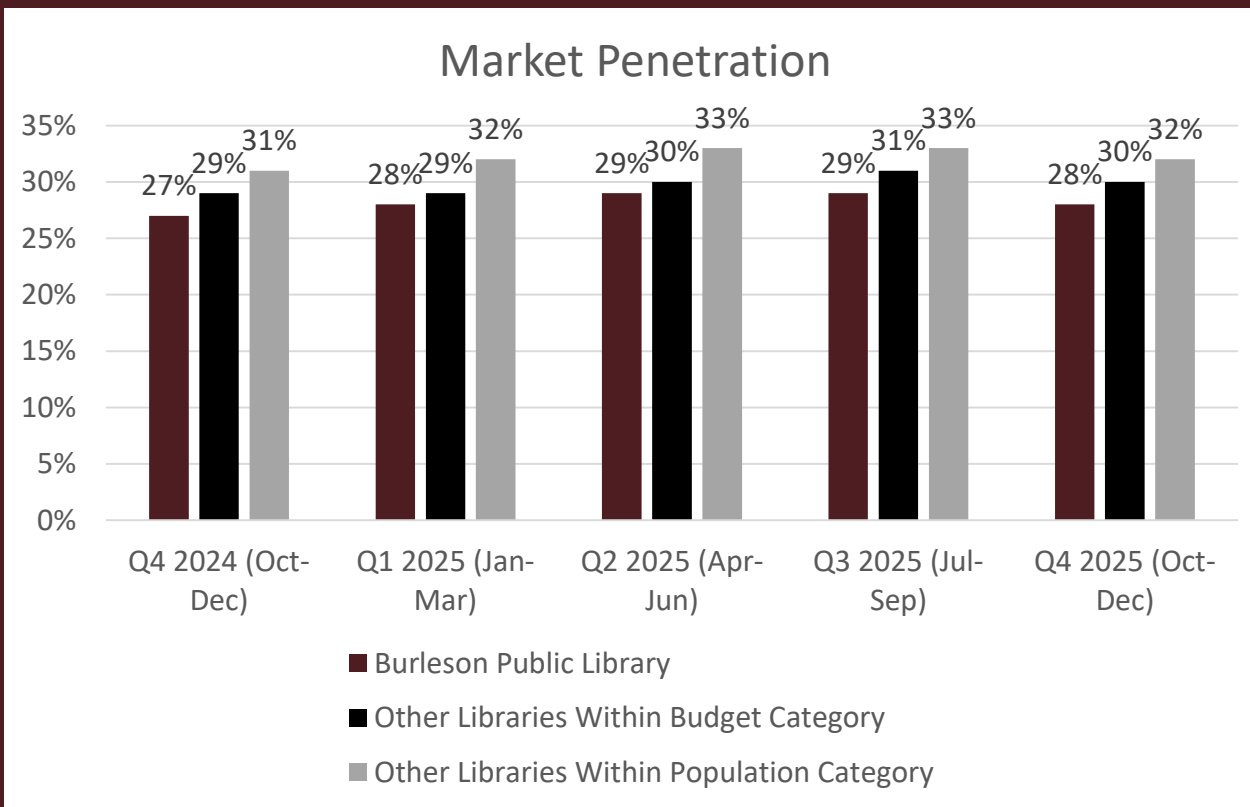
- Diversify and expand programming for all age groups, including evenings and weekends.
- Support early literacy and youth engagement through robust Storytime offerings, school partnerships, and expanded summer reading.
- Launch targeted outreach efforts for underserved populations.
- Enhance promotion of library services and events through social media, newsletters, and in-library signage.

Workplan Tasks

- Establish monthly lobby stops with senior living communities
- Add a part-time outreach specialist to the library staff
- Create pop-up programs outside the library for all ages
- Hold library card signup events in underserved areas



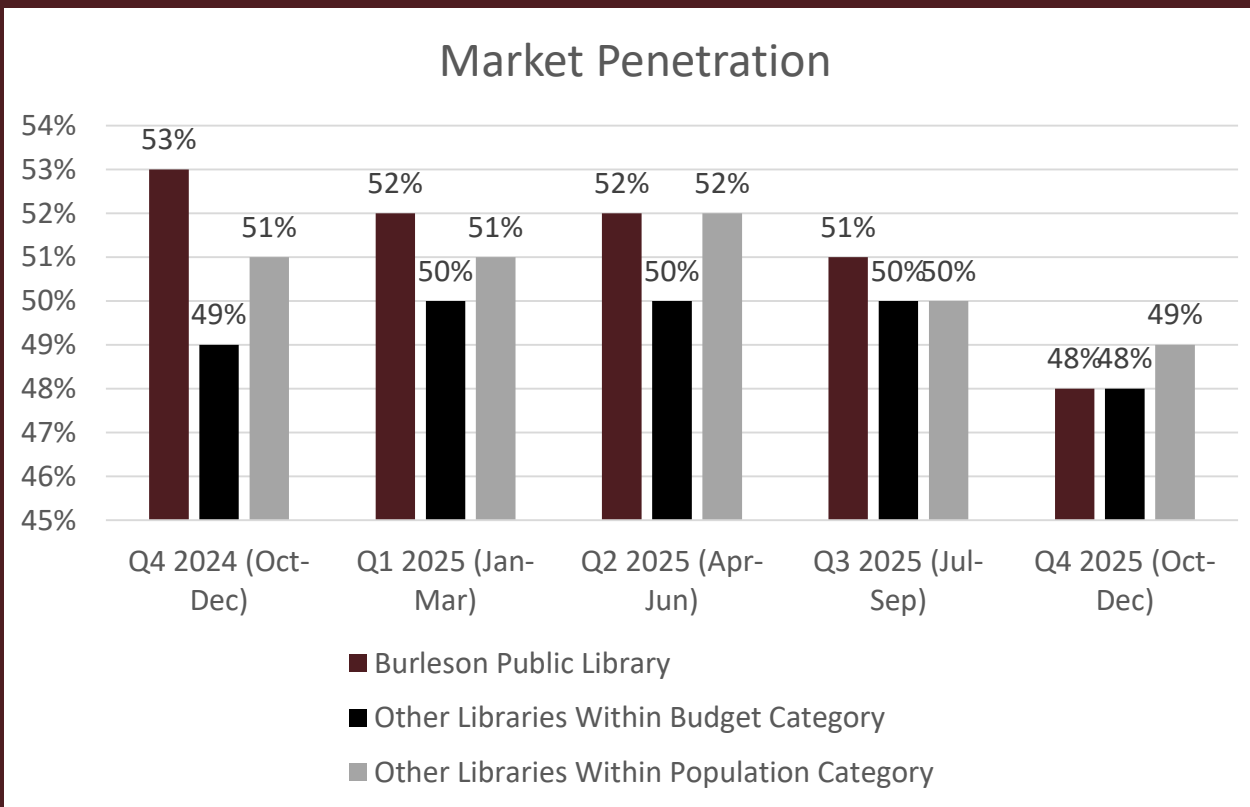
Measuring Success: Market Penetration



Market penetration is the calculation of a library's reach throughout the community and indicates how much of the service area is engaged with the library. It provides an estimated percentage of households that have at least one active library card—the larger the percentage, the broader the library's reach.

Goal: increase market penetration to 30% of households in Burleson with an active library user.

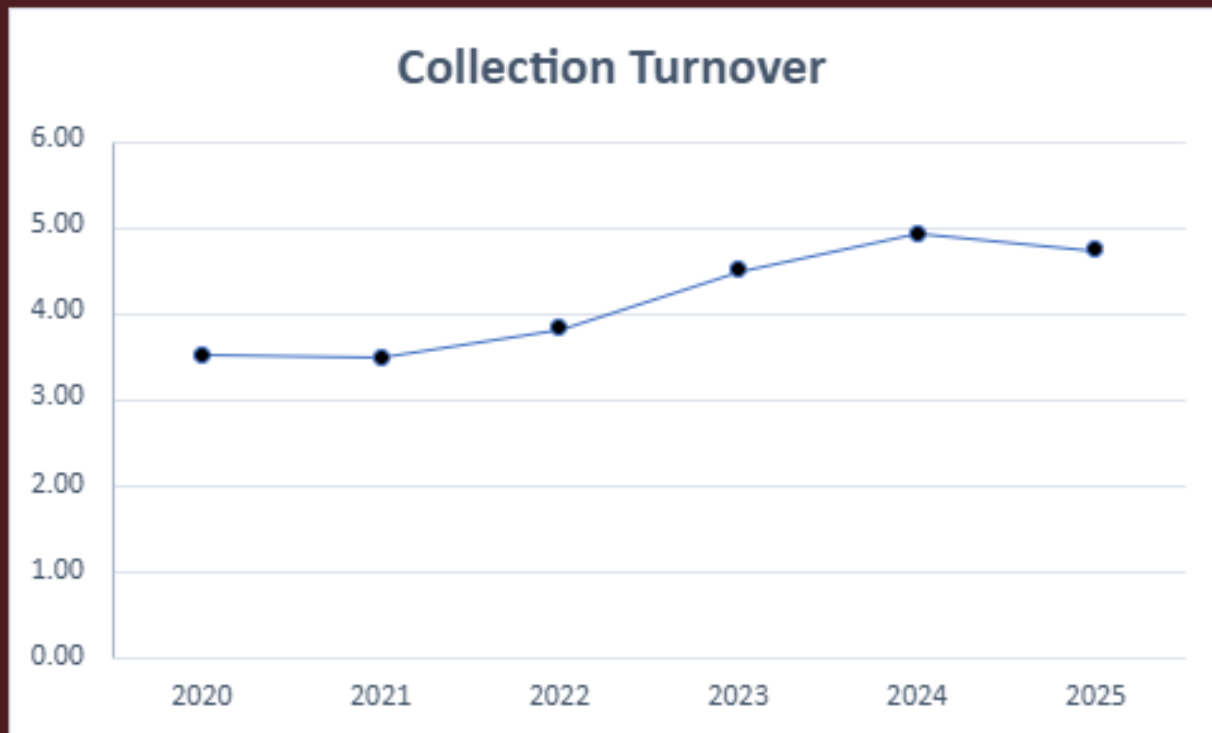
Measuring Success: New Cardholder Retention



New Cardholder Retention is the percentage of new cardholders who remain active library users more than a year after signing up. It demonstrates the library's ability to keep their new users engaged over time.

Goal: maintain new cardholder retention at a minimum 53% of users remaining active after one year.

Measuring Success: Collection Turnover



Collection Turnover measures the average number of times each item in the library's collection is checked out during a given period, typically a year. This metric provides valuable insight into how effectively the library's collection is being used. A higher turnover rate indicates that materials are being actively borrowed and are meeting the needs and interests of the community.

Goal: maintain collection turnover at a minimum of 5.0 checkouts per item in the library's collection.

Implementation

Work Plan Task	Projected Start Date	Work Plan Task	Projected Start Date
Remove unused physical media (DVDs, audiobooks) to free up shelving for other higher-demand collections	In Progress	Establish monthly lobby stops with senior living communities	Completed
Create pop-up programs outside the library for all ages	In Progress	Hold library card signup events in underserved areas	In Progress
Refresh public restrooms	Fall 2026	Reduce CD/DVD/Blu-Ray budget to shift more funds toward digital content	Fall 2026
Add a part-time outreach specialist to the library staff	Fall 2027	Replace public computers with laptops for in-house checkout	Fall 2027
Create a children's catalog in Aspen	Spring 2027	Replace picture book shelving with browsing bins	Spring 2028
Reorganize picture book collection to make browsing easier, shelving by category instead of author	Spring 2028	Update light fixtures with LED lamps	Fall 2028

Questions / Comments

Sara Miller

Deputy Director-Library

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817.426.9203

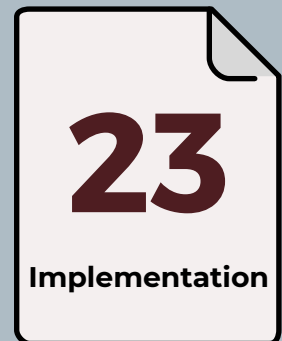
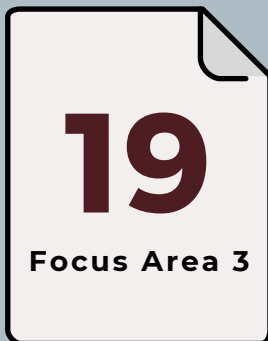
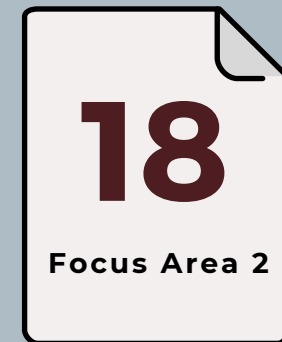
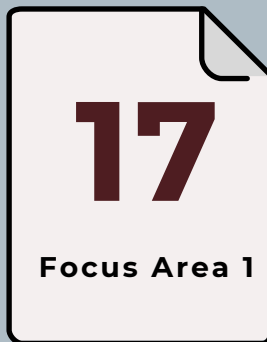
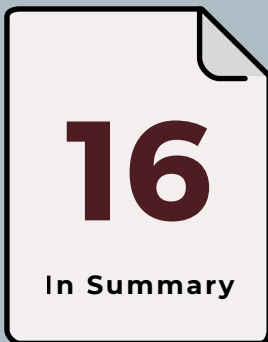
THE CITY OF
BURLESON
TEXAS

Library

STRATEGIC PLAN



TABLE OF CONTENTS



The Library

AN INTRODUCTION

Since opening at its current location in 1996, the Burleson Public Library has been a cornerstone of the community. At that time, the city's population was approximately 19,500. Today, the **library's service area has grown to 55,220 residents**, and the library continues to serve as a vital resource for learning, connection, and enrichment.

Burleson is a family-oriented community, with demographic data showing a high proportion of households with children. The average household size in Burleson is 3.13—higher than the Texas average of 2.86 and the national average of 2.6. Additionally, 44.7% of Burleson households include children under the age of 18, compared to 36.8% in Texas and 32.8% nationally. (Source: U.S. Census Bureau, 2010; updated annually by the American Community Survey.)

In FY 2024, the library welcomed
a record-breaking
201,769 visitors.

A total of

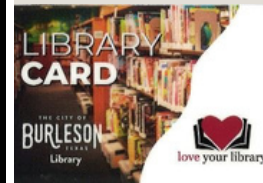
310,725 items were
checked out.

Digital materials make up 26% of total circulation and overall circulation increased by 7% compared to FY 2023. About 29% of households in the service area actively use a Burleson library card, and staff hosted 632 programs throughout the year, including book clubs, craft programs, and meetups centered around shared interests.





57,632
digital items available

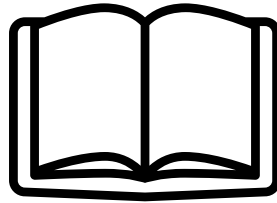


Item C.
29%
of
Burleson households
use a library card

open

60

hours per week



50,260
physical items in the collection

Volunteers gave
1,041 hours
of their time last year



632

programs offered last year

The Burleson Public Library is

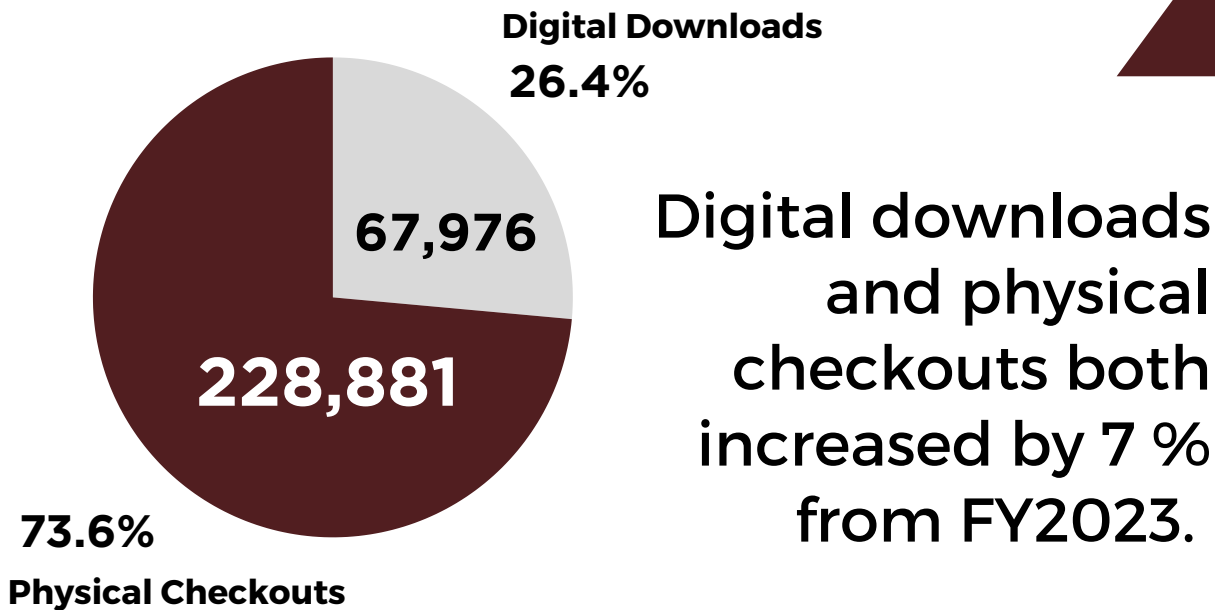
MORE THAN BOOKS

Community members come to play in the Family Place play area, use public computers, connect to free Wi-Fi, or check out a mobile Wi-Fi hotspot. Others visit to print, scan, or fax documents; apply for jobs; get help with income taxes; or create items on the 3D printer. Study rooms provide space for tutoring, meetings, or quiet work. Whether attending a Storytime, exploring new technology, or simply enjoying a welcoming place to spend time, residents rely on the library as an essential part of life in Burleson.

By the Numbers

While digital resources are very popular with Burleson library patrons, the library's physical checkouts far exceed digital downloads.

FISCAL YEAR 2024 LIBRARY CHECKOUTS



HOW IS THIS DATA COLLECTED?

Koha, the Library's integrated library system, collects data from physical checkouts at the service desk and the self-checkout kiosks. The Library's three digital platforms (Libby, cloudLibrary and hoopla) collect data from digital downloads.



IN FY 2024,

An average of

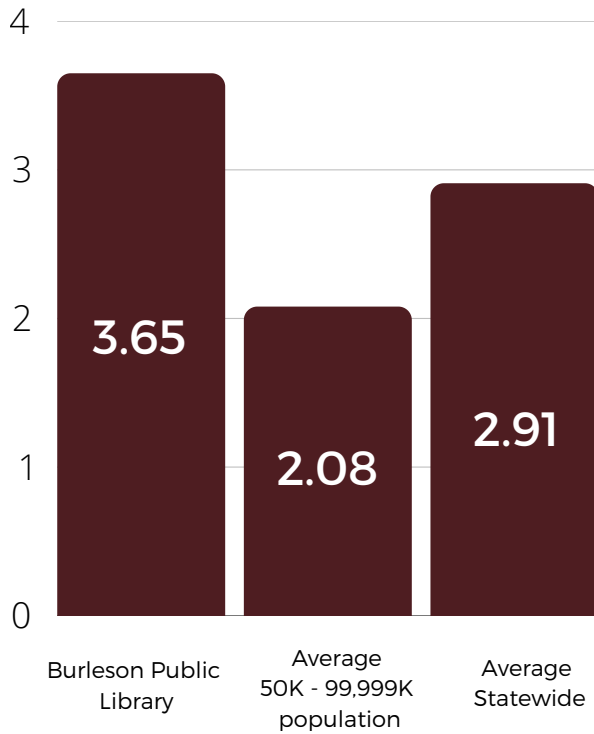
16,814

people visited the library per month

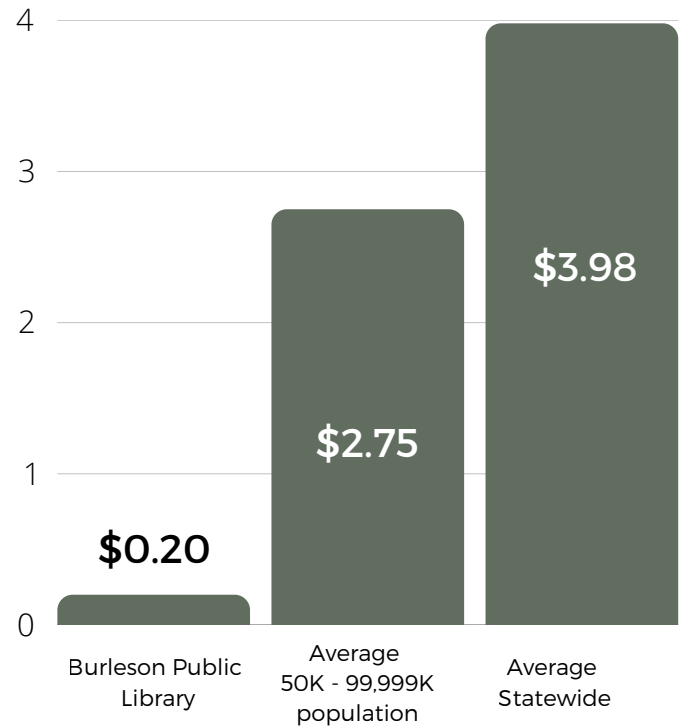
Charts & Graphs

DATA

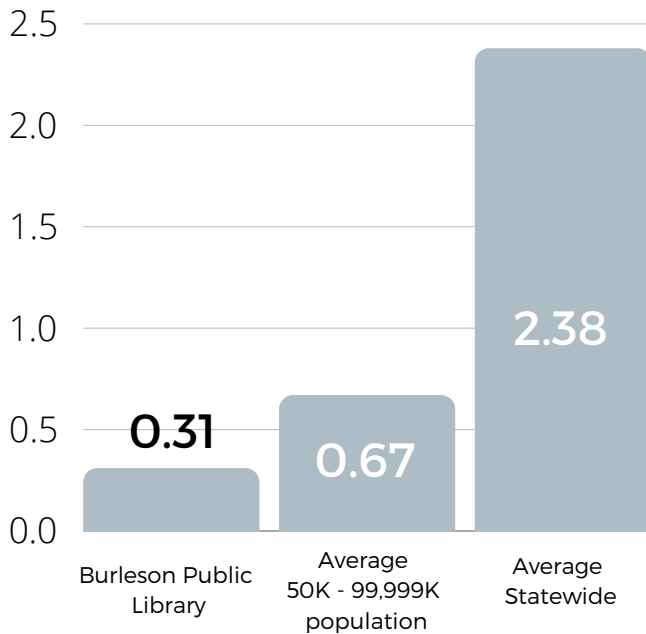
Library Visits Per Capita LFY 2024



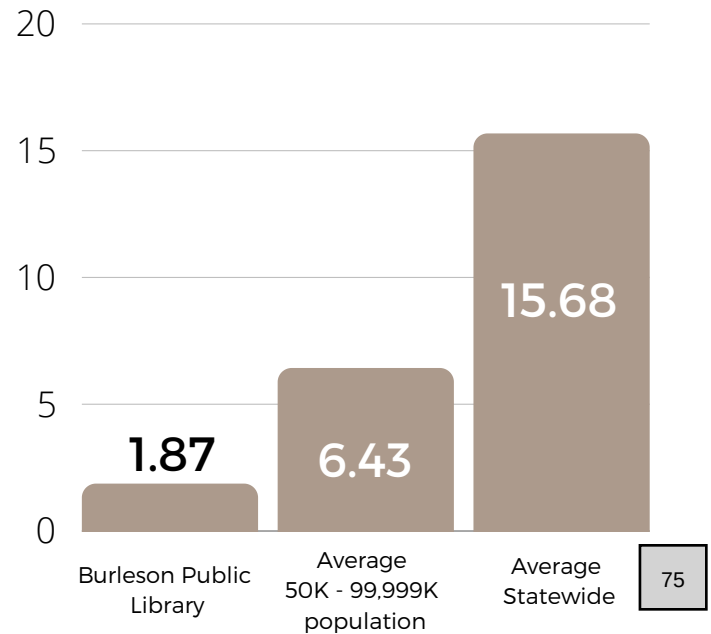
Physical Material Expenditure per Physical Circulation LFY 2024



Library Square Footage Per Capita LFY 2024



Collection Total Items Per Capita LFY 2024



Adapting to challenges

While the Burleson Public Library enjoys strong community support and consistently high user satisfaction, it also faces space-related challenges that impact its ability to fully meet the needs of a growing population.

THE CURRENT FACILITY, OPENED IN 1996, WAS DESIGNED FOR A MUCH SMALLER SERVICE POPULATION.

Today, programs such as Story Time often fill the small meeting room to capacity, and our library's meeting room is too small to accommodate Summer Reading Club crowds, forcing many events offsite at locations like city parks, the BRiCK parking lot, the Senior Activity Center, and Russell Farm. While offsite programs serve more families, they are not ideal. When events are held elsewhere, families must make a separate trip to the library to borrow books, which can be inconvenient and may reduce participation in summer reading challenges. Other popular programs have been moved off site, including:

- Black History Month with Opal Lee
- Jigsaw Puzzle Contests for Adults
- Read This! Mini-Conference with Local Authors
- Tiny Tots Dance Party
- Friends of the Library Craft Fair





Marketing library programs comes with unique challenges. It is not always possible to promote events widely—especially on social media—because of the possibility of exceeding capacity and turning away program attendees. To balance outreach with capacity, programs are carefully chosen for marketing efforts, ensuring that programs don't unintentionally exceed the limits of crowded meeting spaces.

There is public interest in renting library meeting rooms, but due to the high demand for library programs, they are rarely available for rental. While the city's fee schedule allows rental of these spaces, the rooms are almost always in use for library events, leaving little opportunity for outside groups to book them. The library's three first-come, first-served study rooms are also in constant use and do not meet the demand for individual quiet study spaces.

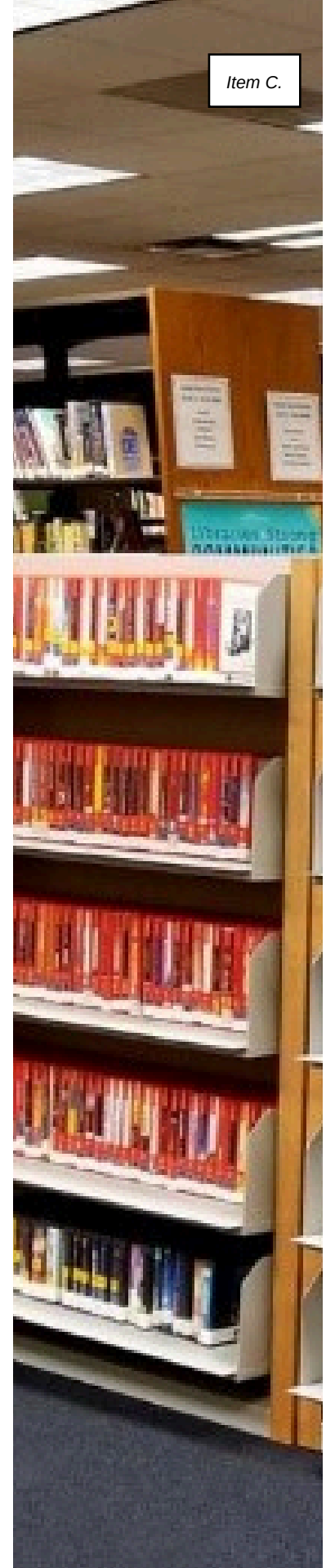


Limited space also affects individual use of the library. Public seating is minimal, and study tables are often full. The library's shelving cannot be expanded without sacrificing gathering or seating areas, which limits opportunities to grow the collection. Parking is another concern: while the number of parking spaces meets the City's ordinance requirements, it does not align with library best practices. As a result, parking can be difficult to find during peak hours or family programs.

Behind the scenes, staff workspaces are small and cannot be expanded to accommodate additional employees, even as service demands increase. These limitations affect the library's ability to grow its services, collections, and programming in step with community needs.

DESPITE THESE CONSTRAINTS, LIBRARY STAFF HAVE TAKEN CREATIVE AND PROACTIVE STEPS TO BETTER SERVE THE COMMUNITY WITHIN THE CURRENT FACILITY:

- Library programs are **regularly held offsite** at Mayor Vera Calvin Plaza, the Senior Activity Center, Russell Farm, the BRiCk, city parks, and local businesses to expand capacity and accessibility.
- **Evening and Saturday Storytimes were added** to meet demand, sometimes offering up to five Storytimes per week.
- **Mobile shelving** was installed in the media and juvenile fiction areas, allowing spaces to be reconfigured quickly for events.
- Two separate service desks were **consolidated into a single desk**, creating more room for self-checkout and hold pickup.
- A built-in desk was removed from the children's area to **expand the Family Place Play Area**.
- The outdoor library garden was **enhanced with picnic tables** and activity stations to create more usable space for visitors.
- eBooks and audiobooks have been widely promoted to **supplement the physical collection** and ease pressure on shelving capacity.
- **New public furniture** replaced oversized six-seat tables with a mix of flexible seating—club chairs, pods, two-seat tables, and taller tables with power outlets. Many are on casters and can be easily moved for programs or events.
- The **Reading Rover**, a dedicated programming and outreach vehicle, allows staff to take **library services out into the community** and increase offsite offerings.
- The staff workroom was remodeled with modular furniture to allow for more flexible and efficient use of space.
- Paperback racks were removed to create **more space for public seating**.
- Several **public desktop computers were removed** in response to declining usage, freeing space for patrons to use their own devices with improved access to power outlets.



Item C.

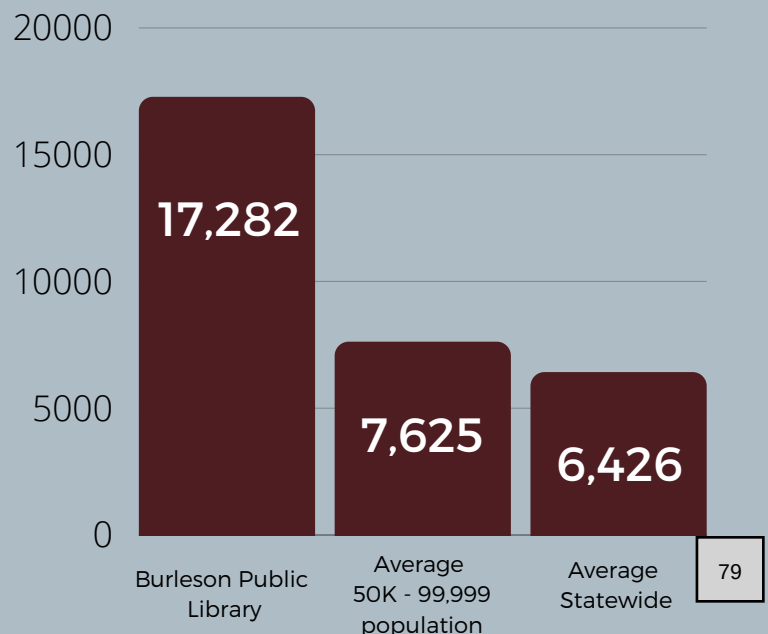


Looking to the Future

These improvements reflect the library's ongoing commitment to innovation and adaptability, even within the constraints of its physical space. Looking ahead, continued investment in facilities and infrastructure will be essential to support the library's ability to grow alongside the community it serves.

This Strategic Plan was created to guide the organization for the next 3 to 5 years in responding to evolving user needs and technological advancements to remain relevant, vital and responsive to community needs.

Library Visits per Paid Staff
LFY 2024



About this Plan

This strategic plan builds on extensive research and community input gathered as part of a multi-year planning effort. In 2022, the City of Burleson partnered with 720 Design to complete a comprehensive needs assessment for the Burleson Public Library. This process was developed in close consultation with library staff, community members, library users, and key stakeholders. It included data analysis, benchmarking against peer libraries, site visits to other public libraries in the Dallas-Fort Worth area, and a series of community engagement sessions and surveys.



In 2023, 720 Design expanded on this foundation to develop a Library Master Plan and Facility Study. This plan identified current and future space needs, program priorities, and opportunities to expand library services. The final study was presented to the Burleson City Council in February 2024.

A variety of data sources were used to inform this strategic plan. Much of the library-specific data was drawn from the Savannah platform by OrangeBoy and the library's Koha integrated library system (ILS), which provide detailed insights into customer usage and borrowing patterns. Additional information came from the Texas State Library and Archives Commission's Public Library Statistical Data, the U.S. Census Bureau, and the American Community Survey. Together, these tools provided a clear and comprehensive picture of the library's current performance, community needs, and future opportunities.

Indicator	Total Value of Service Area	Comparison to State	Comparison to National Average
Active Customers (used the library in past 12 months)+	8,070	-	-
Active Households+	6,499	-	-
Average Household Size^	3.38	3.26	3.09
Population Age 16+ Currently Working^	67%	62.60%	60.60%
Households Below the Poverty Level^	8.10%	13.70%	12.50%
Without Health Care Coverage^	10.80%	16.40%	7.90%
Children under 18^	29.60%	24.70%	21.70%
Seniors over 65^	12.50%	13.80%	17.70%
Median Age^	34.9 years old	35.9 years old	39.2 years old
Median Household Income^	\$94,162	\$75,780	\$77,719
Bachelor's Degree or Higher^	30.80%	34.20%	36.20%
Language other than English spoken at home^	11.90%	35.40%	22.50%
Homeownership Rate^	71.3% of households	62.6% of households	65.2% of households
Total Housing Units*	17,545	11,589,324	140,498,736
School Enrollment^	85% of eligible population	70.5% of eligible population	67.8% of eligible population
Average travel time to work^	30.3 minutes	27.2 minutes	26.8 minutes
Total Households^	17,504	11,260,645	131,332,360
Total Population*	47,641	29,145,505	331,449,281

*2020 Decennial Census

^2023 American Community Survey 5-Year Estimates

+Orange Boy Savannah Data for Burleson Public Library

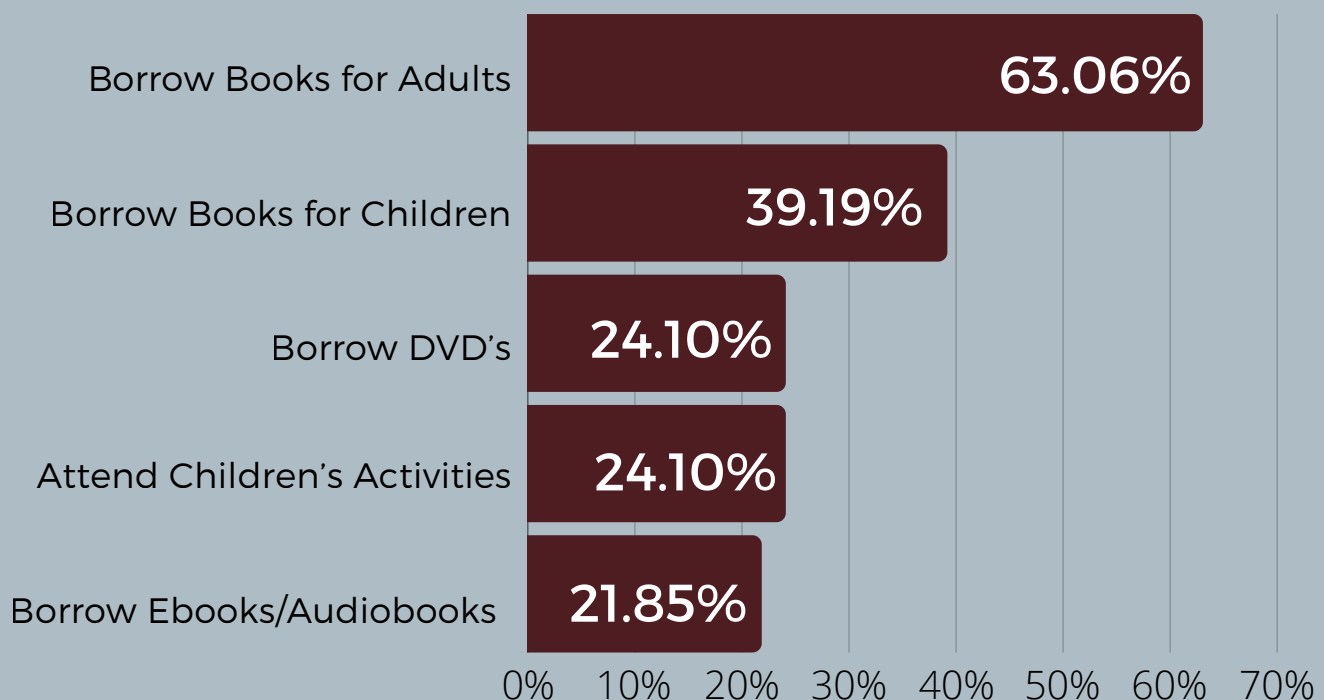
Strengths & Challenges

Part of the strategic planning process centered on feedback from the community. The community engagement portion of the facility study, conducted in May 2022, was designed to ensure that a broad range of voices—library users and non-users alike—were heard.

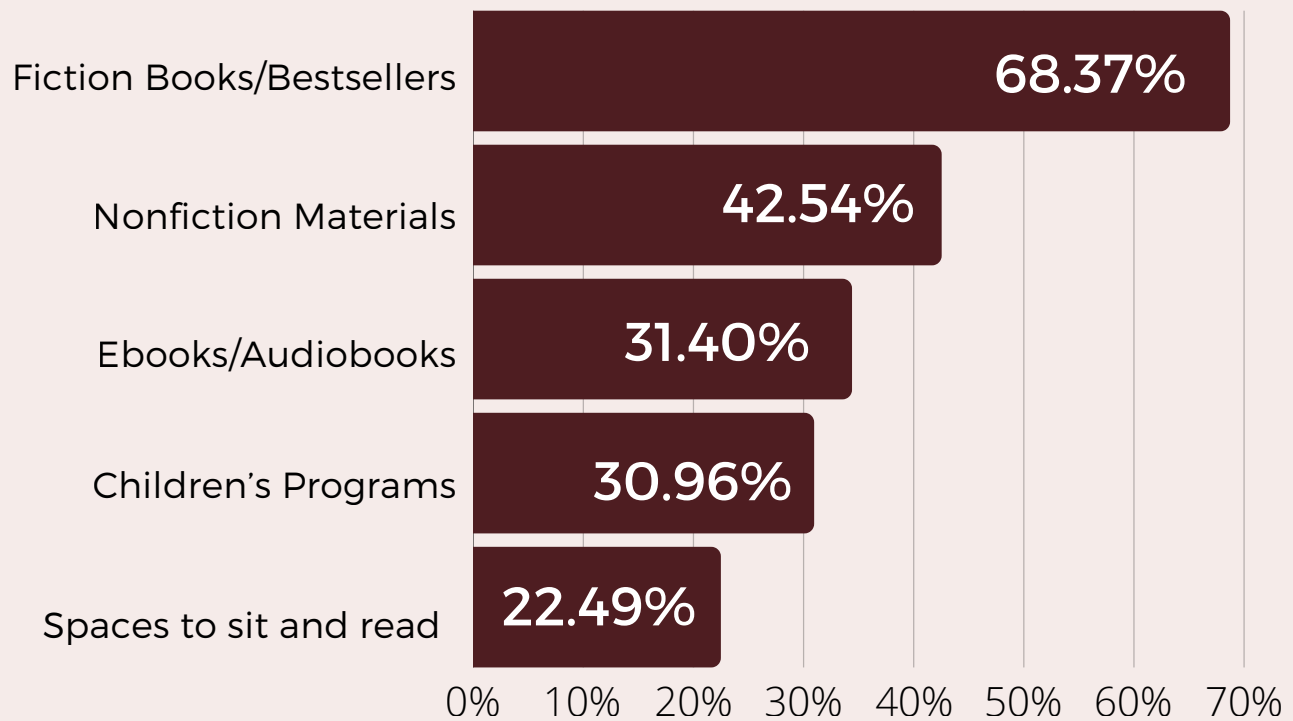
To gather input, the library hosted three in-person public meetings and conducted an online survey open from May 1–31. Outreach efforts were extensive and intentionally diverse, with promotion through Facebook, Instagram, in-house digital signage and table-top flyers, the library's monthly email newsletter, the City of Burleson's weekly e-newsletter, and multiple direct emails sent to library cardholders. Staff also worked to engage a wide age range by advertising at the Senior Activity Center and through the Mayor's Youth Council.

These efforts resulted in a strong response, with approximately 450 individuals participating in the survey. Importantly, the responses included feedback from both active users and those who do not currently use the library—providing valuable insight into community perceptions, expectations, and unmet needs.

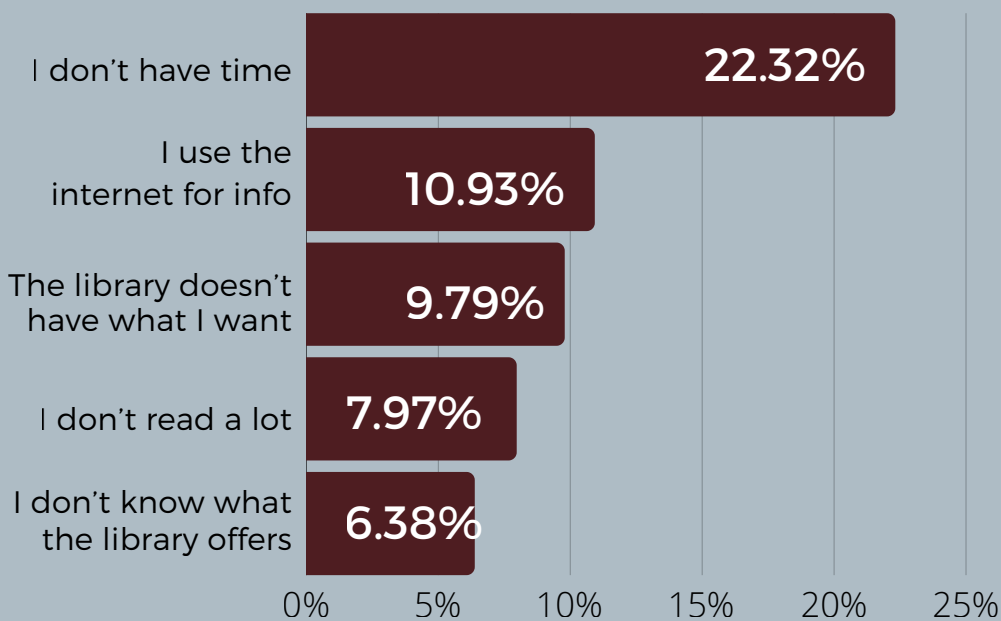
If you are a library user why do you go to the library?



Which library services are the most valuable to you?



What is the primary reason you do not use the library more often?



“OTHER” REASONS LISTED:

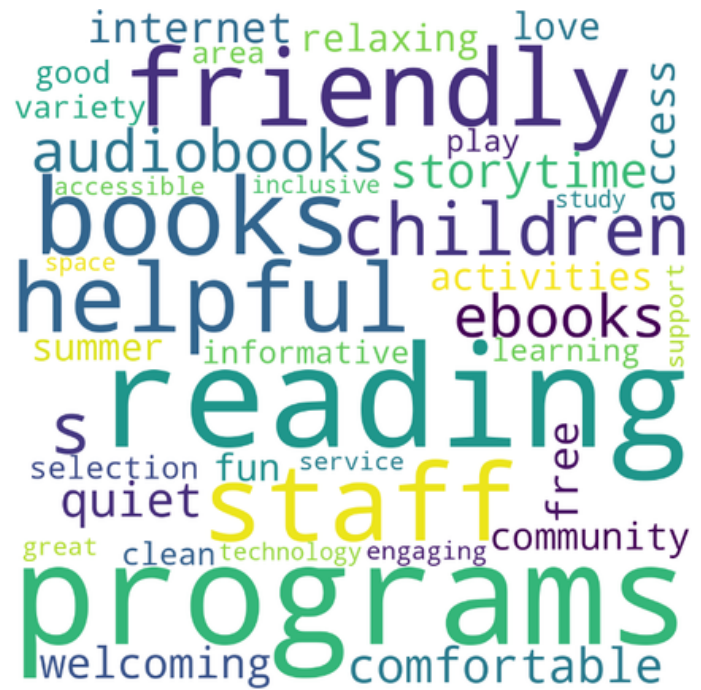
- I live out town, cost is high
- I am too busy
- Not enough Kindle and audiobooks
- Not enough new books
- Not enough activities for adults
- I buy my books
- Too far away to walk/ride bikes
- Activities are too crowded
- Library is too noisy
- Too many kids in the library
- Library is too small and outdated
- Not enough financial news, and investment materials

Many respondents expressed satisfaction with current services, calling the library **"awesome," "a huge blessing,"** and **"a vital community resource."** Several noted that the staff is friendly and helpful, and that the library meets or exceeds their needs.

“ I love the Playaways — I’m on the road a lot and they’re perfect for me.

The library provides ebooks I can borrow, which has been a huge help.

“Please continue building your ebook and audiobook services — they’re a lifeline for busy families and commuters.”



“The library was essential in raising our children to be readers.”

Story time is so important to our children... it boosts their confidence in learning to read and engages them in the magic of stories."

“ We are reading to our baby grandson now, and I’m looking forward to taking him to the library just like we did with his mom.”

“The library is a great resource for the community!”

It's a free place to go with the kids for an afternoon. 🗨️

“ I love coming in to work on my laptop and check out books — it’s my quiet space.”



What can the library do to improve services for you or your family?

COLLECTION DEVELOPMENT

- Add more new releases, Christian fiction, audiobooks, and diverse books.
- Increase availability of eBooks and digital audiobooks, especially through Libby.
- Expand the children's and homeschool collections.

TECHNOLOGY & ACCESS

- Enhance online services (e.g., account tools, easier access to eBooks).
- Improve or expand access to computers, Playaways, and technology classes.
- Suggestions for new resources like a recording studio, large format printer, and Shutterfly/photo book workshops.

PROGRAMS & SERVICES

- More children's programming on evenings and weekends.
- Expand teen activities, homeschool programs, and adult classes (crafts, tech, financial literacy).
- Offer more events for toddlers and babies.

MARKETING & COMMUNICATION

- Better promotion of programs through social media and in-library signage.
- Some patrons were unaware of services like interlibrary loan, digital access, or events.

FACILITIES & SPACES

- Requests for a larger facility to support a growing population.
- Desire for more quiet areas, study spaces, and comfortable seating.
- Suggestions included a children's play area, coffee bar, and sensory rooms.

ACCESS & POLICY

- Many comments asked for free cards for non-residents.
- Others suggested longer hours or outreach/partnerships with local schools.

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.*



The Burleson Public Library's strategic focus aligns closely with the city of Burleson's vision for a dynamic, inclusive, and sustainable future. By **maximizing use of the current facility**, the library honors its role as a trusted community space while adapting to meet modern needs. **Expanding access to collections and digital resources** ensures residents can learn and grow in ways that reflect both tradition and innovation. Through **enriched programming and outreach for all ages**, the library supports Burleson's commitment to being a great place to live, learn, work, and play—offering lifelong opportunities that evolve with the community it serves.

Focus Area One:

Maximize Use Of The Existing Facility

While a new facility is part of the long-term vision, many users are already feeling space limitations. The library can take a few strategic steps now to make better use of the current building to meet evolving needs.



OBJECTIVES

- Continue to optimize furniture and layout to increase seating, improve comfort, and accommodate both individual and group activities.
- Use flexible furnishings to allow areas to serve multiple purposes throughout the day (e.g., children's area that transitions to a program space).
- Evaluate and prioritize space use regularly to ensure alignment with changing community demands and service goals.

WORKPLAN TASKS

- Light fixtures should be updated with LED lamps*
- Replace public computers with laptops for in-house checkout*
- Remove unused physical media (DVDs, audiobooks) to free up shelving for other higher-demand collections
- Refresh public restrooms

**Recommendation from the 2023 Library Needs Assessment*

Focus Area Two:

Strengthen Access to Collections & Digital Resources

Respondents emphasized the importance of a broad, updated, and diverse collection. Many asked for more eBooks, audiobooks, and streaming options.



OBJECTIVES

- Increase investment in high-demand materials, including new releases, audiobooks, and digital content.
- Improve discoverability of library materials with user-friendly catalog tools and enhanced digital platforms.
- Develop collections that reflect community interests, including inspirational fiction, homeschool resources, large print books, and culturally diverse titles.

WORKPLAN TASKS

- Replace picture book shelving with browsing bins*
- Reduce CD/DVD/Blu-Ray budget to shift more funds toward digital content
- Reorganize picture book collection to make browsing easier, shelf by category instead of author (i.e. animals, dinosaurs, trucks, etc.)
- Create a children's catalog in Aspen

**Recommendation from the 2023 Library Needs Assessment*

Focus Area Three:

Enrich Programs & Outreach For All Ages

There is strong appreciation for current programs, especially for children, but many users want more options for teens, adults, homeschoolers, and working families.



OBJECTIVES

- Diversify and expand programming for all age groups, including evenings and weekends.
- Support early literacy and youth engagement through robust Storytime offerings, school partnerships, and expanded summer reading.
- Launch targeted outreach efforts for underserved populations.
- Enhance promotion of library services and events through social media, newsletters, and in-library signage.

WORKPLAN TASKS

- Establish monthly lobby stops with senior living communities
- Add a part-time outreach specialist to the library staff
- Create pop-up programs outside the library for all ages
- Hold library card signup events in underserved areas

Measuring Success

The library measures success with three broad measures. These gauge the community's understanding of how the library has performed in fulfilling its mission.

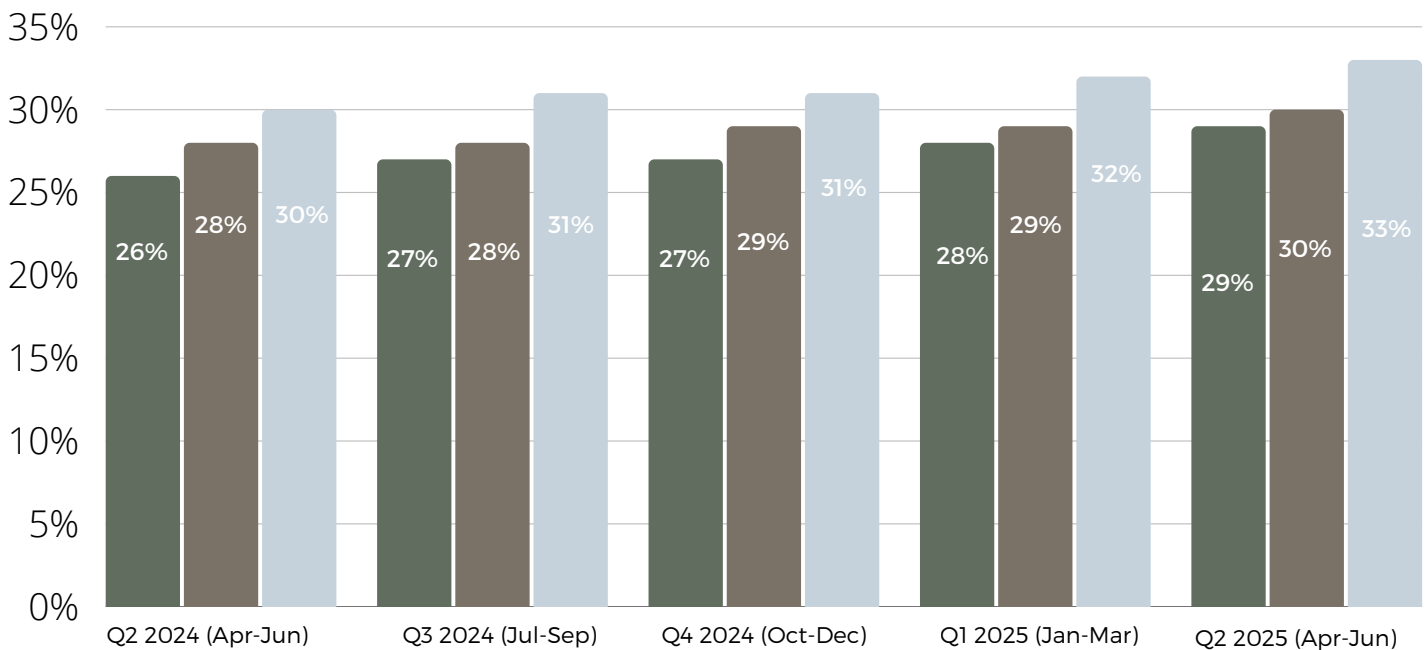
Market Penetration.

Market Penetration is the calculation of a library's reach throughout the community and indicates how much of the service area is engaged with the library. It provides an estimated percentage of households in the library's service area that have at least one active library card - the larger the percentage, the broader the library's reach in your community. It makes an important argument about the popularity or demand of library services, and as market penetration grows and declines, provides an understanding of the value it delivers to the community.

GOAL:

Increase market penetration to 30% of households in Burleson with an active library user.

Market Penetration



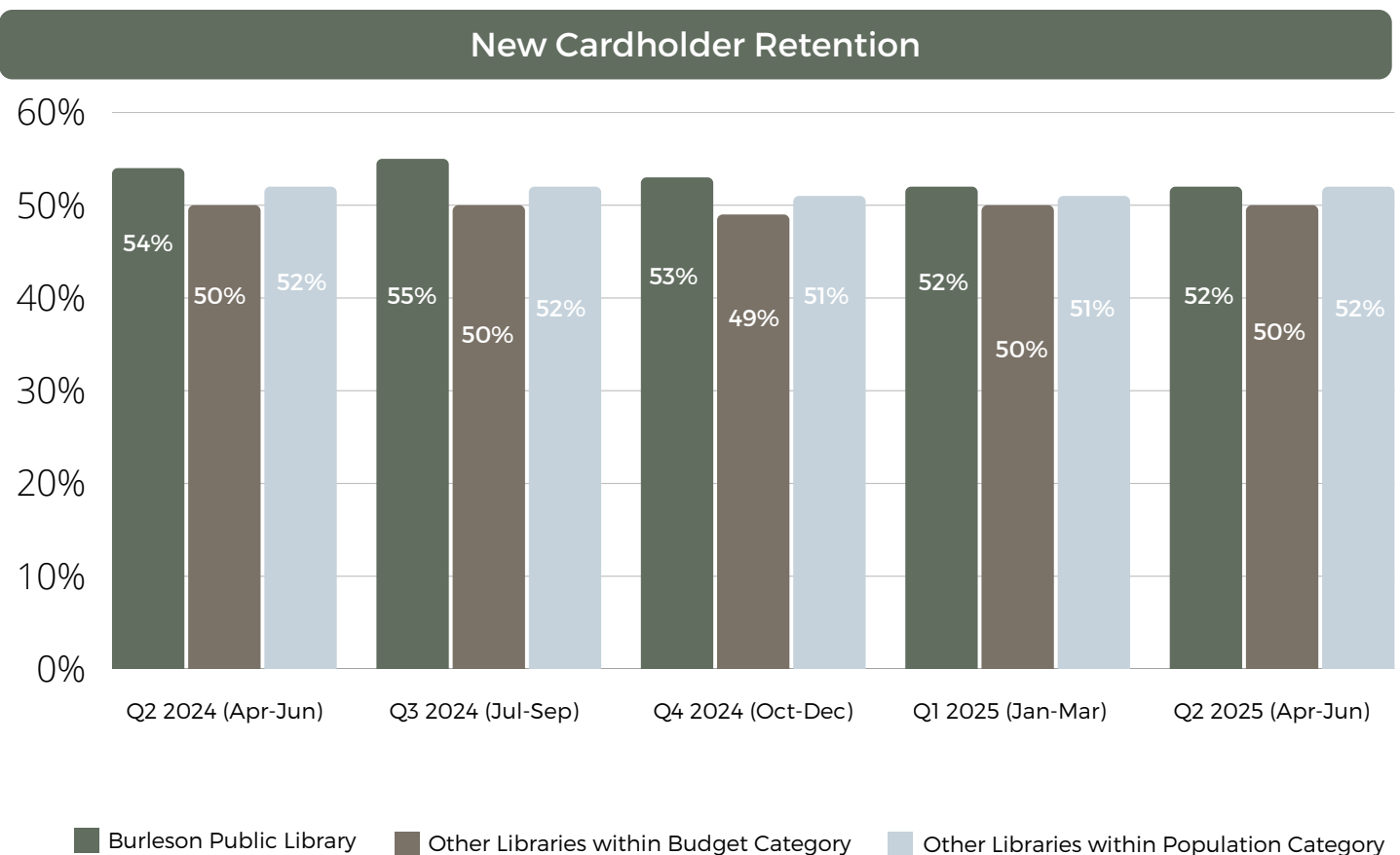
Measuring Success

New Cardholder Retention.

New Cardholder Retention is the percentage of new cardholders who remain active library users more than a year after signing up. It demonstrates the library's ability to keep their new users engaged over time and is the best method of tracking library utilization.

GOAL:

Maintain new cardholder retention at a minimum 53% of users remaining active after one year.



Measuring Success

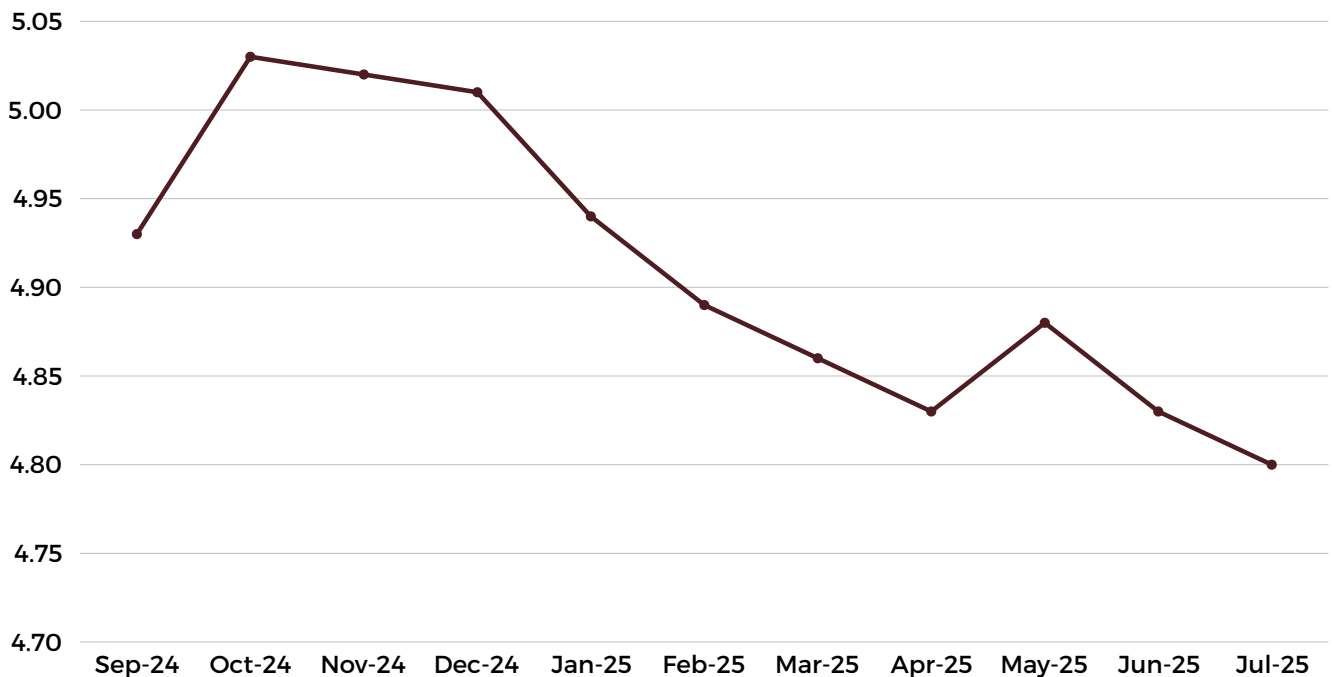
Collection Turnover.

Collection Turnover measures the average number of times each item in the library's collection is checked out during a given period, typically a year. This metric provides valuable insight into how effectively the library's collection is being used. A higher turnover rate indicates that materials are being actively borrowed and are meeting the needs and interests of the community. It helps assess the relevance, appeal, and circulation efficiency of the collection. Monitoring turnover over time can guide decisions about purchasing, weeding, and overall collection development strategy, ensuring the library continues to offer high-demand, high-use materials.

GOAL:

Maintain collection turnover at a minimum of 5.0 checkouts per item in the library's collection.

Collection Turnover



Implementation

Work Plan Task	Projected Start Date
Update light fixtures with LED lamps	Spring 2026
Replace public computers with laptops for in-house checkout	Spring 2026
Remove unused physical media (DVDs, audiobooks) to free up shelving for other higher-demand collections	Spring 2026
Refresh public restrooms	Spring 2026
Replace picture book shelving with browsing bins	Fall 2026
Reduce CD/DVD/Blu-Ray budget to shift more funds toward digital content	Fall 2026
Reorganize picture book collection to make browsing easier, shelving by category instead of author	Fall 2027
Create a children's catalog in Aspen	Fall 2027
Establish monthly lobby stops with senior living communities	Spring 2027
Add a part-time outreach specialist to the library staff	Spring 2028
Create pop-up programs outside the library for all ages	Spring 2028
Hold library card signup events in underserved areas	Fall 2028

Community Services Committee

DEPARTMENT: Community Services

FROM: DeAnna Phillips, Director of Community Services

MEETING: July 15, 2026

SUBJECT:

Receive a report, hold a discussion, and provide staff direction on *[insert purpose of report and presentation]*. (Staff Contact: [Staff Name], [Staff Position]) (Planning and Zoning History, if any)

STRATEGIC PRIORITY AND GOAL(S):

Strategic Focus Area 4	Strategic Goal
 Great Place to Live Through Expanded Quality of Life Amenities	4.2 Provide high-quality recreation opportunities, events, and facilities for residents 4.3 Provide outstanding cultural, educational, and entertainment opportunities

SUMMARY:

Overview

The purpose of this memo is to present the Burleson Senior Activity Center Strategic Plan. This plan provides a comprehensive roadmap to guide the future of the Senior Activity Center, ensuring it continues to meet the needs of Burleson's growing and evolving older adult population.

Background

Since opening in its current location in 1997, the Senior Activity Center has served as a vital community resource. During that time, Burleson's population has grown from approximately 19,500 to more than 55,000 residents. While the center remains highly valued, both participation trends and community feedback indicate that the current facility, programs, and operational structure must evolve to keep pace with demand.

Over the past eight years, the center has demonstrated significant resilience and growth. Following a sharp decline during the COVID-19 pandemic, participation has rebounded and now exceeds pre-pandemic levels. In FY 2024–25, the center welcomed more than 60,000 visitors, recorded over 21,000 program attendances, logged more than 2,900 volunteer hours, and hosted approximately 190 events. These numbers reflect both strong community demand and the center’s increasing role as a hub for engagement and wellness.

Plan Development

This strategic plan was developed using multiple data sources to ensure a well-rounded and community-informed approach:

- A 2025 citywide facility assessment conducted by a consultant
- Input from Senior Activity Center staff
- A participant survey (189 responses)
- A community-wide survey (345 responses)
- Demographic data from the U.S. Census Bureau and American Community Survey

Survey results confirmed high satisfaction among current participants, particularly with social interaction, staff friendliness, and program variety. At the same time, the broader community identified key gaps, including limited awareness of programs, perceptions that the center is not for everyone, and barriers such as transportation and scheduling.

Key Findings

The strategic planning process identified several important themes:

High Satisfaction and Strong Engagement: Participants consistently describe the center as welcoming, enjoyable, and an important source of social connection.

Facility Limitations: The current building, originally constructed in 1980, is aging, undersized, and presents accessibility and maintenance challenges.

Growing Demand: Participation has reached record levels, and the 50–64 age group is growing, indicating increased future demand.

Awareness Gaps: Many residents are unfamiliar with the center’s offerings or do not perceive it as relevant to them.

Operational Constraints: Limited staffing and resources restrict the ability to expand programming and hours of operation.

Strategic Focus Areas

The plan outlines four key focus areas to address these findings:

1. Facilities and Infrastructure
 - Address deferred maintenance and accessibility issues
 - Expand or modernize the facility to meet demand

- Improve safety, security, and functionality
- 2. Programs and Services
 - Expand and diversify programming, including fitness, arts, technology, and travel
 - Increase evening and weekend offerings
 - Enhance wellness and intergenerational opportunities
- 3. Community Awareness and Engagement
 - Strengthen marketing and outreach efforts
 - Improve communication tools and visibility
 - Address perceptions and increase inclusivity
- 4. Organizational Capacity
 - Expand staffing to support growth
 - Improve access to technology and tools
 - Provide professional development for staff

Next Steps

The strategic plan provides a phased approach over the next five years, beginning with addressing immediate facility and operational needs, followed by program expansion and long-term planning for facility improvements or replacement.

Implementation of this plan will require ongoing evaluation, resource allocation, and collaboration between City Council, staff, and community partners.

PROCUREMENT METHOD:

N/A

RECOMMENDATION:

Staff recommends approval as presented.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

- August 2025: A participant survey (189 responses)
- August 2025: A community-wide survey (345 responses)

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

DeAnna Phillips
 Director of Community Services
dphillips@burlesontx.com
 817-426-9662



Senior Activity Center Strategic Plan

PRESENTED TO COMMUNITY SERVICES COMMITTEE

JULY 15, 2026

About the Plan

- First Strategic Plan for the Senior Activity Center
- Developed using:
 - A 2025 citywide facility assessment conducted by a consultant
 - Input from Senior Activity Center staff
 - A participant survey (189 responses)
 - A community-wide survey (345 responses)
 - Demographic data from the U.S. Census Bureau and American Community Survey



Introduction

- Senior Activity Center opened in its current location in 1997.
 - Burleson population at opening was approximately 19,500
 - Building was built in 1980, served as the city's library previously
 - In 1996, the east addition was constructed
 - 10,500 square feet facility
- Senior Center is open, free of charge to anyone age 50 and older.
- 12.5% of Burleson residents are age 65 and older

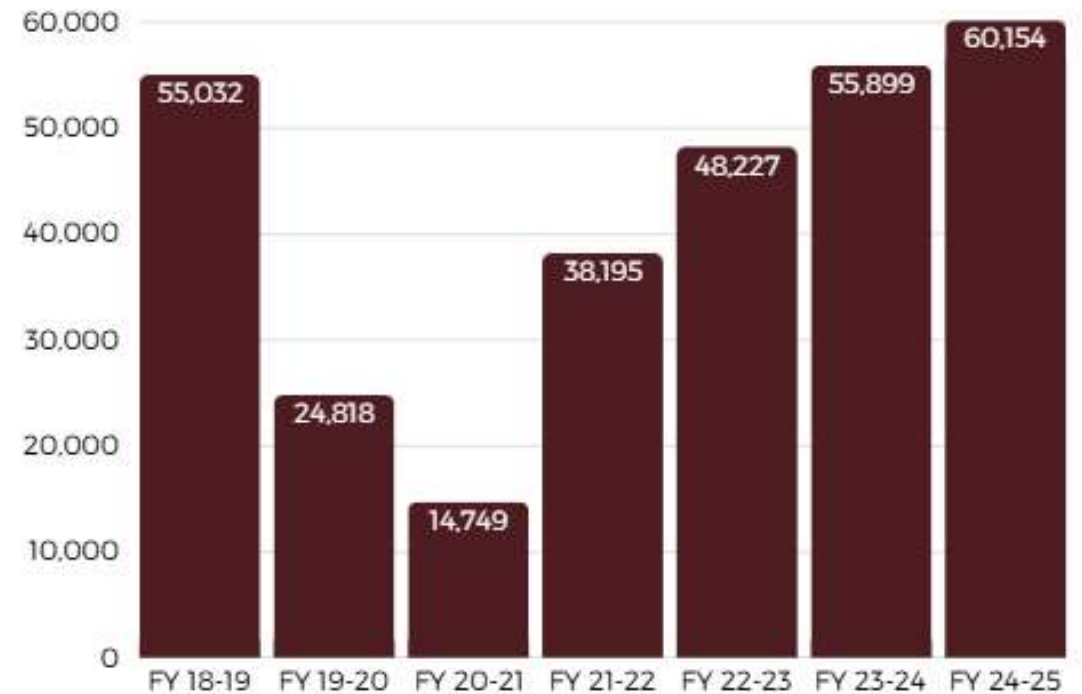


Numbers & Trends

In FY 2025, the center had a record-breaking year in visitors, program attendees, volunteer hours and event.

- 60,154 visitors
- 2,900 volunteer hours
- 21,351 program attendees
- 190 events

Senior Center Participants by Fiscal Year



Challenges

Facility Limitations

- 2025 consultant study identified \$68,500 in deferred maintenance
- Six items were flagged for immediate or future attention
 - Chipped paint in mechanical room, water damage to ceiling tiles, missing flooring in mechanical spaces, replacement of aging water and gas pipes
- Accessibility remains a major obstacle
 - Non-ADA compliant stairs leading to post office, awkward handicap ramps, insufficient accessible parking and restroom facilities
- Building lacks adequate space for activities, classrooms and storage. The kitchen is undersized and poorly equipped for the center's growing demands.
- Various technology and safety improvements are needed, such as a ceiling-mounted projector, updated screens, and motion-activated lighting, are also necessary.

Awareness Gaps

- While nearly half of community respondents reported being familiar with the center, a notable 49% indicated they had only heard of it but did not know much about it, or were not aware of it at all.
- Of those who were aware of the facility many expressed uncertainty about what activities or services were available. In fact, among respondents who had never visited the center, 27% said they did not know what was offered, and 12% assumed the center "wasn't for them."
- Several open-ended responses specifically mentioned that the building felt "old" or "not inviting," and some participants described experiences of cliques or unfriendliness that discouraged further attendance.

Strengths

Loyal & Engaged Membership

- In the survey many members stated they had been attending for years.
- Half of survey respondents reported weekly or even multiple weekly visits.

Welcoming Staff & Atmosphere

- The friendliness of the staff is consistently cited as one of the most appreciated aspects of the center.

Diverse Programs & Activities

- The breadth of programming is another major strength.
- Both current participants and community members expressed appreciation for this variety, noting that it makes the center a vibrant and active place.

Broad Community Support

- Recognition of the center's value in the community, even from those that do not attend.
- In the community survey, about half of respondents reported knowing someone who currently uses or could benefit from the center.

An Affordable and Accessible Resource

- All Burleson residents aged 50 and older are eligible to participate at no cost, making it one of the most accessible resources available to older adults.
- The affordability of programs—combined with the popularity of social dances and special events—attracts not only Burleson residents but also seniors from surrounding communities.

Overall Satisfaction

- The participant survey revealed **high levels of satisfaction** with the Burleson Senior Activity Center.
- Respondents consistently praised the center as a welcoming and engaging place that enriches their daily lives.
- The most frequently mentioned highlights included opportunities for social interaction, the variety of exercise and physical activities, and the overall friendliness and dedication of the staff team.
- For many seniors, the center is not only a place to attend activities but also a vital part of their social and emotional well-being.



Improvements

- The improvements identified by participants emphasize two major priorities:
 - Addressing facility limitations and concerns (bathrooms, ramps, parking, and building size, cleanliness and maintenance of the center)
 - Enhancing program delivery (variety of activities, communication and outreach, along with wayfinding signs).





Focus Areas

- **Focus Area One:** Facilities & Infrastructure
- **Focus Area Two:** Programs & Services
- **Focus Area Three:** Community Awareness & Engagement
- **Focus Area Four:** Organizational Capacity

Each Focus Area has corresponding objectives and workplan tasks divided into Year 1-2 and Year 3-5.

Focus Area One: Facilities & Infrastructure

Objectives

- Address critical facility maintenance needs to ensure safety and compliance.
- Enhance accessibility and comfort for seniors, especially those with mobility challenges.
- Expand capacity and functionality of the building to support current demand and future growth.
- Modernize infrastructure and amenities to improve efficiency, sustainability, and program delivery.
- Plan for long-term facility expansion or replacement to meet the needs of a growing senior population.
- Strengthen building security to ensure a safe and comfortable environment for participants, staff, and visitors.



Focus Area Two: Programs & Services

Objectives

- Expand and diversify programming to meet the interests of a wider range of older adults.
- Promote health and wellness through fitness, nutrition, and mental health programs.
- Increase flexibility in scheduling to accommodate working seniors and diverse lifestyles.
- Develop intergenerational opportunities that build bridges across age groups.
- Strengthen cultural and educational programming to support lifelong learning.
- Explore shuttle/transportation services for non-drivers.



Focus Area Three: Community Awareness & Engagement

Objectives

- Increase awareness and visibility of the center's programs, services, and value to the community.
- Improve communication channels so that information is delivered clearly, consistently, and in multiple accessible formats.
- Address perceptions of exclusivity by emphasizing inclusivity, openness, and welcoming culture.
- Develop targeted outreach to new audiences, especially adults ages 50–64 who will soon become eligible for services.
- Strengthen volunteerism and partnerships to extend the center's reach and reputation.



Focus Area Four: Organizational Capacity

Objectives

- Strengthen staffing structure by adding full-time positions and planning for long-term personnel needs.
- Provide equitable access to technology so that all staff members can perform their roles effectively.
- Invest in professional development to build staff expertise in senior services, customer service, and technology.
- Plan for sustainable growth by aligning staffing levels with program demand and extended hours of operation.



Questions/Comments

DeAnna Phillips
Director of Community Services
dphillips@burlesontx.com
817-426-9622



Senior Activity Center



About This Plan

This strategic plan was developed using a comprehensive approach that combined professional analysis, staff expertise, and direct community input. In 2025, the city of Burleson commissioned a consultant to complete a facility needs assessment for all city-owned buildings. The Burleson Senior Activity Center was included in this study,

WHICH IDENTIFIED AGING INFRASTRUCTURE, DEFERRED MAINTENANCE, AND ACCESSIBILITY CHALLENGES THAT MUST BE ADDRESSED TO SUSTAIN AND GROW SERVICES.

In addition to the facility review, the plan draws heavily on feedback from the staff who operate the center daily and understand both operational strengths and ongoing needs. Their insights provided critical context about space limitations, programming demands, and support required for continued growth.



Senior Activity Center

AN INTRODUCTION

Since moving to its current location in 1997, the Burleson Senior Activity Center has been a cornerstone for the city's older adult community. At that time, Burleson's population was just under 20,000. Today, the service area has grown to more than 55,000 residents, and the center continues to play a vital role in enriching the lives of Burleson's older adults.

The Senior Activity Center is open free of charge to anyone age 50 and older, creating an inclusive space for connection, wellness, and recreation.



When looking at demographics, about 12.5% of Burleson residents are age 65 and older, which is slightly lower than the Texas average of 13.2% and the national average of 16.8%. Burleson's relatively young median age (about 34.9 years) suggests a growing number of adults in the 50-64 age group. According to the most recent American Community Survey, 7,261 residents are between the ages of 50 and 59, while 6,384 residents are 65 or older. This shows that the largest wave of potential center participants is just entering eligibility, signaling strong future demand. (Source: U.S. Census Bureau, 2010; updated annually by the American Community Survey.)

Numbers & Trends

Over the past eight years, the Burleson Senior Activity Center has demonstrated both resilience and remarkable growth. Prior to the COVID-19 pandemic, the center experienced steady increases in participation, with more than 55,000 annual visits and over 8,000 program and class attendances by FY 2018-19. The pandemic, however, created a sharp disruption. Attendance dropped by more than 70%, program participation was cut nearly in half, volunteer hours fell to just over 200, and the number of sponsored events declined significantly as public health restrictions limited in-person gatherings.

Despite these challenges, the center has rebounded strongly in the years since. Beginning in FY 2021-22, participation steadily increased, with annual entries rising above 38,000 and program participation returning to over 7,400. By FY 2022-23, attendance had climbed to nearly 48,000, and program participation surpassed 10,000. Volunteer support began to recover as well, with more than 1,000 hours donated, while the number of sponsored events nearly doubled compared to pandemic levels, reaching 81.

The most dramatic growth has occurred in the past two fiscal years.

In FY 2023-24, the center recorded its highest-ever activity levels, with nearly 56,000 annual entries and more than 19,000 program and class attendances—both record highs. Volunteer hours surged to 1,701, a nearly fivefold increase from pandemic lows, and the number of sponsored events exceeded 200, establishing the center as one of the city's most active community hubs.

In FY 2025, the center had **a record-breaking**

60,154
visitors

2,900
volunteer hours

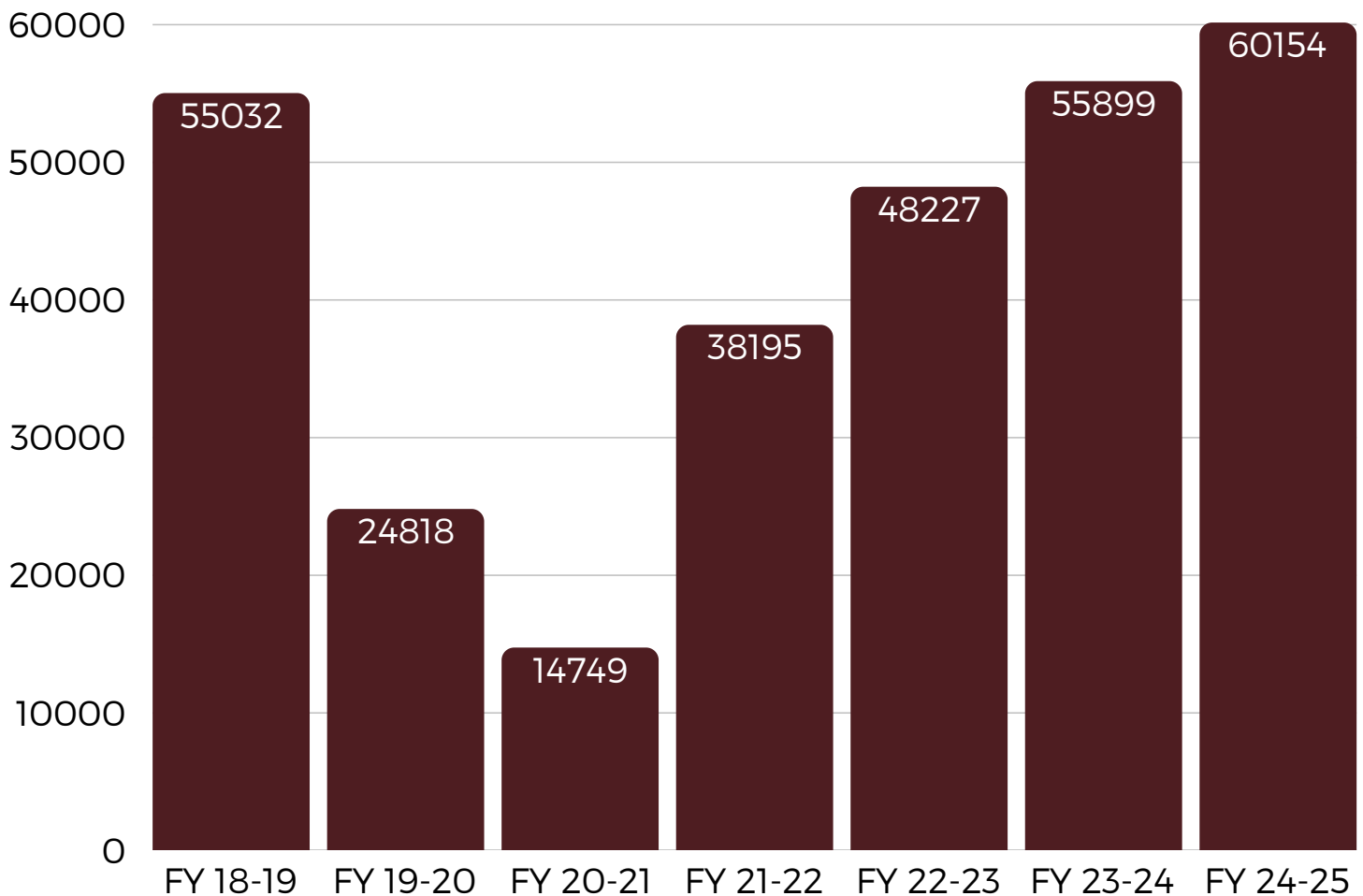
21,351
program attendees

190
events



Numbers & Trends

Senior Center Participants by Fiscal Year



These trends illustrate the center's resilience and its growing role in the community. Not only has the Senior Activity Center recovered from pandemic-era declines, it has far exceeded pre-pandemic engagement levels. Program and class attendance has grown even faster than overall entry numbers, showing that seniors are increasingly participating in structured activities. Volunteerism has revived and reached record levels, demonstrating strong community support and ownership. Likewise, the rapid expansion of sponsored events highlights both the demand for senior-focused opportunities and the center's ability to meet that demand. Together, these data points make a compelling case for continued investment in the center's facilities, staffing, and programs to sustain and build upon this growth.

About This Plan

To ensure the plan reflects the voices of those most impacted, the city launched two separate surveys in August 2025. One was targeted at current participants of the Senior Activity Center, distributed in both paper and electronic formats to maximize accessibility. A total of 189 responses were collected, with the majority completed in paper form. The second survey was distributed electronically to the broader Burleson community, and it received 345 responses from residents of all ages. Together, these surveys revealed not only the value seniors place on the friendships, exercise, and social programs offered at the center, but also areas for improvement such as parking, expanded evening and weekend hours, and more diverse program options including fitness, technology help, arts, and day trips.

Finally, demographic data from the U.S. Census Bureau and the American Community Survey was incorporated to provide context about the city's growing population of older adults.

BURLESON HAS A SLIGHTLY SMALLER SHARE OF RESIDENTS AGE 65 AND OLDER THAN TEXAS OR THE UNITED STATES AS A WHOLE, THE CITY HAS A LARGE AND GROWING 50–64 AGE GROUP, REPRESENTING THOUSANDS OF RESIDENTS SOON TO ENTER ELIGIBILITY FOR THE CENTER.



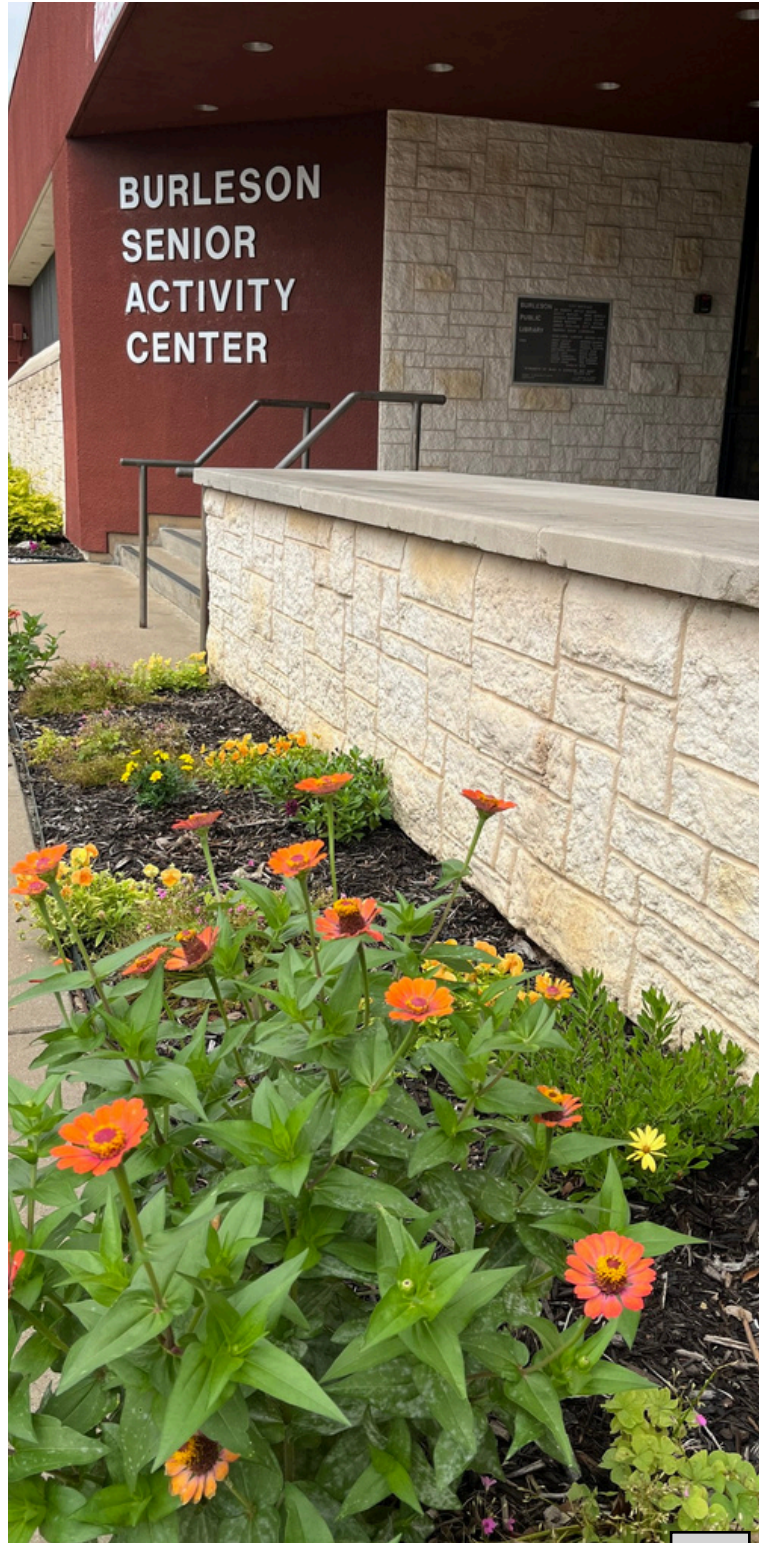
By blending facility assessments, staff perspectives, participant and community survey results, and demographic analysis, this plan provides a clear and comprehensive picture of the Senior Activity Center's current performance, the needs of its users, and the opportunities that lie ahead.

Strengths & Challenges

CHALLENGE: FACILITY LIMITATIONS

One of the most significant challenges facing the Burleson Senior Activity Center is the facility itself. Originally **built in 1980** as the city library, the west portion of the building was later converted for senior center use. In **1996**, an east addition was constructed, bringing the facility to a **total of 10,500 square feet**. While the building has served the community well for nearly three decades, its age and original design create substantial limitations for current and future use.

A **2025 consultant study** of city facilities identified **\$68,500 in deferred maintenance** at the center, contributing to ongoing deterioration and depreciation. The study placed the current estimated replacement **value of the facility at \$2.3 million** and flagged six items for immediate or future attention. Among them were chipped paint in the mechanical room, water damage to ceiling tiles, missing flooring in mechanical spaces, and the need for replacement of aging water and gas pipes. The study also recommended additional signage to improve accessibility and wayfinding.



Beyond these consultant-identified issues, staff have raised serious concerns about the day-to-day functionality of the building. Accessibility remains a major obstacle, with **non-ADA compliant stairs** leading to the nearby post office, awkward handicap ramps, insufficient accessible parking, and restroom fixtures, such as the height of toilets, that do not meet the needs of many seniors. The **deteriorating grease trap, building siding, and cracked walls** also raise safety and aesthetic concerns. Functionally, the building lacks adequate space for activities, classrooms, and storage. The kitchen is undersized and poorly equipped, with limited counter space, an insufficient sink, and several outdated appliances. Progress has been made in the past year with the purchase of a stovetop, vent hood, double oven, refrigerator and freezer to replace the appliances that were original to the building. Staff also struggle with insufficient desk space, a lack of independent janitorial facilities, and too few electrical outlets throughout the building.

Looking ahead, the facility does not align with the center's **growing demand and programmatic needs**. Staff have noted the need for a **larger, modernized kitchen**, more classrooms and exercise rooms, a dedicated game room, and permanent space for pool tables. Technology and safety improvements, such as a ceiling-mounted projector, updated screens, and motion-activated lighting, are also necessary. Storage needs continue to expand as programming grows, particularly for seasonal decorations, equipment, and supplies. Finally, as the number of participants increases, additional staff will be needed, which will require **new office space and technology resources**.

IN SHORT, WHILE THE SENIOR ACTIVITY CENTER HAS BECOME A VITAL HUB FOR BURLESON'S OLDER ADULT COMMUNITY, ITS AGING AND UNDERSIZED FACILITY IS A CRITICAL WEAKNESS THAT LIMITS ITS ABILITY TO MEET CURRENT DEMAND, EXPAND PROGRAMMING, AND CREATE A FULLY ACCESSIBLE AND WELCOMING ENVIRONMENT FOR ALL PARTICIPANTS.



Strengths & Challenges

CHALLENGE: AWARENESS GAPS

Another significant weakness identified through the community survey is the lack of awareness and visibility of the Burleson Senior Activity Center and its programs. While nearly half of community respondents reported being familiar with the center, a notable **49% indicated they had only heard of it but did not know much about it, or were not aware of it at all.** This points to a substantial portion of Burleson's population that remains disconnected from the center's offerings.

For those who were aware, many expressed uncertainty about what activities or services were available. In fact, among respondents who had never visited the center, **27% said they did not know what was offered, and 12% assumed the center "wasn't for them."** Others cited barriers such as not knowing anyone who attends, inconvenient hours, or not being sure they would feel welcome.

Several open-ended responses specifically mentioned that the building felt "old" or "not inviting," and some participants described experiences of cliques or unfriendliness that discouraged further attendance.



Strengths & Challenges



Community members also emphasized the need for **stronger outreach and communication**. Suggestions included more advertising through local publications and social media, direct mailings of calendars, digital signage outside the building, and a more visible presence in the community. Respondents compared Burleson's outreach unfavorably to that of neighboring cities, noting that better promotion could significantly increase participation

These findings highlight a critical gap: while the Senior Activity Center provides a wide variety of valued programs, **too many residents are either unaware of them or do not feel the center is accessible or welcoming to newcomers**. Without improved visibility, branding, and outreach strategies, the center risks underserving the very population it aims to engage.

Strengths & Challenges

The Burleson Senior Activity Center has a number of clear strengths that provide a solid foundation for future growth and success. These strengths highlight both the internal culture of the center and its external reputation in the community.



STRENGTH: LOYAL & ENGAGED MEMBERSHIP

One of the center's greatest assets is its loyal base of participants. Many members have been attending for years, with more than half of survey respondents reporting weekly or even multiple weekly visits. This consistent engagement demonstrates that the center is not just a place for occasional programs, but rather a trusted community hub where seniors build routines, friendships, and meaningful connections. Such loyalty creates stability for programming and ensures that new initiatives are supported by a strong core of participants.

STRENGTH: WELCOMING STAFF & ATMOSPHERE

The friendliness of the staff is consistently cited as one of the most appreciated aspects of the center. Both participant and community surveys emphasized how the staff make people feel supported, valued, and cared for. Many participants described the center as a place where they feel comfortable and welcomed, which is particularly important for seniors who may be facing isolation. The staff's commitment to fostering a positive environment helps reduce barriers for newcomers and encourages ongoing participation.

Strengths & Challenges

STRENGTH: DIVERSE PROGRAMS AND ACTIVITIES

The breadth of programming is another major strength. From games such as bingo, bridge, and dominoes, to exercise classes, language classes, quilting and sewing groups, holiday celebrations, meals, and special events, the center offers something for nearly every interest. Both current participants and community members expressed appreciation for this variety, noting that it makes the center a vibrant and active place. The diversity of programs also ensures that seniors with different backgrounds, abilities, and interests can all find meaningful opportunities for engagement.

STRENGTH: BROAD COMMUNITY SUPPORT

Even among residents who do not attend the center themselves, there is recognition of its value. In the community survey, about half of respondents reported knowing someone who currently uses or could benefit from the center. This suggests that the center's impact extends beyond its walls, touching families, neighbors, and friends throughout Burleson. Such recognition can be a powerful foundation for community partnerships, volunteer recruitment, and advocacy for future investment.



Strengths & Challenges

STRENGTH: AN AFFORDABLE AND ACCESSIBLE RESOURCE

Finally, the affordability of the Senior Activity Center is a key strength. All Burleson residents aged 50 and older are eligible to participate at no cost, making it one of the most accessible resources available to older adults.

This is particularly important given that many seniors live on fixed incomes. The affordability of programs—combined with the popularity of social dances and special events—attracts not only Burleson residents but also seniors from surrounding communities.

The center's ability to provide high-quality programming at little or no cost strengthens its role as a regional asset and an essential part of Burleson's quality of life.

IN CONCLUSION

Together, these strengths showcase the Senior Activity Center as a welcoming, affordable, and dynamic place that enriches the lives of older adults and builds stronger connections across the community.



OVERALL SATISFACTION

The participant survey revealed **high levels of satisfaction with the Burleson Senior Activity Center**. Respondents consistently praised the center as a **welcoming and engaging place** that enriches their daily lives. The most frequently mentioned highlights included opportunities for social interaction, the variety of exercise and physical activities, and the overall friendliness and dedication of the staff team. For many seniors, the center is not only a place to attend activities but also a vital part of their social and emotional well-being.

SOCIAL CONNECTION AND BELONGING

Participants overwhelmingly identified social interaction as their favorite aspect of the center. Many respondents expressed how the friendships and sense of community they've built have had a positive impact on their lives.

“This Senior Activity Center is wonderful. Many activities. I have made many wonderful friends. So much is offered here that there is never a dull moment.

I think it's wonderful as it is, there is something I think for everyone. Great for socialization, feels warm and inviting.

I have really enjoyed coming to the center. People are friendly & you meet new people.



PHYSICAL HEALTH AND WELLNESS

Exercise and physical activities were the second most cited area of satisfaction. Participants highlighted fitness classes, dances, and activity-based programs as both enjoyable and beneficial.

“The Center is a blessing. There is so much to do here. I like it better than the YMCA or EOS.

People are friendly, clean, enjoy the acoustic jam, recorder lessons, karaoke, dances plus everything.

STAFF FRIENDLINESS AND SUPPORT

The staff were consistently praised for their welcoming and helpful attitudes, contributing to the positive environment that keeps seniors returning week after week.

“ *The staff does a great job!*

Love the senior center and specially the staff.

The staff and the director are greatly appreciated! Very helpful and informative!!

I personally feel the staff does a very good job. Friendly and open.



PRIDE AND APPRECIATION FOR THE CENTER

Participants frequently expressed gratitude and pride for the center as a community asset. Many respondents described it as a unique and vital resource for Burleson seniors.

“ *So glad I found you!*

Enjoy every min I'm here.

This is an awesome place! We are lucky seniors!

Ya'll are doing a wonderful job. Love the Senior Center :)

SUMMARY

The overwhelming positivity reflected in the survey highlights the strong foundation the Senior Activity Center has built. Participants view the center as a place of connection, activity, and belonging, supported by a team of staff who are recognized for their friendliness and care. These high satisfaction levels demonstrate that, despite facility limitations, the center is succeeding in its mission to enrich the lives of Burleson's older adults and well-positioned to grow and serve even more residents in the future.

IMPROVEMENTS

While overall satisfaction with the Burleson Senior Activity Center is very high, survey participants also provided constructive feedback on areas that could be improved. These suggestions reflect both facility needs and programmatic opportunities, and they align closely with staff observations and the consultant's facility assessment. Collectively, these insights highlight where investments in the building, operations, and programming can further enhance the experience for all members.

FACILITY ACCESSIBILITY AND COMFORT

Many participants raised concerns about accessibility, particularly the need for better handicap ramps, automatic-flush toilets, and more senior-friendly restroom facilities. Parking was also noted as a frequent challenge.



“Need a handicap ramp in the front, by the side parking area – no curb interference.

Availability of disabled parking.

Bathrooms for senior adults. There is only one tall stool... the small stools present a potential safety concern.

Ladies restroom needs toilets that flush automatic.

CLEANLINESS AND MAINTENANCE

Cleanliness and upkeep were recurring themes, particularly with floors and tables in high-traffic areas. Participants also suggested having supplies available for self-cleaning.

“Would like to have our floor swept regularly (under tables also).

Helper to make sure floors are cleaned & tables wiped daily.

Make sanitary spray available to attendees (similar to gyms) so they can disinfect questionable areas.

PARKING AND BUILDING SIZE

The current building was frequently described as too small and outdated, with limited parking. Many respondents expressed a desire for a larger, more modern facility.

Larger building so that more seniors can come and enjoy the activities & other friends.

The parking is very limited.

Compare it to other cities. The building itself is off-putting. It's so dated, and it's small. I feel like I'm walking into a nursing home and not a good one.

EXPANDED PROGRAMMING AND ACTIVITIES

Participants expressed enthusiasm for more diverse and expanded activities, from crafts and cooking classes to day trips, cruises, and additional recreational opportunities.

Craft classes (not art), like macrame.

More teaching how to play games or cooking classes.

We need cruises and day trips.

On Saturdays for Bingo – please allow no limit on number of players.



COMMUNICATION AND OUTREACH

Even among current participants, some expressed frustration with not always having timely information about activities. Suggestions included earlier calendar releases and improved outreach to newcomers.

New calendar out on last week of the month.

I wish more people knew about it! Most of the newcomers I talk to say they just found out about it!

Improvements Summary

The improvements identified by participants emphasize two major priorities: addressing facility limitations (bathrooms, ramps, parking, and building size) and enhancing program delivery (variety of activities, communication, and outreach). While these challenges are significant, they also present clear opportunities. By responding to these concerns, the center can strengthen its welcoming environment, improve safety and accessibility, and ensure that programs continue to meet the needs of Burleson's growing senior population.



Focus Area One: Facilities and Infrastructure

The Burleson Senior Activity Center was not originally designed or constructed to function as a senior activity center. Today, the aging facility faces ongoing maintenance challenges and accessibility limitations.

Built in 1980 and expanded in 1996, the building has served the community well for decades. However, the building needs to be reevaluated to determine if it meets the growing and evolving needs of Burleson's senior population. Both participants and community members have expressed concerns about limited parking, outdated restrooms, insufficient activity space and the overall condition of the building.

Addressing these issues will be critical to support the center's continued growth and ensure it remains a safe, welcoming and modern environment for older adults in Burleson.



Focus Area One: Facilities and Infrastructure

OBJECTIVES

- **Address critical facility maintenance needs** to ensure safety and compliance.
- **Enhance accessibility and comfort** for seniors, especially those with mobility challenges.
- **Expand capacity and functionality** of the building to support current demand and future growth.
- **Modernize infrastructure and amenities** to improve efficiency, sustainability, and program delivery.
- **Plan for long-term facility expansion or replacement** to meet the needs of a growing senior population.
- **Strengthen building security** to ensure a safe and comfortable environment for participants, staff, and visitors.



Focus Area One:

Facilities and Infrastructure

WORKPLAN: FACILITIES & INFRASTRUCTURE (2026–2031)

Year 1–2

- Request funding in the FY 2026–27 budget for deferred maintenance items identified by the consultant, including water-damaged ceiling tiles, chipped paint and cracked walls.
- Assess aging plumbing and gas lines to determine when replacement is needed and request funding in a future budget.
- Obtain quotes to improve restroom accessibility, including installing higher toilet bases, adding automatic flush systems and expanding ADA compliance.
- Add or upgrade handicap-accessible ramps at the front and rear entrances.
- Develop a plan to increase the number of both accessible and standard parking spaces.
- Improve building cleanliness and safety by establishing daily floor and table cleaning protocols and providing self-service sanitizing stations.
- Evaluate the current space to determine if it can be reconfigured to add more classrooms, storage areas, and staff office space.
- Conduct a security audit of all current doors, locks, and access points to identify vulnerabilities.
- Request funding for security cameras and panic buttons for the facility.

Focus Area One:

Facilities and Infrastructure

WORKPLAN: FACILITIES & INFRASTRUCTURE (2026–2031)

Year 3-5

- Evaluate options to expand kitchen capacity by adding larger sinks, increasing counter space and continuing to upgrade outdated appliances (stoves, ovens, refrigerators, freezers and dishwashers). Develop a replacement schedule for equipment and purchase a faster ice machine.
- Install a ceiling-mounted projector and large screen to replace portable equipment.
- Add motion-activated lighting and improve the availability of electrical outlets throughout the building.
- Repair and improve siding, windows and roof sealing.
- Develop a plan for building expansion or replacement, including community input and cost analysis.
- Evaluate if designated dedicated program spaces can be possible in this current space:
 - **Game room** for dominoes, bridge, mahjong, etc.
 - **Pool table room** with permanent tables.
 - **Larger exercise rooms** to support growing fitness programs.
- Evaluate adding outdoor amenities such as shaded seating, walking paths, and pickleball courts.
- Expand storage facilities for seasonal decorations, program supplies, and equipment.

Focus Area Two: Programs & Services

The Burleson Senior Activity Center is highly valued for its variety of activities, with participants highlighting games, exercise classes, meals, and social events as their favorites. Survey results also revealed strong demand for expanded offerings such as arts and crafts, music, technology training, day trips, and health-related programs. As Burleson's population continues to grow—especially within the 50-64 age group—the need for a more diverse, flexible, and innovative program mix will increase. Ensuring that programs appeal to both current participants and the next generation of seniors will be key to sustaining engagement and relevance.



Focus Area Two: Programs & Services

OBJECTIVES

- **Expand and diversify programming** to meet the interests of a wider range of older adults.
- **Promote health and wellness** through fitness, nutrition, and mental health programs.
- **Increase flexibility in scheduling** to accommodate working seniors and diverse lifestyles.
- **Develop intergenerational opportunities** that build bridges across age groups.
- **Strengthen cultural and educational programming** to support lifelong learning.
- **Explore shuttle/transportation services** for non-drivers.



Focus Area Two: Programs & Services

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 1-2

- Evaluate adding new classes in high-demand areas such as chair yoga, Zumba Gold, line dancing and music-based activities (karaoke, acoustic jam and singing groups).
- Recruit volunteers to teach expanded craft programs, including macramé, quilting, painting and calligraphy.
- Continue collaborating with the Burleson Public Library to offer technology workshops on smartphone use, computer basics and emerging digital tools. Explore partnerships with local businesses that may be willing to share their expertise.
- Improve calendar reliability by publishing program calendars earlier each month.
- Promote evening and Saturday programming to attract adults ages 50–64 who are still in the workforce.
- Conduct a transportation needs survey of current and prospective participants to determine demand, routes, and service gaps.
- Research transportation models in nearby cities (e.g., volunteer driver programs, city-operated shuttles, partnerships with transit providers).

Focus Area Two: Programs & Services

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 3-5

- Launch a structured day trip program to destinations such as the State Fair, local museums and cultural events.
- Introduce new educational workshops, including cooking classes, Medicare and Social Security information, and additional language classes.
- Explore partnerships with local gyms, schools and churches to share programming space and resources.
- Establish intergenerational programs with local schools, such as mentoring, tutoring and cultural exchange days.
- Add specialized health and fitness options, including boxing for seniors, aquatic exercise partnerships and tai chi.
- Create structured volunteer-led teaching programs, such as game tutorials and peer-led interest groups.
- Evaluate expanding meal services to include breakfast options and culturally diverse menus.
- Launch multi-day travel opportunities, including cruises or regional trips, for seniors seeking extended experiences.
- Identify potential grant funding sources (e.g., federal transportation programs, aging services funds).

Focus Area Three:

Community Awareness & Engagement

Awareness and perception play a critical role in the success of the Burleson Senior Activity Center. While the participant survey shows that current users are highly engaged with the monthly calendar, newsletter, and word-of-mouth communication, the community survey revealed significant awareness gaps. Nearly half of community respondents said they had heard of the center but did not know much about it, and 27% reported not knowing what was offered. Another 12% assumed the center “wasn’t for them,” while 41% said they had not visited because they didn’t know anyone who attended.

At the same time, there is strong interest from the broader community: 64% of respondents said they would like to receive updates about the center or be notified about volunteer opportunities. This demonstrates a clear opportunity to strengthen branding, outreach, and marketing so that both current and potential participants see the center as a welcoming, inclusive, and essential resource.



Focus Area Three:

Community Awareness & Engagement

OBJECTIVES

- **Increase awareness and visibility** of the center's programs, services, and value to the community.
- **Improve communication channels** so that information is delivered clearly, consistently, and in multiple accessible formats.
- **Address perceptions of exclusivity** by emphasizing inclusivity, openness, and welcoming culture.
- **Develop targeted outreach** to new audiences, especially adults ages 50-64 who will soon become eligible for services.
- **Strengthen volunteerism and partnerships** to extend the center's reach and reputation.



Focus Area Three:

Community Awareness & Engagement

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 1-2

- Enhance visibility of the center with improved exterior signage and building branding.
- Increase consistency of communications by releasing program calendars earlier each month.
- Expand outreach through multiple channels: printed calendars, e-newsletters, social media, and city website updates.
- Highlight participant testimonials in communications to showcase the welcoming atmosphere.
- Develop a “Welcome to the Senior Center” orientation program for new participants.



Focus Area Three:

Community Awareness & Engagement

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 3-5

- Launch a citywide awareness campaign: “More Than a Senior Center” to emphasize activities, health, social opportunities, and inclusivity.
- Build stronger partnerships with local businesses, healthcare providers, and churches to share information about programs and services.
- Create volunteer ambassador roles to help greet newcomers and promote a friendly, inclusive environment.
- Utilize community events open to all ages (e.g., craft fair, music performances, holiday events) to attract new participants and shift perceptions.
- Explore renaming or rebranding the center to make it more inclusive to younger seniors and adults approaching age 50.
- Establish a digital signage system inside and outside the facility for real-time program and event updates.
- Develop targeted marketing for the 50–64 age group, emphasizing active living, learning, and wellness.
- Continue to expand volunteer opportunities and recognition programs to build a sustainable base of community support.
- Conduct biennial awareness and satisfaction surveys to measure progress and refine outreach strategies

Focus Area Four: Organizational Capacity

The Burleson Senior Activity Center is currently staffed by one full-time supervisor and six part-time staff members. While this small but dedicated team works hard to deliver high-quality programs and maintain daily operations, the limited staffing structure creates significant challenges. Having only one full-time staff member restricts the center's ability to expand hours, add new programs, or respond to the growing needs of Burleson's older adult population. This staffing model also makes the center vulnerable, as the absence of the supervisor could leave critical functions unsupported.

In addition to staffing constraints, the center lacks adequate technology to support modern operations. Not all staff members have access to individual computers, limiting efficiency and the ability to fully utilize digital tools. Furthermore, professional development opportunities for part-time staff are currently unavailable, meaning employees are not receiving training in key areas such as senior services, customer service, and technology skills. Addressing these organizational capacity issues is essential to ensure the center can deliver high-quality services now and into the future.



Focus Area Four:

Organizational Capacity

OBJECTIVES

- **Strengthen staffing structure** by adding full-time positions and planning for long-term personnel needs.
- **Provide equitable access to technology** so that all staff members can perform their roles effectively.
- **Invest in professional development** to build staff expertise in senior services, customer service, and technology.
- **Plan for sustainable growth** by aligning staffing levels with program demand and extended hours of operation.

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 1-2

- Advocate for the addition of at least one additional full-time staff position to support programming, communications, and daily operations.
- Equip all staff members with individual technology to improve efficiency.
- Begin offering basic customer service and technology training for all part-time staff.
- Create a budget line for ongoing professional development, ensuring continuous learning and skill development for all employees.

Focus Area Four: Organizational Capacity

WORKPLAN: PROGRAMS & SERVICES (2026–2031)

Year 3-5

- Add additional part-time or full-time staff as participation and program demand continue to grow.
- Create a professional development plan that includes workshops, conferences, and certifications in senior services, recreation management, and customer engagement.
- Establish annual staff development focused on team-building, technology skills, and service excellence.
- Explore internship or volunteer coordinator positions to expand capacity without increasing costs significantly.
- Integrate technology upgrades (shared databases, scheduling software, digital signage) to streamline operations and enhance participant experience.



