

MANSFIELD QUARTERLY

Quarter 2 | Fiscal Year 2022



Assistant Director of Library Services Faria Matin and Youth Services Librarian Julie Crisafulli



CONTENTS

- Building Safety..... 4**
- Communications & Outreach 6**
- Cultural Arts 8**
- Economic Development..... 9**
- Historic Downtown Mansfield 11**
- Historical Services 13**
- Mansfield Public Library 14**
- Parks & Recreation..... 16**
- Planning & Zoning 20**
- Public Works..... 22**
- Regulatory Compliance 24**
- Special Events 27**
- Visit Mansfield 28**
- Water Utilities 30**



True NORTH: The City of Mansfield's GUIDING PRINCIPLES

Noteworthy Essentials

The City of Mansfield will continue to deliver high-quality essential services to its residents, businesses and visitors.

Organizational Excellence

The City of Mansfield will foster a healthy environment for its own employees to maximize productivity, boost morale, attract high-quality candidates and establish itself as a destination employer.

Remarkable Experiences

The City of Mansfield will find creative and innovative ways to provide its residents, businesses and visitors with world-class amenities and experiences – above and beyond essential functions and services.

Together As One

The City of Mansfield will remain a close-knit community as growth Continues. The City of Mansfield will provide world-class social infrastructure and opportunities for all its residents to connect and enjoy remarkable experiences together.

Healthy Economy

The City of Mansfield will support and strengthen its economy in all strategic decision-making and will leverage its assets to preserve its economic vitality.

BUILDING SAFETY

The Building Safety Department promotes construction methods that provide for the safety of occupants and that are consistent with best practices adopted by other municipalities in this area. We strive to assist applicants and citizens with construction projects using an efficient and professional approach and continue to work with other departments as needed during the construction and plan review stage.

The department is responsible for reviewing all development proposals; including technical review of construction drawings, issuance of building permits and field inspections. We enforce the 2018 International Code Council (ICC) building/residential, plumbing, mechanical, fuel gas, energy, pool/spa and 2020 National Electrical Code (NEC), and certain state statutes relating to construction ensuring safe and sound construction of structures.



BY THE NUMBERS Jan. 1 to March 31

Received, performed plan-review, and issued over 1,389 permits which included:

295	New Single-Family Homes
17	New Commercial
273	Additions, remodels, etc.
248	Other/Miscellaneous
67+	Cert. of Occupancy

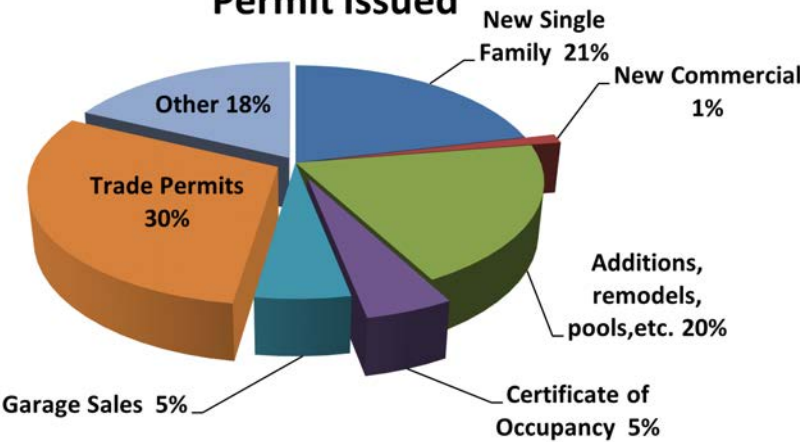
Processed, reviewed and issued 415 single-trade permits (plumbing, electrical, mechanical)

Processed, reviewed and issued over 74 garage sale permits

The Building Safety Department stayed busy serving the community during the quarter with the following activities:

- Provided customer service to over 3,780 phone, e-mails, and walk-in inquiries (60/day average)
- Processed and updated plumbing, mechanical and electrical contractor registrations; ensuring required licenses are on file with the city through an annual registration process

Permit Issued



• Collected over \$3,508,917 in permit fees, which included \$965,911 of building permit fees

• Responded to over 60 open record requests (3-5 per week on average)

• Conducted over 11,336 building, mechanical, electrical, plumbing, and certificate of occupancy inspections

Building Safety Activity Jan. 1 to March. 31

Inspected and Finalled

2000 Julian Feild Street - Brenda Norwood Elementary School

2001 Julian Field Street - Alma Martinez Intermediate School

647 N. Miller Road - Medical Office Building / The GI Alliance

2526 Ambrose Pkwy. - Somerset Mansfield HOA

1496 Heritage Pkwy. - Shell Building / Family Dream Center

1836 Cannon Drive - Retail Shell / Broad-Cannon Retail Center

1509 FM 157- Retail Shell Building

Inspection Work Load



Approved and Under Construction:

2100 E. Broad Street - Urban Living Multi-Family

715 N. Main Street - Lofts Phase II Multi-Family

401 N. SH 360 - Sydney Apartments

311 & 312 Watson Branch - Apartments

2000 NAHVI Road - Apartment Complex

1350 FM 157 - Apartment Complex

1961 Heritage - Straumann Manufacturing Inc.

1960 Heritage - Warehouse Complex

2151 Heritage - Warehouse Complex

1201 Heritage - Warehouse Complex

1151 Heritage - Office Warehouse 317,520 sq. ft.

2201 Heritage - Industrial Addition 34,645 sq. ft.

3121 E. Broad Street - Andy's Frozen Custard 2,100 sq. ft.

1045 Matlock Road - Office Complex

1700 Commerce Drive - Dollar General

104 S. Wisteria - Mansfield Library Expansion

76 Regency Pkwy. - Medical and Physical Therapy Building

Currently in Review:

267 N. SH 360 - Clearsky Rehabilitation Hospital (1 story - 30 Beds - 40,377 sq. ft.)

101 S. Main Street - Meehan's Chophouse and Henry's Cigar Bar

612 Strada - Tuscany Counselor Medical building

620 Justice Lane - Multi-Tenant Office Warehouse 40,633 sq. ft.

2815 Sage Bush - View at the Reserve Amenity Center

1780 FM 157 - Seven Brew Coffee Shop

799 W. Broad Street - McClendon Park West Improvements

4451 E. Broad Street - Shell Office Building

3020 E. Broad Street - Community Med Family Urgent Care

1570 E. Debbie lane - Chick-Fil-A

75 Regency Pkwy. - Office Warehouse Shell Building 283, 883 sq. ft.

2000 N. US 287 - Murphy Express

2731 FM 157 - Java Lounge Café

1101 N. Holland - Shell Building (Restaurant)

2210 E. Broad Street - Retail Shell



COMMUNICATIONS & OUTREACH

The Communications and Outreach (C&O) team creates and delivers both internal and external communications for the City of Mansfield to maintain transparency and engagement with its residents. This department also oversees the website, social media and media relations on behalf of the City. Additionally, this team is responsible for creating engagement opportunities through events like the annual Realtor Breakfast, My Mansfield Muni-Versity and the Mansfield Volunteer Program.

The C&O's quarter was busy with the announcement of a City Council called bond election. C&O quickly collaborated with city-wide staff to create a communication plan to produce and deliver educational collateral for all Mansfield residents regarding the upcoming bond election. This also included developing a new website to provide easy-to-find information on everything bond election. The site, Mansfield2022.com hosts project pages and videos to help explain the proposed projects, voting location information, and frequently asked questions about the process and projects. C&O staff have been taking questions via a form on the website and then providing those answers via the FAQ pages on the website.

In addition, C&O along with city-wide staff, hosted public forums and presentations with resident stakeholder groups for residents to have the opportunity to learn more about the proposed projects and ask questions. Staff also distributed voter information guides at the Pickle Parade and provided a Facebook Live opportunity was also provided to give another avenue for residents to engage with staff and voice questions and concerns.

By the Numbers

Website - Mansfield2022.com March 1 to March 31

- Total Visits – 2.6k
- Total Page Views – 9.3k
- Average Time Per Page – 2 minutes
- Page Most Time Spent – Resources (approx. 3.5 minutes)

Top Pages

- 1) Proposition B – 1,224 views
- 2) Proposition C – 1,017 views
- 3) Proposition D – 819 views



**Facebook
Followers
24,266 (+293)**



**Twitter
Followers
4,365 (+101)**



**Nextdoor
Members
29,436 (+547)**



**LinkedIn
Followers
298 (+105)**

By the Numbers

Top Posts by Reach Jan. 1 to March 31

True to Mansfield style, posts with high engagement included safety or traffic advisories as well as new restaurant openings.

- Somerset Advisory – 29.9k
- Hoffbrau Announcement – 23.3k
- Traffic Advisory; Pickle Parade – 20k
- Del Toro BBQ Announcement – 21.1k
- Bond Proposition Concepts – 19.2k

Facebook Page Reach – 131,190 people

Facebook Page Visits – 20,481

Website - MansfieldTexas.Gov

- Total Website Views – 500,562
- Total Users – 137,014 (129,874 new)

Top Pages

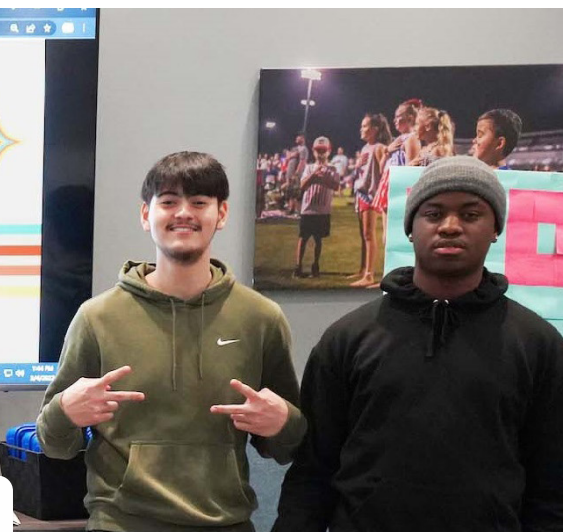
- 1) Job Opportunities – 17,942 views
- 2) Water Utilities – 13,593 views
- 3) Library – 13,055 views
- 4) Payment Page – 11,175 views
- 5) Inspection Request – 9,123 views



Bond Election Presentation



Ben Barber Innovation Center - Marketing Students





MISD - Day of Service - March 2022

The C&O team also collaborated with Mansfield ISD (MISD) to host several marketing students to learn about municipal communications. Representatives from multiple departments including Police, Parks & Recreation, Visit Mansfield and more presented and chatted with the students.

Another joint project with MISD this past quarter was the Day of Service. Annually, educator Kenna Cavnar of

Legacy High School brings students together to complete a service project through the Mansfield Volunteer Project. 2022 was no different. Kenna and her colleagues brought over 450 students and faculty from 3 area schools to participate in a cleanup project on March 10. Students collected everything from everyday household trash to car parts, tires and more. We are grateful to partner with them and see the leadership of our teens in the community.

By the Numbers

Outreach – Jan. 1 to March 31

- Volunteer Hours – 11.4k
- Average Volunteer Project Days per Month – 24
- Highlight Project
MISD Day of Service – 1.4k hours



[HOME](#) [PROJECTS](#) [VOTING INFORMATION](#) [RESOURCES](#) [V](#)

5 PROJECTS

to consider

Mansfield2022.com Bond Election Website



Mansfield ISD - Day of Service - March 2022

CULTURAL ARTS

It's been an exciting and busy quarter within Cultural Arts. Last quarter within Cultural Arts, it was mentioned that the Cultural Arts Master Plan (CAMP) process had begun. Of the three firms chosen to present for consideration, Designing Local was the final firm chosen. The contract with Designing Local was approved by the City Council during the Feb. 14 meeting. Following approval by the City Council, Designing Local visited on-site for a kickoff presentation with staff Feb. 22-24, meeting with staff and visiting existing facilities.

During the quarter, the first public outreach events for CAMP were hosted during Arts Week and the Pickle Parade and Palooza. QR codes were given out for a quick 3-question survey. Additional

public engagement is also underway with the hosting of virtual stakeholder conversations and future planned outreach events. The next public engagement opportunity will take place during Music Alley on April 30 in Historic Downtown Mansfield. Research and discovery along with the drafting of public art policies is also in process. To learn about the plan, participate in the 3-question survey, or sign up to receive additional updates, visit mansfieldart-splan.com.

Arts Week was held March 11-14, 2022 hosting 17 events in 4 days. There were a variety of events from poured paint classes, live performances to children's

crafts and activities. These events supported nine local arts organizations and partnered with 11 local businesses.

Farr Best Theater was also busy with 63 days of use and 14 events. The city produced the following events for a total rental and ticket income of \$7,203.07.

- Willy Wonka Movie Experience
- Sweat
- Copyright for visual artists
- Night at the Opera
- Finances for artists
- Arts Week



Arts Week March 2022



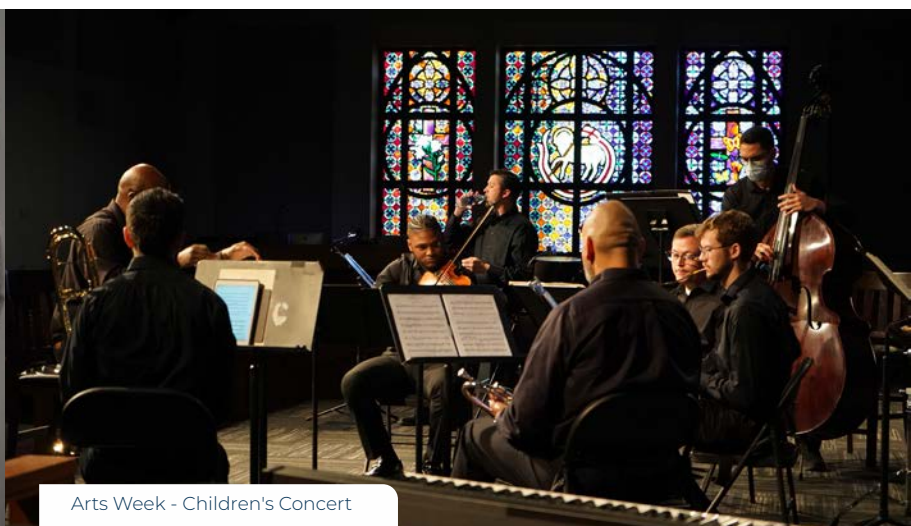
Arts Week March 2022



Night at the Opera



Arts Plan Outreach



Arts Week - Children's Concert

ECONOMIC DEVELOPMENT

The Mansfield Economic Development Corporation's (MEDC) mission is to increase the City of Mansfield's tax base by attracting desirable new development to the community and assisting with the retention and expansion of existing businesses. MEDC engages in a variety of marketing initiatives to attract new businesses and works with existing businesses to help them grow and expand.

New Projects

ClearSky Health

ClearSky Health broke ground on a new 40,000 sq. ft., 30-bed, inpatient rehabilitation hospital near Texas 360 and Heritage Pkwy. The estimated capital investment for this project is \$20 million and it will create approximately 100 healthcare jobs within the community. The hospital is expected to treat 650 patients annually.

Restaurant | Entertainment Opportunities

MEDC and city staff have been working on recruiting a variety of different restaurant and entertainment options including a movie theater, indoor entertainment venue and large sports concept.

Existing Industry Expansions

Project 18-02

Sellmark is adding 33,000 sq. ft. onto their existing facility along Heritage Pkwy. The capital investment is expected to be \$2 million. Construction has begun and the improvements are expected to be complete on or before June 2022.

Sellmark has also purchased 12.39 acres of MEDC owned property, known as "Lot 4" which is expected to accommodate a 167,000 sq. ft. spec industrial building. The capital investment on this facility is expected to be \$13 million. An extension for this project was granted until June of 2023.

Project 20-05 | Project 20-29

The 30,000 sq. ft. storage expansion at 812 S. 5th Ave. for Don Lee Farms was completed during the fourth quarter of 2021. MEDC assisted with the site utilities including fire lane, fire line, and fire suppression.

The additional 31,500 sq. ft. production expansion at 812 S. 5th Ave. for Don Lee Farms is expected to add 20 new jobs and be completed by December 2022. MEDC will assist with site utilities including fire lane, fire line and fire suppression. The capital investment for this project is estimated to be \$5.25 million.

Project 21-12

The MEDC Board approved an incentive for American Carton Company (ACC) in the amount of \$350,000. ACC is more than doubling the size of their existing building located at 607 S. Wisteria. The capital investment is expected to be a minimum of \$4.3 million. The incentive will assist with fire line, fire lane, fire suppression, façade improvements and site utilities. ACC expects to add a minimum of 20 employees to their existing 60 employee base.

Project 21-31

The MEDC at its October board meeting approved an incentive for Mouser Electronics to assist with drainage improvements for their 400,000 sq. ft. expansion. The Capital investment is

expected to be \$30 million with a completion date of December 31, 2023. City Council also approved a 380 Agreement for this expansion.

Marketing Activities

Many marketing activities have been limited as a result of the COVID-19 pandemic, but that is beginning to change. Staff have continued to meet with local brokerage and site-selection firms on a variety of opportunities and have also participated in the following:

P3 Conference

From March 13-15, 2022, staff participated in the 10th Annual Public/ Private Partnership Conference in Dallas to engage with a variety of public and private sector professionals to explore various topics related to the financing of development projects.

Fort Worth Regional Economic Development Partnership Outreach

On March 2, staff participated with the Fort Worth Regional Economic Development partnership in a one-day outreach event to local DFW site selection firms highlighting the benefits of choosing Mansfield as a site for their clients to locate new facilities.



ClearSky Health Groundbreaking

ECONOMIC DEVELOPMENT

International Council of Shopping Centers (ICSC) Red River Conference

Staff attended the ICSC Red River Conference from March 30-31 in Dallas. Meetings were held with numerous retailers, brokers and developers involved in the retail/restaurant industry to promote Mansfield as a preferred location.

Fort Worth Real Estate Council

MEDC staff continues to participate in programming with this local professional real estate organization.

Commercial Real Estate Women (CREW)

MEDC staff continues to sponsor and attend a variety of CREW events, both on the local and national level.

DFW Marketing Team

MEDC staff continue to work with the Dallas Regional Chamber as part of the DFW Marketing Team for efforts in major corporate relocations to the metroplex.

Advertising

MEDC staff placed advertisements in the Dallas Regional Chamber Economic Development Guide and the inaugural edition of The Lens, a new publication from Tarrant County College highlighting workforce related topics.

Business Retention

MEDC staff met with the University of Texas at Arlington (UTA) College of Business representatives to discuss internship opportunities with Mansfield businesses. MEDC staff has subsequently met with a couple of local businesses that are currently offering internships to UTA students. The goal is to put a basic program together and promote it to other businesses.

A new organization focusing on improving the overall competitiveness of manufacturing companies has been formed by a few Mansfield employers. The organization, Manufacturing Excellence through Research,

Innovation and Technology (MERIT) encompasses the southwest area of the metroplex. MEDC is an active partner. Both MEDC and the Mansfield Chamber support the organization. MERIT will begin in-person programming once again in 2022 after having to cancel or modify programs to be held virtually due to COVID-19.

MEDC conducted its annual salary and benefits survey in late February. Eighteen Mansfield companies participated in the survey and those companies also received the compiled results.

Upcoming Events:

- The annual job fair co-hosted by Workforce Solutions for Tarrant County and MEDC will be held at the MISD Center for Performing Arts on June 15, 2022.
- The annual Industry Appreciation Golf Tournament held in the fall has been scheduled for October 7, 2022.



ClearSky Health Groundbreaking

Highlights

In the 2nd quarter of FY 2022, the Historic Mansfield Business Association (HMBA) hosted their first quarterly membership meeting with their incoming president, Melisa Perez. Melisa and the board members spoke to the membership about a renewed vision for focusing on and promoting business in historic downtown. Council-member Short also attended the meeting and spoke about the City Council's support of historic downtown projects, as well as provided voter information handouts regarding the upcoming May Bond Election.

Two events were hosted in the 2nd quarter, including the annual Feed the Need food drive hosted by HMBA and the Mansfield Mission Center. The City Council was once again invited to a friendly competition to see who could raise the most donations amongst themselves. The final tally of the food drive was over \$17,000 and 4,000 food items.

The second event that was hosted was the World's Only St. Paddy's Day Pickle Parade & Palooza. A well-known staple of the city's festivals, the 2022 pickle parade was headlined by Kevin Fowler, brought out the Dallas Cowboys Cheerleaders, included fun runs, pickle queens, food & retail vendors, and more.



Pickle Parade 2022



Pickle Parade 2022

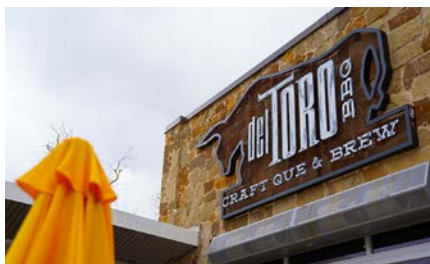


HISTORIC DOWNTOWN MANSFIELD

Business

The Texas Downtown Association featured local business owner Amy Ryan from The Flying Squirrel Coffee Co. on their social media in honor of Women's History Month.

In February, the Backyard Come as You Are development also saw the grand opening of Del Toro BBQ. Sporting "craft 'cue & brew", Del Toro features tejano barbecue, local beer, and handmade margaritas. According to their site, tacos are a staple in the diet of every Texan, and we agree! This is a great addition to historic downtown, and further restaurant openings on the southeast corner of Broad/Main Street are coming.



Ryan Family

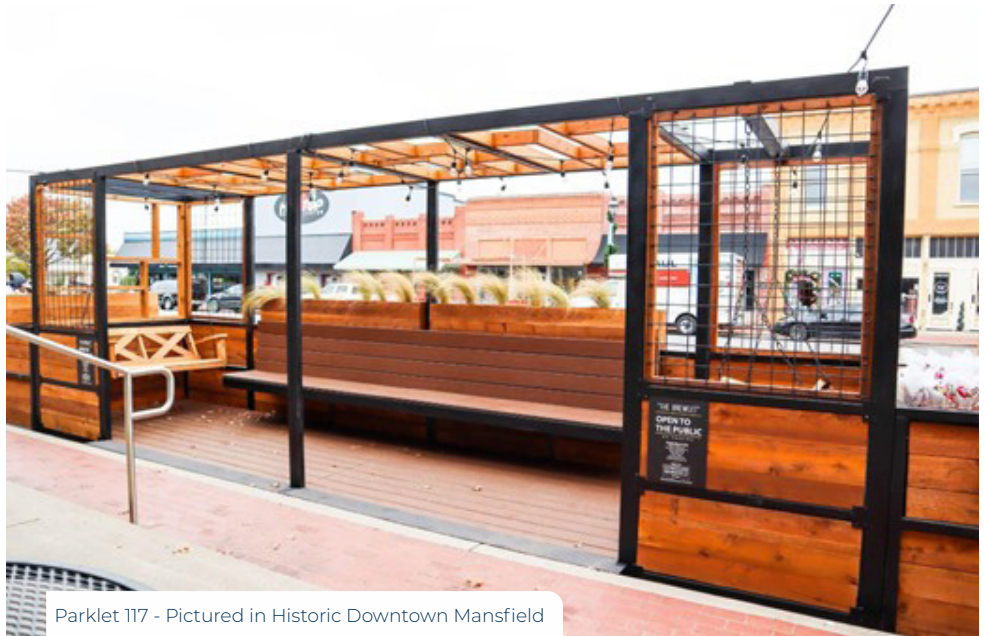
HISTORIC DOWNTOWN MANSFIELD

Pilot Parklet Program

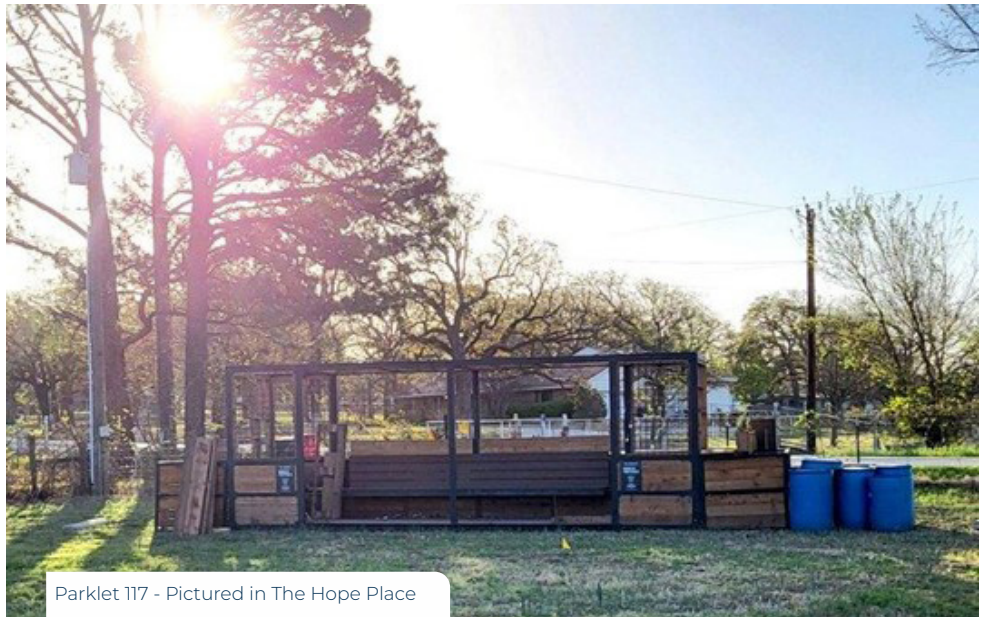
In February 2022 the City Council moved to pause the pilot parklet program and revisit the permitting of public parklets at a future time when pedestrian traffic is heavier and present on other roadways like Smith Street. The existing parklet structures were removed or re-located by the permit holders. Parklet 126 was removed on March 28th. On April 8th, Parklet 117 was removed and donated to The Hope Place. The Hope Place happily rehomed the “Brewlet” to their property which is the location of their counseling services and non-profit Pine Trees Counseling Center which offers counseling services to veterans, first responders, and their families. Their therapy model features outdoor, small animal, and equine therapy, and they plan to put Parklet 117 to good use with those they are helping.

Development Update

Phase II of the Main Street Lofts opened this past quarter. The new phase includes a 297 unit multi-family complex on North Main Street, as well as an open-air rooftop patio and connections onto the North Main Trail, which serves as the north-south connection between Town Park and the historic 100 block of downtown. The development was also built-in partnership with the Mansfield Parks and Recreation Department to construct a concrete pedestrian trail which will serve as a connection underneath the North Main Bridge to the city’s larger Walnut Creek Linear Trail system.



Parklet 117 - Pictured in Historic Downtown Mansfield



Parklet 117 - Pictured in The Hope Place



Main Street Lofts Phase II - Grand Opening

HISTORICAL SERVICES

Latest information on museum programs and projects



Windmill at the Man House Museum

Hands on History

In February, a new monthly children's program was launched called Hands-on History. During the program, families come to the museum, get a quick history lesson about a specific theme or topic, then make a craft. In February, we made corn husk dolls and in March kids created their own floor cloth. The activities are free and will be recurring.

Planning Begins for Founders' Day

Planning is underway for the 2nd annual Founders' Day Festival at the Man House Museum. The event will take place on Saturday, October 1. Mark your calendars now!

Pickle Parade 2022

This year's Pickle Parade brought a crowd of visitors to the Historical Museum. The museum partnered with the event organizers by selling official Pickle Parade t-shirts in the weeks leading up to the event and on parade day. It was a successful collaboration which resulted in sales for the Pickled Mansfield Society and provided a reason for

a new audience to become familiar with the museum. It was also an opportunity for the museum to create partnerships which is something we always strive to do.

Arts Week Activities

The museum participated in this year's Arts Week celebrations. On Saturday, March 12 and Sunday, March 13, the museum staff and members of the Historic Preservation Advisory Board led walking tours of downtown. These tours highlighted the architectural features of the buildings as well as informing tour-goers about the history of the structures and historic downtown Mansfield.

On Kids' Day, Monday, March 14, the museum had a free craft activity, making clothespin puppets. About 150 kids came to participate. In addition, the Mansfield Historical Society and the Historic Landmark Commission set up tables to share information about their organization to local families.



Museum staff with Kids' Day Craft

The next Historical Preservation Advisory Board meeting will take place at 6 p.m. Thursday, April 28.

Guests Served		
1,024 Visitors	29 Researchers	29 Volunteers



Museum Staff at Pickle Parade



Historical Society at Kids' Day



MANSFIELD PUBLIC LIBRARY

Latest information on library programs and projects



MANSFIELD PUBLIC LIBRARY

TMLDA Award Winner

The library received the 2021 Texas Municipal Library Directors Association award. In 2021 out of the 565 public library systems in Texas, only 59 libraries had earned this award with Mansfield Public Library (MPL) receiving it for 13 years. To earn this, MPL had to show excellence in ten different service areas including: supporting workforce development, providing to underserved populations and demonstrating in collaborative efforts.

Library in the Community

During the Great BackYard Bird Count, MPL created a StoryWalk® in Oliver Nature Park. This fun, educational program was placed throughout the park encouraging reading for all ages in the community!

Stay tuned for the next StoryWalk ®

MPL staff participated in the 2022 Pickle Parade. Community members were able to stop by the library table to learn about the various resources offered and participate in different games and activities. Residents were also able to learn about the Friends of the Mansfield Public Library and all that is offered.

The library partnered with the Mansfield Commission of Arts to be a location for Arts Week: Hands-on Crafting Day. Patrons had the opportunity to create a paper kite and decorate to their pre-

ference. MPL served 65 patrons during Hands-on Crafting Day.

RFID Process Started

MPL staff is hard at work in preparing materials for the RFID (Radio-Frequency Identification) project. Staff has been placing a RFID tag in each item of the collection for phase one of the project which will help to improve speed and accuracy for circulation. This is estimated to finish in late 2022. The second phase of the RFID implementation will include security gates at the entrances of the library and self-checkout for patron use. Library staff has already encoded over 17,000 items in the collection.

Our New Staff

Kevin Liberty joined MPL's staff from the University of Texas at Arlington's College of Architecture, Planning and Public Affairs. He completed his B.S. in Management Information Systems at Columbia College in Missouri. He looks forward to supporting MPL's staff and patrons while we grow as a community.

Library Construction Updates:

MPL's renovation and expansion is fully underway! The library is fully operational at this point in construction. Framing for the expansion can be seen taking place in phase one of construction.



March 2022 construction picture



Library Technology Specialist, Kevin Liberty



Patrons at the MPL Booth during Pickle Parade



PARKS & RECREATION

Welcome Amanda Alms!

We are thrilled to have a new face in our mix, and one we think will be a tremendous asset to the department. Amanda Alms started in February as the Assistant Director of Parks and Recreation, with duties including management of the recreation and park operations divisions.

"It's so great to now be working with the city of Mansfield as the Assistant Director of Parks and Recreation," said Alms. "I have loved the remarkable parks, trails and recreation programs the city offers regularly from afar for a while. I am excited to now be a part of this award winning team."

In previous careers at Grand Prairie, North Richland Hills and Carrollton, Alms has been involved in developing destination parks and overseen the construction and operations of multiple aquatic facilities and recreation centers.

"Community programming and events captured my heart, planning and watching first hand how engaging and exciting summer camps, recreational sports, education programs, creative opportunities and unique gatherings can unite and enrich a community," said Alms. "I have seen first hand the next level experiences that can take place when these programs and opportunities take place in a world class facility... and I am thrilled to be in Mansfield as it grows with all the upcoming possibilities."

2.22.22 Tutu 2.2

Over 222 people registered for the 2.22.22 Tutu 2.2, a free 2.2-mile walk/fun run celebrating the latest extension of the Walnut Creek Linear Trail that runs from James McKnight Park East to Cannon and Carlin Roads. Participants braved the chilly air in fabulous tutus and were rewarded with special trophies for everything from Too Fast (first place) to Too Chill (last place) and

Too Cute (best costume) or Too Two (best two year old!) It was an incredibly successful event and we can't wait to have another in 100 years or so.

BY THE NUMBERS Jan. 1 to March 31

Recreation

2418 program participants
784 memberships sold
294 facility rentals

Social Media

Facebook
10,047 followers; 82k total reach

Instagram
2884 followers; 22k total reach

Email News
3717 subscribers; 53% open rate

Website
4598 home page visitors

Google
4.62 average rating

PARKS & RECREATION

TRAPS State Rodeo Champs

Your Mansfield crew is officially STATE CHAMPIONS, taking first and second places in irrigation assembly in the TRAPS state maintenance rodeo! Big congrats to Anthony Ford and Chris Adolph (1st place) and Helson Gonzalez and Phillip Legros (2nd place), who assembled 142 feet of pvc, with multiple joints and sprinkler heads, in just 2 minutes to take the big win, just seconds apart from each other and finishing a full minute ahead of the third place team.

Memorial Bench at ONP

Parks and recreation crews installed the latest memorial bench at Oliver Nature Park in February for the Brown family. As always, memorial benches require an incredible attention to detail, from choosing the wording and location to making sure the family's needs are heard and felt. You might remember, Marissa Brown was a Mansfield High School student who went missing in 2021, and was later found, having died by suicide. The whole city was looking for her for a few days, and her parents have been doing a lot of outreach in the time since to help promote mental health awareness. It was important to them to have a place to remember her for friends and family to visit that was happy, a place where they had shared so many family moments together.

Staff tried to coordinate the install on the one year anniversary of her passing but winter weather got in the way.

Marissa's parents and brother were there in late February when we installed the bench. They shared the following comments on Facebook:

"For those of you that helped support our family last year either by helping to search for our beautiful daughter, helping to share our post over 27k times, or reaching out with your own personal stories. We heard you, and we felt your love. Today we had the opportunity to have a memorial bench, donated by the Brown family, installed at our favorite park, Elmer Oliver Nature Park, right by the Bluebonnets and wildflower fields. For those that visit the park, please stop by and take a moment to reflect on our story, and share it with your loved ones. Mental Health matters, and anything you can do to reach out to those that need help, makes a big difference. If we can help just one 'more' person...We know our family's willingness to speak out on this topic has already made such an impact. Plus, the bench is a beautiful new addition to the park! Thank you to the Mansfield Texas Parks and Recreation Dept for their respect of our situation, their time today, and their amazing talent!"

-Cheryl Brown

In an email to staff thanking them again for the experience, Mrs. Brown added "You have a great crew there. Very kind and thoughtful!"



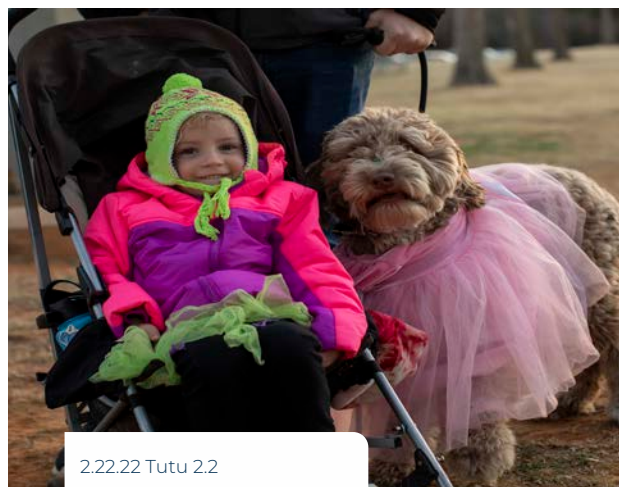
Asst. Director of Parks & Recreations, Amanda Alms



TRAPS State Rodeo Champs



2.22.22 Tutu 2.2



2.22.22 Tutu 2.2

PARKS & RECREATION

PROJECT UPDATES

McClendon Park Improvements

Construction will begin in April to add a splash pad, restroom building and new basketball courts at McClendon Park West. The existing basketball courts and restrooms will be closed once construction begins, with all construction expected to be completed this fall. Please follow our social media pages for more detailed updates as the project progresses. Construction is expected to be completed later this year.

Budget: \$2.3 million

Source:

MPFDC/GF Certificates of Obligation

Timeline: April 2021-Fall 2022

Gertie Barrett Park

Construction will also begin in April on phase one development of a new neighborhood park off Gertie Barrett Road near Garrettson Lane, just south of Linda Jobe Middle School. The project includes a playground, splash pad, restroom building, pavilion, looped trail and picnic areas. Construction is expected to be completed in late 2022.

Budget: \$2.3 million

Source:

Park fees/GF Certificates of Obligation

Timeline: July 2021-Fall 2022

Katherine Rose Memorial Park

Work is about to begin on a new master plan for Katherine Rose Memorial Park and Hardy Allmon Soccer complex that includes an upgraded, inclusive playground and layout improvements for an enhanced experience for all users.

Budget: \$1.5 million

Source:

GF Certificates of Obligation

Timeline: Spring 2022-Winter 2023

Walnut Creek Linear Trail Phase 3B

Planning underway on the sidewalk improvements/expansions and trail segments needed to complete the WCLT from Cannon/Carlin Roads to Elmer W. Oliver Nature Park.

Budget: \$3 million

Source: MPFDC

Timeline: Spring 2022-Summer 2024

SAVE THE DATE

APR 21: Summer Discount Day

Save 15% on camp & class fees when registering online today
9am-9pm @ Mansfieldparks.com

MAY 5: Community Yard Sale

8-11am @ MAC

MAY 27: Splash Pad Opens for Summer

Open 10am-8pm daily until Labor Day

MAY 31: Summer Kids Zone begins

Summer camps & Kids Zone Day Camp underway

June 10: MAC Nerf Night

6 or 7:30pm @ MAC

Aug. 5-7: Summer Slam Pickleball

Tournament

250+ participants from across the country @ FieldhouseUSA

Aug. 13: Slide Outta Summer

11AM @ MAC



PARKS & RECREATION



Summer Recreation Guide

The Summer 2022 Recreation Guide hit every mailbox in Mansfield this month and it's jam-packed with classes, camps and events for all ages and interests, plus a double-cover feature on the May 7 Bond Election. Find a copy at any city facility or visit MansfieldParks.com for the interactive online version.

High Fives for Awesome Staff

We know Parks and Recreation is full of amazing staff who never fail to go above and beyond for guests, other city departments, or even when no one is watching simply because it's the right thing to do. That's why we made it easy to give them a high five when they've earned it! They get a personal note from Director of Community Services Matt Young thanking them for their hard work and the satisfaction of knowing their efforts did not go unnoticed. Posters in our facilities and on park bulletin boards have a QR code that links directly to a simple form, which can remain anonymous if desired, so submissions can be received from supervisors, co-workers or the public. Want to send a high five to a parks and recreation employee? Visit <http://bit.ly/giveahigh5>.

Who's been awesome lately? Here's a sampling of some high fives we've received in the last few weeks:

Jerry Robinson (Senior Bus Driver) stepped up when a coworker's catalytic converter was stolen from his car in the parking lot. Jerry checked the other staff cars for vandalism and lent his personal vehicle to the coworker so they could get the necessary repairs. Supervisor Coco Garcia said she appreciates his "Whatever you need, I'll do it" attitude, and we do too!

Abby Koritsas (Recreation Attendant) was thanked for stepping outside her comfort zone and normal realm of duties to help other divisions, including teaching nature education classes and working the tutu run in the freezing cold. Her efforts were described as "the work of ten people" and that's no exaggeration!

Yvonne Barton (Senior Services Specialist) was pure greased lightning last month, surprising the seniors at the MAC with a full poodle skirt sock hop costume that she made by hand in her own time to make their Grease viewing party extra special. Forget high fives...she gets a hand jive!

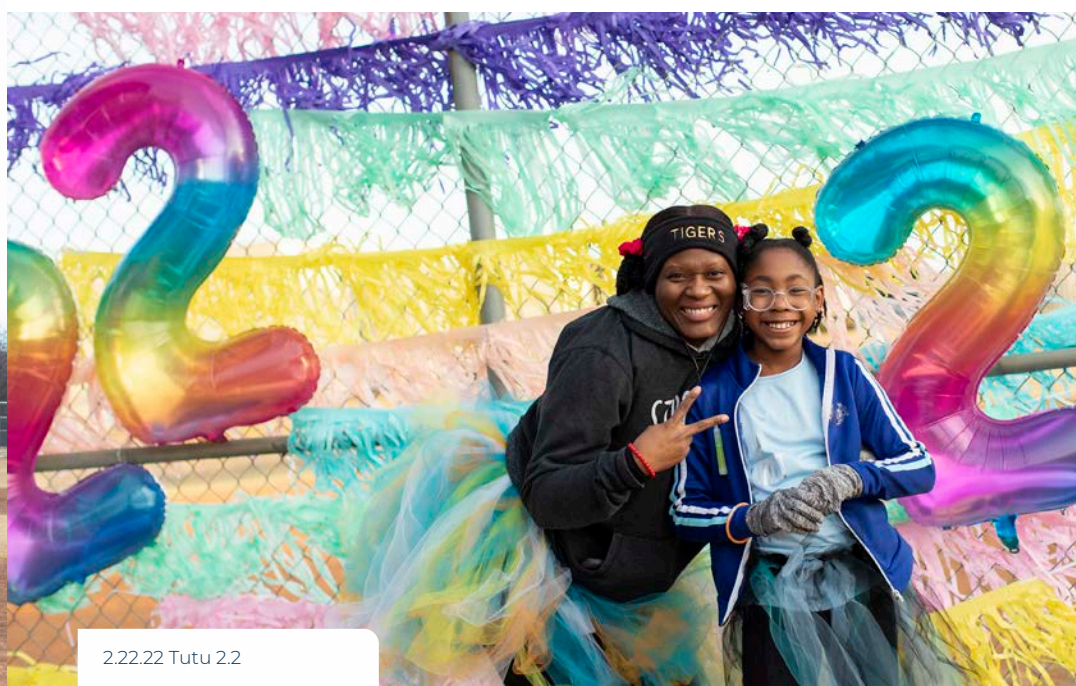
WORD ON THE STREET

(Recent comments from residents via email, social media and online reviews)

"Best staff ever is at this park. They are so friendly, courteous, and always out working hard when I'm there. Makes me feel so proud of my community and safe in the park and trails." -Sarah K on Oliver Nature Park

"I really like this place. Rougher terrain than most parks, and four different areas for dogs of all sizes. A slice of nature in a rapidly growing suburb." -Alex C. on Mans Best Field Dog Park

"It's always a pleasure to visit, it's clean, nice trails, as well as great equipment for kids to play on." -Maggie V.. on Katherine Rose Memorial Park



2.22.22 Tutu 2.2



PLANNING & ZONING

BY THE NUMBERS Jan. 1 to Mar. 31

**Single-family residential lots
final platted: 307**

**Single-family residential lots
preliminary platted: 765**

**Commercial/industrial acres
final platted: 29.03**

City Council

**The following cases were approved
by the City Council during the second quarter:**

ZC#22-001:

A zoning change from SF-7.5/12 to D, Downtown District, SD-1 and D3 Zones on approximately 3.571 acres of land at 708 E. Broad Street was approved.

ZC#21-021:

A zoning change from SF-7.5/12 to D, Downtown District, D-3 Zone on approximately 0.398 acres of land at 601 and 605 S. Main Street was approved.

ZC#21-018:

A request for a Specific Use Permit for an eating place with drive through service on approximately 0.656 acres of land at 1780 FM 157 was approved.

ZC#21-017:

A zoning change from C-2 and 2F to PD for warehouse/distribution uses on approximately 19.99 acres of land on the south side of Mouser Way, east of FM 157 and west of US 287.

The Planning Department administers land use and subdivision regulations designed to encourage the development of safe, accessible and attractive properties, and to enhance property values in Mansfield. We also provide technical assistance on zoning and development matters that go before the Planning and Zoning Commission and the City Council.

Here's an overview of our work in the second quarter of fiscal year 2021-2022:

SUP#21-007:

A Specific Use Permit for an eating place with drive-through service on approximately 1.921 acres of land at 1570 E Debbie Lane was approved.

SUP#21-008:

A Specific Use Permit for indoor auto parts or accessory sales on approximately 3.995 acres of land at 2090 FM 157 was approved.

SUP#21-009:

A Specific Use Permit for an auto rental business on approximately 5.821 acres of land at 920 N US 287, Suite 306 was approved.

SUP#21-010:

A Specific Use Permit for a kennel on approximately 1.475 acres of land at 400 S US 287 was approved.

**These cases are pending review by
City Council during the next quarter:**

ZC#21-023:

A zoning change from C-2 to PD for townhomes and community business commercial on 14.156 acres of land at 1700 North Walnut Creek Drive is pending first reading.

ZC#20-021:

A zoning change from SF-7.5/12 to PD for single-family residential uses on approximately 2.994 acres of land at 301 Sayers Street is pending first reading.

ZC#20-013:

A zoning change from SF-7.5/12 to PD for multi-family residential uses on approximately 0.535 acres of land at 505 W Kimball Street is pending final reading. Council previously tabled this case.

Planning and Zoning Commission

These development cases are pending review by the Commission during the next quarter:

ZC#22-003:

A zoning change from PR and SF-12/22 to PD for single-family residential and townhome uses on approximately 9.95 acres of land at 3140 and 3172 Cannon Road are pending review.

ZC#22-002:

A zoning change from PD to PD for single-family residential uses on approximately 11.621 acres of land at 803 Lillian Road is pending review.

ZC#21-020:

A zoning change from PR to PD for single-family residential development and Community Business commercial on 121.459 acres of land at 1101 W Broad St. was tabled until the April 4, 2022, meeting.

ZC#21-022:

A zoning change from PR to PD for single-family residential uses on approximately 4.997 acres of land 2005 N Holland Road is pending review.

ZC#21-011:

A zoning change from PR to PD for single family residential uses on approximately 60.92 acres of land at 1400 Flying L Lane is pending review.

ZC#21-007:

A zoning change from C-2 to PD for townhome and age-restricted multi-family uses on approximately 19.527 acres located at 2880 Matlock Road is pending review.

ZC#20-018:

A zoning change from SF-7.5/12 to PD for commercial uses on approximately 1.127 acres of land at 803 E. Broad Street is awaiting review.

SUP#22-002:

A request for a Specific Use Permit for a food delivery store on approximately 2.87 acres of land at 2000 Matlock Road, Suite 100 is pending review.

Downtown District Projects

Staff is reviewing site plans for these properties in the new Downtown District:

DS#22-001:

A Site Plan for a house conversion to office use is under review for 201 W. Broad Street.

DS#22-002:

A Site Plan for two Manor Houses with eight residential units is under review for 406 Alvarado Street.

DS#22-003:

A Site Plan for a new office building is under review for 601 S. Main Street.

**Gas Well Drilling and Production**

These are drilling and production activities that occurred during the second quarter:

GW#22-001:

Operator Transfer from FDL Energy to Javelin Energy Partners for the Rawdow Unit, a site with three gas wells, is under review.

GW#22-002:

Operator Transfer from FDL Energy to Javelin Energy Partners for the Buford Tindle #2 Unit, a site with one gas well, is under review.

GW#22-003:

Operator Transfer from FDL Energy to Javelin Energy Partners for the Buford Tindle #1 Unit, a site with one gas well, is under review.

Zoning Board of Adjustments

The Board acted on the following cases during the second quarter:

ZBA#22-001:

A request for Special Exceptions for an accessory building with a height of approximately 16 feet 2 inches and to allow a reduction in the side setback to approximately 8 feet at 1071 N Day was approved.

ZBA#21-013:

A request for a Special Exception to allow a monopole telecommunications tower with a height of approximately 130 feet at 1266 Lakeview Drive was approved.

ZBA#21-012:

A request for a variance to allow an addition to the house to encroach approximately 7'10" into the required 15-foot rear yard setback at 2 Pond View Court was denied.

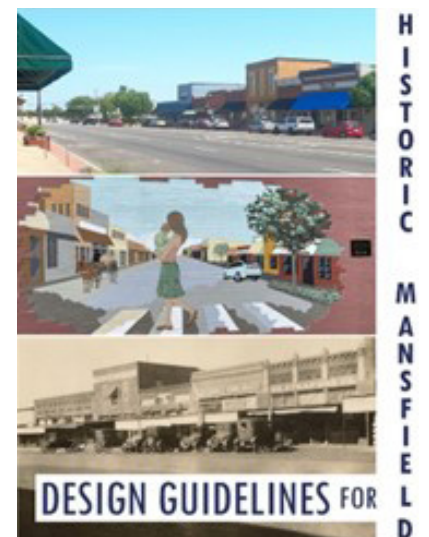
ZBA#21-001:

A request for a Special Exception for a detached accessory dwelling at 780 Turner Warnell Road was denied.

Historic Landmark Commission

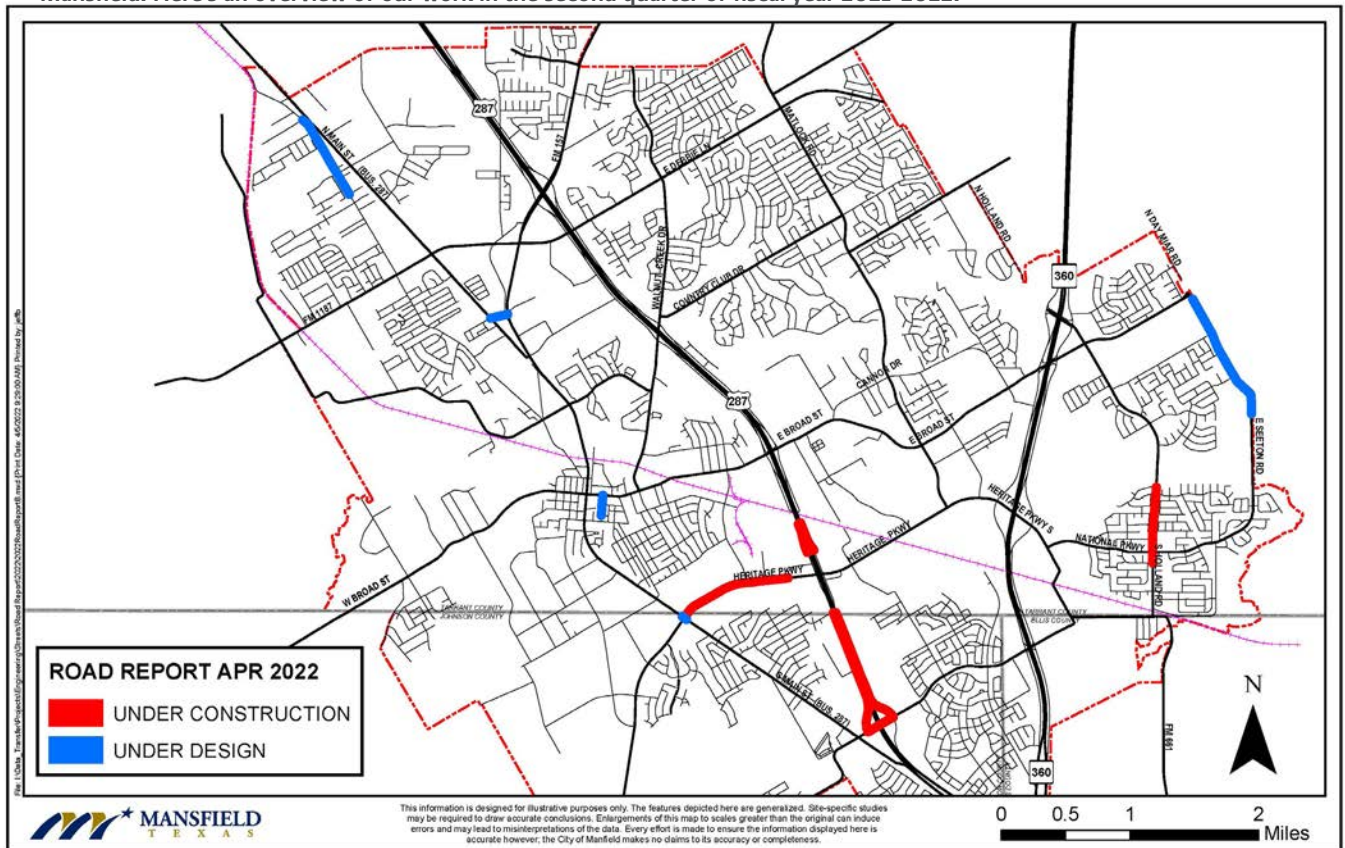
The Historic Landmark Commission worked on several projects during the second quarter, including the following:

- 1) Updating the Design Guidelines for commercial landmarks;
- 2) Recommended tax incentives for 130 N. Main Street;
- 3) Designated the Mansfield Cotton Gin property as the City's first Historic Cultural Landscape;
- 4) Nominated 11 properties for Official Recognition; and
- 5) Organizing events for Preservation Month 2022.



PUBLIC WORKS

This quarterly Road Report includes street projects currently under construction or in the design phase in the City of Mansfield. Here's an overview of our work in the second quarter of fiscal year 2021-2022:



Under Construction

South Holland Road (Stonebriar Trail to Garden Path Lane – Street Bond Fund)

South Holland Road will be improved to a four-lane divided thoroughfare. The project will include completing the north side of National Parkway west of Holland Road and several hundred feet to the east. A traffic signal at Holland Road and National Parkway is also included. This project will require the construction of detour pavement on the east side of the existing roadway to accommodate construction of the project.

The project was awarded for construction in December 2021. Two telecommunication companies are currently relocating their facilities to clear this project for construction. Construction is anticipated to start in the next few weeks and its estimated duration is 14 months.

Heritage Parkway Westbound Lanes (Commerce Drive to South Main Street – Street Bond Fund)

The two westbound lanes of Heritage Parkway are being reconstructed due to poor pavement condition. A sidewalk is included on the north side of the roadway. The westbound lanes are complete and open to traffic. The project is expected to be complete by the end of April.

Under Design

Day Miar Road (Grand Meadow Boulevard to Seeton Road – Street Bond Fund)

Day Miar Road is planned to be improved to a four-lane undivided concrete roadway. Roadway drainage will be curb and gutter with inlets and piping draining to an improved parallel open channel on the west side of the road.

The open channel will extend from the south side of Grand Meadow Boulevard to the detention area north of Lake Ridge High School and then cross to the east side of the road through an improved culvert. Also included will be sidewalks along both sides of the roadway, two pedestrian crossings at the MISD school sites, and traffic signals at the intersections with Grand Meadow Boulevard and Seeton Road.

Final plans are near completion and franchise utility companies are working on relocations which should be complete for the project to begin construction in the third quarter of this year. The estimated construction duration is 18 months.

North Main Street | FM 157 Connector (Street Bond Fund)

The proposed connector is a four-lane undivided roadway that will provide a connection from North Main Street to FM 157.

This roadway will be located approximately a half mile north of Mouser Way and will align with Watson Branch Lane, the future roadway located within Watson Branch development. The connector will reduce traffic volumes along the frontage of Legacy High School and at the intersection of Main and FM 157. This project will also eliminate the current skewed intersection of Russell Road and FM 157 and will reduce flooding potential of Watson Branch upstream of Russell Road. The consultant is also conducting flood studies of Watson Branch. Right-of-way acquisition is underway.

Design will begin later this year with construction anticipated to begin in 2023. A first phase of this project constructed a traffic signal at the intersection of FM 157 and future Watson Branch Lane along with northbound and southbound left turn lanes on FM 157. The signal will be operational soon.

Gertie Barrett Road (Meadowside Drive to Wildwood Drive – Street Bond Fund)

This project will reconstruct Gertie Barrett Road as a 2-lane undivided 24-foot-wide asphalt roadway. Additionally, a new east/west 4-lane undivided roadway will be constructed between Gertie Barrett Road and N. Main Street. The location of this east/west roadway will align with Simpson Lane on the west side of Gertie Barrett Road. This project will involve coordination and an agreement with TxDOT.

Construction plans are nearing completion and franchise utilities are planning their relocations. Construction is anticipated to begin in the third quarter of this year.

Pond Street (Broad Street to Lake Street – Community Development Block Grant)

As a part of the Tarrant County CDBG program, Pond Street between Broad St. and Lake St. will be reconstructed with curb and gutter, sidewalks, and new water and sewer lines. The project

is currently under design and construction is anticipated to begin in the third quarter of this year.

South Main Street (US Business HWY 287 | Heritage Parkway – Community Development Block Grant)

This project will add northbound and southbound right-turn lanes to the intersection of S. Main Street/Heritage Parkway. In addition, sidewalks will be added on the eastside of S. Main Street from the Forest Brook Subdivision to Price Road. This project will involve coordination with TxDOT.

Engineering design contracts are in the process of being executed. An anticipated construction start date has not yet been determined.

TxDOT Projects

US 287 Frontage Roads (Union Pacific Railroad to Lone Star Road)

This project includes construction of both the northbound and southbound frontage roads of US 287 between the Union Pacific Railroad and Lone Star Road as well as additional lanes at the Lone Star Road bridge and a southbound to northbound U-Turn. Furthermore, this project will include traffic signals at the Heritage Parkway/NB US 287 jug handle intersection along with signals at the intersections of the NB and SB US 287 Frontage Roads at Lone Star Road and US Business 287 at Lone Star Road.

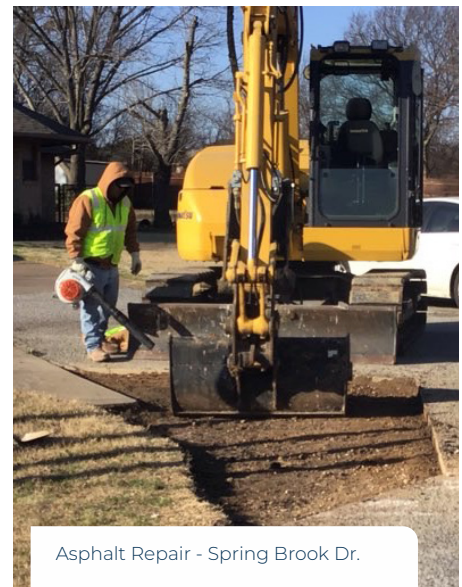
This project has bid. Construction will begin in January 2022. The estimated construction time is 26 months.

For additional information, please contact:

Bart VanAmburgh, Director of Public Works – 817-276-4233
bart.vanamburgh@mansfieldtexas.gov

David Boski, Assistant Director of Public Works Transportation – 817-276-4208
david.boski@mansfieldtexas.gov

Raymond Coffman, Assistant Director of Public Works City Engineer – 817-276-4238
raymond.coffman@mansfieldtexas.gov



Asphalt Repair - Spring Brook Dr.



Concrete Repair - Rockford Ct.



The Regulatory Compliance Department enforces all city ordinances to protect property owners' investments and promote the health and welfare of the community. Regulatory Compliance officers are committed to providing compliance through a professional, efficient and due process approach for residents of Mansfield. The Regulatory Compliance houses three programs: the Code Compliance program, Health Inspections program, and Rental Inspections program.



REGULATORY COMPLIANCE

Regulatory Compliance refers to illegal signs as "bandit" signs. The following table details the number of illegal signs they collected each month.

Illegal Signs (Bandit) Picked Up

January	402
February	387
March	325
Quarterly Total	1,114

The garage sale ordinance gives the Assistant City Manager in charge of Development Services the authority to

approve a request for a variance, provided that the individual making the request is able to provide evidence that supports the need to have a third garage sale / estate sale.

Garage Sale Permits & Requests for Variance

85

There were zero requests for variances in this quarter. Of the 85 permits, 184 permits were issued for the first garage sale at the address.

Regulatory Compliance activity is not limited to the violations listed above. The Utility Division is responsible for enforcing a number of ordinances. We continually monitor violations of the

Water Conservation Plan. David Brister, Operations Supervisor of Water Utilities, has provided a table detailing his department's enforcement activity.

Utility Division Violation

	Pass	Fail
Commercial Grease Trap Inspections	17	2
Customer Service Inspections	209	131
Irrigation System Inspection	201	40
Water Conservation Plan Violations	0	0
Quarterly Total	427	173

Regulatory Compliance Activity Jan. 1 to March. 31

Type of Case # of Cases

Building Permit Required	14
Illegal Dumping	0
Dangerous Structures	3
Food Service Establishments	0
Dumpster Violations	8
Garage Sales	1
Graffiti	2
High Grass and Weeds	27
Miscellaneous	30
Nuisance - tree, shrub, or plant.	1
Outside Placement of Airtight Appliance	2
Outside Storage	57
Property Maintenance	36
Referred to Environmental	1
Residential Outdoor Lighting Nuisance	0
Right-of-Way (ROW) Obstruction	4
ROW Obstruction (Basketball Goal)	3
Smoking Ordinance	0
Stagnant Swimming Pool	0
Trash and Debris	101
Commercial Vehicles	2
Junked Motor Vehicles	33
Parking on the Grass	22
Street Parking Violation – Referred to PD	8
Accessory Structure Setback Violation	9
Recycle Collection Center Donation Box	0
Address Identification	1
Certificate of Occupancy Required	5
Boats	4
RV	11
Trailer	25
Chickens / Poultry	9
Farm, Ranch, or Orchard	3
Fence Violations	31
Home Occupations	9
Legal Signs	17
Non-Traditional Smoking Related Business	1
Landscape Maintenance	6
Overhanging Tree Limbs	20
Parking Lot Maintenance	2
Section 4400 - Illegal Land Use Residential	2
Section 4400 - Illegal Land Use Commercial	3
Sign Maintenance	28
Solar Panel Systems	4
Vacation Rental / Short-term Rental	0
Vehicles on Blocks / Jack Stands	2
Visibility Obstruction – Shrubs / Bushes	3
TOTALS	552

Citations Issued 20

Abatelements

4

Forced Mowing, Overhanging Limbs, Trash Removal, Visibility Issues

Short-Term Goals | Department News

New Health Inspector Jensyn Seiger started on February 14, 2022. Jensyn was a health inspector for Sun Tan Valley in Arizona for 1 year. Jensyn holds a Masters Degree of Science in Environmental Toxicology and a Bachelor's Degree of Science in Biomedical Science.

New Multi-family Rental Inspector James Triplett started on February 14, 2022. James worked for the City of Arlington as a Code Compliance Officer from 1999-2006, Code Compliance Supervisor from 2006-2008, and Code Compliance Field Operations Manager from 2008-2020. James oversaw the Multi-Family Annual Property Inspection Program for the City of Arlington, as well as many other initiatives. James was also the Code Compliance Manager for the City of Waco for 1 year before accepting the position with the City of Mansfield Regulatory Compliance Department.

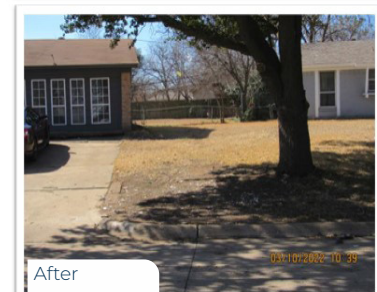
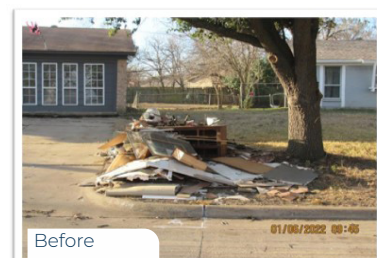
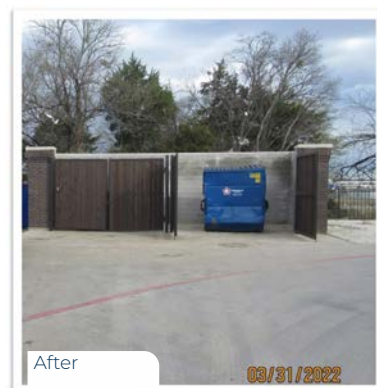
Regulatory Compliance Supervisor Narada Lee and Code Compliance Officer Justin Bradford attended the Code Enforcement Association of Texas Annual Conference in Laredo in February. While attending the conference, they performed a community service project in Laredo. **Completed**

On March 25, the Regulatory Compliance staff joined up with Environmental Services to complete an MVP project by removing some tires from

the Britton Cemetery that had been dumped there illegally. **Completed**

Regulatory Compliance staff has been holding weekly virtual meetings with our software provider, Inspect2Go, for the past couple of months to work on the implementation of our Health Inspections and Multi-family Inspections software package. **Ongoing**

Regulatory Compliance Supervisor Narada Lee and Multi-family Rental Inspector James Triplett attended a training course, tested for and received their Certified Pool Operator's licenses in March. **Completed**



REGULATORY COMPLIANCE

Multi-family Rental Inspections

A good portion of this first quarter was spent developing the program, amending the ordinance, gathering all the data and moving forward with implementation. Below is the activity for the first quarter of this calendar year. Starting in April, we will begin full-fledged inspections of all multi-family complexes. Y-T-D activities are in the table (top - right):

Multi Family Rental Inspections	Notices Mailed	Citations Issued	Inspections	Registered	Outstanding	Revenue Collected	Revenue Outstanding
Lodging Hotels Motels	7	0	0	3 hotels/ 189 rooms	5 hotels 395 rooms	\$4,155	\$4,605
Multi-Family	23	4	30	39 compl- exes 3,870 units	6 compl- exes 1,106 units	\$68,180	\$6,140
Texan RV	1	0	1	0	164 units	\$-	\$2,460
Assisted Living Nursing Homes	7	0	0	1 facility/ 103 units	7 facilities/ 362 units	No fees	No fees
Senior Living	3	0	0	3 facilities 410 units	0 units	\$5,190	\$-
Quarterly Total	41	4	31	4572 units	2,027 units	\$77,525	\$13,205

Health Inspections

While working non-stop to get our Health Inspection program up and running, Health Inspectors Rebecca St. John and Jensyn Seiger have been working hand in hand with our Code Compliance Coordinator, Marisa Loera. Marisa has been working on numerous spreadsheets she created for tracking Health Inspections activities while waiting on our software program to be developed. In addition, they have created numerous forms and educational material for our customers. Y-T-D activities of the Health Inspections team are in the table (bottom - right):

Health Inspections	Notices Issued	Closures	Inspections	Permits Issued	Revenue Collected
Food Service	40	2	96	70	\$36,020
Swimming Pools	7	2	21	11	\$3,850
Temporary Vendor	0	0	34	37	\$2,220
Mobile Food	0	0	7	7	\$2,100
Childcare	3	0	6	3	\$600
Quarterly Total	50	4	164	128	\$44,790



SPECIAL EVENTS



Special Events is responsible for producing annual events throughout the city. Some of these events include Mansfield Rocks, Hometown Holidays and more. Our special events team strives to produce remarkable experiences for the entire community.

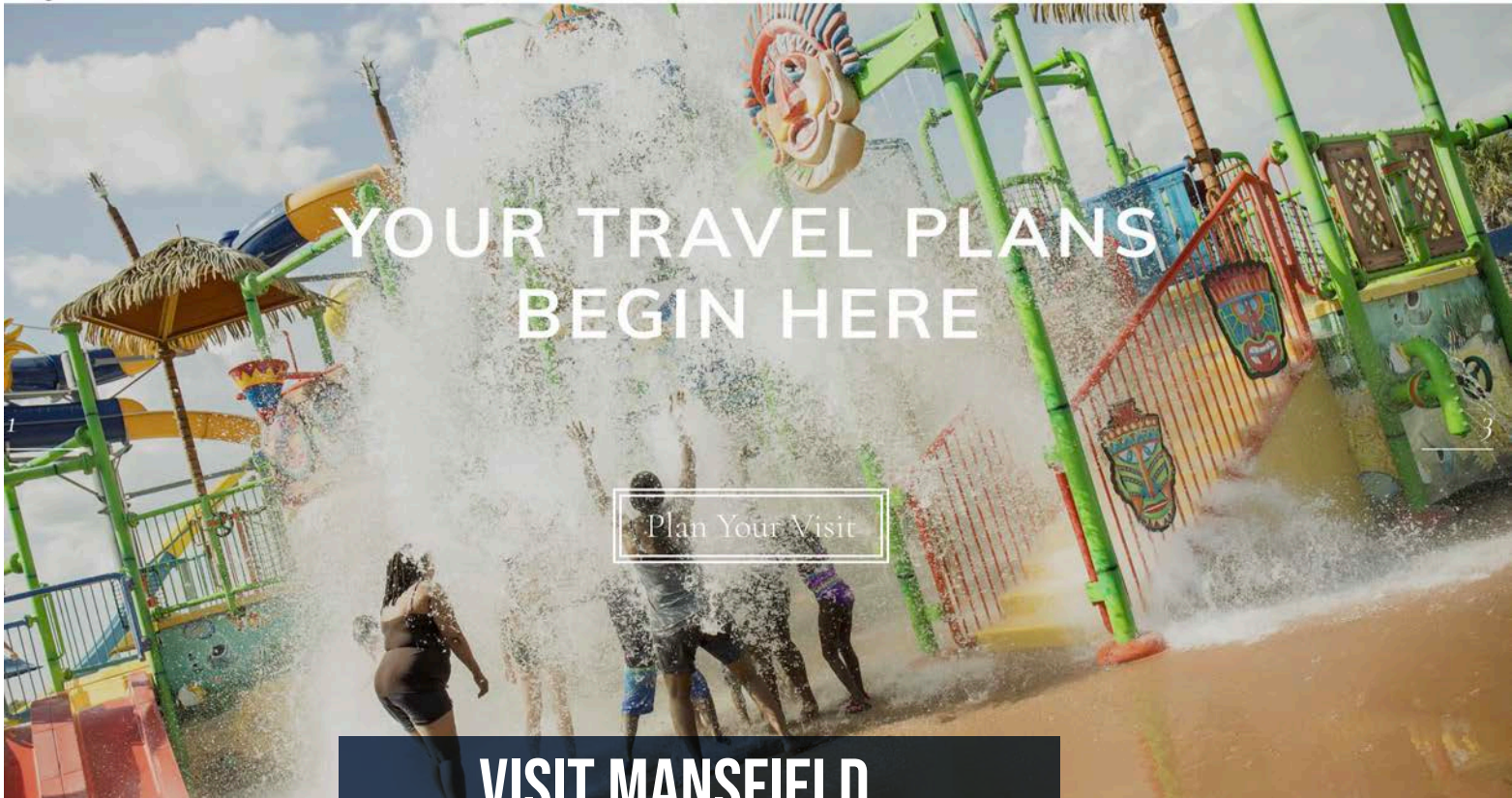
Even with extremely cold temperatures, many families chose to take a step toward their healthy goals for 2022 by participating in the annual Snowman Run. With just over 90 participants, Katherine Rose Memorial Park was a flurry of tennis shoes, bicycles and family pets taking to the trails.

In March, Special Events Supervisor Angie Henley worked closely with the Pickled Mansfield Society to help them organize a safe and successful event.

Finally, get your dancing shoes ready for Music Alley. With the majority of details set for April 30, this year's festival is sure to entertain with a diverse lineup of performers, artists and food.

Stay tuned for all the fun to come with upcoming events Mansfield Rocks and Juneteenth!





The Mansfield Convention & Visitors Bureau (CVB) is the official meetings, conventions, sports and tourism marketing arm of the City of Mansfield. The CVB is also responsible for increasing economic prosperity for Mansfield, its residents and its marketing partners. Mansfield has won several awards for its events from the Texas Festivals and Events Association, the Texas Association of Convention and Visitor Bureaus and the International Festivals & Events Association. Stop by for a visit and you will see why you Come for the Location and Stay for the Fun!

Arts Week

Advertising for Arts Week included a radio ad buy on WRR 101.1 FM, ad buy on the family event site KidsOutAndAbout.com and social media boosts for the primary arts event page and specific events hosted by the Mansfield Commission for the Arts.

Virtual Visitors Center

In January the new virtual visitors center was launched as a subsite on the VisitMansfieldTexas.com website. This service acts as the base for all the restaurants, shops and other businesses in Mansfield as well as four customized itineraries.

To help promote the new Virtual Visitors Center, thousands of dollars worth of free advertising were secured through the Texas Travel Co-Op program to advertise across social channels and digital ads.

To Go on the Mansfield Corks and Kegs Adventure

Turn to Page 121 (or just click here)

Click Here to Get Started

ARTS WEEK
MARCH 7-17, 2019

VISIT MANSFIELD

Music Alley

In anticipation of Music Alley on April 30 the full advertising plan was put into place. Radio spots were booked in both English and Spanish across local Cumulus media and Estrella media stations. Posters were designed and interpreted into Spanish and Vietnamese. The entire campaign has been scheduled.

Digital & Social Media Accomplishments

Thanks to a preexisting relationship with a travel influencer (@MyCurlyAdventures) the Mansfield Pickle Parade got a huge boost when she attended. Her social story on the event collected over one million views on TikTok and over 3,000 likes on Instagram, making it her best performing story of the month. The story also led to the single biggest boost in Visit Mansfield's Instagram following with over 200 new followers in less than a week. All this was accomplished at no extra cost.

The Mansfield Commission for the Arts Facebook page saw its largest quarterly jump in followers ever with nearly 500 added followers between February and the end of March.

The quarter also saw the best performing post the page has had with the Kids Day schedule for Arts Week reaching over 20,000 people, all organically)



Top 5 Organically Performing Visit Mansfield Facebook Posts Jan. 1 - March 31

- 1) Music Alley Headliner Announcement (20K reach)
- 2) Pickle Parade Thank You (8.6K Reach)
- 3) 2022 Events Dates (5.8K Reach)
- 4) Del Toro BBQ Grand Opening (4.8K Reach)
- 5) Arts Week Schedule (4.5K)

VisitMansfieldTexas.com received over 15,600 page views this quarter, an improvement of around 2,000 page views when compared with the same quarter of 2021.



Who is trying those chocol...

02/25/2022 8:00 PM		Arts Week is two weeks from today! Here's an		4.5K		139 59
03/09/2022 12:00 PM		Music Alley is April 30 and we're excited to begin		20.1K		139 73



WATER UTILITIES

WATER UTILITIES

The Water Utilities Department is dedicated to providing high-quality drinking water to our citizens and local businesses, and strives to protect the environment through effective wastewater treatment. Water Utilities works closely with the Environmental Services Department to provide public education on how to conserve and protect water, and keep our waterways clean from trash and hazardous materials.

Projects under construction:

Clearwell Project

Purpose: To allow the water distribution system to deal with the city's peak water demand effectively.

Budget: \$9.4M

Project completed February 2022.

Aerial Sewer Crossings

Purpose: To upgrade six sewer crossings in Mansfield. The crossing at Walnut Creek and the service road of US 287 is the first that will be improved.

Budget: \$2.7M

Entire project estimated to take 300 days to complete

Water Pump Stations Project

Purpose: To upgrade several pump stations with tank coatings, electrical equipment, emergency generator connections, structural improvements and instrumentation.

Budget: \$400,000

PCS Replacement Project

Purpose: To migrate the existing SCADA system to VT SCADA, replace numerous programmable logic controllers and implement a secure and protected WIFI system.

Budget: \$1.265M

Now under construction

Wastewater Lift Stations Upgrades Project

Purpose: To upgrade wastewater lift stations.

Budget: \$85,820

Installation expected to begin in June

Projects under design:

Turner Way Lift Station Rehabilitation Project

Purpose: To modernize the station's design standards by implementing backup power, pumping provisions and more.

Budget: \$1.07M

30" Water Line

Purpose: To construct a 30-inch water line that will connect the east and west sides of Mansfield and upsize several water mains described in the water master plan.

Budget: \$1M

Projects in the bidding process:

Brown Street Sewer Replacement

Purpose: To replace approximately 700 feet of clay sewer main.

Budget: \$100,000

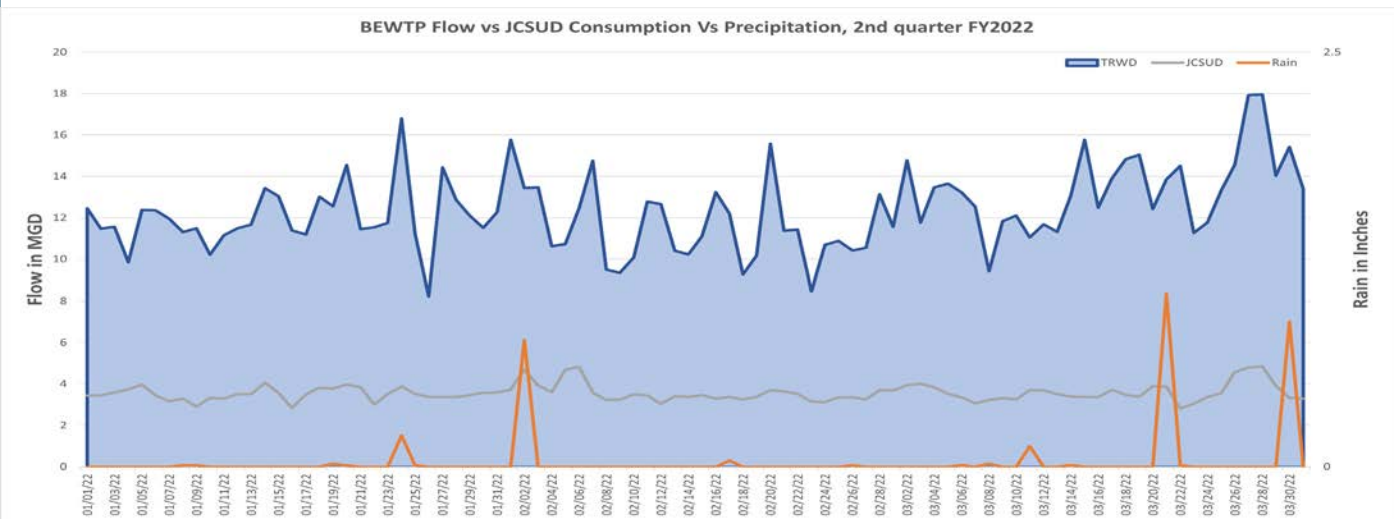
Other projects:

Pilot Study

Purpose: To study a membrane water-filtration system that could advance the capabilities of the Bud Ervin Water Treatment Plant and future water treatment facilities.

Budget: \$478,440

In partnership with NanoStone, the pilot study equipment has been installed and piping connections are complete. Chemical dosing is currently being configured to optimize the required flux rates. A partnership with the City of Fort Worth in which they would help facilitate the necessary regulatory testing is now in discussion.



Utility Billing Statistics
Jan. 1 to March 31

- Responded to 13,698 phone calls
- Sent 24,797 WaterSmart group messages
- Sent 2,206 WaterSmart leak alerts

Weather Information

The Dallas-Fort Worth area received 2.4 inches of rainfall in the second quarter of fiscal year 2021-2022 – just under 6" inches less than average.

Tarrant, Johnson and Ellis counties are in the D3 drought category (Extreme Drought conditions) following several months of below-average rainfall. Statewide reservoir capacity is 77.7%.

- Richland Chambers is 91.2% full.
- Cedar Creek is 92.1% full
- Benbrook is 76.4% full.

The third quarter of fiscal year 2021-2022 is anticipated to be warmer and drier than normal. Based on climate models, this may continue well into 2022.

Bud Ervin Water Treatment Plant Statistics

Communications, Marketing, & Public Education

Q2 Classes & Events

- Jan. 16 – 22: Basics of Landscape Design (339 participants)
- Feb. 20 – 26: Success with Seeds (140 participants)
- March 13 – 19: DIY Home Plumbing Repair for Fix a Leak Week (196 participants)
- March 20 – 26: Rainwater Harvesting (50 participants)
- March 26: Spring Mulch Madness

Upcoming Q3 Events & Classes

- April 3 – 9: DIY Sprinkler Repair
- April 9: Go N Grow Plant Kits (Service Center Pickup Location)
- April 9 & 23: Spring Mulch Madness
- April 30: Earth Day Mansfield
- May 22 – 29: Vegetable Gardening
- June 5 – 11: Edible Landscapes

Other updates and news

- WaterSmart non-Utility Billing group messages:
 - 14,618 sent; 66% average open rate
- CivicSend email messages:
 - 1,431 sent; 62% open rate

What We’ve Been Up To

- Water Conservation lessons and education kits provided – Nancy Neal Elementary and J.L. Boren Elementary School students (100 total students reached)
- Clues in the Creek education video (partnership with TRWD) – Louis Cabaniss Academy students (23 total students reached)
- Water Pirates Virtual Production from National Theater (partnership with TRWD) shown to multiple MISD elementary schools (778 total students reached)
- Student Water Pollution Q&A with Becca Sales, Education Specialist – Martha Reid Elementary (100 total students reached)
- Student Litter Cleanup Q&A with Becca Sales – Mansfield HS Key Club

