

MANSFIELD PARKS & RECREATION

NOVEMBER 2022

OUR VISION

To inspire Mansfield to gather, grow, preserve and play through

welcoming spaces and remarkable experiences

OUR MISSION

To create community by **exceeding expectations** in design, maintenance, operations and programming with a commitment to lead as a team with uncompromising integrity.

OUR GOALS



Increase Access to Parks and Programs



Develop, Maintain and Innovate



Improve Health and Wellness



Preserve Natural Spaces



Cultivate Community Pride



MANSFIELD
PARKS & RECREATION

mansfieldparks.com

@MansfieldTxParks

DIRECTOR'S UPDATE

On October 26th, we officially dedicated the pond behind the Parks Administration building after Toby Goodman. Mr. Goodman was a longtime Mansfield resident, attorney and State Representative. But more than that, he was a fierce advocate for those without a voice, dedicating his time and legislative power to children in foster care, animal rights and other often overlooked issues. He was just as passionate about his love for Mansfield, helping the small community grow and develop into the world-class city we enjoy today. He was dedicated and determined in how he fought for what he believed in, but just as equally in how he showed his love. Friends, family, colleagues and city leaders are quick to mention his smile, his sense of humor, and his larger-than-life heart. He advocated not with power, but with love. Not only was Rep. Goodman a proud supporter of the parks, he lived in a home on that very pond until his death in 2021.

Work will begin in December to start assessing all of our parks and facilities for the ADA Transition Plan to be completed in 2023. Once the consultant team completes all of the field work, detailed reports will be created for each facility with recommendations, priorities and cost estimates. Staff will provide updates to the MPFDC each month on the project status.

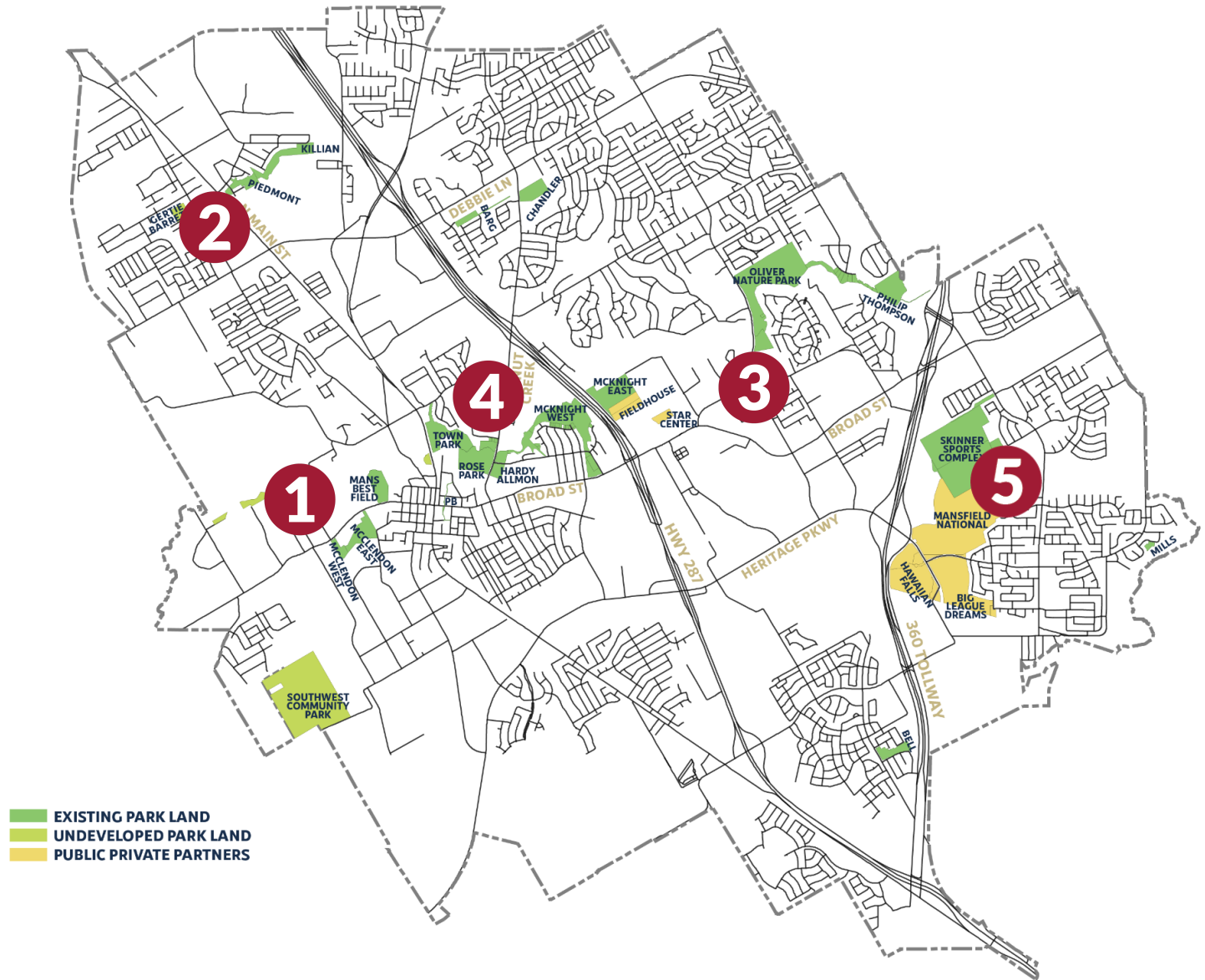
In January, we will start work on the Financial Sustainability project that will perform a comprehensive cost of service analysis for the department. The project will kick off with a joint work session between the City Council and MPFDC on January 23, 2023 in conjunction with the regular City Council meeting.



Thank you and the City for all the effort regarding the naming of the pond after my father. **He would be very honored.** I appreciate the time you and those you work with took to make this special. Thank you!

*-Christie Goodman, daughter of
Rep. Toby Goodman*

PARK PROJECT UPDATES



PROJECT	ADDRESS	DETAILS	STATUS
1 McClendon Park West	799 W. Broad St.	Splash pad, basketball court & restroom	Construction
2 Gertie Barrett Park	100 Gertie Barrett Rd.	New neighborhood park construction	Construction
3 Walnut Creek Linear Trail	Cannon/Carlin to ONP	Phase 3B on street side path trail	Design
4 Katherine Rose Memorial Park	303 N. Walnut Creek Dr.	Master plan & new playground	Master Planning
5 Skinner Sports Complex	920 N. Holland Road	Baseball improvements	Design / Bidding

MCCLENDON PARK WEST

1

TARGET COMPLETION	WINTER 2023	PROJECT MANAGER	James Fish
BUDGET	\$2.3 million	FUNDING SOURCE	MPFDC/GF COs
DESIGN FIRM	Pacheco Koch	CONTRACTOR	The Fain Group
SUMMARY	This project includes replacing the underutilized softball field with two new basketball courts and adding a splash pad, new restroom building and expanded parking.		
CURRENT UPDATE	Construction continues with developments on the splash pad area and the basketball construction sections of the park. On the splash pad, all utility connections to Broad Street have been installed and the footers for the retaining walls are in place. The subsurface piping for water and sewer is in place and forming is underway for anticipated surfacing in mid-November. The basketball and parking concrete has been completed. Striping of the parking and the courts along with amenity installation is underway. Final grading, lighting and cleanup is underway to wrap up the project by the end of the month. Staff is working with both general contractors to keep the area organized and the schedule moving forward to completion of both projects.		



GERTIE BARRETT PARK

2

TARGET COMPLETION	WINTER 2023	PROJECT MANAGER	James Fish
BUDGET	\$2.3 million	FUNDING SOURCE	Park Fees/GF COs
DESIGN FIRM	Dunaway	CONTRACTOR	The Fain Group
SUMMARY	New neighborhood park for the northwest quadrant that includes a playground, splash pad, restrooms, parking, walking trail and open natural spaces.		
CURRENT UPDATE	The park earthwork is complete with hardscape construction of the drive, parking areas, restroom foundation, and pavilion slabs approximately 90% completed. The playground equipment installation is 100% complete. The playground safety surface base material has been installed. Work continues on the two pavilions and sitting areas internal to the sprayground and playground. Discussions with the adjacent property owner have concluded on the use of the private drive and improvements will be allowed and we are awaiting a signed agreement. Construction of the park is on schedule and remains unchanged for completion this winter.		



3

WALNUT CREEK LINEAR TRAIL PHASE 3B

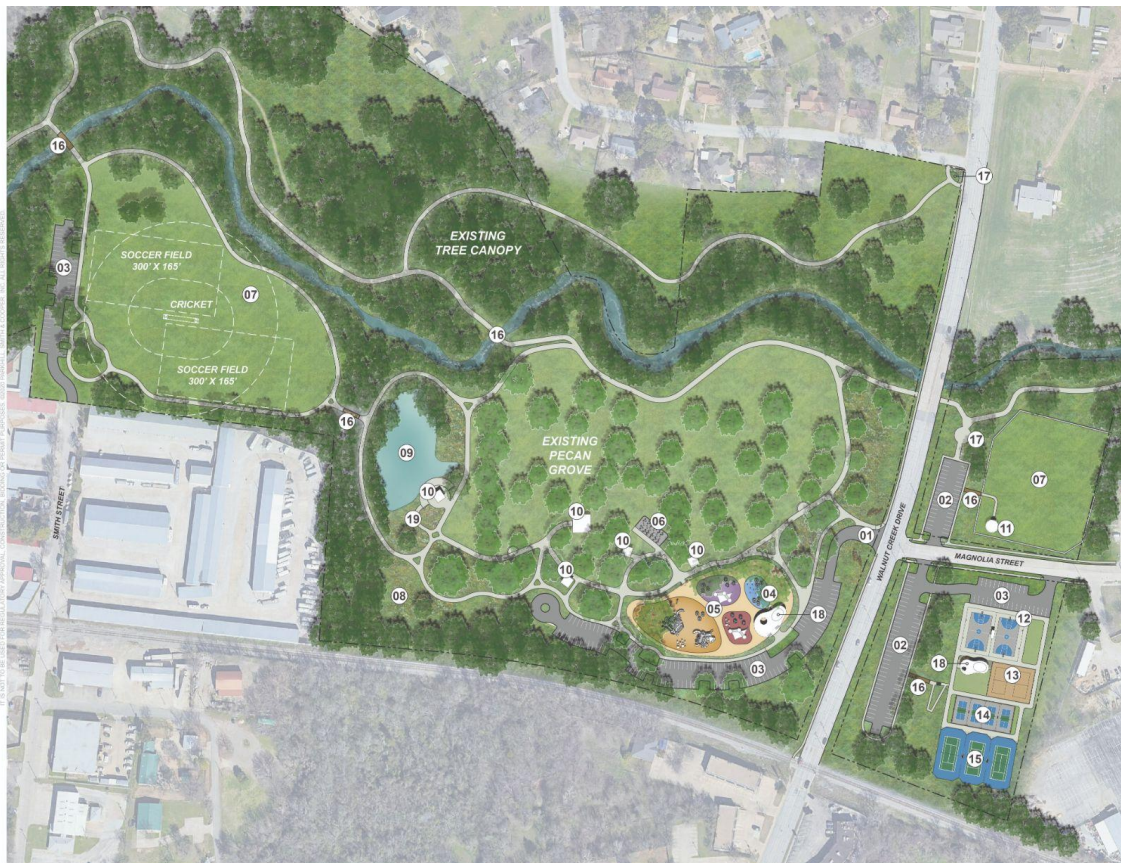
TARGET COMPLETION	SUMMER 2024	PROJECT MANAGER	James Fish
BUDGET	\$3 million	FUNDING SOURCE	MPFDC/GF Bonds
DESIGN FIRM	Kimley Horn and Associates	CONTRACTOR	TBD
SUMMARY	This segment will extend from the recently completed trail at Cannon and Carlin Roads and create a connection to the entrance of Oliver Nature Park with a combination of added trails and expanded sidewalks along Matlock Road.		
CURRENT UPDATE	The scope of the project has been modified to include the grade separated crossing at the Walnut Creek bridge under Matlock Road. This removes the traffic signal and associated trail work on the west side of Matlock north of the creek. The project is regrouping and a modified schedule has been requested due to the additional scope of work. Staff anticipates that discussions with private property owners where right-of-way acquisition will be needed will begin in December.		



KATHERINE ROSE MEMORIAL PARK



TARGET COMPLETION	SPRING 2024	PROJECT MANAGER	James Fish
BUDGET	\$1.5 million	FUNDING SOURCE	GF Certificates of Obligation
DESIGN FIRM	Parkhill	CONTRACTOR	TBD
SUMMARY	Katherine Rose Park is being reimagined to better fit the needs of a growing community! First, a master plan of the space will be formulated, including available nearby properties and parks, then a phase one development plan will be created to replace the playground with an inclusive signature playground, realign the parking and relocate amenities to begin the project. We anticipate the park to be under construction in 2023.		
CURRENT UPDATE	The final draft of the master plan concept has been updated, with a proposed phase one development plan created. Staff is evaluating the phase one plan to look at included elements for moving forward with construction documents in early 2023.		



Katherine Rose Park Masterplan

KEY NOTES

- 01 MAIN PARK ENTRY W/ SIGNAGE
- 02 EXISTING PARKING
- 03 PROPOSED PARKING
- 04 SPLASH PAD
- 05 PLAYGROUND
- 06 BANKSHOT SPORT PLAY SPACE
- 07 RECREATION LAWN
- 08 POLLINATOR GARDEN
- 09 EXISTING POND
- 10 EXISTING PAVILION
- 11 PROPOSED PAVILION
- 12 PROPOSED BASKETBALL COURTS
- 13 PROPOSED VOLLEYBALL COURTS
- 14 PROPOSED PICKLEBALL COURTS
- 15 PROPOSED TENNIS COURTS
- 16 PEDESTRIAN BRIDGE
- 17 TRAILHEAD
- 18 PROPOSED PAVILION WITH RESTROOM
- 19 ROSE GARDEN
- 15 EXISTING PECAN TREE
- EXISTING TREE CANOPY



Katherine Rose Park Enhancements
Mansfield, Texas

Masterplan
10.27.2022



SKINNER SPORTS COMPLEX

5

TARGET COMPLETION	various dates 2023	PROJECT MANAGER	James Fish
BUDGET	\$1.0 million	FUNDING SOURCE	MPFDC/GF Bonds
DESIGN FIRM	MPARD Staff	CONTRACTOR	Various
SUMMARY	Project will include fencing improvements and realignment, entryway updates, drop off and pickup improvements, a new entry plaza with new surfacing, an expanded restroom facility and more storage for baseball concessions.		
CURRENT UPDATE	Staff internally put together a plan and is in the process of obtaining bids for the fencing realignment and painting. Staff has been in contact with three prefabricated building suppliers and has not had a lot of results in obtaining an actual quote to meet our needs. Staff has begun to look at alternative methods for the building construction. Staff has begun to look at the entry plaza and will add the entry walk features (trees, benches and lighting) after some of the other features are in place. Staff anticipates this to be a project that lasts through 2023 and potentially into 2024 depending on budget allocations. All of the improvements are being planned to be completed during MYBA's off season as much as possible to provide limited disruption to the league play.		



PARK OPERATIONS

ATHLETIC FIELDS AND COURTS

FIELDS & COURTS MAINTAINED **57**

FIELD & COURT RENTALS **47**

RACES AND TOURNAMENTS **9**

PARKS AND TRAILS

PARKS MAINTAINED **21**

PARK AND PLAYGROUND SAFETY INSPECTIONS **13**

PAVILION & AMPHITHEATER RENTALS **79**

MILES OF TRAILS MAINTAINED **9**

PONDS, CREEKS, AND LAKES MAINTAINED **12**

PUBLIC GROUNDS

ACRES MAINTAINED OF MUNICIPAL BUILDINGS & PROPERTIES **161**

PUBLIC PRIVATE PARTNERSHIPS **5**

MEDIANS **232**

RIGHTS OF WAY **70**



CURRENT UPDATE

The Parks Operations Team competed at the TRAPS North Branch Maintenance Rodeo and took first place in the irrigation challenge. The Rodeo was well attended by staff, and it was a great team effort. Park Operations began training with a focus on irrigation, welcoming three new hires who joined the team in October. Staff addressed several main line leaks and irrigation controllers not working due to the 5G network that provided training opportunities for the new team members. The rain also caused some damage to a number of athletic fields that required crews to make several turf repairs. Skinner Sports Complex restrooms and pavilions near the soccer fields were painted to provide a fresh look. Extra attention to the soccer goal areas allowed for the low points to be filled in and patched for safe playing. Two shade structures at Chandler Park were replaced.

LOOKING AHEAD

Fall planting efforts continue throughout the city with a focus on additional wildflower areas that will be added near the Parks and Recreation Administration building and at Julian Feild Park. Aeration and fertilizing has started on the medians in preparation for the winter months. The irrigation team will be focused on winterizing the irrigation systems. Tree trimming and limb cleanup in the parks will be keeping the crews busy these next months.

RECREATION & ATHLETICS

MAC

MAC VISITS **13,877**

MEMBERSHIPS SOLD **177**

DAY PASSES SOLD **27**

PROGRAM AND EVENT REGISTRATIONS **731**

MAC RENTALS **66**

KIDS ZONE REGISTRATIONS **49**



SENIOR LIFESTYLES

SENIOR VISITS **570**

MEALS SERVED **468**

PROGRAM AND TRIP REGISTRATIONS **45**

NATURE EDUCATION

PROGRAM AND EVENT REGISTRATIONS **132**

FIELD TRIP PARTICIPANTS **195**



ATHLETICS

CURRENT UPDATE October had a strong showing in programming, culminating in our signature Halloween event - Boo Bash. 385 participants came to the MAC for carnival-style games, crafts, and snacks. Despite a rainy evening, the event went very smoothly, and many compliments were received. “Well organized from check in to activities. Loved that there were a lot of activities even for a 3-year-old! Great event!” “My daughter never ran out of things to do without getting overwhelmed. We played games, ate snacks, did crafts, and took pictures. Everyone was so nice and enthusiastic. We just had a wonderful time.” In addition, there was a great turn out to the Fall Family Night that was hosted by the Nature Education team. The two-night nature hikes that took place in October were very well received. During one of the hikes, a barred owl flew in and sat in the tree very close to the guests. Everyone was able to get a good look at her and she “talked” a few times to the group which created a remarkable experience for all.

LOOKING AHEAD The Senior Lifestyles group celebrated Veterans Day with a brunch and celebration of services. Kids Zone will be offered for the Veterans Day holiday where the kids will enjoy a day of jungle gyms and arcade games at Kid Mania. On November 19 from 5:30-7:00 pm, an evening by the campfire revel will offer a family friendly evening by a roaring fire at Rose Park. The group will make s’mores, stargaze, sing, and listen to the stories behind the common constellations. On November 22 from 5:30-7:00 pm, Family Nerf Night will offer two back-to-back sessions at the MAC. Participants bring their own blasters, and we supply the darts for an evening of rotational games such as Capture the Flag, Zombie, and Last Man Standing. On November 21-23, Kids Zone Fall Break will be offered over the Thanksgiving break for up to 24 kids. The MAC will be closed November 24-27 for Thanksgiving and the bi-annual floor waxing.

MARKETING & COMMUNICATIONS

SOCIAL MEDIA

FACEBOOK FOLLOWERS	10,663
FACEBOOK REACH	60k
INSTAGRAM FOLLOWERS	3,197
INSTAGRAM REACH	7k
EMAIL SUBSCRIBERS	4,007
EMAIL OPEN RATE	56%

ONLINE PRESENCE

WEBSITE VISITS	5,130
AVG GOOGLE RATING	4.67



CURRENT UPDATE October is a busy month for programs, and thus promotions, so the feeds have been busy with finding new ways to engage the audience. One such example was the 'Haunted Woods' post, which consisted of nothing more than photos of poster board signs hung on trees with tongue-in-cheek scares like trash and dogs off their leashes. That single post had an organic reach of nearly 40k, the most popular post of the entire year. Most importantly, we gained 77 new followers in the week following the post. With more active followers and a higher engagement rate to boost the platform's algorithm rating of our performance, all subsequent posts perform better and reach more people. In short, one silly post can help us share all of our parks, programs and events with more residents and improve our overall impact on the community!

LOOKING AHEAD In other news, we were honored to host a dedication ceremony this month for Toby Goodman Pond at the Parks Admin office, and thrilled to have his family and city leaders there for the recognition. And, of course, we were thrilled to attend the TRAPS North Conference, where the department received the Park Design Award for Mans Best Field Dog Park and the Lone Star Programming Award for the 100 Hours of Play campaign.

