



Bailey Lake

WEEKLY REPORT

OCTOBER 11, 2019

TO: MAYOR SHETTER AND COUNCIL MEMBERS
FROM: BRYAN LANGLEY, CITY MANAGER

Burleson
TEXAS

MARKETING & COMMUNICATIONS
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Weekly Report | October 11, 2019

I. Council Schedule

Meetings

- **Monday, October 21:** City Council Meeting. City Hall Council Chambers, 141 W. Renfro St. Burleson, TX, 5:30 p.m. Work session, 7 p.m. regular session

Work Session Items

October 21

- a. Employee of the Quarter for the 3rd quarter of 2019. (Staff Presenter: Wanda Bullard, Director of Human Resources)
- b. State of the City community event. (Staff Presenter: DeAnna Phillips, Marketing and Communications Director).
- c. Goals, strategies, and implementation sections of the City's Comprehensive Plan, specifically related to:
 - i. Environmental Sustainability
 - ii. Diversified Economy
 - iii. Urban Design(Staff Presenter: Mandy Clark, Development Services Director)
- d. Progress of the construction of the Mayor Vera Calvin Plaza in Old Town. (Staff Presenter: Drew Pennywell, Economic Development Specialist)
- e. Options for automatic renewal of BRiCk memberships and residency verification requirements. (Staff Presenter: Marc Marchand, Recreation and Lifelong Learning Director)

II. General Information and Status Updates

A. Mayor Vera Calvin Plaza in Old Town Weekly Update

Construction of the Mayor Vera Calvin Plaza remains on schedule and within budget.

Highlights:

- Trolley cars have returned and been set in their final locations

Construction activity for next week, October 14 - October 18, will include:

- Continue work for site foundations
- Continue electric branch/site circuits
- Shade structure conduits
- Restroom/Storage building in-wall rough in
- Restroom/Storage building CMU
- Restroom/Storage building brick work
- Erect stage platform steel

Look Ahead:

- Storm extension to Bufford Street to begin soon. Staff continues to develop a plan with Hill & Wilkinson in coordination with local businesses owners for the staging and timing of storm work and future phases of ROW parking to mitigate impact as much as possible.



B. W Hidden Creek Parkway & Hidden Vistas Signal Warrant Analysis

The services of Pacheco Koch were retained by the City of Burleson to conduct an independent Traffic Signal Warrant Analysis for the intersection of W. Hidden Creek Parkway at Hidden Vistas Boulevard. The goal of the analysis was to include recent traffic volumes at the intersection, recent development in the area and the projected growth within the next year. For a traffic signal to be warranted, an engineering study of the intersection is required to determine if at least one, of nine, predefined traffic signal warrants are satisfied by State criteria. To obtain approval for installation of a traffic signal, staff of the agency responsible for traffic operations of the intersection must agree that one or more traffic signal warrants is satisfied and determine that installation of a traffic signal is appropriate and can be operated safely and efficiently. The results of the study indicated that a traffic signal is warranted when Hidden Vistas Phase 9 is complete.

C. Supplementary School Zone Signage: East-bound Hidden Creek Parkway

Recent concerns were raised about the proximity of the beginning of the school zone to the beginning of curvature of Hidden Creek Parkway to the right (south). In order to bring more attention to the school zone, prior to the curve, the existing School Zone Sign will be replaced with one augmented with solar-powered LED lights. This lighting will be coordinated with the school zone flashers. Installation is currently estimated in mid-November and is subject to material order lead times.



D. Firefighter Association selling Breast Cancer Awareness shirts

The Burleson Firefighters Association are selling Breast Cancer Awareness shirts for October’s Breast Cancer Awareness Month. A portion of the proceeds from shirt sales will be donated to Careity, a local organization that provides supports to cancer patients. The other portion of the proceeds will go to a fund that is designated strictly to support Burleson Firefighters in the event of a cancer diagnosis. Shirts can be purchased at Fire Station 1 at 828 SW Alsbury Blvd. Short sleeve shirts are \$15 and long sleeve shirts are \$20. City of Burleson employees are allowed to wear the 2019 For the Cure shirts every Friday in October and on Friday, November 1, in support of Breast Cancer Awareness, provided department director approves and in consideration of uniform requirements. To learn more about Careity, visit <https://www.careity.org/#our-mission>. To learn more about the Firefighter fund, please contact the Burleson Firefighters Association President, Mike Jones.



III. Upcoming Road Construction/Closures

Upcoming Road Construction/Closures			
Project & Limits	Current Status	Traffic Affected	Estimated Completion
Renfro Street Medians in Old Town – Johnson to IH35W	Construction substantially complete. Inter-departmental walkthrough to be scheduled after electric meters are set by utility provider.	Possible Lane closures when Oncor sets street lighting otherwise all lanes are open.	City staff continues to push Oncor for installation of meters & street lights so that the Contractor can complete the project.
Old Town Quiet Zones - RR xings at Commerce, Renfro, Ellison, Eldred	<i>UPRR is continuing work on new gates. Once UPRR finishes, the Contractor will be able to proceed.</i>	<i>10/09 UPDATE</i> Traffic may be stopped by UPRR for new gate installation as necessary. UPRR anticipates completion by Nov. 1.	Start in June 2019, End in February 2020. Work is dependent on UPRR’s progress.
NW Renfro Improvements – Wilshire Blvd. To Cindy Lane	<i>Median poured. Colored stamped concrete scheduled. Landscaping pending.</i>	Right turn lane is open, one thru lane closed for median construction.	Early 2020

IV. Upcoming Community Events

- **Friday, October 11 from 7 – 9:30 p.m.:** Friday Night Dance at the Burleson Senior Center, 216 SW Johnson
- **Saturday, October 12 from 9 – 10:30 a.m.:** Dogs with Donuts at Bailey Lake Park, 280 W Hidden Creek Parkway



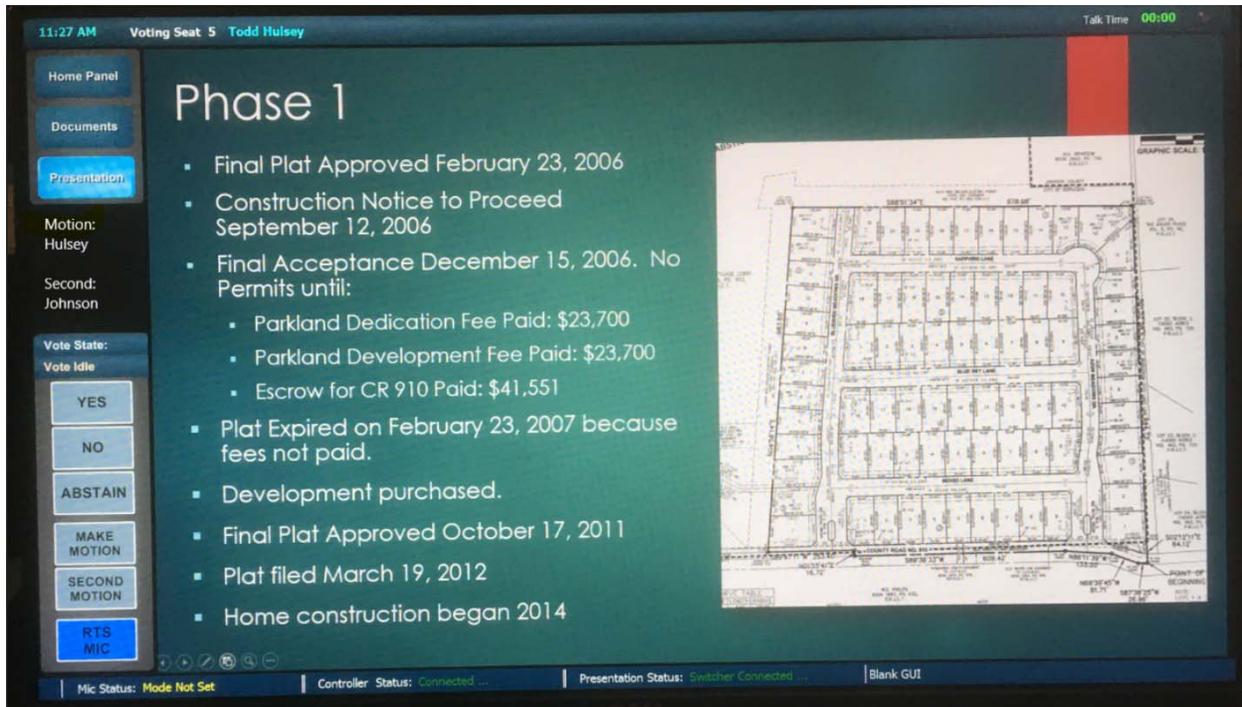
- **Saturday, October 12 at 6:00 p.m.:** ReInspire’s Battle for the Golden Spike Charity Basketball Game, Centennial High School, 201 S. Hurst, Burleson
- **Saturday - Sunday, October 19-20 from 1 p.m. – 8 a.m.:** Family Camp Out at Bailey Lake Park, 280 W Hidden Creek Parkway

V. Informal Staff Reports

- A. Council Voting Technology.....page 6
- B. Branding Initiative Update.....page 7

Council Voting Technology

Staff is working with our software vendor to provide an update to the voting screen layout. We will be adding the text shown in the picture below (Motion; Second) above the voting buttons. This will allow council members to see who has made a motion and seconded the motion from the presentation screen prior to switching to the voting screen. The vendor has informed us that this option should be available within the next few weeks.



Screen Delay

We are experiencing delay issues when the output feed is switched from the staff presentation screen to the voting screen and vice versa. This delay is caused by a wiring design issue that is related to the original wiring that was installed in 1998 when the dais was constructed. The terminals are wired in a daisy chain format that sends the signal from one station to the next in sequence. The handoff of the digital signal is taking up to 5 seconds every time the output feed is switched.

In order to rectify this issue, staff is getting quotes from vendors to re-wire the dais that will allow each station to be directly wired to the presentation system. We have met with two vendors this week and have two more scheduled for next week. Once we receive the proposals we will select a vendor to perform the work and bring back for Council consideration.

10.9.2019

Marketing & Communications

To
Mayor & Council

From
DeAnna Phillips,
Marketing and
Communications Director

Re
Branding principles for
city-wide branding
initiative

Burleson proposed Branding Principles

What are branding principles?

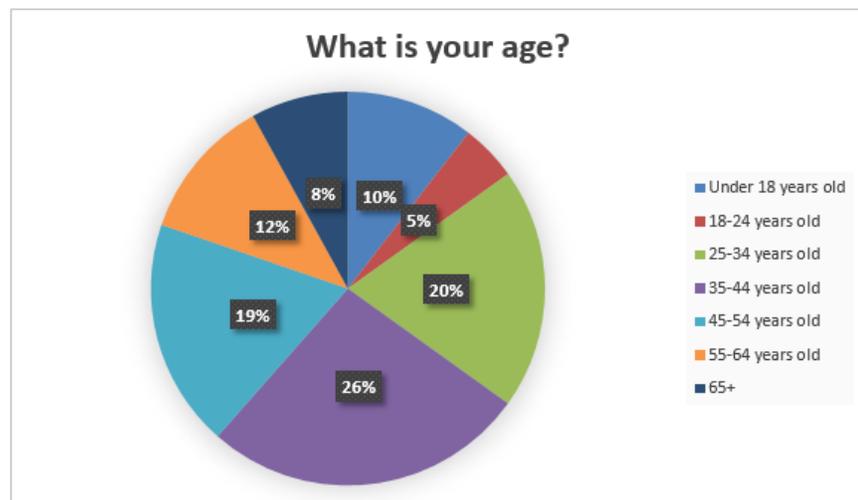
Brand principles provide a clear, comprehensive and intentional brand strategy. They should represent who Burleson is, at its core.

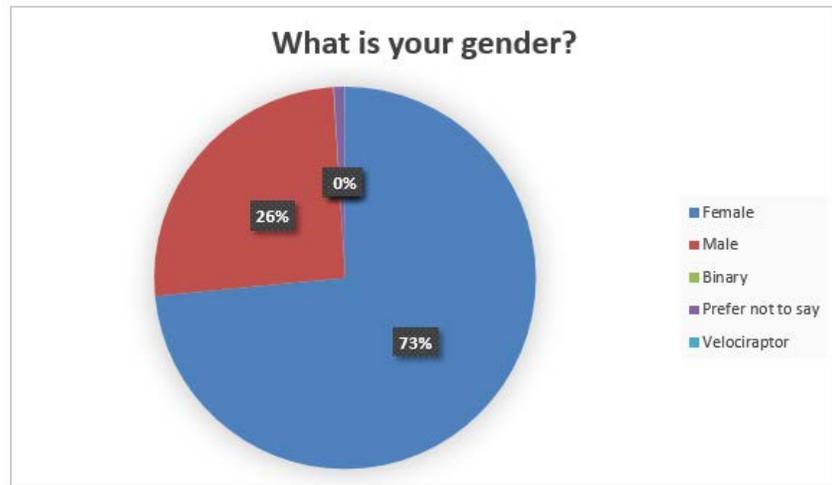
While it is easy to get hung up on favorite colors, logos and taglines, a successful brand transcends past this to speak to each member of your audience on a personal level. If you were building a house, you'd want to think about the foundation and layout before thinking about appliances and countertops, right? That is what brand principles are. The foundation of Burleson's branding initiative.

How did we get to these branding principles?

The branding principles were developed based on:

- Discussions at the Community & Intergovernmental Relations Committee meeting on February 20, 2019
- Key Stakeholder meetings with council members, BISD marketing team, County Commissioner Howell, industry leaders, small business leaders, residents, city staff, Burleson Chamber of Commerce representatives, teens and Joshua ISD leaders held on May 23 & 30, 2019.
- Data from Branding Survey that was opened to the public June 20 – August 15, 2019.
- A city tour of city-owned facilities, tourist attractions and businesses on July 21, 2019. 1,814 total responses were given for the survey. Demographics of the survey are below.





- Public engagement at the Hot Sounds of Summer event on June 21, 2019.
- Discussions with Community & Intergovernmental Relations Committee where preliminary branding principles were shared on July 24, 2019.
- Branding Town Hall that was open to the public on September 10, 2019. 30 adults and 20 children attended the Branding Town Hall and offered feedback on the branding principles.

Proposed Branding Principles

Based on all of the feedback from the variety of sources and engagement the below branding principles for Burleson were developed.

- **FAMILY & COMMUNITY**

Family is at the heart of everything Burleson. People are friendly, citizens are engaged, and we are committed to supporting both local businesses and embracing newcomers as our own. This is what gives Burleson its hometown feel.

- **WELL-ROUNDED**

We are a well-rounded community that has a unique balance between the old and the new, and between the quiet parts of life and more vibrant ones. You can get everything you need without having to leave Burleson.

- **AUTHENTICITY**

People here are genuine and humble, and by being grounded in the City's history it allows us to be original in our City's spirit. We value strong character and seek to be authentic with our actions.

- **OUTDOOR RECREATION**

Between the City's unique landscapes, easy access to parks and trails, and

emphasis on health and wellness, the outdoors and outdoor activities play an important role in the community's identity.

- **PRIDE**

We are proud of our roots and heritage but recognize opportunities to evolve and grow in a way that is true to Burleson. The people here work tirelessly to make our community a better place and to encourage a sense of belonging.

Next steps:

- Monday, October 14: Feedback from council on branding principles
- November, 11: CivicBrand to present to city council the beginning of design elements of the brand initiative, to include color palettes, mood boards, etc.
- Additional branding principals meetings will be held with local civic organizations, realtors and staff to discuss design elements,
- There will also be online design element discussions on both Facebook and Instagram.
- Town Hall with Mayor's Youth Council to discuss proposed design elements.
- Town Hall with city employees to discuss proposed designed elements of the branding initiative.