



WEEKLY REPORT

MAY 29, 2020

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

Burleson
TEXAS

Weekly Report | May 29, 2020

I. Council Schedule

Meetings

- **Monday, June 1:** City Council Meeting. City Hall Council Chambers, 141 W. Renfro St., 5:00 p.m. Work session, 7 p.m. regular session
- **Thursday, June 4:** Community & Intergovernmental Relations Committee Meeting. City Hall Council Workroom, 141 W. Renfro St., 2:00 p.m.

Work Session Items/Report & Discussion Items

June 1

- Receive a report, hold a discussion, and give staff feedback regarding the draft goals and future land use plan related to the update to the City's Comprehensive Plan: Imagine Burleson 2030. Part 2 of 2 (*Staff Presenter: Mandy Clark, Development Services Director*)

II. General Information and Status Updates

A. Governor Abbott Continues to Open Texas with Proclamation

On May 26, 2020, Governor Abbott issued a proclamation expanding the services and activities that can open under Phase II of the governor's Open Texas plan. The proclamation opens driver education programs and mall food courts immediately. Beginning May 29, 2020, water parks may reopen, but are limited to no more than twenty-five percent occupancy. The proclamation also allows for the reopening of adult sports programs in the near future. Beginning May 31, 2020, adult sports programs may hold practices, and beginning June 15, 2020, adult sports programs may play games and hold other competitions. Of course, all the activities outlined in the governor's proclamation must abide by the health protocols set forth by the Texas Department of State Health Services.

The changes initiated by the governor's proclamation are automatically adopted by the City's current declaration of local disaster and public health emergency. The City's declaration incorporates future changes to the Open Texas plan issued by the governor. On May 26, 2020, the City Council continued and renewed the current declaration through June 15, 2020.

B. New City Logo and Branding Principles Rollout

We are excited to finally be rolling out the new city logo and branding principles! As of June 1, 2020, we will begin phasing in the new material. Below is the logo family and information on when each logo should be used. For official city, use we will be utilizing

the City Government Logo. All of the variations of logos can be found on [SharePoint](#). In addition, each department has their own folder with their departmental logos, which can be found [here](#). There should be no changes to the logos or templates. Any questions can be directed to branding@burlesontx.com. The branding news release has been included as an attachment.



PLACE LOGOS

There are 2 place logos in the system – the badge and a typography-based option. The badge communicates all that we would want to say in a logo, and as such contains pieces from all of the logos included on this page. When creating assets, the place badge should be tried first. When the badge is not appropriate or does not fit, the type-based logo can be used in its place. This allows the designer to scale the logo, and it works in places where a circle shape may not.



CITY GOVERNMENT LOGO

For the official city government logo, "The City of" is added above the typography place logo. This is more appropriate on official city documents and communication, and makes it easier to decipher what is officially backed by the City of Burleson.



BTX LOGO

This is a fun, short-hand logo that gives Burleson businesses and residents something unique to brand themselves with. While it is part of the place badge logo and will be seen in various places, it can also be used on its own as a way to create community and camaraderie between the city, its businesses and its residents. The BTX Made system can be used by businesses to advertise that they are a Burleson business, while the isolated BTX is to be used as an emblem of civic pride.

	Date to be updated by	Details
Email Signature	June 5, 2020	<p>The new email signature can be found below or here, along with information on how to change it in Microsoft Outlook.</p> <p>The font should be ‘Rubik’, which IT has deployed on all city computers. If you do not have that font please restart your computer.</p> <p>DEANNA PHILLIPS <i>Department</i> <i>Title</i></p> <p>dphillips@burlesontx.com phone: 817.426.9622 burlesontx.com</p> 
Business Cards	July 1, 2020 Use departmental	The Print Shop is ready to take orders for new

	budgeted funds to print new cards	business cards. Templates can be found each department's folder here , they are designed to be updated with name, title, email, phone, etc.
Letterhead	June 1, 2020	<p>Specific department letterhead can be found in each department's folder here or non-departmental city letterhead found here.</p> <p>When you open the letterhead in SharePoint you will not see your header and footer. To see your header or footer you can click the gray box on the side at the top or bottom and it will display the header and footer.</p> <p>You can also select the 'Open in Desktop App' in the top toolbar which will open the letterhead in a Word Document .</p>
Staff Apparel	<p>January 1, 2021</p> <p>If there are available funds in this fiscal year, apparel can be ordered immediately</p>	<p>View the guidelines here before apparel is ordered. Send proofs to branding@burlesontx.com before an order is placed. If you are having items embroidered we have embroidery logos ready and can be found here.</p>
Marketing material	June 1, 2020	You may immediately start to use the new logo on any marketing materials, example: trade show booths, goody bags, giveaway items etc. Send proofs to branding@burlesontx.com before an order is placed.
Print/Flyers/Brochures	<p>January 1, 2021</p> <p>If there are available funds in this fiscal year for printing please send a request to the Communications Department to update the needed materials.</p>	All new print material should include the new logos and branding. All current brochures/flyers etc should be updated with the new logo by January 1, 2021.
Other items	<p>As the department budget allows.</p> <p>All logos should be updated by January 1, 2022</p>	As the department's budget allows, other logo items should be updated. Specific questions can be directed to branding@burlesontx.com

C. City to Begin Health Inspection and Permitting Services June 2

The City of Burleson Environmental Services will begin health inspection and permitting services on June 2, 2020. Tarrant County Public Health has previously conducted these duties. This will include taking payments for various health permits at the Service Center and online. Inspections will include food facilities, mobile food (Food Trucks), temporary food events, and public/semipublic pools spas and water features. Tru Davis is a Registered Sanitarian and will be the primary health inspector for our city. She can be contacted at (817) 426-9635 or tdavis@burlesontx.com.

Inspections will be conducted on a risk-based schedule. A facility that has higher potential to cause a foodborne illness through various processes, like a buffet, will generally be inspected more frequently than a food facility that has a low risk, like a convenience store with little to no open foods.

Scores for food facilities are based on a demerit system based on the Department of State Health Services Model. A score of zero would be perfect, a score of 30 or more would be failing and require immediate corrective action. Pools will not have a scoring system for inspections, but anything that causes a risk to safety may be cause for temporary closure of a pool, spa, or water feature. All inspections will be able to be found on the Environmental Services page of the city website.

Our goal is to provide the best service to citizens and facilities, to ensure the risk to all is kept to a minimum. If you would like more information please contact Mitchell Carpenter, Environmental Services Manager at (817) 426-9842 mcarpenter@burlesontx.com.

D. Mayor Vera Calvin Plaza in Old Town Weekly Update

Construction of the Mayor Vera Calvin Plaza is scheduled to be substantially complete under budget by June 5, 2020.

Staff anticipates the completed Plaza to be allowed to open to the public for park use and with the same restrictions. Current restrictions for parks require enclosed spaces, like the restroom, to be closed to the public, while allowing use of open spaces for individuals and families provided that they practice social distancing. The Grand Opening event date is still to be determined.



History Walk

The 'History Walk' was able to be repaired by the specialty signage contractor. The piece will be inspected by the landscape architect, TBG. Once the concrete has completely dried and has been thoroughly cleaned, a decision will be made on whether or not to keep the piece or replace with a plaque.

Ongoing Construction Activity:

- Complete paver install
- Decomposed granite installation
- Site sealants
- Small plantings
- Final mulch
- Irrigation (final adjustments)
- Signage
- Site furnishings; tables & chairs
- Audio/Lighting
- Restroom door hardware
- Demo 135 W. Ellison slab
- Punchlist/Final clean

ROW Parking:

Work has been completed in the right of way to construct parking (47 new stalls), sidewalks, and streetscape.

Contingency Log:

The following items have been funded by the budgeted 6% contractor contingency:

Description of Work	Amount
Initial Contractor Contingency	\$187,967.00
PCO #1 – Ceiling Insulation Abatement	(\$24,165.00)
PCO #3 – Credit for Moisture Control	\$2,900.00
PCO #4 – Cut/Cap Cast Iron Line	(\$3,670.24)
PCO #5 – SS Line and Water Meters	(\$1,462.61)
PCO #6 – UG Conduit at Wilson/Warren	(\$9,048.73)
PCO #7 – Lower Warren St. Water Line	(\$6,764.98)
PCO #8 – Retrofit Existing Light Poles	\$15,529.50
PCO #9 – Acid Etch at Pavilion & Platform	(\$4,793.85)
PCO #10 – ASI #2	(\$29,889.78)
PCO #12 – Railroad Track	(\$6,601.00)
PCO #13 – Wilson St. Storm	(\$14,430.40)
PCO #14 – Scope Adds Wilson St. Storm	(\$5,398.26)
PCO #15 – Add ADA Ramp Play Trolley	(\$13,373.08)
PCO #17 – Asph ILO Concrete Warren St.	\$190.00
PCO #20 – Electrical for Gateway Sign	(\$7,835.80)
PCO #21 – SS Tie-in at Museum	(\$3,050.33)
PCO #23 – Cages for Restroom A/C	(\$3,355.50)
PCO #24 – Decomposed Granite	(\$4,002.15)
PCO #25 – Assemble/Install Site Furnishings	(\$15,225.00)
PCO #27 – Signage Additions	(\$34,210.57)
PCO #29 – Restroom Access Control	(\$6,784.74)
PCO #30 – Striping and Wheelstops @ Wilson St.	(\$3,024.70)
Remaining Contingency	\$9,536.00

In addition some unforeseen items have been covered using the project Buyout, or savings. These savings accrue until the project is complete and are then shared with the contractor 75%/25%. Change orders covered with Buyout:

Description of Work	Amount
PCO #11 – Helical Piers at Wood Ramp	(\$7,150.00)
PCO #19 – Cement Stabilization at Wilson St.	(\$14,500.00)
PCO #26 – Revised Sidewalk/Landscape Bufford	(\$17,011.40)
PCO #28 – Added Landscape Warren St.	(\$14,850.00)

E. Fountain at Old Town Station, Phase 2

A fountain will be installed on the new Old Town Station, Phase 2 building. It will be located on the rear of the building, facing the parking lot on the east end (Fish City Grill location). It will replace a segment of windows that were adjacent to a storage room. These windows did not serve a customer area and would have likely been covered with curtains or other blackout material due to their location. The building still meets the

Since the program began, the EDC has delivered over 10,000 meals and expended \$75,000 of Type 4A funds, for an average of \$8.00 per meal.

The EDC will continue this practice until the end of May.

G. Chisenhall Fields Light Pole Moved

Staff recently received a report that a light pole that was originally constructed as part of the Chisenhall Fields complex was located in the center of the pedestrian/bike trail. This location caused incidents for bikers trying to avoid pedestrians on the trail. Staff has moved the light pole off the trail and replaced the concrete to ensure that this is no longer a problem. Due to the location of the sewer, staff moved the pole to the far side of the trail rather than interfering with the sewer or the nearby parking spots (see picture below). Staff does not expect this location to cause a negative impact with regards to lighting.



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	Substantially complete. Awaiting material delivery for crosswalk signals.	Lane closures as necessary when signal equipment at crosswalk is installed	Project awaiting delivery of materials for installation
Old Town Quiet Zones: RR xings at Commerce, Renfro, Ellison, Eldred	<i>Contractor will be proceeding with final pavement and handrails</i>	Lane closures as necessary while median on Renfro is completed.	Start in June 2019, End in June 2020
NW Renfro Improvements: Wilshire Blvd. To Alsbury Blvd	<i>Project completed. Final departmental walkthroughs underway.</i>	None scheduled	Early 2020
Turkey Peak Ground Storage Tank Construction & Brushy Mound Tank Demolition at existing City Facilities	<i>Mobilization Underway</i>	Intermittent construction traffic to and from both sites. Anticipated Routes include: NW Renfro, SW Brushy Mound Rd, SW Alsbury Blvd, NW Summercrest Blvd, Nicole Dr & NW Jayellen Ave.	Fall 2021

IV. Upcoming Community Events

- **Hot Sounds of Summer Concert Series** **CANCELED**
- **Historic Home Tours & Demonstrations** at Russell Farm Art Center **POSTPONED** until further notice
- **Saturday, June 6: Family Fishing Day** **CANCELED**

V. Attachments

- A. Branding News Release.....p. 11-13

May 28, 2020

Announcement of the City of Burleson new Logo & Brand Principles

Introducing City of Burleson new logo and brand principles

The City of Burleson is proud to announce the launch of the new city logo as part of the ongoing evolution of the city's brand.

The city branding initiative tells the city's story and implements a plan to incorporate all of the city's various departmental logos under one brand. The city logo has been refreshed to reflect who the city is today and to symbolize its future.



After various public input including, key stakeholder meetings, a city-wide survey and town halls, a new logo was chosen that reflects our community's history while providing a new and fresh look. The maroon was chosen to reflect the current colors in Old Town and to be reminiscent of the bricks that built the city's history. The font was selected to feel historical but also have the ability to be used for years to come.

The city will begin transitioning to the new logo starting June 1, 2020. In the upcoming months, the new logo will replace the current logo on all city collaterals, city facilities, city vehicles, city uniforms, business cards, water towers, etc. The city is also in the process of redesigning the city website to include the updated logo and provide a more user-friendly site. Changing a logo is a process that involves many steps and takes time. The city will finalize it gradually through the use of currently budgeted funds or upcoming budgeted funds in the city's next fiscal year.



In addition to the official city logo, the city is also releasing a new community-wide logo. This is a fun, shorthand logo that gives Burleson businesses and residents something unique to brand themselves with. While it is part of the place badge logo and will be seen in various places, it can also be used on its own as a way to create a sense of community and camaraderie between the city, its businesses and its residents. The BTX Made system can be used by businesses to advertise that they are a Burleson business, while the isolated BTX is to be used as an emblem of civic pride.



If you have used the City of Burleson logo in any of your marketing materials, please assist us in updating them. We appreciate your kind support. If you would like to use the BTX logo, or if you have any questions, please contact us at branding@burlesontx.com.

City Branding Background and Process

The branding process began in November 2018 when CivicBrand was selected by a Request for Qualifications (RFQ) process for the city's branding project. CivicBrand began meeting with elected officials in February 2019 and spent the following months meeting 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, as well as touring city-owned facilities, tourist attractions and businesses.

A branding survey was opened to the public from June 20 – August 15, 2019. A total of 1,814 responses were given for the survey. A Branding Town Hall meeting, which was open to the public, was held on September 2019 and in November CivicBrand met with the branding committee, city staff, city council, community stakeholders and hosted a teen-targeted town hall meeting in partnership with the Mayor's Youth Council to review proposed fonts, colors and moodboards. In January 2020, CivicBrand hosted nation-wide online testing of the proposed logo and design elements. The updated logo and brand principles were approved by the city council in March 2020.