

STRATEGIC PLAN MANVEL 2045

YOUR VOICE, OUR FUTURE >>>>

INTRODUCTION

Strategic plans come in many forms, and they vary in their focus. Some are done for businesses or organizations, including churches and non-profits, to help clarify their internal mission and confirm essential values. The resulting plan then provides a basis for “strategic” decisions on how best to allocate available resources or invest for future growth. Educational institutions, from universities to local school districts, also engage in strategic planning for similar reasons. Militaries especially need to crystallize their strategic aims, for a single upcoming battle or for their overall defense mission. Even a football coach’s game plan reflects strategic thinking on how best to move the ball down the field, against a similarly game-planned opponent, to get across a literal goal line.

Government entities, including cities and counties, also prepare strategic plans at times. Such plans are often a hybrid of the types described above. Some are similarly focused on defining a set of “core values” and establishing an internal organizational structure with clear roles that will yield operational efficiencies. As with other types of purposeful organizations, a public agency intends to use strategic planning to help optimize its mission of delivering public services and promoting public health, safety and welfare. Specialized public functions, often with an appointed board of directors such as a lead agency for economic development, also use strategic planning to ensure a sustained focus on activities that will produce the best results – however “best” was defined through the strategic planning process, and often linked to performance metrics or other measures of progress.

Other local government strategic planning efforts are more of the “**vision plan**” variety, enabling local officials, residents and other stakeholders to look outward first and consider what type of community

“Strategic Planning” is ...

The process of arriving at a clear consensus (“getting on the same page”) about:

1. Where you are — and have been.
2. Where you want to be — or how to avoid where you are headed if nothing changes.
3. How you will get from here to there — i.e., how best to position yourself for the future.

The real goal — and benefit — from strategic planning is common understanding of your situation and core functions, now and in the future. The ultimate goal of strategic planning and thinking is to position oneself to anticipate needs and desires versus reacting most of the time.

A Comprehensive Plan ...

Lays out a “big picture” vision and associated goals regarding the future growth and enhancement of a community. It is “comprehensive” in two ways, by:

1. Considering at once the entire geographic area of the community, including areas where new development and redevelopment may occur, as opposed to more specialized plans and studies that focus on particular sub-areas of the city.
2. Assessing near- and longer-term needs and desires across a variety of inter-related topics that represent the key “building blocks” of a community (e.g., land use, transportation, urban design, commercial development, redevelopment, neighborhoods, parks and recreation, utility infrastructure, public facilities and services, etc.).

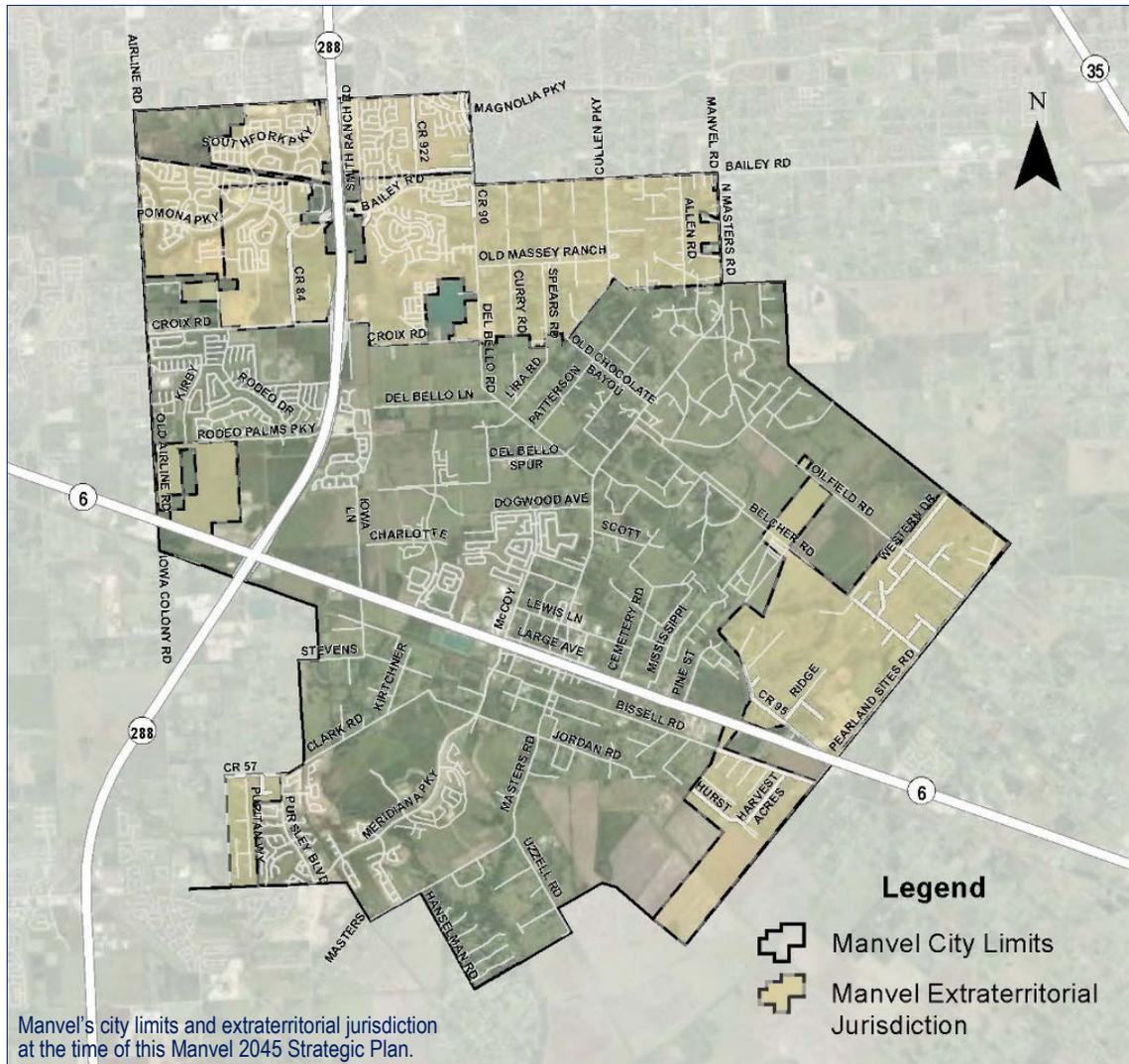
Through a comprehensive plan, a community considers how best to accommodate and manage its projected growth, as well as the redevelopment of older neighborhoods and commercial and industrial areas. Such plans are intended to ensure that ongoing development and redevelopment will proceed in an orderly, well-planned manner so that public facilities and services can keep pace and residents’ quality of life will be enhanced. Significantly, by clarifying and stating the City’s intentions regarding the area’s physical development and infrastructure investment, the plan also creates greater predictability for residents, land owners, developers and potential investors.



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address seemingly unlimited needs and wants. Therefore, **strategic choices** are necessary that are a perfect demonstration of the economic principle of “opportunity cost” – what potential paths, outcomes and benefits will an individual or organization forego by choosing certain preferred options over others?

This Strategic Plan provides a framework and context to help Manvel make such choices for its near- and longer-term future, starting with the community planning priorities and strategies that will soon be refreshed through a new Comprehensive Plan and an updated Thoroughfare Plan. In the simplest terms, a strategic plan is all about identifying immediate or near-term actions an organization should take to achieve some essential objectives that will be clear difference-makers in carrying out the organization’s mission and working toward some ultimate vision.



VISION MANVEL 2045

A distinctive, secure and highly livable suburban community that combines the best of city and country living – including verdant natural landscapes, excellent public services and a variety of quality, in-town housing and shopping opportunities — in a curated, oasis-like environment amid the south central portion of the Houston metro area.

A “Vision” ...

Describes where you want to be in the future, as a community, an organization, etc. It is usually “big picture” and long range – a statement of aspirations. It depicts where you should be when all your strategies are implemented. The sentiments and determination expressed through a vision statement should become the driving force that energizes all subsequent efforts to marshal available resources and capabilities toward achieving the desired outcomes.

MISSION MANVEL 2045

With the City of Manvel committed to fostering a safe, vibrant and responsible community for all its residents, and with its elected leaders recognizing the importance of establishing a clear mission statement and core values to guide the City’s actions and decisions, the City Council in 2024 adopted this new Mission Statement:

The City of Manvel is a safe and responsible community,
embracing the values of our past, present, and future citizens.

In pursuing its mission, City leaders, management and staff are guided by these **core values**:

1. Quality
2. Service
3. Transparency
4. Accountability
5. Stewardship
6. Engagement
7. Safety

A “Mission” ...

A *Mission* defines what an organization sees as its core activities and responsibilities, on more of a day-to-day basis, in working toward achieving its longer-term vision. In this way it is more task-oriented compared to more general vision statements. Both a vision and mission are based on fundamental values and identification of priorities amid many competing demands on time and resources. For both, the bottom line is: “What are you trying to accomplish?”

Community Values

Along with a statement of values that is inward-focused, as above, to support the City’s operations and policy- and decision-making processes, the Manvel Plans team also identified a set of community values through its outreach and engagement efforts. In listening to stories and memories about Manvel, along with residents’ desires and concerns for its future, the following values came through consistently:

Values ...
Identify what matters most to a community and how it wishes to be viewed by others. Shared values inform the vision.

- Enjoying a “town and country” lifestyle.
- Being a part of – yet apart *from* – Greater Houston.
- A commitment to neighborliness and family values.
- Desiring safe, uncongested roads and neighborhoods.
- Supporting local institutions and businesses.
- Providing safe and enriching environments for children and seniors.
- Preserving the area’s natural, rural landscapes.
- Keeping the cost of housing as attainable as possible for the most people.
- Taking pride in an open and friendly community spirit.

Without a vision built on community values, decisions that impact those shared values will be made without a solid foundation. Therefore, a framework for **values-based, priorities-driven decision making** is another fundamental intended outcome from the Manvel 2045 Strategic Plan process, along with providing direction for Manvel’s Comprehensive Plan and Thoroughfare Plan updates (in terms of prioritizing data/information needs, providing a focus for ongoing community and leadership engagement activities, etc.). Then, going forward, Manvel officials and staff can apply the new vision – along with the guiding principles presented below – when weighing various choices. Examples include annual budgeting, capital project planning, department programs and staffing, grant pursuits, new or expanded partnerships, and zoning applications and land development proposals, among others.

Guiding Principles

Based on the Vision and Mission, and the core values from which they originated, the Manvel Plans team also compiled the series of Guiding Principles listed below. Such principles are another centerpiece of a strategic plan. They also provide a bridge between this plan and Manvel’s Comprehensive Plan given how they are defined below, and how they will also be incorporated into the Comprehensive Plan.

A “Guiding Principle” ...
Expresses a basic philosophy or operating policy that will apply regardless of the course of action ultimately chosen. In essence, such principles frame *how* the organization goes about pursuing its Mission. The guiding principles should be consulted when making crucial decisions and when evaluating the results of previous decisions and actions (i.e., “Have we made our community more [*insert a guiding principle such as Connected*]?”).

Today and into the Future, Manvel will strive to be more ...

SAFE



Manvel will be a safe, protective and disaster-resistant community with reduced-speed traffic on local streets, ample sidewalks, engaged residents, responsive public services, and neighborhoods and infrastructure consciously designed to protect lives and property.

CONNECTED



Manvel will be an increasingly connected and accessible community, both in a physical sense and through events and other places and opportunities for its residents to gather and interact. It will expand upon its regional ties via highways and arterials to include a network of local through-streets, in-city trails and sidewalk-equipped neighborhoods except in its most rural areas. Evolving technology and network speeds will link it even more to the nation and world. It will be an inclusive and neighborly community that provides opportunities for youth, seniors and residents to thrive, including through more alternative mobility options.

SUSTAINABLE



Manvel will be an even more fiscally and environmentally sustainable and resilient city that protects its natural resources, encourages alternative and redundant forms of transportation and energy, adapts smoothly to change, seeks to mitigate weather-related hazards and damage to property, and strikes a balance between its commercial and residential tax bases, and between areas of the community with visibly distinct suburban character relative to rural character.

The descriptive words below resulted from a May 2024 online survey of residents and others (taken by 676 individuals), and specifically when asked to “describe a better version of Manvel you would like to see upon your return if you had to leave Manvel and came back in 20 years to live here again.” Larger word sizes indicate the words mentioned most.



PRUDENT



Manvel will be prudent in how it safeguards its long-term financial position, in part, through an ongoing commitment to strategic and comprehensive planning as it continually monitors and evaluates the “best” way to grow, develop and mature as a community.

OPPORTUNISTIC



Manvel will maintain its emphasis on phased economic development as its residential population continues to build, and as new market opportunities become feasible and attractive in such a growing community. The City of Manvel and the Manvel Economic

Development Corporation will continue to sync their strategic planning efforts to ensure that private and public investments are aligned and consistent with community values and objectives for making the city an appealing place to live, work and invest.

HEALTHY



Manvel will be a vibrant, healthy and wellness-focused community that encourages recreation and outdoor lifestyles, promotes walkability and access to healthcare services and fresh food, and provides opportunities for positive community interactions.

AGE-FRIENDLY



Manvel will be a full life-cycle, age-friendly community that promotes quality of life at all life stages and encourages lifelong learning, personal autonomy, non-auto forms of mobility, diverse housing options for residents to age-in-place, and opportunities for both youth and seniors to make meaningful contributions to civic life.

WELCOMING



Manvel will continue to be an open and welcoming place that respects diverse people and opinions, appreciates (if not always approves) good-faith investments in the community, provides opportunities for meaningful and constructive community dialogue and feedback, and operates with the highest levels of decorum and civility.

CONTEXT: Manvel Today and Tomorrow

What Do We Like About Our City Now, and What Would We Like to Change?

Manvel is a slice of small town Americana nestled within the vast suburban landscape that is metropolitan Houston. This is reflected in the community’s physical traits – its juxtaposition of low-intensity development interspersed with rural landscapes and natural scenery. It is also reflected in the mindsets of many of its residents who value a slower pace of life and in getting to know, and looking out for, one another. Manvel is also relatively affordable and accessible. It is a place that is easy to get to and around. Life is simply *simpler* here. Manvel is more than just a place on a map – it is a refuge, a haven and a state of being.

What Do We Want in the Future?

As a community, we know that new development is coming and that a certain amount of it is welcome and needed. We want to make sure, however, that it fits in and does not overwhelm us. We do not want the same anonymous, standard-issue developments that we see everywhere else. We also do not want the wall-to-wall traffic and visual clutter that comes with it. We want something very different and better. We want something that expresses the special qualities of our community, helps define our identity and reinforces our sense of community. We want something that allows us to grow sensibly and sustainably. We want to stand out from the crowd but not in a showy or exclusive way.

Aims and Aspirations

- A stronger community identity and sense of place.
- A wider range of community amenities and commercial services.
- A broader, deeper tax base and improved public infrastructure.
- Protected natural landscapes and rural atmosphere.
- Distinctive, place-enhancing development.
- A culture of controlled growth without being anti-development.
- A more interconnected and less auto-dominated community.

Area Trends and Influences

From the leadership and community engagement for this plan, plus the Manvel Plans team’s own deep familiarity with the Houston metropolitan region, the following broader factors were identified as also providing context for Manvel’s strategic and comprehensive planning:

- Metropolitan Houston continues to grow outward, fueled by freeway system upgrades and expansions (i.e., State Highway 288 and State Highway 99/Grand Parkway) and the “flight to affordability.”
- Metropolitan Houston has an increasingly diverse, mobile and commute-tolerant working population.
- The Houston-area economy continues to expand and diversify.
- Regional housing costs continue to rise.
- Storm risks and resulting power outages will continue to plague the region.
- Remote work has become routinized, making telecommuting a viable, permanent lifestyle/career choice for some share of workers.
- E-commerce has resulted in the need for fewer physical merchandise stores. Those remaining are increasingly large national discount retailers except in the most affluent markets.
- Specialty retail stores are consolidating in fewer, highly-selective locations (e.g., areas of relatively high housing density and high area household incomes) as retail continues to “follow rooftops.”
- E-commerce has exploded the demand for large distribution warehouses, with their associated truck traffic, even in formerly rural areas.
- National and regional markets remain generally weak for traditional professional office space. Firms are occupying less but better space in high-profile locations. Co-working spaces have become a permanent part of the office world.
- Aging homeowners in many areas remain locked in oversized homes due, among other reasons, to a lack of quality senior housing options.
- First-time homeownership is becoming increasingly out of reach for many young individuals and families.

Shared Priorities and Concerns

The Future Manvel survey cited above asked residents what they value most about living in Manvel, as well as concerns they have for their city’s future. In addition to the survey, the Manvel Plans team hosted 10 community outreach events (9 listening sessions with small groups of interested residents, and a community-wide Forum on Manvel’s Future, all completed in April 2024), along with two workshop sessions each with City Council and with City management and department directors.



The follow-up survey during May helped validate what was captured through the in-person conversations, in part, by including “drill-down” questions on the hopes and concerns Manvel residents and leaders had expressed. *The appendices to this plan provide documentation of the survey results, and of the in-person activities.*

The results from all these interactions provided insight into local values and priorities that established the basis for the vision and guiding principles in this plan. Analysis of this input revealed that while there are

various features and considerations about Manvel that people do not always agree on, many people share basic values as itemized above. Examples of the most frequently cited priorities and concerns include an appreciation of natural assets and the outdoors, concerns about growth, and interest in having a safe, inclusive, neighborly and visually attractive community.



Shared Priorities

The following topics consistently came up as being valued in Manvel, sometimes to register concern about how something might change or be threatened:

- We need to guide and manage development (especially along State Highway 6).
- Our infrastructure needs to keep up with development, especially stormwater management.
- We need to preserve nature and open space.
- We need a deeper and more varied commercial tax base that includes smaller-format, specialty (non-discount) stores.
- We want a proper and walkable Town Center area.
- We want more amenities: shopping, entertainment, parks, trails, new library, walkability.
- Horse trails and rural heritage are also important.
- We need improved regional mobility.
- Our city lacks identity – we need to distinguish ourselves.
- We are worried about eventual “Pearlandization” of Manvel.



Shared Concerns

The following topics consistently came up as being concerns about the future of Manvel, although in some instances residents differed as to why they were concerned about an issue:

- Traffic.
- Safety (both basic security and current hazards when biking or walking).
- Anonymous cookie-cutter suburban development.
- Detached, disengaged residents.



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- Inadequate, underfunded infrastructure.
- Loss of rural heritage and small town “feel.”
- Lack of community identity, cohesion and a sense of belonging.
- Decreasing housing affordability and options.
- Keeping urban Houston at a comfortable “arm’s length.”

Community Input Sampler

We can't stop the growth, but there's an opportunity to guide it.

We may lose the "rural" feel with so many master-planned communities.

A lot of people don't realize they live in Manvel.

I don't want to have so much concrete.

Residents in "Old Manvel" feel forgotten.

We are a very passionate community with very friendly people.

I like the way it's developing, although the development is very scattered right now.

I'm afraid development will get out of hand, and that land won't be saved for public parks and public areas.

My favorite things change as the community changes.

It's a mixed blessing to have the change and growth.

I can live in the country and get to work in 20 minutes.

It's a difficult place for elderly people because you can't walk anywhere.

We need to bring in more employers.

Manvel is at a tipping point.

I like that the City is becoming more business friendly, or working toward this.

BREAKING IT DOWN: What is Community Identity?

Numerous Manvel residents consulted for this plan lamented that the city lacks a strong identity and sense of place. A common theme was that many residents identify with their neighborhood or subdivision but not with the city at large. There was even a reported lack of awareness, among some residents, of actually residing inside the city. Although difficult to pinpoint with precise words, the implication was that Manvel's lack of discrete and definable activity areas (including a recognizable downtown), its indistinguishable subdivisions and streetscapes, and its lack of decorative monumentation ("Welcome to" signs, etc.) contribute to its "placeless" quality. It may also have something to do with the current difficulty of classifying growing Manvel by familiar community types – is it rural or is it suburban (but certainly not urban)?

There is a natural tendency to think of a community's identity mainly in terms of its physical features: its aesthetics and "character." Discussed mainly in terms of architectural design and greenspace, "community character" also includes:

- the design quality of public spaces and infrastructure;
- the type and amounts of open space and landscaping;
- the sizes, shapes and spacing of buildings; and
- the prevalence of things like signs, lighting, noise, traffic and public art.

It also has to do with a community's ease of movement and overall livability.

A community's identity is also strongly shaped by the familiar **landmarks and symbols** that distinguish one community type from another. For example, the town squares, main streets, corner stores and painted water towers that symbolize small town America versus the wide roads and chain stores typical of modern suburbia. These types of **environmental clues** can strongly influence a community's sense of place. Finally, in rarer cases, there are the unique natural or built features that can distinguish a community at a regional or national level (such as the Kemah Boardwalk or The Woodlands, for instance).

Many of these physical identifiers are often the result of historical or geographic accident. Others were willed into being through sheer vision and dogged determination. Some can be coaxed along through traditional urban planning and economic development policies along with bold public investments. Some communities, on the other hand, resort to breezy branding initiatives to help conjure their identities. But if not backed up with real public actions and investments, branding campaigns can often ring hollow as just sloganeering. These identity investments must also go beyond the typical "Welcome to" roadway signs and get to effectively **"living" the brand**.

But well beyond the obvious physical identifiers, there are also a number of non-physical, "X-factor" qualities that equally serve to define a community's identity, culture and *personality*. These include things like levels of citizen engagement, volunteerism, family-friendliness, environmental ethos, and governmental responsiveness and transparency. Things, which in other words, comprise **"civic spirit."** This collective mindset or attitude is sometimes difficult to take hold of or instill given the various pressures and distractions of modern life, along with the capacity constraints facing local governments. They require persistence and intention on the part of City and neighborhood leadership, particularly in the areas of communication, public investment and consciously bringing the community together for regular public events, celebrations and collective decision-making opportunities.

Local governments can help unlock and mobilize their community's latent energies and its "better angels" through **leading actions and investments** that communicate the value placed on community cohesion and togetherness. This includes things like:

- providing seed funding for neighborhood associations,

- conducting annual award or recognition ceremonies for community leaders,
- sourcing goods and services from local businesses, and
- actively engaging the community – through social media and other avenues – to help brainstorm solutions to common community problems.

Combined, these multiple public actions and investments can, over time, begin to bring a community’s identity into greater focus.

WHAT HAPPENS NEXT?

A Guide for Updating Manvel’s Comprehensive Plan

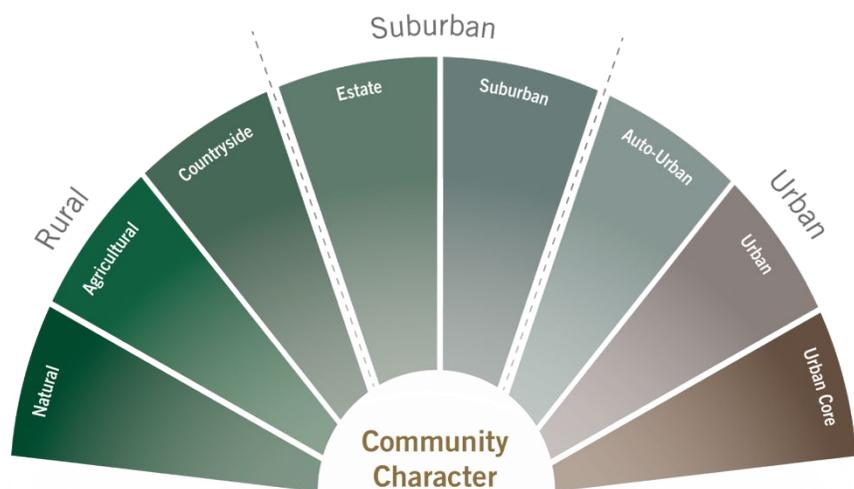
Unlike some other types of strategic plans, this Manvel 2045 Strategic Plan stops short of getting into specific action items. This is because, as intended by the City through its multi-faceted Manvel Plans initiative, the strategic planning effort will immediately transition into the future-oriented portion of the City’s Comprehensive Plan update process. Along with refreshed goals and longer-range objectives to work toward for various community planning topics (e.g., growth management and land use, infrastructure, transportation, economic development, parks and recreation, etc.), the Comprehensive Plan will identify immediate and near-term “strategic” actions Manvel and/or its many public and private partners should take to address key community priorities sooner than later. The identification and prioritization of such actions will also benefit from ongoing community and leadership engagement, as well as from the added context and further framing of issues and needs that will occur through development of the new Comprehensive Plan.

The Manvel Plans team will be responsible for ensuring that the Strategic Plan and Comprehensive Plan (and the City’s updated Thoroughfare Plan) are well aligned and that the Comprehensive Plan reflects the core community values, is consistent with the vision and guiding principles, and advances essential Manvel needs and priorities.

A Deeper Upcoming Conversation About “Character”

Attention will soon turn to Manvel’s Comprehensive Plan. Especially through a future land use map and thoroughfare plan map, a comprehensive plan gives physical shape and form to a community’s long-range vision.

The refreshed Comprehensive Plan will be centered on the concept of “**community character**” as a way to enhance Manvel’s approach to land use planning, neighborhood conservation and open space preservation. Various land uses can occur in a range of settings within a community, from the most Rural and Suburban to the most Urban, provided they are designed to match the character of the area. Community character accounts for the physical traits one can see in a neighborhood,



on a roadway corridor, or along a recreational trail or a country lane which contribute to its “look and feel” relative to areas of the community with much different character.

Looking beyond land use alone (e.g., residential, commercial, industrial), a character-based approach focuses on the intensity and design of land uses, which encompasses:

- the density and layout of residential development;
- the scale and form of nonresidential development; and
- The coverage of land surfaces by buildings and paving relative to the extent of open space and natural vegetation or landscaping.

How the automobile is accommodated is a key factor in distinguishing character types, including how public streets are designed, how parking is provided, and how buildings and paved areas are arranged on sites. It is this combination of land use and the characteristics and context of the use that determines the real compatibility and quality of land development, as well as the ongoing integrity of open space areas intended for minimal or no development.

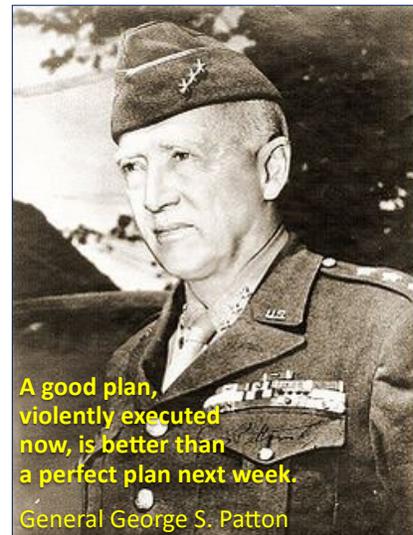
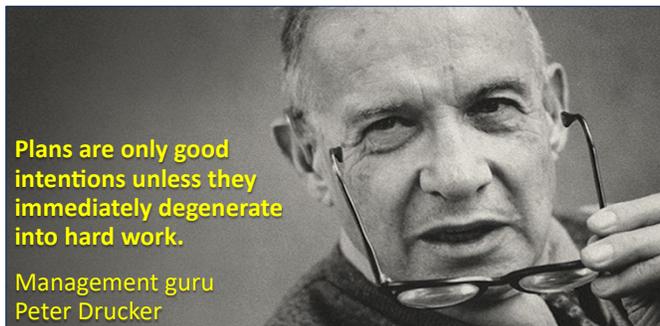
Maintaining and enhancing desired character is a central aim – and challenge – of implementing community plans amid constant change.

A Basis for Strategic Implementation

One fundamental outcome from this process should be translation of strategic planning into **strategic implementation**. This involves the essential exercise of breaking down larger efforts into “first and next steps” to lay the groundwork for measurable action and build momentum toward targeted outcomes.

This often requires any further clarification of objectives and a realistic assessment of resources and capabilities to move an initiative forward. As noted above, these activities will be part of the pending Comprehensive Plan update.

Confirming immediate versus later task priorities should also occur in conjunction with the City’s annual budgeting, capital projects planning, and in support of departmental work planning (*also see the discussion below on Various Means — and Perspectives — for Setting Priorities*). Then, nearly all daily efforts should be directed toward achieving the City’s core mission and priority initiatives, which, in turn, will help Manvel attain its broader community goals and aspirations as also elaborated on in its Comprehensive Plan.



Various Means — and Perspectives — for Setting Priorities

Action priorities can be set in multiple ways, which vary depending on the roles, needs and expectations of those involved:

1. **“Picking the Low-Hanging Fruit,”** which involves items that are relatively quick and easy to accomplish. This is usually a priority for those responsible for managing budgets and limited resources, and needing to show tangible results relatively soon (i.e., elected officials, local government administration).
2. **“Bang for the buck,”** which emphasizes cost-effectiveness and return on investment. This is also usually a priority of those cited in the previous item, plus agencies that provide grants and foundations that target their funds toward community enhancement.
3. **Tangible results,** where the focus is on producing visible outcomes. This is a universal need and desire, whether near-term results are essential or in cases where it is understood that patience and perseverance will be needed while working toward longer-term objectives.
4. **“Chunking,”** which requires diligence to take on longer-term or more complex initiatives that must be pursued in piecemeal fashion over time, but which will ultimately prove very beneficial. This is especially the world of managers and hands-on project leads or teams that are committed to an ongoing process of breaking down ambitious objectives into manageable pieces, directing efforts toward interim progress and “small wins,” and staying on target and constantly making adjustments along a “critical path.” A classic example is the high-stakes, extreme-pressure and groundbreaking “moonshot” work — and ultimate success — of the National Aeronautics and Space Administration (NASA) during the 1960s.
5. **“Follow the money,”** which elevates items with an obvious, available funding source — or where prospects are good for securing external funding such as through state or federal grants, partnerships, foundation opportunities, etc. This is another common emphasis for elected officials and local government management, as well as all wishing to expedite certain outcomes.
6. **“Follow the leader,”** which underscores the importance of having a willing, available and enthusiastic “champion” to carry a priority initiative forward. This may be someone associated with a partner agency or entity (e.g., leaders from the business community, civic or philanthropic organizations, or non-profits) when logical in-house candidates are already committed to other vital programs and projects.

Along with these considerations for setting priorities, another fundamental factor that will determine the ability to achieve desired outcomes, whether near-term or beyond, involves asking:

- **What Do We Control?** What unique authorities, capabilities, tools and resources can we apply to each of the potential priority initiatives in front of us?
- **What Can We Influence?** If we do not fully control the path forward and can only influence our destiny, how and when can we best assert our means for influencing resource allocation, priority setting and similar processes that others control?
- **What Do We Not Control?** Where we have no control and minimal influence, how can we design our initiatives and methods to work around external factors and reduce risk?



APPENDIX: PUBLIC INVOLVEMENT SUMMARY

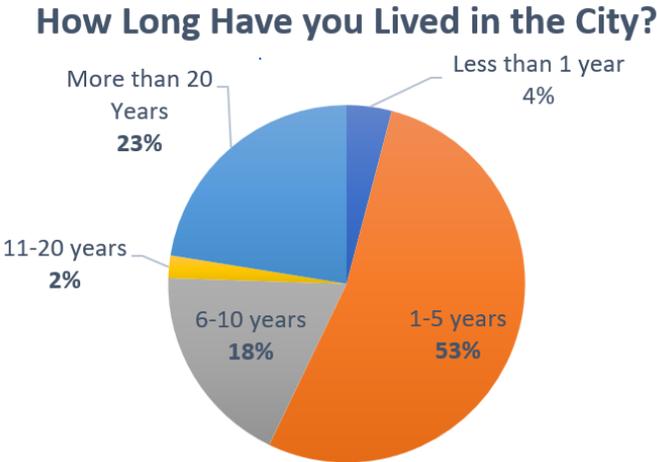


Listening Sessions

KKC personnel facilitated a series of nine informal resident listening sessions at City Hall on April 2-4, 2024. Approximately 50 individuals were engaged through this activity. Participants ranged from individuals who live in area subdivisions to residents who live on at least one acre of land, often referred to as "Old Manvel" by residents.

Session attendees were asked broad and open-ended questions ranging from what they love about Manvel to what hopes and concerns they have today and into the future about their community.

The same general list of questions framed each session and certain topics were expanded upon. The overall listening session results are summarized below.



Things We Love about Manvel			
Trees	Antique/resale shops	Greater diversity	H-E-B
Birds migrating	Small town feel	"Rural/Small Town" Feel	Opportunity for new businesses
Safe	People are supportive	Nature	Froberg's
Close to Houston, but still a small town feel	Good police force	Large lots	Like that the City is becoming more business-friendly – working towards this
Friendly	Mix of rural and urban	Green	Quietness



Other Things We Love about Manvel

- "Rural/Small Town" Feel
 - Nature
 - Large lots
 - Green
 - Trees
 - Space between houses
 - Lots of land
 - Local businesses
 - Can contact the Mayor
 - Peace
 - Beauty
 - Animals
 - Not overdeveloped – leave some green space
- Large lots
- Close to the highway for commuting
- Country feel
- Openness
- Peace and quiet
- Can live in the country and get to work in 20 minutes
- Beautiful
- Rural feel, less developed
- Know our neighbors
- Have events on the streets in the neighborhood
- Small town feel, and opportunity for growth
- Possibilities and potential
- Still outside the big city, but close to everything
- Town Center is great, but nervous about what businesses will come in
- Proximity for commuting to Houston for work, shopping, etc.
- A very passionate community with very friendly people
- Feel very safe in neighborhoods
- Accommodating, old world feel
- Generous, sweet people
- Suburban feel
- Slower pace than the big city
- Like the property tax rate
- Favorite things change as the community changes
- Love the country, out of Houston
- Love that people know each other
- Very happy about how transparent and communicative new City leadership is
- Like having land and the ability to have greenhouses (Old Manvel area)
- In the country without being in the country
- Like the way it's developing (although development is very scattered right now)
- Quiet
- Peaceful
- Beautiful
- Love buying produce at local farms



Concerns/Issues

- Afraid development will get out of hand
- Afraid land won't be saved for public parks and public areas
- Want the city to grow sustainably
- Walkability
- Bike paths
- Rural areas disappearing
- Transient community increasing (rentals)
- Get ahead of the curve of development
- Sustainable development
 - Environmental
 - Energy
 - Parks
- Difficult for elderly people because you can't walk anywhere
- Floodzone makes it difficult for companies to move in
 - Drainage
- County regulations around liquor licenses
- Potential crime is a concern
- Fearful of "overlay survey" and things happening without property owner understanding
- City elected/appointed officials only representing residents that have been there for decades; want to see some fresh leadership
- Want good quality businesses and business owners
- Concern that the Farmers Market won't be locally-based
- Leadership hesitant to spend on big projects (because of potential citizen concerns)
- Bring in more employers (school district is number one right now)
- Light pollution as more development comes
 - Specific example with the car dealership
- Potential to lose high quality of life with so much new development arriving
- Property taxes are too high for the low number of amenities that exist
- Taxes can only increase so much before it becomes unaffordable
- Safety in Meridiana – it's a cut-through for people and becomes a race strip
 - Would like to have crosswalks, flashing lights, etc.
- Too many gas stations, car washes, storage facilities, donut shops, vape shops, dentist offices
- No more car dealerships (although not all agree)
- Newport Lake Estates developer has ghosted the neighborhood – promised a Phase 3 that's no longer happening (houses and community center), hasn't gated it, etc.
- Squatter issue in Meridiana
- Safety along Highway 6
 - Would help to have turn lanes, more lights, median
 - Dangerous for high school students that are new drivers
 - No sidewalks and people walk on the road
- How will Highways 6 and 288 sustain new builds in the future?
- Need more connections in some of the back roads
- Pothole issues near Croix Park
- Council talks like it's all farmland which is no longer the case

MANVEL 2045

- A lot of people don't realize they live in Manvel, so then they don't vote
 - Lack of education around voting
 - Voting only in national elections
- Mixed blessing to have the change and growth
- Too many big box stores
- Too much fast food
- Congestion – don't crowd Highway 6
- Flooding on Highway 6, especially with emergencies
- New subdivisions sending water onto existing neighborhoods
- Drainage ditches that aren't cleaned/maintained and can't serve their purpose during a flood event
- Maintenance of existing roads
 - Especially impacted by construction traffic and vehicles
- Dangerous getting onto Highway 6 at many intersections, especially trying to turn left; some places need lights
- Getting onto 288 can also be dangerous – sometimes no "runway"
- Parks are only subdivision parks, not parks for the entire city
- Splash pads – too much maintenance
- Apartments – can schools keep up?
- Rental properties
- Townhome developments that aren't attractive
- Will infrastructure be able to keep up with all the development?
- Building in or right next to floodplain – why not reserve this area for parks?
- 288 is a concern
- Masters and Hwy 6 intersection – backing up, gridlock
- Traffic to the school
- Need a light by Starbucks
- Growing faster than the City can keep up with
- No community meeting spaces
- Short-term rental issue (AirBnB party example)
- Concerned about the library capacity as the city grows
 - A lot of families coming in, and the library is already exceeding its programming capacity
 - The library space is also too small
- Concerns about safety when out and about (example about women being followed in H-E-B)
- Nothing for kids and teens to do outside of school
- Rogers Road is an issue
- Lack of road maintenance
- Sustainability
- Feel forgotten in Old Manvel
- Crumbling roads, pavement
- Drainage issues – ditches don't always flow into the canal system
- Residents in "Old Manvel" feel forgotten
- Drainage – water flow in ditches/near canal doesn't work well (Old Manvel)
- People dump animals in Old Manvel
- New developments need to stop clear cutting trees – need a tree preservation ordinance and plan, and hold people to it
- Water drainage from new subdivisions onto existing homes
- Development is happening too quickly
- Too many subdivisions
- Concern that new development will bring crime and disconnect
- Growth will dilute the small town feel
- Excited about the opportunity for growth and development of the city, and to get to be part of it

MANVEL 2045

- Lack of maintenance on some public areas like medians, landscaping along roads, etc.
- Billboard conditions along Highway 6
- Lack of left turn lane on Masters
- Growth
- So much traffic, infrastructure isn't ready for the new development
- Maintenance and care of new development, especially rental properties
- Driving out the wildlife
- Businesses that may locate in town do not embody the city they moved to
- Development may outpace infrastructure
- Road maintenance
- Don't want big box stores to come in (Ross, Burlington, Marshalls, etc.)
- Too many vape shops, smoke shops, donut shops, mattress stores
- Businesses aren't well thought out
- No more gas stations
- Thoroughfare Plan
 - Concerns about widening roads since that doesn't necessarily solve the situation
 - Don't want to cause more traffic
 - Get the trains to stop blowing their horns coming through the city
- Traffic issue – expansion going south on 288
 - Traffic near school pickup
- Limit or eliminate rental properties
- NextGen Home/Mother-in-law suites/Accessory Dwelling Units
 - Like the opportunity for these, as long as they're not rented out
 - Concern about the number of detached units that can be on a single lot
- Concern that garden homes will automatically become rentals
- City limits blurring between Alvin, Manvel and Pearland
- Infrastructure, roadways, ingress and egress is lacking – connections need to be put at the top of the list to design for prevention and safety Drainage canals need to be cleaned out
- Medians along Highway 6 are not safe – hinder businesses and don't help with traffic
- Concern about increasing traffic along 1128 with the new construction for the police department and public works
- No money to grow and support basic services
- Post office is way too small for the size of Manvel
- Concern about policing as more people move to town
 - Suggestion that Municipal Utility District boards could assist in providing money for this
- Basic infrastructure and services are not keeping up with demand as the community grows
- Don't build more strip centers until the ones that are here are filled
- Want to see where tax dollars are going
- More roads will need to be widened to accommodate the growing population
- Lack of sidewalks and bike lanes
- Growth will explode
- Potholes
- Toll road is too expensive
- Traffic backups near schools especially
- Concern about increasing crime as growth continues
- Lack of consistency with developers in the city (Newport Lake Estates, for example)
- Are there enough emergency services for the growing population?
- Additional turn lanes, especially in/out of subdivisions along 288 and along county roads

MANVEL 2045

- May lose the “rural” feel with so many master-planned communities
- Not enough trees along 288
- Manvel is focusing on new development and turning its back on Old Manvel
- Repeating chain businesses along Highway 6 – want to see some diversity
- Liquor rule (51/49) holding businesses back from locating in Manvel
- Don’t want to have so much concrete

Wish List

- Sidewalks
- Bike paths (tree covered)
- Connections
- Venue options, places to hang out in Manvel
 - Wineries
 - Breweries
 - Convention center
 - Meeting space
- Shift some of the financial burden to developers
- City park
 - Duck pond
 - Play structures
 - Bike paths
 - Picnic areas
 - Community center
 - Senior center
 - Shade structures!
 - Soccer
 - Baseball
 - Volleyball sand court
 - Tennis court
 - Walking trail
 - Nature park for kids to play
 - Splash pad
 - All-inclusive park with programming
 - Small stage/amphitheater
 - Pavilion(s)
 - Well-lit
 - Ninja course (like the one at Tom Bass)
- Restaurants
- Portillo’s
- Cheesecake Factory
- Breweries
- Bathroom access in parks
- Ability to do a custom home with an HOA – half-acre lots with amenities, but more individualization (Friendswood has this type of development)
- Target, Neighborhood Walmart
- More local restaurants and businesses
- Indoor play place (for kids and adults)
- Wine bar or lounge
- Chicken N Pickle (or a place like it – family-friendly outdoor space, not right off the main road)
- Rec center
- Summer camps that are outside and affordable
- YMCA!
- Help Weekley’s become more – outdoor play space, etc.
- Create a parks and recreation department
- Beautification – better city sign, lighted at night
- Clean up dilapidated structures and lots that haven’t been well maintained, especially along Highway 6
- Redesign the light from Meridiana to Manvel High School
- Regional stormwater detention plan

MANVEL 2045

- More opportunities for commercial in places other than Highway 6 to alleviate congestion
- Bigger, more prominent public library
- Sports and recreation facilities (in a park)
 - Ones that aren't locked due to school hours, private ownership, etc.
- Sustained growth
- New City of Manvel sign
- New branding
- More amenities!
- Lower property taxes
- More pedestrian friendly, mixed use
- Walkability
- Grow where it makes sense to grow
- A place for gathering and entertainment, make sure there's enough parking
- Incentivize mom-and-pop restaurants
- Hardware store – Ace or Harbor Freight would be better than Home Depot
- Would like a bigger library, not in a strip center (multiple votes for this being a high priority)
- Night sky ordinance
- Youth activities
- Sports
- Parks
- Bowling alley
- Indoor putt putt golf
- Lighted trails
- Main Event
- Create a downtown Manvel, a place for the community to gather
- Hospital, clinic or doctors in town
- Cater more to small businesses, making it easier for them to locate in the city
 - Permitting and fees have been an issue
- Top Golf
- More small businesses so there's competition to help people thrive
- No deliberate City amenities like a park, community center, senior center
- Senior center with programming to help seniors have a sense of community is a high priority
- City services to be in a more concentrated area
- Sidewalks
- Bike lanes
- Be strategic about what businesses are allowed to locate in Manvel, not just taking any businesses that come
- Balance of business types – chains are okay if it's not focused on those, and if there are more small businesses which are given help to open
- Variety of options for businesses, restaurants, etc. to reflect the growing, diverse population
- Yoga studio
- Music/entertainment
- Things to attract people to visit Manvel, to make it a destination
- Signs and consistent branding – let people know they've arrived in Manvel
- Encourage agricultural folks to stay rather than sell that land

MANVEL 2045

Notable Quotes

- Norman Rockwell feel
- Fresh canvas
- Blank slate
- Keep the money in Manvel
- Leverage the rural aspect to bring tourism
- Can live in the country and get to work in 20 minutes
- Small town vibe, but close to amenities
- Manvel is at a tipping point
- Want to live, work and play in the same place
- Can't stop growth, but there's an opportunity now to guide it

Where Do People Get their Information about the City?

- NextDoor
- Facebook – City page, Homeowner Association (HOA) pages
 - Facebook is good, but people don't want to get all their information from that
- Co-worker, neighbor – word of mouth
- Mayor's social media presence
- Would be nice to know about volunteer opportunities with the City or surrounding organizations
- Interest in a "subscribe" newsletter for community information
- City website
- Council meetings, PDZ meetings (in person or online)
- Community Impact
- Talk of Manvel
- Mayor Dan Davis, including his Facebook posts
- Email newsletters
- Would be nice to have city info in the HOA newsletters
- Mail
- City service bills
- Alvin Sun newspaper

MANVEL 2045

Example Places Mentioned

- Seattle
- Victoria, TX
- Fort Bend Children's Discovery Center
- CityCentre (west Houston)
- Sienna Plantation
- Cuero
- Fredericksburg
- Southtown area of San Antonio
- Granbury
- Pearland
- Dripping Springs
- Austin
- Kenosha, WI
- Cypresswood (large park across a street)
- Cypress
- Katy
- Bellville
- Fort Worth (brewery with play structure, outdoor area, swings)
- Vallensons brewery in Pearland



Public Forum on Manvel's Future

The Manvel Plans team facilitated a Public Forum on Manvel's Future on April 11, 2024, at the Church of the Harvest. Approximately 35 individuals were engaged through this activity. Participants ranged from individuals who were born and raised in Manvel alongside their families to individuals who work in the community but live elsewhere. Groups represented included residents, employees of area businesses, and City officials and staff. Participants were asked to complete the following activities/stations:

- **I [Heart] Manvel Because Table**, with a blank poster for participants to write what they love about Manvel.
- **City Goals From 2015 Plan Table**, with goals posted on the wall and a place for attendees to add a green sticker dot if they agree or think the goal is important or a red dot if they disagree or think the goal is not important. Blank space was provided for comments on the goals or additional goals that should be added.
- **Issues/Concerns Heard So Far Table**, with a list of issues/concerns that were heard from the listening sessions. Participants were asked to add sticker dots to their top 5 priorities. A comment page was provided for any additional comments.
- **Where to Grow – or Not Table**, with a map of the city. Participants were asked to place a green dot where they would like to see the city grow and a red dot where they would not like to see growth. A comment page was provided for any additional comments.
- **Where Should Manvel Planners Focus Their Attention Table**, with a map of the city. Participants were asked to place a dot where they see an opportunity or challenge. A comment page was provided to explain what the opportunity or challenge is.
- **What Does Rural or Small Town "Feel" Mean to You Table**, with a blank poster for participants to write their comments.

Below are the results. An asterisk (*) means that participants either put a star, checkmark or wrote "Agree" next to a comment another attendance had already made.

I [Heart] Manvel Because...

- Country living close to the city **
- Not much traffic
- Small town, close to bigger cities, close to 288 *****
- Open spaces, opportunity for business and personal expansion and small town feel. Great location/access to wherever you need to be
- Quiet, dark and laid back *
- I know my neighbors and they know me **
- Perfect place to raise family *
- What I love about Manvel is the growing diversity and its tranquility ***
- Manvel is growing, which is great, but we think we should match growth with saving a small town look. We like the Town Center on Highway 6 and 288, but we don't want the congestion like Pearland at 518.
- Manvel is close to Houston but still maintains a suburban feel *
- Community and a place to raise a family
- Close to everything I need/want **



- Small town feel *

City Goals from 2015 Plan			
Goal		# Agree	# Disagree
Land Use			
1	Create a walkable, mixed-use community that provides multimodal transportation options, improves environmental quality and promotes economic development.	12	0
2	Provide a variety of lot size options to offer opportunity for all life styles and life stages, avoid large numbers of small lots, and require more open space to retain the history of the rural character.	11	0
3	Create a balance between maintaining the history of rural character and allowing for future development by requiring space and openness in developments through wider rights-of-way, green areas, and buffers around/between developments that encourage connectivity by all travel means.	14	0
4	Encourage development on a grid street pattern to increase connectivity.	6	7
5	Include more and wider variety of park and recreational amenity uses and options.	15	1
6	Acquire and develop town center/resource/library/outdoor pavilion to create community “third place.”	14	0
7	Modify zoning ordinances to reflect more traditional terms and uses while allowing creativity in development. The discussion so far has been to move away from ID/form-based codes and adopt a hybrid type of ordinance to achieve goals but with a traditional zoning ordinance.	10	0
Transportation			
1	Collect data to develop and improve geographic information systems (GIS) and Earth mapping resources for real strategic planning through a right-of-way inventory assessment and maintenance responses.	4	1
2	Identify and implement strategic funding opportunities and put in capital improvement plan (CIP) to coordinate infrastructure and road expansion with development improvements.	8	0
3	Create livable centers and develop connectivity and transportation options to address emergencies and mitigate congestion, through alternate routes to SH 6 and connections to SH 288, as well as coordinate with alternative forms of travel, such as hike and bike trails.	10	0



City Goals from 2015 Plan			
Goal		# Agree	# Disagree
4	Contract a Major Thoroughfare Plan to define future needs and current capacities of the City’s roads, as well as a tool to maintain the rural character of the City and identify goal of roads and locations.	11	0
Utilities			
1	Develop a comprehensive Public Utilities Plan (continued from previous Comp Plan).	3	0
2	Develop and encourage integrated and regional water and sewer systems to expand utilities to underserved areas of Manvel and incorporate existing and future Municipal Utility Districts (MUDs).	5	1
	<i>Comment: Yes, but miles away from residential areas such as Bluewater Lakes.</i>		
3	Expand water and sewer system to serve developments throughout the city (continued from previous Comp Plan).	4	0
Drainage			
1	Complete Master Drainage Plan.	17	0
2	Continue to update and review drainage design criteria and standards on a semiannual/annual basis.	9	0
3	Continue to maintain and control projects in the floodplains.	10	0
4	Continue to coordinate and maintain interlocal agreements with Brazoria County, Drainage Districts 3, 4 and 5, Texas Department of Transportation, Gulf Coast Water Authority, and Municipal Utility Districts (MUDs).	10	0
	<i>Comment: Flood control and drainage should be high priority.</i>		
Economic Development			
1	Encourage creation of a central downtown that is a walkable, mixed-use area that provides multimodal transportation options, improves environmental quality and promotes economic development.	11	0
2	Use land use and zoning regulations to encourage and attract site-appropriate businesses, as well as create attractive, versatile and practical business district environments.	4	1
3	Continue to develop and improve infrastructure, increasing the city’s capacity to draw new business and allow existing businesses to grow consistent with the goals and vision of the City.	6	1



City Goals from 2015 Plan			
	Goal	# Agree	# Disagree
4	Create a business friendly environment while balancing City revenues and costs between residential and commercial uses.	7	0
5	Maintain communication and coordination between MEDC, City Council and PD&Z through regular joint planning sessions and other reporting tools.	9	0
6	Increase the visibility and attractiveness of the city to new businesses through public relations and community image.	8	0
Environment, Conservation and Sustainability			
1	Increase and promote sustainable development and environments.	8	0
Open Space, Parks and Trails			
1	Develop Master Open Space, Parks and Trails Plan.	12	0
2	Promote trails and open space in the planning phase of new developments.	8	0
3	Develop regulations to allow, promote and encourage conservation of open space and local agriculture.	13	0
Goals that Should be Added			
1	The city needs an "identity."	1	0
2	Senior Center that has activities for 65+.	1	0
3	Identity – this should be based on the history of Manvel, if possible.	0	0
4	Don't forget the older townsite of Manvel.	0	0
5	Entertainment venue – Pearland has this same issue. Find a way to not have the brunt of cost (taxes, etc.) put all on Manvel. Include surrounding communities.	1	0
6	Create an industrial park far away from residential areas/zones to build and accommodate facilities such as water treatment plants and the like.	1	0

Issues/Concerns Heard so Far		
	Issue/Concern	# of Dots
1	Library Facility is Outgrown.	13
2	Loss of Pastures / Fields.	7
3	Too Many Smoke Shops, Donut Shops, Fast Food and Gas Stations.	8



Issues/Concerns Heard so Far		
	Issue/Concern	# of Dots
4	Inadequate Infrastructure (Water, Sewer, Roads, Sidewalks, etc.).	5
5	Difficulty for Small Businesses (Permitting, Available Space, etc.).	5
6	Increased Traffic (Railroad, Safety, Speeding, etc.).	3
7	Lack of Family Owned Businesses (Local, Not Chains).	4
8	Lack of Parks and Walking Trails.	6
9	Increased Drainage and Flooding Risk.	11
10	Losing Small Town/Rural Charm Amid Growth.	10
11	Lack of Variety of Business Types (Sit Down Restaurants, Retail, Entertainment, etc.).	5
12	Lack of Community/Recreation Center (i.e., YMCA).	6
13	Lack of Connectivity (Car, Bicycle, Pedestrian, etc.).	4
14	Lack of a City Center/Plaza/Gathering Space.	7
15	Lack of Identity (Signage and Branding).	8
16	Lack of Youth and Teen Programming.	6
17	Continue Providing a Variety of Residential Home Types.	1
18	Limit Short Term Rentals.	3
19	Lack of Maintenance of Infrastructure (Water, Sewer, Roads, Sidewalks, etc.).	3
20	Lack of Equity (Old Manvel versus New Manvel).	8
21	Concerned about Sustainable Growth (Environmental, Energy, Light Pollution, etc.).	2
22	Increase City Communication (Subscribed Newsletter).	4
23	Losing Wildlife.	7
24	Spending on Retail/Dining Outside of Manvel (Keep the Money in Manvel).	7
25	Losing Mature Trees.	5
26	Concern for Potential Increase in Crime (Vandalism, Theft, etc.).	9
27	Lack of Senior Center and Programming.	8
28	Concern about the Laws Around the Sale of Alcohol (Allow Wineries, Breweries, etc.).	3
29	Lack of Medical Services.	2
30	Concern for City Services to Stay on Pace with Growth (Police, Fire, Public Works, Trash, etc.).	6



Issues/Concerns Heard so Far	
Issue/Concern	# of Dots
<i>Comment: Challenge – City on the rise, while maintains affordability.</i>	

Where to Grow - Or Not?

Where to Grow - or Not?



Manvel, TX

- Manvel City Limits
- Manvel Extraterritorial Jurisdiction





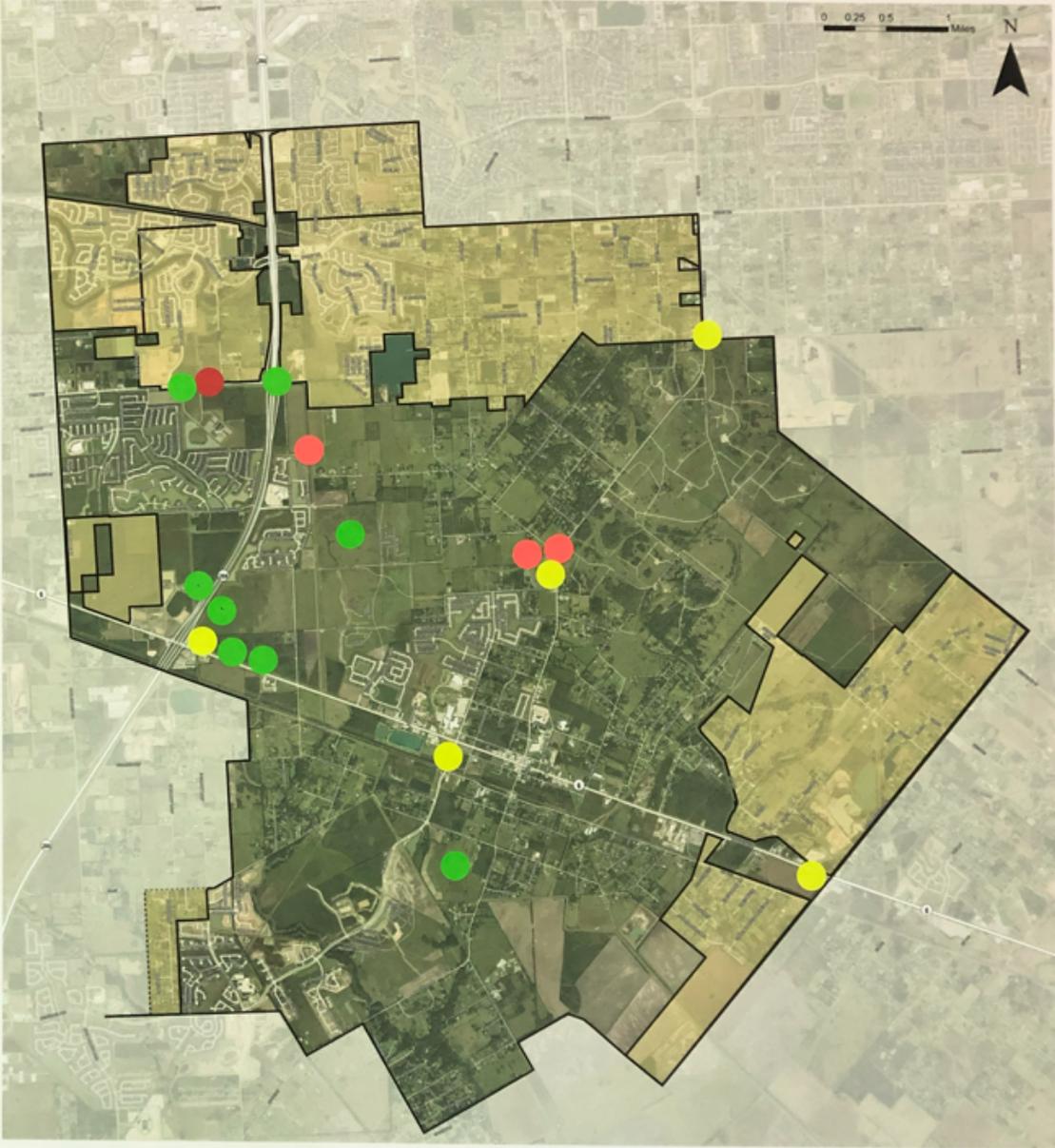
Where to Grow - Or Not?

Comments:

1. Green dot at 288 and Highway 6: Need a family-friendly eat-in restaurant like the Cheesecake Factory and Main Event / Dave & Busters.
2. "BW" red dot: Please do not construct the water treatment plant in the literal backyard of Bluewater Lake residents. Other areas away from residential areas/zones should be considered and developed instead.

Where Should Manvel Planners Focus Their Attention?

Where Should Manvel Planners Focus Their Attention?



Manvel, TX

- Manvel City Limits
- Manvel Extraterritorial Jurisdiction





Where Should Manvel Planners Focus Their Attention?

Comments:

1. What does entrance / sense of arrival for Manvel and R.O.W.s?
2. Park-and-ride lot of commuters.
3. Red dot on Croix Road: Needs better lighting and left-turn lane for Newport Lake Estates. Emphasis on street lights.
4. 288 being a natural barrier for those living on the west side. It's important to develop resources that allow them to feel more a part of Manvel and also make it worthwhile for the people on the east side to cross the natural barrier.
5. Preserve green spaces and forest (think about the animals). Manvel has more than enough subdivisions. Builders continue to destroy the greenery, trees (forest).
6. Too much pavement is the reason for potential flooding issues.
7. Water treatment facilities developed/constructed miles away from residential areas – perhaps an industrial park away from current and future residential homes – especially the current development of the water treatment plant behind homes in the Bluewater Lakes community.

What Does Rural or Small Town "Feel" Mean to You?

- Sense of community / pride ***
- Wildlife and farming – peace of mind
- Being "home" away from the noise of the city **
- Public safety
- Trees *
- Being in a development subdivision yet being able to see farms and lots of green space **
- A place for wildlife to live
- Know your neighbors **
- Respect for family and tradition
- Mixture of subdivisions and rural homes on acreage – peacefully co-exist

Manvel Community Survey Report

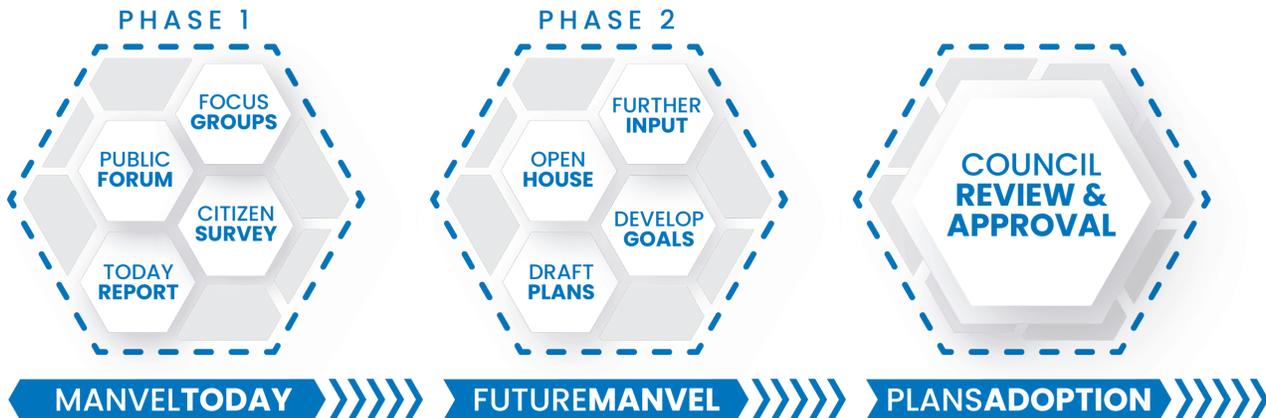
Input to City Strategic Plan and Comprehensive/Thoroughfare Plan Updates

As another way to obtain input to the City’s strategic and long-range planning efforts from Manvel residents, business community and others, a survey was made available online. The City promoted the survey first at the Forum on Manvel’s Future on April 11, 2024, then by disseminating it via usual public notification means, including on the City website and social media, through postcards and newsletters, and at City facilities. The survey opened on May 1 and closed on May 31, **receiving 676 total responses**.

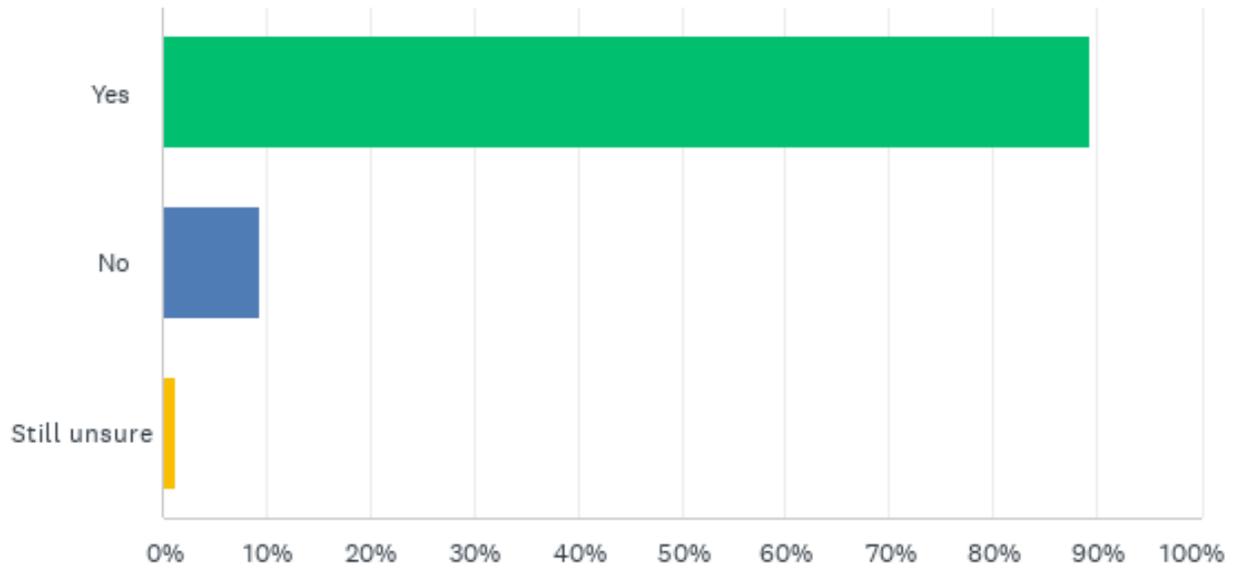


As it was an open online survey, respondents were able to answer all questions regardless of whether they live within Manvel or elsewhere. Question 1 asked respondents to confirm if they live in Manvel, with nearly all responding and 89.3% saying Yes. Also, the results from Question 2 regarding respondent location show that – of the 71% who provided a location – those locations are mostly just outside both the Manvel city limits and extraterritorial jurisdiction (ETJ, as shown on page 3).

The survey had 26 questions, providing a mix of multiple-choice and open-ended question types. Respondents were not required to answer every question to proceed through the survey. The response rate for each question is provided in this summary report.



QUESTION 1: Do you live in Manvel?

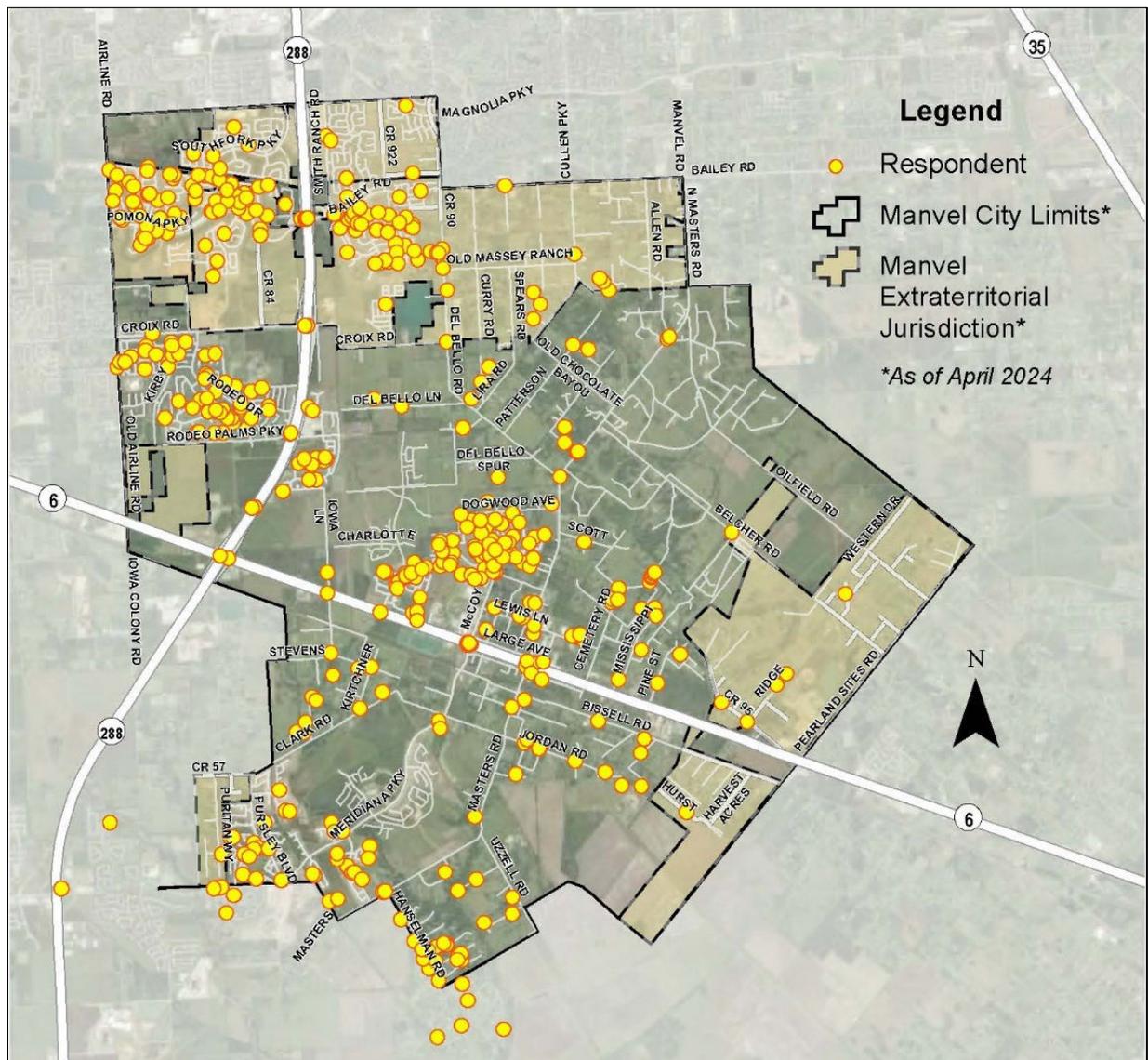


- 675 of the 676 survey participants answered this question – only 1 did not.
- 89.3% answered Yes, 9.5% answered No, and 1.2% were unsure.

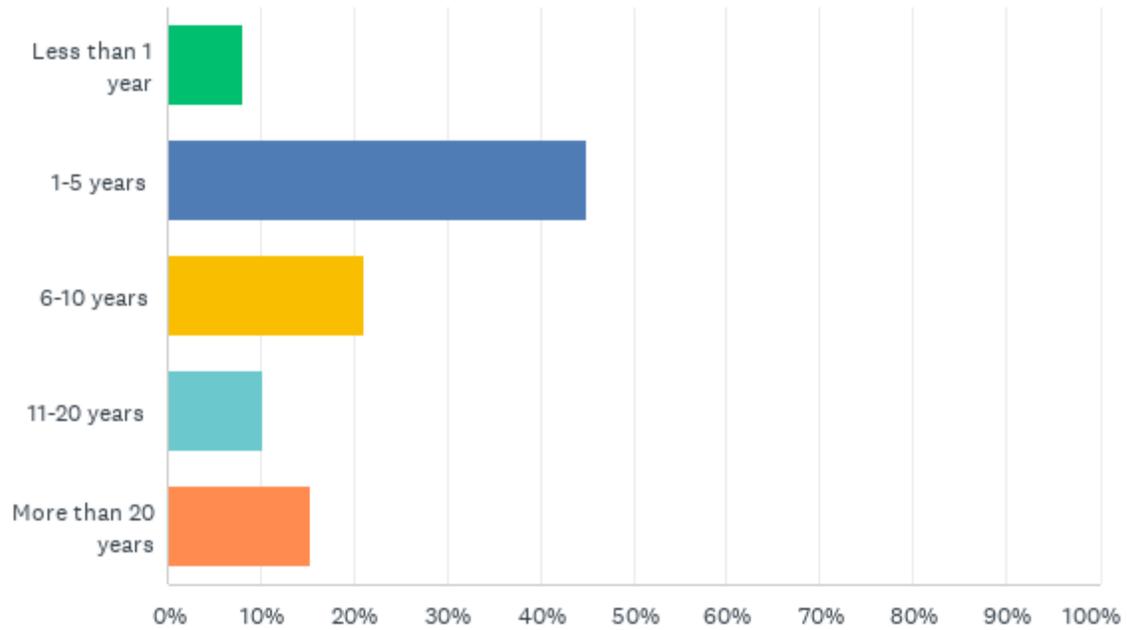
QUESTION 2: Physical Address or Nearest Intersection

This question asked participants to provide their address – or nearest intersection – so the general geographic coverage of the survey response could be made visual on a map. The number of respondents who provided an answer was 481 (71.1%). Approximately 99% of these responses involved specific addresses or other relatively accurate locations (e.g., intersections) that could be readily mapped. In many of the other cases, just a street and/or subdivision name was provided, so a point was placed on the map at the midpoint of the named street within the Manvel area unless a specific subdivision was also called out.

The mapping results are shown below. While the map reflects only those who provided a location response, it does indicate coverage of most residential areas in Manvel, additional responses from Manvel ETJ locations, as well as participation from others in surrounding areas who associate with Manvel for various reasons as covered in Question 7 below.

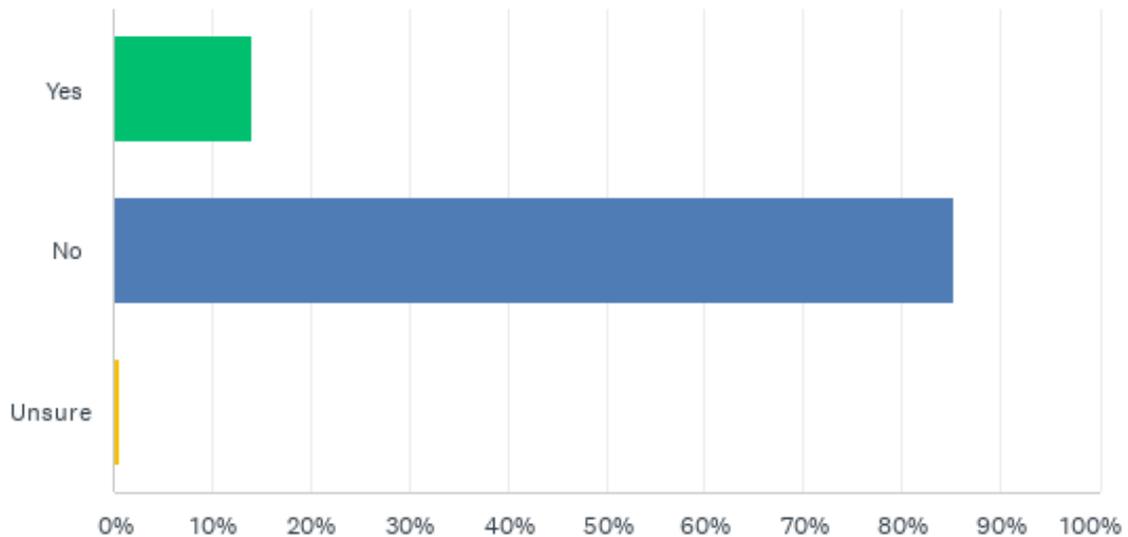


QUESTION 3: How long have you lived in the city?



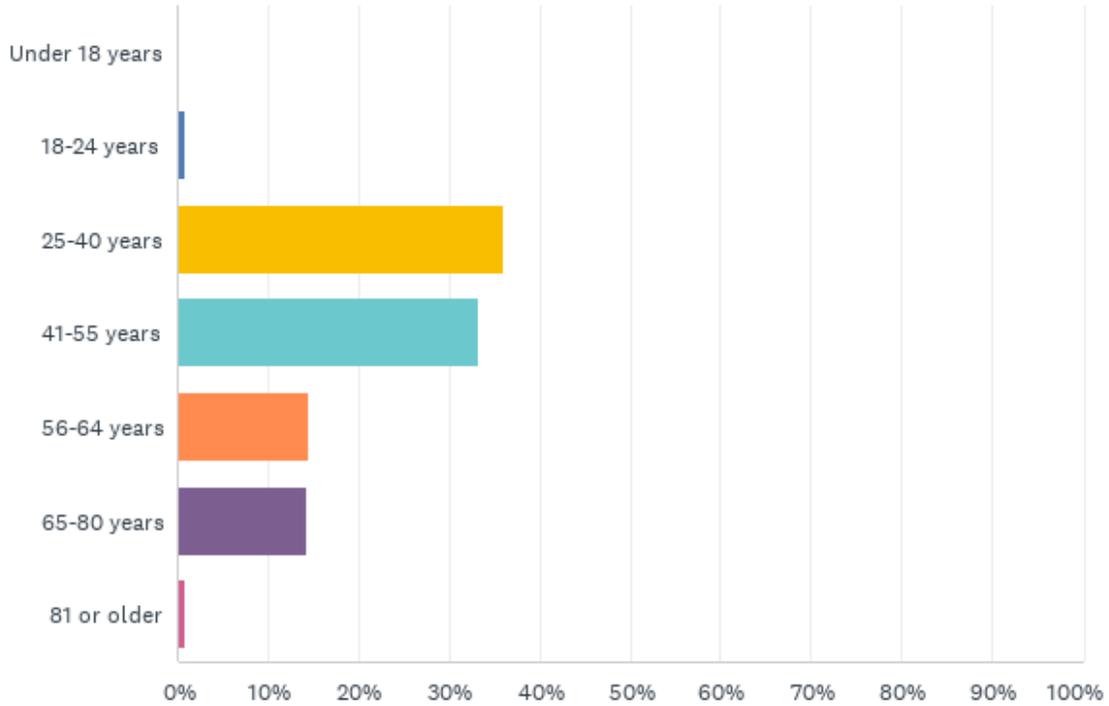
- 538 (79.6%) of the 676 respondents answered this question.
- 53.2% are fairly new to Manvel, having moved to the city in the last five years.
- 25.7% have lived in Manvel more than 10 years.

QUESTION 4: Is your place of business or employment also in Manvel?



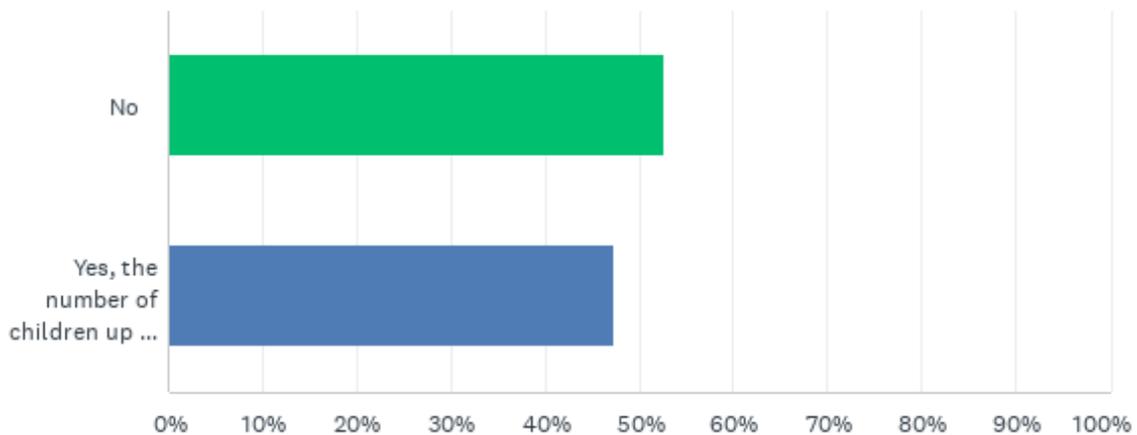
- 531 (78.6%) of the 676 respondents answered this question.
- 14.1% are residents who also have a business or are employed in Manvel.

QUESTION 5: In which age range are you?



- 535 (79.1%) of the 676 respondents answered this question.
- The largest share of respondents, 36.1%, are in the 25-40 age range.
- Next was the 41-55 age range, at 33.3%.

QUESTION 6: If you are an adult, do any children up to age 18 live in your household?



- 536 (79.3%) of the 676 respondents answered this question.
- 47.4% answered Yes, with anywhere from 1 to 5 children age 18 or younger.

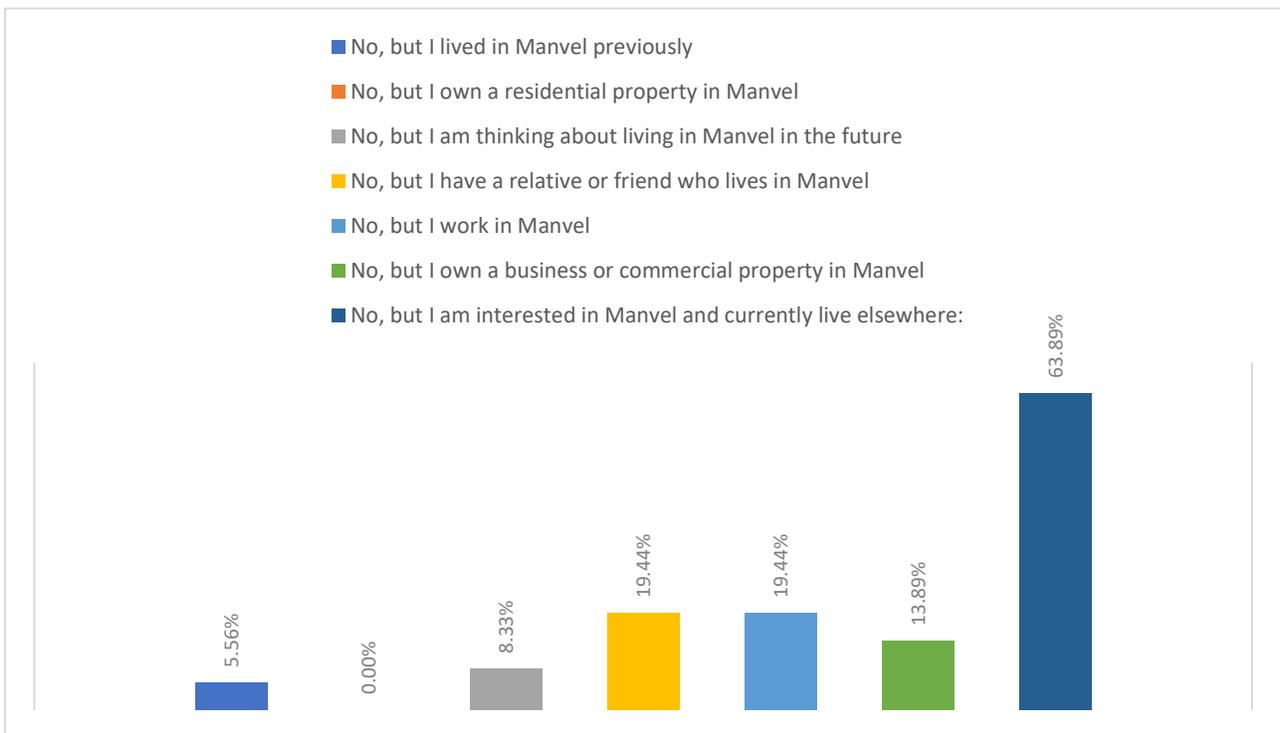
MANVEL COMMUNITY SURVEY REPORT

QUESTION 7: Non-Resident Reasons for Manvel Interest

Those who identified as non-residents in Question 1 were asked to check all that apply out of 7 options shown on the chart below. Among the 36 individuals who answered this question, the top 4 responses were:

- No, but I am interested in Manvel and currently live elsewhere. (63.9%)
- No, but I have a relative or friend who lives in Manvel. (19.4%)
- No, but I work in Manvel. (19.4%)
- No, but I own a business or commercial property in Manvel. (13.9%)

Of the 23 respondents who said they live elsewhere and also provided their current location, these included the Manvel ETJ, Alvin, Brazoria County, Dickinson, Iowa Colony and Rosharon.



QUESTION 8 (and 10): What positives about Manvel today and into the future energize you most?

For this open-ended question, 388 (64.3%) of the 603 resident respondents answered, as did 34 (53.1%) of the 64 non-resident respondents. A summary of all responses includes:

- **Small-Town Feel:** Many appreciate the small-town, rural atmosphere that Manvel currently offers. This includes a sense of safety, a slower pace of life, and a tight-knit community.
- **Growth and Development:** Ongoing and expected future development in Manvel is generating a significant amount of enthusiasm. This includes excitement about Manvel Town Center and new businesses, infrastructure improvements, and economic growth prospects and opportunities that come with development, such as increased property values and more job opportunities.
- **Accessibility and Convenience:** The opening of new local restaurants and businesses like H-E-B, and proximity to major cities such as Houston and Pearland, are seen as major positives.
- **Community and Family Environment:** People value the strong community spirit, family-oriented events, and the welcoming nature of their neighborhoods.
- **Government and Infrastructure:** Positive feedback was received regarding the City leadership, responsiveness, transparency, and efforts to improve municipal infrastructure and planning – with some specific mentions of looking forward to improved traffic management.
- **Land Availability and Future Use.** The availability of land for development is viewed positively, but getting community feedback on future developments is also considered important.
- **Increased Amenities:** Anticipation of new shopping centers, parks and recreational facilities, a new police department facility, and other community enhancements are expected to enhance quality of life, with appreciation for already having a local library.
- **Balancing Growth with Rural Charm:** Many hope that, as Manvel grows, it will retain its rural charm and small-town feel, which they consider integral to its identity.

QUESTION 9 (and 11): What concerns you most about Manvel today and into the future?

For this second open-ended question, 418 (69.3%) of the 603 resident respondents answered, as did 33 (51.6%) of the 64 non-resident respondents. A summary of all responses includes:

- **Rapid Growth and Development:** Many are worried about the fast-paced growth leading to overcrowding, increased traffic, and the potential loss of the small-town or countryside feel that initially attracted them to the area. They are concerned that Manvel might turn into another Pearland or Houston, losing its unique character – and affecting their lifestyle – as urbanization continues.
- **Infrastructure and Services:** The ability of Manvel’s infrastructure to keep pace with this growth is another significant concern. Issues such as insufficient public works staff, increasing road congestion, poor drainage and flooding risk, and the need for better roads and public safety services were frequently mentioned. Respondents also called for more parks, recreational facilities, and community centers to enhance local quality of life.
- **Taxes and Cost of Living:** High property taxes and the rising cost of living are major worries. Some feel they are not receiving adequate benefits or services in return for the high taxes they pay.
- **Housing:** Some also noted a lack of “middle-class” housing options and affordable homes.
- **Public Safety:** Concerns were expressed about increasing crime rates and maintaining public safety, including adequate fire and emergency medical services. People want to see more police presence and better emergency response times to ensure their safety as Manvel grows. Some also cited a lack of disaster preparedness.
- **Preservation of Nature and Farmland:** Respondents indicated a strong desire to preserve the natural environment and agricultural land, which are seen as central to Manvel's identity. Overdevelopment and the loss of green spaces are feared outcomes of uncontrolled growth, as are light pollution and excessive introduction of concrete surfaces. Non-residents are also concerned about potential annexation by the City.
- **Services and Amenities:** While Manvel is gaining some new amenities with growth, some respondents noted a lack of medical facilities, daycares, and recreational centers for kids.
- **Education and Schools:** The quality of local schools is another significant concern, including if what some consider underfunded and underperforming schools impact Manvel’s attractiveness to new families and its overall future prosperity.
- **Commercial Development:** While some welcome new businesses, others are apprehensive about the scale and nature of commercial development (desire for shops and restaurants rather than just gas stations). The influx of “big box” stores and chain restaurants at the expense of local businesses and the community’s character is seen as a negative trend by some. Others noted difficulty accessing businesses due to increasing traffic, while some expressed concern about the expense and barriers to starting small businesses in Manvel.

**QUESTION 12:
Top 5 priorities from a list of 22 items frequently
mentioned in early input to Manvel's planning efforts.**

For this ranking question, 442 (65.4%) of the 676 respondents answered. The following items were ranked among the top 5 most often, in this order:

- Storm water management, mitigation of flooding risks, and readiness to deal with and recover from natural hazards. (51.8%)
- Safe community and City public safety services (police, fire). (46.4%)
- Parks/recreation amenities and programming. (38.7%)
- Commercial development that appeals to and serves Manvel residents (e.g., sit-down restaurants, non-"chain" shops). (37.8%)
- Infrastructure condition and capacity (streets, water, sanitary sewer). (36.9%)

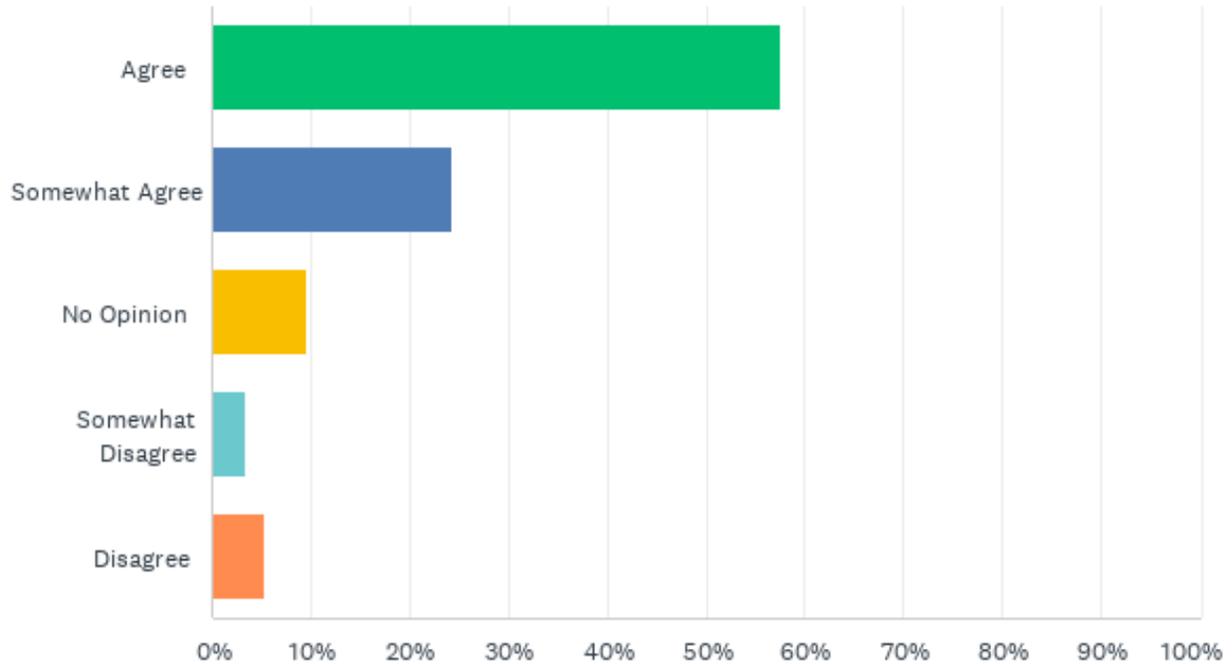
The 6th-highest priority was only slightly outside the top 5 at 36% (retention of some semi-rural and less densely developed areas as Manvel grows, including to keep the area accommodating to wildlife).

Of the 676 respondents, 13.8% took the opportunity to type in other items they consider top priorities for the City's planning efforts, including:

- Establish a middle school in Pomona or revert Pomona to its original school zoning, including McNair Junior High and Shadow Creek High School.
- Restrict multi-family housing and advocate for smaller houses on larger lots to prevent overcrowding.
- Aim to maintain a low cost of living.
- Encourage uniformity in commercial building aesthetics, akin to the upscale appearance of buildings on Bailey Road in Sedona Lakes.
- Advocate for increased pay for police and City personnel.
- Establish a senior center for the elderly population.

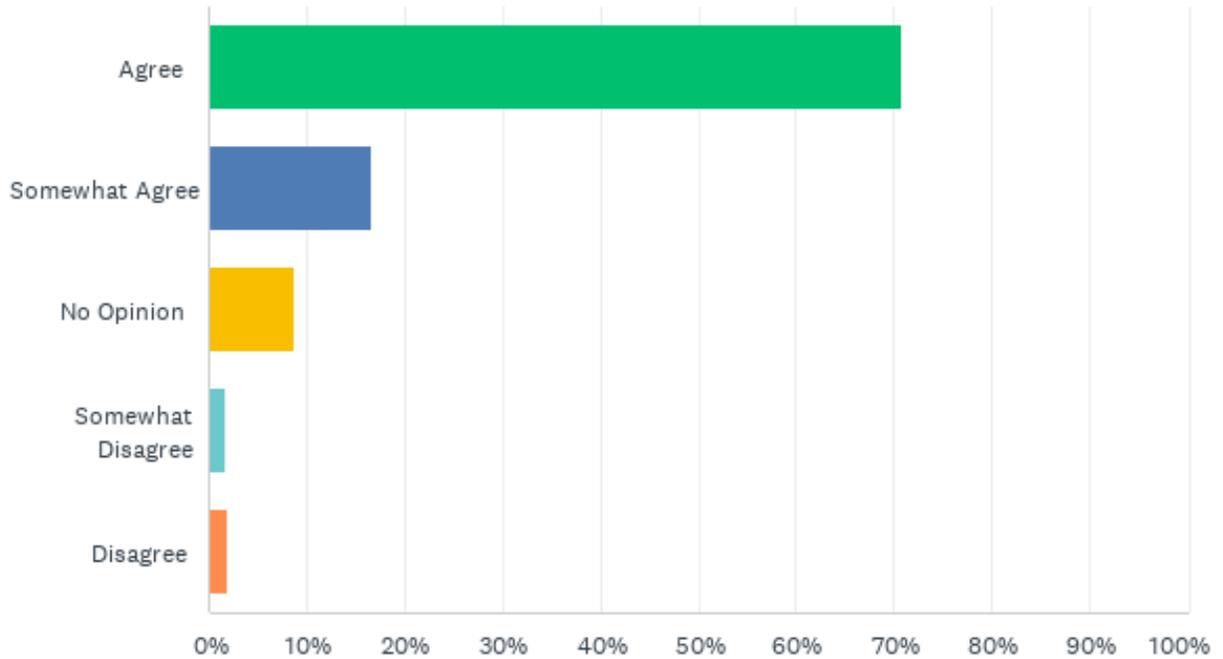
QUESTION 13:

The City should explore methods other cities use to encourage desired and beneficial commercial development (such as incentives, and grants to help existing small businesses with building upgrades), in part to boost the nonresidential tax base and provide some tax relief to residential property owners.



- 419 (62%) of the 676 respondents answered this question.
- 81.9% agree or somewhat agree.
- 8.6% disagree or somewhat disagree.
- 9.6% have no opinion.

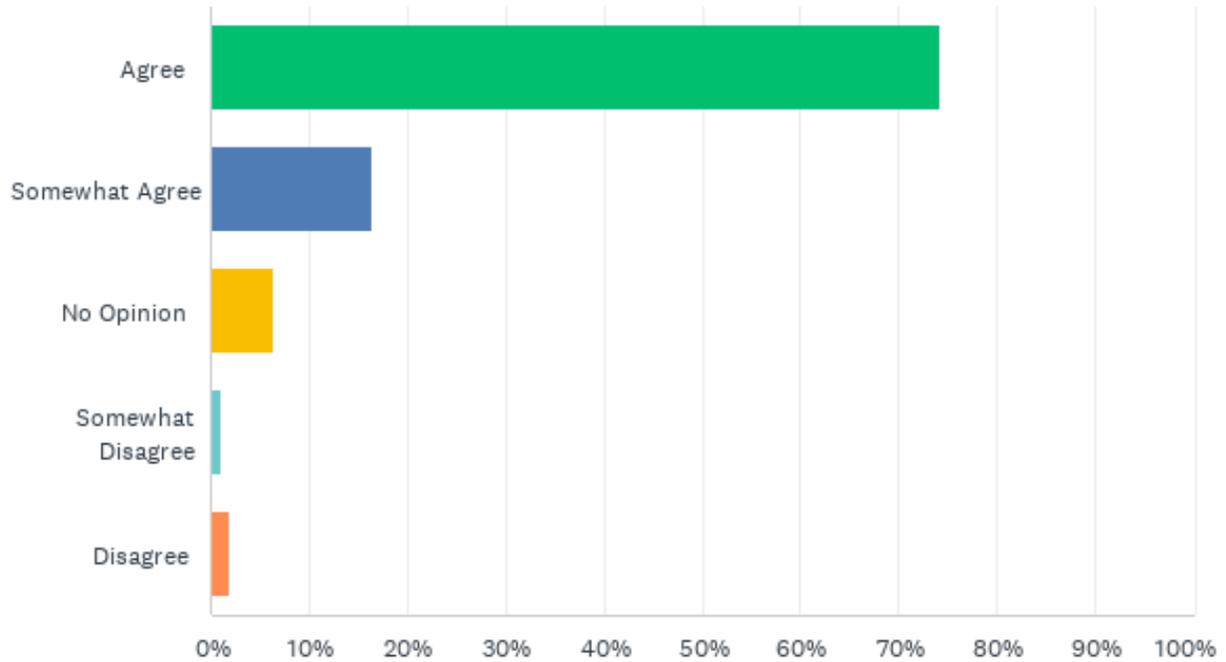
QUESTION 14:
The City should carefully consider the location and proposed density and design of new residential development to avoid encroachment into areas of Manvel where preservation of larger acreage properties and open land is desired.



- 419 (62%) of the 676 respondents answered this question.
- 87.6% agree or somewhat agree.
- 3.6% disagree or somewhat disagree.
- 8.9% have no opinion.

QUESTION 15:

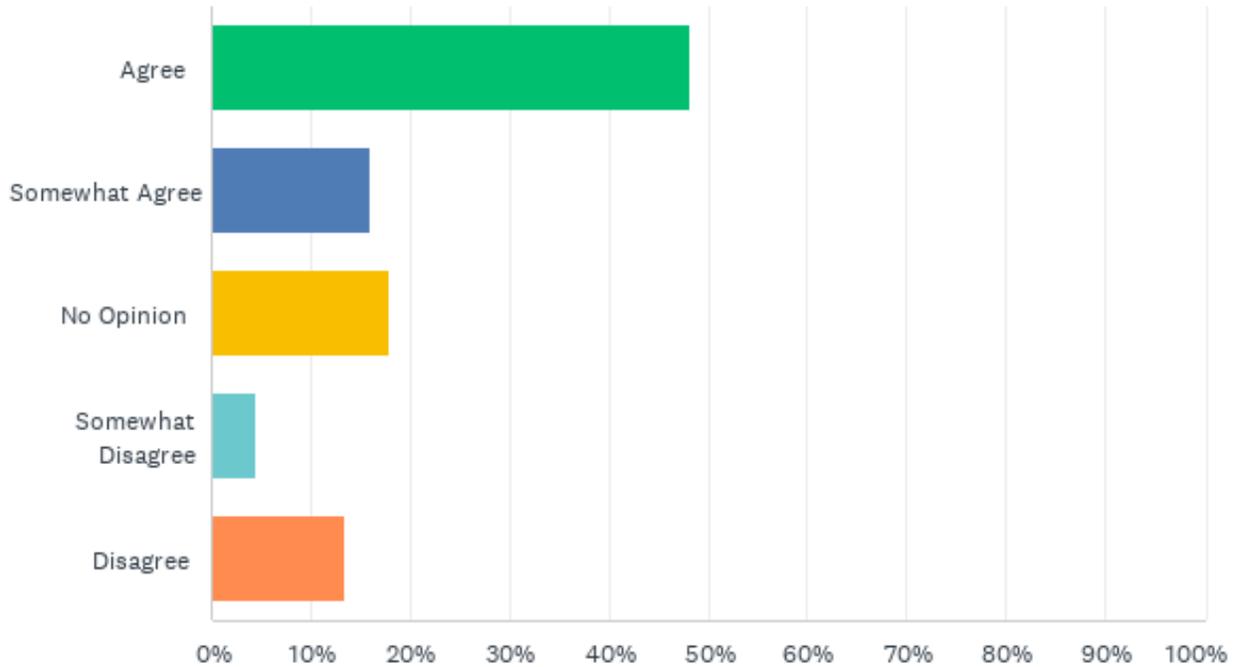
The City should strive for a sustainable growth pattern that balances new development with the ongoing public service needs and integrity of existing developed residential and commercial areas.



- 416 (61.5%) of the 676 respondents answered this question.
- 90.6% agree or somewhat agree – **the highest level of agreement in this series of agree/disagree questions.**
- 2.9% disagree or somewhat disagree.
- 6.5% have no opinion.

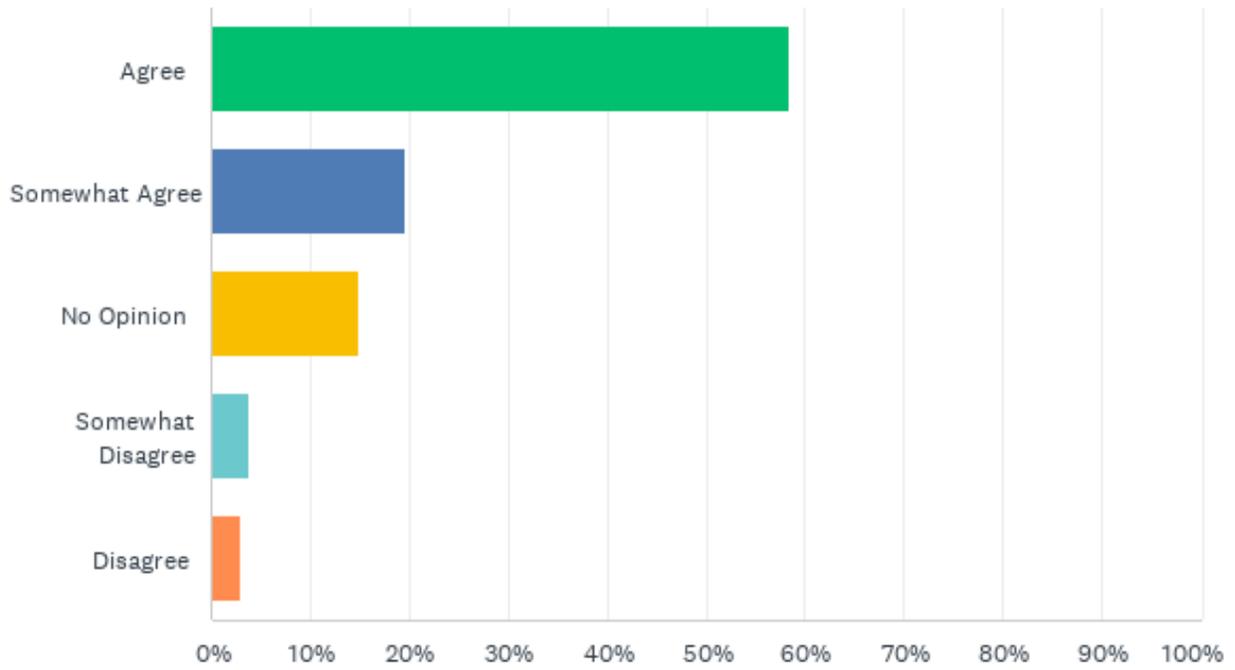
QUESTION 16:

The City should explore ways to adjust local regulations, including limits on the sale of alcohol, to allow for breweries, wineries, and other event and community spaces that sell alcohol and food as seen in similar Texas communities.



- 421 (62.3%) of the 676 respondents answered this question.
- 64.1% agree or somewhat agree – **tied with Question 18 for the lowest level of agreement in this series of agree/disagree questions.**
- 18.1% disagree or somewhat disagree.
- 17.8% have no opinion.

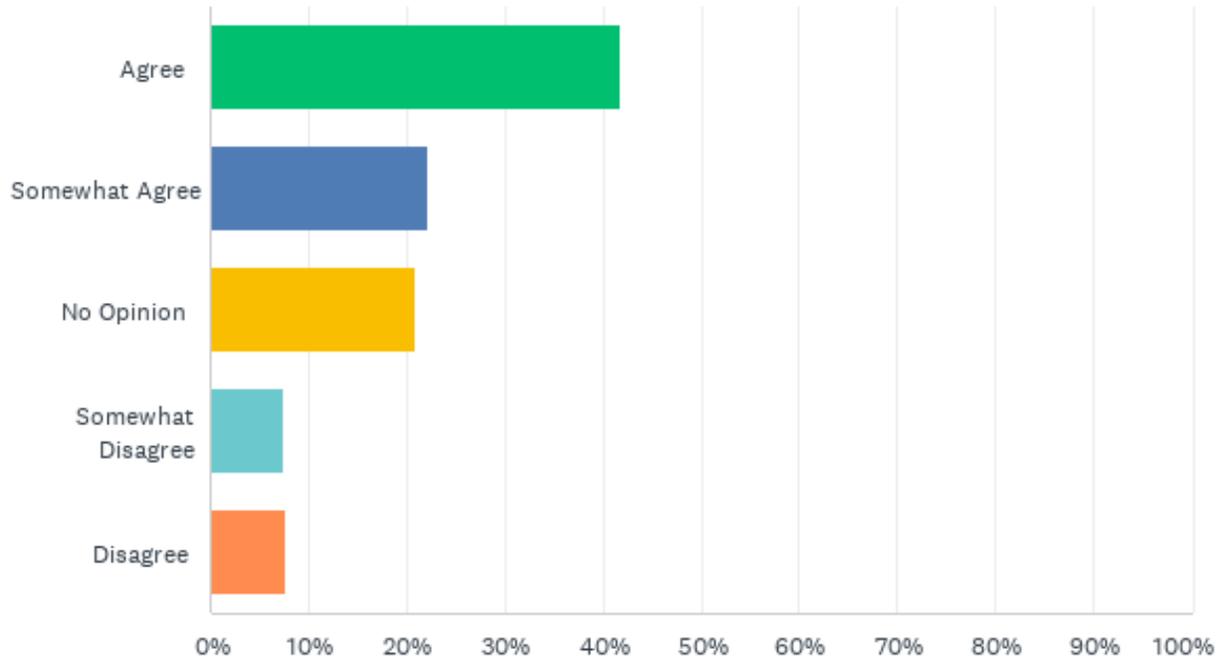
QUESTION 17:
The City should update its zoning ordinance to intentionally maintain agricultural land and large lot sizes in certain areas of Manvel.



- 421 (62.3%) of the 676 respondents answered this question.
- 78.1% agree or somewhat agree.
- 6.9% disagree or somewhat disagree.
- 15% have no opinion.

QUESTION 18:

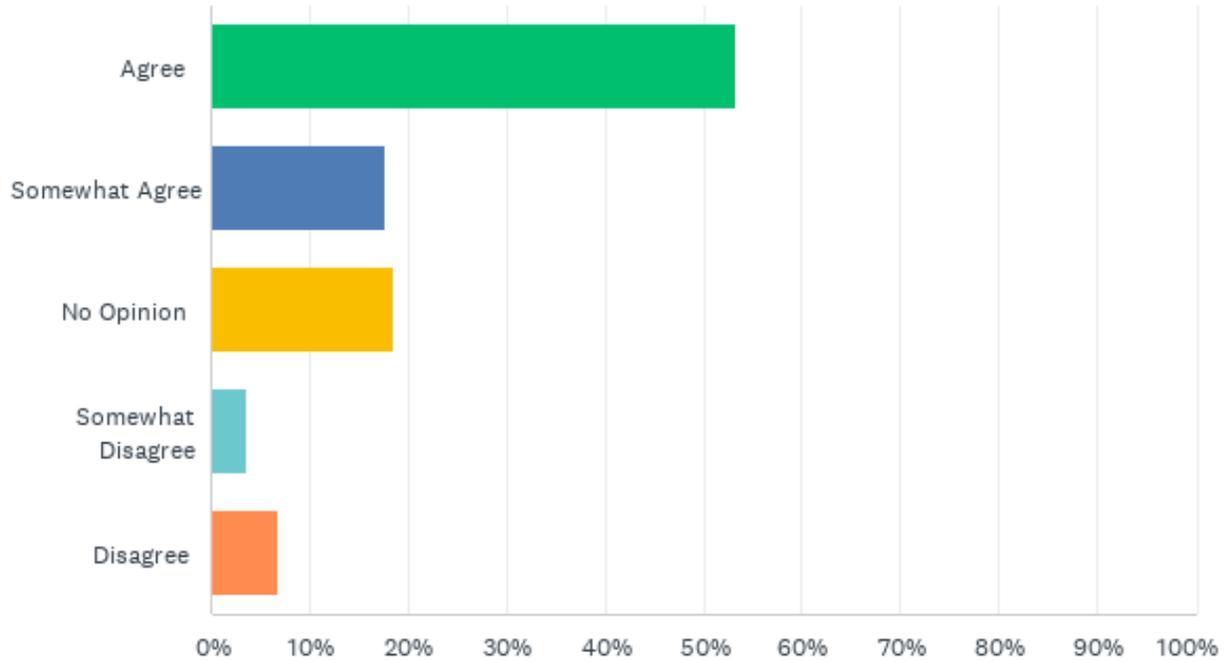
Manvel has a few properties along Highway 6 that currently can have only industrial uses. These zoning designations should be changed so that additional uses are possible if the properties are sold or otherwise become available for development.



- 418 (61.8%) of the 676 respondents answered this question.
- 64.1% agree or somewhat agree – **tied with Question 16 for the lowest level of agreement in this series of agree/disagree questions.**
- 15.1% disagree or somewhat disagree.
- 20.8% have no opinion.

QUESTION 19:

The City should prepare a new site development plan for the 160-acre City-owned property east of Del Bello Lakes, for further consideration by Manvel residents of the property's potential use and design.



- 416 (61.5%) of the 676 respondents answered this question.
- 71.2% agree or somewhat agree.
- 10.3% disagree or somewhat disagree.
- 18.5% have no opinion.

QUESTION 20:

If you agree with Question 19, please select your three top priorities that you think the property should have.

For this priorities question, 359 (53.1%) of the 676 respondents answered. The following items from a suggested list were ranked among the top three most often, in this order:

- Park. (55.2%)
- Community/recreation center. (44.9%)
- Walking trails. (44%)

Of the 676 respondents, 6.8% took the opportunity to type in additional comments:

- **Recreational Facilities and Amenities:** Preferences for a community pool, recreation center, walking trails, amphitheater, and sports fields.
- **Green Spaces and Preservation:** Emphasis on preserving open spaces, creating parks, and minimizing construction of new buildings.
- **Community and Social Spaces:** Suggestions for a town square, farmers' market, and equestrian facilities.
- **Other Priorities:** Lowering taxes, enhancing road safety, building a medical center, and establishing more schools.

QUESTION 21:

**What does small town/rural "feel" mean to you?
Please select your top three priorities.**

For this priorities question, 408 (60.4%) of the 676 respondents answered. The following items from a suggested list were ranked among the top three most often, in this order:

- Mature tree cover and other vegetation preserved. (51.7%)
- Limits on how much of a property can be built on to maintain green/open space. (41.2%)
- Parks. (34.3%)

Of the 676 respondents, 7.4% took the opportunity to type in additional comments:

- **Lower Residential Taxes:** Shift the tax burden to businesses.
- **Maintain Rural Character:** Protect wildlife, maintain agricultural land, and support rural lifestyles.
- **Community Facilities:** Develop a town square, community center, and a visually appealing city hall.
- **Housing and Development Regulations:** Limit large-scale developments, maintain residential character, and ensure smaller, affordable homes.
- **Traffic and Accessibility:** Improve walkability and bike-ability, reduce traffic, and ensure residential roads remain two lanes.
- **Community Involvement:** Foster a sense of community with more events and improved communication with older residents.
- **Recreational Facilities:** Suggest building a golf course, horse arena, and a new library.

QUESTIONS 22-24:

**Descriptive words that describe a better version of Manvel
you would like to see upon your return if you had to leave
Manvel and came back in 20 years to live here again.**

Less than half (42-45% across the three questions) of the 676 respondents took the opportunity to type in adjectives or other words that came to mind in response to this “imagine if” question. The word cloud graphic on the next page provides a visual summary of all responses, with larger word sizes indicating the words mentioned most.

Responses for Descriptive Word 1 (Question 22) included:

Affordable, Agricultural, Architecture, Attractive, Beautiful, Better roads, Biking, Blossoming, Breathing room, Caring, Charming, Clean, Comfortable, Community, Content, Country, Developed, Development, Diverse, Downtown, Drainage, Eatery, Economical, Efficient, Entertaining, Established, Exceptional, Expansion, Family, Farming, Foliage, Fresh, Friendly, Fun, Green, Growth, History, Home, Hospitable, Innovative, Jobs, Katy, Kind, Land, Landscapes, Less populated, Less traffic, Lively, Lower taxes, Lush, Maintained, Master planned, Matured, Modern, More businesses, Natural, No MUDs, Open spaces, Organized, Originality, Parks, Pasture, Peaceful, Preservation, Pretty foliage, Private, Progressive, Public parks, Pulsating, Quaint, Quiet, Recreation, Refreshed, Residential, RV parkless, Rural, Safe, Serene, Shopping, Sidewalks, Small town, Social, Spacious, Stately, Stores, Suburban, Sugar Land, Sustainable, Thriving, Trails, Trees, Tropical jungle, Uncongested, Uncrowded, Undeveloped, Unique, Updated, Useful, Vibrant, Walkability, Walkable, Welcoming, Well-maintained.

Responses for Descriptive Word 2 (Question 23) included:

Affordable, Agriculture, Animals, Beautiful, Better streets, Bright, Bustling, Chill, City amenities, Clean, Close, Commerce, Community, Connected, Convenient, Country, Creative, Depopulate, Desirable, Dining, Diverse, Eager, Easy-access, Eco-friendly, Educated, Efficient, Enchanting, Exciting, Explorable, Familial, Familiar, Family friendly, Fancy, Friendly, Fun, Funless, Good drainage, Good roads, Green, Growth, Gyms, Improved, Inclusive, Innovative, Interconnected, Inviting, Lively, Livestock, Local, Lots of land, Love it, Low tax rates, Maintained, Master plan, Medical, Minimal, Mobile homeless, Modern, Natural, Neighborly, New, Not flooding, Old Manvel feel, Open, Opulent, Outdoors, Peaceful, Personal, Picturesque, Planned, Population, Preferable, Prepared, Pristine, Productive, Progressive, Prosperous, Quiet, Recreation, Regulated, Rural, Safe, Scenic, Semi-rural, Senior center, Shopping center, Similar, Small business, Small town, Social, Spacious, Stores, Stuff to do, Sugar Land, Sustainable, Tall condos, Thriving, Trees, Unchanged, Uncongested, Unique, Updated, Upscale, Variety, Vibing, Walkable, Water drainage, Welcoming, Well maintained, Well planned, Wildlife.

Responses for Descriptive Word 3 (Question 24) included:

Accepting, Accommodating, Activity, Affordable, Amazing, Apartment-less, Appealing, Attractive, Awe-inspiring, Beautiful, Better lighting, Booming, Breathtaking, Breweries, Bright, Change, Charming, Cheerful, Christian, Classy, Clean, Close-knit, Closer, Comfortable, Commendable, Community, Commutable, Congested, Connective, Conservative, Convenient, Country, Cows, Different, Dignified, Diverse, Drivable, Educated, Engaging, Enjoyable, Entertaining, Exciting, Expensive, Family-friendly, Fancy, Farmers, Friendly, Fun, Functional, Green, Growth, Healthy, High standards, Historical, Homey, Inclusive, Inexpensive, Innovative, Inviting, Kid friendly, Land, Lighting, Lively, Living, Local, Longevity, Lower speeds, Low population, Modern, Monitored, More green, More parks, More pastures, Multicultural, Nature, New world, Oasis, Open, Organized, Parks, Pastures, Peaceful, Planned, Prepared, Pristine, Profitable, Progressive, Proud, Quaint, Quality, Quiet, Refined, Relaxed, Residential, Resourceful, Restaurants, Rich, Roomy, Rural, Safe, Scenic, Senior assistance, Shopping, Small town, Static, Structured, Sufficient, Supportive, Sustainable, Taxes down, Thriving, Town, Traditional, Trails, Transportation, Uncrowded,

Updated, Upscale, Vegetation, Vibrant, Walkable, Walking trails, Warm living, Welcoming, Well governed, Well maintained, Well planned, Wildlife, The Woodlands.



QUESTION 25:

Where do you get information about what's going on in Manvel? Please check all that apply.

More than half (56.5%) of the 676 respondents answered this question. The top five answers from a suggested list were:

- Social media (Facebook, Instagram, Threads, X/Twitter, Next Door, etc.). (89.5%)
- Other word of mouth (neighbors, friends, family, etc.). (40.1%)
- City website. (35.3%)
- Neighborhood leaders/association. (23.8%)
- City meetings. (14.1%)

Other written responses included:

- Alvin Sun
- Announcer
- Being involved
- Community Impact newspaper
- Driving around
- Google News
- Local community magazines

QUESTION 26:

As you think about the future of Manvel, do you have any other hopes or concerns that you did not see covered in the questions above?

A little less than half (44%) of the 676 respondents took the opportunity to answer this final open-ended question. A summary of all responses includes:

- **Tax Concerns:** Some express frustration over high property taxes, fearing it may price out local residents and businesses not backed by large corporations.
- **Housing and Development:** Some are concerned about the rapid development of housing, believing this could lead to overpopulation and loss of Manvel's small-town feel. Suggestions include ensuring new subdivisions are self-sufficient and maintaining larger lot sizes.
- **Maintaining Small-Town Atmosphere:** Many wish to preserve small-town charm and oppose developments that will make Manvel resemble Pearland or Cypress. Ideas include promoting local businesses over chains and creating community-centered commercial areas.
- **Infrastructure and Services:** While some express appreciation for recent infrastructure improvements, issues with drainage, traffic and the need for better-maintained roads are common concerns. Some call for improved basic City services, including police, fire, emergency medical, and flood control. Others suggest the need for a city center, plazas, more walking trails, nature trails, and bike lanes.
- **Community and Recreation:** Some express a desire for more community events, recreational facilities, and amenities such as parks, breweries, wineries, and a local rodeo arena. Suggestions for events include festivals, BBQ cook-offs, and cultural gatherings to celebrate the diverse community. Some respondents want more modern parks, luxury car dealerships, electric charging stations, and possibly a train station to major cities like Dallas and Austin.
- **Education:** Overcrowding in schools is a significant concern, with some calling for the construction of new middle and high schools to accommodate the growing population.
- **Safety and Law Enforcement:** Concerns about increasing crime rates and the need for more effective law enforcement are prevalent. Suggestions include better traffic control and more proactive policing in high-crime areas.
- **Environmental Concerns:** Some respondents are worried about the loss of natural beauty due to development. Suggestions include to preserve green spaces, plant more trees, and protect the environment from pollution.
- **Communications and Outreach:** Additional suggestions include the need for an improved City website, diverse cultural representation, and amenities that cater to various demographics such as young families and the elderly.

