

CITY OF COPPELL, TEXAS

PROPOSAL TO CONDUCT ADVANCED SCENARIO
PLANNING – SUPPORTING FUTURE ORIENTED
APPROACH TO RESIDENTIAL DEVELOPMENT (FOARD)
TASK FORCE

COPPELL FOARD
ADVANCED
SCENARIO
ANALYSIS



Submitted by:
Future iQ, Inc.
P.O. Box 24687
Minneapolis, MN 55424
www.future-iq.com

David Beurle
david@future-iq.com
612-757-9190



Future iQ, Inc.
P.O. Box 24687
Minneapolis, MN 55424
US Federal Tax Number
EIN: 27-1389416

November 17, 2020

ATTN – Mindy Hurley
City of Coppell

AMENDED

**Proposal – Advanced Scenario Development – Future Oriented Approach to
Residential Development (FOARD) Task Force**

Dear Mindy

Please find attached our proposal for the work we discussed. In terms of budget, timeline and scope of work – I have included the additional work required on community survey and focus groups.

Yours sincerely,

A handwritten signature in black ink, appearing to read "David Beurle".

David Beurle
CEO, Future iQ, Inc.
Email: david@future-iq.com
Tel: +1 612 757 9190

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1.0 Understanding of the Scope of Work

Based on briefing email and discussion, our undertaking of the scope of work is as follows:

- To work with the FOARD Task Force and key staff to advance their research and deliberations.
- The FOARD Task Force was created to help Coppell envision what the city needs to be considering from housing perspective for the next 20 years.
- The FOARD Task Force is keen to engage with Future iQ to help walk them through some advanced scenario planning that builds on previous efforts, and which would help springboard towards creative idea, and planning and implementation.

In terms of the approach, it seems there are several significant knowledge gaps that can be filled with some advanced scenario development. These include:

- Type of need – when and what – some future predictions / analysis for housing needs. This could be based on current demographics and projects and shaped by broader trends in residential housing in similar urban setting.
- Impact of shifting social values – exploring what is likely to be the impact of demand and the type of urban landscapes people will be seeking. SPECIFICALLY, the Board is seeking deeper community input and representative sampling (via survey and focus groups) to explore community needs and desires for future housing.
- Trajectory and Velocity of change – understanding what variable scenarios for a city like Coppell are, and how fast change is likely to occur.
- Leading Edge vs. Bleeding Edge – how does Coppell position itself to be a leading adapter of residential housing trends, but not experimental. Exploring the appetite for change and investment levels, and how this might apply to areas of failing retail.

The proposal, as outlined in the following sections aims to take a realistic approach to advanced scenario development, suitable for the context of Coppell and the appetite for change in the community.

2.0 Approach

The approach we are proposing has three major sections:

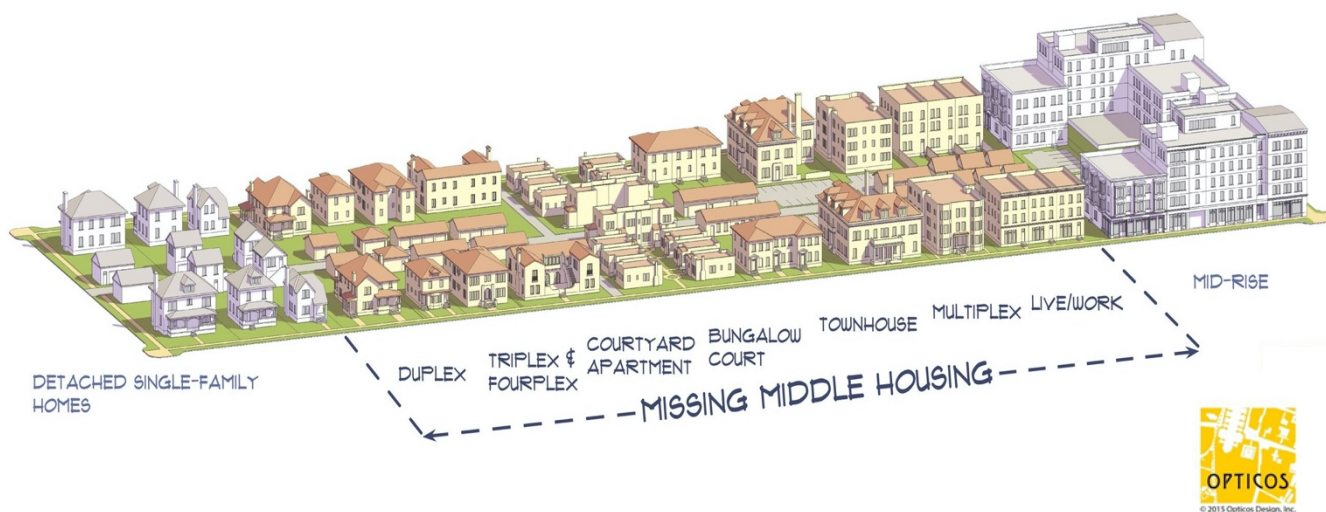
- Conduct a scan and compilation of emerging city based / relevant trends and housing buildout. We are proposing a 2000 to 2020 analysis, to create a context / baseline.
- Formulation and implications analysis of a range of trajectories (advanced scenarios), within a plausible 'width' - for a city like Coppell (mid-sized, in leading 10%).
- Develop ideas / recommendations for sequence, timing and scale of possible new housing approaches and where then could fit in the context and geography of Coppell.

The methodological approach would be a mixture of desktop of:

- Foresight research and trend research.
- Virtual task force sessions with Task Force and others (It is assumed all sessions will be run in a virtual format)
- Survey work and Focus Group work
- Produce a final report

2.1 Phase 1: Trend research and demand curves

This Phase is a 'desk-top study' based on foresight research that will examine population and housing trends that are reshaping cities. This will draw from contemporary research, experts and published material. The analysis will especially probe the 'Missing Middle' housing component, as described in the following diagram.

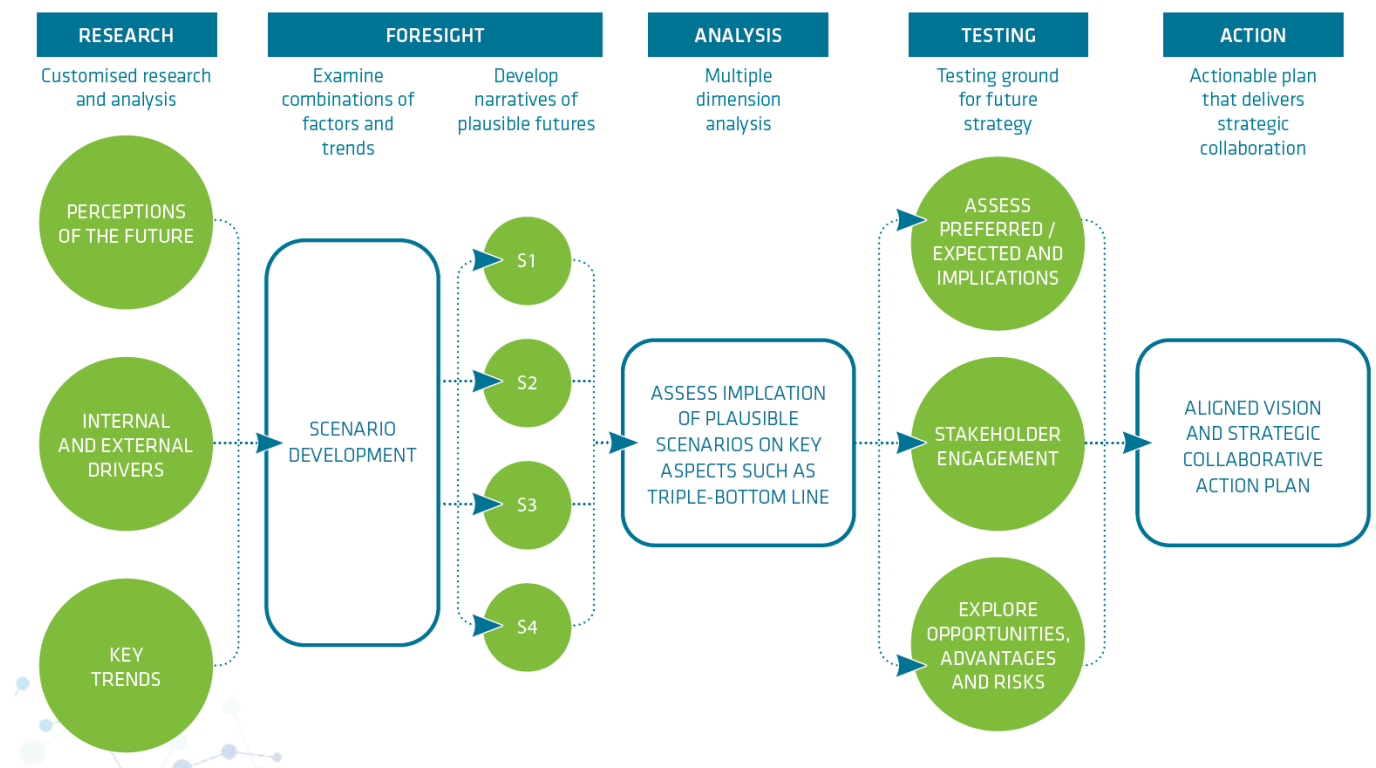


Work in Phase 1 includes:

Phase 1: Trend research and demand curve	Initial planning and project schedule
	Virtual meeting with Task Force and staff
	Trend research on housing and demand potential from 2000 to 2040
	Through survey and focus groups, seek representative data from the community on future housing needs and desires. (NOTE: 2020 CENSUS data is not available until April 2021.
	Develop demand and trend curve charts and create overlay of Coppell aspirations.

2.2 Phase 2: Exploring Future Scenarios and Implications

The Advanced Scenario development will drill into a range of plausible scenarios for technological development and adoption, and what would be the attendant implications and consequences. This work would be based on the Future iQ scenario planning methodology and would be a participatory process with the Task Force and other key stakeholders.



Exploring the interrelationship of technologies

A key aspect of the advanced scenario development will be understanding how different types of houses and approaches might suit Coppell and accelerate change. We will attempt to create scenarios that explore differing versions of housing types and potential implications.

Work in Phase 2 includes:

Phase 2: Exploring Future Scenarios and implications	Develop range of potential trajectories (advanced scenarios) – with Task Force input
	Explore range of possible trends and impacts
	Implications analysis workshop session with Task Force to explore velocity and probability of each scenario

2.3 Phase 3: Coppell – Broad recommendations and future potential

The final step would be working with the Task Force to develop a ‘roadmap’ that lays out some possible and ideal future options for housing development in Coppell, that ties into creative solutions and emerging trends. This process would transition from the technical foresight and advanced scenario work, to the implementation and broad recommendations.

Phase 3: Coppell – broad recommendations and future potential	Broad recommendations for consideration – for future residential housing options in Coppell.
	Create roadmap, with Task Force and Staff input
	Final report

3.0 Proposed Schedule

Key Phases	Key Deliverables/Benchmarks	D	J	F	M	A	M	J
Phase 1: Trend research and demand curve	Initial planning and project schedule							
	Virtual meeting with Board and staff							
	Trend research on housing and demand potential from 2000 to 2040							
	Through survey and focus groups, seek representative data from the community on future housing needs and desires.							
	Develop demand and trend curve charts and create overlay of Coppell aspirations.							
Phase 2: Exploring Future Scenarios and implications	Develop range of potential trajectories (advanced scenarios) – with Task Force input							
	Explore range of possible trends and impacts							
	Implications analysis workshop session with Task Force to explore velocity and probability of each scenario							
Phase 3: Coppell – broad recommendations and future potential	Broad recommendations for consideration – for future residential housing options in Coppell.							
	Create roadmap, with Task Force and Staff input							
	Final report							

4.0 Proposed Budget

Key Phases	Key Components	Proposed Fees per Phase
Phase 1: Trend research and adoption curves	<ul style="list-style-type: none"> Initial planning and project schedule Virtual meeting with Board and staff Trend research on technology and impacts 2000 to 2040 Through survey and focus groups, seek representative data from the community on future housing needs and desires (est. \$5,000) Develop adoption curve charts and create overlay of Coppell aspirations. 	\$10,000
Phase 2: Exploring Future Scenarios and implications	<ul style="list-style-type: none"> Develop range of potential trajectories (advanced scenarios) – with Board input Explore interrelationship of technologies Implications analysis workshop session with Board to explore velocity and probability of each scenario 	\$10,000
Phase 3: Coppell Implementation Plan	<ul style="list-style-type: none"> Recommendation development for sequence, timing and scale of smart technologies for Coppell. Create roadmap, with input from Board and Staff input Final report 	\$5,000
TOTAL	FIXED PRICE PROPOSAL	\$25,000

Proposed payment schedule:

- 50% on signing contract
- 50% at completion

5.0 Proposed Future iQ Project Team

The Future iQ team members presented in this proposal have significant experience working on advanced scenario planning and urban futures projects. The proposed team members are an experienced and reliable team, with a complementary mix of required skills in:

- Highly developed critical thinking capacity in the areas of scenario and strategic planning, and foresight research
- Knowledge and experience with municipalities, corporations, regional entities and non-profit organizations
- Detailed practical experience in research, key stakeholder, and data visualization

All team will be directly accountable to Project Director David Beurle, CEO, Future iQ. Below are the respective roles of team member for this project:

Future iQ Team

Team Member	Title	Role
David Beurle	CEO, Future iQ, Inc.	Project Director, Facilitation, Project Development
Heather Branigin	VP, Foresight Research	Foresight trend Research, Strategy Development
Johanna Hoffman	Sr. Foresight and Planning Specialist, Future iQ	Urban Impact and Planning, Future Scenario formulation



5.1 Project Director, David Beurle, CEO, Future iQ

RÉSUMÉ



DAVID BEURLE

david@future-iq.com

EDUCATION

Bachelor Degree in Agricultural Science,
University of Sydney, 1984

EMPLOYMENT

Founder and CEO Future iQ, USA and
Europe, 2003 – Present

Principal Adviser, Minister for Primary
Industries, Western Australia, 1991 – 2000

Rangeland Scientist, Western Australian
Department of Agriculture, 1985-1991

PHILANTHROPIC WORK

Board Director, Western Australian
Community Foundation, 2003-2005

Founding member, Plant-Based Product
Council, USA, 2019



DAVID BEURLE, *B.Sc. AGR*

C.E.O. FUTURE IQ

As founder and CEO of Future iQ, David is an expert in creating future planning approaches for use in regional, industry and organizational settings. He has pioneered the application of scenario planning with regions, regional industries and corporations around the world. David created the Future Game, a widely used planning and workshop tool that has been used in over 500 workshops across 10 countries. As CEO of Future iQ, David has led global projects across 4 continents and has written and contributed to a number of foresight papers. Having worked in the field of organizational and regional economic and community planning for over 20 years, his work has won numerous awards. David has a major role in Future iQ' projects as lead consultant and director of projects.

RECENT PROJECT EXPERIENCE

- New England Regional Defense Industry Collaboration, New England, 2019
- Park City Community Vision and Strategic Action Plan, UT, 2019
- Clearwater Economic Development Association, ID, 2019
- City of Mitchell Community Vision and Action Plan, SD, 2019
- ECC Medical/Well-Being Strategic Marketing Plan and Economic Development Plan, MN, 2016-2019
- Tillamook County Strategic Vision and Action Plan, Oregon, 2018-2019
- National Association of Development Organizations, Washington, D.C., 2018-2019
- Future of Urban Living Think Tank, St Georges House, Windsor Castle, UK, 2018-2019
- Middle Georgia Regional Defense Industry Economic Diversification Project 2017 - 2018
- City of Coppell, Texas, Community Visioning 2018 - 2019
- Snohomish County, Washington, Tourism Implementation Plan 2017 - 2018
- Maine Woods, Tourism Impact Study 2017 - 2018
- City of San Diego Defense Industry Economic Development Plan, California, US, 2016 - 2018
- North Coast, Oregon, Tourism Destination Management, 2018 - 2019
- Hilton Head Island, South Carolina, Community Visioning project, 2016 - 2017
- Task Force LIMA Defense Initiative, Ohio, US, 2015 - 2017
- National Congress of American Indians, Future Game development, 2016 - 2018
- City of Wayzata, Minnesota, US, Community Visioning 2017 - 2018
- Moosehead Lake Regional Master Plan, Maine, US, 2016 - 2017
- Edina Economic Development Plan, Minnesota, US, 2016
- Oregon Regional Tourism Planning US, 2015 - 2016
- Columbia River Gorge, Oregon, US, 2015 - 2016
- Griffith Foods Scenario Planning Chicago, US, 2016
- Mediterranean PORTS EU Projects Italy/France, 2015
- Fox Valley Defense Industry Adjustment, Wisconsin, US, 2014 - 2015
- Texarkana Defense Project, Texas, US, 2015
- Vision Edina, Minneapolis, US, 2014 - 2015
- Australian Grain Research and Development Corporation, Western Australia, 2008 - 2015
- Vadinia Project, Leon, Northern Spain, 2014
- Agriparco Montespertoli, Tuscany, Italy, 2014
- Govt. of Alberta Small Business Strategy, Canada, 2013
- Steering it Forward North East Nevada, US, 2013
- Mount Pierre Project, Australia, 2013
- Kewaunee Economic Adjustment Project, Wisconsin, US, 2013
- Global Think Tank, Windsor Castle, UK, 2012
- Future West Cork, Ireland, 2009 - 2012
- Palliser Futures Project, Alberta, Canada, 2009
- Winnemucca Futures Project Nevada, US, 2009

RECENT PUBLICATIONS

- The Future of Urban Living, 2019
- Future of Tourism, 2018
- The Next Industrial Revolution, 2018
- The Future of Midwest Agriculture, 2017 - 2018
- The Future of Manufacturing, 2016
- The Future of Food, 2016
- Economics of Collaboration, 2015
- Cities of the Future, 2015
- Building Sustainable Regional Communities, Windsor Castle, UK, 2012
- The Futures Game: A Scenario game Workshop Package to Engage Future Thinking, 2009
- Development of a Process to Turn Plausible Scenarios into On-Ground Action, 2009

5.2 Heather Branigin, Vice-President, Foresight Research

RÉSUMÉ



EDUCATION

Master of Arts in Teaching
Secondary Level, Social Studies
University of St. Thomas, MN

Bachelor of Arts in Political Science/
International Relations
Advanced Language Certificate: French
Literature
Carleton College, MN

Honours Degree, Neuchâtel Jr. College
Neuchâtel, Switzerland

EMPLOYMENT

Vice President, Foresight Research,
Future iQ, 2016-present

City of Edina, MN, 2013-2016

NCCA - National Model United Nations
Minneapolis, MN, 2010-2013

UNA-MN, St. Paul, MN, 2007-2010

PHILANTHROPIC WORK

Bd. Member, Caring for Cats, present

Vol Judge, Future City Comp., 2017

Adv. Council Member, UNA-MN
2014-present

Co-President (2011-2013), Bd. Member
(2010, 2014) UNA-MN

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HEATHER BRANIGIN, B.A., M.A.T.

VICE PRESIDENT, FORESIGHT RESEARCH

Heather began work with Future iQ in 2015 as primary researcher and author of Future iQ's foresight publication *The Future of Food*, and recently co-authored *The Future of Urban Living* and *The Next Industrial Revolution*. She has extensive experience in local government and the nonprofit sector, and is an accomplished project manager and research analyst. Heather has a well-developed ability to assimilate information into thoughtful and coherent writing. She applies the integration of future trends, data analysis and public engagement into implementable strategy development for clients. Through her work, Heather seeks to provide that critical resourceful guidance needed to empower communities and organizations to make decisions that build sustainability and resiliency as they face a future of accelerations and change. Originally from Canada, Heather has pursued her international interests through her philanthropic work with the United Nations Association of Minnesota.

RECENT PROJECT EXPERIENCE

- Kinship Fellows and Food:Land:Opportunity Grantees Summit, Chicago, IL, 2019-Present
- City of Trotwood Organizational Strategic Plan, OH, 2019-Present
- New North Business Intelligence Strategic Action Plan, WI (2019)
- New England Collaborative, DoD-OEA (2019)
- City of Mitchell Community Vision and Action Plan, SD, 2019-Present
- Future of Urban Living Global Consultation at Windsor Castle, UK, 2018
- CEDA, ID, 2019
- Sustainable Materials Management - Vision for Iowa, Iowa DNR, 2018-Present
- Tillamook County Strategic Vision and Action Plan, OR, 2018-2019
- ECC Medical/Well-Being Strategic Marketing Plan and Econ Dev Plan, MN, 2016-2019
- NADO, Washington, D.C., 2018-2019
- Coppell Vision 2040, Coppell, TX, 2018-2019
- City of San Diego, OEA Grant Facilitation, San Diego, CA, 2016-2019
- Snohomish County Regional Tourism Destination Development, WA, 2018
- McHenry County College, Crystal Lake, IL, 2018
- Rural Community Assistance Partnership, Washington, D.C., 2018
- Wayzata Community Vision, MN, 2017-2018
- NHADEC, NH, 2017-2018
- Waseca Vision 2030, MN, 2017-2018
- Edina Nodes and Modes Bridging Sessions, Edina, MN 2017
- Scott County Visioning and Scenario Planning, MN, 2017
- CAP-HC Vision and Strategic Action Plan, St. Louis Park, MN 2017
- Task Force LIMA Defense Initiative, Allen County, OH, 2016-2017
- University of Minnesota, Future of Midwest Agriculture, MN, 2016-2017
- Town of Hilton Head Island Vision and Strategic Action Plan, SC, 2016-2017
- City of Edina, Vision Edina, MN, 2014-2015

RELEVANT PUBLICATIONS

- IDNR Strategic Vision for Iowa, 2019
- Trotwood Think-Tank Report, 2019
- New England Collaborative Think-Tank Report, 2019
- NADO Strategic Action Plan, 2019
- Edina Med/Wellbeing Dest Marketing Strategic Plan, 2019
- CEDA Think-Tank Report, 2019
- Tillamook Co Think-Tank Report 2019
- The Future of Urban Living, 2019
- Coppell Vision 2040 Strategic Action Plan, 2019
- The Future of Tourism, 2018
- McHenry Co Coll Strategic Foresight Session, 2018
- The Next Industrial Revolution, 2018
- Waseca Vision 2030 Strategic Action Plan, 2018
- NHADEC Strategic Action Plan, 2018
- Snohomish Co Tourism Industry Reports, 2018
- Scott County Planning Reports, 2017
- Propel San Diego Think-Tank Report, 2017
- Edina Chamber Econ Dev Strategy, 2017
- Innovation Framework for Greater Lima Region, 2016
- The Future of Food, 2016

HEATHER BRANIGIN

heather@future-iq.com

5.3 Johanna Hoffman, Sr. Foresight and Planning Specialist, Future iQ

RÉSUMÉ



EDUCATION

MLA Landscape Architecture & Environmental Planning, University of California, Berkeley, CA

BA Creative Writing and Environmental Studies, Oberlin, Oberlin, OH

EMPLOYMENT

Senior Project Manager and Design Specialist, MKThink, San Francisco, CA, 2018 - Present

Founder & Lead Designer, Shiftworks, Berkeley, CA, 2016 - 2019

Resilient Design Associate, Urban Fabrick, San Francisco, CA, 2016 - 2017

Coastal Sustainability Studio Fellow, Louisiana State University, Baton Rouge, LA, 2016

Designer & Researcher, The Open Workshop, San Francisco, CA, 2015

Landscape Designer, Terrain Studio, San Francisco, CA, 2014

Co-Editor and Director, GroundUp Journal, UC Berkeley, 2012 - 2013



JOHANNA HOFFMAN, M.L.A., B.A.

SENIOR FORESIGHT AND PLANNING SPECIALIST

Johanna Hoffman is an award-winning urban designer, foresight practitioner and strategic planner focused on helping cities, communities and organisations create more adaptive futures. She holds a Masters degree in Landscape Architecture and Environmental Planning and a Bachelor's degree in Environmental Science and Creative Writing. She uses her 10+ years of experience to help clients navigate dynamic change through comprehensive plans and interactive engagement strategies. Data visualisation, strategy, qualitative and quantitative research all form important aspects of her work. She has lectured and presented at institutions from University California Berkeley and the Yerba Buena Center for the Arts to the Rhode Island School of Design and the Massachusetts Institute of Technology. Recent clients include the University of Hawaii, the Oakland Unified Planning District and the San Francisco International Airport.

RECENT PROJECT EXPERIENCE

- Senior Project Manager and Design Specialist, MKThink, San Francisco, CA, 2018 - Present
- Founder & Lead Designer, Shiftworks, Berkeley, CA, 2016 - 2019
- Resilient Design Associate, Urban Fabrick, San Francisco, CA, 2016 - 2017
- Coastal Sustainability Studio Fellow, Louisiana State University, Baton Rouge, LA, 2016
- Designer & Researcher, The Open Workshop, San Francisco, CA, 2015
- Landscape Designer, Terrain Studio, San Francisco, CA, 2014
- Co-Editor and Director, GroundUp Journal, UC Berkeley, 2012 - 2013
- Designer & Researcher, Hood Studio, Oakland CA, 2011 - 2013
- Research Associate, Arava Institute, Israel, 2010
- Research Associate, Oberlin College, Oberlin, OH., 2009
- Research Coordinator, Perry Institute of Marine Science, Exumas, Bahamas, 2008
- Researcher, RV Heraclitus, Polynesia, 2004

RELEVANT PUBLICATIONS

- "Overlooking Risk Until It's Too Late is No Longer An Option." Smart Cities Dive, 2017
- "Incremental Development." World Landscape Architecture, 2015
- "5 Cities That Will Benefit from Climate Change." Next City, 2014
- "In Iceland's resilience, a lesson for us as our world shifts." The Daily Climate, 2014
- "Better Red Than Dead." Earth Island Journal, 2011
- "Grow Wetlands Fight Global Warming?" The Ecology Center., 2010

PROFESSIONAL AFFILIATIONS

American Society of Landscape Architects
Yerba Buena Center for the Arts
San Francisco Urban Planning Research
The European Futures Observatory

JOHANNA HOFFMAN

johanna@future-iq.com