



2030 Strategy						
Sense of Community	Goal	Objective		Responsibility	Target Date	Status
	Residents and Businesses Engaged and Contributing	Residents Actively Involved and Take Responsibility for their Neighborhoods	Increase Neighborhood Outreach Program efforts in HOA and non-HOA neighborhoods	Mindi	On-going	
	Effective Community Partnerships	Increase Understanding Among Various Cultural Groups	Continue Allies in Community	CMO	Oct 2019	
			Explore inclusion of cultural art sales/displays at Kaleidoscope 2020	Brad	Oct 2020	
			Implement "Dinner Table" events across the City through Allies initiative	CMO	Jun 2019	
	Future Civic and Community Leadership Development	Increase Voter Turnout at Elections	Continue to offer convenient ways to register, including registration cards/info in new resident packets, waters bills, front desk, library and other municipal public gathering places	CMO	Oct 2019	
			Promote voter participation through various media outlets	CMO	Oct 2019	
			Partner with ISD and Chamber of Commerce to promote voter registration/voting City wide	CMO	Oct 2019	
Special Place to Live	Goal	Objective		Responsibility	Target Date	Status
	Quality Housing for Family Generations	Ensure Attractive, Well-Maintained Homes (Single-Family and Multi-Family)	Explore creation of a comprehensive Community Improvement Program to create neighborhood identities and help abate Code Compliance situations	Mindi	Mar 2020	
			Education outreach on Codes and Ordinances	Mindi	On-going	
	Beautiful Green City	Ensure Well-Maintained Neighborhood, Public Infrastructure Including Streets, Alleys, Utilities and Fences.	Begin process to seek legislative changes that will allow the Street Maintenance sales tax to be renewed for 10 years	Finance - Engineering - CMO	Sep 2020	
			Facilitate discussion on Council philosophy regarding service levels	CMO	Oct 2019	
			Explore expansion of fiber to improve redundancy throughout the City	Jerod/Kent	Dec 2019	
			Evaluate Smart infrastructure opportunities	Jerod/All	Ongoing	
		Ensure Well-Maintained Private Infrastructure Including Entrances, Fences and Common Areas	Examine options to work with homeowner/neighborhoods on creek/stream maintenance	Kent	Jun 2020	
			Promote rideshare opportunities for workforce transit through partnerships	Mindi	Oct 2019	
			Pursue grants and partnerships to prepare for CV/V2I implementation	Kent	Ongoing	
		Expand Safe and Usable Sidewalks and Trails Connecting the Community Gathering Places, Parks, Neighborhoods, and other Destinations of Interest	Complete MacArthur Blvd. Trail	Brad	Sep 2020	
			Complete Magnolia Park Trail	Brad	Aug 2020	
			Complete Moore Road Boardwalk	Brad	Aug 2020	
			Prioritize Regional Trail segments	Brad	Jul 2020	
		Increase Safety for Automobiles, Bikes and Pedestrians	Explore deployment of Bike-ped active warning system	Brad/Kent	Aug 2020	
			Evaluate Heartz Road for implementation of a road diet/complete street	Kent/Brad	Mar 2020	
			Pursue partnerships and grants for innovative safety projects	Kent	Oct 2019	
			Continue ADA transition plan	Kent	Ongoing	
			Begin construction of intersection improvements at specified intersections	Kent	Jun 2020	
			Explore enhanced markings at pedestrian crossings	Kent	Mar 2020	
			Establish neighborhood traffic management policy and program	Kent	Mar 2020	

Community Wellness and Enrichment	Goal	Objective		Responsibility	Target Date	Status
	Residents' Wellness and Longevity	Maintain High-Quality Emergency Response by the City	Complete design and begin construction of FS 4; deliver firetruck #4	Kevin	Nov 2019	
			Purchase land and begin design for FS1 relocation	Kevin	Nov 2019	
			Explore launching enterprise-wide utilization of drones	Kevin/All	Mar 2019	
	Multi-Use Trail System Connecting the City	Maintain a Well-Marked Trail System	Identify and mark trail segments	Brad	Jul 2020	
Business Prosperity	Goal	Objective		Responsibility	Target Date	Status
	Retention and Attraction of Businesses that Generate Revenues for the City	Create Incentives for Business Retention and Redevelopment	Discuss Council incentive philosophy regarding redevelopment and business retention	CMO	Oct 2019	
			Explore implementation of Coppell info channel at all hotels	Mindi/CMO	Feb 2019	
	Community Commercial Centers	Promoting Redevelopment Shopping Centers to Improve Business Vitality and Appearance	Advertise at trade shows and in business journals	Mindi	On-going	
			Explore expansion of facade grant program beyond Old Town Coppell	Mindi	Aug 2020	
		Recognize Coppell's Niche Retail Businesses-Unique Stores that Draw Residents and Non-Residents	Advertise outside of Coppell to promote businesses and draw traffic to Old Town	Mindi/CMO	On-going	
			Publish "Buy in Coppell" stories across various media outlets	Mindi/CMO	On-going	
			Expand "Buy in Coppell" efforts to all parts of Coppell	Mindi/CMO	On-going	
Sustainable City Government	Goal	Objective		Responsibility	Target Date	Status
	Excellent City Services with High Level of Customer Satisfaction	Use Technology to Operate More Efficiently and Effectively	Explore various methods of processing payments in the field.	Jennifer	Mar 2020	
			Begin Implementation of Pier Phase III- Asset management	Kent	Mar 2020	
			Explore use of AI/Bots to provide information efficiently (city info integrated to voice, Siri, Alexa)	Jerod/All	On-going	
			Research implementation of on-line citation video review	Jerod/Danny	Mar 2019	
			Explore options for 24-hour library services	Dennis	Mar 2020	
	Financial Resources to Support City Services	Maintain High Level of Customer Satisfaction with City Services	Explore options for customer feedback	All	May 2020	
		Attract Sales Tax Generating Businesses to Coppell	Continue to explore possibility of business incubator	Mindi/Dennis	Sep 2020	