





Icon	Goal	FY 25Work Plan Objective	Responsibility	Status
2040 Strategy				
	Pillar Three: Enhance the Unique "Community Oasis" Experience			
	Develop a "sense of neighborhood" at an appropriate scale	Complete Year Two of the Allyship Initiative Evolution	EX	
		Host mini neighborhood summits	CD	
	Pillar Four: Future-Oriented Approach to Residential Housing			
	Explore refit and refurbishment of older housing stock	Explore design standards of redevelopment	PW/CD	
	Establish programs to protect the unique character of single-family community oasis nodes	Explore funding options for neighborhood beautification grants	CD	
	Explore new options for 55 plus (or aging in place) that maintain high standard of living while reducing footprint	Implement the Coppell Active Adult Network	CD	
		Explore accessory dwelling units for coverage requirements	CD	
		Explore multi-generational housing options	CD	
	Pillar Five: Create Business and Innovation Nodes			
	Support the Old Town area and concept	Explore options to provide Old Town patrons with real-time parking information	PW/ES/CD	
		Explore wayfinding and site amenity map solutions	CMO/PW	
		Explore the creation of an Arts District designation in conjunction with the Coppell Arts Center including affordable housing for artists, maker space, art studios, and incubators	CD	
		Formalize autonomous shuttle feasibility study/partner with county	PW	
		Partner with Small Business Development Center to host a training classes for businesses in Old Town	CD	
		Include and create a special area plan into the comp plan update	CD	
	Explore future trends in retail and re-purposing commercial areas	Conduct an education campaign to business about the changes to code and ordinances	CD	
		Hold public engagement about the Comprehensive Plan	CD	
		Explore findings from retail survey with retail consultant	CD	
	Encourage redevelopment of "hot spots" along commercial/retail corridors as major creativity zones	Study 3-D printing center in Carrollton	ES/CD	
	Work with the commercial/ warehouse district on future Version 2.0 and encourage redevelopment of 'hot spots' along commercial/retail corridors as major creativity zones	Explore design standards of redevelopment	PW/CD	
		Complete the development scenarios financial modeling study	CD	
	Pillar 7: Apply Smart City Approach to Resource Management			
	Build backbone of Smart Operating Systems for all resource management	Provide connectivity and applications to support city staff/resources	ES	
		Explore use of AI/RPA within the organization to offload repetitive tasks to technology and free employees to focus on higher value tasks	ALL	

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<b>Foundation: Sustainable Government</b>				
	As a fiduciary, the City will ensure that there are adequate financial resources to support City services.	Incorporate conversations about creative revenue sources and strategies to control expenditures as part of Five Year Forecast process	SFE	
		Implement budget software to reduce OT & organization's time spent to allow for more impact with human services	SFE	
		Explore procurement opportunities/programs to reduce cost	SFE	
		Build a benefits design strategy with a three-year plan	EX	
		Educate community about stewardship efforts	CMO	
	City Services will be provided in a manner that ensures high levels of customer satisfaction	Complete Community Experiences Master Plan	CE	
		Complete WWTPC feasibility study	CE	
		Implement additional payment methods & keep abreast of new trends in how customers prefer to make payments	SFE	
		Provide more opportunities to engage with citizens to share information and increase knowledge of total government finances/budget/taxes	SFE	
	City Infrastructure will be wellmaintained and consistent with the Council's value proposition.	Begin Veterans Memorial construction	CE/PW	
		Begin dog park construction	CE/PW	
		Complete Magnolia Park trail	CE/PW	
		Begin MacArthur Park inclusive playground project	CE/PW	
		Upgrade A/V system used to broadcast public meetings	CMO/ES	
		Complete Fire Station 5 construction	PW/FD	
		Begin Royal Lane reconstruction	PW	
		Complete Service Center	PW	
		Begin Justice Center Renovation/Expansion	PW/PD	
		Complete Village Parkway Redundancy Project	PW	
	The City will maintain a quality work force to serve the community.	Explore 2 <sup>nd</sup> water source	PW	
		Transition to compensation maintenance plan	EX/SFE/CMO	
		Roll out quarterly Camp Hedgehog for new employees	EX	
		Implement learning and development plan and provide dedicated learning opportunities for employees	EX	
		Explore strategies to integrate Smart City branding into the overall Marketing Strategy	CMO	
		Evaluate knowledge, skills, abilities needed for workforce of future	All	