

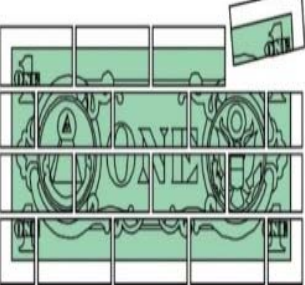



| 2030 Strategy | Goal | Objective | Retreat Ideas | Responsibility | Target Date | Status |
|--|---|---|---|----------------|-------------|--------|
| Sense of Community  | Residents and Businesses Engaged and Contributing to the Coppell Culture | Residents Actively Involved and Take Responsibility 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- Second Group | CMO | 19-Oct | |
| | | | Explore cultural art sales/displays at Kaleidoscope 2020 | Brad | 20-Oct | |
| | | | Implement "Dinner Table" events across the City through Allies initiative | CMO | 20-Jun | |
| | 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 | CMO | 19-Oct | |
| | | | Promote voter participation through various media outlets | CMO | 19-Oct | |
| | | | Partner with ISD or Chamber to promote voter registration/voting City wide | CMO | 19-Oct | |



| Special Place to Live | Goal | Objective | Retreat Ideas | Responsibility | Target Date | Status |
|---------------------------------|--|--|---|-----------------------------|-------------|--------|
| <div>Beautiful Green City</div> | 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 problems | Mindi | Mar-20 | |
| | | | Education outreach on Codes & 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 | 9/30/2020 | |
| | | | Facilitate discussion regarding Council philosophy regarding service levels | CMO | Oct-19 | |
| | | | Explore expansion of fiber to improve redundancy | Jerod/Kent | 20-Oct | |
| | | | Evaluate Smart infrastructure | Jerod/All | Ongoing | |
| | | | | | | |
| | | Ensure Well-Maintained Private Infrastructure Including Entrances, Fences and Common Areas | Work with homeowner/neighborhoods on creek/stream maintenance | Kent | Jun-20 | |
| | | | Promote rideshare opportunities for workforce transit through partnerships | Mindi | Oct-19 | |
| | | | Evaluate demand management systems | Kent | Jun-20 | |
| | | | 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 | Complete MacArthur Blvd. Trail | Brad | Sep-20 | |
| | | | Complete Magnolia Park Trail | Brad | Aug-20 | |
| | | | Complete Moore Road Boardwalk | Brad | Aug-20 | |
| | | | Prioritize Regional Trail segments | | | |
| | | Increase Safety for Automobiles, Bikes and Pedestrians | | Brad | Jul-20 | |
| | | | Explore deployment of Bike-ped active warning system | Brad/Kent | Aug-20 | |
| | | | Evaluate Hartz Road for implementation of a road diet/complete street | Kent/Brad | Mar-20 | |
| | | | Pursue partnerships and grants for innovative safety projects | Kent | Oct-19 | |
| | | | Continue ADA transition plan | Kent | Ongoing | |
| | | | Begin construction of intersection improvements at specified intersections | Kent | Jun-20 | |
| | | | Explore enhanced markings at pedestrian crossings | Kent | Mar-20 | |

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|--|--|---|---|----------------|-------------|--------|
| | | | Establish neighborhood traffic management policy and program | Kent | Mar-20 | |
| Community Wellness and Enrichment | Goal | Objective | Retreat Ideas | 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 | 19-Nov | |
| | | | Purchase landand begin design for FS1 relocation | Kevin | 19-Nov | |
| | | | Explore launching enterprise-wide utilization of drones | Kevin/All | 20-Mar | |
| | Multi-Use Trail System Connecting the City | Maintain a Well-Marked Trail System | Identify and mark trail segments | Brad | Jul-20 | |
| Business Prosperity | Goal | Objective | Retreat Ideas | 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-19 | |
| | | | Explore implementation of Coppell info channel at all hotels | Mindi/CMO | 20-Feb | |
| | Community Commercial Centers | Promoting Redevelopment Shopping Centers to Improve Business | Advertise at trade shows and in business journals | Mindi | On-going | |
| | | | Explore expansion of facade grant program beyond Old Town Coppell | Mindi | Aug-20 | |
| | | Recognize Coppell's Niche Retail Businesses-Unique Stores that Draw Residents and Non-Residents | Advertise outside of Coppell to promote the 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 | |
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| Sustainable City Government | Goal | Objective | Retreat Ideas | 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 | 3/31/2020 | |
| | | | Begin Implementation of Pier Phase III- Asset management=smarter investments | Kent | Mar-20 | |
| | | | Explore use of AI/Bots to provide information efficiently (city info integrated to voice, Siri, Alexa) | Jerod/All | 20-Oct | |
| | | | Research implementation of on-line citation video review | Jerod/Danny | 20-Mar | |
| | | | Explore options for 24-hour library services | Dennis | 31-Mar-20 | |
| | Financial Resources to Support City Services | Maintain High Level of Customer Satisfaction with City Services | Explore options for customer feedback | All | May-20 | |
| | | Attract Sales Tax Generating Businesses to Coppell | Continue to explore possibility of business incubator | Mindi/Dennis | Sep-20 | |