



MEMORANDUM

To: Mayor and City Council

From: Traci E. Leach, Deputy City Manager

Date: April 22, 2025

Reference: Vision 2040 Refresh Update

2040: **Sustainable Government**

Introduction:

This item is presented to update the Council on the upcoming process and community engagement for the Vision 2040 Refresh project. No action is requested. This is an informational briefing only.

Background:

Current Plan:

In April 2019, the City Council accepted the Vision 2040 Strategic Plan from the Council-appointed resident Executive Committee. In the intervening years, the City has successfully implemented major elements of this plan. Over \$75 million has been expended since 2019 by the City Council for projects and initiatives that support this Strategic Plan.

RFP Process:

RFP #213 was released on January 10, 2025 and was awarded to BerryDunn on February 25, 2025 in an amount not to exceed \$74,500. Berry Dunn was rated the highest among the four submittals and was recommended as the firm that will provide the total best solution for the scope of work.

Engagement Plan:

The Community Engagement Plan will kick-off this summer with Celebrate Coppell and will extend into the Fall. During that time, the community can expect to see a variety of engagement opportunities including pop-up events, meetings-in-a-box, community forums, focus groups, and online engagement via Social PinPoint (survey and virtual “sticky note” boards).

Benefit to the Community:

The Council and staff rely heavily on the goals identified in the Vision 2040 Strategic Plan to guide every core function that serves the community. The Vision 2040 Strategic Plan serves as the foundation for all budget and service delivery decisions. Aligning the vision for the Strategic Plan is

critical to ensuring that the Council and staff are working towards the vision that represents our community.

Legal Review:

N/A

Fiscal Impact:

N/A

Recommendation:

This is an informational briefing only.