



VERDUNITY

Cultivating Fiscal Health and Local Wealth in Coppell, Texas



PROPOSAL

FOR RFP #212 (DEVELOPMENT STRATEGY AND FINANCIAL ANALYSIS)

Submitted by:

Verdunity
2931 Ridge Road Suite, 101 #670
Rockwall, Texas 75032

Contact:

Kevin Shepherd
214.430.4450 ext. 200
kevin@verdunity.com



VERDUNITY

ATTN: *City of Coppel, Texas – Procurement Department*

RE: *Response to RFP #212 (Development Strategy and Financial Analysis)*

Selection Committee Members,

One of the primary challenges facing city leaders across the country is how to address growing infrastructure and service cost liabilities with limited resources. At the same time, housing costs are on the rise and citizens' ability to pay more for services is limited. To cultivate lasting prosperity, growth and development must be strategically managed between infill and greenfield projects to ensure the City will have sufficient revenue to cover the costs for infrastructure and public services now and in the future while also keeping housing and living costs manageable for residents.

This is a critical time for Coppel. The community is transitioning from growth mode to the redevelopment and infill phase. Aging infrastructure and neighborhoods will require reinvestment, while housing and commercial development will need to evolve as the needs of long-time residents who have lived in single family suburban neighborhoods are now looking for alternatives. The pending opening of the DART Silver Line will provide opportunities for both new development and redevelopment. The City intends to update the Comprehensive Land Use Plan in the coming year with pillars from the Coppel Vision 2040 Plan as guideposts. Prior to beginning this process, the City is seeking to partner with a consultant to complete an in-depth fiscal analysis of current and potential development patterns, and use this information to educate staff, elected and appointed officials, and residents. Ultimately this information will be used to inform the future Comp Plan update so that the city can redevelop in a way that is financially sustainable.

We want to help. Verdunity is a Texas-based, award-winning community consulting firm that helps city leaders align vision, policy, and investments with what residents are willing and able to pay for so that you can:

- Improve your city's fiscal health and close your resource gap;
- Make meaningful progress right now with the resources you have; and
- Cultivate a local economy and neighborhoods that are vibrant, diverse, and resilient.

Over the past seven years, we have established ourselves as the clear leaders in Texas for land use fiscal analysis, education efforts, and preparation of fiscally informed plans. We have completed similar projects for cities throughout Texas as well as several in other states and have been invited to present at numerous conferences and city council retreats as well. There are three things that make our team particularly unique in this area. First, our entire company is organized around the mission of improving the fiscal health of communities, so this work is integral to everything we do at Verdunity. Second, we are practicing planners and engineers who understand how to apply the informa-



tion assembled in the analysis. We don't just crunch numbers in a vacuum and provide a report. We calibrate the data, analysis, outputs, and discussions to your community. Finally, we blend spreadsheet analysis with GIS-based modeling so we can create maps that help illustrate the concepts and numbers. This combination helps city leaders and residents to better understand the relationship between growth and development patterns, property tax revenues, and long-term infrastructure and service costs – including understanding how to generate additional tax revenue without having to raise the tax rate. This information can be used to inform future land use and zoning decisions, economic development and housing incentives, capital improvement programs, service delivery optimization efforts, grant applications, and more.

We believe investing in quantifying and communicating your resource gap and developing a standardized process for developers and the City to collaborate to build a financially sustainable community is one of the most productive and high-returning investments a community can make. Community leaders will gain clarity about the relationships between development, revenue and costs and have tools to make more informed decisions, and developers will have a standard process to follow. Most importantly, the City will have a framework to align its development and service model with what residents are willing and able to pay for – now and in the future.

We look forward to having the opportunity to discuss our qualifications and refine the proposed approach and budget as needed to meet your expectations. We're excited to partner with staff and city leadership to help cultivate fiscal health and local wealth in your community!

Kevin Shepherd, PE
President & CEO

Company Overview

At Verdunity we believe prosperity doesn't come from endless new growth. *It's cultivated.*

We've made it our mission to help you do that.

Verdunity, Inc.
2931 Ridge Road
Ste 101 #670,
Rockwall, Texas 75032
214.430.4450

Why

Most cities say they want to be fiscally responsible, environmentally resilient, and socially inclusive. Unfortunately, policies and investments rarely align with these desired outcomes. Daily decisions often cater to a vocal minority and prioritize growth and expansion without fully considering long-term costs and impacts. We're left with generic, unhealthy places that residents and businesses struggle to connect and invest in, aging neighborhoods and infrastructure, and expensive liabilities which future generations will have to find a way to pay for.

We believe when cities align their vision, policies, and daily decisions around cultivating fiscal health (in the city) and local wealth (for residents and local businesses), more people will have access to a prosperous life and vibrant community at a cost they can afford. Our team is proud to be leading this cultural shift with the work we do.

How



We do the math to understand the true costs of your city's business model and establish a common language in your community.



We help you align your people and resources to build consent, train change agents, and make meaningful progress right now.



We teach how to cultivate fiscal health and local wealth by prioritizing people and place-incrementally in partnership with the community.

Company Highlights

Verdunity, Inc. is a Texas-based S-Corporation established in 2011. TBPE Firm Registration No. F-13496

Our Founder and CEO Kevin Shepherd, PE has over 30 years of experience in community development, served as National Director of HDR's Community Planning Practice and member of their Sustainable Solutions Leadership Team prior to founding Verdunity, and has worked with close to 200 cities across North America (100+ in Texas)

We have a diverse staff of nine in four locations (Dallas, Lubbock, Austin, and Shreveport, Louisiana). Collectively, we have over 60 years of experience working with and for city planning, engineering, and development departments.

We've created many award-winning projects, including Texas APA's 2017 Comprehensive Plan of the Year for the Royse City 2030 Plan, 2017 Long Range Plan of the Year for the Farmers Branch East Side Comprehensive Plan, two 2022 Vernon Deines Awards for Comprehensive Plan for Envision Taylor and the Parsons Comprehensive Plan, as well as a 2023 Vernon Deines Honor Award for the Sweetwater Comprehensive Plan

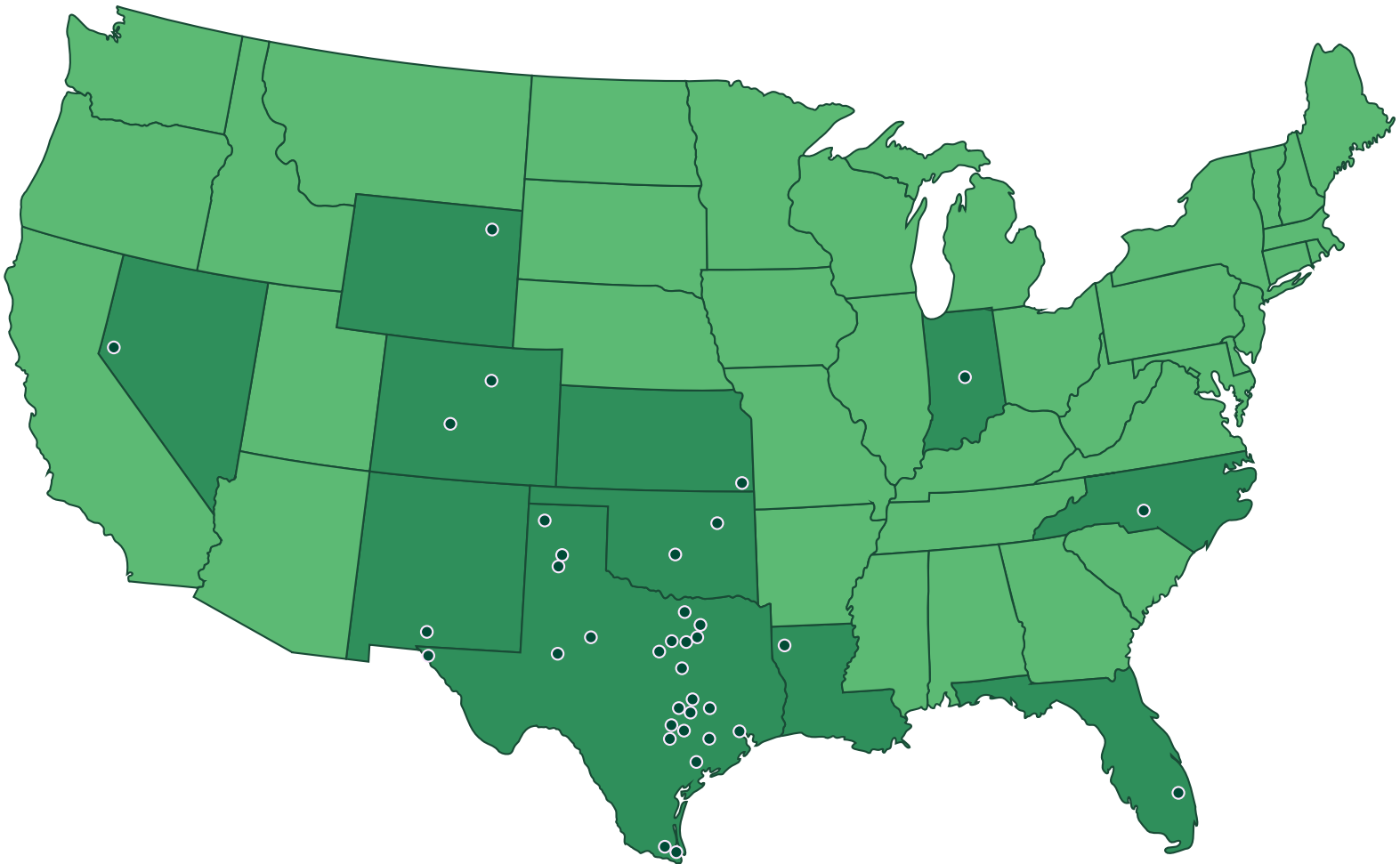
Our team has the ability to work fully remotely, and can deploy to locations across the state and country to serve our clients and their needs.

Over 80% of our work comes from repeat clients or referrals.

Nationwide Experience

Verdunity has award-winning planning experience with a fresh perspective. But we aren't a traditional planning firm. We bring innovative approaches to our work that we've developed across the country to address the challenges many cities face as they struggle to implement their current plans.

Our fiscally based approach to planning has garnered interest from cities nationwide, including large metros, fast-growing suburban communities, and small, rural towns. The desire to better understand the real fiscal situation in which our cities and counties are operating is strong. We have honed and refined the process we perfected in Texas to serve communities as far west as Fernley, Nevada, to east coast communities like Miami, Florida.



Our Foundational Philosophy

If you're looking for a typical comprehensive planning process, you won't find it with us.

Most consultants declare success when they complete a plan document that is adopted by the client's city, but we have found that so often, past plans have left cities with growing resource gaps, escalating socioeconomic and quality of life issues, and environmental challenges. At Verdunity, we believe this process should put the real issues on the table and work through the tough conversations to align your community's vision, policies and actions with fiscal, environmental, social, and political realities. To us, the process is as important as the plan. Our team's philosophy is grounded in these interconnected principles:

Intentional Engagement

We'll leverage both online and in-person methods to meet everyone's needs, through evening meetings, video calls, weekend neighborhood walkshops, or via website and social media feedback. This approach ensures every piece of input contributes directly to crafting a comprehensive plan, making each engagement a meaningful step towards addressing the challenges facing Coppell.

Incremental, Collaborative Implementation

Our implementation recommendations will be organized into small steps that leverage the time, talent, and treasure in the community to make continuous improvements over time.

Resource Consciousness *(Fiscal and Natural)*

We'll give you a plan that maximizes the resources you have, not an overcomplicated document telling you how much money or resources you need to get.

Integrated Solutions

Cities are complex due to siloed solutions causing fiscal, environmental, and social challenges. Leveraging our team's expertise in urban planning, civil engineering, ecological design, public engagement, and development, we'll adopt a holistic view to optimize progress toward desired community outcomes.

Planning Approach

While we will tailor our approach to accurately fit Coppell's needs, these three elements underpin every one of our projects.



USING FISCAL ANALYSIS AND DATA-BASED PLANNING AS THE UNIFYING FACTOR FOR DISCUSSION OF LAND USE

Verdunity has crafted a detailed GIS-based model to aid city leaders in quantifying resource gaps and tracking progress toward fiscal sustainability. We'll start with a baseline assessment to guide discussions and decisions. Over the past five years, Verdunity has become a top player in utilizing land use and infrastructure fiscal analysis to shape policy and development discussions crucial for community fiscal health.



IDENTIFICATION, ALIGNMENT, AND CONNECTION OF COMMUNITY RESOURCES

Fostering trust and collaboration starts with connecting with residents. An effective engagement plan needs diverse dialogue methods, caters to different communication styles, builds excitement, and shows how residents' input shapes the final outcome. Our team carefully designs activities, adeptly navigates difficult discussions, employs various strategies for desired results, and understands the engagement spectrum's nuances and their application.



SHARP FOCUS ON CULTIVATING LOCAL HEALTH AND WEALTH THROUGH INVESTING IN EXISTING NEIGHBORHOODS, RESIDENTS AND BUSINESSES

Closing your community's resource gap quickly involves investing in current neighborhoods, buildings, and centers. Our analysis highlights investment areas, while incremental development guides construction, collaboration, and financing. A workshop on immediate projects connects long-term goals with instant progress.

What Our Clients & Partners Say

Sheena Salvino
Pasadena Economic
Development
Corporation

Politicians and decision makers often resist creative thinking and lean towards risk aversion when considering new development strategies. Verdunity's team combines engineering, planning, and financial expertise to offer clear scenarios and data illustrating the fiscal impact of land use decisions on a city's tax base. They present this information in the language of money, empowering decision makers for informed choices, benefiting taxpayers through transparent financial gains and losses.



Chuck Marohn, PE, AICP
Founder & President
Strong Towns

Kevin and his team are leaders in the field. These guys checked out of the big consulting world and are working to carve out a spot for themselves doing principled, Strong Towns-like work. It is tough to be such a pioneer, but we need small firms of innovators like Verdunity if the Strong Towns approach is going to become the default approach for local governments.



Professional References

Kent Cagle
City Manager
Killeen, TX

kcagle@killeentexas.gov
254.501.7700

Michael Kovacs
City Manager
Fate, TX

mkovacs@fatetx.gov
972.771.4601 ext. 106

Christopher Looney
Director of Planning &
Development Services
New Braunfels, TX

CLooney@newbraunfels.gov
830.221.4041

Tom Yantis, AICP
Assistant City Manager
Taylor, Texas

tom.yantis@taylortx.gov
512.352.5990

J. Shawn Lewis
City Manager
Englewood, CO
*formerly Director of
Development Services, City of
San Angelo*

slewis@englewoodco.gov
303.762.2312

Dana Schoening, AICP
City Manager
Tuttle, OK

*formerly Assistant City
Manager, City of Sweetwater*

dschoening@cityoftuttle.com
405.381.2335

Engagement Options

Engaging with the public, city staff, elected officials, and key stakeholders is critical if a plan is to be supported by the whole community. Our engagement strategy can flex to suit your needs and budget but a number of our common formats are listed below.

In-Person



MEETING AND WORKSHOP FACILITATION

Meetings and workshops can quickly become complaint sessions and lose focus without skilled facilitators leading the way. We approach these strategically by identifying the purpose and desired outcomes in advance so that all voices can be heard and attendees feel accomplished.

WALKSHOPS

Workshops have their place in the engagement spectrum; however, residents are passionate about where they choose to call home. Stepping into their environment to facilitate constructive conversations about their neighborhood establishes trust and yields a deeper level of feedback.

COME AND GO EVENTS

Everyone is busy, so we design flexible events for families, young adults, seniors, and workers, available at various times throughout the day and evening. Attendees can join whenever and stay as they wish, engaging in brief, enjoyable activities suitable for all ages.

Digital & Print



DEDICATED PROJECT WEBSITE

With an increased thirst for on-demand information, planning efforts can often fizzle out when the public cannot see activity occurring. A project website is an important tool we can create to meet that demand, helping residents follow what's happening and stay aware of upcoming events, day or night.

VIRTUAL INTERVIEWS AND SURVEYS

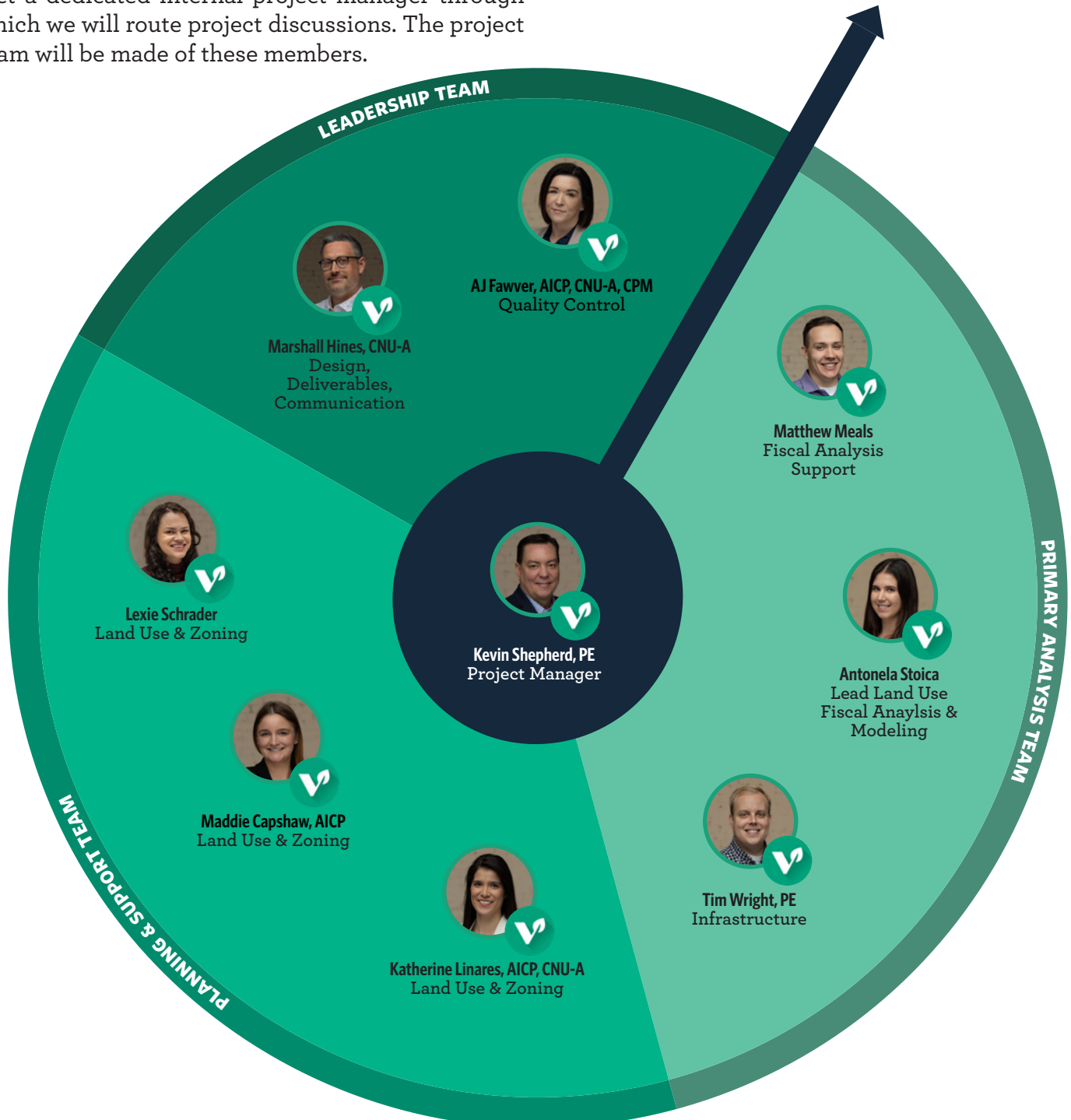
Asking questions is easy. Asking the right questions that generate the right amount of meaningful feedback is not. We carefully phrase and order questions, selectively identify the appropriate question type, and tap into our experience working with the public to clearly interpret the responses.

DIRECT MAIL AND LEGACY MEDIA

It's easy to write off a mailed letter or postcard or a detailed communication in the local paper as a relic of the past, but it's imperative that every citizen has the opportunity to be involved in the planning process targeting these methods of communication broadens the reach of public engagement.

Our Organization

Our team is highly interconnected, we don't believe in silos. While we do have a dedicated project manager who will interface with your team throughout this project, every member of our team will come into contact with your plan and help to build something special for Coppel. We believe that the best work is produced when our team and yours have clear lines of communication and will ask you to select a dedicated internal project manager through which we will route project discussions. The project team will be made of these members.





Kevin Shepherd, PE

FOUNDER & CEO

kevin@verdunity.com | 214.425.6720 | @k_shepherd



EDUCATION

B.S. Civil Engineering
Texas A&M University

REGISTRATIONS & CERTIFICATIONS

Professional Engineer
TX 88642

PROFESSIONAL AFFILIATIONS

American Planning Association
CNU-NTX
Board Member
ISI Envision, STAR
Technical Advisor
Strong Towns
Founding Circle
Urban Land Institute

INDUSTRY EXPERIENCE

Verdunity 2011-Present
HDR 1996-2011
LAN 1994-1996

CLIFTONSTRENGTHS

Achiever
Individualization
Competition
Maximizer
Strategic

Kevin has over 27 years of experience in civil engineering, planning, municipal finance, site development, and community engagement. Considered to be a thought leader and pioneer in the planning/engineering field, Kevin leverages his unique background and passion for initiator change to educate, challenge traditional silos, and bring perspectives together to encourage communities to build in a manner that is more fiscally responsible, healthy and sustainable.

Kevin spent the first 17 years of his career working for large engineering firms in various roles related to the planning, design, and construction of infrastructure and site development projects. In 2009, his career changed course when he was offered the opportunity to serve as National Director of HDR’s Community Planning & Urban Design practice and member of the firm’s Sustainable Solutions Leadership Team. It was during this period that Kevin realized that many communities across the country were headed down a path that was depleting our natural resources and that would lead many cities to fiscal insolvency. He left HDR in 2011 to start Verdunity and focus on helping Texas communities address these challenges. Most recently, he started the Go Cultivate! podcast and workshop programs to expand educational efforts and implementation of Strong Towns principles in cities across the country.

The fiscally-based planning approach Kevin has advocated for and implemented on recent projects is receiving attention from city managers, planners and finance directors across the country, including large metros like Fort Worth, mid-size cities like Shreveport, LA, fast-growth suburbs and rural towns. Kevin is a vocal advocate for Strong Towns and Congress for the New Urbanism, and speaks and writes regularly on the concepts of fiscally-based planning, place-based design and economic gardening.

RELEVANT PROJECT EXPERIENCE

Land Use Fiscal Analysis	New Braunfels, TX	
Land Use Fiscal Analysis	Albemarle, NC	
Land Use Fiscal Analysis & Comp Plan	Kyle, TX	
Land Use Fiscal Analysis & Comp Plan	Liberty Hill, TX	
Comprehensive Plan	Sweetwater, TX	Vernon Deines Honor Award
Land Use Fiscal Analysis & Comp Plan	Waxahachie, TX	
Land Use Fiscal Analysis & Comp Plan	Killeen, TX	
Comprehensive Plan	Parsons, KS	Vernon Deines Merit Award
Land Use Fiscal Analysis & Comp Plan	Taylor, TX	Vernon Deines Honor Award
Comprehensive Plan	Crowley, TX	
Comprehensive Plan	Royse City, TX	APATX 2017 Plan of the Year
Strategic Plan & Fiscal Analysis	Pasadena, TX	
Economic Development Strategic Plan	Texoma COG	



AJ Fawver, AICP, CNU-A CPM

COMMUNITY CONSULTING PROGRAM LEAD

aj@verdunity.com | 214.430.4450 ext. 201



EDUCATION

B.A. Government

Angelo State University

M.P.A. Public Administration

University of Texas - Arlington

Advanced Public Engagement

Pepperdine University

REGISTRATIONS & CERTIFICATIONS

AICP

No. 207628

CNU-A

CPM

PROFESSIONAL AFFILIATIONS

National Diversity Council

National Trust for Historic Preservation

League of Women in Government

ELGL

Strong Towns

APA - Texas

Congress for the New Urbanism Future Cities

INDUSTRY EXPERIENCE

Verdunity	2019-Present
City of Lubbock	2018-2019
City of Amarillo	2016-2018
City of San Angelo	2006-2016

CLIFTONSTRENGTHS

- Achiever
- Individualization
- Competition
- Maximizer
- Strategic

AJ Fawver leads the Community Consulting Program for Verdunity. She speaks, podcasts, and writes on planning and community topics, and spends her free time in a variety of mentoring and volunteer positions within several organizations such as the American Planning Association. From 2007 to 2019, she worked to challenge the status quo, bring sound planning practices, and improve collaboration through leadership positions in several cities within the region of Texas where she was born and raised. In recognition of this work, she was named to the Traeger List, an annual list of the top 100 local government leaders in the nation, on three separate occasions.

AJ brings to Verdunity her experience navigating the unique dynamics of local government. Her former colleagues have described her as dedicated, innovative, respected, and tenacious. She is a master at cutting through and bringing efficiency to processes and adopted documents, building relationships with stakeholders, aligning plans and codes for maximum effect, and providing training and instruction to planners, the public, and decision-making bodies. AJ is driven by her passion for bringing connection and trust back to city governance, and is a spirited advocate for rural communities, diversity and inclusion, and meaningful engagement.

RELEVANT PROJECT EXPERIENCE

Land Use Fiscal Analysis & Comp Plan	Kyle, TX	
Land Use Fiscal Analysis & Comp Plan	Liberty Hill, TX	
Comprehensive Plan	Sweetwater, TX	Vernon Deines Honor Award
Land Use Fiscal Analysis & Comp Plan	Waxahachie, TX	
Land Use Fiscal Analysis & Comp Plan	Killeen, TX	
Comprehensive Plan	Parsons, KS	Vernon Deines Merit Award
Land Use Fiscal Analysis & Comp Plan	Taylor, TX	Vernon Deines Honor Award
Comprehensive Plan	Crowley, TX	
MUD #1 Parks Master Plan	Wilco-Travis Counties, TX	
Fiscal Impact Model	Bastrop, TX	
Zoning and Subdivision Ordinance	San Angelo, TX	
SOPs, & Performance Standards	Englewood, CO	
Fiscal Impact Model & Workshop	Canyon, TX	
Downtown Master Plan	Burkburnett, TX	
Downtown Development Area Plan	San Angelo, TX	
North Heights Neighborhood Plan	Amarillo, TX	
CBD Design Guidelines	San Angelo, TX	
Zoning Ordinance Diagnostic	Parsons, KS	
Comprehensive Plan	Lubbock, TX	
Visionaries in Preservation Plan	San Angelo, TX	
Subdivision Ordinance Diagnostic	San Angelo, TX	



Marshall Hines, CNU-A

CREATIVE DIRECTOR

marshall@verdunity.com | 512.869.9483



EDUCATION

Communication Design
St. Edwards University

REGISTRATIONS & CERTIFICATIONS

CNU-A

PROFESSIONAL AFFILIATIONS

Congress for the New Urbanism
American Institute for the Graphic Arts
National Town Builders Association
Strong Towns
APA – Texas

INDUSTRY EXPERIENCE

Verdunity 2021-Present
City of Leander 2016-2022
Planning Commissioner

CLIFTONSTRENGTHS

Input
Learner
Achiever
Self-Assurance
Maximizer

Marshall’s professional passions lie in two places, making information accessible and approachable to everyone, and building healthy, resilient communities that will endure the test of time. Over the past fifteen years he has designed award winning corporate reports, presentations, and marketing campaigns for companies such as Target, Home Depot, and Apple.

After starting a family Marshall started to think deeply about the kind of place that he wanted to leave for his kids. He began to try and understand why it was that so many communities struggled to provide basic services – oftentimes to a citizenry that was prospering and growing. Asking that question led him to the inescapable truth that if we want the places in which we live, work and build our families we have to rethink the entirety of the standard American development pattern.

Marshall also understands that no community can be successful at improving itself without the buy-in and understanding of the people who reside there. At Verdunity, he is laser focused on communicating the work we do in an understandable and approachable way to every member of our partner cities and towns.

RELEVANT PROJECT EXPERIENCE

Land Use Fiscal Analysis	New Braunfels, TX	
Comprehensive Plan	Addison, TX	
Comprehensive Plan	Gillette, WY	
Comprehensive Plan	Kyle, TX	
Comprehensive Plan	Liberty Hill, TX	
Comprehensive Plan	Sweetwater, TX	Vernon Deines Honor Award
Comprehensive Plan	Waxahachie, TX	
Comprehensive Plan	Killeen, TX	
Comprehensive Plan	Taylor, TX	Vernon Deines Honor Award
Economic Development Strategic Plan	Texoma COG	
Parks Master Plan	Travis/Wilco MUD #1	

PREVIOUS DESIGN & PROJECT EXPERIENCE

Comprehensive Plan	Leander, TX	
MasterCard Yearly Report		2016-2019
Target Stores Yearly Report		2018
Home Depot Shareholders' Report		2016-2018
Casbu Project Management Software		2015
Thomson Reuters IKON		2008-2015



Maddie Capshaw, AICP

PLANNER

maddie@verdunity.com | 214.430.4450



EDUCATION

B.S. Urban & Regional Planning
Texas A&M University

REGISTRATIONS & CERTIFICATIONS

AICP
No. 35012

PROFESSIONAL AFFILIATIONS

APA – Texas

INDUSTRY EXPERIENCE

Verdunity 2023-Present
Peloton 2018-2023

CLIFTONSTRENGTHS

Achiever
Includer
Developer
Positivity
Individualization

Madeleine “Maddie” Capshaw is experienced in both public and private sector planning, design, and implementation. She understands the importance of creating positive impact through the planning process and does so with dedication from start to finish. Her experience includes site analysis and design, entitlements, master planned community planning and design, comprehensive planning, parks and recreation master planning, downtown master planning, and gathering space design. She coordinates and leads community engagement events and activities, provides municipal development review services, creates renderings and illustrations, performs GIS analysis and mapping, and crafts policies based on community feedback, research, and best practices. One of Maddie’s biggest interests in planning and design is the integration of beautiful and functional parks, patios, plazas, and other gathering spaces that create landmarks, honor history, provide green space, and create a well-knit sense of place.

RELEVANT PROJECT EXPERIENCE

Comprehensive Plan	Liberty Hill, TX
Comprehensive Plan	Dalhart, TX
Comprehensive Plan	Kyle, TX
Comprehensive Plan	Addison, TX

PREVIOUS PROJECT EXPERIENCE

Master Plan	Gunter, TX	Downtown
Master Plan	Lavon, TX	Parks & Recreation
Comprehensive Plan	Lavon, TX	
Comprehensive Plan	Hudson Oaks, TX	
Strategic Plan	Glen Rose, TX	
Comprehensive Plan	Glen Rose, TX	
Master Plan	Greenville, TX	



Matthew Meals, EIT

CIVIL ENGINEER IN TRAINING

matthew@verdunity.com | 469.525.3556



EDUCATION

B.A. Environmental Studies

McKendree University

M.S. Environmental Engineering

Southern Methodist University

REGISTRATIONS & CERTIFICATIONS

Engineer in Training

TX 75956

INDUSTRY EXPERIENCE

Verdunity 2023-Present

Pape-Dawson 2021-2023

CLIFTONSTRENGTHS

Learner

Context

Communication

Intellection

Input

In his professional career, Matthew has played a role in a wide variety of projects including commercial/residential land development, Americans with Disabilities Act retro-fits, GIS land use analysis and more. Matthew is skilled in multiple design softwares and lead project layout, public infrastructure design, and site grading in past projects. He strives to build social capital through engineering by having pedestrian-centric designs that foster community.

As Matt continues to gain experience, his passion for sustainability and environmentalism will bring the right headspace to be an innovative thinker in the field. His formal and informal education gives him the background knowledge to escape the analytics of engineering. He can relate how the design impacts the big picture and the stakeholders it affects.

RELEVANT PROJECT EXPERIENCE

Comprehensive Plan	Dalhart, TX
Comprehensive Plan	Gillette, WY
Comprehensive Plan	Addison, TX
Land Use Fiscal Analysis	Bryan, TX
Land Use Fiscal Analysis	Josephine, TX
Land Use Fiscal Analysis	Albemarle, TX
Land Use Fiscal Analysis	Project Location
Land Use Fiscal Analysis	Project Location

PREVIOUS PROJECT EXPERIENCE

Whataburger Developments	North Texas	
Whataburger Developments	Murfreesboro, TN	
Subdivision Engineering	Royse City, TX	Creekside
Sewer Engineering	Royse City, TX	Creekside
Subdivision Engineering	Anna, TX	Cedar Ridge
ADA Retrofit	McAllen, TX	
ADA Retrofit	Athens, TX	
ADA Retrofit	Angleton, TX	
ADA Retrofit	Galveston, TX	
ADA Retrofit	Clarksville, TX	
Water Master Plan	Shreveport, LA	GIS Updates
Sewer Engineering	Shreveport, LA	Southern Hills
Road Improvement Engineering	Northlake, TX	Cleveland Gibbs Road



Antonella Stoica

BUDGET & DATA ANALYST

antonella@verdunity.com | 214.430.4450 ext. 208



EDUCATION

B.B.A. Marketing

M.S. Business Analytics

*University of Wisconsin,
Madison*

REGISTRATIONS & CERTIFICATIONS

Tableau Desktop Specialist

INDUSTRY EXPERIENCE

Verdunity 2023-Present

Wisconsin Sch. of Business 2023

SanoVita 2021

CLIFTONSTRENGTHS

Achiever

Individualization

Discipline

Developer

Maximizer

Antonella is a highly skilled professional with a diverse background in business analytics and marketing, known for her unique blend of technical expertise and strategic insight. She recently completed her MS in Business Analytics at the University of Wisconsin-Madison, where she was honored with the Excellence in Program Award. A highlight of her academic journey was her research project, "Optimizing Tennis Schedules," which was selected for presentation at the prestigious INFORMS Business Analytics Conference in April 2023. This project demonstrated her proficiency in using Excel and Python to develop optimization models, and she created a user-friendly pseudo-app for scheduling, aligning with her passion for sports, sustainability, and the outdoors.

In her recent role as an Analytics Consultant at the Wisconsin School of Business, Antonella collaborated with Ovative Group on extensive employee engagement research, utilizing tools like Microsoft Excel and Tableau. She excelled in data cleaning and analysis, producing compelling dashboards that effectively communicated insights to the client. Her ability to integrate various data sources and provide strategic recommendations highlights her skill in transforming complex data into actionable strategies. With her solid foundation in Excel, Python, R Studio, SQL, and various data visualization tools, Antonella is adept at addressing complex analytical challenges and promoting informed decision-making.

RELEVANT PROJECT EXPERIENCE

Land Use Fiscal Analysis	New Braunfels, TX
Land Use Fiscal Analysis	Albemarle, NC
Land Use Fiscal Analysis	Garland, TX
Land Use Fiscal Analysis & Comp Plan	Addison, TX
Land Use Fiscal Analysis & Comp Plan	Gillette, WY
Land Use Fiscal Analysis	South Dallas, TX
Land Use Fiscal Analysis	Erie, CO
Land Use Fiscal Analysis	New Braunfels, TX

Land Use Fiscal Analysis

New Braunfels, Texas

PROJECT TYPE

Land Use Fiscal Analysis

PROJECT CONTACT

Christopher J. Looney
 Planning & Development
 Services Director
 830.221.4055
 clooney@newbraunfels.gov

TIMEFRAME

Completed August 2024 (expected)
 Six-Month Duration

TEAM MEMBERS

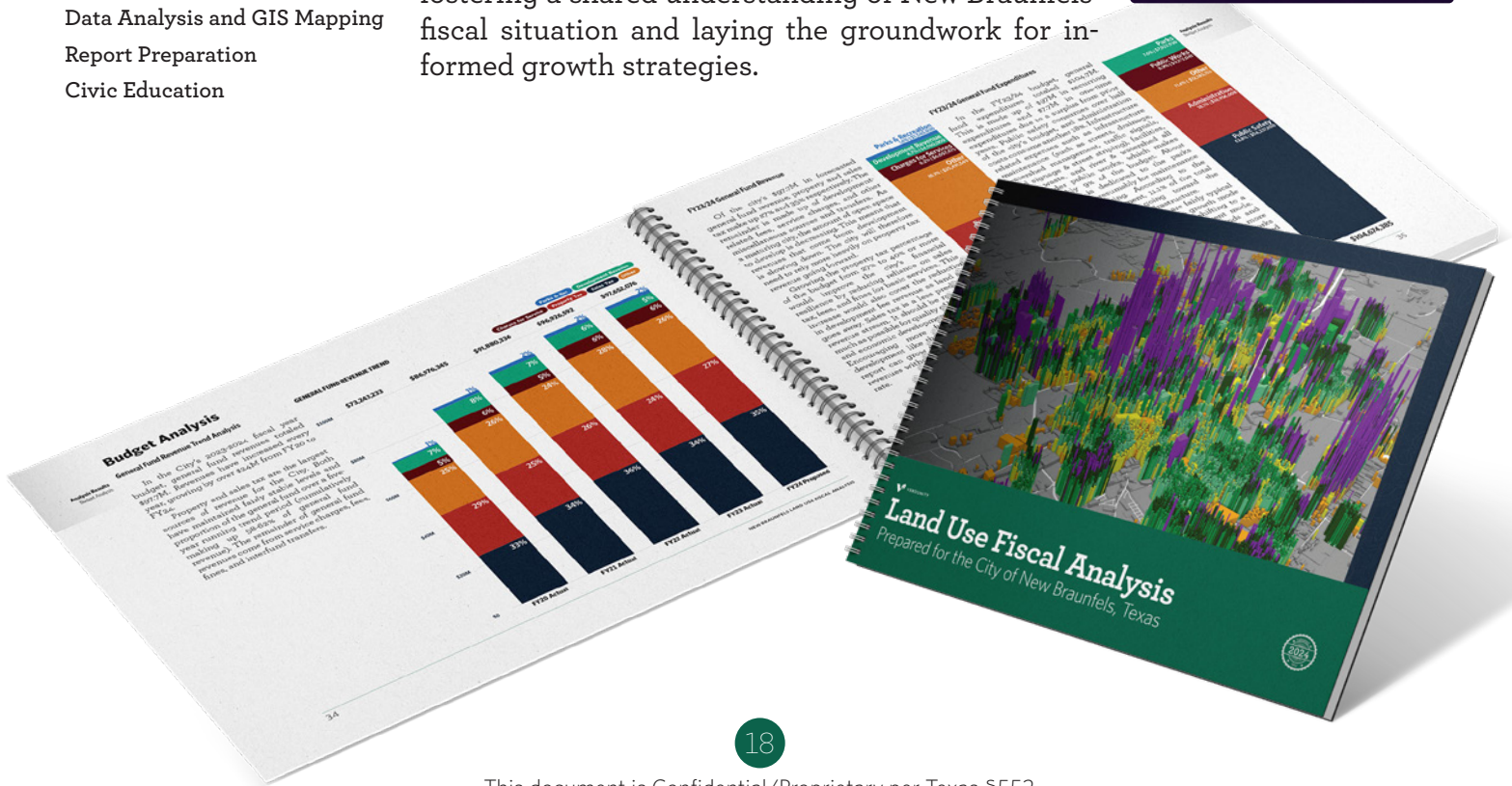
Kevin Shepherd
 Matthew Meals
 Antonela Stoica
 Marshall Hines
 Maddie Capshaw

ROLE/SERVICES PROVIDED

Property Tax Analysis
 Budget Analysis
 Land Use and Zoning Analysis
 Infrastructure Analysis
 Asset Management
 Data Analysis and GIS Mapping
 Report Preparation
 Civic Education

New Braunfels' leaders are looking to manage anticipated growth sustainably and affordably, mindful of the challenges with aging infrastructure. The city aims to ensure new developments financially support themselves and contribute to the city's needs while also providing a variety of housing options for all residents. The city is currently working on a new Land Development Ordinance and planning to update the Comprehensive Plan in the near future to guide growth in a more financially sustainable direction.

The City enlisted Verdunity's assistance to complete a GIS-based land use fiscal analysis (LUFA) and associated education efforts to explore the fiscal impacts of development decisions and provide data and analytics to align the City's development and service model with what residents are able to afford now and in the future. This analysis began with a review of the city's finances, property taxes, and infrastructure costs to understand the fiscal health of current developments. It then considered the financial implications of future infrastructure needs. Verdunity shared detailed findings with city stakeholders through maps, charts, and documents, fostering a shared understanding of New Braunfels' fiscal situation and laying the groundwork for informed growth strategies.



Development Fiscal Impact Analysis

Albemarle, North Carolina

PROJECT TYPE

Land Use Fiscal Analysis &
Development Fiscal Impact
Analysis Tool

PROJECT CONTACT

Kevin Robinson, AICP, CZO
Planning & Development
Services Director
City of Albemarle
704.984.9428
krobinson@ci.albemarle.nc.us

TIMEFRAME

Completed August 2023
Five-Month Duration

TEAM MEMBERS

Kevin Shepherd
Matthew Meals
Antonela Stoica
Tim Wright

ROLE/SERVICES PROVIDED

Property Tax Analysis
Budget Analysis
Land Use and Zoning Analysis
Infrastructure Analysis
Asset Management
Data Analysis and GIS Mapping
Report Preparation
Civic Education
Scenario Fiscal Modeling
Development Fiscal Impact
Analysis



In 2023, Albemarle was working on an in-house update to its comprehensive plan and zoning codes and wanted additional data to support policy and investment decisions related to the fiscal health of the city. The City reached out to Verdunity to develop and implement a standardized process to quantify its resource gap and evaluate the fiscal impact of proposed development and infrastructure projects so that more informed decisions can be made. Verdunity completed a GIS-based land use fiscal analysis (LUFA) to provide a baseline of how current development was performing in terms of tax revenue, service costs, and net fiscal productivity. This information was referenced to build two versions of spreadsheet-based tools to evaluate the fiscal impact of proposed development projects and growth scenarios. Results of the effort were presented to the City Council and then a training session was conducted with staff to go over how to use and maintain the Development Fiscal Impact Analysis (DFIA) tools.



Land Use & Scenario Fiscal Analysis

Taylor, Texas

PROJECT TYPE

Land Use Fiscal Analysis & Comprehensive Plan

PROJECT CONTACT

Tom Yantis
Assistant City Manager
512.352.5990
tom.yantis@taylortx.gov

TIMEFRAME

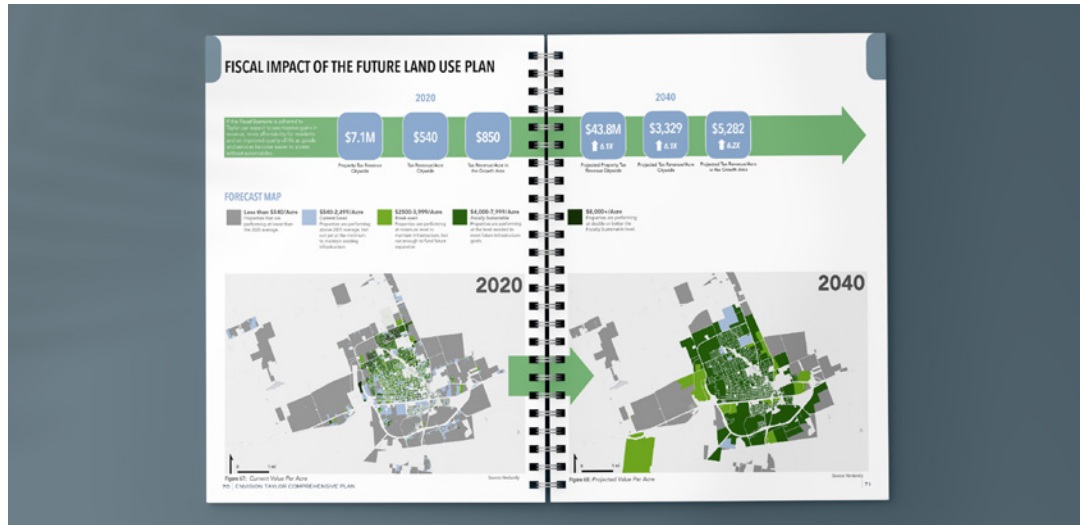
Adopted September 2021

TEAM MEMBERS

Kevin Shepherd
AJ Fawver
Marshall Hines

ROLE/SERVICES PROVIDED

Land Use Fiscal Assessment & Analysis
Community Engagement
3D Interactive Mapping



Taylor, Texas commissioned Lionheart Planning and Verdunity for a new Comprehensive Plan, emphasizing fiscally sustainable growth. Verdunity conducted a Land Use Fiscal Analysis to understand current development patterns, educated city leaders and residents on fiscal impacts of different growth patterns, and assessed fiscal outcomes of proposed growth scenarios.

Lionheart proposed two scenarios; the first accepted auto-centric development on the city's outskirts, reflecting recent development trends; the second pushed for more infill growth in Taylor's existing service area, maximizing fiscal efficiency with minimal new infrastructure. Verdunity's models demonstrated that the infill approach not only bolstered the city's fiscal health but also aligned with community priorities. They highlighted the financial burden of extensive infrastructure under the auto-centric scenario, indicating higher taxes and fees unless the pattern changed.

In contrast, the second scenario showed benefits like diverse housing, downtown preservation, and enhanced walkability, leading to overall fiscal improvement. Over 80% of residents, influenced by our workshops and modeling, voted for the infill-focused growth.



Key Takeaway for Coppell

Taylor opted for an infill development strategy within existing service areas, guided by Verdunity's comprehensive fiscal analysis. This approach contrasted with the costlier, auto-centric growth on the city's periphery. This scenario was supported by over 80% of residents and was informed by workshops and modeling, aligning with community priorities and demonstrating a commitment to responsible urban planning and fiscal health.

Kyle 2030

Kyle, Texas



PROJECT TYPE

Comprehensive Plan

PROJECT CONTACT

William Atkinson
Planning Director
512.262.3959
watkinson@cityofkyle.com

TIMEFRAME

Adopted January 2024

TEAM MEMBERS

AJ Fawver
Kevin Shepherd
Marshall Hines
Maddie Capshaw

ROLE/SERVICES PROVIDED

Land Use Fiscal Analysis
Community Engagement
Place Type Creation
Education
Land Use Mapping

Kyle is a city on the brink of transformation, experiencing unprecedented growth that presents both opportunities and challenges. The need for strategic foresight was a primary consideration in crafting the Kyle 2030 Comprehensive Plan. The Plan is a visionary blueprint designed to navigate the city's explosive expansion while ensuring sustainable development and quality of life.

The approach was twofold: to manage Kyle's rapid growth, and to advocate for a compact urban development pattern that prioritizes fiscal sustainability and efficient resource utilization. Verdunity analyzed Kyle's growth trends to forecast the fiscal outcomes of either maintaining the status quo or adopting a new approach. Recommendations optimize land use, reduce sprawl, and enhance the city's economic resilience; this ensures growth benefits everyone.



Kyle's future hinges on robust systems that can support its expanding population, so infrastructure is critical. Verdunity worked with staff to tackle existing constraints head-on and propose innovative solutions that align with long-term objectives and community values.

The engagement framework offered in-person, virtual, and digital participation opportunities. Extensive workshops and hands-on problem-solving with officials resulted in an achievable and creative implementation strategy. This inclusive approach incorporated the community's aspirations and concerns into the plan's fabric.

Key Takeaway for Coppell

Verdunity's forecasting and scenario visualization positions cities to proactively manage their resources while diversifying offerings for current and anticipated residents.

Killeen Comprehensive Plan

Killeen, Texas

PROJECT TYPE

Land Use Fiscal Analysis & Comprehensive Plan

PROJECT CONTACT

Wallis Meshier
Assistant Director of
Development Services
254.501.7621
wmeshier@killeentexas.gov

TIMEFRAME

Adopted August 2022

TEAM MEMBERS

AJ Fawver
Kevin Shepherd
Marshall Hines

ROLE/SERVICES PROVIDED

Land Use Fiscal Assessment & Analysis
Community Engagement
Placetype Creation
Education & Outreach
Land Use Mapping



Killeen, a military community in central Texas with over 160,000 residents, has expanded significantly over 60 years, focusing on greenfield development for veterans and first-time homeowners. This growth led to the decline of Downtown and older neighborhoods in north Killeen, as new developments emerged in the south. The city's limited housing diversity failed to retain affluent homeowners, contributing to a widening gap between available resources and the needs for quality services and infrastructure maintenance.

In 2020, Killeen hired Verdunity to develop a Comprehensive Plan centered on fiscal sustainability and affordability. The plan promotes complete neighborhoods, varied mobility options, and local, small-scale development. The team engaged city leaders, staff, and residents, illustrating the link between development patterns, city budget, and affordability through a detailed land use fiscal analysis. This analysis informed strategies to enhance city revenue, manage costs, and improve residents' quality of life.

The final plan includes an introduction outlining community identity and land use economics, sections on land use, growth management, neighborhoods, mobility, and downtown, and an implementation chapter emphasizing small projects, incremental improvement, and community collaboration.

Key Takeaway for Coppel

Our Land Use Fiscal Analysis and presentations can help build support for prioritizing infill and walkable mixed-use neighborhoods over horizontal expansion and auto-centric development. Additionally, a focus on your historic downtown can pay major dividends.



Proposal

	Hours	Labor	Expenses*
Task 1			
EXISTING CONDITIONS MODEL			
Project Setup, Management & Coordination	64	\$16,000	\$2,000
Data Collection, Cleaning & Review	40	\$6,000	\$0
Property Tax Revenue Mapping	40	\$6,000	\$0
Sales Tax Revenue Mapping	56	\$8,400	\$0
Allocation of Current Budget Costs	32	\$4,800	\$0
Estimation and Allocation of Future/Unfunded Costs	32	\$4,800	\$0
Summary Report: Slide Deck Format	32	\$4,800	\$0
Phase 1 Subtotals		\$50,800	\$2,000
Task 2			
FUTURE DEVELOPMENT STRATEGIES			
Management & Coordination	64	\$16,000	\$2,000
Confirmation of Future Potential Development Strategies/Contexts	32	\$4,800	\$0
Prepare Comparison Models for Future Development Contexts	80	\$12,000	\$0
Summary Report: Slide Deck Format	40	\$6,000	\$0
Task 2 Subtotals		\$38,800	\$2,000
Task 3			
ENGAGEMENT AND EDUCATION			
Mtg 1: Community Presentation, "Strong Towns 101/Overview"	16	\$3,200	\$150
Mtgs 2-4: Existing Conditions Discussion (Staff, CC, Community)	48	\$7,200	\$500
Mtgs 5-7: Context Scenarios Discussion (Staff, CC, Community)	48	\$7,200	\$500
Mtg 8: Deep-Dive Workshop w CC & Staff to Discuss Final Results	24	\$3,600	\$2,000
Mtg 9: Community Presentation, Results and Next Steps	16	\$2,400	\$150
Mtg 10: Additional Presentation/Workshop (Where Needed)	16	\$2,400	\$500
Task 3 Subtotals		\$26,000	\$3,800
Task 4			
FINAL REPORT AND DELIVERABLES			
Management & Coordination	32	\$8,000	\$500
Draft Report for Client Review	80	\$12,000	\$0
Comment Resolution & Final Report	64	\$9,600	\$0
Organization of Electronic Files and Data	8	\$1,200	\$0
Task 4 Subtotals		\$30,800	\$500
Project Subtotals		\$146,400	\$8,300

BASE COST (NOT TO EXCEED)	\$146,400
ESTIMATED REIMBURSIBLE EXPENSES	\$8,300
TOTAL	\$154,700

*Reimbursables: Printing costs + supplies (estimated) + travel

Company Information

Company Name: Verdunity, Inc.

Address: 2931 Ridge Road, Ste 101, #670

Phone Number: 214-430-4450

Contact Person: Kevin Shepherd

E-mail Address: kevin@verdunity.com

COOPERATIVE PURCHASING

As permitted under Government Code, Title 7, Chapter 791.025, other governmental entities may wish to cooperatively purchase under the same terms and conditions contained in this contract (piggyback). Each entity wishing to piggyback must have prior authorization from the City of Coppell and Contractor. If such participation is authorized, all purchase orders will be issued directly from and shipped directly to the entity requiring supplies/services. The City of Coppell shall not be held responsible for any orders placed, deliveries made, or payment for supplies/services ordered by these entities. Each entity reserves the right to determine their participation in this contract.

IS YOUR FIRM WILLING TO ALLOW OTHER GOVERNMENTAL ENTITIES TO UTILIZE THIS CONTRACT, IF AWARDED, UNDER THE SAME TERMS AND CONDITIONS?

_____ YES

_____ **X** _____ NO

**City of Coppell, TX
Procurement Services**

HOUSE BILL 89 VERIFICATION

I, Kevin Shepherd (Person name), the undersigned representative of
(Company or Business name) Verdunity, Inc.

(hereafter referred to as company)

being an adult over the age of eighteen (18) years of age, do hereby depose and verify under oath that the company named-above, under the provisions of Subtitle F, Title 10, Government Code Chapter 2270:

- 1. Does not boycott Israel currently; and**
- 2. Will not boycott Israel during the term of the contract the above-named Company, business or individual with the City of Coppell acting by and through City of Coppell.**

Pursuant to Section 2270.001, Texas Government Code:

- 1. "Boycott Israel" means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made for ordinary business purposes; and*
- 2. "Company" means a for-profit sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or any limited liability company, including a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate of those entities or business associations that exist to make a profit.*

12/9/2024

DATE _____

SIGNATURE OF COMPANY
REPRESENTATIVE _____

City of Coppell, TX
Procurement Services

Boycott Energy Companies

I, Kevin Shepherd (Person name), the undersigned representative of

(Company or Business
name)

Verdunity, Inc.


(hereafter referred to as company)

being an adult over the age of eighteen (18) years of age, do hereby depose and verify under oath that the company named above, under the provisions of Texas Government Code Section 809.001:

The contractor verifies that it does not Boycott Energy Companies and agrees that during the term of this Agreement will not Boycott Energy Companies as that term is defined in Texas Government Code Section 809.001, as amended.

12/9/2024

DATE



SIGNATURE OF COMPANY
REPRESENTATIVE

**City of Coppell, TX
Procurement Services**

Prohibition of Discrimination Against Firearm Entities and Firearm Trade Associations

I, Kevin Shepherd (Person name), the undersigned representative of
(Company or Business name) Verdunity, Inc.

(hereafter referred to as company)

being an adult over the age of eighteen (18) years of age, do hereby depose and verify under oath that the company named above, under the provisions of Texas Government Code Section 2274.001:

Contractor verifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association as those terms are defined in Texas Government Code Section 2274.001, as amended; and (ii) will not discriminate during the term of this Agreement against a firearm entity or firearm trade association.

This section does not apply if Contractor is a sole proprietor, a non-profit entity, or a governmental entity; and only applies if: (i) Contractor has ten (10) or more fulltime employees and (ii) this Agreement has a value of \$100,000.00 or more to be paid under the terms of this Agreement.

12/9/2024

DATE



SIGNATURE OF COMPANY
REPRESENTATIVE

CONFLICT OF INTEREST QUESTIONNAIRE
For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

Verdunity, Inc.

2 **Check this box if you are filing an update to a previously filed questionnaire.** (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

Kevin Shepherd

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

N/A

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes No


B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

N/A

6 Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7 
Signature of vendor doing business with the governmental entity

12/9/2024

Date

CITY OF COPPELL
DEVELOPMENT STRATEGY & FINANCIAL ANALYSIS
RFP FORM

RFP OF Verdunity, Inc.
(NAME OF FIRM)

THIS RFP IS SUBMITTED TO:

City of Coppell
c/o Procurement Services
255 Parkway Boulevard
Coppell, Texas 75019

DATE: 12/10/2024

PRINTED NAME: Kevin Shepherd

SIGNATURE: 