



## MEMORANDUM

**To:** Mayor and City Council

**From:** Mike Land, City Manager

**Date:** September 26, 2017

**Reference:** 2017-2018 Council Goals and Staff Work Plan

**2030:** All strategies

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### Introduction:

The attached 2017-2018 Council Goals and Staff Work Plan was developed in response to the Council's input during its May 12<sup>th</sup> and 13<sup>th</sup> Retreat. Items within the plan are also incorporated in the 2017-2018 budget and reflect the services and desired results as described in Coppell's 2030 plan.

### History:

The City of Coppell's 2030 Plan was adopted on March 10, 2009. The Vision 2030 process was developed to provide a roadmap to Coppell's future. It established a strategic framework that identified opportunities for partnerships to expand community resources and guide future investments. The resulting plan, its five strategies and twenty-six stated goals have served as the foundation for the City's direction and much of its decision making since its adoption.

The five strategies are; 1) Sense of Community, 2) Special Place to Live, 3) Community Wellness and Enrichment, 4) Business Prosperity, and 5) Sustainable City Government.

Each year since its adoption the City Council dedicates itself to reviewing the progress made on the plan since its inception, and more specifically during the previous year. The Council goes through a process to select from the five strategies Council Goals and Objectives for the coming fiscal year. Staff in turn develops a work plan specifically designed to accomplish the Council's adopted Goals and Objectives.

**Analysis:**

The 2017-2018 Council Goals and Staff Work Plan is formatted in the same manner that has been used for several years. Column one identifies the 2030 Strategy. Column two describes the corresponding Goal(s), with Column three, the supporting Objectives. Each are taken directly out of the Vision 2030 plan. The final columns describe the Work Plan Element staff has identified in support of the respective Objective, Goal and Strategy, who within the organization has the responsibility to lead the work and the projected date of completion.

Recall that several items may be a carryover from the 2016-2017 Work Plan while others may be projects that carryover to the 2018-2019 work plan. For example, construction of Freeport and Parkway are multi-year projects.

**Action:**

Staff recommends the Coppell City Council adopt the 2017-2018 Work Plan.