



## MEMORANDUM

**To:** Mayor and City Council

**From:** Mindi Hurley, Director of Community Development

**Date:** May 27, 2025

**Reference:** Work Session: Presentation by Verdunity

**2040:** Sustainable Government

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### **Introduction:**

Verdunity has been hired to complete a Land Use Fiscal Analysis (LUFA) for the City of Coppel ahead of the Comprehensive Land Update.

### **Background:**

Verdunity Founder and CEO Kevin Shepherd will deliver a presentation that provides a high-level overview of economics of land use, challenges most cities face and strategies to cultivate fiscal health and local wealth. The presentation will also include an overview of the fiscal analysis project and process and detail how the information can be used to inform the upcoming Comprehensive Plan update.

### **Benefit to the Community:**

This fiscal analysis can be utilized by staff and the community to determine development patterns in the city that generate more in revenue than they cost to serve, which can guide decisions on land uses in the upcoming Comprehensive Plan update.

### **Legal Review:**

N/A

### **Fiscal Impact:**

N/A

### **Recommendation:**

N/A