




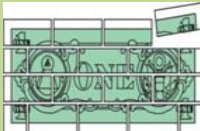
2017/18 Council Goals Objectives

Revised 09.07.17

2030 Strategy	Goal	Objective	Work Plan Element	Responsibility	Projected Date	Status
<div>Sense of Community</div> 	Residents and Businesses Welcomed, Engaged, and Contributing to the Community	Residents Volunteer, Contribute, and Support Community Events and Organizations	Redefine and refine the City's volunteer program	CMO	Sep 18	
			Implement volunteer program at LSP	Kevin Richardson	Mar 18	
			Investigate broadcasting Council work sessions	CMO	Feb 18	
	Business Support & Sponsor City Programs	Residents Actively Involved and Take Responsibility for Neighborhoods	Develop and implement a sponsorship strategy for City events	Brad Reid	Jun 18	
			Develop and distribute an HOA quarterly newsletter to address public safety and quality of life issues.	Mac Tristan	Jan 18	
			Develop an HOA training - emergency management program	Kevin Richardson	March 18	
			Explore additional social media outlets such as Next Door to expand City's communication program	CMO	April 18	
			Develop DIY education programs	Mindi Hurley/Vicki Chiavetta	April 18	
			Explore outreach to non-HOA neighborhoods	Mindi Hurley	Aug 18	
	Effective Community Partnerships	Promote a Sense of Ownership Among Residents & Businesses	Launch initiative of local artists' works displayed in City facilities	CMO	Mar 18	
			Invite businesses to become part of NNO	Mindi Hurley/Mac Tristan	Sep 18	
			Create new business welcome packet program	Mindi Hurley	Sep 18	
		Cultural Allies	Expand reach of Coppell Cultural Committee by seeking a partnership with the CISD Diversity Task Force	Vicki Chiavetta	Jun 18	
			Implement Phase I of Community Allies program	CMO	Sep 18	
			Plan and implement a Human Library event	Vicki Chiavetta	Sep 18	
			Host Kaleidoscope event	Brad Reid	Oct 17	
			Host joint City Council and Living Well in Coppell meeting	CMO	Mar 18	
Special Place to Live	Quality Housing for Family Generations (Form Subcommittee)	Ensure Attractive Well-Maintained Homes	Review existing codes and ordinances to ensure they support preservation and maintenance of existing affordable housing	Mindi Hurley	Sep 18	
Research, develop, implement residential redevelopment/rehabilitation program			Mindi Hurley	Sep 18		
Assure Homes Meet Codes & Ordinances		Review rental registration and inspection process	Mindi Hurley	Nov 17		
		Create a rental property owner outreach program	Mindi Hurley	May 18		
Ensure Well-Maintained Neighborhoods, Public Infrastructure, Including Streets, Alleys, Utilities, and Fences		Implement meter replacement program	Ken Griffin/Jennifer Miller	Sep 18		
		Complete the update to the Fugro Pavement Management Study	Ken Griffin	Mar 18		
		Inventory fences along primary image zones and design a pilot assistance program to replace or upgrade fences	Mindi Hurley	Aug 18		


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Special Place to Live	Quality Housing for Family Generations (Form Subcommittee) (cont.)	Ensure Well-Maintained Neighborhoods, Public Infrastructure, Including Streets, Alleys, Utilities, and Fences (cont.)	Complete the annual streets / alleys / sidewalk program	Ken Griffin	Ongoing		
			Design and begin construction of the annual 1/4 cent sales tax street program	Ken Griffin	Sep 18		
			Update the annual IMF plan	Ken Griffin	April 18		
		Quality Mobility Within Coppel	Provide Efficient Local Traffic Flow	Update the Impact Fee and CIP study, including a mobility plan for Coppel	Ken Griffin	Aug 18	
				Seek grant from NCTCOG for signal timing	Ken Griffin	Mar 18	
				Seek grant from NCTCOG for South Belt Line	Ken Griffin	Ongoing	
Implement a purposeful communication program for Freeport & Parkway construction	Ken Griffin/April Reiling			Ongoing			
Create a marketing plan promoting use of trails from homes to schools and park facilities	Mindi Hurley/Brad Reid	Aug 18					
Community Wellness and Enrichment		Multi-Use Trail System Connecting the City	Complete and Maintain Multi-Use Trail System that Links City Parks and Other Communities' Trails, Such as Soft Surfaces	Begin construction of trail with the Freeport Rd project	Ken Griffin	Mar 18	
Complete design and begin construction of Parkway Blvd trail				Ken Griffin	Mar 18		
Complete construction of ABW/CHS Connector				Brad Reid	Sep 18		
Design Campion Connector				Brad Reid/Ken Griffin	Jul 18		
Explore options of trails on Moore and Heartz Roads				Brad Reid/Ken Griffin	Jul 18		
Ensure Sidewalk Connectivity Throughout the City			Continue the annual sidewalk infill program	Ken Griffin	Dec 17		
			Explore Safe Routes to School program with CISD/LISD/CFBISD/NCTCOG	Brad Reid/Ken Griffin	Aug 18		
Maintain Well-Marked Trail System			Establish standards for mile markers and signage along trails	Brad Reid	May 18		
Business Prosperity		Retention and Attraction of Businesses that Generate Revenues for the City	Attract the Right Businesses to Coppel in the Right Locations and Expand Support and Auxiliary Businesses to Help Existing Businesses	Research the role of technology in support of the redevelopment/re-use of existing commercial spaces	Mindi Hurley	Sep 18	
Adopt a business retention policy				Mindi Hurley	July 18		
			Stay Abreast of Legislation and New Opportunities that Impact Economic Development	Continue study on workforce transportation	Mindi Hurley	Sep 18	


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Sustainable City Government 	Excellent City Services with High Level of Customer Satisfaction	Provide City Services and Facilities that are Valued by Residents and Consistent with the City's Mission	Develop Program and Cost Recovery Expectations for Arts Center	CMO	May 18	
			Begin ERP implementation - Phase I	Jennifer Miller	Aug 18	
			Implement new customer service satisfaction program	All	Sep 18	
			Develop and adopt enterprise-wide technology strategy	All	Sep 18	
			Review Transparency Program for continued participation	Jennifer Miller	Jan 18	
			Host Animal Services educational seminars on wildlife awareness.	Mac Tristan	Jan 18	
	Excellent and Well-Maintained City Infrastructure and Facilities	Maintain and Fund Preventative Maintenance Plans for City Infrastructure and Facilities	Begin first phase of drainage system analysis	Ken Griffin	Dec 17	
			Research and develop a facility sustainment program	CMO/Ken Griffin/Green Team	Mar 18	
			Update on Cypress Waters / North Lake settlement requirements	Ken Griffin	Dec 17	
		Ensure Facilities Have Capacity to Support Further Growth	Complete the space planning study for 255 & 265 Parkway and the Service Center	Ken Griffin	Oct 17	
		Reduce Maintenance Costs of City Infrastructure	Begin design of Sandy Lake Lift Station rehabilitation	Ken Griffin	Sep 18	
		Provide Adequate Resources and Funding for Infrastructure Maintenance	Begin update to the Drainage Utility District rate study	Ken Griffin	Mar 18	
		Build New City Facilities Only if the City has the Financial Resources to Maintain	Begin construction of Coppell Arts Center	CMO	Feb 18	
			Explore Fire and EMS options for enhanced coverage	Kevin Richardson	Sep 18	
	Financial Resources to Support City Services	Deliver City Services in the Most Cost-Effective Manner	Research and develop operational efficiency metrics and standards for the organization	CMO	Sep 18	
			Conduct a time study of library programs to evaluate cost-effectiveness	Vicki Chiavetta	Sep 18	
			Update Budget in Brief	Jennifer Miller	Dec 17	
			Review outstanding debt for potential savings	Jennifer Miller	Feb 18	
			Perform the Annual Audit with presentation of CAFR	Jennifer Miller	Mar 18	
			Present the 5-Year Plan	Jennifer Miller	Apr 18	
			Update/review the Investment Policy	Jennifer Miller	Aug 18	
			Update / present the Annual Budget	Jennifer Miller	Sep 18	

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Sustainable City Government 	Financial Resources to Support City Services (cont.)	Deliver City Services in the Most Cost-Effective Manner (cont.)	Perform the annual review of Fund Balance Guideline	Jennifer Miller	Sep 18	
			Review annual debt compliance with SEC	Jennifer Miller	Apr 18	
			Update the 5-Year Plan in Brief	Jennifer Miller	Jun 18	
			Update the PAFR	Jennifer Miller/April Reling	Mar 18	
		Attract Sales Tax-Generating Businesses to Coppell	Continue working with Catalyst	Mindi Hurley	Sep 18	