








Icon	Goal	FY 24 Work Plan Objective	Responsibility
2040 Strategy			
Pillar One: Perpetuate a Learning Environment			
	Diversify learning and enrichment opportunities available in Coppel	Explore citizen-led classes/programs at various facilities	CE
Pillar Two: Foster an Inclusive Community Fabric			
	Purposefully break barriers to inclusion	In coordination with EX and Allies, explore the development of yearly proclamation schedule to promote inclusivity	CSO
		Explore opportunities for allyship initiatives	EX
		Provide educational resources that support allyship	EX
		Explore Coppel-style Story Corps	COMM
Pillar Three: Enhance the Unique "Community Oasis" Experience			
	Develop a "sense of neighborhood" at an appropriate scale	Explore dog park/neighborhood park clean-up projects and events	CE
Pillar Four: Future-Oriented Approach to Residential Housing			
	Explore refit and refurbishment of older housing stock	Work with community partners to survey neighborhoods to identify character defining elements of each neighborhood	CD
		Explore an incentive program for refurbishing older homes	CD
		Explore first-time homebuyer program	CD
	Explore new options for 55 plus (or aging in place) that maintain high standard of living while reducing footprint	Implement Village Concept	CD
		Explore creation of a new multi-family district category in Zoning Ordinance for active adult living	CD

Icon	Goal	FY 24 Work Plan Objective	Responsibility
Pillar Five: Create Business and Innovation Nodes			
	Support the Old Town area and concept	Move Kaleidoscope to OT and partner with Arts Center on cultural performances	CE
		Host voter registration drives/booths and election education at OT events and Farmers Market	CSO
		Study Old Town Coppel to determine the appropriate measures for activation of the Square.	CD
		Explore temporary use of the pad site next to Twisted Root	CD
	Explore future trends in retail and re-purposing commercial areas	Proposed ordinance changes to incorporate items discussed during FY23 Roundtable on future retail trends	CD
		Explore developer agreements, façade grants, and other economic development tools to encourage the rehab and re-purposing of commercial areas	CD
		Explore a business incubator/commercial kitchen incubator	CD
		Explore pop-up business support	CD
	Encourage redevelopment of "hot spots" along commercial/retail corridors as major creativity zones	Study trends in other communities related to creativity zones	CD
	Work with the commercial/ warehouse district on future Version 2.0 and encourage redevelopment of 'hot spots' along commercial/retail corridors as major creativity zones	Study trends in commercial/warehouse districts in other parts of the country to prepare for future ordinance changes	CD
Propose ordinance changes to incorporate items discussed during FY23 Roundtable		CD	
Pillar Six: Implement Innovative Transportation Networks			
	Build Coppel's transportation system to connect with regional systems	Begin study of autonomous vehicle connection to Cypress Waters Station	PW/CMO/CD
Begin operational strategies for DART System impacts		PD	
Explore connection to Hyperbolic Dr with the City of Dallas to provide opportunity for development in Sanders Loop area		PW	
Complete Royal reconstruction		PW	

Icon	Goal	FY 24 Work Plan Objective	Responsibility
Pillar 7: Apply Smart City Approach to Resource Management			
	Build backbone of Smart Operating Systems for all resource management	Implement Fiber Masterplan	ES/PW
		Explore Branding Strategy for Coppell as a Smart City	COMM
		Explore Autonomous Vehicle Program	
		Define sustainable building standards for existing City facilities	ES/PW
		Explore other payment methods for customers to use	SFE
Foundation: Sustainable Government			
As a fiduciary, the City will ensure that there are adequate financial resources to support City services.	Explore non-traditional ways to monetize city assets, services, and facilities	SFE	
City Services will be provided in a manner that ensures high levels of customer satisfaction	Conduct city-wide communications survey and evaluate communications strategy	COMM	
	Develop strategy to determine progress of Vision 2040 Strategic Plan	CMO	
	Complete Community Experiences Master Plan Update	CE	
City Infrastructure will be wellmaintained and consistent with the Council's value proposition.	Complete Woodhurst reconstruction	PW	
	Complete water system redundancy project	PW	
	Rehab Village Parkway ground storage tanks	PW	
	Complete Magnolia Park Trail connection	CE	
	Complete Duck Pond Park improvements	CE	
	Complete Moore Road Boardwalk	CE	
	Complete Dog Park reconstruction	CE	
	Complete Veterans Memorial	CE	
The City will maintain a quality work force to serve the community.	Continue Service Center design and construction	PW	
	Complete design for Fire Station 5	FD	
	Complete belonging education for all employees	EX	