








Icon	Goal	FY 24 Work Plan Objective	Responsibility	Status
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	In progress
Pillar Two: Foster an Inclusive Community Fabric				
	Purposefully break barriers to inclusion	In coordination with EX and CoC, explore the development of yearly proclamation schedule to promote inclusivity	CSO	No longer pursuing
		Explore opportunities for allyship initiatives	EX	In progress
		Provide educational resources that support allyship	EX	In progress
		Explore Coppel-style Story Corps	COMM	In progress
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	In progress, awaiting dog park completion
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	Complete
		Explore an incentive program for refurbishing older homes	CD	In progress. Application goes live on May 1, 2024
		Explore first-time homebuyer program	CD	Discuss with FOARD between now and September
	Explore new options for 55 plus (or aging in place) that maintain high standard of living while reducing footprint	Explore creation of a new multi-family district category in Zoning Ordinance for active adult living.	CD	To be completed in September (will work session with City Council prior to September)
		Implement Village Concept	CD	Presentation to City Council in April

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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	Complete. Successful Kaleidoscope in OT in October 2023
		Host voter registration drives/booths and election education at OT events and Farmers Market	CSO	Scheduled for summer in advance of November 2024 election
		Study Old Town Coppell to determine the appropriate measures for activation of the Square.	CD	Work Session with City Council in June
		Explore temporary use of the pad site next to Twisted Root	CD	To be completed in September
	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	Work session proposed changes with Council in June, P&Z in July and City Council for adoption in August
		Explore developer agreements, façade grants, and other economic development tools to encourage the rehab and re-purposing of commercial areas	CD	To be completed in September
		Explore a business incubator/commercial kitchen incubator	CD	To be completed in September
		Explore pop-up business support	CD	Pop-Up fitness events in June and July with memo for more ideas to follow
	Encourage redevelopment of "hot spots" along commercial/retail corridors as major creativity zones	Study trends in other communities related to creativity zones	CD	To be completed in September
	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	To be completed in September
Propose ordinance changes to incorporate items discussed during FY23 Roundtable		CD	Work session proposed changes with Council in June, P&Z in July and City Council for adoption in August	
Pillar Six: Implement Innovative Transportation Networks				
	Build Coppell's transportation system to connect with regional systems	Begin study of autonomous vehicle connection to Cypress Waters Station	PW/CMO/CD	Received proposal; Proposal under review
		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	In progress
		Complete Royal reconstruction	PW	Will begin in late Summer

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Pillar 7: Apply Smart City Approach to Resource Management				
	Build backbone of Smart Operating Systems for all resource management	Implement Fiber Masterplan	ES/PW	In progress
		Explore Branding Strategy for Coppell as a Smart City	COMM	On hold
		Explore Autonomous Vehicle Program	PW/ES	We have received a proposal for a study and are evaluating potential funding through Dallas county
		Define sustainable building standards for existing City facilities	ES/PW	In progress
		Explore other payment methods for customers to use	SFE	In progress, exploring options available.
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	Contacted GFOA to be an observer, but no response received. Continue to research ideas.
	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	In progress, expected completion August 2024
		Develop strategy to determine progress of Vision 2040 Strategic Plan	CMO	Funding is included in the FY25 budget to conduct a Strategic Plan Update. Additionally, staff is scheduled for the April 9, 2024 CC meeting to provide a Mid-Year update on Work Plan items.
		Complete Community Experiences Master Plan Update	CE	In progress, expected completion Dec 2024
	City Infrastructure will be wellmaintained and consistent with the Council's value proposition.	Complete Woodhurst reconstruction	PW	To be completed in early 2025
		Complete water system redundancy project	PW	Will begin next winter
		Rehab Village Parkway ground storage tanks	PW	To be completed in May 2024
		Complete Magnolia Park Trail connection	CE	In progress, expected completion Dec 2024
		Complete Duck Pond Park improvements	CE	Complete
		Complete Moore Road Boardwalk	CE	Complete
		Complete Dog Park reconstruction	CE	In progress, at 95% design
		Complete Veterans Memorial	CE	In progress, at 90% design
	The City will maintain a quality work force to serve the community.	Continue Service Center design and construction	PW	In progress
		Complete design for Fire Station 5	FD	In progress, at 90% design
		Complete belonging education for all employees	EX	In progress; trainer selected and delivery being scheduled