

EXHIBIT “A” SCOPE, SCHEDULE AND FEES

Scope of Services

Kimley-Horn will provide the services specifically set forth below.

Task 1: Project Management: Setting the Course

Project Management Tasks include:

1.1 Project Initiation. At the project outset, we will:

- Submit a data request to the City for information needed to develop the plan.
- Attend and participate in a project initiation meeting with City staff to discuss project priorities, communications, scheduling of public meetings, CPAC composition, and other items related to management and administration for the project.
- Drive the city and take photos for project use (City staff participation in the driving tour is recommended)
- Set up templates for invoices and progress reports.

1.2 Regular Staff Check-In Calls. In our kick-off meeting with City staff, we will set a schedule for recurring check-in calls to discuss project progress. These can either be longer monthly calls or shorter twice-monthly calls, according to staff preference.

1.3 Monthly Written Progress Reports. In addition to our check-in calls, we will provide written project progress reports each month, based on percent completion of each task. These progress reports will accompany our monthly invoices, so that City staff is equipped to provide any needed updates on project progress.

1.4 Consultant Coordination. To make sure that plan elements are integrated and reflect the most current input from the community and the City, we will have regular consultant coordination meetings throughout the project process. These meetings are typically virtual and include internal Kimley-Horn staff as well as subcontracting team members for relevant tasks.

1.5 Digital Deliverables Package. Once the plan is adopted, we will package all deliverables into one digital deliverables package for the City. This will include:

- A bookmarked PDF and a Microsoft Word version of the final plan document
- GIS files for all maps produced for the project, including the updated Future Land Use Map
- All presentation materials from public meetings, CPAC meetings, and focus group meetings, including PowerPoints, posters, handouts, and sign-in sheets
- JPGs of all graphics produced for the project
- Results from all surveys

Task 2: Engagement: Community Input and Involvement

For all meetings identified in this proposed scope of work, our priority is to align our methods with the City's preferences. We are happy to adjust the number of meetings for any task during scope refinement. We can also modify which meetings are virtual and which are in person.

Engagement tasks include:

2.1 Project Branding. We will develop a visual identity for the Comprehensive Plan project that helps it stand out and remain recognizable throughout the planning process. This includes a project logo, color palette, and basic visual elements used consistently across engagement materials, the website, and outreach tools.

2.2 Print and Promotional Package. We will provide design and production of outreach materials that help promote awareness and participation in the project. This may include postcards, posters, social media graphics, flyers, and other promotional items used to direct people to the project website and engagement opportunities.

2.3 Interactive Project Website. We will create a dedicated project website that serves as a 24/7 hub of information throughout the life of the project. The site will feature a custom URL and include background information, project timelines, and key documents. It will also host project news and updates (updated monthly), list upcoming engagement opportunities and events, and link directly to surveys or other engagement tools. Monthly traffic reporting will be provided to track website activity and public engagement. This will include the initial build of the website plus six general content updates.

2.4 Meetings with the CPAC. The CPAC will be engaged in up to six meetings throughout the project process. We recommend a mix of virtual and in-person meetings with this group. At least two Kimley-Horn team members will facilitate and participate in each CPAC meeting.

2.5 Virtual Focus Group Meetings. Kimley-Horn will facilitate up to four virtual focus group meetings throughout the project process, including meetings with the FOARD and Smart City boards. We will work with City staff at the kick-off meeting to set up the groups and topics for these meetings.

2.6 In-Person Community Meetings. We have scoped this project to include three in-person community meetings, with up to two Kimley-Horn and two Civic Brand consultants at each meeting.

- **Community Meeting #1 – The State of the City.** This meeting will provide an overview of the Comprehensive Plan project, as well as a summary of the State of the City report (milestone deliverable #1). We will also facilitate a question and answer period after the presentation.
- **Community Meeting #2 – The Priorities of the City.** This community meeting will follow an open house format, with stations where participants can leave comments and provide input about the various elements of the plan, such as housing,

- connectivity, Old Town, and public facilities.
- **Community Meeting #3 – The Future of the City.** The last community meeting will also follow an open house format. There will be a station for each of the plan elements, with posters, handouts, and presentations to provide information about the content of the plan. Kimley-Horn and City staff will be available to answer questions.

2.7 Project Surveys and Community Input. We will use both a survey and an interactive map to gather community input. The survey will be accessed through the website, via a QR code, or as a printed survey, and will run at the same time as Community Meeting #1. We will also gather input through an interactive online map, where people can drop pins to share their thoughts about public improvements, connectivity, and special places in the city that should be celebrated.

2.8 Meetings-in-a-Box. We will provide a ready-to-use engagement toolkit that allows community partners, committees, or local organizations to host their own small group conversations about the project. The kit includes discussion guides, background materials, and simple instructions to help facilitate meaningful feedback and expand participation beyond traditional meetings. Feedback from the Meetings-in-a-Box events will be collected via the project website.

Task 3: Analysis: State of the City

Analysis tasks include:

3.1 Current Plans and Studies. Our team will review the existing plans identified by the City, such as the 2030 Comprehensive Plan, the Vision 2040 Plan, and the Comprehensive Community Experiences Plan (Parks Master Plan).

3.2 Existing Conditions Map Series. For this task, our team will gather GIS data from the City and create a map series that illustrates the existing conditions of the City. This will include maps of the built environment, boundaries, watershed, and other aspects that will impact the plan.

3.3 Current Housing Stock. Kimley-Horn will conduct an assessment of existing housing in Coppell, including patterns related to key factors such as age, cost, condition, ownership trends, and housing starts. We will also evaluate the availability of missing middle housing (the housing types that fall between single-family detached and multi-family), as well as infill housing options such as accessory dwelling units.

3.4 Market Analysis. Based on our evaluation of the demographics and housing stock of Coppell, our team will evaluate market conditions and future demand across residential, retail, office, and industrial sectors. This analysis will assess development trends, employment and industry patterns, and competitive positioning within the North Texas region to identify opportunities for reinvestment and diversification in Coppell. Particular focus will be placed on aging commercial corridors, underperforming retail, and evolving industrial areas, as well as housing gaps and emerging product needs. The analysis will

also consider the City’s limited remaining vacant land and increasing reliance on infill and redevelopment, providing a market-driven basis for land use recommendations, special area planning, and implementation strategies.

3.5 Future Population Growth and Demographic Analysis. Our team will evaluate NCTCOG data to provide population projections; we will also create an updated demographic profile for the City. We will assume a 20-year plan horizon and include graphically summarized findings that are easy to read and interpret. We will use these projections to make sure that the land use and housing plan elements can accommodate future growth, and for capacity and level-of-service planning for the City’s infrastructure and parks system.

Our team will also develop a comprehensive demographic profile for Coppell to inform future land use, housing, and policy decisions. This analysis will evaluate trends in population growth, household composition, age, income, education, and tenure, with benchmarking against Dallas County, Denton County, and the broader DFW Metroplex to contextualize local dynamics. ESRI Tapestry Segmentation will be used to further understand resident preferences and lifestyle characteristics. The task will also include population and household projections to support long-term planning and reinforce Coppell’s goal of remaining a “City for a Lifetime” in a maturing, redevelopment-focused context.

3.6 City Facilities and Services. Our team will meet with City staff to review needs and future plans related to community facilities, such as the Arts Center and the City’s parks and recreational facilities, as well as City services. Using feedback gathered from the Smart City board, we will also explore the feasibility of upgrades, modernizations, and improvements for City services and facilities.

Task 4: Plan Elements: Curated Growth and Change

Plan elements include:

4.1 Land Use and Housing. The Future Land Use section of the plan will re-evaluate the distribution of existing uses against the market analysis and the projected population growth and demographics of the city, looking at residential, retail/commercial, mixed-use, industrial, and civic uses. We will:

- Evaluate the City’s land use categories and identify recommended modifications to the current categories.
- Provide 2–3 land use alternatives showing different land use patterns, as well as the fiscal implications of growth for each scenario to better understand return on investment. A preferred land use alternative will be identified through this process.
- Modify the City’s Future Land Use Plan to align with the preferred alternative.
- Create a housing typology that identifies the different types of residential development in a manner that is contextually appropriate for Coppell. The typology will include photos and/or illustrations for each type of residential development and indicate which housing types are appropriate for each land use category.

- Provide strategies to attract appropriate expressions of housing types that are under-represented in the community.

4.2 Old Town Coppell Master Plan Update. The original Old Town Plan created a pedestrian friendly shopping and dining environment that serves residents well. Thoughtful investment in cultural facilities, such as the Arts Center and the Cultural Museum, strengthened the destination aspect of Old Town, and the addition of contextually appropriate missing middle housing has further stabilized Old Town as a center for the community. To update the plan, Kimley-Horn will facilitate a one-day design charrette with the Planning Advisory Committee, with a series of work sessions exploring thematic design elements, preferred patterns of uses and intensity, and approaches to programming, regulation and incentives to ensure resiliency in Old Town. Building on the illustrations, priorities and preferences identified in the charrette, our team will provide recommendations for public improvements, thematic enhancements for public spaces, design standards for old town, any needed changes to the City's zoning regulations for Old Town and recommended economic incentives that would reinforce priorities identified in the charrette process.

4.3 Urban Design Plan for Special Areas, Gateways, and Intersections. In a one-day design charrette with the Planning Advisory Committee (PAC), our team will identify candidate sites for an urban design plan and then facilitate a series of work sessions to develop a sketch plan for three candidate sites. One of the charrette work sessions would consider fiscal impacts of various alternatives for each of the three sites. Building on the sketch plans developed in the charrette for these three identified special areas, we will provide recommendations for: thematic design enhancements for the public right-of-way (ROW), design standards needed for properties in the identified area, and recommendations for funding, management and enforcement for the proposed enhancements. The Urban Design Plan will consider different design elements in these areas, such as intersections, pedestrian connections, landscaping, signage and lighting.

4.4 Plan Recommendations and Strategies. Based on community input, the Vision 2040 plan, and the State of the City analysis, we will develop recommendations and strategies for the plan elements requested in the RFP. We will organize our recommendations and associated strategies topically, but collectively they will function as the roadmap for plan implementation. Strategies include plan and policy changes, public improvements, regulations, partnerships, and programs.

We suggest grouping these elements as follows:

- Economic development
- Transportation and connectivity
- Resiliency (economic, environmental, cultural)
- Community facilities and City services
- Neighborhood vitality

Some priorities will apply across multiple plan elements. For example, Smart City principles will be addressed for both City services and resiliency planning. This task will include a summary implementation matrix of all the strategies identified. The City can use this matrix to track plan implementation.

4.5 Zoning Code Review. Kimley-Horn will conduct a zoning code review to make sure that the zoning regulations are consistent with the Comprehensive Plan and compliant with state and federal law. We will outline the necessary updates to the zoning code following adoption of the comprehensive plan. We will evaluate legibility, compliance with state law, and consistency with the Comprehensive Plan. Examples of provisions that will be addressed include nonconformities, accessory dwelling units, special use permits, planned developments, and short-term rentals. In addition, this code review will identify new legislation passed that would require amendments to existing zoning standards for compliance.

4.6 Policy Cross-Check. The policy cross-check will be a matrix that indicates in line-item format how the recommendations and strategies of the Comprehensive Plan align with the goals, objectives, priorities, and recommendations of other identified City plans, such as Vision 2040. Gaps and conflicts between policy documents will be identified, as will points of strong correlation. This will help with future updates to the City's plans and policies.

Task 5: Adoption: Putting the Plan into Action

Specific adoption tasks include:

5.1 Draft Plan for Public Review and Comment. Prior to Community Meeting #3, we will create the draft plan document. This will serve as a compilation of the content developed during prior tasks. The draft plan will be posted on the project website and available for public comment for a fixed period—we suggest a 30-day comment period. The content of the draft plan will be the material presented at Community Meeting #3. The draft plan will be shared as a PDF document.

5.2 Plan Revisions. As the public comment period closes, we will make any revisions needed to the plan before preparing it for the adoption process. The final CPAC meeting will occur during this time, so that the CPAC can have a final meeting with our team prior to the adoption process.

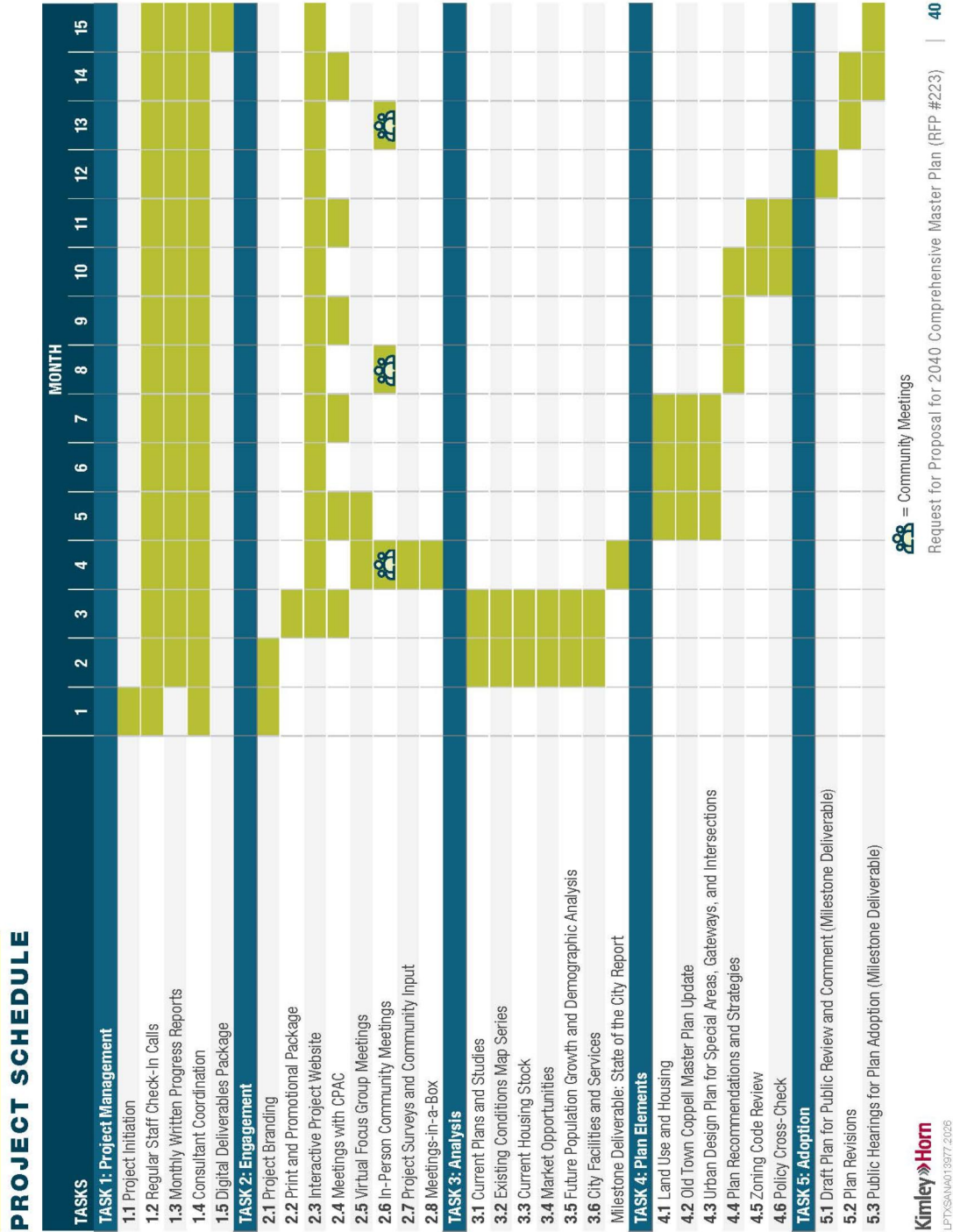
5.3 Public Hearings for Plan Adoption. Two Kimley-Horn consultants will present the Comprehensive Plan at public hearings for adoption. It is assumed in this scope that we will make presentations at one Planning and Zoning Commission meeting and one City Council meeting. We generally recommend having one to two representatives from each of these bodies on the CPAC to create a higher level of comfort with the final product as it moves into the adoption phase.

Additional Services

Any services not specifically provided for in the above scope will be billed as additional services and performed at Kimley-Horn's then-current hourly rates.

Schedule

Kimley-Horn will perform the services as expeditiously as practicable with the goal of meeting the following schedule:



Fees

Kimley-Horn will perform the services in Tasks 1 - 5 for the total lump sum fee of \$459,000. Individual task amounts are informational only. All permitting, application, and similar project fees will be paid directly by the Client.

<i>Task #</i>	<i>Task name</i>	<i>Line Item Cost</i>	<i>Total by Task Group</i>
Task 1	Project Management		\$ 45,000
1.1	Project Initiation	\$ 6,000	
1.2	Regular Staff Check-In Calls (15)	\$ 15,000	
1.3	Monthly Written Progress Reports	\$ 5,000	
1.4	Consultant Coordination	\$ 15,000	
1.5	Digital Deliverables Package	\$ 4,000	
Task 2	Engagement		\$ 100,000
2.1	Project Branding	\$ 8,000	
2.2	Print and Promotional Package	\$ 3,000	
2.3	Interactive Project Website	\$ 14,000	
2.4	Meetings with the CPAC	\$ 20,000	
2.5	Virtual Focus Group Meetings	\$ 8,000	
2.6	In-Person Community Meetings	\$ 31,000	
2.7	Project Surveys and Community Input	\$ 8,000	
2.8	Meetings in a Box	\$ 8,000	
Task 3	Analysis		\$ 91,000
3.1	Current Plans and Studies	\$ 8,000	
3.2	Existing Conditions Map Series	\$ 5,000	
3.3	Current Housing Stock	\$ 12,000	
3.4	Market Opportunities	\$ 35,000	
3.5	Future Population Growth and Demographic Analysis	\$ 9,000	
3.6	City Facilities and Services	\$ 8,000	
	Milestone Deliverable: State of the City Report	\$ 14,000	
Task 4	Plan Elements		\$ 192,000
1	Land Use and Housing	\$ 40,000	
2	Old Town Coppell Master Plan Update	\$ 46,000	
3	Urban Design Plan for Special Areas, Gateways and Intersections	\$ 46,000	
4	Plan Recommendations and Strategies	\$ 40,000	
5	Zoning Code Review	\$ 10,000	
	Policy Crosscheck	\$ 10,000	
Task 5	Adoption		\$ 31,000
1	Draft Plan for Public Review and Comment (Milestone Deliverable)	\$ 14,000	
2	Plan Revisions	\$ 8,000	
3	Public Hearings for Plan Adoption	\$ 9,000	
			\$ 459,000