



MEMORANDUM

To: Mayor and City Council

From: Traci E. Leach, Deputy City Manager

Date: December 9, 2025

Reference: Vision 2040 Refresh- Draft Report

2040: Sustainable Government

Introduction:

This item is a briefing only for the City Council to hear from BerryDunn, McNeil & Parker, LLC (BerryDunn) regarding the preliminary draft and recommendations for the Vision 2040 Refresh. Karen Whichard, project lead, will be present to brief the Council.

Background:

Current Plan:

In April 2019, the City Council accepted the Vision 2040 Strategic Plan from the Council-appointed resident Executive Committee. In the intervening years, the City has successfully implemented major elements of this plan. Over \$75 million has been expended since 2019 by the City Council for projects and initiatives that support this Strategic Plan.

In early 2025, the City issued an RFP for Facilitation Services Vision 2040 Plan Refresh and awarded a contract to BerryDunn in an amount not to exceed \$75,000.

BerryDunn facilitated the community conversation to explore whether this plan, in its current iteration, still reflects the community's priorities. This community engagement effort will refine, not wholly re-create, the future vision for the community as reflected by today's Coppel.

Benefit to the Community:

The Council and staff rely heavily on the goals identified in the Vision 2040 Strategic Plan to guide every core function that serves the community. The Vision 2040 Strategic Plan serves as the foundation for all budget and service delivery decisions. Aligning the vision for the Strategic Plan is critical to ensuring that the Council and staff are working towards the vision that represents our community.

Legal Review:

N/A

Fiscal Impact:

N/A

Recommendation:

No action is required or requested at this time.