



MEMORANDUM

To: Mayor and City Council

Through: Mike Land, City Manager

From: Traci E. Leach, Deputy City Manager

Date: March 27, 2018

Reference: Vision 2040 Strategic Plan Professional Facilitation Services

2030: Sustainable City Government: Goal 1 “Excellent City Services with High Level of Customer Satisfaction”

Introduction:

The Vision 2040 Strategic Planning process will be a citizen-driven process, designed to incorporate a widespread representation of residents, through a number of engagement opportunities, to help shape the vision for Coppell’s future. Facilitation of the citizen input sessions and the ability to stimulate citizens' future-thinking will be critical to the success of the plan. As such, a request for proposals was advertised on January 5, 2018. Eight (8) proposals were received. Staff interviewed the four (4) top-rated firms and selected Future iQ to serve as the professional facilitator for the Vision 2040 Strategic Plan. Future iQ is a management consulting firm specializing in helping organizations and regions plan for the future. Their unique processes and specialized methodology aim to connect emerging regional/national/global trends with Coppell’s specific and unique character and priorities for making strategic shifts that will sustain and enhance our community. The end product will not be a traditional strategic plan, but will instead be a future-oriented strategic vision tailored specifically to preserving what makes Coppell unique.

Background:

The existing Vision 2030 Plan has been a tool that the Council and staff have utilized to guide the City in its development since the plan’s adoption in 2009. In that time period between 2009 and today, the City has invested over \$110 million in improvements to implement components of this strategic plan.

However, knowing that the time horizon for the existing plan has just over ten (10) years remaining, it is time to expand the vision for the out another ten years to 2040. To kickstart this process, the City hosted a Citizen Summit in September 2017 to get citizens thinking about the future. Almost 100 residents participated in this exercise. The next step in the process will include more detailed

discussions and conversations with as many residents as possible to begin fleshing out what residents see as the future of Coppell. The City's external environment is experiencing many trends that are beginning to manifest themselves, which will have a tremendous impact on our future. Ideas like Smart Cities technology, the Internet of Things, autonomous vehicles, drones, block chain, and many other ideas and concepts are already here or are just beginning to emerge. If we layer those technology changes with the more internal changes that the City is already experiencing, such as changing demographics, approaching build-out, and changing customer expectations, it becomes imperative that the City be in a position to respond to these changes in a timely manner in order to meet the needs of our customers and residents.

Future iQ will spear-head the effort to facilitate these discussions in a way that is productive, future-oriented, and representative of the community desires to produce a fresh, new plan that will serve the City for the next ten (10) to twenty (20) years.

Analysis:

The evaluation criteria included factors such as project approach, project team member qualifications, past project experience, project budget, and project timeline. Future iQ was selected based on their unique project approach that will be transparent and allow citizens to easily track progress; outstanding experience in developing future-thinking plans that are specifically tailored to each city's specific needs and unique character; staff that lives in the future-thinking world; a robust citizen-focused process that was within budget; and a timeline within the 12-month schedule outlined in the RFP.

Legal: The City Attorney has reviewed and approved this agreement.

Fiscal Impact: The agreement, as proposed, is within the amount budgeted.

Recommendation: Staff recommends approval of the Agreement for Professional Services to Future iQ for professional facilitation services for the Vision 2040 Strategic Plan.