



MEMORANDUM

To: Mayor and City Council

Through: Mike Land, City Manager

From: Traci E. Leach, Deputy City Manager

Date: February 12, 2019

Reference: **Vision 2040 Strategic Plan Public Hearing**

Introduction:

At the January 29, 2019 Fifth Tuesday workshop, the Council received a presentation from the Vision 2040 Executive Committee and Future iQ summarizing the first draft of the Vision 2040 Strategic Plan. This plan was the culmination of a robust community engagement process that began in earnest in June 2018 with the Think Tank. Since that time, there have been approximately 30 engagement opportunities for the community to voice their opinions and provide feedback to guide Coppel into the next twenty-year strategic plan.

Tonight, the Executive Committee and Future iQ will make a presentation to summarize the key points of the plan and present a summary of any feedback that was received since the plan draft was released and the two community meetings were held on February 11 and 12. Additionally, as this is a public hearing, the community is invited to make their comments heard at this time.

Background:

The Vision 2030 Strategic Plan, which was adopted in 2009, has provided this community and the Council with clear direction and priorities that have resulted in tremendous progress and success in implementing that vision.

At the 2018 Winter Council Retreat, the Council outlined three guiding principles for the upcoming Vision 2040 process to update the City's vision/planning document. Transparency, community-driven process, and inclusiveness were the key principles that guided every step of the process, starting with the selection of the consultant that has helped facilitate community discussions. Future iQ was selected due to its future-oriented philosophy and data-driven methodology.

The community engagement process was driven by the appointment of a citizen Executive Committee that proved to be invaluable in terms of community outreach and representation of the Coppel community. Members of the Executive Committee were engaged at every stage of the process and

were able to ensure that the plan reflected the input and feedback gathered during the engagement process.

The engagement process began with the Think Tank in June 2018 and extended into workshops, focus groups, in-depth surveys (conducted both online and in-person at the workshops), and a re-convene of the original Think Tank that resulted in approximately 2,000 stakeholder participants that provided their input at one or more of those stages of the process. Efforts were made to include as many voices within the community and eliminate barriers to participation by offering virtual sessions, child watch, language translation and flexible times during the week and the weekend.

The report itself includes seven pillars around which high-level goals and objectives were identified to support each pillar. The report can be accessed by using this link: <http://lab.future-iq.com/wp-content/uploads/2019/02/Coppell-2040-Vision-and-Strategic-Action-Plan.pdf> and is available for the public to view as well on the project portal. Comments received from the community meetings and this public hearing will be compiled and considered for inclusion in the final draft that will be presented for Council consideration at the February 26, 2019 regular Council meeting.

Analysis: The community should be proud of the effort and commitment made by each and every participant in the process. Participation commitment ranged from around 90-minute sessions to the Think Tank, which asked participants to participate in more than eight hours over two back-to-back evenings. The plan, through the pillars, recognizes the challenges facing Coppell and takes an inclusive approach that preserves, respects, and strengthens what makes Coppell unique, while also innovating towards a new future that embraces technology and inclusivity.

Legal: N/A.

Fiscal Impact: Undetermined.

Recommendation: No action is required.