



## MEMORANDUM

**To:** Mayor and City Council

**Through:** Mike Land, City Manager

**From:** Traci E. Leach, Deputy City Manager

**Date:** March 26, 2019

**Reference:** **Vision 2040 Strategy for Discussion**

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### **Introduction:**

The Executive Committee presented the Vision 2040 Strategic Plan to the City Council on February 26, 2019. The report is the culmination of eight months of community engagement and participation. Over 2,000 residents provided high value data and insights throughout the process.

The purpose of this work session item is to make sure the Council is aligned in terms of how the component parts of the plan will be discussed moving forward.

### **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 Coppell 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 visiting the project portal-  
[www.lab.future-iq.com/coppell-vision-2040/](http://www.lab.future-iq.com/coppell-vision-2040/)

**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 Coppel and takes an inclusive approach that preserves, respects, and strengthens what makes Coppel unique, while also innovating towards a new future that embraces technology and inclusivity.

As outlined in the transmittal letter, the Executive Committee fully supports and endorses the Vision 2040 Strategic Plan.

**Legal:** N/A

**Fiscal Impact:** Unknown

**Recommendation:** N/A