








Icon	Goal	Work Plan Objective	Responsibility	Target	Status
2040 Strategy					
Pillar One: Perpetuate a Learning Environment					
	Establish Coppel as a laboratory of learning	Continue to partner w/New Tech to provide opportunities for the students to get involved with the City while providing assistance on a City project	All	Sep '21	
		Explore ways to socialize recreational learning activities	Dennis, Brad, Kevin	Sep '21	
		Assemble community "Brain Trust" to foster communication and collaboration with partner organizations (such as Chamber of Commerce/CISD)	CMO	May '21	
		Participate in CISD Parent University	Danny	Mat '21	
Pillar 2: Foster an Inclusive Community Fabric					
	Promote Socialization and Community Cohesiveness	Explore "Community Table" Dinners as part of Allies in Community Program	Vicki	June '21	
		Grow "Meet your Neighbor" (& Similar)	Dennis	Sep '21	
		Expand National Night Out to non-HOA areas	Danny	Jul '21	
		Develop a neighborhood beautification contest voted on by the community	Mindi	June '21	
Pillar 3: Enhance the Unique "Community Oasis" Experience					
	Develop a "sense of neighborhood" at an appropriate scale	Create a program and develop guidelines for a neighborhood sign topper program	Mindi	July '21	

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Pillar 4: Future Oriented Approach to Residential Housing					
	Establish programs to protect the unique character of single family home community oasis nodes	Revise existing fence ordinance	Mindi	May '21	
	Explore refit and refurbishment of older housing stock	Partner with home improvement stores to host Do-It-Yourself classes on improving curb appeal	Mindi	Sep '21	
		Develop policy proposal for Council discussion for incorporating pocket parks into the Zoning and Subdivision Ordinance as older neighborhoods redevelop and turn over	Brad, Mindi, Kent	Apr '21	
	Explore new options for 55 plus (or aging in place) that maintain high standard of living while reducing footprint	FOARD Board to host joint meeting(s) with Council and appropriate boards	Mindi	Aug '21	
Pillar 5: Create Business and Innovation Nodes					
	Support the Old Town area and concept	Propose economic development policy for City Council discussion	Traci, Mindi	Apr '21	
		Develop Merchant Card for businesses to be distributed at the Arts Center	Mindi	Jan '21	
		Develop staff protocol for Old Town activities to lessen reliance on City staff and strengthen leadership of Old Town stakeholders	Traci	Dec '20	
	Encourage redevelopment of 'hot spots' along commercial/retail corridors as major creativity zones	Examine Beltline/Denton Tap intersection as a transit oriented development opportunity.	Kent	Sep '21	
	Work with the commercial / warehouse district on future Version 2.0 and Explore future trends in retail and re-purposing commercial areas	Deliver a report to the City Council that dives into the details, issues, and recommendations for action related to the future of warehouse, retail, and commercial redevelopment in Coppell	Mindi	Sep '21	
Pillar 6: Implement Innovative Transportation Networks					
	Build Coppell's transportation system to connect with regional systems	Examine how to leverage DART station as a node to regional transportation system	Kent	Jul '21	
		Work w/regional partners to begin identifying autonomous routes	Kent	Sep '21	
		Study Mockingbird/Beltline intersection/connection to Campion Trail	Brad	Sept '21	

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Pillar 7: Apply Smart City Approach to Resource Management					
	Build backbone of Smart Operating Systems for all resource management	Connect new facilities with private fiber	Jerod	Feb '20	
		Consolidate City's Data Centers	Jerod	Sept '21	
		Partner with other cities for offsite disaster recovery	Jerod	Sept '21	
		Present SMART Board Recommendations to Council	Jerod	Dec '20	
		Complete infrastructure mgmt. data collection (sewer, storm)	Kent	Aug '21	
		Select Enterprise Asset Management platform & begin discovery/implementation	Kent	Jan '21	
Foundation: Sustainable Government					
	As a fiduciary, the City will ensure that there are adequate financial resources to support City services.	Develop new forecast tool to replace the current 5-year Plan	Jennifer	Mar '21	
		Develop public facing financial dash boards	Jennifer	Jun '21	
		Develop cost of service methodology to improve service delivery decision-making	Traci	Jan '21	
	City Services will be provided in a manner that ensures high levels of customer satisfaction	Develop and implement improved systems to measure citizen satisfaction levels	Traci	Sep '21	
		Identify and implement new ways to communicate with residents and stakeholders	Hannah	Sept '21	
		Begin implementation and conversion for Pier Phase IV Implementation - Utility Billing	Jennifer	Sep '21	
		Expand Virtual Town Hall and other creative engagement activities	Jennifer	Apr '21	
	City Infrastructure will be well-maintained and consistent with the Council's value proposition.	Develop implementation strategy for Fire Department Fire Station 1 relocation	Kevin	Sep '21	
		Complete Fire Station 4 Construction	Kevin	Mar '21	
		Implement Drainage Utility District Rate increase	Kent	Aug '21	
	The City will maintain a quality workforce to serve the community	Complete development of Culture Cultivation training and orientation program that retains and develops new and current employees	Vicki	Sept '21	
		Maintain competitive comp /benefit package that appeals to our current and future employees	Bo	May '21	
		Develop and implement systems to evaluate and grow effectiveness of employee training	Dennis	Sep '21	