








Icon	Goal	Work Plan Objective	Responsibility
2040 Strategy			
Pillar 1: Perpetuate a Learning Environment			
	Establish Coppel as a laboratory of learning	Continue to work with educational entities on a city-related projects	All
		Enhance the collaboration/coordination between Parks/Library for educational programs	DQ/JC/HC
Pillar 2: Foster an Inclusive Community Fabric			
	Promote Socialization and Community Cohesiveness	Engage Allies Ambassadors in developing neighborhood events and promoting National Night Out.	VC/DB
		Explore options to adapt programs for greater accessibility	DQ/JC
		Evaluate feasibility of implementing a community engagement effort that focuses on community input, civic engagement training, cultivating and creating new community partnerships, and volunteer management.	TL
		Explore the development of a Youth Allies Program in partnership with CISD	VC
Pillar 3: Enhance the Unique "Community Oasis" Experience			
	Develop a "sense of neighborhood" at an appropriate scale	Engage Allies Ambassadors in developing neighborhood Allies groups for service projects, neighborhood beautification and/or welcome neighbors program.	VC
		Join the Neighborhood Engagement & Revitalization Alliance (NERA)	MH
		Research hosting a Neighborhood Summit	MH
		Sponsor one block party per year	MH
		Implement a Neighborhood Sign Topper program	MH

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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	Work with the FOARD Task Force to establish the unique character of each community oasis node	MH
	Explore refit and refurbishment of older housing stock	Implement the Neighbors Helping Neighbors program	MH
		Explore potential incentive programs that address the future changes and needs related to housing in Coppell.	MH
	aging in place) that maintain high standard of living while reducing footprint	Conduct joint meeting with City Council & FOARD	MH
		Present recommendations from the FOARD Task Force to City Council to get direction on housing options to pursue	MH
Pillar 5: Create Business and Innovation Nodes			
	Support the Old Town area and concept	Explore potential dining options in Old Town	MH
	Explore future trends in retail and re-purposing commercial areas	Evaluate applicability/feasibility of Tax Increment Financing as stimulus for redevelopment	MH
		Develop plan for a business incubator.	MH
		Host roundtable with retail developers to discuss future trends and discover conditions needed to create a ripe environment for redevelopment including items such as parking requirements and signage.	MH
		Evaluate different economic development models	JM/MH/KT
	Encourage redevelopment of 'hot spots' along commercial/retail corridors as major creativity zones	Explore partnering with Arts Center and local arts groups to create pop-up arts and culture experiences in 'hot spots'	JC
		Engage the community to identify desired uses and ideas to be included in a creativity zone	MH
	Work with the commercial/warehouse district on future Version 2.0	Host meeting/roundtable with developers to discuss the future of the area	MH
Hold focus groups with existing businesses to learn what they are considering for future operations - particulalry post-COVID		MH	

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Pillar 6: Implement Innovative Transportation Networks			
	Build Coppell’s transportation system to connect with regional systems	Continue exploring autonomous routes and alternate modes to connect business hubs with regional connectors such as the DART Silver Line	KC
	Create new modes of connectivity between community oasis pockets, recreations and community nodes.	Explore opportunities to permit or enhance the use of alternative modes on existing on-road and off-road links	KC
Pillar 7: Apply Smart City Approach to Resource Management			
	Build backbone of Smart Operating Systems for all resource management	Explore Internal and External Data collection/Data visibility	JA
		Research the concept of a virtual twin city	JA
		Continue implementation of Enterprise Asset Management	KC
Foundation: Sustainable Government			
	As a fiduciary, the City will ensure that there are adequate financial resources to support City services.	Evaluate processes and services for more efficient and effective use of City resources.	KT/DQ
	City Services will be provided in a manner that ensures high levels of customer satisfaction	Finalize format of biannual community survey and conduct community survey	TL
	City Infrastructure will be well-maintained and consistent with the Council's value proposition.	Continue reconstruction of Belt Line between IH-635 and Southwestern	KC
		Continue implementation of water system redundancy project	KC
		Start reconstruction of Sandy Lake Lift Station	KC
	The City will maintain a quality workforce to serve the community	Select Consultant to complete Compensation/Classification study for the organization.	HR/TL
		Select Consultant to present Allyship training for City Staff.	HR/VC