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BOLD VISION ★ 2040

COPPELL VISION 2040
SCENARIO-BASED THINK TANK WORKSHOP

25 and 26 June 2018

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This report summarizes the Scenario- based Think Tank workshop held in Coppell, Texas on June 25 and 26, 2018. Approximately 100 community members attended the workshop and developed the scenarios presented in this report. This report has been produced as part of the wider Coppell Vision 2040 community visioning initiative.
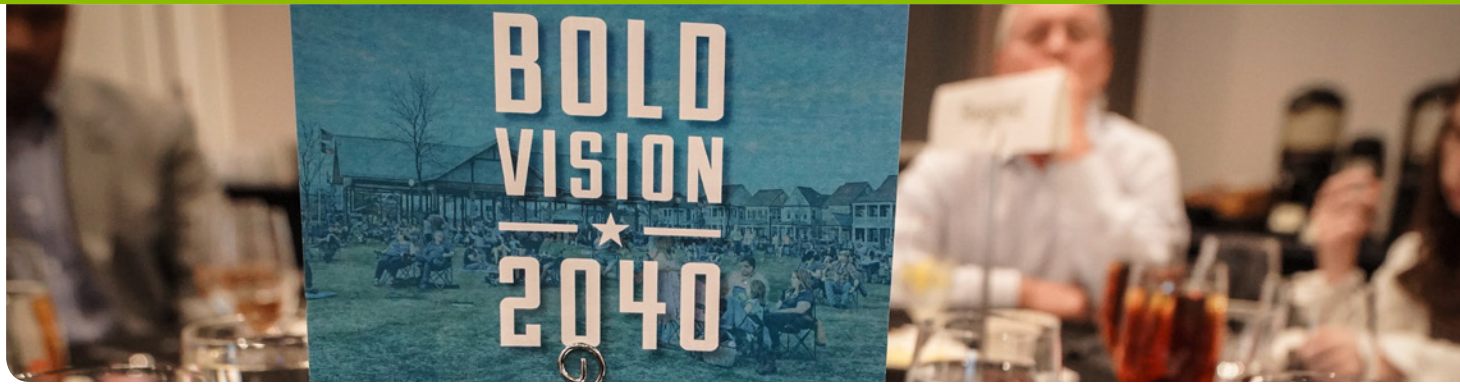
REPORT PREPARED BY:

future→iQ

WORKSHOP HOSTED BY:

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EXECUTIVE SUMMARY

This report provides an analysis of the 2 day Think Tank which was conducted on the evenings of June 25 and 26, 2018. The Think Tank is one aspect of the overall Vision 2040 initiative which will conclude with the production of the Coppell 2040 Strategic Plan. The Think Tank used scenario planning methodology in order to produce four scenarios for the future of Coppell in 2040. The in-depth process of forming the four scenarios through strategic planning and the descriptions of those scenarios are described within this report. The Think Tank included representatives from local organizations and community groups. The Vision 2040 process aims to build on this initial input with feedback from over 1,000 other community members.

1.0   INTRODUCTION

The Scenario-based Think Tank workshop was conducted as part of Coppell Vision 2040. Future iQ has been contracted by the City of Coppell to design and deliver the overall Coppell Vision 2040 initiative. The Coppell Vision 2040 initiative is a large-scale community visioning initiative that will ultimately create the Vision 2040 Strategic Plan. It follows the previous planning initiative, Coppell Vision 2030 which was conducted in 2009. In the intervening years, Coppell has experienced tremendous success implementing major elements of this plan. Since 2009, the City of Coppell has undergone many changes that have altered the environment. The city is rapidly approaching build-out and will be facing challenges associated with the redevelopment of existing spaces to accommodate future growth. Community demographics are changing in ways that are both typical of other communities and unique to Coppell. Ethnic and cultural diversity are important elements to the identity of Coppell. Like many communities, residents are aging and looking for ways to stay engaged within the community. The City is heavily investing in succession planning and leadership development to ensure that the next generation of leaders can build upon the foundation of the existing culture of service and excellence.
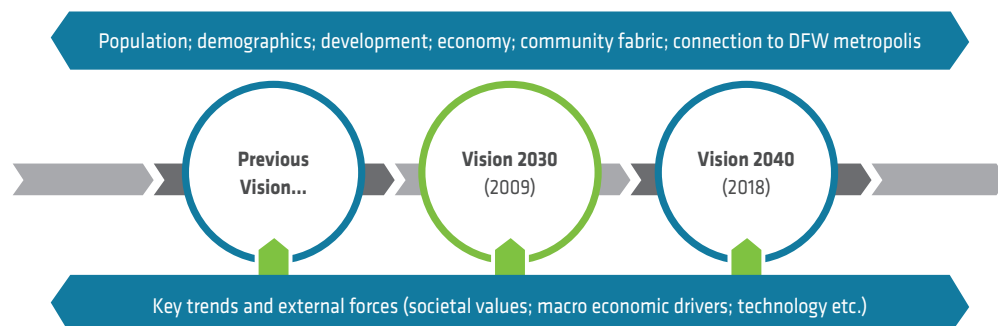
It is against this backdrop that the planning for the future of Coppell is taking place through the Coppell Vision 2040 initiative. Central to the initiative is in-depth community engagement including the Vision 2040 community survey, scenario planning in the form of the Scenario-based Think Tank, community engagement workshops and focus groups. There is a strong emphasis on transparency, diversity and inclusivity. The overall aim is to involve the input of over 1000 citizens from Coppell.

This report will outline the Scenario-based process which was represented in the Think Tank workshop, with the results obtained from the process.

2.0   SCENARIO PLANNING

The Think Tank was conducted to create an awareness of plausible futures, which would then assist with the decision regarding the preferred future for Coppell.

2.1   SCENARIO-BASED THINK TANK WORKSHOP

The Think Tank workshop was conducted on the evenings of June 25 and 26, and launched the overall Coppell Vision 2040 process. The workshop explored how Coppell would change by 2040 and consisted of:

- A review of global trends and the impact of these trends on Coppell

- Identification of the key drivers shaping the future of Coppell

- Formulation of the different plausible scenario 'spaces' and development of detailed narratives and descriptions of each scenario

- Examination of the impact and consequences of each scenario on various aspects of community and economic development in Coppell

- Identification of the preferred future and critical actions steps to achieve the preferred future

The Think Tank began with an in-depth presentation on future trends and global conditions, before moving on to conduct scenario planning for the city of Coppell. Future iQ's Scenario Planning process provides a methodology from which to explore plausible futures and considers the implications of various future scenarios. The process aimed to:

- Deepen the understanding and examination of how external events and local conditions could shape decision-making

- Identify and understand the key influences, trends, and dynamics that will shape the city of Coppell looking out to 2040

- Create and describe four plausible long-term scenarios for the city of Coppell

- Begin exploring alignment around a shared future vision

- Examine the strengths and weaknesses of the community as perceived by the citizens

The scenarios developed during this Scenario Planning process and outlined in this report are important in order to provide a framework to discuss future possible outcomes and implications for the region. Workshop deliberations can assist in identifying key actions for the city of Coppell and in identifying how various groups might effectively contribute to future developments.

2.2   THINK TANK AGENDA

Coppell Vision 2040 Future Think Tank Workshop

AGENDA

We are looking forward to your participation at the Coppell Vision 2040 Future Think Tank Workshop. This will be an engaging and interactive scenario planning workshop.

Date: Monday, June 25 and Tuesday, June 26, 2018

Time: 4:30pm – 9:00pm

Location: Four Points by Sheraton Dallas Fort Worth Airport North
1580 Point West Boulevard, Coppell, TX

High Level Agenda:

Monday, June 25		Tuesday, June 26	
4:30pm	Registration	4:30pm	Registration
5:00pm	Meal/Networking	5:00pm	Meal/Networking
5:30pm	Welcome and introductions	5:30pm	Recap of Day One
6:00pm	Future Trends and Emergent Issues and connection to Coppell	6:00pm	Scenario Narrative Development (breakout groups)
7:30pm	Break	7:30pm	Break
7:45pm	Identification of key drivers shaping the future	7:45pm	Scenario Presentations
8:30pm	Ranking key drivers	8:30pm	Plausibility Mapping
9:00pm	Finish	8:45pm	Next steps
		9:00pm	Finish

The Coppell Vision 2040 initiative will be run throughout 2018 and will result in an innovative roadmap and Strategic Action Plan that will guide Coppell towards 2040. For more details about the initiative, visit: http://lab.future-iq.com/coppell-vision-2040/

The Future Think-Tank Workshop is being facilitated by Future iQ, (www.future-iq.com) an international research and consultancy company specializing in future planning. This firm has been contracted by the City of Coppell to design and facilitate the Coppell Vision 2040 initiative.

For further details
2040@coppelltx.gov / 972-462-5165

2.3   A DEEP DIVE INTO THE FUTURE

In order to create a context for the scenario planning that would be carried out during the workshop, future trends were presented at a global, regional and local level. Emergent issues and their connection to the future of Coppell were discussed by the participants at both table level and at an overall group level, in a facilitated manner. These trends included:

- Demographics, population, mass urbanization and changing societal values

- Cities of the Future

- Macro-economics and shifting power

- Energy, food, water and changing weather patterns

- Technology driving and enabling accelerated change

Macro and regional trends and their implications for Coppell were explored in order to create a future thinking mind-set.

This 'big picture' exploration was necessary in order for the participants to transition into a future oriented mind set, and discuss how the macro trends would affect the region by 2040.

2.4   KEY DRIVERS IDENTIFICATION

With the background of external trends, participants identified drivers that they considered most likely to shape the future of Coppell. The drivers were then discussed at group and workshop levels. The scope of each driver was clarified, and any similar drivers were grouped and new drivers added, until a list of twenty unique key drivers were identified.

KEY DRIVERS SHAPING THE FUTURE OF COPPELL, AS IDENTIFIED BY PARTICIPANTS:

*Please note that these drivers are not in any particular order*

1. **Community Engagement** - Bringing everyone together to work as a community

2. **Future Focused Education** - Education of millennial and younger workers for future focused technologies; enablement of better economic opportunities

3. **Cultural and Ethnic Diversity** - Benefits of first and second-generation immigrants and parents; bilingual education needed, especially for health reasons; educate community about the benefits immigrants bring; allow all to thrive/navigate well here; engage groups with the City

4. **Population Growth** - Especially with respect to traffic and how to handle increased population

5. **Aging Infrastructure** - In a broad sense, need to plan for new infrastructure, housing, etc and transition to new technologies; need to fix aging infrastructure now to leverage later

6. **School District Performance** - Safety and education are key for community and schools; school district a primary factor in moving to Coppell

7. **Regional Development** - Impact of outside community development and influences

8. **Commuting Patterns** - Creates different demands on community; bedroom community – daytime vs. night time population; those who live vs work in community or come for other reasons

9. **Community Attractiveness** - Quality of life. Coppell has made itself a draw in light of changing regional development; as this changes, our location must remain attractive

10. **Public Safety Resources** - Demand on our resources will have an effect on crime levels, response time, etc

11. **Conflicting Educational Experiences** - Need for broader educational opportunities and educational expectations such as lifelong learning, etc

12. **Water Management** - Consumption and water use, capture, recycling; whether dependent on outside sources and how to manage it

13. **Taxing Levels**- Especially property taxes – affecting who can live in Coppell

14. **Local Business Support** - Local business potential and loyalty; the economy is the driver – lots of competition in surrounding communities; people often don't stay in town to spend money

15. **Location/Proximity** - Great proximity to Dallas / Fort Worth

16. **Public Health and Healthcare** - Access to care; issues such as obesity, opioids, long-term eldercare, chronic illness, infectious disease, mosquitos

17. **Technology Impact**- Amazon effect; it's not about opening more warehouses, but everything they bring with them

18. **Housing Access and Affordability** - Availability and affordability; access to different types of housing including family housing and apartments

19. **Transportation** - Currently is separating various aspects of the community; could be used more as a connector

20. **Land Use** - How we choose to use it once it is built out; public spaces and green spaces need to be kept to maintain attractiveness

Drivers are events, trends, developments, catalysts or forces; that actively influence or cause change. The top 20 drivers for Coppell will shape the community's future.

2.5   IDENTIFYING SCENARIO SHAPING CLUSTERS OF DRIVERS

The participants rated each of the twenty key drivers for its 'Importance' and 'Uncertainty'. The scale used was 1 – 10 (1 = low 10 = high). Importance refers to how important the participant considers the driver will be in shaping the future of Coppell. Uncertainty refers to the degree of uncertainty associated with the driver in terms of its future level of uncertainty, impact, or both. The individual ratings by each participant were pooled and averaged, providing an overall rating for each driver by the entire group of stakeholders.

Then, a scatter diagram of the drivers, based on importance and uncertainty, was developed. The scatter diagram allows the identification of clusters which are relatively high in Importance and Uncertainty. This process illustrates the clusters of drivers that were seen as critical in shaping the future – these clusters are termed 'Scenario Shaping Clusters of Drivers.'

Scenario shaping clusters of drivers

- – Infrastructure Solutions
- – Community Evolution
- – non clustered drivers
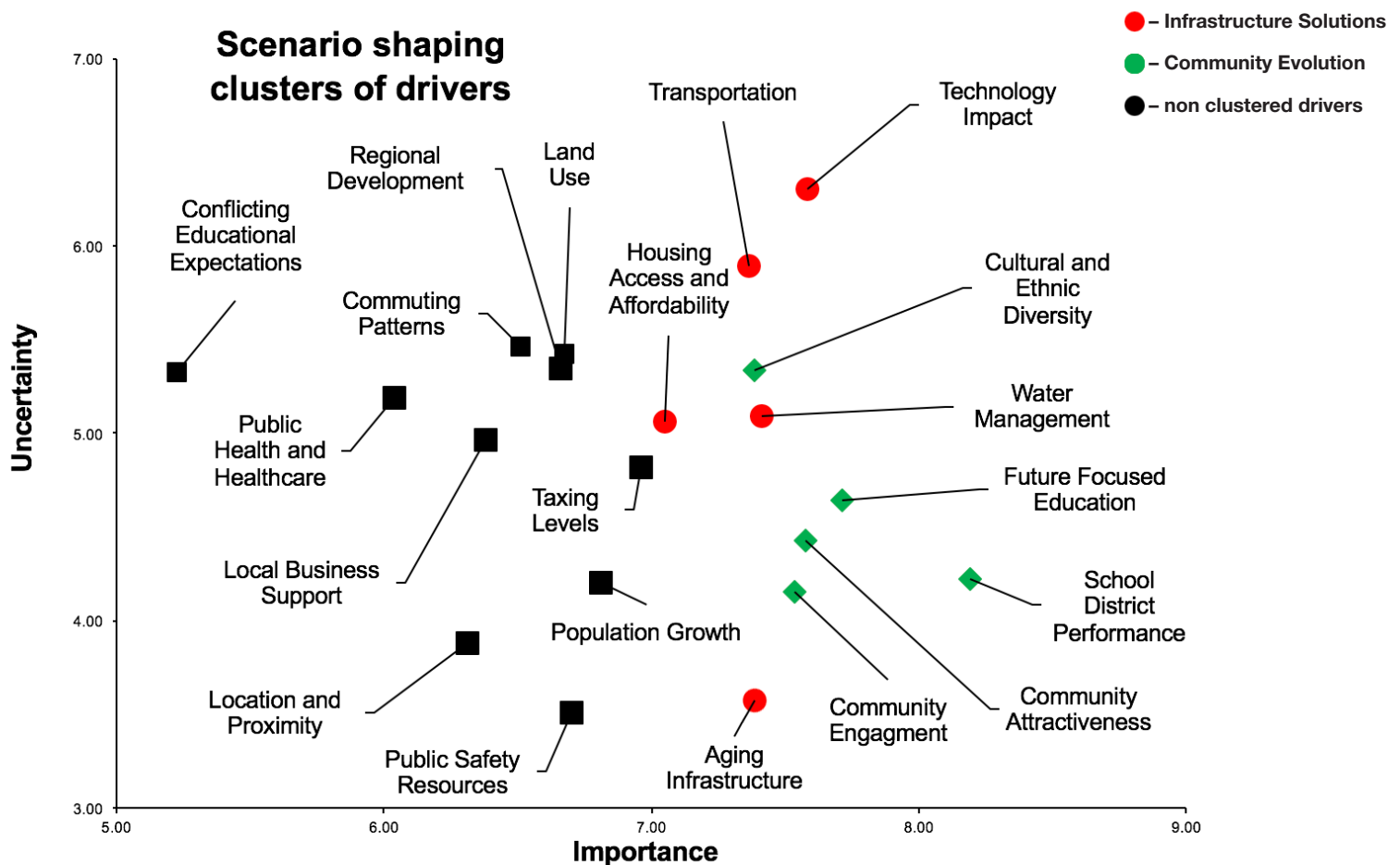
2.6   CLUSTER MAP DEVELOPMENT AND SCENARIO AXIS

Grouping similar drivers into two categories, clusters of drivers were identified by adding a thematic name linking the drivers in the clusters. These themes became the basis for two axis on the scenario matrix that define four scenario 'spaces', with quadrants either towards or away for each driver cluster. These quadrants were used to formulate four plausible scenarios. The two axis were defined as 'Community Evolution' and 'Infrastructure Solutions.'

The two axis of the scenario matrix were developed through thematic clustering of the key drivers.

CLUSTER THEMES

Community Evolution

- Cultural and Ethnic Diversity

- Future Focused Education

- School District Performance

- Community Engagement
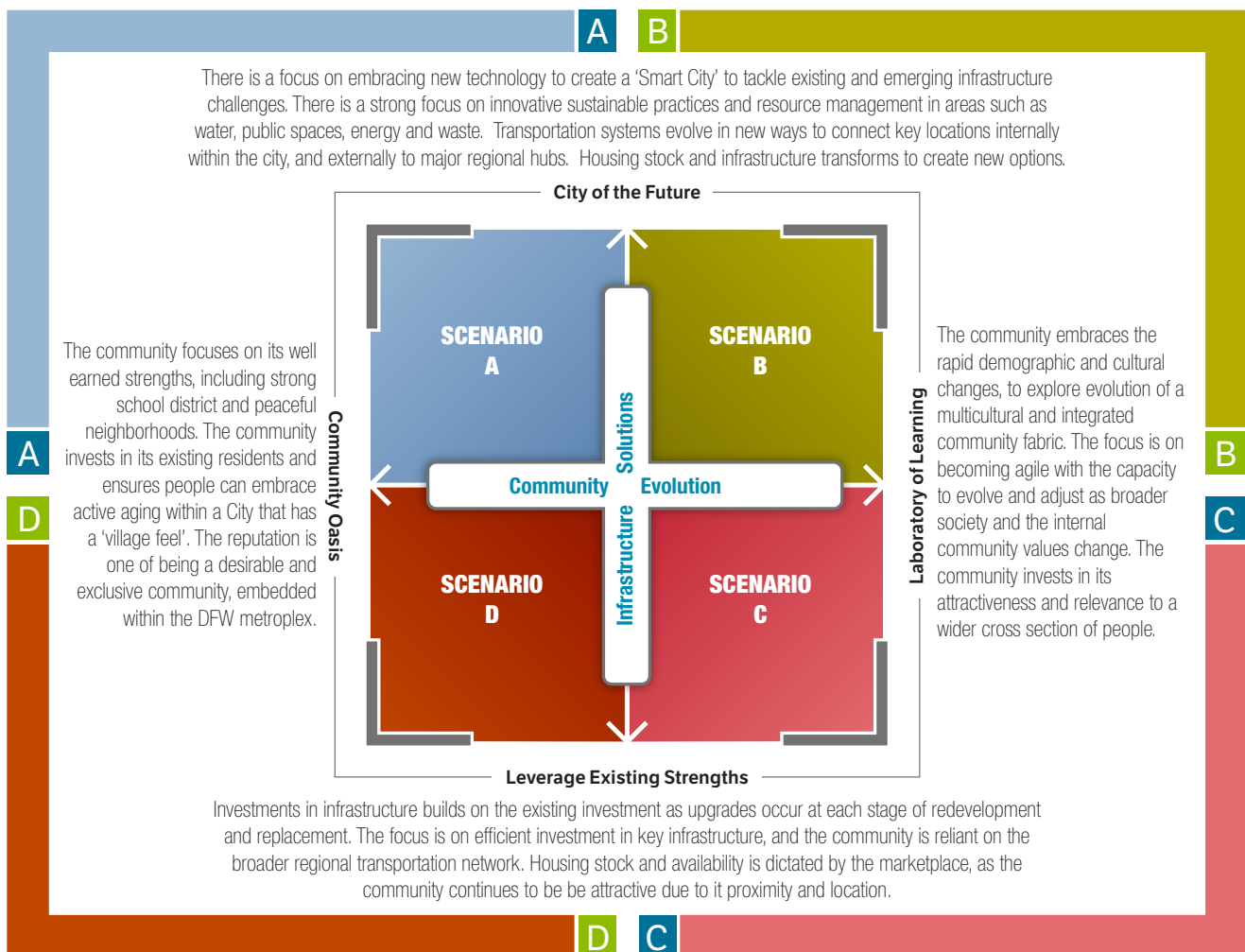
- Community Attractiveness

Infrastructure Solutions

- Technological impact

- Transportation

- Water management

- Housing access and affordability

- Aging Infrastructure

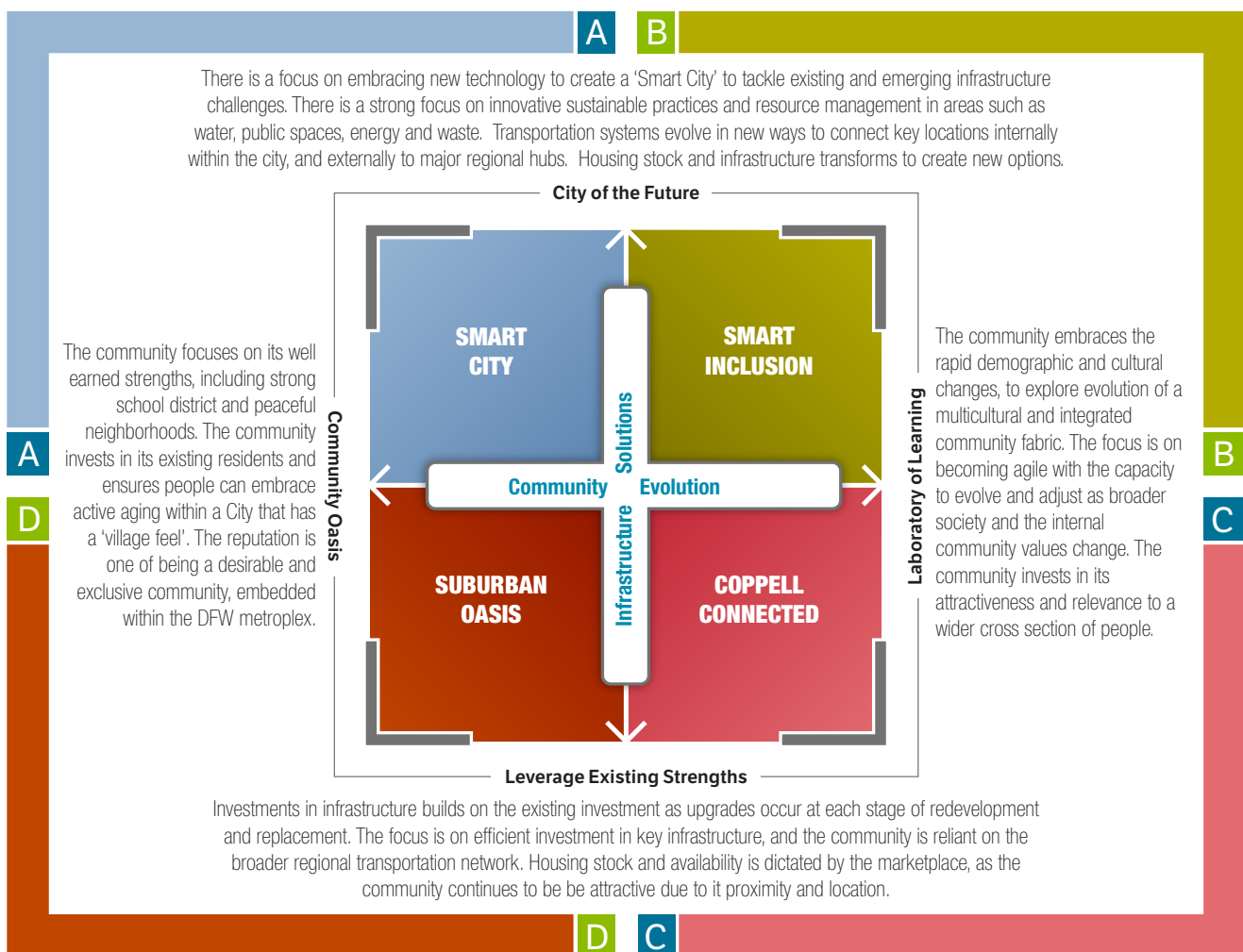## 2.7   DEVELOPING FOUR PLAUSIBLE SCENARIOS FOR THE FUTURE

Workshop participants were presented with the scenario matrix, defined by the two major axis generated through the cluster development of the key drivers. Brief descriptions were also attached to the end points of each axis. While these end points do not necessarily represent two extremes on a linear continuum, they are distinct enough to suggest some degree of separation and a plausible range of outcomes between them. The four quadrants (scenario spaces) based on different combinations of the two cluster themes, were reviewed and discussed with the workshop participants. This discussion explored the description of the end points included in each scenario space, the possible interaction between these drivers, and how they formed the axes that defined the four scenario spaces. The descriptions of the scenarios in the scenario matrix were generated through discussion in the Think Tank and the key themes reflect the actual language used by participants.

A   B

There is a focus on embracing new technology to create a 'Smart City' to tackle existing and emerging infrastructure challenges. There is a strong focus on innovative sustainable practices and resource management in areas such as water, public spaces, energy and waste. Transportation systems evolve in new ways to connect key locations internally within the city, and externally to major regional hubs. Housing stock and infrastructure transforms to create new options.

City of the Future

A

The community focuses on its well earned strengths, including strong school district and peaceful neighborhoods. The community invests in its existing residents and ensures people can embrace active aging within a City that has a 'village feel'. The reputation is one of being a desirable and exclusive community, embedded within the DFW metroplex.

D

| SCENARIO A | SCENARIO B |
| SCENARIO D | SCENARIO C |

Community Oasis

Solutions

Community   Evolution

Infrastructure

Laboratory of Learning

B

C

The community embraces the rapid demographic and cultural changes, to explore evolution of a multicultural and integrated community fabric. The focus is on becoming agile with the capacity to evolve and adjust as broader society and the internal community values change. The community invests in its attractiveness and relevance to a wider cross section of people.

Leverage Existing Strengths

Investments in infrastructure builds on the existing investment as upgrades occur at each stage of redevelopment and replacement. The focus is on efficient investment in key infrastructure, and the community is reliant on the broader regional transportation network. Housing stock and availability is dictated by the marketplace, as the community continues to be be attractive due to it proximity and location.

D   C

2.8   SCENARIO MATRIX – VIEWS OF THE FUTURE

Event participants were randomly allocated to one of four groups and asked to formulate a scenario for their respective quadrant. Each group was asked to describe characteristics of the following dimensions of Coppell in 2040 under the conditions of the scenario quadrant that they had been given. These conditions were economic and development, community and societal, environment and landscape and education.

Additionally, they were asked to devise major events or headlines of how the scenario occurred using the years 2020, 2030, and 2040 and to give their scenario a descriptive name. Once the scenarios had been developed, each group reported back, describing their scenario to the other workshop participants. Each group's notes for their scenario and the description were used to produce the detailed narrative for each scenario.

A B

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A
D

SMART CITY

SMART INCLUSION

Community Solutions

Infrastructure Evolution

SUBURBAN OASIS

COPPELL CONNECTED

Community Oasis

Laboratory of Learning

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B
C

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D C

These four scenarios paint very different plausible futures for Coppell. Narratives and descriptions of each scenario, as developed by the workshop participants, are included in the following section. They represent different possibilities for the future, and are not predictions.

3.0 DETAILED DESCRIPTION OF THE SCENARIOS

3.1 SCENARIO A – SMART CITY – 2040

Smart City is a future scenario shaped by a focus on embracing technology and innovation, while also building a community with a safe village feel. This future blends together traditional community values with a forward-looking approach to infrastructure.

The community would strengthen its local economy, as residents would primarily recreate and shop within the city limits. The enhanced City of the Future approach would make the community attractive to well-educated and affluent retirees looking for the best of both worlds – a community oasis and technology driven services.

This future would require significant new investment, to build state of the art facilities for the management of water, public spaces, energy and waste. The payoff would include high technology services, excellent recreation amenities and a modern city environment. The transportation systems would connect the city to the surrounding metroplex, making Coppell an ideal location for professionals.
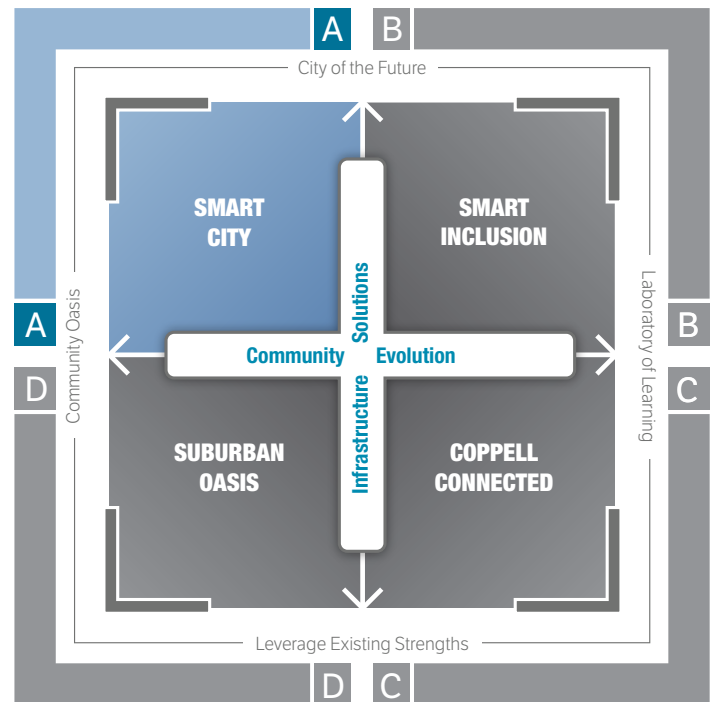
SCENARIO CHARACTERISTICS - 2040

Economic and Development

- Increase in Nature and Green abatements
- More City-wide age-focused activities
- Increase in number of locally owned businesses
- Increased number of trails and enhanced walkability

Community and Societal

- Culturally diverse community, but still insular
- City attracts affluent retired people seeking a safe and modern community
- Advent of virtual healthcare 'pods' to increase aging-in-place
- Population growth to 60,000 driven by appeal and reputation

Environment and Landscape

- Comprehensive water and waste management plan in place
- Green spaces connecting the entire town
- Hiking and Biking are key recreational choices
- Higher density and affordable, yet high quality housing for younger cohort and seniors
- City wide Wi-Fi and entertainment

Education

- Community of public and private schools
- Increasing importance in maintaining and attracting quality teachers
- Programs available for all students across the spectrum
- Changing landscape of neighborhood schools
- Another high school outside of the city limits
- Leverage Library, Biodiversity Center and Arts Center for education
- Improved technology city wide

| SMART CITY – HEADLINE NEWS			
	2020	**2030**	**2040**
Economic and Development	"*Local retail destinations thrive from walkability*"	"*City wins most sustainable transportation system*"	"*Coppell dubbed happiest community because of thriving economy*"
Community and Societal	"*Coppell faces challenge of maintaining its village and oasis environment*"	"*Coppell converts part of warehouse to mixed use housing and retail development*"	"*Coppell population reaches 60,000, but retains neighborhood feel*"
Environment and Landscape	"*Coppell joins local communities to recycle 75% of organic waste*"	"*Coppell repurposes excess parking lots to green spaces and corridors. Parks and Oasis nodes are connected.*"	"*Coppell attains goal of capturing 80% of its own water requirements*"
Education	"*Asian population continues to grow and becomes the majority within CISD*"	"*Coppell breaks tradition and opens a second high school, changing the name of the district.*"	"*Coppell wins global award for innovation in education.*"

3.2   SCENARIO B – SMART INCLUSION – 2040

Smart Inclusion is a future scenario shaped by a focus on embracing technology and innovation, while also exploring the concept of the 'community of the future' by using Coppell as a laboratory of learning. This future blends together adapting to rapidly changing demographics and societal values, plus a forward-looking approach to infrastructure.

The approach to embrace change on all levels will change the character and focus of the community. It would be more outward looking and be attractive to people seeking an open, inclusive and experimental community, willing to immerse itself as a laboratory of learning. The community would be shaped by innovation in housing and new startup businesses.

This future would see a lot of change in Coppell. The physical environment would be reshaped by the aggressive application of technology to environmental issues, infrastructure and housing. The community fabric would change rapidly with a wider cross section of people and broader cultural experiences and influences. This could well position Coppell as one of the leading innovative cities in the country, that leads the trends in the future of urban living.
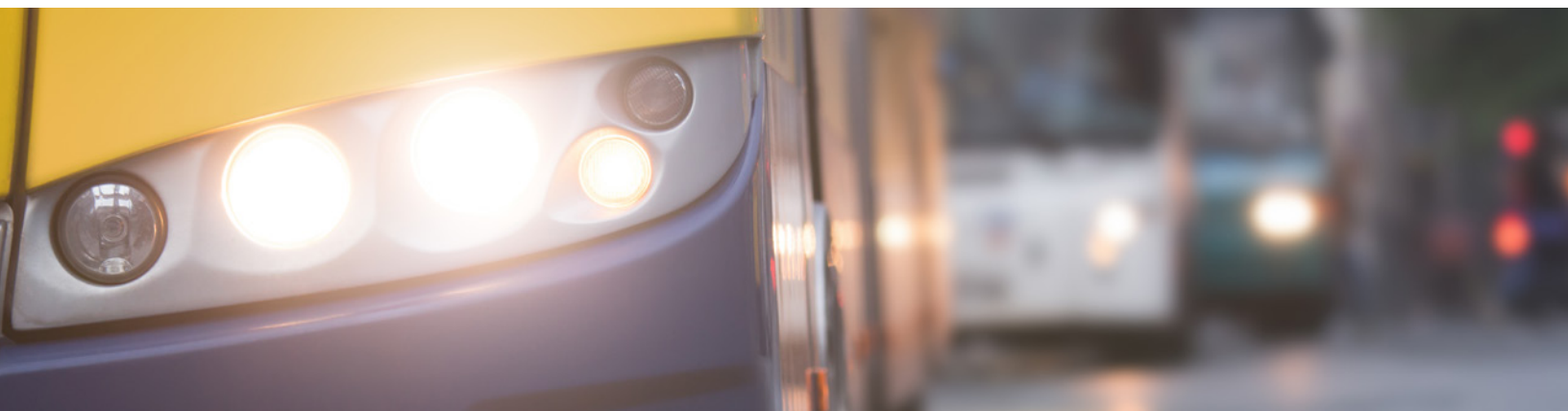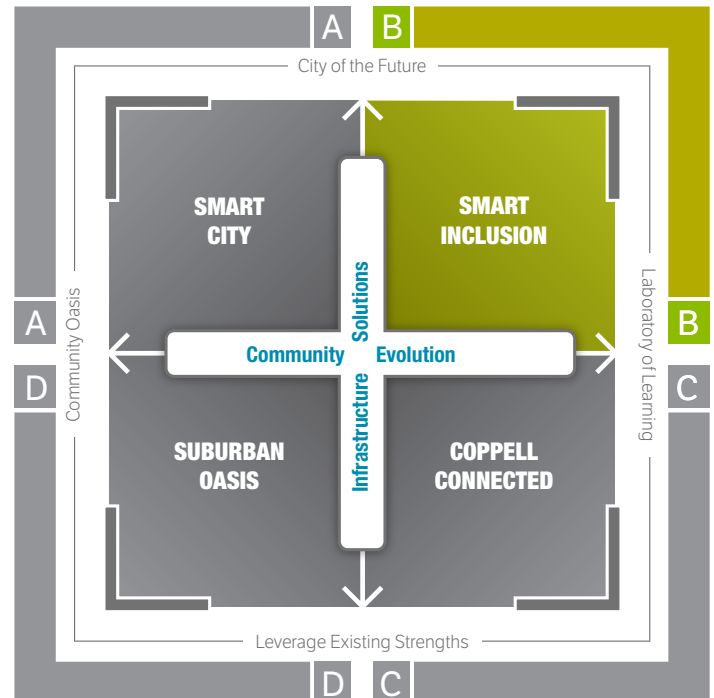
SCENARIO CHARACTERISTICS - 2040

Economic and Development

- Communal living with shared facilities to manage resources
- Vertical village with mixed use and co-working spaces
- More efficient residential land use for creating new homes
- Business start-ups in areas of healthcare and food
- Businesses required to be green and built sustainably
- Incentives for businesses to grow
- More space available as cars become obsolete
- Technology will be robust with agile and adaptable, expandable infrastructure

Community and Societal

- Increase in multi-generational living spaces
- Large role for community education
- Increased public transportation
- Neighborhood gathering spaces
- Leadership reflects social, cultural and economic values of the community
- Leadership is forward thinking and keeps up with new technologies
- Libraries play a large role in community education for all ages
- Increase in multi-generational families
- Public health issues surrounding social isolation and sedentary lifestyles

Environment and Landscape

- Recycling and utilization of rainwater
- Incentivize decreased waste and recycling/composting
- Zero lot homes which increase public space
- Common public spaces more prevalent
- Creative parking solutions deployed
- Solar and wind energy now major energy producers
- Real time city-wide monitoring of energy and water usage

Education

- Education goes beyond traditional schooling – business and community education
- Increase in online education
- Zoning by interests, talents and learning types
- Diversity and cultural education and life-long learning

SMART INCLUSION – HEADLINE NEWS			
	2020	**2030**	**2040**
Economic and Development	*"Strip Mall becomes start up village"*	*"Coppell builds interest based communal living space"*	*"First year with zero vehicle fatalities"*
Community and Societal	*"Chinese New Year's exhibit at Coppell arts center. Opening reception features performances by dancers and musicians"*	*"City-centric transit system links citizens to neighborhood culture nights"*	*"Grand opening of Coppell's 15th Neighborhood Community Center"*
Environment and Landscape	*"Decreased waste and increased recycling in Coppell!"*	*"More community space and less parking in Coppell!"*	*"Coppell reduces water consumption by 50% and 100% energy independent through solar and wind."*
Education	*"CISD struggling to adapt to growth and cultural diversity"*	*"Re-districting scrapped! Is virtual, personality based learning the solution?"*	*"CISD wins top award!"*

3.3   SCENARIO C – COPPELL CONNECTED – 2040

Coppell Connected is a future scenario shaped by a focus on leveraging existing infrastructure strengths, while also exploring the concept of the 'community of the future' by using Coppell as a laboratory of learning. This future blends together adapting to rapidly changing demographics and societal values, while focusing on traditional approaches to infrastructure solution.

This scenario would see the main focus of innovation and change being on the community dimension, with considerable change in building human connectivity across the community. There would be significant exploration of building intergenerational connectivity and finding ways to connect people using existing infrastructure. Innovation would occur at the level of environmental management, which puts shared public spaces at the forefront.
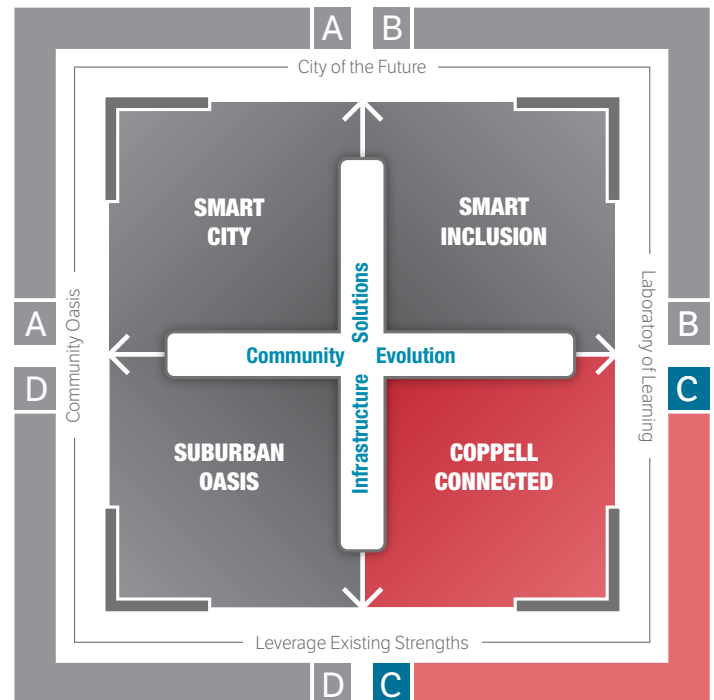
This future would see a lot of change in community fabric, and a strong focus on connected community groups. The streetscape level would remain much the same. The physical environment would see similar housing stock, and the transportation systems would be built around the existing road networks.

SCENARIO CHARACTERISTICS - 2040

Economic and Development

- Connected neighborhoods a key feature
- Artificial Intelligence and Data driven models driving decision making
- Redevelopment of public right of way
- Virtual employment prolific
- Changing commuting patterns where more people live and work
- Global and external focus helps connect community to the world
- Collaborative and integrated culture prevails
- Mutual agreement between cities optimizes regional approach
- Redevelopment phase has reached capacity
- Leverage Transit oriented development
- Mixed use buildings – business and residential

Community and Societal

- Community ground to table vertical food supplies available
- Renowned as a highly educated community
- Existing infrastructure used to access quality healthcare
- Families wish to locate to Coppell due to safety and connectivity
- Attracts a younger generation while caring for the elderly
- Concession stands and converted to community and conversation points
- Common shared food sources for youth and the elderly

Environment and Landscape

- Roof top gardens and water recapturing
- Irrigation systems for warehouses and government buildings
- Food producing community and city gardens
- Increase in semi-permeable surfaces and reduction of concrete
- Reduced flooding due to better infrastructure solutions
- Underground parking available

Education

- Sharing project based learning (PBL) for adults
- Improved communication
- Increased cultural education
- Educational incubators
- School calendar changes to 6 weeks on and 1 week off
- Richard Lee elementary model and curriculum in all schools

COPPELL CONNECTED – HEADLINE NEWS

|	2020	2030	2040
Economic and Development	"Fully integrated and connected Coppell"	"Connected autonomous corridors"	"Coppell sustainable and hybrid transportation corridor"
Community and Societal	"Arts and Exercise Community Art Center and Bike Trails"	"Healthy Coppell – citizens focused on disease prevention and healthy lifestyle"	"Positive turnover – attract new families while welcoming the elderly to stay and flourish"
Environment and Landscape	"Coppell sponsors annual hydro change. Kids invent apps and technology."	"Coppell issues Uber and rideshare vouchers for all ages"	"Four story complex built on Sandy Lake"
Education	"Coppell builds first cricket and rugby fields"	"CIST/DCCC U.T partner for Coppell learning and business incubation center"	"CISD implements 12 month school calendar – 8-5 with life skills emphasized."
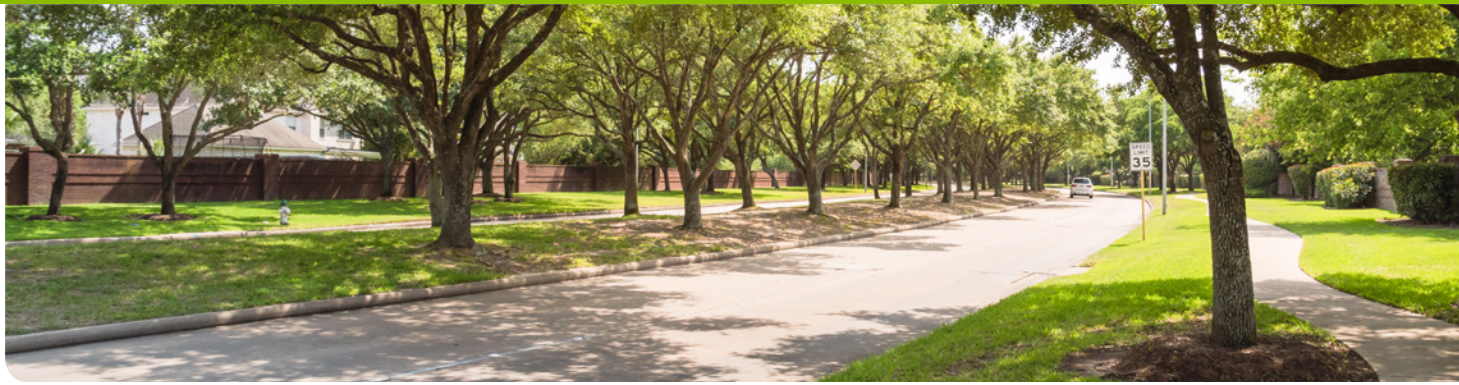
3.4   SCENARIO D – SUBURBAN OASIS - 2040

Suburban Oasis is a future shaped by a focus on creating a community oasis, and leveraging existing strengths. This future 'doubles-down' on what Coppell is currently good at – a community based on a village feel, good education and quality infrastructure.

This scenario sees the Coppell 'bubble' being further enhanced. The community would offer a peaceful, affluent lifestyle, that is aspirational and in a sought-after location. The transportation infrastructure would adapt to divert major traffic flows around the community, creating more of an oasis in a busy and congested metroplex. The primary consideration in Coppell is creating a happy and contented community, that can live a healthy and peaceful life.

The community would be highly attractive to affluent retirees looking for a familiar quality of life and amenities, and delivered by an efficient and cost conscious leadership. In addition, families would be attracted by the twin combination of safety and educational excellence. Change would be gradual, and new ideas struggle to take hold.
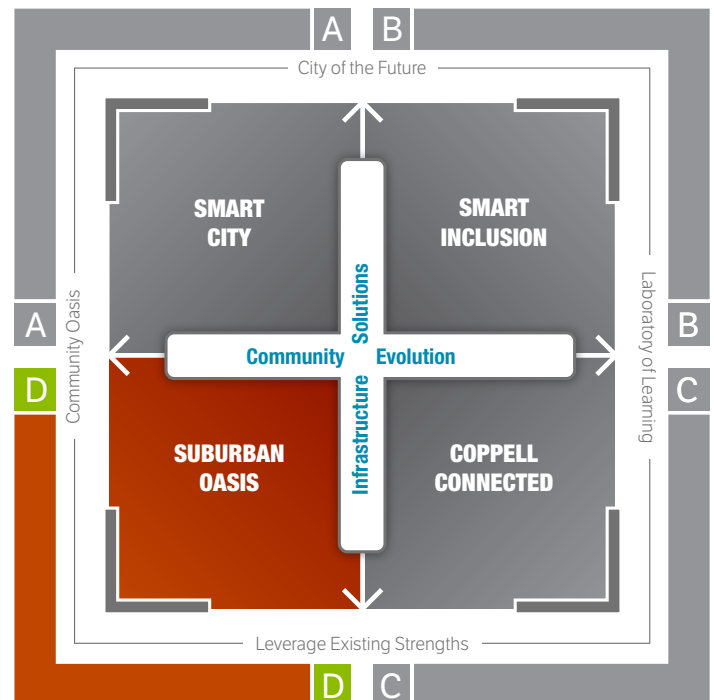
SCENARIO CHARACTERISTICS - 2040

Economic and Development

- Less brick and mortar retail
- Neighborhoods incentivized to included local retail and restaurants
- Transportation and interconnectivity – more destination and less of a pass through.
- Major thoroughfares are slowed down with curves and curbs.
- Bike and hiking trails expanded
- Different housing redevelopment for all economic levels

Community and Societal

- Coppell operates by the Coppell Happiness Index
- Intimacy (I)
- Wellbeing (W)
- Life expectancy (L)
- Impact on each resident (R)

Environment and Landscape

- Underground parking – bringing nature back
- Road aboveground for pass through traffic
- Landscaped at different levels to create oasis feel
- Health and Safety focus
- Recycle water (net zero)

Education

- School finance is forced to change
- High density growth from Coppell ISD
- Variations in learning due to diversity, finance and technology
- Greater focus on experiential and Self-learning
- More STEM and Vocational programs

| SUBURBAN OASIS – HEADLINE NEWS			
	2020	**2030**	**2040**
Economic and Development	*"Coppell unveils Master Plan City for Bikes and Trails"*	*"Coppell – voted most 'Desirable City for all ages"*	*"Coppell – the Connected Community (C3)"*
Community and Societal	*"Bikes and Trails completed to connect Coppell with surrounding cities"*	*"Coppell supports aging population through public transport, activities and green spaces"*	*"Coppell recognized as No 1 Happy City in US"*
Environment and Landscape	*"Sowing the Seeds campaign launched and all residents adopt a tree"*	*"Awarded Greenest city in DFW and Top 10 Safest city in US"*	*"Village of Coppell declared 'back to basics"*
Education	*"Coppell ISD sends record funding to the state"*	*"Coppell expands curriculum offerings to students"*	*"Coppell ISD enrollment is down due to new educational models"*

Coppell was seen by participants to be extremely strong in relation to 'a strong belief and support for education'. Coppell was seen as extremely weak with regards to the 'deliberate transition of power to new leaders'.

4.0   ATTRIBUTES OF SUCCESSFUL COMMUNITIES EXERCISE

Having produced four plausible scenarios of the future, the participants engaged in the Attributes of Successful Communities exercise. Participants individually evaluated the current status of the community based on the Ten Attributes of Successful Communities.

ATTRIBUTES FOR SUCCESSFUL COMMUNITIES - COPPELL VISION 2040 - JUNE 2018
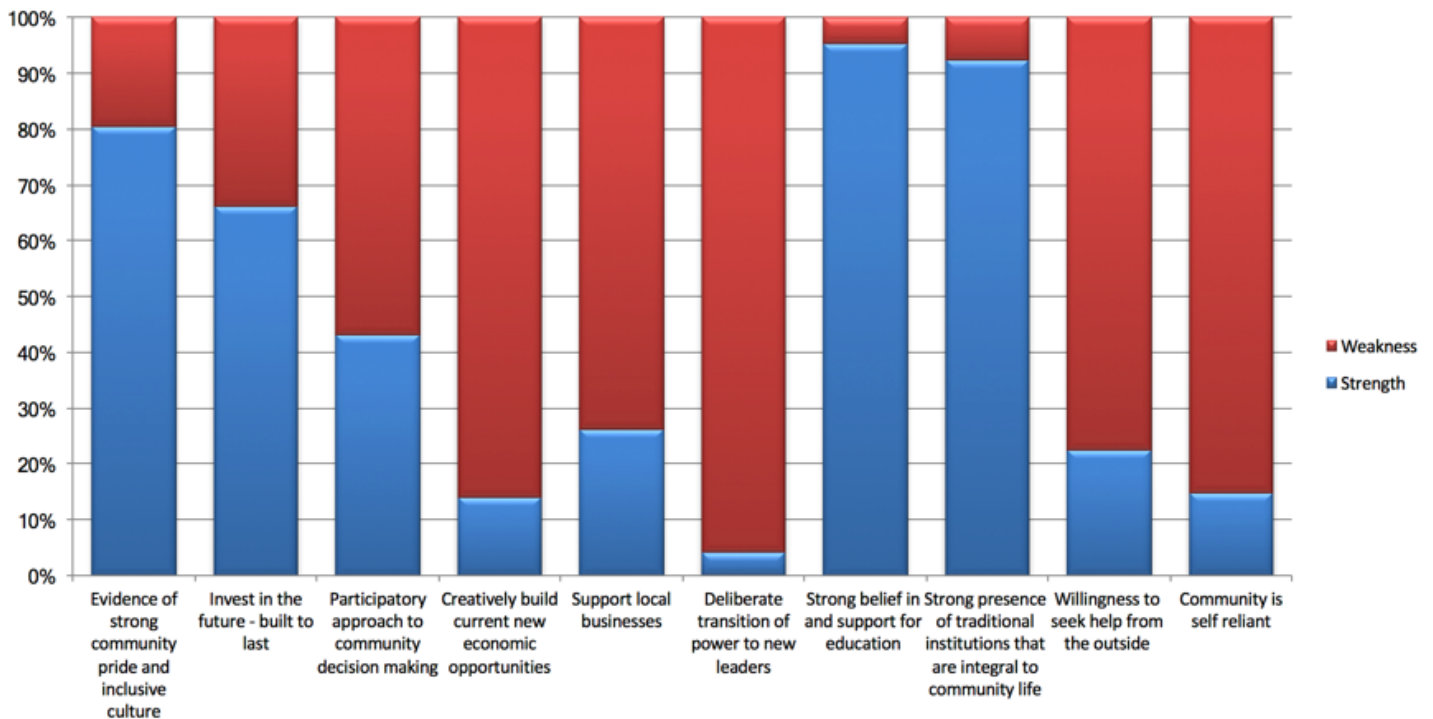
KEY POINTS TO NOTE

- There is weakness in forward facing attributes such as deliberate transition of power to new leaders, creatively building new opportunities and willingness to seek help from the outside

- There is strength in attributes including a strong community pride and inclusive culture, strong belief in and support for education and strong presence of traditions institutions that are integral to community life

DataInsight
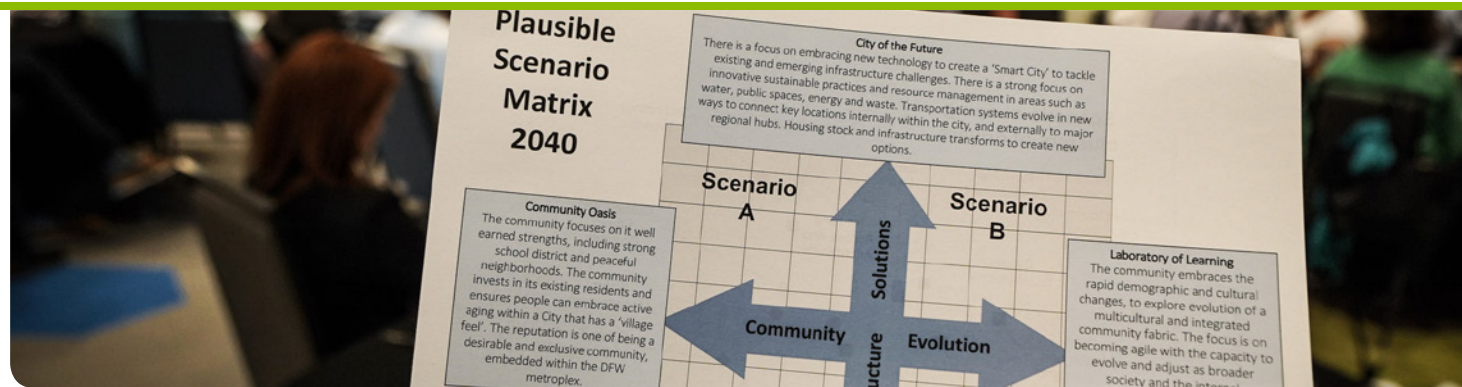
5.0   NEXT STEPS

The results from the Think Tank will be taken out to the citizens of Coppell through a series of regional Engagement Sessions in August, September and October 2018, ensuring broad and inclusive engagement. The heat maps which identify the preferred and expected futures, generated from the Think Tank will be presented. The engagement sessions will include:

- Introduction to the Coppell Vision 2040 initiative

- Outline and discussion of key issues, trends and economic drivers of the region

- Outline of the scenarios developed by the Think-Tank group

- Discussion about potential implications and impacts of each scenario

- Completion of detailed written feedback

The results from the Engagement survey will be collected and presented on the initiative's interactive data visualization platform. This will allow stakeholders to examine the data collected from surveys themselves, explore levels of alignment or divergence around key topics, and selectively filter to view perspectives from their own sector, or other profile category.

The Stakeholder Analysis report will be produced to convey the results of the overall engagement process to date. All engagement information will be compiled to provide a detailed analysis of the community's views and desires for the future.

All collected research and information will be synthesized to generate multiple planning options in an initiative and priority project matrix. These multiple initiatives and priorities will form the basis for recommendations for the final Coppell Vision 2040 Plan.

The Think Tank workshop group will be invited to reconvene in November 2018. At this second workshop, all participants will review the draft Plan for Action and provide input. This workshop will allow the community members to review the compiled input and validate the final findings and plan for the region.

6.0 ABOUT FUTURE IQ

Future iQ specializes in the development and application of scenario planning; network analysis, industry and regional analysis, and community engagement and capacity building. Future iQ applies innovative tools and approaches to assist organizations, regions and industries shape their economic and community futures. With over a decade of business experience, the company has grown to have a global clientele spanning three continents. To learn more about Future iQ, and our recent projects visit **www.future-iq.com** or by email at **info@future-iq.com**

REPORT AND SCENARIO PLANNING WORKSHOP PREPARED BY:

DAVID BEURLE, CEO, FUTURE IQ

As CEO of Future iQ, David specializes in creating future planning approaches for the use in regional, community and organizational settings. David has worked in the field of organizational and regional economic and community planning for over 20 years. His work in community and economic development has earned his work international, national and state awards.

CELINE BEURLE, COO, FUTURE IQ

With an academic background in Sociology and Philosophy, Celine is passionate about understanding society and this has led to her ongoing interest in pursuing societal change. She has drawn upon her research background, to write policy and scientific papers. Drawing upon her life long passion to instigate change, Celine has led many major projects and initiatives within her career, and is passionate about helping to create powerful and effective future strategies for communities and organisations.

HEATHER BRANIGIN, VICE-PRESIDENT, BUSINESS DEVELOPMENT

Heather has worked in the fields of Development and Education for over 20 years. She has extensive experience in local government and growing small business and organizations, and is Past President and current Advisory Council Member of the United Nations Association of Minnesota. Heather researched and co-produced Future iQ's publications *The Next Industrial Revolution* and *The Future of Food*.
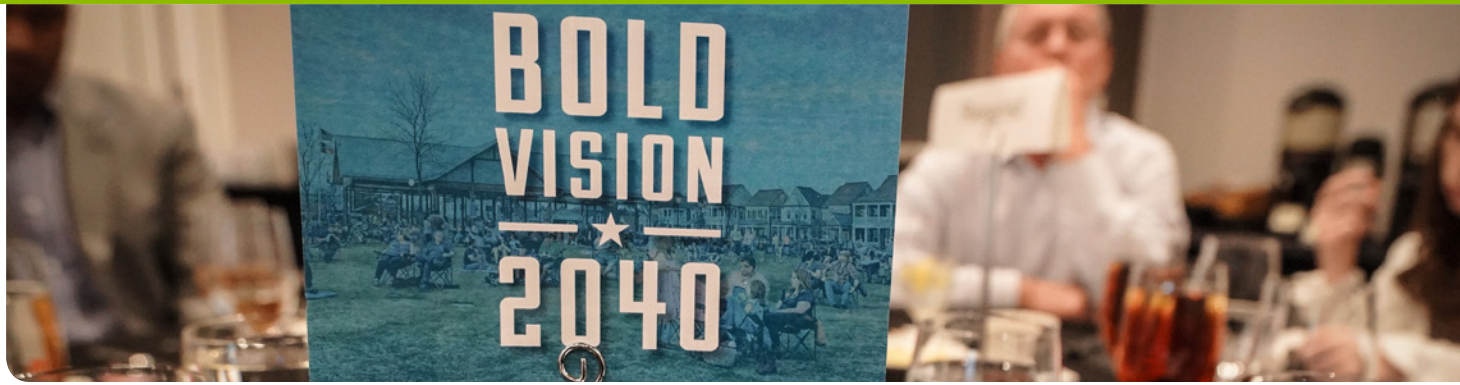
7.0 FOR MORE INFORMATION

FOR MORE INFORMATION ON COPPELL VISON 2040, PLEASE CONTACT:

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8.0 ACKNOWLEDGMENTS

Future iQ would like to thank the Vision 2040 team from the City of Coppell

- Traci Leach, Deputy City Manager

- Molly Bujanda, Community Programs Manager

- Hannah Cook, Chief Communications Strategist

- Brittany Causey, Administrative Support Assistant

We wish to acknowledge the significant time and effort that these individuals put into the planning and execution of this Think Tank workshop. We sincerely appreciate your contributions.