



'24 State of the City

City of Coppell

MAYOR City Council



Wes Mays
Mayor



Jim Walker
Place 1



Brianna Hinojosa-Smith
Place 2



Don Carroll
Place 3



Kevin Nevels
Place 4



John Jun, Mayor Pro Tem
Place 5



Biju Mathew
Place 6



Mark Hill
Place 7

VISION CITY OF COPPELL 2040

Highlights

The Vision 2040 Strategic Plan offers the City Council a community-driven roadmap to incorporate best practices in specific areas.

This State of the City report highlights City Council's commitment to accomplishing established objectives under each Pillar and Key Focus Area throughout 2023.

Strategic Pillars



Perpetuate a Learning Environment



Foster an Inclusive Community Fabric



Enhance the Unique "Community Oasis" Experience



Future-Oriented Approach to Residential Development



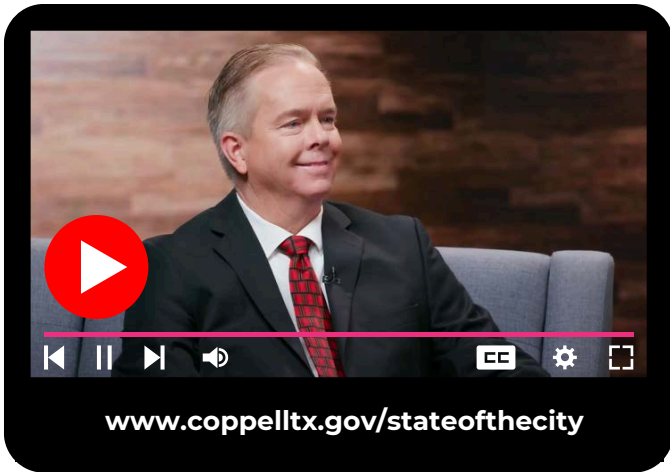
Create Business and Innovation Nodes



Implement Innovative Transportation Networks



Apply "Smart City" Approach to Resource Management



In 2023,

we made significant progress exploring opportunities, integrating new technologies, and innovating how we serve our residents.

~ Wes Mays, Mayor



Lowest Tax Rate Since 1984

tax rate of \$0.491818
per \$100 valuation

3,420

Coppell Arts Center
Volunteer Hours

1,229

Trail Maintenance
Volunteer Hours



18,000+

Arts Center Tickets Sold



358

Arts Center Events



42,878

Summer Reading Challenge Visitors
Largest Attendance Ever



15,000+

Celebrate Coppell Attendees



342

Teen Volunteer Hours



15,752

Total Adult Volunteer Hours



Perpetuating a Learning Environment

One of our goals is to create and maintain a learning environment. Our residents want to see strong collaborations between the City, schools, and our local businesses.
~ Wes Mays, Mayor

Unlocking the Collective Intelligence

There is a strong community desire to see continued collaboration and partnerships between existing educational institutions, businesses, and the City. In 2023, nearly every department participated in a knowledge-sharing environment, either in the form of teaching and leading or on the receiving end.

Key Focus Areas

Diversify learning and enrichment opportunities

Promote a knowledge-sharing environment

Build a lifelong learning environment

Establish Coppell as a "laboratory of learning"

Biodiversity Education Center

The City partnered with local schools to educate 1,212 students through field trips and student-led programs like Coppell's Youth Empowerment Program and Conscious Planet.

Cozby Library and Community Commons

The City experienced record-breaking attendance for the Summer Reading Kick-Off and End of Summer Reading Celebrations.

Life Safety Park

The City hosted interactive learning courses for students from 10 different school districts, including New Tech High School's iLead Leadership Program.





Volunteer board and commission orientation



2023 Junior Master Naturalist graduates led by volunteer educators



Homelessness in the Cisd and neighboring communities workshop

Strategic Financial Engagement

The City collaborated with New Tech High School learners in AP Statistics for an innovative hands-on water conservation and sustainability project that culminated in a City Council presentation demonstrating sustainable water conservation.

Boards and Commissions

Animal Services Advisory and Appeals Board
Board of Adjustment
Coppell Recreation Development Corporation
Economic Development Foundation
Ethics Review Panel
Library Board
Parks and Recreation Board
Planning and Zoning Commission
Special Ethics Legal Counsel

Project Boards

Future-Oriented Approach to Residential Development Task Force
Smart City Board



**Keep Texas
Beautiful**

Coppell High School's Eco Club received the 2023 Keep Texas Beautiful Ruthe Jackson Youth Organization Award for their leadership role in a knowledge-sharing environment. The club was nominated by the City of Coppell.



Fostering Inclusion and Celebrating Diversity

Culturally Meaningful Experiences

The Community Experiences team revealed new culturally relevant and meaningful opportunities that garnered praise and support from the community. The first annual Seniors vs Seniors Cornhole Tournament was developed to foster intergenerational experiences. The 2023 Kaleidoscope event was moved to Old Town and was paired with iLuminate to better reflect a kaleidoscope of cultural diversity.

Cozby Library and Community Commons

The Community Builders pair City staff with the community to promote cultural inclusivity and diverse programming. In 2023, the library hosted 'Homelessness in CISD and Neighboring Communities' and partnered with community leaders to host celebrations and programs centered around cultural events like Black History and Asian American Month.

ADA Transition Plan

The City's Americans with Disabilities Act (ADA) and Capital Programs Coordinator and Public Works staff continue to increase and improve walkability and bike-ability to reduce barriers to engagement.

ADA-compliant upgrades like ramps, sidewalks, street crossings, and intersections are part of ongoing and upcoming construction projects at Belt Line Road, Royal Lane, Bullock Drive & Howell Drive, Spanish Moss Drive, Jeb Court, and Southwestern Boulevard.

Key Focus Areas

Establish events and programs that foster inclusion and celebrate diversity

Purposefully break barriers to inclusion

Promote socialization and community cohesiveness

Celebrate Coppel's cultural growth





New Cricket Pitch opened at Wagon Wheel Park, 2023



Korean American Day in Coppell



Wagon Wheel Park



Seniors vs Seniors Day at the Senior and Community Center



Enhance the Unique Community Oasis Experience

Community Development | Neighbors Supporting Neighbors

During spring 2023, the City's Community Development team hosted the second annual Neighbors Helping Neighbors event. This initiative connected Coppel volunteers with residents requiring aid in home maintenance and repairs. More than 150 volunteers engaged in projects across 40 homes.

Community Experience | Dog Park Revamp Survey

The Coppel Community Experience team initiated an online survey to gather community feedback for the Dog Park Reconstruction Project, which is currently in the design phase.

Well-Being and Happiness Survey

In 2023, the City conducted the Well-Being and Happiness Survey to create metrics for evaluating the well-being and happiness of residents, enabling us to enhance our community services. These metrics will guide the development of more meaningful programs.

Key Focus Areas

Develop programs that enhance the unique feel of each neighborhood

Create metrics to measure the "health and happiness" of Coppel residents

Establish new safety awareness and training programs

Develop a "sense of neighborhood" at an appropriate scale



Award-Winning National Night Out

The Coppell Police Department was awarded first place in Texas (among cities with populations from 15,000-50,000) and third in the nation for its 2023 National Night Out (NNO) event by the National Association of Town Watch. This honor recognizes community participation, law enforcement involvement, organization, and quality of activities.

Tri-City Regional Neighborhood Summit

In early 2023, Coppell hosted the neighborhood summit at Life Safety Park and invited residents from Coppell, Lewisville, and Flower Mound to connect with local leaders and learn how to foster engagement among neighbors.

Block'n Roll Block Party Trailer

In 2023, the Block'n Roll Block Party Trailer was rented more than 20 times. This trailer is accessible to registered Homeowners Associations and Neighborhood Associations in Coppell and comes equipped with all the essentials for hosting a block party, including chairs, tables, canopies, and a selection of outdoor games. The City will handle the delivery and collection of the trailer at the preferred neighborhood location.

**2023 is the lowest
crime rate the City
has ever recorded.**

Jim O'Connor, Coppell Police Dept.





Key Focus Areas

Establish programs to protect the unique character of single-family home community oasis nodes

Explore refit and refurbishment of older housing stock

Explore new options for 55+ (or aging in place) that maintain a high standard of living while reducing their footprint

Undertake studies to consider optimal future City population



Public Works Reconstruction Project Update

Developing a future-oriented approach to community design and accessible infrastructure cultivates an age-friendly community and helps ensure Coppell remains a family community for a lifetime. The Public Works staff contributes significantly by ensuring multimodule improvements are compliant with the Americans with Disabilities Act (ADA) Accessibility Guidelines.

The Bullock Drive and Howell Drive reconstruction project is ongoing and includes new ADA-compliant sidewalks, ramps, and street crossings, in addition to alley pavement between the two roadways, underground storm drains, and water and sewer improvements.

Housing Survey and City Council Recommendation

In August 2023, the FOARD Task Force administered the Active Adult Housing Survey to gain insights regarding aging-in-place scenarios and future housing needs relative to residents aged 55 and older.

Based on survey data, potential refurbishment and retrofit housing options, and task force recommendations, the City Council is exploring the concept of an Active Adult Village Network that would connect adults with volunteers who would assist as they age in place.



Community Development's NEW Tool Lending Program

The NEW Tool Lending Program offers residents a variety of tools and equipment that can be checked out free of charge to assist with property cleanup and improvement projects.



"This is a fantastic project. The volunteers washed my windows, cleaned my gutters, cleared a stump, and did general pruning for my bushes. And they did it with great joy!"

~ Jan, Coppell Resident
March 12, 2023



65%

of respondents in the FOARD housing survey stated that they plan to stay in their current residence for the next 10 years.

Homestead Exemption Increased for Senior and Disabled Residents

In 2022, the City Council approved a homestead exemption increase from \$75,000 to \$100,000 for residents aged 65 and older and those who are disabled.



Kaleidoscope, a festival of color, culture, and music is in Old Town Coppell.

"Coppell holds a special place in my journey within the DFW area. The demographics of Coppell align seamlessly with the values of Tim Hortons. We believe in providing the community with quality products at value-driven prices, and Coppell perfectly reflects these ideals."
 ~ Emad Lakhany, Dec. 4, 2023, Chief Development Officer, CSM Group

Community Development | Old Town Support

In 2023, inspired residents gathered to share ideas on the future development of Old Town and to discuss retail market trends. In addition, the City facilitated a community input survey to gather insights into the current state of Old Town and what the community would like to see in the future.

The City continues to host events and create programs to draw customers to the area. This past year, we hosted the Kaleidoscope event in Old Town and partnered with Old Town businesses for Scare on the Square, Vintage Christmas, and a Small Business Saturday shopping campaign.

Community Development | Commercial Support

In 2023, the City Council approved two economic agreements for corporate relocations of two brands under Welbilt Inc. Merrychef and Convotherm will be relocating their corporate operations to 1010 W. Sandy Lake Road. Welbilt, Inc. will receive a cash grant in 2025, as well as a tax abatement on business personal property and a rebate on real property for a period of 8 years.

Key Focus Areas

Support the Old Town area

Encourage redevelopment of "hot spots" along the Denton Tap and Sandy Lake corridor as a major creativity zone

Work with the commercial warehouse district to understand the future
Version 2.0

Explore future trends in retail and repurposing commercial areas





Implement Innovative Transportation Networks

South Belt Line Reconstruction is currently in its final phase, with an estimated completion date of June 2024.

Royal Lane Reconstruction is expected to begin summer of 2024.

DART Silver Line Construction is expected to open in 2025-2026.

Woodhurst Drive Reconstruction began in January 2024.

Workforce Transit with Lyft

The Work Hard, Get A Lyft program is a continued partnership between the City, Denton County Transportation Authority, and Lyft. There are currently 17 businesses that have signed up and/or have employees that utilize the Workforce Transit program.

Key Focus Areas

Build Coppel's transportation system to connect with regional systems

Begin to plan for a post-automobile ownership era

Create new modes of connectivity between community oasis pockets, recreation, and community centers

Position Coppel at the forefront of testing autonomous vehicle transportation systems



Apply Smart City Approach to Resource Management

Troop 844 explored Smart City solutions with the Smart City Board.

Network Resilience

The City is routinely upgrading and increasing fiber and was able to do so in 2023 by maximizing ARPA (American Rescue Plan Act) Funds.

Data Collection and Visibility

The City recently hired a team member dedicated to data reporting.

South Belt Line Reconstruction Smart Data

The City used crowdsourcing data from vehicles to communicate travel times via social media throughout the construction project.

Key Focus Areas

Rebuild and revitalize Coppel's ecological zones

Develop renewable energy and resource recycling plan

Establish green building standards and transform aging infrastructure

Build the backbone of Smart Operating Systems for all resource management



Coppell Arts Center DFW's People's Choice Awards

Best Concert Venue, Gold
 Best in DFW: Best Entertainment District, Gold
 Best in DFW: Best Arts and Culture Event, Gold
 Best in DFW: Best Family-Friendly Show, Gold
 Best in DFW: Best Live Theater Venue, Gold
 Best in DFW: Best Art Gallery, Gold
 Best in DFW: Best Place to Volunteer, Silver

**2023
Award
Winning
Service**

2023 Municipal Clerk's Office Achievement of Excellence

Awarded by the Texas Municipal Clerks Association

2023 Best Suburbs to Live in the Dallas-Fort Worth Area (niche.com)

2023 DFW Clean Cities Coalition Bronze Award

Awarded Fleet Recognition Award from the DFW Clean Cities Coalition

2023 Certificate of Achievement for Excellence in Financial Reporting

Awarded Certificate of Achievement for Excellence in Financial Reporting
 from the Government Finance Officers Association of the United States and Canada

2023 Distinguished Budget Presentation Award

Awarded by the Government Finance Officers Association of the United States and Canada

2023 Texas Recreation and Park Society; North Region Advocate of the Year Award

Awarded Advocate of the Year for Coppell Nature Park and Biodiversity Education Center

2023 Texas Recreation and Park Society; North Region Promotional Award

Awarded to Community Experiences for rebranding campaign

Strategic Financial Engagement

Fiscal Year 2023-2024

The Strategic Financial Engagement Department serves to safeguard, invest, and maintain the City's assets, and the City Council ensures that we maintain an exceptional level of service.

The City's fiscal year runs from October 1 to September 30.

Budget & Tax Highlights

The tax rate of \$0.491818 per \$100 valuation is lower than the previous fiscal year. This represents the lowest tax rate since at least 1984.

Total expenditures represent a decrease of approximately 1.31% as compared to the previous fiscal year.

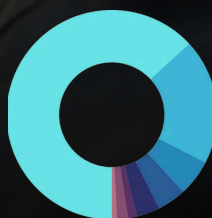
This budget includes additional funding to the Capital Replacement Fund to cover the inflationary impact to the cost of purchasing public safety vehicles. If the expenses to fully fund the Capital Replacement Fund are subtracted, total expenditures represent an increase of 6.64% as compared to the previous fiscal year.

General Fund Expenditures by Function



Public Safety, \$27,677,787
Government, \$20,008,605
Cultural/Recreational, \$12,779,369
Public Works, \$11,715,265
Community Development, \$3,730,614

General Fund Revenue Sources



Property Tax, 63.15%
Sales Tax, 19.39%
Franchise Tax, 5.59%
Administrative Services, 4.45%
Charges for Services, 3.57%
Other Revenue, 1.36%
Licenses and permits, 1.69%
Court Fines, 0.80%



City of Coppell

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