



## FOR MORE INFORMATION

### COPPELL VISION 2040 - SCENARIOS OF THE FUTURE

The Coppell Vision 2040 scenario-based Think Tank workshop was conducted on June 25 and 26, 2018, and was attended by approximately 100 community members. The workshop facilitated the understanding of future drivers that may impact Coppell, looking out as far as 2040, using scenario planning methodology. The scenario narratives and descriptions were developed by the participants, and the axis reflect the drivers and themes generated through research and Pre-Think Tank surveys.

The community engagement sessions which are being held in September and October will involve local stakeholders in order to explore these plausible futures.

**For more information about the scenario planning process and outcomes, please contact:**

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To get involved, please go to <http://lab.future-iq.com/coppell-vision-2040/> and follow this project.

## COPPELL VISION 2040

The Coppell Vision 2040 initiative is a large-scale community visioning initiative that will ultimately create the Vision 2040 Strategic Plan. Central to the initiative is in-depth community engagement including scenario planning in the form of the Future of Coppell Think Tank, community engagement workshops and focus groups. There is a strong emphasis on transparency, diversity and inclusivity. This is also a data driven process, with all community engagement backed up by the data produced through all of the sessions. This will be displayed on the project portal in the form of a data visualization platform.

The initiative aims to provide a response to the following questions:

- What should the City of Coppell become?
- How will community preferences fit into this vision?
- How does the City of Coppell ensure that planning for the future will incorporate values and quality of life issues for all community members served?
- How should public funds be invested and leveraged to improve the City?

The initiative is enabling stakeholders and community members to come together to plan for the future of Coppell. This will lead to the clarification of priorities and actions that will define a clear road map for the Strategic Plan.



# COPPELL VISION 2040

## SCENARIOS OF THE FUTURE

### VIEWS OF THE FUTURE - 2040



#### 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 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 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 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.

