



MEETING-IN-A-BOX GUIDE

CITY OF COPPELL: VISION 2040 PLAN REFRESH

PROJECT BACKGROUND

In 2019, the City of Coppell began work on its Vision 2040 Strategic Plan. Vision 2040 was built based upon extensive community engagement and lays the groundwork for the next 10 – 20 years of investment and focus.

As the community continues to evolve with new residents, changing priorities, and unique opportunities, the City wants to gauge how residents feel about Vision 2040 and determine if any refinements are needed.

The Vision 2040 Strategic Plan outlines seven key community pillars, or key focus areas, and associated goals that will have positive impacts on the community when accomplished.

WHAT IS MEETING-IN-A-BOX?

Meeting-in-a-Box is a community engagement tool for community groups or friends to share their ideas. This allows participants to have discussions at a time and place that is convenient for them and where they feel comfortable sharing their thoughts and experiences.

Purpose of the Meetings

- To encourage small group conversations about Coppell today and what Coppell should be in the future
- To identify stakeholder values and top priorities for the future of Coppell
- To make this planning process more equitable and inclusive by helping to ensure the voices of *everyone* in Coppell are heard

THANK YOU FOR PARTICIPATING!

HOST INSTRUCTIONS

1 | Preparing for the Meeting

- A. Determine meeting format. As a meeting host, you can decide whether to meet in person or virtually. Either format is acceptable and can be based on your group's preferences!
- B. Identify participants. *Any size works, but a small group of four to twelve friends, family, and/or neighbors is recommended.*
- C. Send meeting invitations. *A sample invitation can be found below.*
- D. Review project background information on the Social Pinpoint project website.
- E. Print meeting materials in this packet for the in-person meetings.
- F. Define roles. One individual may take on more than one role. For example, as host, you may also be interested in being the meeting facilitator:
 - **Host** (1) is responsible for printing/emailing materials, coordinating a meeting location or virtual meeting setup, collecting meeting materials, and returning materials to City staff.
 - **Facilitator** (1) is responsible for facilitating the meeting, encouraging participation, and helping to ensure that participants follow guidelines for participation.
 - **Notetaker** (1+) is responsible for writing clear and legible notes from the discussion on the Group Discussion Worksheet.
 - **Participants** (everyone) are responsible for participating in the group discussion and filling out the Participant Worksheet and Participant Feedback Form.
- G. **Included items:**
 - Host Instructions
 - Coppell Vision 2040 Plan FAQ
 - Sign-In Sheet
 - Meeting Agenda
 - Participant Worksheet (print as many as needed or request from Coppell)
 - Group Discussion Worksheet (to be completed by notetaker)
 - Demographic Questionnaire (print as many as needed or request from Coppell)
 - Participant Feedback Form (print as many as needed or request from Coppell)
 - Host Feedback Form

2 | Inviting Participants

Identify family members, friends, neighbors, and others and invite them to your meeting. You can use the sample invitation language below or write your own invitation. Be sure to let participants know how long you expect the meeting to be. If you follow the suggested agenda, the meeting duration is anticipated to be approximately *90 minutes*; however, you can adjust the agenda to be longer or shorter, as needed.

Sample Meeting Invitation:

As part of ongoing efforts to revise the Coppell Vision 2040 Strategic Plan, I am/we are hosting a small group discussion to share our thoughts and ideas about the future of Coppell. Please join us to share your stories, thoughts, and ideas with neighbors, friends, and other residents and stakeholders. We look forward to hearing from you!

Date and Time of the Meeting:

Location:

Please RSVP By:

Meeting Host Name:

Meeting Host Phone and/or Email:

3 | Hosting the Meeting

Group Discussion Guidelines:

Review the discussion guidelines at the beginning of the meeting to help ensure all participants feel comfortable participating in the discussion and to help keep the discussion on topic. You may modify the guidelines as appropriate for your group.

Suggested discussion guidelines:

- Everyone should have an equal opportunity to talk and be heard.
- Keep the conversation on topic.
- Listen to others and avoid criticizing.
- Respect limited time and keep your answers to the point.
- Be honest and try to understand other viewpoints.
- It is OK to disagree.
- Try not to interrupt the facilitator or other group members.
- Put cell phones on silent.

Suggested Meeting Agenda

The agenda and instructions below are guidelines for you as facilitator. You may modify the language to make it your own and to make it accessible to your participants.

Welcome and Introductions *(10 – 15 minutes)*

1. Who is in the room?
Take a few minutes at the beginning of the meeting for introductions. You might ask people to share something about themselves in addition to their name (e.g., their neighborhood, any affiliations, their interest in the visioning process) so that everyone has a better sense of who is participating and why.
2. Meeting Overview
Briefly review the meeting agenda, the purpose of the meeting, and discussion guidelines.

Group Discussion Questions *(45 – 60 minutes)*

For each discussion question, give participants a few minutes to think and list answers on their Participant Worksheet. After participants have noted their responses, go around the room to allow each participant to share their ideas. The notetaker should take notes on the roundtable discussion. After all participants have had an opportunity to share, ask the group to identify *three to five* top priorities or key themes for each question. The notetaker can read back responses, if needed. The top priorities or themes should be recorded on the Group Discussion Worksheet. Repeat this process for each discussion question.

Wrap-Up *(10 – 15 minutes)*

Summarize the discussion, key priorities, and themes identified. Allow each participant to share final thoughts and ask questions. Ask participants to complete a Participant Feedback Form. Collect all Participant Worksheets and Participant Feedback Forms. Encourage participants to visit the project website to stay informed about the project and find other opportunities for engagement.

Participant feedback from this meeting and all other qualitative and quantitative data received as part of this engagement effort will be summarized and included in the Recommendations Report.



4 | Submitting Meeting Materials

Package the Group Worksheet, Participant Worksheets, Host Feedback Form, Participant Feedback Forms, Demographic Questionnaires, and Sign-In Sheet together in one envelope or one PDF file and return to the City.

By email: 2040@coppelltx.gov

In person: Drop off completed packets at the City Hall Front Desk. 255 E. Parkway Blvd. P.O. Box 9478. Coppell, TX 75019.

VISION 2040 PLAN FREQUENTLY ASKED QUESTIONS

1. What is Vision 2040?

Vision 2040 is Coppell's long-term strategic framework designed to guide the City's growth, development, and quality of life through the year 2040. Built around seven community-driven pillars, the plan focuses on education, inclusion, sustainability, innovation, and smart infrastructure to help ensure Coppell remains a vibrant, connected, and forward-thinking city. You can learn more about the Vision 2040 pillars on the City of Coppell's website at: <https://coppelltx.gov/526/Vision-2040>

2. Why is the Vision 2040 plan being updated?

The City of Coppell is refreshing the Vision 2040 plan to ensure it continues to reflect the evolving needs, priorities, and aspirations of the community. To support this effort, the City has partnered with BerryDunn, a consulting firm specializing in strategic planning, to facilitate the refresh process. This update will help keep the plan relevant and aligned with Coppell's long-term goals as the City grows and changes.

3. How can I get involved with the Vision 2040 refresh?

In addition to participating in this Meeting-in-a-Box, you can visit coppelltx.gov/2040refresh to take a survey, leave a comment, or learn more about community forums later this fall.



Meeting-in-a-Box Sign-In Sheet

Meeting Date: _____ **Host:** _____ **Total # of Attendees:** _____

If you would like to receive email updates about the City of Coppell's Vision 2040 plan, please add your email address below.

Name	Email	Were you a facilitator for this meeting?	Were you a notetaker for this meeting?
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>



MEETING-IN-A-BOX AGENDA

Part 1: Welcome and Introductions

1. Who is in the room?
2. Meeting overview

Part 2: Group Discussion Questions

1. In an ideal world, how will the City of Coppell look and feel five to ten years from now? What might residents/community members experience living in the City in the future?
2. What are the three biggest obstacles/challenges/issues the City will face over the next decade?
3. What are the biggest concerns for City residents? Should the City address these, and how?
4. Name a few things that the City of Coppell government does well. Who benefits most from the things the City does well? Be specific.
5. Name a few things that the City could do better.
6. Are you familiar with the City's Vision 2040 plan? What pillars resonate with you? What will be important to focus on going forward? Anything you would change?
7. How can the City better involve community members in both the planning and implementation of the Vision 2040 plan and community priorities?
8. How can the City show the community that it is making progress on the Vision 2040 plan?
9. On a scale of 1 – 5, with 5 being the most confident, how confident are you that the City of Coppell will be an even better place to live a decade from now? What must happen to make that a 5?
10. If you could pick three or four priorities for the City to focus on in the next decade, what would those be and why? Out of those priorities, which one do you believe is the most important?
11. What should the City Council consider when refreshing the Vision 2040 Strategic Plan?
12. Is there anything else you would like to share that will help us better understand your concerns, hopes, and dreams for the City of Coppell as we update and revise the Vision 2040 plan?

Part 3: Wrap-Up

1. Discussion summary
2. Feedback forms
3. Next steps

Group Discussion Guidelines

To have a productive conversation where everyone participates, please use these guidelines.

- Everyone should have an equal opportunity to talk and be heard.
- Keep the conversation on topic.
- Listen to others and avoid criticizing.
- Respect limited time and keep your answers to the point.
- Be honest and try to understand other viewpoints.
- It is OK to disagree.
- Try not to interrupt the facilitator or other group members.
- Put cell phones on silent.



Meeting-in-a-Box Participant Worksheet

PARTICIPANT WORKSHEET

Question 1: In an ideal world, how will the City of Coppell look and feel five to ten years from now? What might residents/community members experience living in the City in the future?

Question 2: What are the three biggest obstacles/challenges/issues the City will face over the next decade?

Question 3: What are the biggest concerns for City residents? Should the City address these, and how?

Question 4: Name a few things that the City of Coppell government does well. Who benefits most from the things the City does well? Be specific.

Question 5: Name a few things that the City could do better.

Question 6: Are you familiar with the City's Vision 2040 plan? What pillars resonate with you? What will be important to focus on going forward? Anything you would change?

Question 7: How can the City better involve community members in both the planning and implementation of the Vision 2040 plan and community priorities?



Meeting-in-a-Box Participant Worksheet

Question 8: How can the City show the community that it is making progress on the Vision 2040 plan?

Question 9: On a scale of 1 – 5, with 5 being the most confident, how confident are you that the City of Coppell will be an even better place to live a decade from now? What must happen to make that a 5?

Question 10: If you could pick three or four priorities for the City to focus on in the next decade, what would those be and why? Out of those priorities, which one do you believe is the most important?

Question 11: What should the City Council consider when refreshing the Vision 2040 Strategic Plan?

Question 12: Is there anything else you would like to share that will help us better understand your concerns, hopes, and dreams for the City of Coppell as we update and revise the Vision 2040 plan?



GROUP DISCUSSION WORKSHEET

Question 1: In an ideal world, how will the City of Coppell look and feel five to ten years from now? What might residents/community members experience living in the City in the future?

Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

Question 2: What are the three biggest obstacles/challenges/issues the City will face over the next decade?

Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

Question 3: What are the biggest concerns for City residents? Should the City address these, and how?

Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

Question 4: Name a few things that the City of Coppell government does well. Who benefits most from the things the City does well? Be specific.

Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

Question 5: Name a few things that the City could do better.

Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

Question 6: Are you familiar with the City's Vision 2040 plan? What pillars resonate with you? What will be important to focus on going forward? Anything you would change?

Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

Question 7: How can the City better involve community members in both the planning and implementation of the Vision 2040 plan and community priorities?

Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

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Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

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Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

Question 10: If you could pick three or four priorities for the City to focus on in the next decade, what would those be and why? Out of those priorities, which one do you believe is the most important?

Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

Question 11: What should the City Council consider when refreshing the Vision 2040 Strategic Plan?

Key themes/top priorities from group discussion:



Meeting-in-a-Box Group Worksheet

Question 12: Is there anything else you would like to share that will help us better understand your concerns, hopes, and dreams for the City of Coppell as we update and revise the Vision 2040 plan?

Key themes/top priorities from group discussion:



Meeting-in-a-Box Demographic Questionnaire

DEMOGRAPHIC QUESTIONNAIRE

COMPLETION OF THIS FORM IS OPTIONAL

To help this strategic planning effort be a success, we would like to help ensure that people of all ages and backgrounds are involved in the process. The following questions are intended to help us understand who has participated and how representative participants are of the broader community. All questions are optional. This information will be kept anonymous.

What is your age?

- ☐ Under 10
- ☐ 10 – 14
- ☐ 15 – 19
- ☐ 20 – 24
- ☐ 25 – 34
- ☐ 35 – 44
- ☐ 45 – 54
- ☐ 55 – 59
- ☐ 60 – 64
- ☐ 65 – 74
- ☐ 75 – 84
- ☐ 85 or over

What is your race/ethnicity? Check all that apply.

- ☐ White (not Hispanic or Latino)
- ☐ Asian (not Hispanic or Latino)
- ☐ Black (not Hispanic or Latino)
- ☐ Hispanic or Latino
- ☐ Two or More Races Other (not Hispanic or Latino)
- ☐ American Indian (not Hispanic or Latino)
- ☐ Hawaiian (not Hispanic or Latino)
- ☐ Single Race Other (not Hispanic or Latino)



Meeting-in-a-Box Feedback and Suggestions

PARTICIPANT FEEDBACK FORM

Tell us what you thought about today's meeting.

1. Please rate the effectiveness of this meeting:

- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very Poor

2. What did you like about this meeting?

3. How can we improve meetings like this in the future?

4. Do you have any other comments?



THANK YOU FOR PARTICIPATING!

HOST FEEDBACK FORM

Tell us what you thought about today's meeting.

1. How useful is the Meeting-in-a-Box concept for broadening the range of public input?

☐ Very Poor ☐ Poor ☐ Fair ☐ Good ☐ Very Good

2. Were the Meeting-in-a-Box materials easy to understand and use?

☐ Very Poor ☐ Poor ☐ Fair ☐ Good ☐ Very Good

3. What did you like about the Meeting-in-a-Box?

4. How could the Meeting-in-a-Box be improved?

5. Please rate the following aspects of your meeting:

Participant engagement

☐ Poor ☐ Fair ☐ Good ☐ Excellent

Quality of group discussion(s)

☐ Poor ☐ Fair ☐ Good ☐ Excellent

Group satisfaction with outcomes

☐ Poor ☐ Fair ☐ Good ☐ Excellent

6. Would you host a Meeting-in-a-Box event again? ☐ Yes ☐ No

7. If "No," why not?

8. Would you recommend Meeting-in-a-Box to others? ☐ Yes ☐ No