

Welcome!
Community Visioning Forum

July 26, 2021



Visioning Forum Overview

- Poll Question
- Environmental Scan Presentation
- Breakout Discussions
- Large Group Discussion
- Poll Question
- Next Steps



Guidelines for Effective Participation

1. Speak from your own perspective using “I” statements.
2. Respect others’ viewpoints while listening respectfully and intently.
3. Stay focused on the discussion at hand.
4. Use the “raise hand” and chat features.
5. Ask questions.
6. Be patient with one another in the virtual environment.
7. Speak in “we” statements when reporting out from breakout discussions.



Polling question

Which words best describe Cooper City?



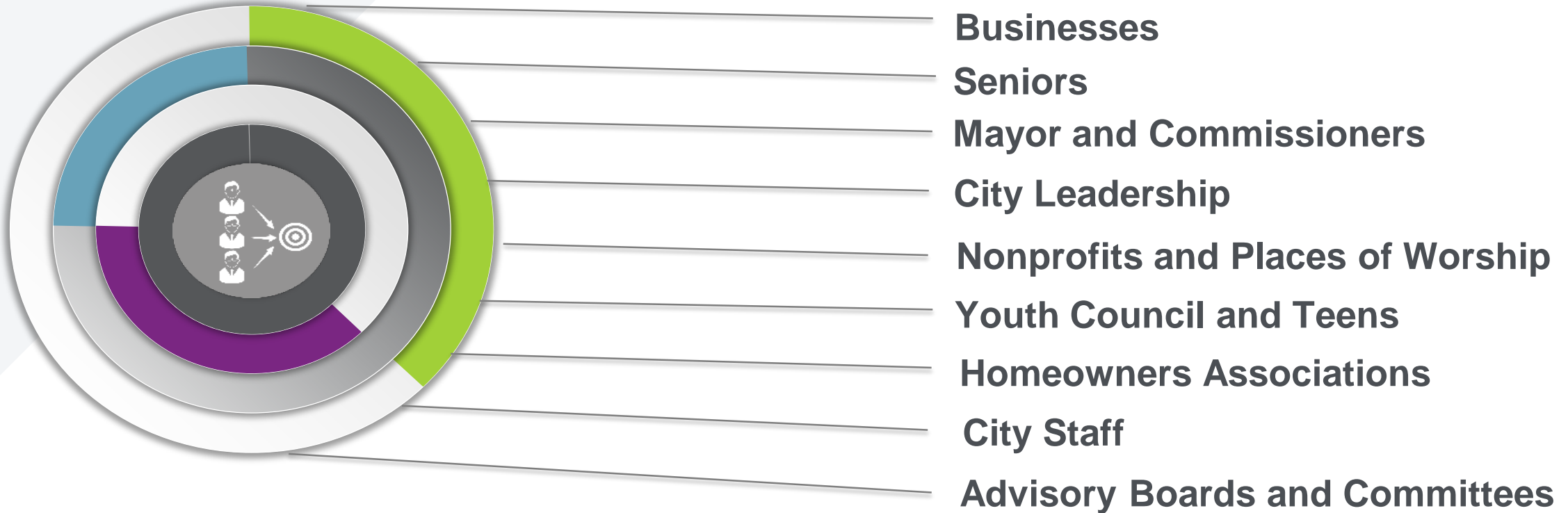
Environmental Scan

Strategic planning starts with an environmental scan to:

- ▲ Identify potential opportunities, challenges, and trends that can drive the City's focus and effectiveness.
- ▲ Provide everyone involved in strategic planning with a shared understanding of the City's operating environment.
- ▲ Help City leaders successfully navigate the forces and obstacles that can hinder the achievement of a shared vision.



Environmental Scan Approach



- ✓ Interviews with approximately 50 Cooper City stakeholders
- ✓ Survey of Cooper City residents – 60 survey responses and 31 ideas and comments posted



Cooper City Community Profile



Quality of Life in Cooper City



7th Safest City in Florida

- Safewise 2021



3rd Best Place to Live in Broward County

- Niche, 2021



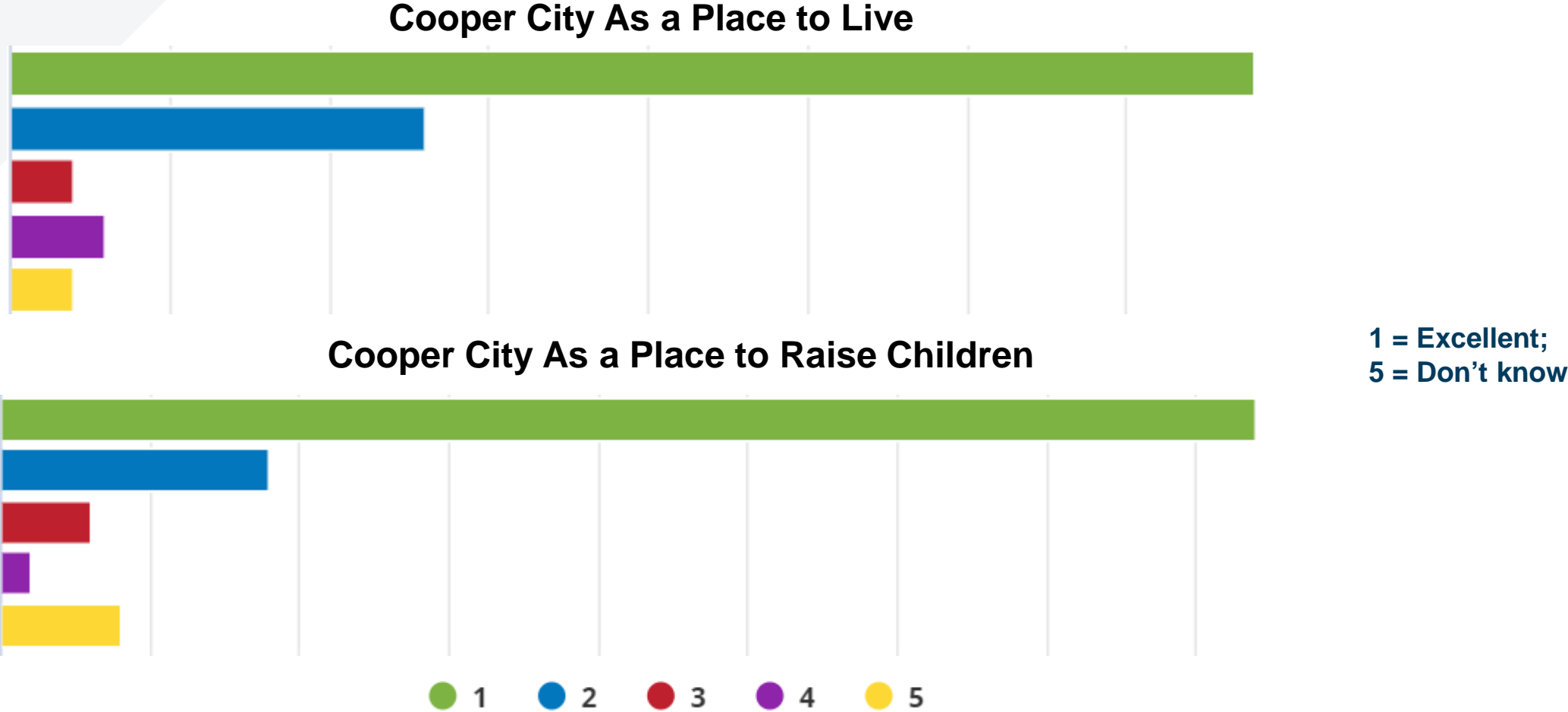
Top-Rated Public Schools

- Greatschools.org, 2021



Quality of Life in Cooper City

Strategic planning survey respondents gave Cooper City high marks for quality of life:

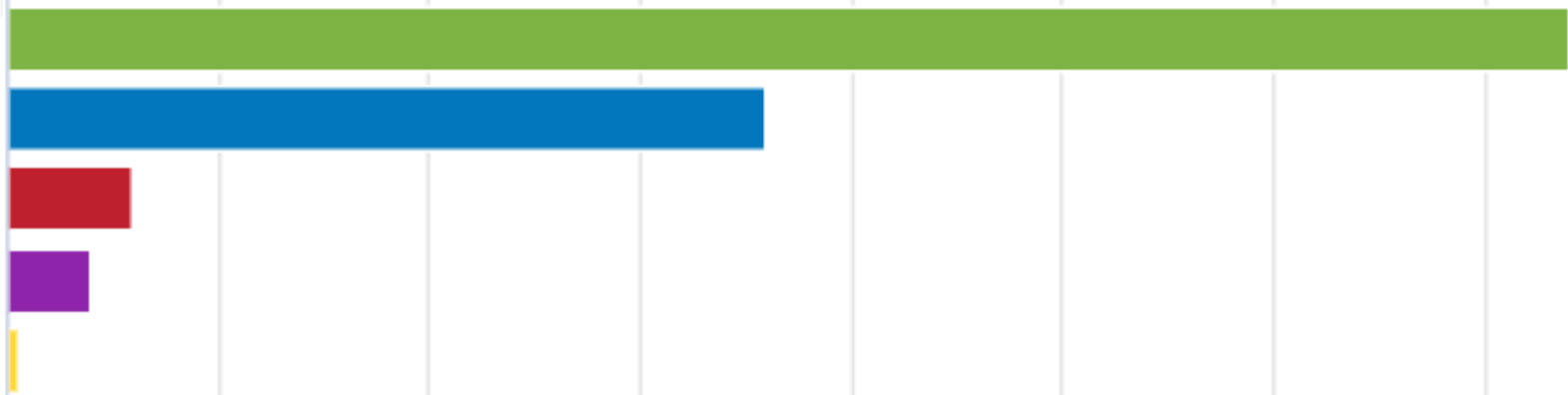


Source: 2021 Social Pinpoint Community Survey

Quality of Life in Cooper City

Strategic planning survey respondents gave Cooper City high marks for quality of life:

How likely are you to recommend Cooper City to someone who asks?



How likely are you to stay in Cooper City for the next 5 years?

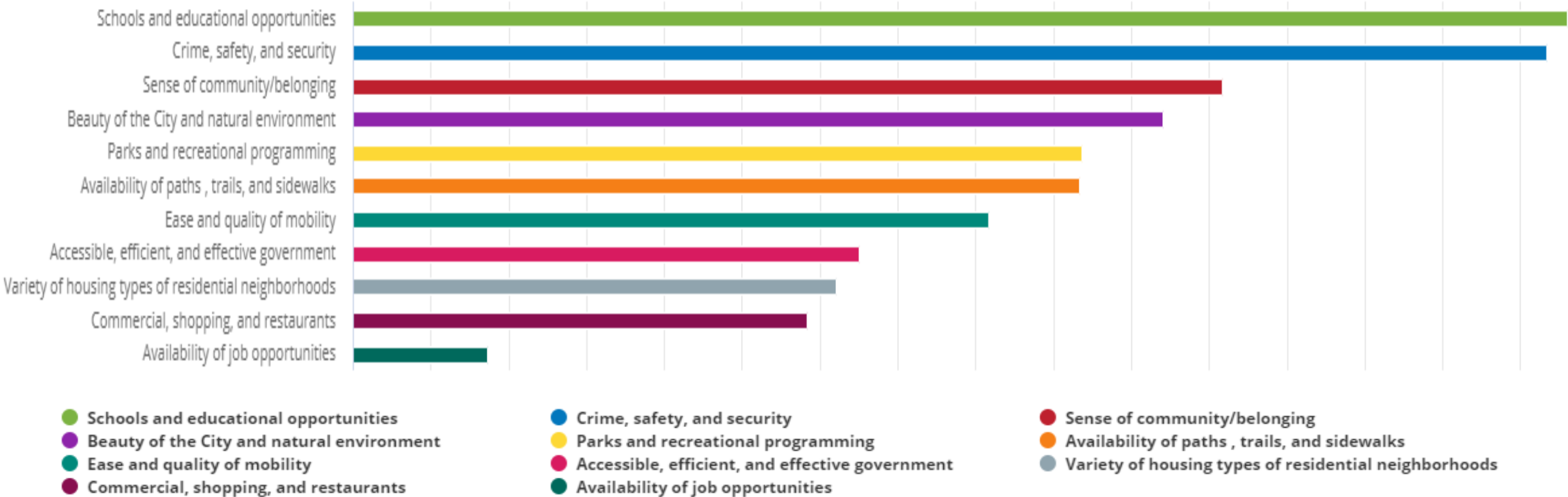


● 1 - Very likely ● 2 - Somewhat likely ● 3 - Somewhat unlikely ● 4 - Very unlikely ● 5 - Don't know

Source: 2021 Social Pinpoint Community Survey

Community Characteristics

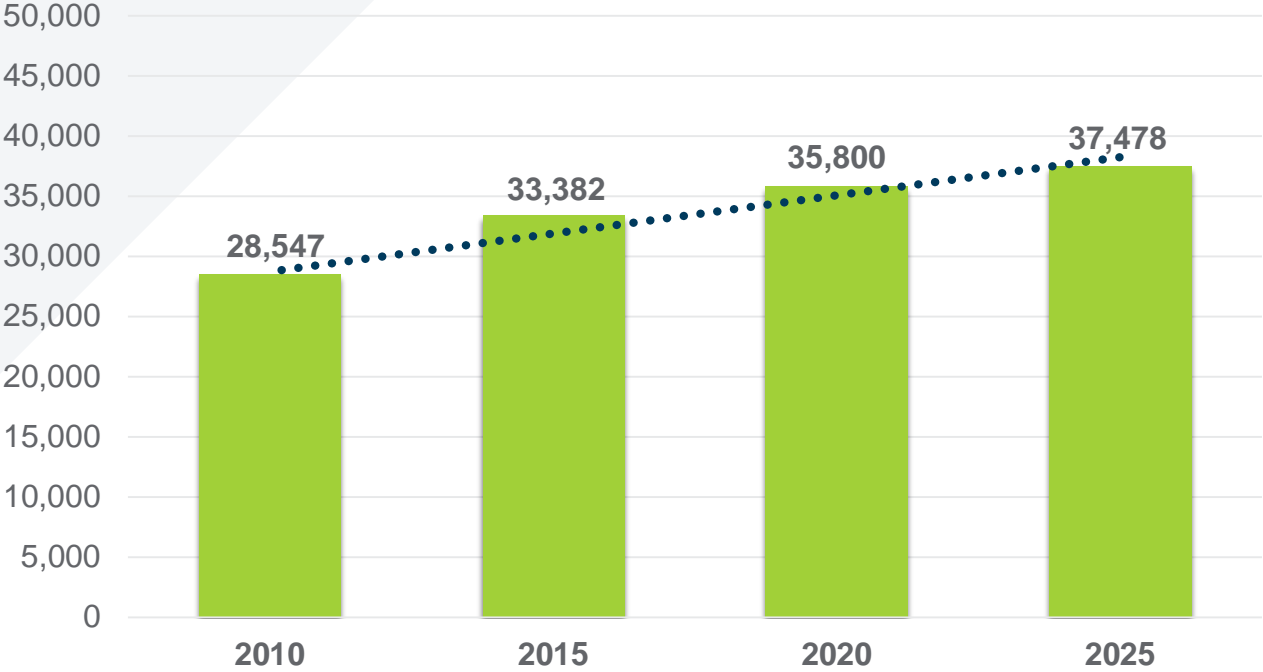
Strategic planning survey respondents ranked their favorite aspects of Cooper City as follows:



Source: 2021 Social Pinpoint Community Survey

About Cooper City

Cooper City Population



Source: U.S. Census Bureau, 2019 American Community Survey



\$107,795

Median Household Income



\$378,100

Median Home Value

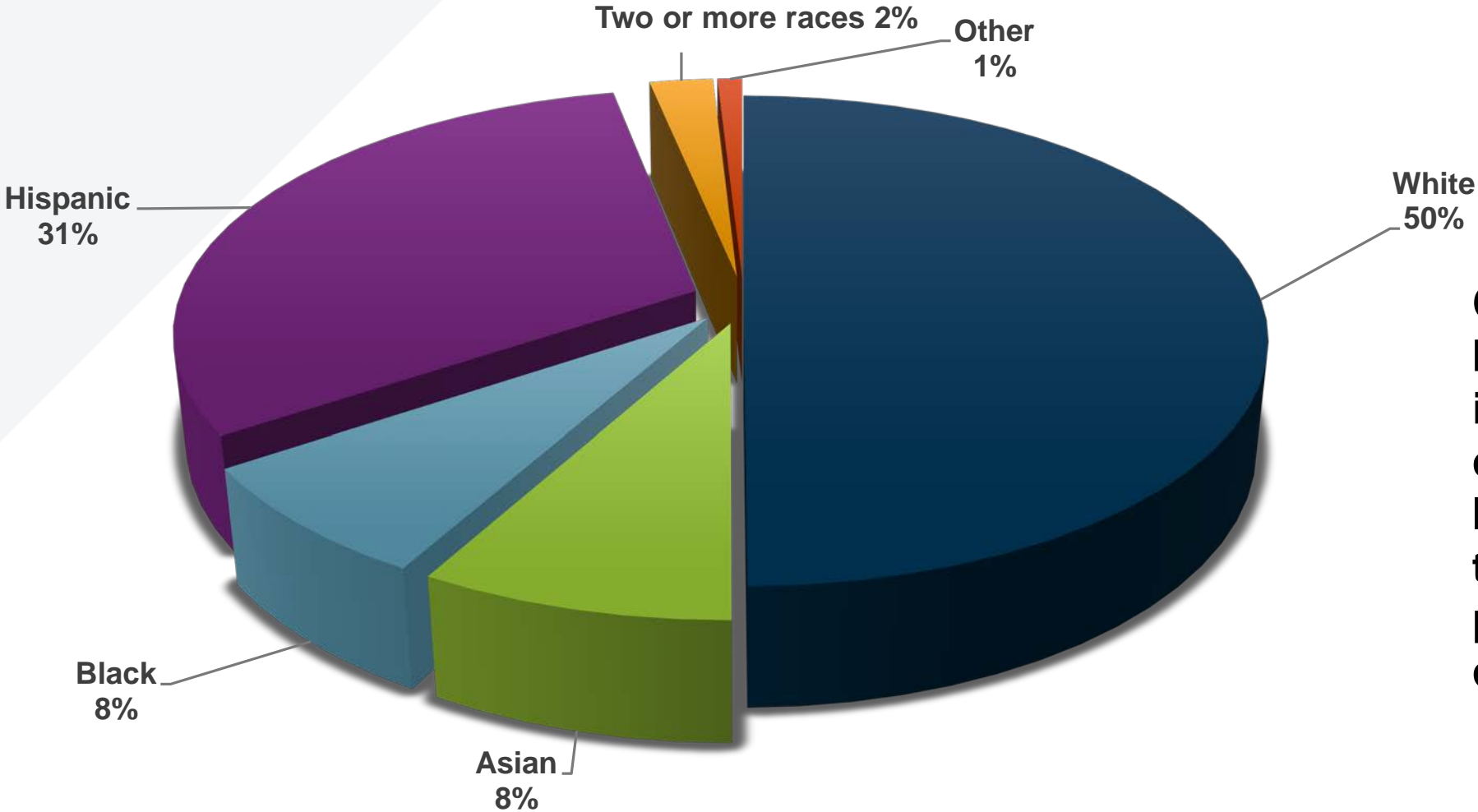


95%

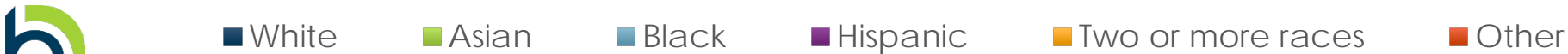
High School Graduate or Higher



Demographics: Race and Ethnicity

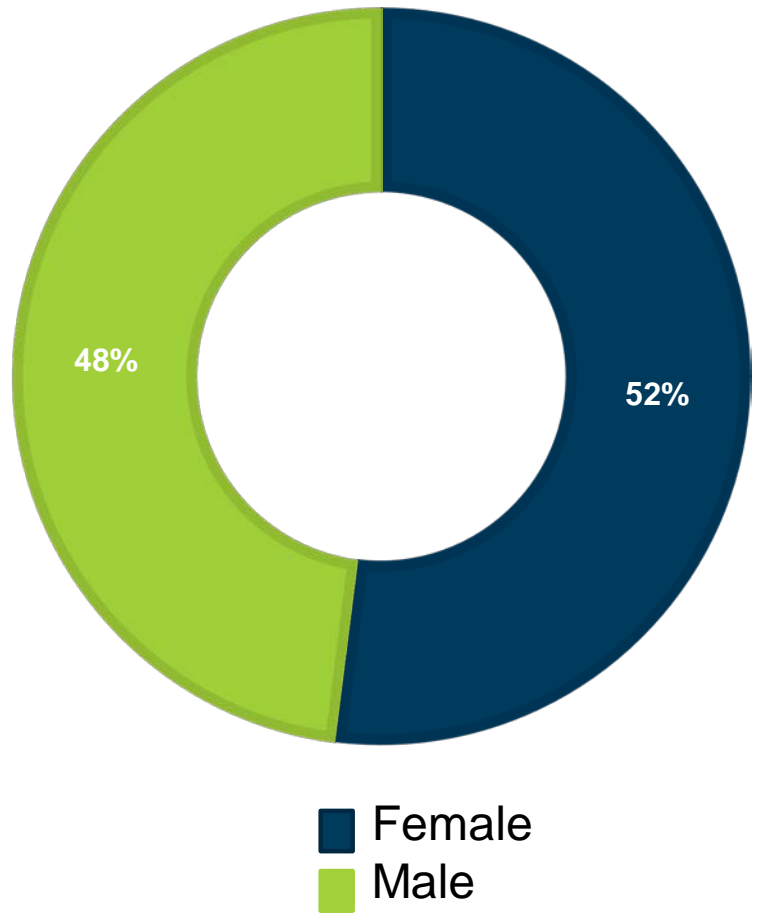
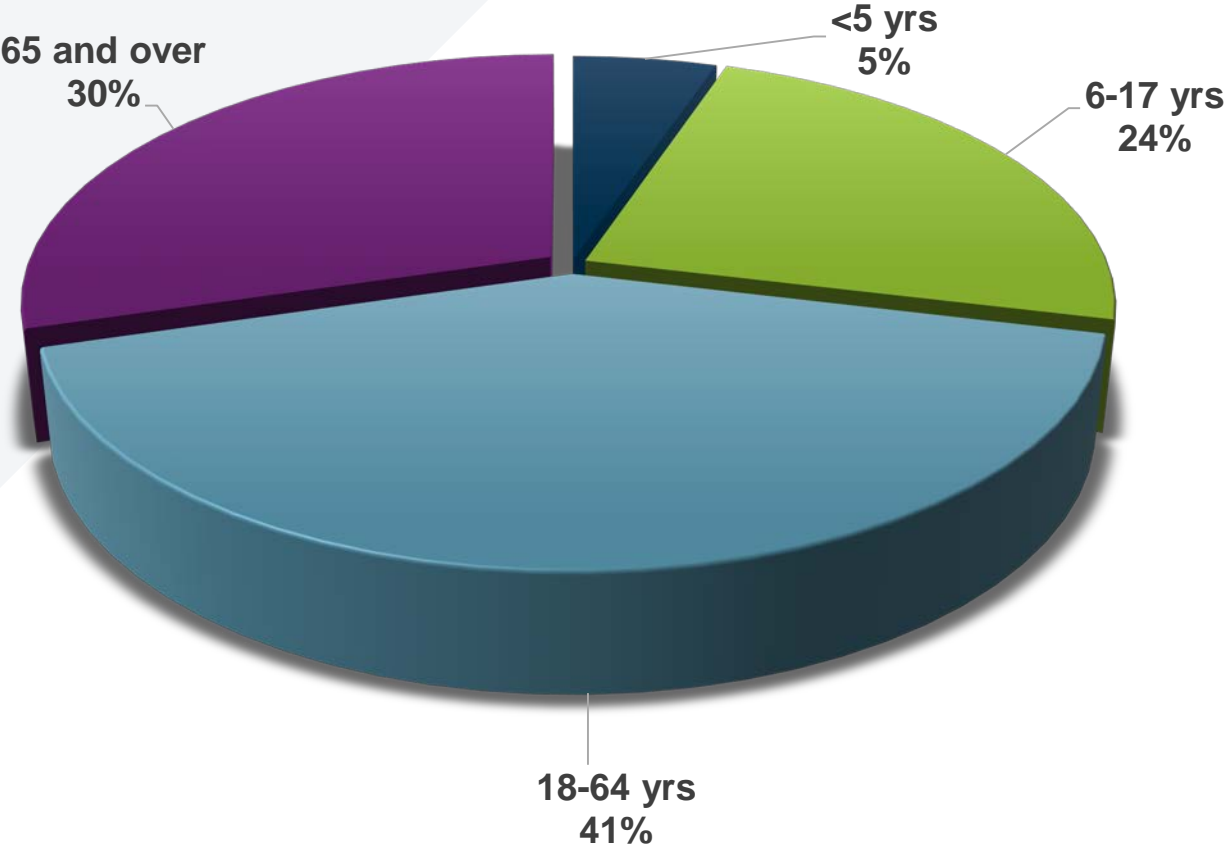


Cooper City has become increasingly diverse over the last 20 years and that trend is projected to continue.



Source: U.S. Census Bureau, 2000 and 2010 Census; 2019 American Community Survey

Demographics: Age and Gender



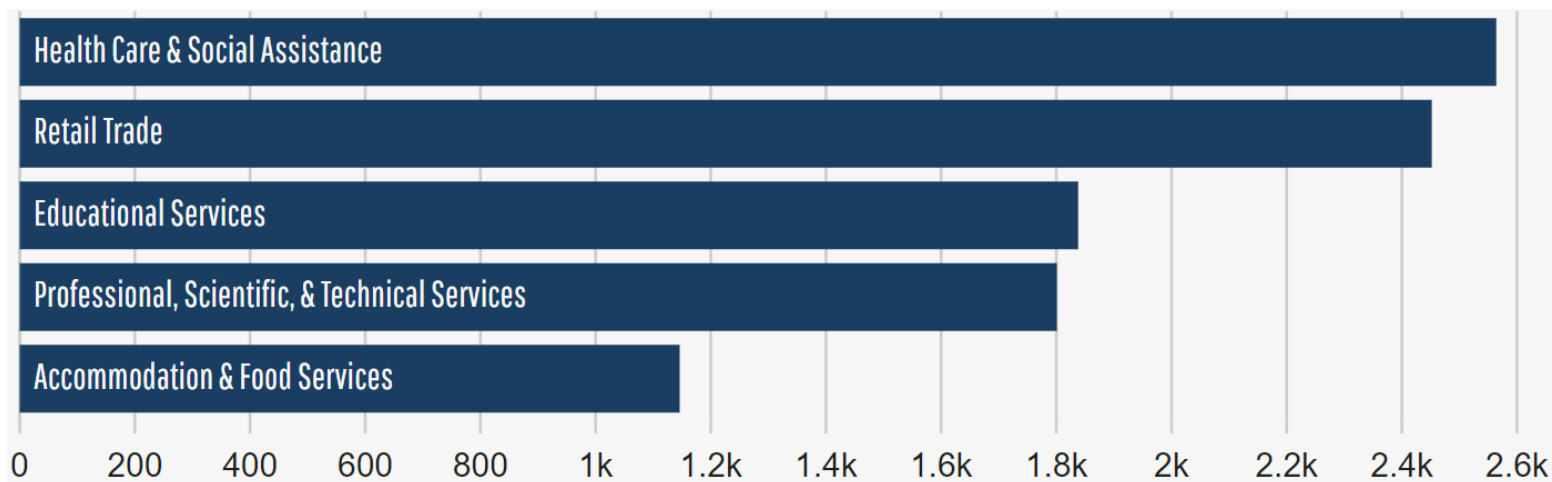
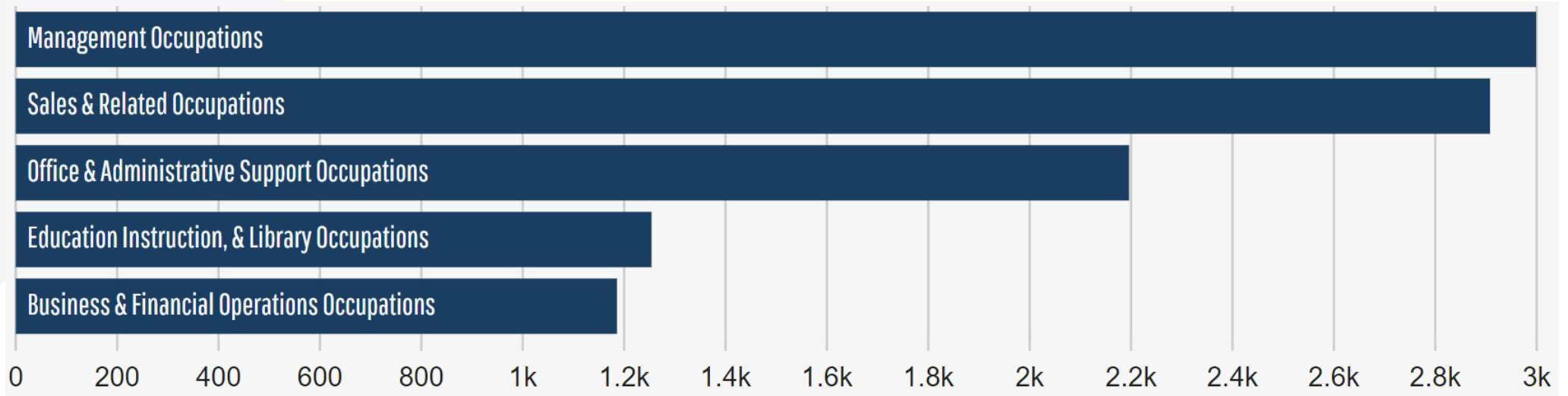
Female
Male

Source: U.S. Census Bureau, 2019 American Community Survey



Employment and the Economy

Most Common Occupations and Industries by Number of Workers



Source: U.S. Census Bureau, Community Analysis, December 2019

Cooper City Government



Cooper City Government

Where does your tax dollar go?

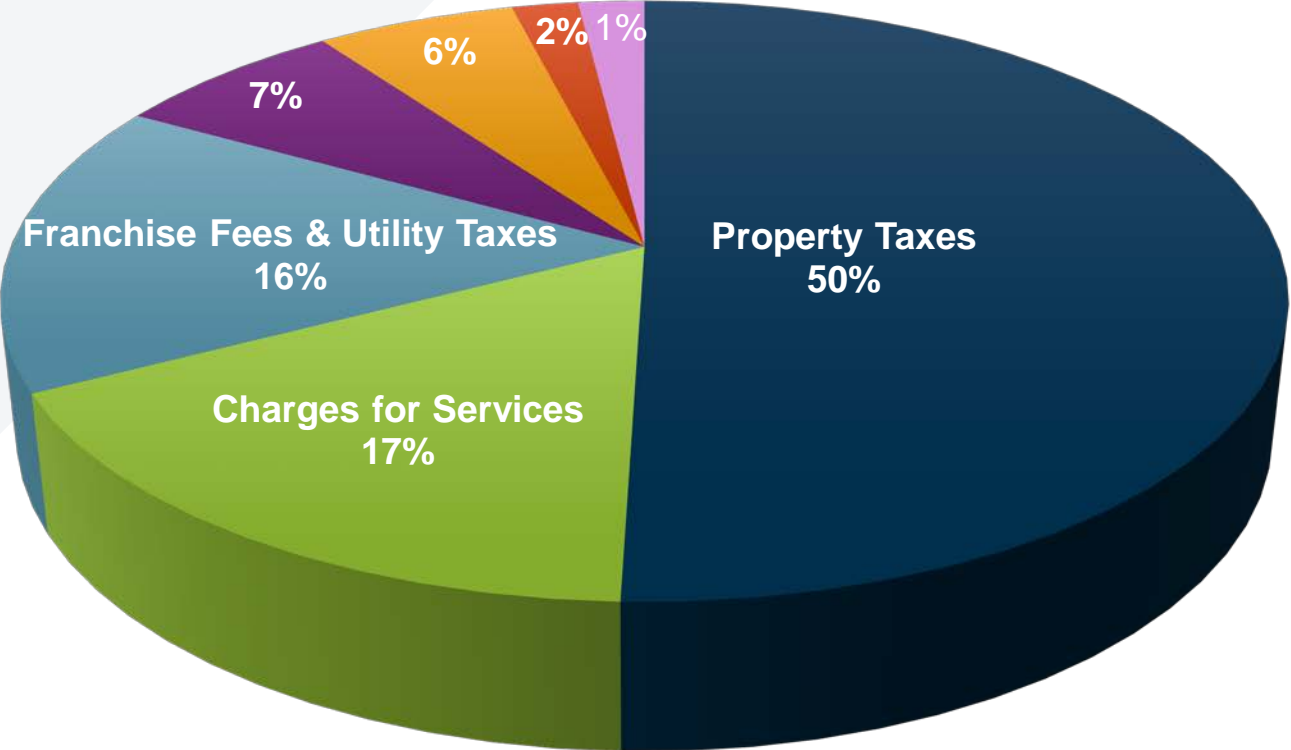


**Other includes South Florida Water Management, South Broward Hospital, Children's Services Council of Broward County, Florida Inland Navigation, Central Broward/Land Value.*



Source: Cooper City Finance Department, 2011

City Revenues

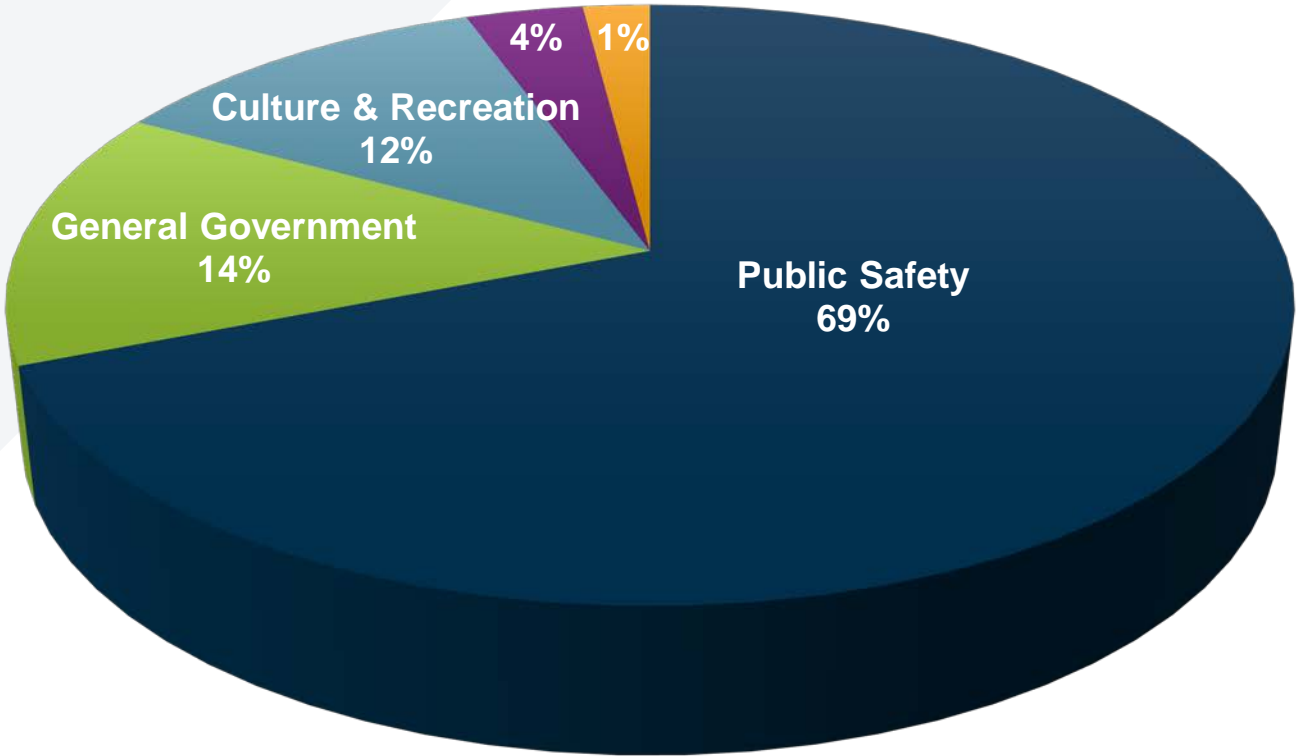


- Property Taxes
- Charges for Services
- Franchise Fees & Utility Taxes
- Local Option Taxes
- Intergovernmental
- Grants & Miscellaneous
- Investment Income

Source: Cooper City Comprehensive Annual Financial Report, December 31, 2019



City Expenditures



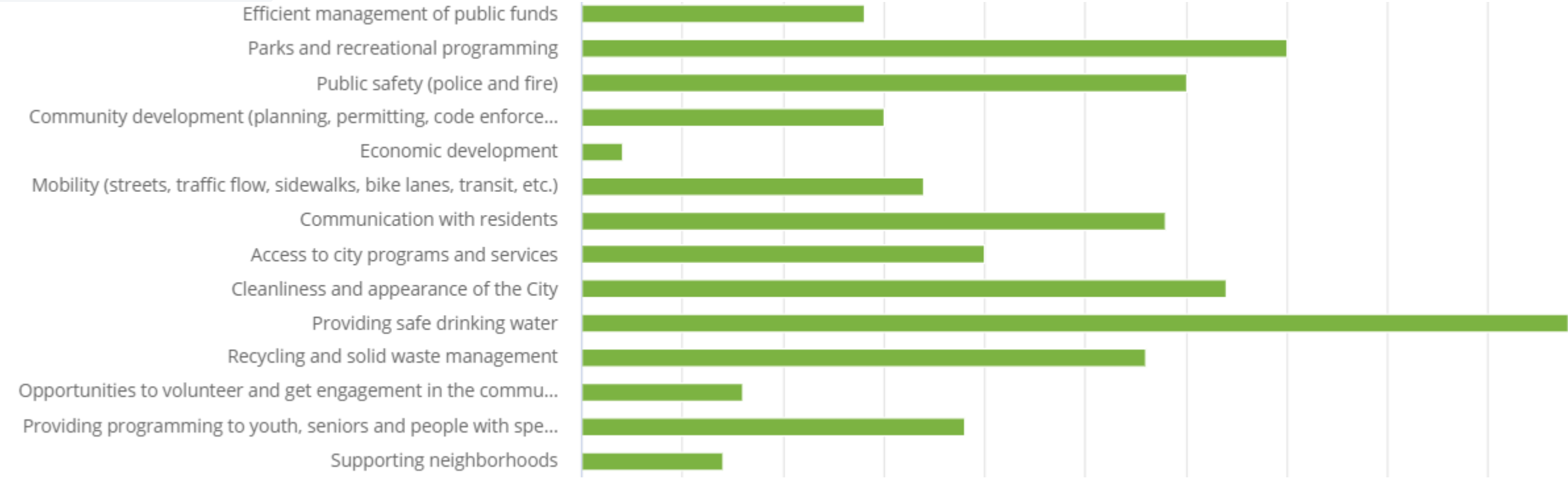
- Public Safety
- General Government
- Culture & Recreation
- Transportation
- Physical Environment

Source: Cooper City FY 2021 Adopted Budget



Quality of City Services

What are some things that Cooper City Government Does Well?



Source: 2021 Social Pinpoint Community Survey



Quality of City Services

What are some things that Cooper City Government Does Well?

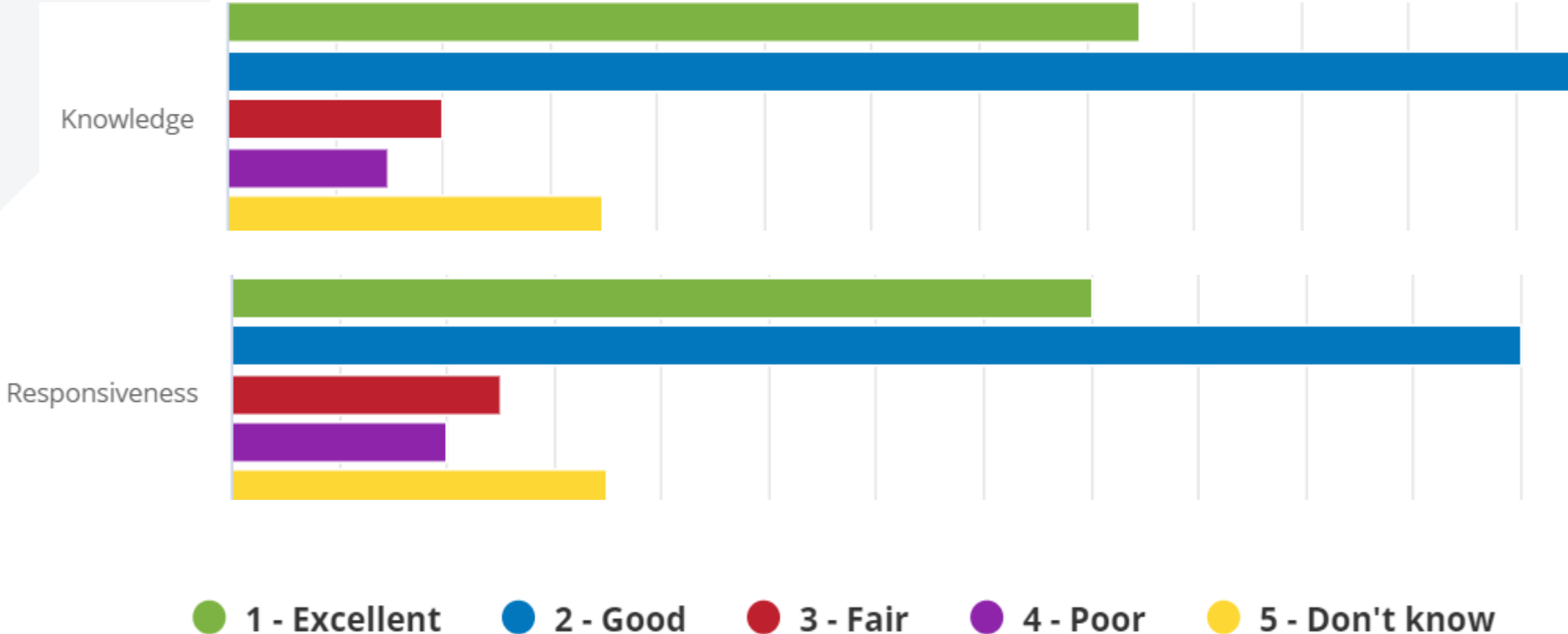
- ▲ Water quality management
- ▲ Responsiveness to residents' needs
- ▲ Parks and recreation
- ▲ Community events
- ▲ Hometown feel
- ▲ Engagement of City Commission
- ▲ Public safety
- ▲ Dedication of City employees

Source: 2021 Strategic Planning Stakeholder Interviews



Quality of City Services

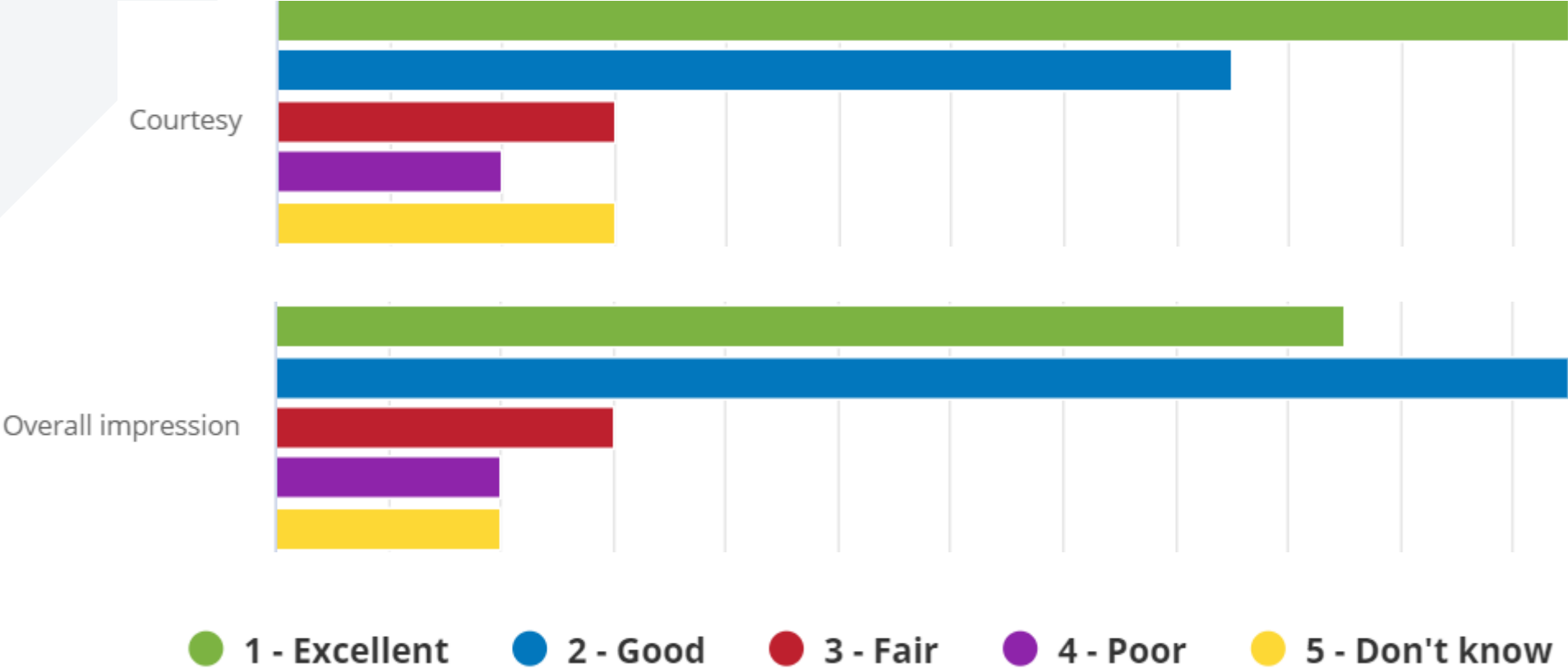
Impression of city employees based on most recent interaction:



Source: 2021 Social Pinpoint Community Survey

Quality of City Services

Impression of city employees based on most recent interaction:



Source: 2021 Social Pinpoint Community Survey

Areas of Needed Improvement

- ▲ Focus on infrastructure needs – roads, sidewalks, sewers
- ▲ More consistent code enforcement
- ▲ Traffic safety and control
- ▲ Streamlining and modernization of City processes for efficiency
- ▲ Better planning for the future
- ▲ Better outreach and communication
- ▲ Continued focus on City beautification

Source: 2021 Strategic Planning Stakeholder Interviews



Areas of Needed Improvement

Signs need updating to more modern signs. I completely agree with the landscaping along the roads needs updating. Just take a drive along Weston to see how simple it is. The older commercial buildings like the ones along Griffin need to look more modern. Modern landscaping with modern coats of paint (instead of the ugly orange and green).

👤 24 days ago

Like 👍+1 Dislike 🗑️

Modernizing Cooper City. Infrastructure upgrades. Signs need upgrading, buildings need upgrading. Roads need to look nicer. Drive down a road in Weston and just the landscaping makes the city look more fancy on modern.

👍 Like (2)

🗑️ Dislike (0)

🔗 Share

Reply

We need to put a stop on building new strip malls when we have so many empty store fronts! Also, look at what Davie has done with conserving their land for parks, keeping the mature large oaks and creating bike paths that connect to those parks throughout the city.

👍 Like (0)

🗑️ Dislike (0)

🔗 Share

Reply

The impact of school traffic to neighborhoods off of 90th is incredible...particularly in Cooper Estates. On typical school mornings, I wait in long lines to get out of my neighborhood, as people use it as a drop off for highschoolers. Police patrol for the 1st couple of weeks of school but when they aren't patrolling, it happens every morning. They even stop in the middle of the road on 90th and kids jump out and people drive into oncoming traffic to go around them. Very dangerous.

👤 18 days ago

Like 👍 Dislike 🗑️



Source: 2021 Social PinPoint Ideas Wall



Stakeholder Views on the City's Future

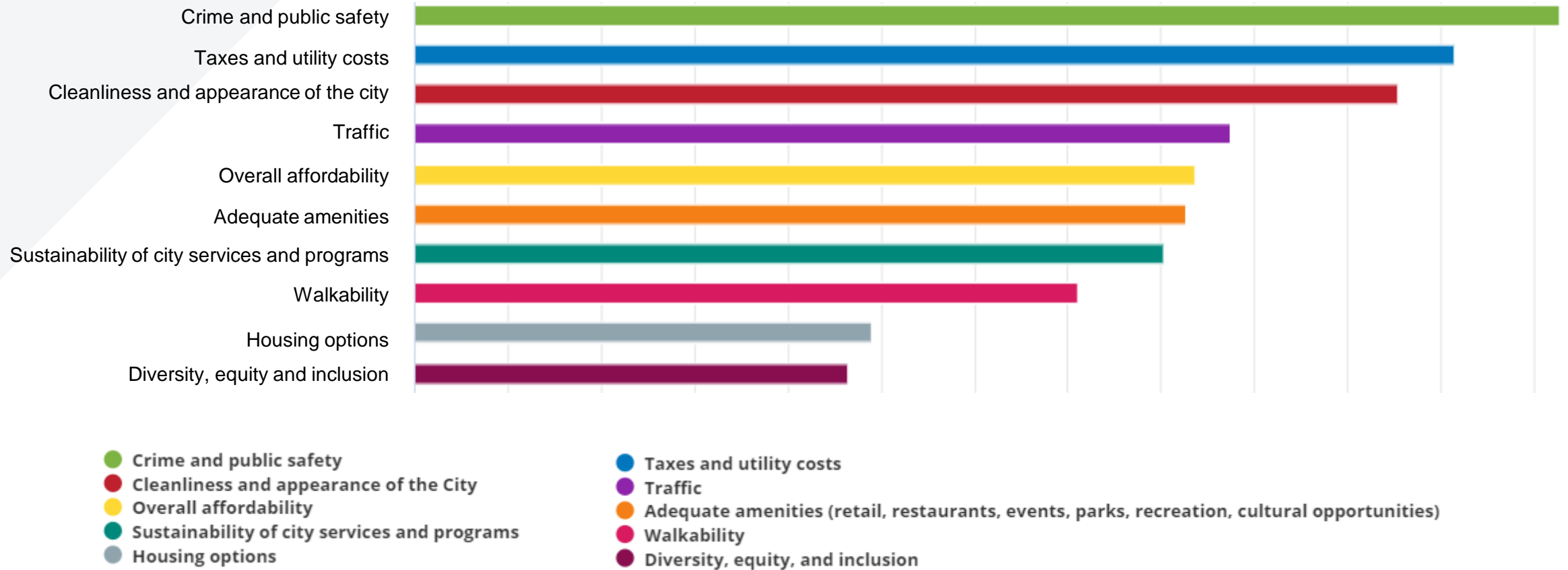
Analysis of Stakeholder Input

- ▲ All individual stakeholder input and survey responses were compiled, analyzed, and counted by theme.
 - A response, idea, or comment had to be mentioned multiple times in order to be listed as a theme.
 - Themes are identified as possible strategic priorities for Commission consideration.
 - All specific ideas for improvements have been captured for consideration and will be presented to City Commission and City staff and leadership as possible strategies and actions to support the City's vision.



Most Significant Issues and Concerns

Rank your biggest concerns with Cooper City:



Source: 2021 Social Pinpoint Community Survey



Most Significant Issues and Concerns

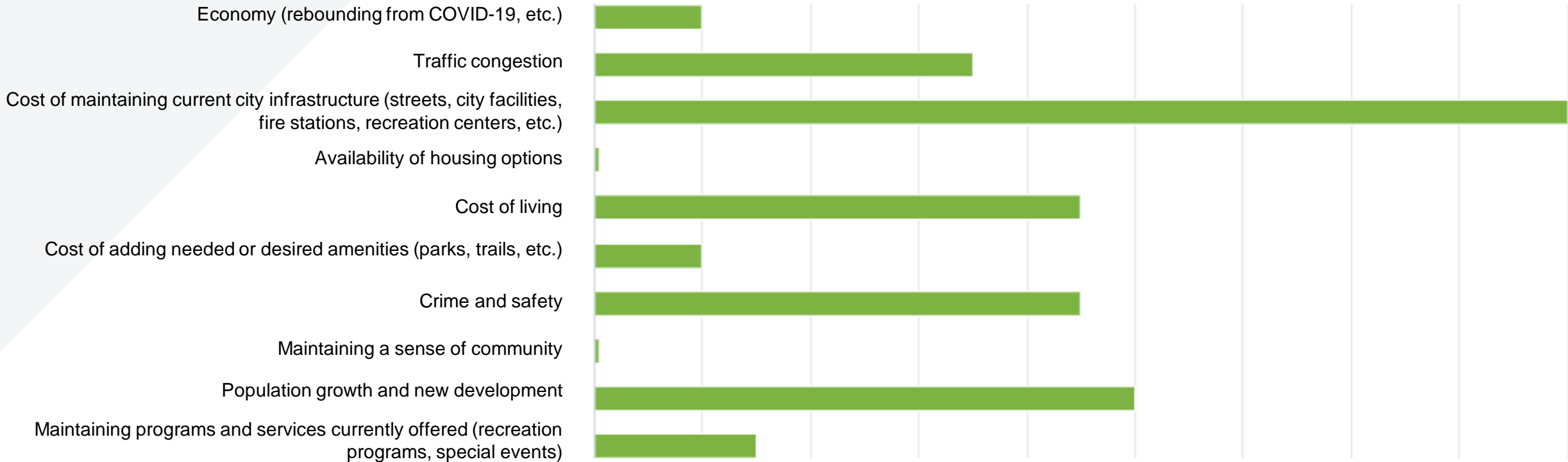
- ▲ Rising cost of services, particularly public safety
- ▲ Replacing and maintaining existing infrastructure
- ▲ Tax base and revenue to support City services
- ▲ Managing growth and development
- ▲ Traffic safety and congestion
- ▲ Cost of living
- ▲ Maintaining a small town feel
- ▲ Downtown revitalization/redevelopment
- ▲ Vacancies in commercial plazas
- ▲ Climate change resiliency

Source: 2021 Strategic Planning Stakeholder Interviews



Most Pressing Challenges

What do you foresee as Cooper City's biggest challenge over the next 5 years?

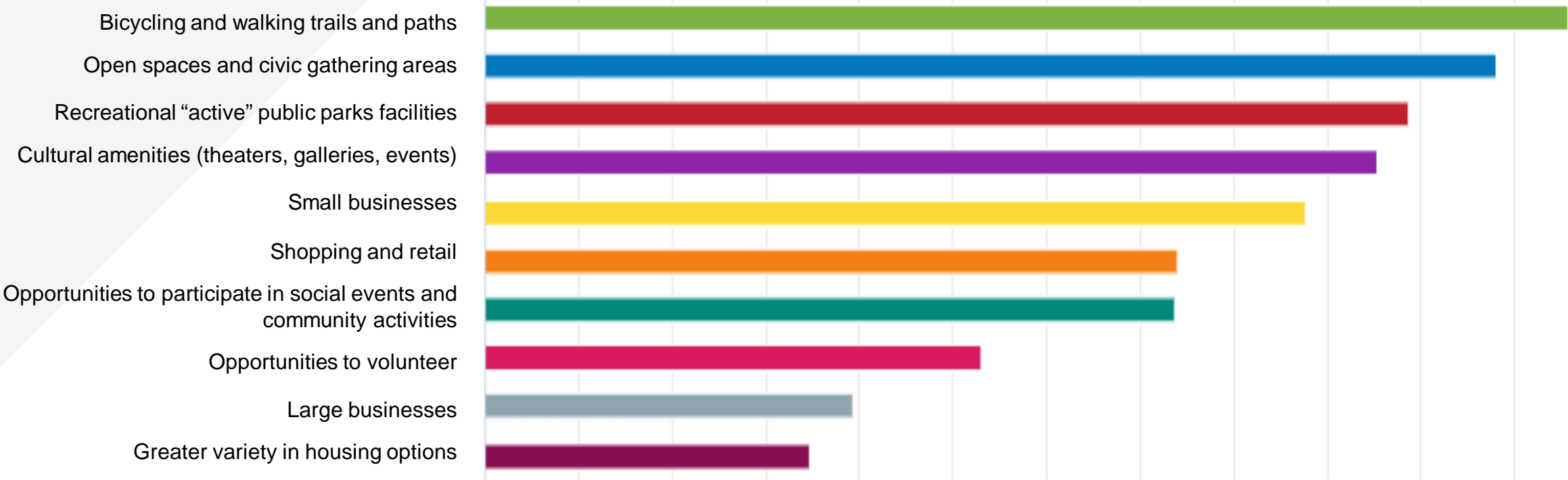


Source: 2021 Social Pinpoint Community Survey



Opportunities

What would you like to see more of in Cooper City?



- Bicycling and walking trails and paths
- Recreational "active" public parks facilities (fields, courts, gyms, etc)
- Small businesses
- Opportunities to participate in social events and community activities
- Large businesses
- Open spaces and civic gathering areas (amphitheaters, pavilions, passive parks, etc.)
- Cultural amenities (theaters, galleries, events)
- Shopping and retail
- Opportunities to volunteer
- Greater variety in housing options



Opportunities

Being that a large portion of our residents are getting older, I would love to see a 55 and over community being built...The kind where we can purchase a villa or single family home.



Like (2)



Dislike (0)



Share

Reply

Strategize for eligible and meaningful projects for surtax funding.

9 days ago

Like Dislike

Our city should be a collection of neighborhoods connected by greenways and well landscaped streets. The city and community should encourage walking and biking to local businesses and jobs within the area. The schools are one of the key reasons people want to live here. Let's help make them look beautiful and be a point of community pride. Enforcing the city rules regarding blight would help improve the appearance of many neighborhoods.



Like (3)



Dislike (0)



Share

Reply



Source: 2021 Social PinPoint Ideas Wall

As a resident going on 25 years it sure would be nice to have outdoor/restaurants bars etc. like Pembroke Pines, Dania etc. has to walk around from place to place in the evenings, we have become a city of parks & recreation, I'm absolutely sure it would lower our tax base & bring in money to our city. Ken Horlick Reflections @ Rock Creek.

23 days ago

Like +2Dislike -1

I would like to see some neighbourhoods taking better care of their houses and overall appearance. I would like to see more trees and landscaping. Events in the past years have not been really as good as they used to, I would like them to be better. Besides the sports, which are good, I would like to see more activities where kids can gather and know each other better, mostly teenagers as many events/activities are for small kids.



Like (0)



Dislike (0)



Share

Reply

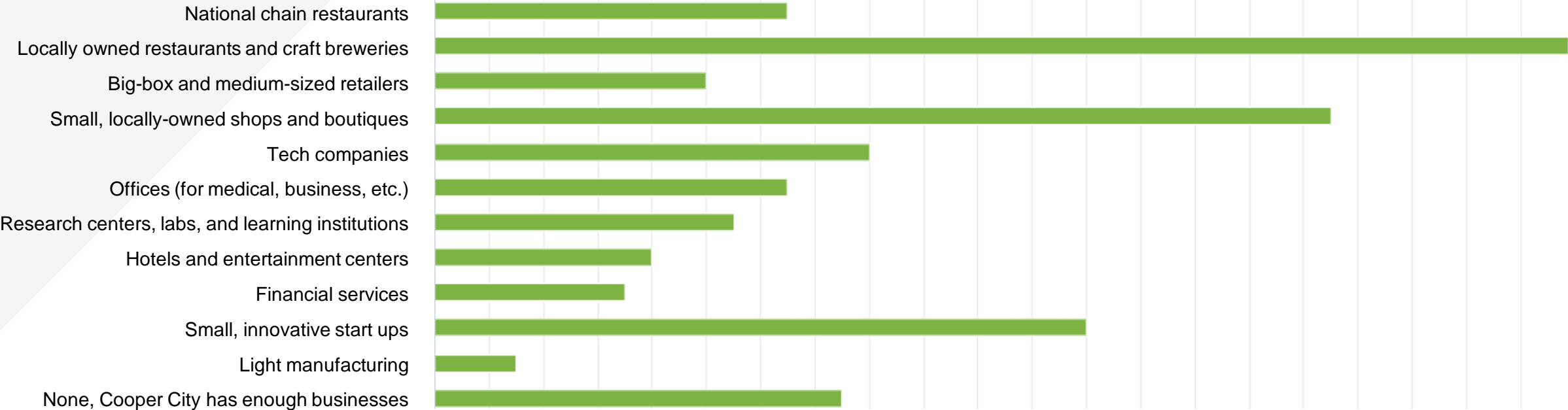
Cooper City needs to feel and LOOK like someplace special. The landscaping along roads and communities needs to be updated and well maintained.

a month ago

Like +2Dislike

Opportunities

What types of businesses would you most like to see in Cooper City?



Source: 2021 Social Pinpoint Community Survey



Most Important Priorities

- ▲ City beautification
- ▲ Fiscal sustainability
- ▲ Maintaining open spaces
- ▲ Infrastructure and capital planning
- ▲ Preservation of the City's tree canopy
- ▲ Managing the rising cost of public safety



Our city should be a collection of neighborhoods connected by greenways and well landscaped streets. The city and community should encourage walking and biking to local businesses and jobs within the area. The schools are one of the key reasons people want to live here. Let's help make them look beautiful and be a point of community pride. Enforcing the city rules regarding blight would help improve the appearance of many neighborhoods.

👍 Like (3)

👎 Dislike (0)

🔗 Share

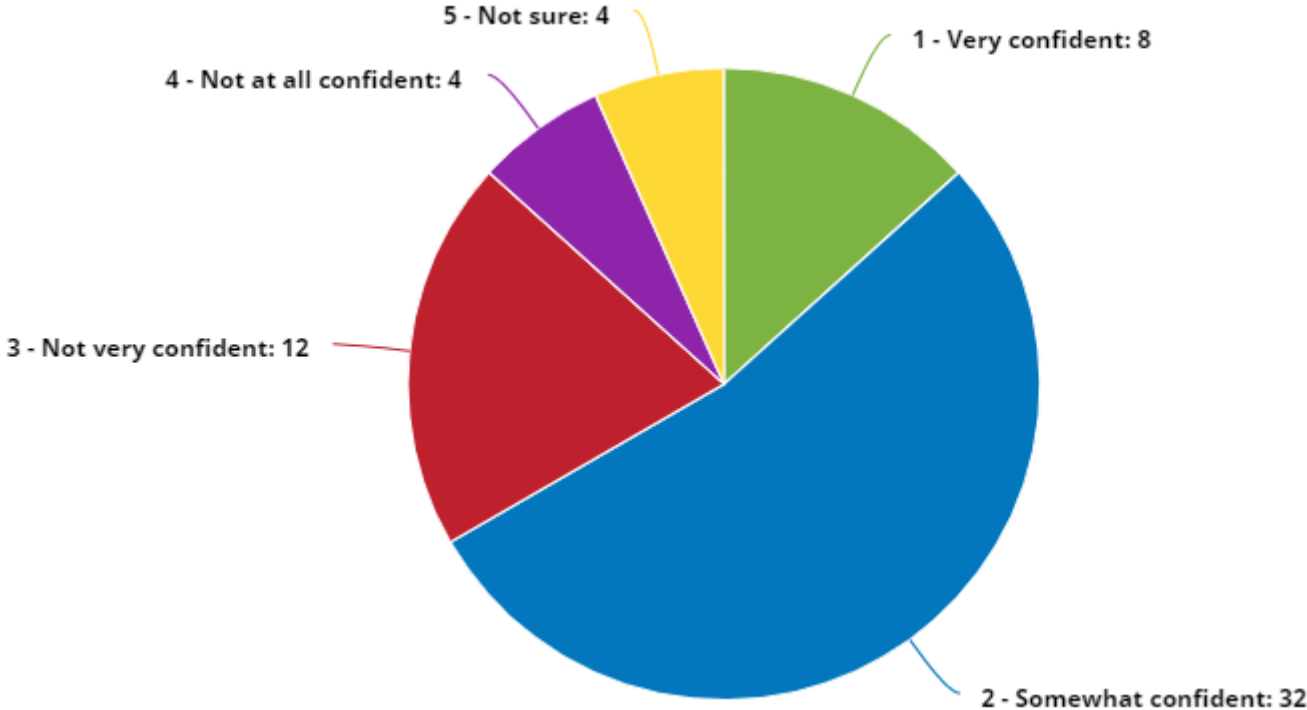
Reply



Source: 2021 Strategic Planning Stakeholder Interviews and Social PinPoint Community Engagement Platform

Confidence in Cooper City's Future

On a scale of 1-to-5, with 5 being the highest, how confident are you that Cooper City will be an even better place to live five years from now?



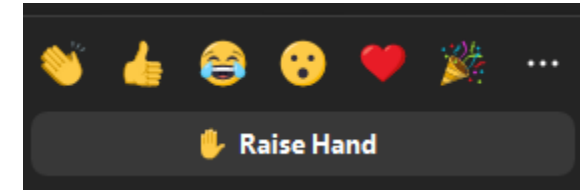
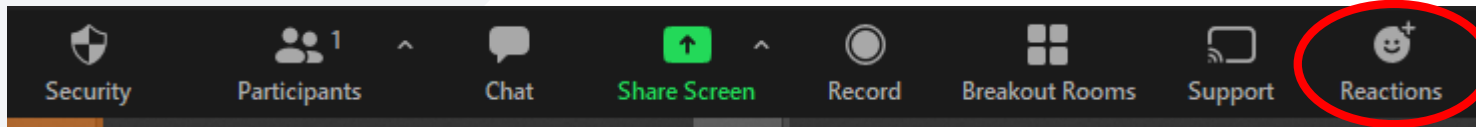
● 1 - Very confident ● 2 - Somewhat confident ● 3 - Not very confident ● 4 - Not at all confident ● 5 - Not sure

Source: 2021 Social Pinpoint Community Survey

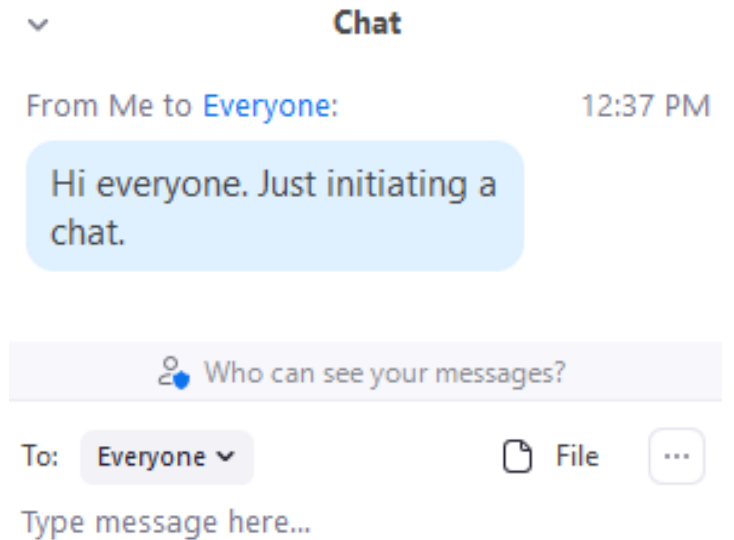
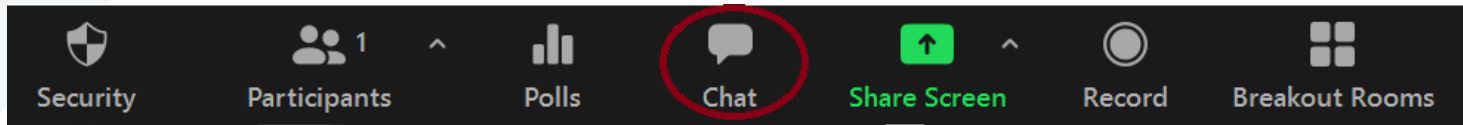


Environmental Scan Discussion: Zoom Features Guide

Raise Hand Feature



Chat Feature



Environmental Scan Discussion

- ▲ What stood out in the presentation?
- ▲ Did you learn anything new?
- ▲ Which themes are the most important in shaping your thinking about the future direction of Cooper City?




Your Future Vision for Cooper City

Breakout
Session
Question:

▲ *In an ideal world, how should Cooper City look in the future, five to ten years from now?*

Session
Tasks:

1. Unmute your microphones.
2. Select a "scribe" to record ideas.
3. Brainstorm the question.
4. Record ideas.
5. Watch for the time alert.
6. Decide as a group which ideas to share.
7. Press **Ask for Help**  if you need support.

Small groups will automatically return to the full group at the end of 20 minutes.



Polling question

On a scale of 1 to 5 with 1 being least confident and 5 being most confident, how confident are you that Cooper City will be a better place five years from now?



Stay Engaged!



During and especially after the Strategic Planning process, Cooper City wants those who live, work, and play here to remain informed, engaged, and involved. Here are some ways how:

- Follow us on Facebook: @CooperCityGov
- Check the City's website: www.coopercityfl.org
- Follow us on Twitter: @CooperCityGov
- Check us out on YouTube: @CityofCooperCity
- Subscribe to E-News:

