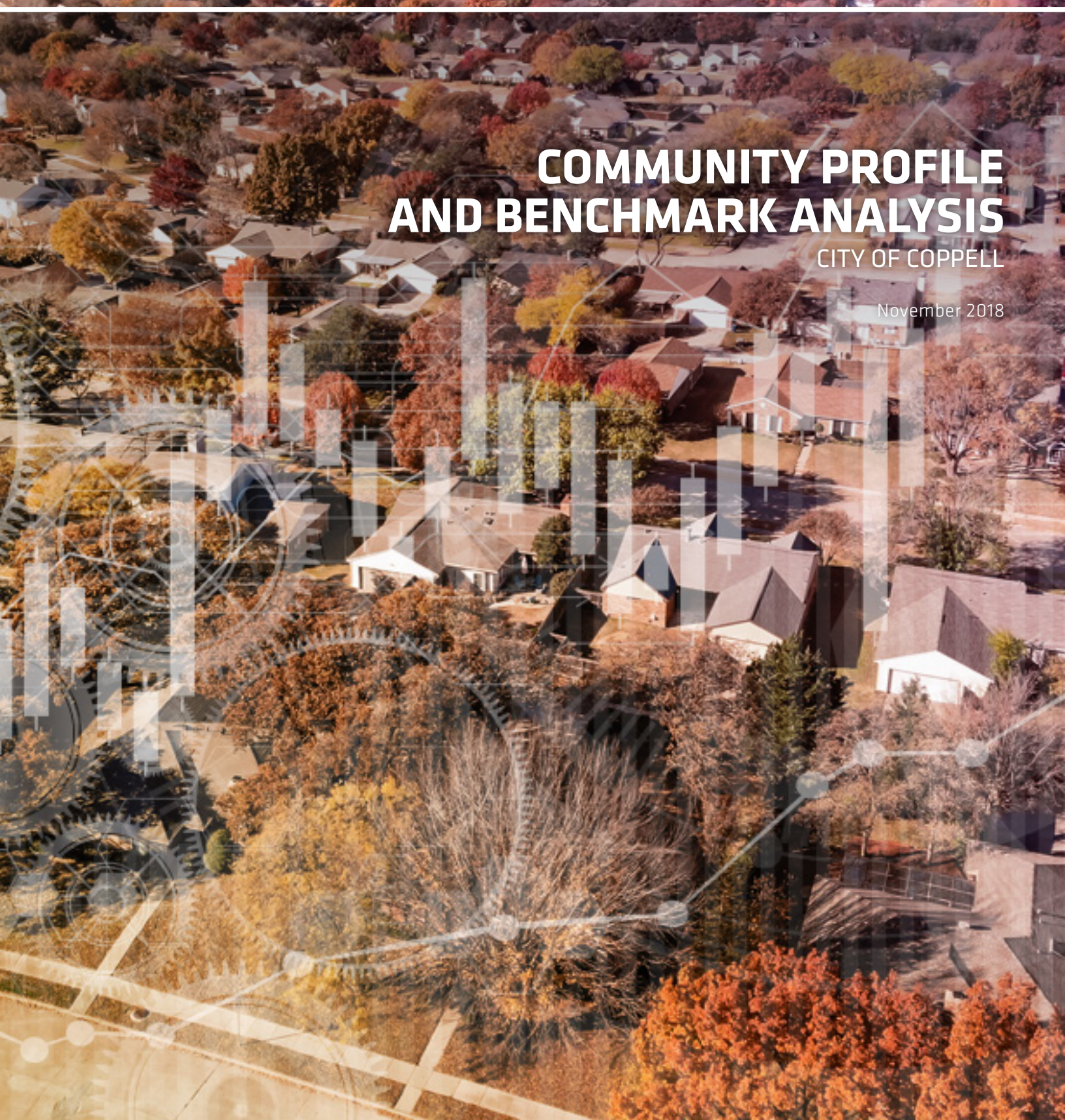future→iQ

BOLD
VISION
★
2040

COMMUNITY PROFILE
AND BENCHMARK ANALYSIS

CITY OF COPPELL

November 2018

COMMUNITY PROFILE AND BENCHMARK ANALYSIS

CITY OF COPPELL

This report presents an analysis of the demographic, economic, environmental conditions and trends of City of Coppell, Texas, USA.

This report has been prepared as part of the development of a new community vision and strategic plan for the City of Coppell, called Bold Vision 2040. The report aims to present a baseline demographic, environmental, and economic analysis of the community. This report describes the City of Coppell and includes current population makeup and topics such as labor force, public health, education, and employment characteristics. It also includes some longitudinal analysis to show the current demographic and economic trends of the City of Coppell. In addition, the report compares Coppell to a range of other cities in the United States which have similar attributes.

November 2018

Prepared By:

future→iQ®

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1.0 INTRODUCTION

This report has been prepared as part of the development of a new community vision and strategic plan for the City of Coppell, called Bold Vision 2040. The report aims to present a baseline demographic, environmental, and economic analysis of the community. This report describes the City of Coppell and includes current population makeup and topics such as labor force, public health, education, and employment characteristics. It also includes some longitudinal analysis to show the current demographic and economic trends of the City of Coppell.

This report also explores key metrics in comparison to twenty-five other communities that share similar characteristics. The focus of this analysis is to provide valuable insights into the City of Coppell and highlight the City's strengths relevant to the community vision for the year 2040.

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

Coppell is located in Dallas County and is part of the Dallas-Fort Worth Metroplex. The City is home to more than 40,631 residents as at 2016 estimates which amounts to a 0.8% annual population growth since 2000. Coppell occupies the northwest corner of Dallas County and has undergone a significant demographic shift in its Asian demographic category between 2000 and 2016. Coppell is highly sought out for its premier school district, which is 5th in the State of Texas.

Coppell is located nine miles from the major DFW airport. The opening of Dallas/Fort Worth International Airport in 1974, led to the transformation of Coppell from a small farming town to a large, upper-middle class suburban community in the 1980s and 1990s. Almost all the residentially zoned land in the City was developed by the year 2000 and the population grew to over 35,000. In addition to suburban homes, the City has a growing commercial base of warehouses and transportation centers on the south and west sides of the City, closest in proximity to the DFW airport.

Technical note:

The analysis presented in this benchmark report draws on a number of publicly-available data sources, most notably the Census 2012-2016 American Community Survey 5-Year estimates unless otherwise stated. All of the data utilized in the preparation of this report can be accessed online at *https://factfinder.census.gov*.

1.1 CITY OF COPPELL – COMMUNITY SNAPSHOT

The following table provides a summary of the economic and demographic features of Coppell. The median age for individuals is 40 years with a median income of $114,839. 22% earn more than $100,000 annually, and only 4.6% live below the poverty level. 73.6% of the population 16 years and over participates in the labor force.

The major occupations in the City are (1) Management, business, science, and arts, and (2) Sales and office occupations, which altogether represents 83.9% of the occupations in Coppell. Across industries, the major areas of employment are (1) Professional, scientific, and management, and administrative and waste management services (2) Educational services, and health care and social assistance, and (3) Finance and insurance, and real estate and rental and leasing. This represents 51% of the jobs of residents in the City.

The City of Coppell is an affluent community that is home to a high percentage of educated professionals. It is a predominately single family home suburban community, with some growing commercial dimensions

Coppell's Demographics and Economics Summary

Population (2000)	35,958
Population (January 2018)	41,100
Median Age (2018)	38 years
Workforce Participation Rate (2018)	56.2%
Median Household Income (2018)	$127,667
Median Home Value (2016)	$317,900
Population Below Poverty Line (2016)	4.60%
Home Ownership Rate (2016)	70.5%
Major Occupations (2016)	Management, business, science, and arts
	Sales and office
Major Industries (2016)	Professional, scientific, and management, and administrative and waste management services
	Educational services, and health care and social assistance
	Finance and insurance, and real estate

NOTE: These figures are drawn from the 2000 Decennial Census; 2012 - 2016 5-Year American Community Survey; Projections extrapolated from Decennial Census. These are matched to the City of Coppell estimates and include some updated references from:

1. Population: (Source: 2018 Adjusted Claritas with NCTCOG Pop Estimates)

2. Median age: (Source: 2018 Adjusted Claritas with NCTCOG Pop Estimates)

3. Household Income: Income

(Source: 2018 Adjusted Claritas with NCTCOG Pop Estimates)

Technical Note: The charts and analysis in this report draws from US Census data. In most cases this is 2016 data, except where otherwise noted. The data in the Community Snapshot may vary, for example where more recent extrapolations are available for the City of Coppell

1.2 POPULATION TRENDS

As at 2016, the population of the City was estimated to be 40,631, with a median age of 40 years. Coppell's population went through a significant increase between 1990 and 2001, and since 2000 has increased by an annual growth rate of only 0.8%. This correlated to the suburban expansion of the community through the 1990's, and reaching close to what is locally termed the 'fully built-out' status.

Population change for City of Coppell, Texas (1990-2016)
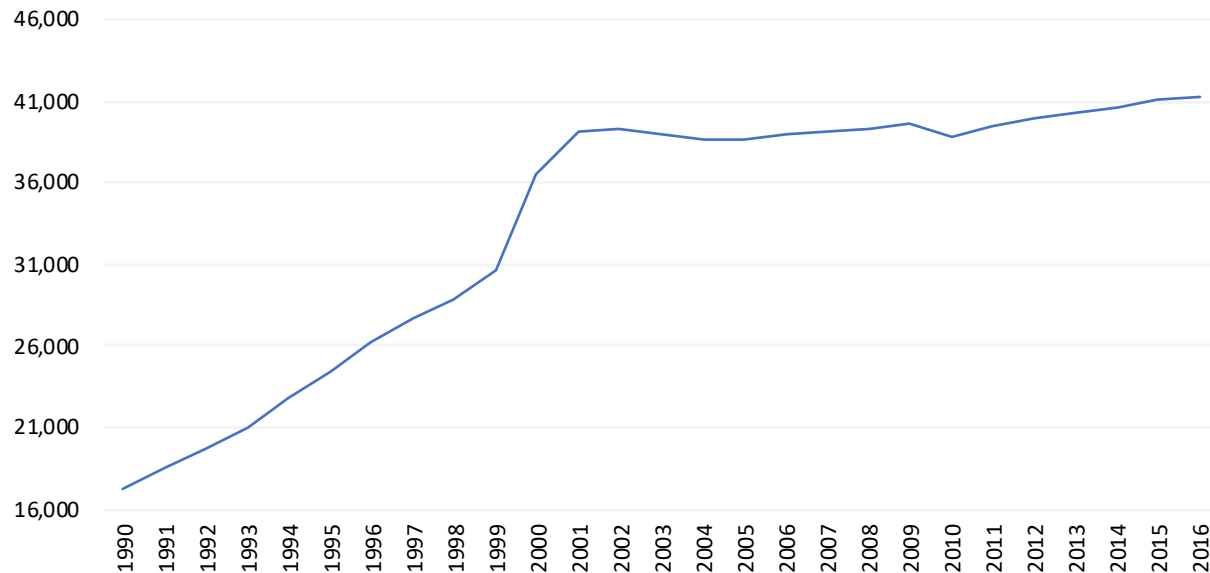
Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- The rapid increase in the population of Coppell through the 1990's has significantly shaped the community. This period of growth brought many new families with school aged children.

- Because of the 'built out' nature of the community, any future population increase will likely result in changed land use, or increased density in some locations.

Coppell's population has remained relatively stable for the last 17 years. However, the forecast growth of the DFW metroplex may add increased pressures on the population size over the coming years

1.3   DEMOGRAPHIC PROFILE

The 2016 age profile for Coppell shows peaks that are consistent with a prevalence of school aged families. This is made up of children (0-19 years), and their parents (30-50 years age range). There is also a cohort of people in the 50-59-year age group, representing nearly 20% of the population. This cohorts is likely to include a significant percentage of people who move to Coppell in the 1990's.

Residents age profile for Coppell, 2016

Source: American Community Survey (2016 - ACS 5-year estimates)
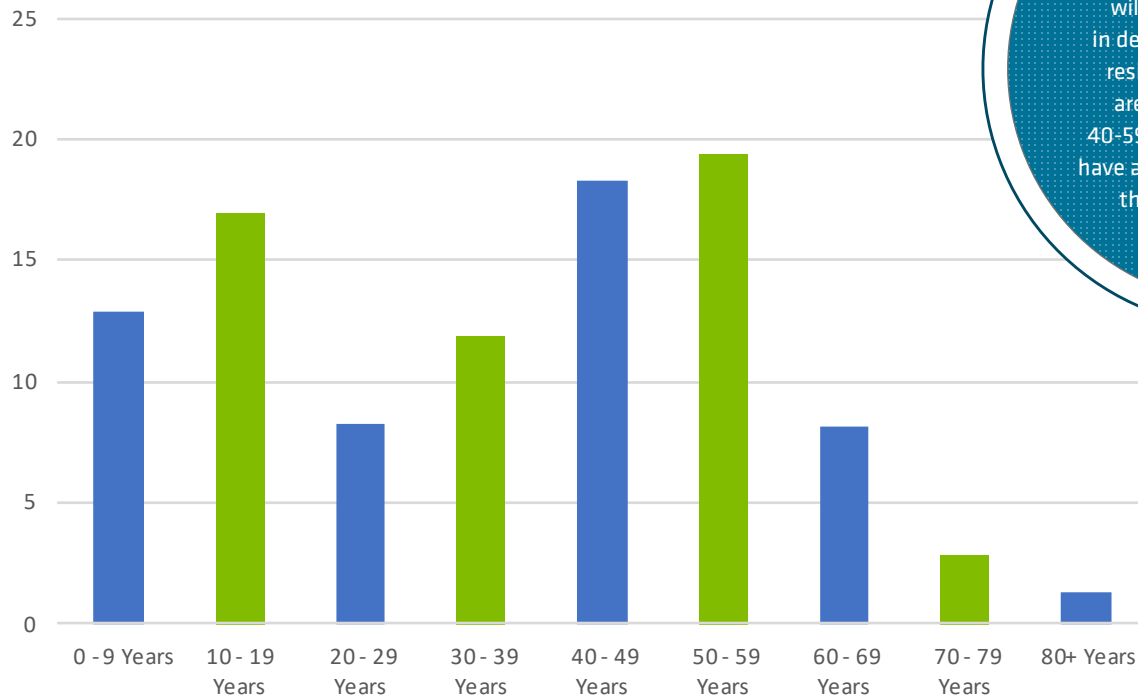
The Coppell Bold Vision 2040 covers a period that will see significant shifts in demographic peaks. The residential decisions that are made by the existing 40-59 years age groups will have a significant impact on the community makeup

DataInsight

DATA INSIGHT:

• There is a strong student population base, making up nearly 30% of the community.

• The current population of retirees is relatively small, but this number could spike as the 50-59 years age range cycles out of the workforce, and especially if they remain in Coppell.

1.4   CHANGING ETHNIC MAKEUP

One of the defining characteristics of the ethnic makeup in Coppell is the increasing percentage of people classified as Asian in the census. In Coppell, this is predominately people from India and then other parts of Asia. The trend line shows a steady shift in the ethnic makeup, of what was a more predominant white Caucasian community. The school student profile is more pronounced with a relatively much higher percentage of Asian. Coppell has continued to be very attractive to families seeking high quality public education for their children.

Percentage of Asian Population in Coppell, Texas

Year	Percentage
2007	12.5%
2008	13.7%
2009	13.3%
2010	16.5%
2011	16.8%
2012	17.6%
2013	18.7%
2014	19.4%
2015	20.6%
2016	21%
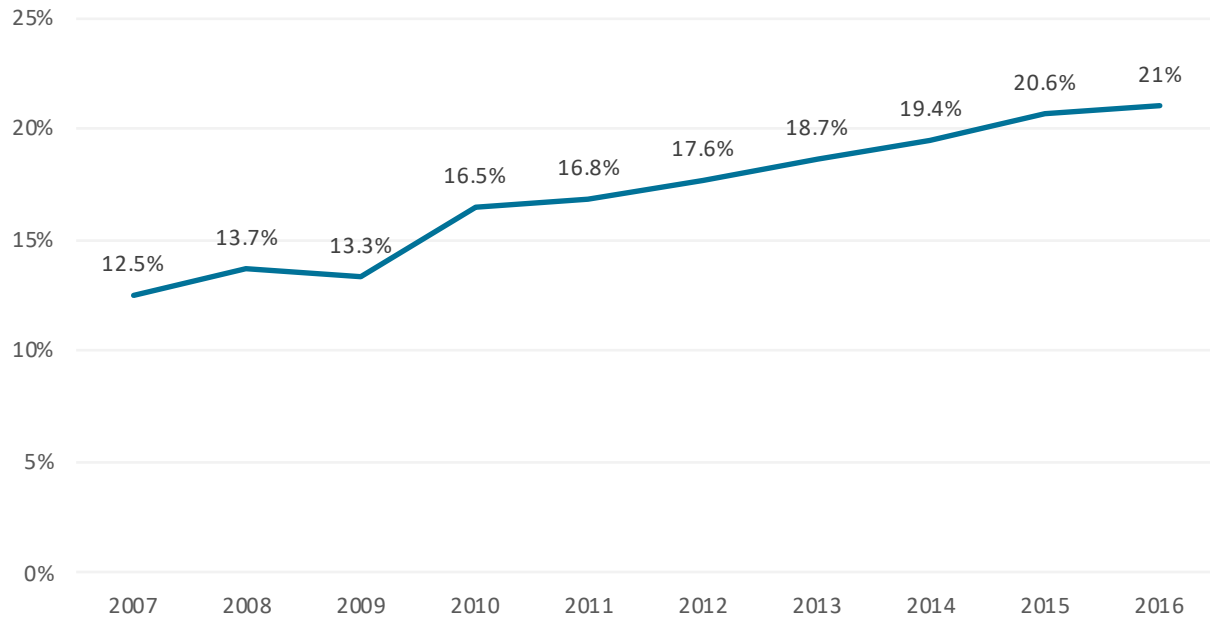
DataInsight

DATA INSIGHT:

• The recent increase in the percentage of Asian population in Coppell is occurring at about 1% per year. On that trajectory, by 2040, the Asian population would have grown to be around 40% of the community.

• The total change in Asian population over the last 16 years in 9.7%, which is less than the average of the cohort communities, which was 14.9%. So, while the change is significant, it is not unusual or exceptional amongst the cohort communities.

The shift in the ethnic composition of the community has been relatively gradual, but over time has resulted in a significant shift in the overall population makeup. This shift is seen by the residents of Coppell as bringing both challenges and opportunities

1.5   IMPACT OF DALLAS FORT WORTH AIRPORT

The Dallas Fort Worth (DFW) International Airport is a significant economic driver of Coppell. In terms of passenger numbers, this airport grew substantially between 1980 and 1990, and has continued to now cater for almost 70 million passenger per year. DFW in now an internationally significant transportation complex. In more recent years, the logistics and distribution industries have grown nationally, and in Coppell. The forecasts trends for international travel and for transport of goods show expected increases. This is likely to continue to fuel the growth of the DFW airport and its associated economy.

Traffic data of Dallas Fort Worth International Airport - Passengers per year
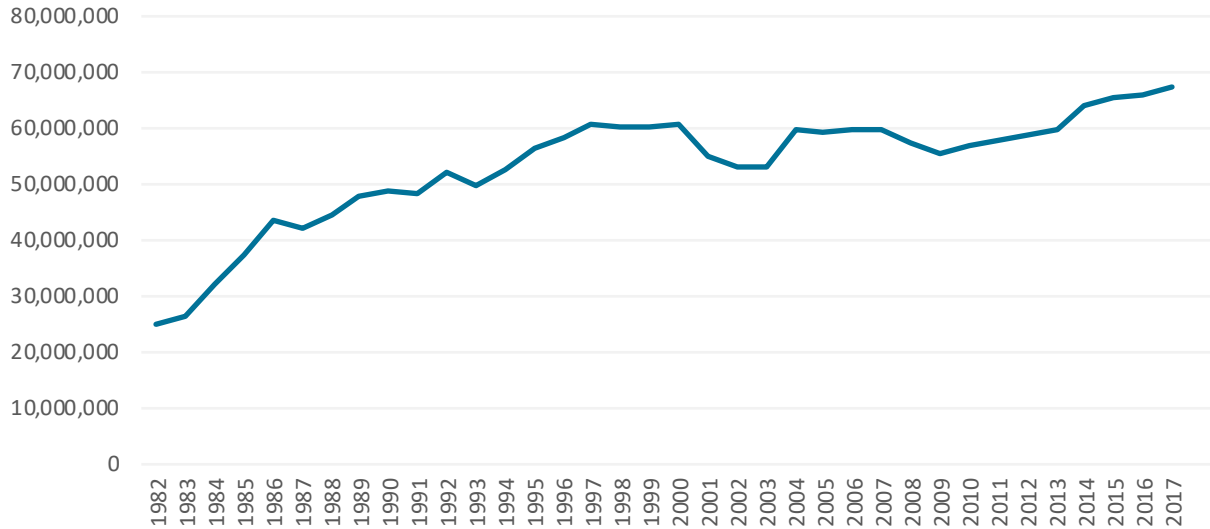
Source: Dallas Fort Worth International Airport Traffic Statistics

DATA INSIGHT:

- Global travel is expanding. In the 1960's there were 25 million international trips, which had grown to 1.3 billion in 2017. (Tourtellot, New York Time August 2018).

- The importance of DFW as a major local and regional economic driver cannot be underestimated. Trends in logistics and global supply chains indicate this massive airport will continue to power the local economy.

The Dallas Fort Worth (DFW) International Airport is a major economic powerhouse. Coppell's close proximity to the airport, together with the communities existing base of logistics and distribution industries, suggest strong economic tailwinds are expected

1.6   CONCENTRATION OF EMPLOYMENT

The west and south sides of Coppell are dominated by industrial and commercial land use, including a significant concentration of the large warehouse and distributions facilities. The Cyprus Waters area, to the immediate southeast of Coppell is also an emerging concentration of economic activity. In addition to these concentrations, there is a professional and retail employment concentration in Coppell along the Denton Tap corridor.

Employment concentrations – City of Coppell (2015)
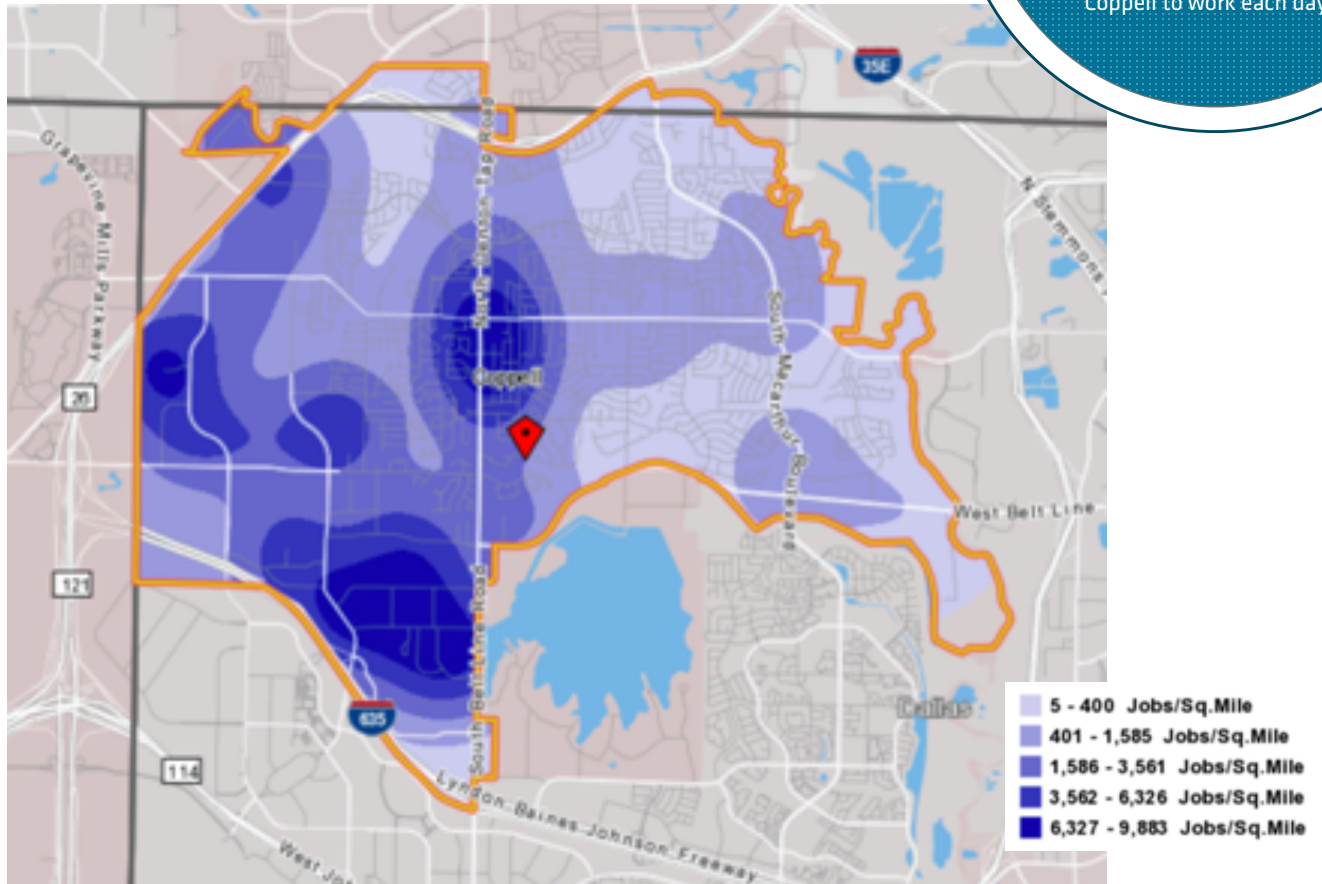
> The most significant employment concentration in Coppell is in the southwest segment which is dominated by commercial and industrial facilities. In total nearly 30,000 people commute into Coppell to work each day

Legend:
- 5 - 400 Jobs/Sq.Mile
- 401 - 1,585 Jobs/Sq.Mile
- 1,586 - 3,561 Jobs/Sq.Mile
- 3,562 - 6,326 Jobs/Sq.Mile
- 6,327 - 9,883 Jobs/Sq.Mile

Source: 2015 Longitudinal Employer-Household Dynamics: https://onthemap.ces.census.gov/

DATA INSIGHT:

- Much of the east and northern portions of Coppell remain suburban living locations, with low density of jobs.
- The main concentration of retail activity in Coppell in centered around the Denton Tap corridor.

DataInsight

2.0 COHORT COMMUNITIES ANALYSIS

This benchmark report includes a significant component of a cohort community analysis. This analysis is done to find similar communities, that are dealing with similar issues. This in invaluable as a reference point when considering future strategic actions and best practice examples.

2.1   MULTI-DIMENSIONAL ANALYSIS

Cohort communities were selected using a multi-dimensional process, that considered the four defining attributes of Coppell. These were:

The four major attributes chosen to identify the Coppell benchmark cohort represent an unusual constellation of features. These define communities that are in the midst of change and are relatively high performing communities

- Similar size - Population on a macro level between 20,000 to 70,000 residents.
- Demographic shift - Communities with 9% or more increase of a certain demographic category between 2000-2016.
- High performing School District - School district ranking in the top 5 school districts in their state.
- Proximity to major international airport - Within 15 miles of a major international airport.
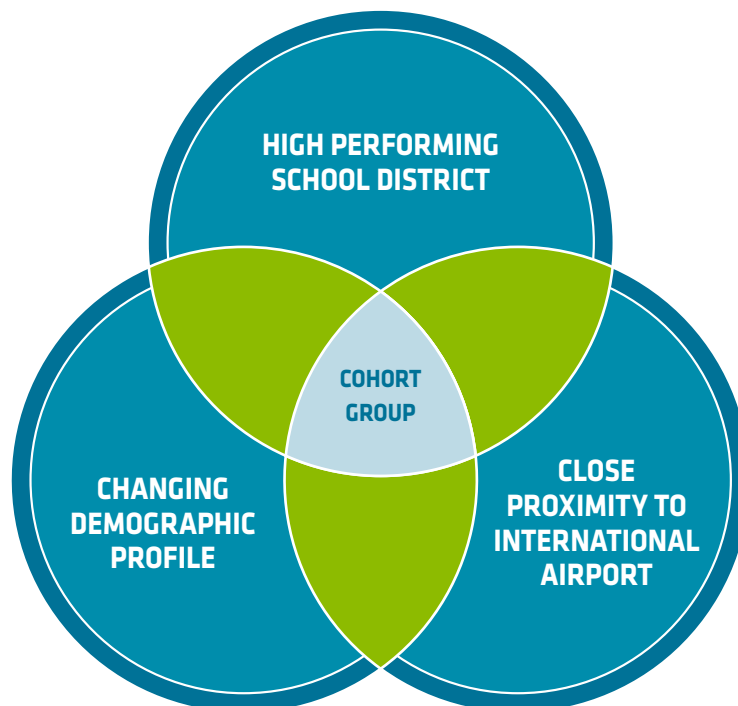
2.2   COHORT COMMUNITIES MAP

Cohort communities were selected on a multi-dimensional process population density, demographic shift, school district ranking, and proximity to major international airport.

This report compares Coppell to 25 similar cities across a variety of metrics in demographics, environment, education, public safety and resources, transportation, public health, infrastructure, business and industry, and finance.

Map of Cohort Communities
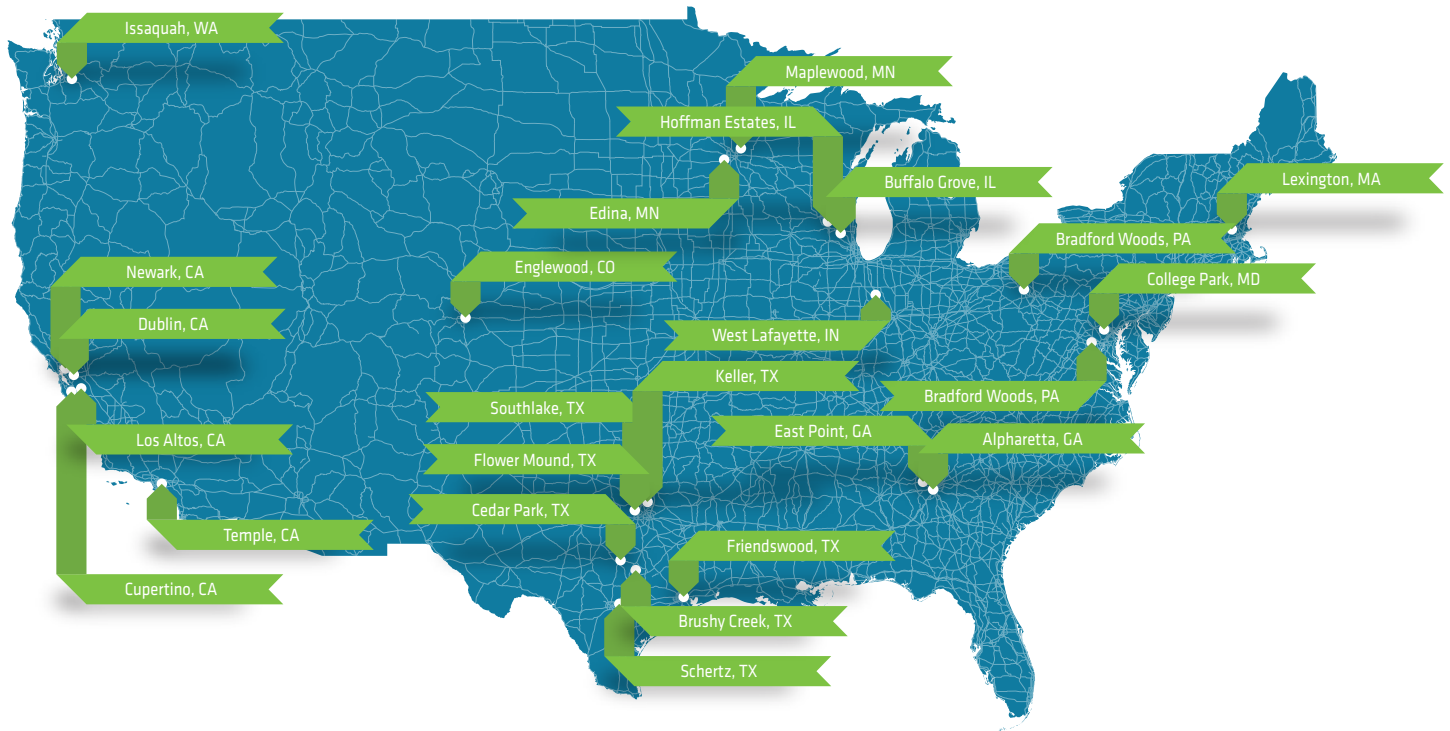
2.3   COHORT COMMUNITY PROFILES – SUMMARY

ALPHARETTA, GA

Alpharetta, population 63,013, is a suburb of Atlanta, located in northern Fulton County, Georgia. It is bordered to the southeast by Johns Creek, to the south and west by Roswell, to the north by Milton, and to the northeast by unincorporated land in Forsyth County. Its population grew by 80.8% since 2000 which amounts to an annual growth rate of 5%. The City's median age is 37.4 years with a median household income of $93,613 and median housing value of $344,100.

ANNANDALE, VA

Annandale, population 43,158, is a census-designated place (CDP) in Fairfax County, Virginia. Annandale is mostly traversed by the Capital Beltway and Virginia State Route 236. The center of town is considered to be where Route 236, Columbia Pike, and Backlick Road meet around two miles (3 km) east of Interstate 495 on Route 236. Its population decreased by 21% since 2000 which amounts to an annual decrease of 1.3%. The City's median age is 38.7 years with a median household income of $80,717 and a median housing value of $445,300.

BRADFORD WOODS, PA

Bradford Woods is a borough in Allegheny County, Pennsylvania. Bradford Woods has only two borders: Marshall Township to the north, south and west, and Pine Township to the east. Its population of 1,230 has undergone a marginal increase of 7% since 2000 with an annual growth rate of 0.4%. The City's median age is 46.6 years with a median household income of $103,750 and a median housing value of $288,300. This City was included in the cohort due to its similarity to Coppell regarding tech hubs and high Asian demographic shift.

BRUSHY CREEK, TX

Brushy Creek is a census-designated place (CDP) in Williamson County, Texas. Brushy Creek is located just west of Round Rock along the shore of Brushy Creek. Its current population of 21,780 grew by 41% since 2000 with an annual growth rate of 2.6%. The City's median age is 37.7 years with a median household income of $103,019 and a median housing value of $248,200.

BUFFALO GROVE, IL

Buffalo Grove, population 41,554, is a village in Lake and Cook counties in Illinois. Buffalo Grove is located among the northwest suburbs of Chicago and leads north towards central Lake County and south towards O'Hare International Airport. Its population decreased by 3% since 2000 which amounts to an annual growth reduction of 0.2%. The City's median age is 42.4 years with a median household income of $101,376 and median housing value of $299,600.

CEDAR PARK, TX

Cedar Park, population 63,551, is a City in Williamson County in Texas. Cedar Park is generally bisected north to south by U.S. Route 183. It lies mostly in Williamson County, although a small amount extends into Travis County. Its population grew by 143% since 2000 which amounts to an annual growth rate of 9%. The City's median age is 34.3 years with a median household income of $87,466 and median housing value of $230,900.

COLLEGE PARK, MD

College Park is a City in Prince George's County, Maryland. The City is about 4 miles (6.4 km) from the northeast border of Washington, D.C. Its population increased by 29% since 2000 to 31,942 in 2016 which amounts to an annual growth rate of 1.8%. The City's median age is 21.8 years with a median household income of $64,694 and a median housing value of $269,500.

CUPERTINO, CA

Cupertino is a City in Santa Clara County, California. Cupertino borders San Jose and Santa Clara to the east, Saratoga to the south, Sunnyvale and Los Altos to the north, and Loyola to the northwest. Its population increased by 19% since 2000 to 60,297 in 2016 which amounts to an annual growth rate of 1.2%. The City's median age is 40.7 years with a median household income of $147,929 and a median housing value of $1,214,300.

DUBLIN, CA

Dublin, population 54,523, is a suburban City of the East (San Francisco) Bay and Tri-Valley regions of Alameda County, California. Dublin is the second fastest-growing City in the state of California, behind only Santa Clarita. Its population grew by 81% since 2000 which amounts to an annual growth rate of 5.1%. The City's median age is 36.8 years with a median household income of $128,403 and median housing value of $693,900.

EAST POINT, GA

East Point, population 35,477, is a suburban City located southwest of the neighborhoods of Atlanta in Fulton County, Georgia. It is bordered to the north, east, and west by the City of Atlanta, to the southeast by Hapeville, and to the south by College Park. Its population reduced by 10% since 2000 which amounts to an annual reduction rate of 0.7%. The City's median age is 35.7 years with a median household income of $36,863 and median housing value of $87,900.

EDINA, MN

Edina is a City in Hennepin County, Minnesota. It is an affluent suburb situated immediately southwest of Minneapolis. Many major highways run through or are close to Edina, making it readily accessible to those within the metropolitan area. Its population increased by 5% from 2000 to 49,976 in 2016 which amounts to an annual growth rate of 0.3%. The City's median age is 44.9 years with a median household income of $91,847 and a median housing value of $424,500.

ENGLEWOOD, CO

The City of Englewood is a Home Rule Municipality located in Arapahoe County, Colorado. Englewood is part of the Denver-Aurora Metropolitan Area. Englewood is located in the South Platte River Valley east of the Front Range and immediately south of central Denver. Its population increased by 2% since 2000 to 32,523 in 2016 which amounts to an annual growth rate of 0.2%. The City's median age is 36.1 years with a median household income of $50,184 and a median housing value of $238,400.

FLOWER MOUND, TX

Flower Mound is an incorporated town in Denton and Tarrant Counties, Texas. It is located northwest of Dallas and northeast of Fort Worth adjacent to Grapevine Lake. Its population increased by 37% since 2000 to 69,966 in 2016 which amounts to an annual growth rate of 2.4%. The City's median age is 39.6 years with a median household income of $123,492 and a median housing value of $292,600.

FRIENDSWOOD, TX

Friendswood, population 38,272, is a City that is part of the Houston–The Woodlands-Sugar Land metropolitan area in Galveston and Harris Counties in Texas. Its population increased by 31.8% since 2000 which amounts to an annual growth rate of 2%. The City's median age is 40.4 years with a median household income of $95,241 and median housing value of $241,700.

HOFFMAN ESTATES, IL

Hoffman Estates, population 51,727, is a suburb in Chicago located primarily in Cook County, with a small section in Kane County. Its population increased by 4.5% since 2000 which amounts to an annual growth rate of 0.3%. The City's median age is 37.8 years with a median household income of $88,733 and median housing value of $252,600.

ISSAQUAH, WA

Issaquah, population 34,728, is a City King County, Washington D.C. Issaquah is surrounded on three sides by the Issaquah Alps: Cougar Mountain on the west, Squak Mountain to the south, and Tiger Mountain to the east. To the north of Issaquah is Lake Sammamish. Its population increased by 209% since 2000 which amounts to an annual growth rate of 13.1%. The City's median age is 37.4 years with a median household income of $92,071 and median housing value of $477,200.

KELLER, TX

Keller is a suburban City in Tarrant County, Texas in the Dallas–Fort Worth metroplex. Keller is mostly residential, featuring more than 300 acres (120 ha) of developed land for 11 park sites and more than 26 miles of hiking and biking trails. Its population increased by 61.8% since 2000 to 44,250 in 2016 which amounts to an annual growth rate of 3.9%. The City's median age is 40.7 years with a median household income of $122,292 and a median housing value of $311,700.

LEXINGTON, MA

Lexington is a town in Middlesex County, Massachusetts. The population was 30,355 as at the 2000 census and has increased by 8.5% which brings the population to 32,936 as at 2016. The annual growth rate in the town is 0.5%, and the median age is 37.4 years. Lexington's median household income is $477,200 with a median housing value of $311,700.

LOS ALTOS, CA

Los Altos is a City in Santa Clara County, California, in northern Silicon Valley, in the San Francisco Bay Area. The population was 27,693 as at the 2000 census and has increased by 9.1% which brings the population to 30,238 as at 2016. The annual growth rate in the City is 0.6%, and the median age is 45.7 years. Los Altos' median household income is $187,656 with a median housing value of more than $2 million.

MAPLEWOOD, MN

Maplewood is a City in Ramsey County, Minnesota. The population was 34,947 at the 2000 census and has increased by 13.5% which brings the population to 39,678 in 2016. The annual growth rate in the City is 0.8%, and the median age is 39.1 years. Maplewood's median household income is $63,367 with a median housing value of $188,400.

NEWARK, CA

Newark is a City in Alameda County, California. Newark is an enclave, surrounded by the City of Fremont. The three cities of Newark, Fremont, and Union City make up the Tri-City Area. The population was 42,471 in the 2000 census and has increased by 5.2% which bringing the population to 44,677 in 2016. The annual growth rate in the City is 0.3%, and the median age is 38.3 years. Newark's median household income is $91,965 with a median housing value of $547,800.

SCHERTZ, TX

Schertz is a City in Guadalupe, Bexar, and Comal counties in Texas. The population was 18,694 in the 2000 census and has increased by 101.1% which brings the population to 37,597 in 2016. The annual growth rate in the City is 6.3%, and the median age is 36.5 years. Schertz's median household income is $77,139 with a median housing value of $179,000.

SOUTHLAKE, TX

Southlake, population 29,101, is a City located predominantly in Tarrant County with minor areas extending into Denton County in Texas. Its population increased by 35% since 2000 which amounts to an annual growth rate of 2.2%. The City's median age is 42.2 years with a median household income of $189,432 and median housing value of $586,400.

TEMPLE, CA

Temple, population 36,084, is a City in Los Angeles County, California. Temple City is part of a cluster of cities, along with Arcadia, Rosemead, Monterey Park, San Marino, and San Gabriel, in the west San Gabriel Valley with a rapidly growing Asian population. Its population increased by 8.1% since 2000 which amounts to an annual growth rate of 0.5%. The City's median age is 43.4 years with a median household income of $63,756 and median housing value of $632,700.

WEST LAFAYETTE, IN

West Lafayette, population 44,543, is a City in Wabash Township, Tippecanoe County, Indiana. It is the most densely populated City in Indiana and is home to Purdue University. Its population increased by 54.8% since 2000 which amounts to an annual growth rate of 3.4%. The City's median age is 21.7 years with a median household income of $28,793 and median housing value of $192,100.
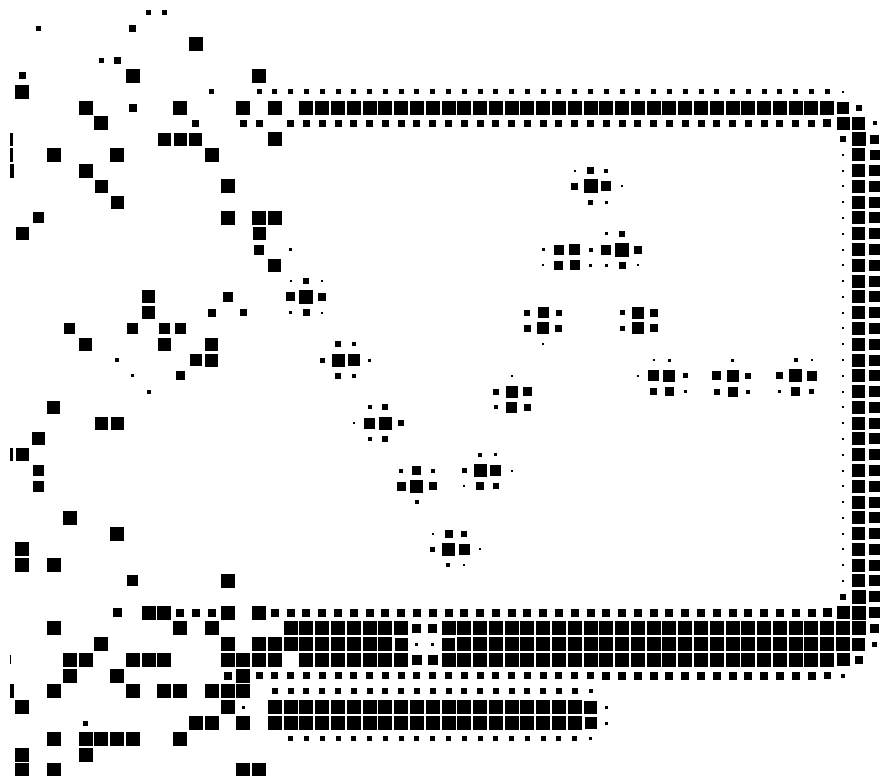
> Coppell's population increased by an annual growth rate of 0.8% but has a lower population growth than its cohort communities, which together averaged 2.4% over the same 5-year period

3.0 COHORT COMMUNITIES – KEY PERFORMANCE INDICATORS

3.1 DEMOGRAPHICS

The report compares the demographic trends of the cohort communities. This allows a detailed understanding about the internal community trends and dynamics, and a better appreciation of what changes might be considered normal, and those that are unusual in Coppell.

3.1.1 POPULATION GROWTH

Population growth is an important variable to consider, as it impacts a range or dimensions such as physical infrastructure and social dynamics.

Annual Population Growth (%), 2000 to 2016
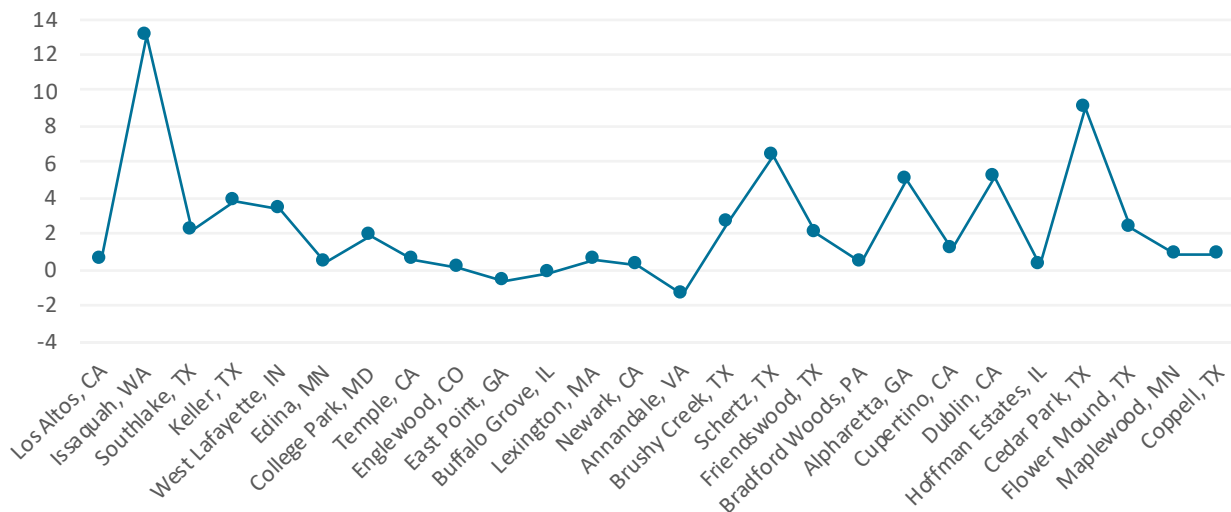
Source: American Community Survey (2016 - ACS 5-year estimates)

DataInsight

DATA INSIGHT:

• Coppell's annual growth rate is slightly higher than eleven communities in its cohort. This detail, however, does not define the success of the cities as that is more broadly dependent on a mix of economic, social and environmental characteristics.

• Amongst Texas communities in the cohort, Coppell has the lowest growth rate compared to Southlake (2.2%), Keller (3.9%), Brushy Creek (2.6%), Schertz (6.3%), Friendswood (2%), Cedar Park (9%), and Flower Mound (2.4%).

3.1.2 POPULATION AGING

Overall median population age in the United States, and other developed countries, is forecast to increase between 2010 and 2040. This is in large part due to people living longer, and declining birthrates. The relatively high level of Immigration to the USA, helps diminish this population aging effect, compared to other developed countries.

Total Median Age (Years)
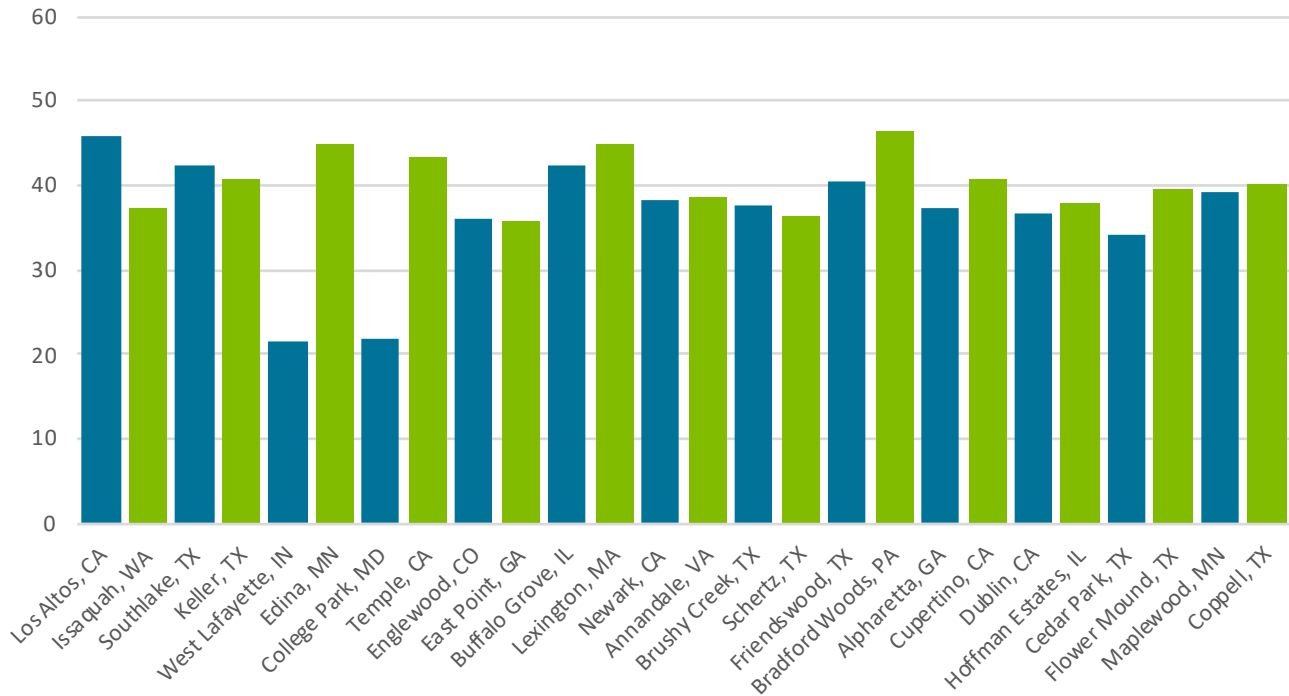
Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- The median age of the cohort communities ranges from 21.7 years (West Lafayette, IN) to 46.6 years (Bradford Woods, PA). The chart shows that the residents of the City of Coppell's median age is approximately 40 years old. In Coppell, young and older population of Coppell is relatively equally distributed.

- The communities of West Lafayette and College Park have the youngest population amongst the cohort cities with a median age range of 21.7 years and 21.8 years which might be a result of the presence of prominent universities or other institutions.

The median age is for Coppell is projected to be at 48.9 years by 2040. This would represent a significant aging from today's population

3.1.3   HOUSEHOLD INCOME

Household income is a good measure of the inherent wealth and spending power within a community. This analysis looks across the cohort communities.

Total Median Household Income
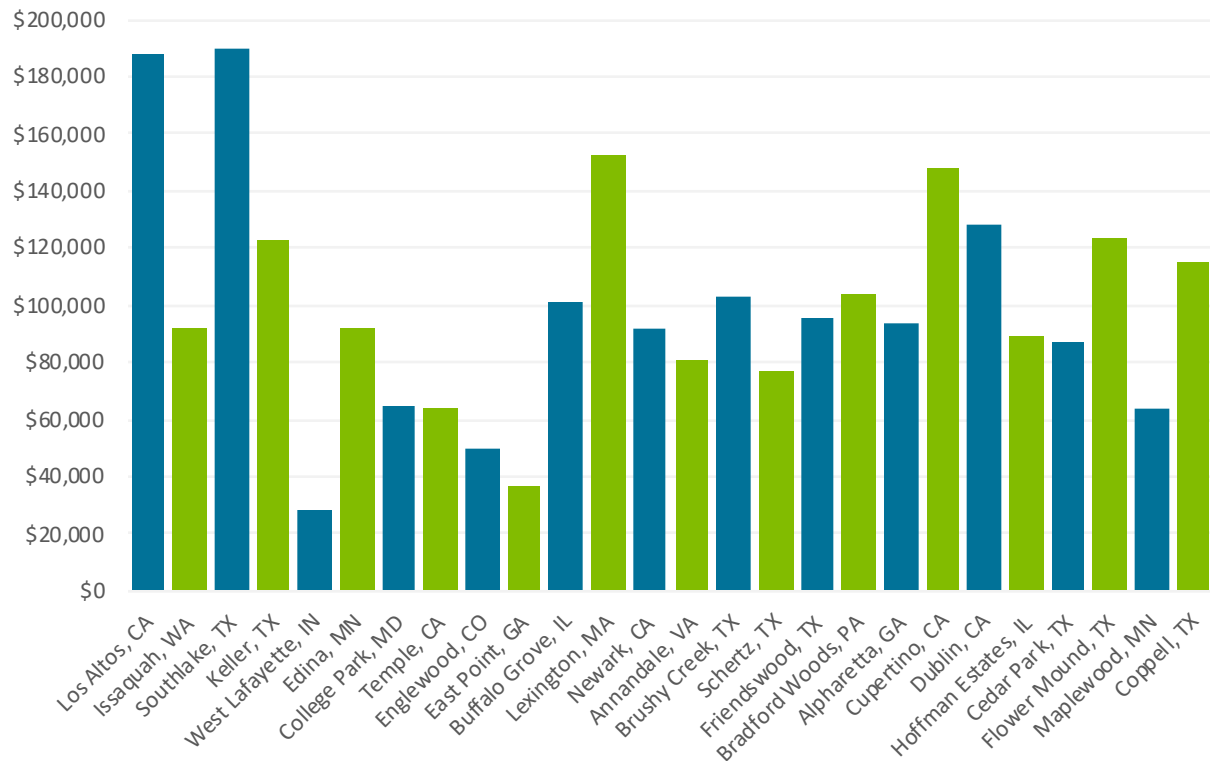
Source: American Community Survey (2016 - ACS 5-year estimates)

DataInsight

DATA INSIGHT:

- The range of median household income for the cohort communities is from $28,793 (West Lafayette, IN) to $189,432 (Southlake, TX).

- Coppell City is most similar in median household income to Keller, TX.

- The City also has a higher median household income than 18 of the cohort communities being observed

The median household income for Coppell (2016) is $144,839 per annum compared to an average of $98,667 for the combined other cohort communities. This suggests Coppell is a relatively prosperous community of residents

3.1.4   FAMILY INCOME – SINGLE AND DUAL INCOMES

The measure of single and dual incomes looks at the how households operate in terms of generating wealth. In Coppell, the majority of households are dual income. Given the community is also family-focused, this suggests a hardworking and busy community, especially in households with school aged children and dual incomes.

Percentage of Single and Dual Income Earners
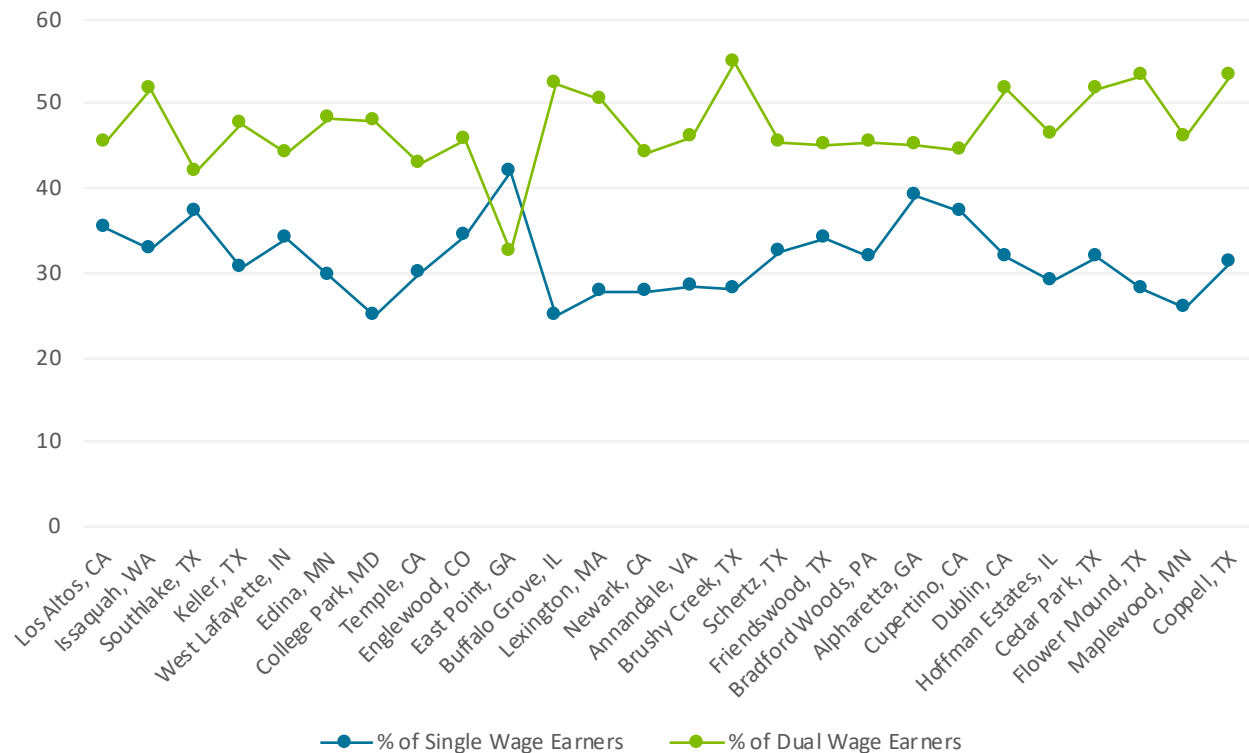
● % of Single Wage Earners   ● % of Dual Wage Earners

Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- Coppell, with 31.1% has single income earners similar to Dublin City, Bradford Woods and Cedar Park.

- Its proportion of dual income earners is also similar to that of Buffalo Grove and Flower Mound City.

- Among the cohort communities, Brushy Creek (54.9%) and Coppell (53.3%) have the highest percentage of dual income earners.

DataInsight

3.1.5 TOTAL INCOME COMPOSITION

The total household income and mix of incomes gives an important insight to the wealth of a community. Within Coppell, people derive the majority of their income from salary, indicating it is very much a working population.

Household income composition
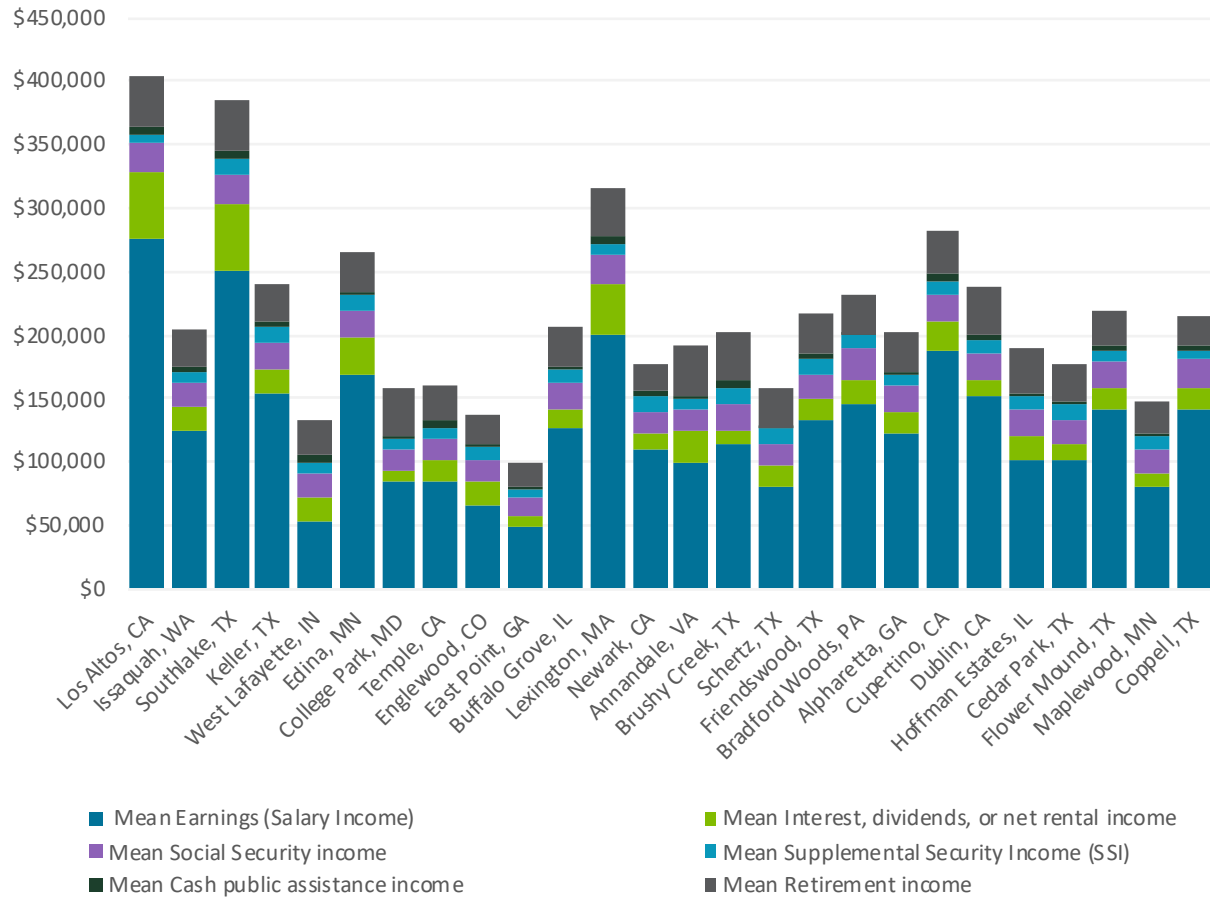
Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- In all the cohort communities observed except West Lafayette and Englewood, salary income accounts for up to or more than 50% of each City's income composition.

- 66% of Coppell's income composition is attributed to salary income, which is slightly higher that the average of the cohort communities. 11% is attributed to retirement income, slightly lower than cohort communities.

- Cupertino and Southlake have similar distribution with Coppell for salary income while Edina is more similar to Coppell regarding its distribution of retirement income.

3.1.6 RACE AND ETHNICITY

This table explores the race and ethnic make-up of the cohort communities.

Race and Ethnicity % of the Population

Cohort Communities	White	Black or African American	American Indian	Asian	Native Hawaiian	Some other race	Two or more races
Coppell, TX	70.5	4.5	0.3	21.3		1.2	2.4
Alpharetta, GA	66.4	11.7	0.5	16.2	0.1	1.3	3.7
Annandale, VA	53.2	8.0	0.4	25.1	0.8	9.7	3.5
Bradford Woods, PA	97.8	0.2		1.8			0.2
Brushy Creek, TX	78.8	4.4		11.9	0.1	1.1	3.5
Buffalo Grove, IL	74.8	2.3	0.1	19.4		1.7	1.7
Cedar Park, TX	81.7	3.7	0.5	9.5		1.6	3.4
College Park, MD	55.6	18.3	0.3	14.8	0.2	6.2	4.8
Cupertino, CA	28.8	0.5	0.2	66.5	0.3	1.2	2.7
Dublin, CA	48.0	6.0	0.5	36.6	0.3	2.5	6.1
East Point, GA	15.0	78.3	0.7	1.0		4.2	1.9
Edina, MN	86.5	2.2	0.2	7.7		1.8	2.2
Englewood, CO	85.4	2.5	0.3	1.7		6.5	4.1
Flower Mound, TX	82.5	3.7	0.4	9.5	0.1	1.0	2.9
Friendswood, TX	87.6	2.6	0.4	6.3		1.0	2.2
Hoffman Estates, IL	57.7	4.2	0.4	25.4	0.4	9.9	3.5
Issaquah, WA	71.3	3.3	0.5	19.4		1.3	4.5
Keller, TX	88.3	1.6	0.2	4.6		2.2	3.2
Lexington, MA	70.0	1.0	0.1	25.5		0.3	3.6
Los Altos, CA	65.9	0.2	1.0	27.3		0.8	5.7
Maplewood, MN	70.8	8.2	0.3	14.7	0.4	1.4	4.8
Newark, CA	34.3	4.9	0.5	30.0	0.8	22.7	7.5
Schertz, TX	71.2	11.2	0.3	3.4	0.3	8.1	5.6
Southlake, TX	85.1	3.3	0.4	8.3		0.8	2.2
Temple, CA	23.8	0.6	0.2	60.3	0.3	12.6	2.5
West Lafayette, IN	70.9	3.3	0.1	22.8	0.9	0.4	2.6

Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- All cohort communities are majority White except for cities like Temple, Cupertino, and East Point. Temple City and Cupertino are majority Asians, and East Point is predominantly Black.

- Although predominantly White, 81% of the cities including Coppell have larger Asian populations than the other races. Newark looks to be the most diverse community on the list.

DataInsight

3.1.7   SPEED OF CHANGE IN ETHNIC COMPOSITION

As outlined previously, the speed of ethnic change in Coppell is one of the defining features of the community. This chart explores the relative speed of change across the different ethnic groups in the cohort group. As most of these communities are predominately white, the numbers are generally small, however the change in size of the Asian population is important. This chart compares the changes in Coppell, relative to the average of the rest of the cohort group.

Comparison of Population Growth by Ethnicity (%) 2000-2016
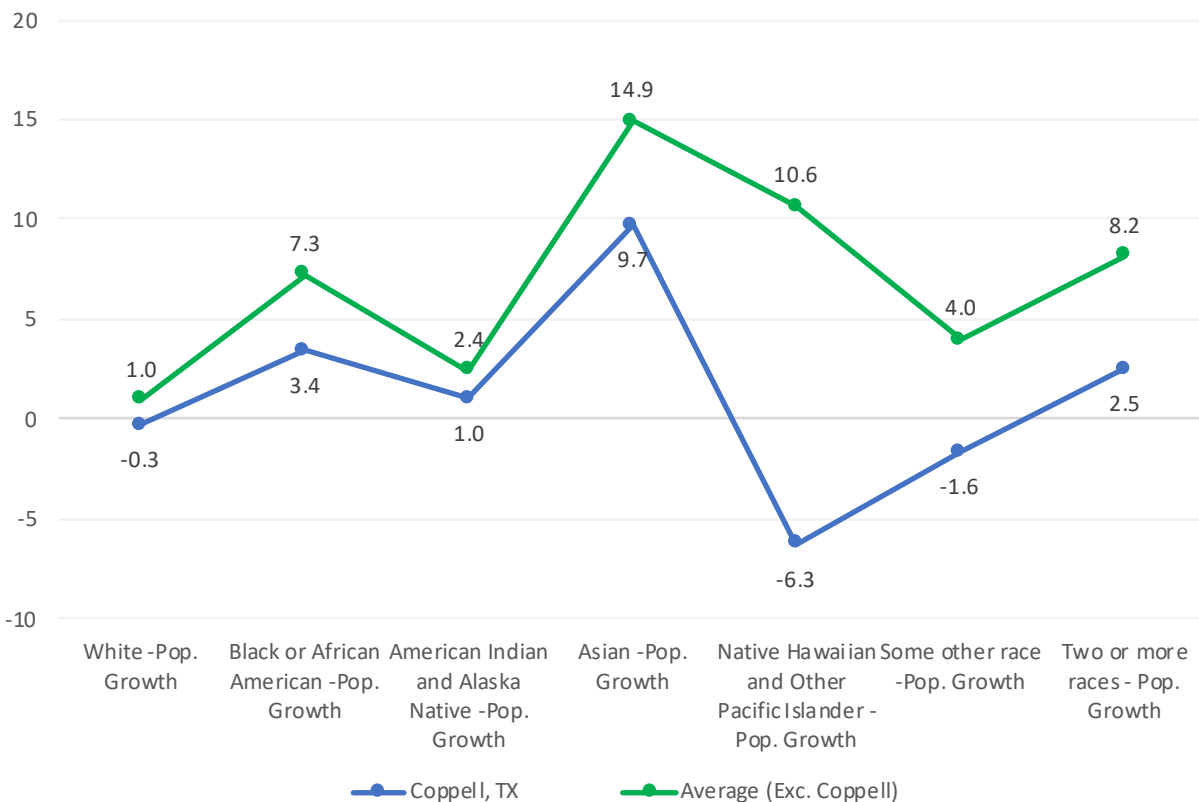
Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- The total change in Asian population in Coppell over the last 16 years is 9.7%, which is less than the average of for the other cohort communities of 14.9%. So, while the change is significant, it is not unusual or exceptional amongst the cohort communities.

- The White or Caucasian population in Coppell has remained relatively unchanged in the period 2000-2016.

3.1.8 MIGRATION PATTERNS BY LOCATION

This table examines the migration patterns, and where people are moving from to the various cohort communities.

Population Migration (Percent)

Cohort Communities	Moved; within same County	Moved; from different County, same State	Moved; from different State	Moved; from abroad
Coppell, TX	7.4	3.2	2.2	1.2
Alpharetta, GA	6.5	3.8	4.0	2.2
Annandale, VA	8.1	1.9	2.2	1.8
Bradford Woods, PA	4.7	0.2	0.2	0.7
Brushy Creek, TX	5.7	4.8	4.1	0.2
Buffalo Grove, IL	5.2	2.8	2.3	1.5
Cedar Park, TX	7.3	8.6	3.2	0.8
College Park, MD	9.8	13.3	7.7	3.3
Cupertino, CA	8.0	1.8	1.9	3.2
Dublin, CA	9.6	6.7	2.9	1.5
East Point, GA	12.9	4.2	1.2	0.4
Edina, MN	6.3	1.5	2.2	1.4
Englewood, CO	8.4	11.2	3.4	0.4
Flower Mound, TX	5.4	3.7	2.9	0.9
Friendswood, TX	3.7	5.1	1.5	0.9
Hoffman Estates, IL	8.2	2.3	1.6	1.8
Issaquah, WA	13.5	1.2	4.5	1.9
Keller, TX	7.9	2.6	3.5	0.4
Lexington, MA	5.6	1.2	1.9	1.3
Los Altos, CA	4.3	2.5	0.7	1.4
Maplewood, MN	8.2	3.9	1.5	1.0
Newark, CA	5.1	3.0	0.5	0.4
Schertz, TX	5.0	5.7	2.4	0.7
Southlake, TX	4.0	3.2	2.1	1.1
Temple, CA	4.8	1.1	0.3	1.2
West Lafayette, IN	22.2	10.9	8.8	7.1

Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- Data shows that overall, a larger proportion of the population that migrates move to a different place within the same county.

- Cohort communities with proportions similar to Coppell are Keller and Cedar Park.

- Coppell ranks at the 12th position amongst the cohort communities for migration from another state and at 13th for international migration.

3.1.9   MIGRATION PATTERNS BY AGE GROUP

Migration patterns by age help reveal another dimension of who is moving into communities. This chart compares Coppell to the average of the other cohort communities.

Comparison of Population In-Migration by Age Group (%)

Legend: ■ Coppell, TX   ■ Average (Exc. Coppell)
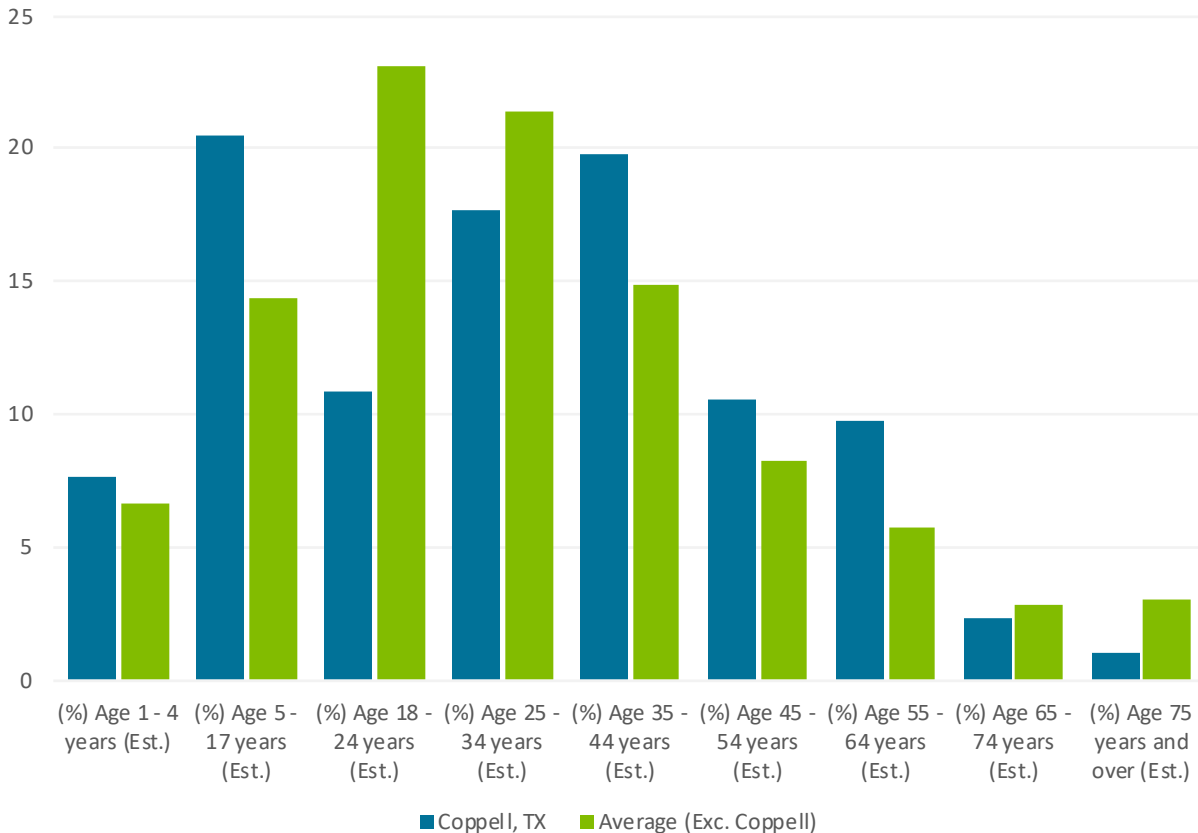
Source: American Community Survey (2016 - ACS 5-year estimates)

DataInsight

DATA INSIGHT:

- The data above shows that people of childbearing age (35 to 44 years) including their children or family migrate into Coppell the most.

- However, the population within the age of 18 and 24 years old migrate more into the other cohort communities, perhaps reflecting University or higher educational institutions within those communities.

- Populations of 25-34-year old migrate to other cohort communities, more than to Coppell by comparison. This suggests Coppell might be missing out on the important Millennial population cohort.

- Coppell has less people moving there in retirement ages (65 and over), suggesting there are not suitable retirement complexes, relative to other communities.

3.1.10 PREVALENCE OF POVERTY

This chart examines the prevalence of poverty across the cohort communities. Sometimes even relatively prosperous communities can have significant portions of their community in poverty, especially in communities that have the 'haves and have nots' phenomenon in their social structure.

Percentage of families and people whose income is below the poverty line

Cohort Communities	All families whose income in the past 12 months is below the poverty level	All people whose income in the past 12 months is below the poverty level
Coppell, TX	3.7	4.6
Alpharetta, GA	5.8	6.9
Annandale, VA	9.2	12.5
Bradford Woods, PA	0.0	2.2
Brushy Creek, TX	2.0	3.5
Buffalo Grove, IL	3.2	4.8
Cedar Park, TX	3.3	4.5
College Park, MD	5.5	27.3
Cupertino, CA	2.8	4.5
Dublin, CA	2.7	4.3
East Point, GA	24.2	28.0
Edina, MN	3.2	4.7
Englewood, CO	13.8	17.7
Flower Mound, TX	2.4	3.2
Friendswood, TX	4.3	5.8
Hoffman Estates, IL	3.6	4.8
Issaquah, WA	4.4	6.4
Keller, TX	2.5	3.7
Lexington, MA	2.7	3.5
Los Altos, CA	2.5	3.3
Maplewood, MN	5.6	9.2
Newark, CA	4.7	6.9
Schertz, TX	6.1	7.4
Southlake, TX	2.0	2.5
Temple, CA	8.8	11.0
West Lafayette, IN	12.1	41.0

Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- City of Coppell is 14th out of 26 cities in the cohort community with the least proportion of families living below the poverty level. The proportion of 3.7% was lower than the peer average of 5.4%.

- Also, Coppell ranks 11th out of 26 cities with the least proportion of people living below the poverty level. The proportion was 4.6% and significantly lower than the cohort average of 9%.

DataInsight

3.2   ENVIRONMENTAL ASPECTS

3.2.1   WATER USE AND CONSUMPTION

The results in this section highlight county-level water consumption data that covers per capita residential water consumption and also provides both residential and industrial water withdrawals across the county where each cohort City is located. The counties represented in the chart below are highlighted in Appendix 6.0. In this analysis, comparable individual City data was not available, so County level data was used.

Residential and Industrial total withdrawals in million gallons/day (Mgal/d)
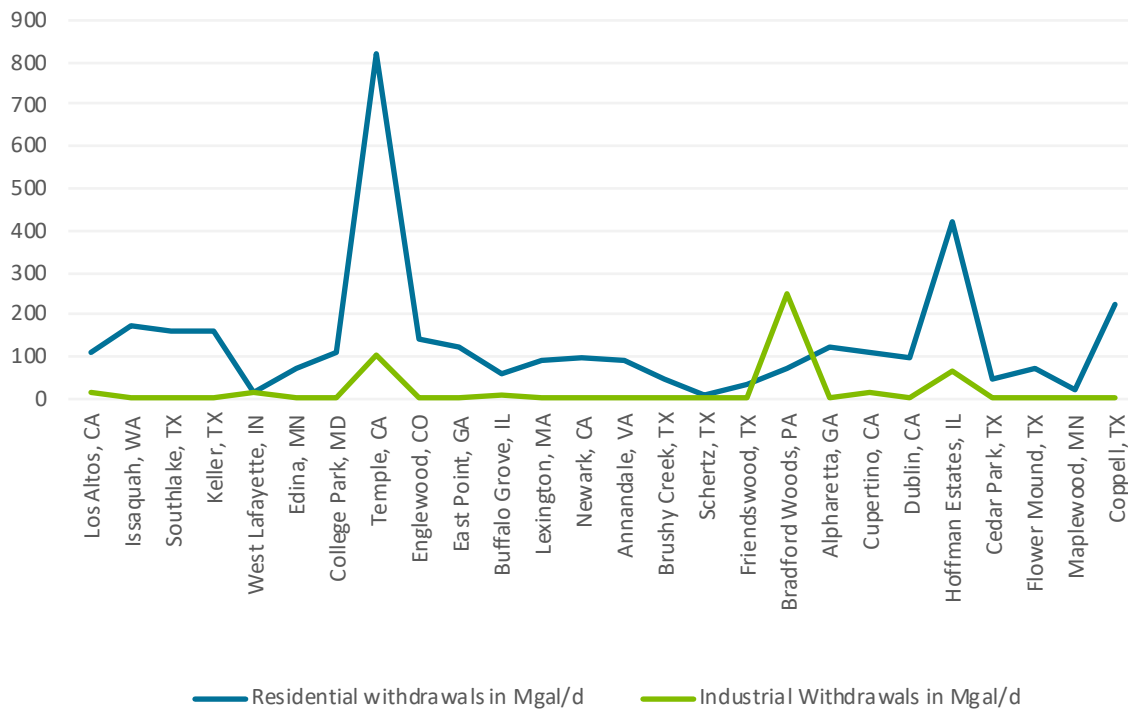
Source: Estimated use of water in the United States county-level data for 2015 (ver. 2.0, June 2018): U.S. Geological Survey data release

DATA INSIGHT:

• Domestically, Dallas County where the City of Coppell is, consumes an average of 225.36 million gallons of water per day. Dallas County has the third highest water use among the 21 individual counties where the cohort communities are located.

• The water use is also significantly higher than the peer average of 135 Mgal/d. Regarding industrial water consumption, Dallas county ranks 13th out of 21 individual counties with 0.49 Mgal/d and is significantly less than the peer average of 18.5 Mgal/d. Industrial water use is very high for Allegheny County (Bradford Woods, PA) and Los Angeles County (Temple, CA). This could be as a result of the type of industries in these two locations.

3.2.2 ENERGY USE

The chart in this section highlights electricity consumption for Dallas County in Texas. This data includes the consumption trend for the City of Coppell. There has been significant innovation in technology that is leading to declining energy consumption patterns in many cities and municipalities.

Total electricity consumed in Dallas County, kW/h
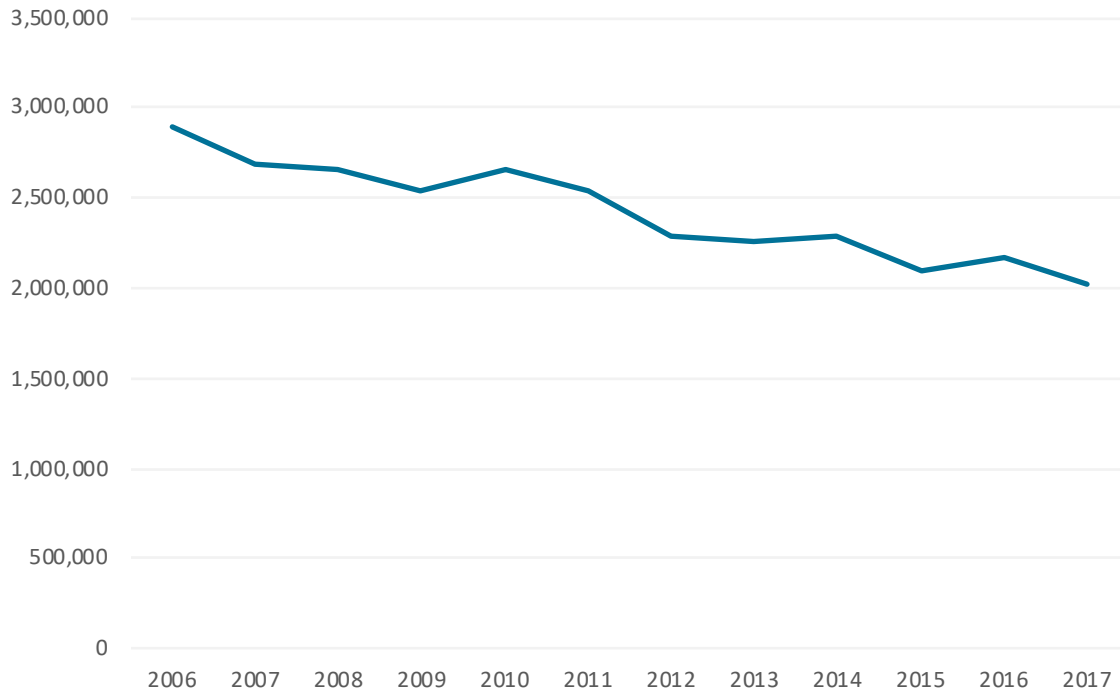
Source: Dallas Central Appraisal District - House Bill 3693 Report: Annual kWh Consumption and Total Expenditures

Total Spend is inclusive of contracted electricity costs, utility TDSP charges and any applicable fees and taxes. Total Spend components are as reported from the third-party suppliers and utilities. If unavailable, the component costs are estimated based on contract rates and prevailing utility tariffs.

DataInsight

DATA INSIGHT:

- The chart shows significant reduction in electricity consumption and expenditure for Dallas county. The most significant change for consumption occurred between 2011 and 2012.

- Though there was a heavy reduction in consumption, the total spending didn't change significantly until 2014.
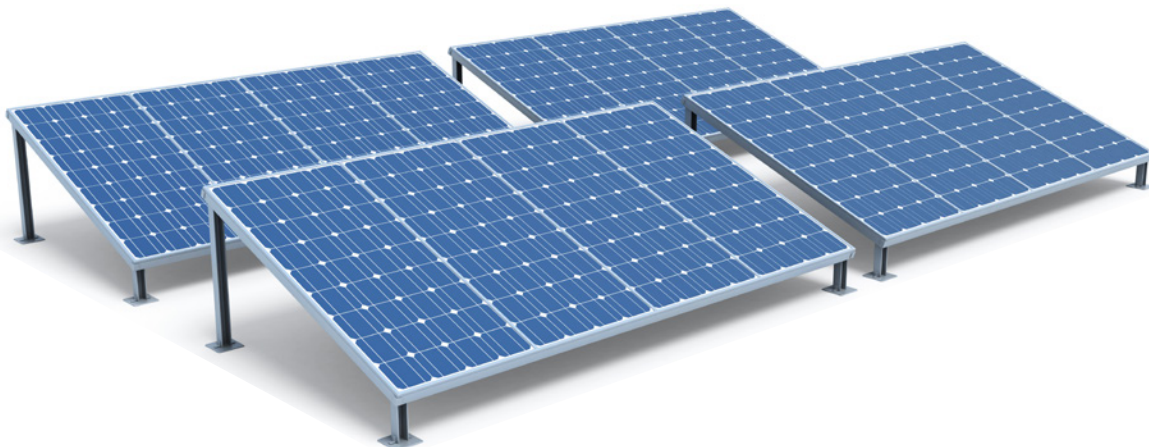
3.2.3 EMISSIONS

The results in this section also highlight state-level emissions data that covers total emissions of Carbon Dioxide, from the State where each cohort community is located (refer Appendix 6.0). The chart reflects a pattern that is also similar for emissions of Sulphur Dioxide and Nitrogen Oxide.

Total Carbon Dioxide Emissions in 2015 (million metric tons)
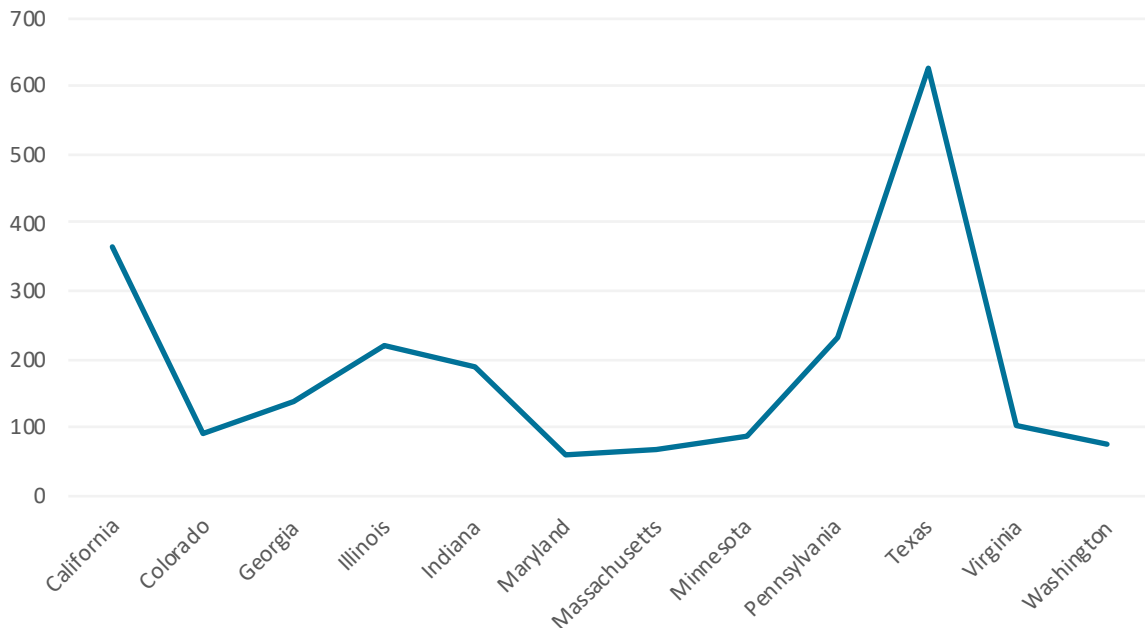
DATA INSIGHT:

- Total CO_2 emissions include those from direct fuel across all sectors, including residential, commercial, industrial, and transportation, as well as primary fuels consumed for electricity generation.

- The concentration of emissions in Texas is likely highly correlated to the presence of high concentration of refining and fuel processing.

- Pennsylvania and Texas both have very high levels of fuel emissions compared to the rest of the states in the cohort communities. The size of a state, its available fuels, climate, population density, type of businesses all play roles in determining the levels of emissions.

3.2.4 COST OF LIVING

The cost-of-living index gives the percentage difference in the cost of living between one location and another. The cost of living index is comprised of the cost of retail goods and services, groceries, health care, housing, cost of public/private transportation and utilities. Communities can be compared to the National Cost of Living Index, to determine if they are more or less expensive than the national average.

Cost of Living Index
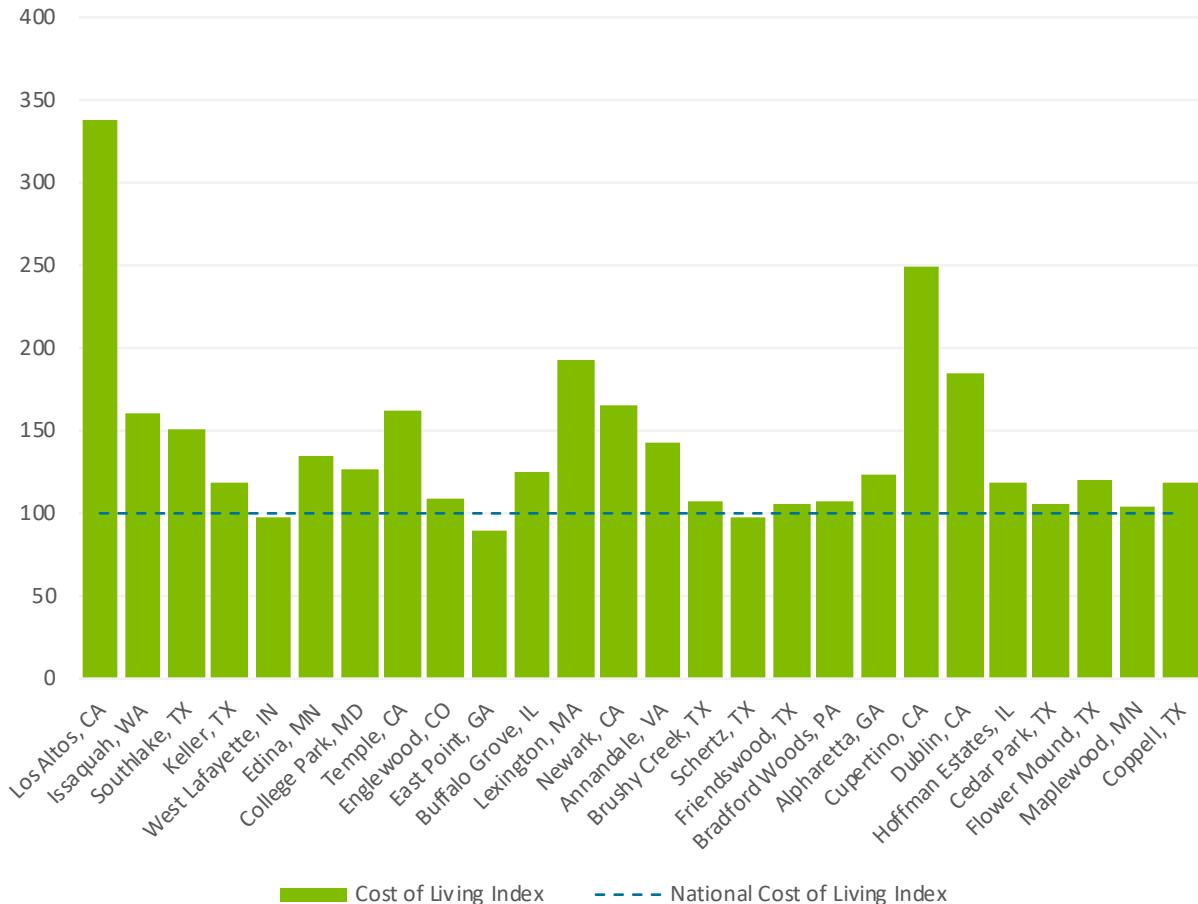
Source: Council for Community and Economic Research (C2ER) for 2017 through https://www.areavibes.com/. Sourced on June 24th, 2018

DataInsight

DATA INSIGHT:

• East Point, West Lafayette, and Schertz are the least expensive cities to live in among the cohort communities.

• Coppell, however, is 18% more expensive to live in than the national average but it is not as expensive as the likes of Los Altos (238% more expensive), Cupertino (148% more expensive), Dublin (85% more expensive) and Lexington (92% more expensive).

3.3   EDUCATION

3.3.1   EDUCATIONAL ATTAINMENT

It is well understood that education is important to residents in the City. Coppell has recently invested heavily in community infrastructure to support learning, including a new library, biodiversity, senior and community center. All the cohort communities used in this benchmark study are successful and relatively high performing communities.

Educational Attainment, Percent of Population (Coppell vs. Cohort Communities)
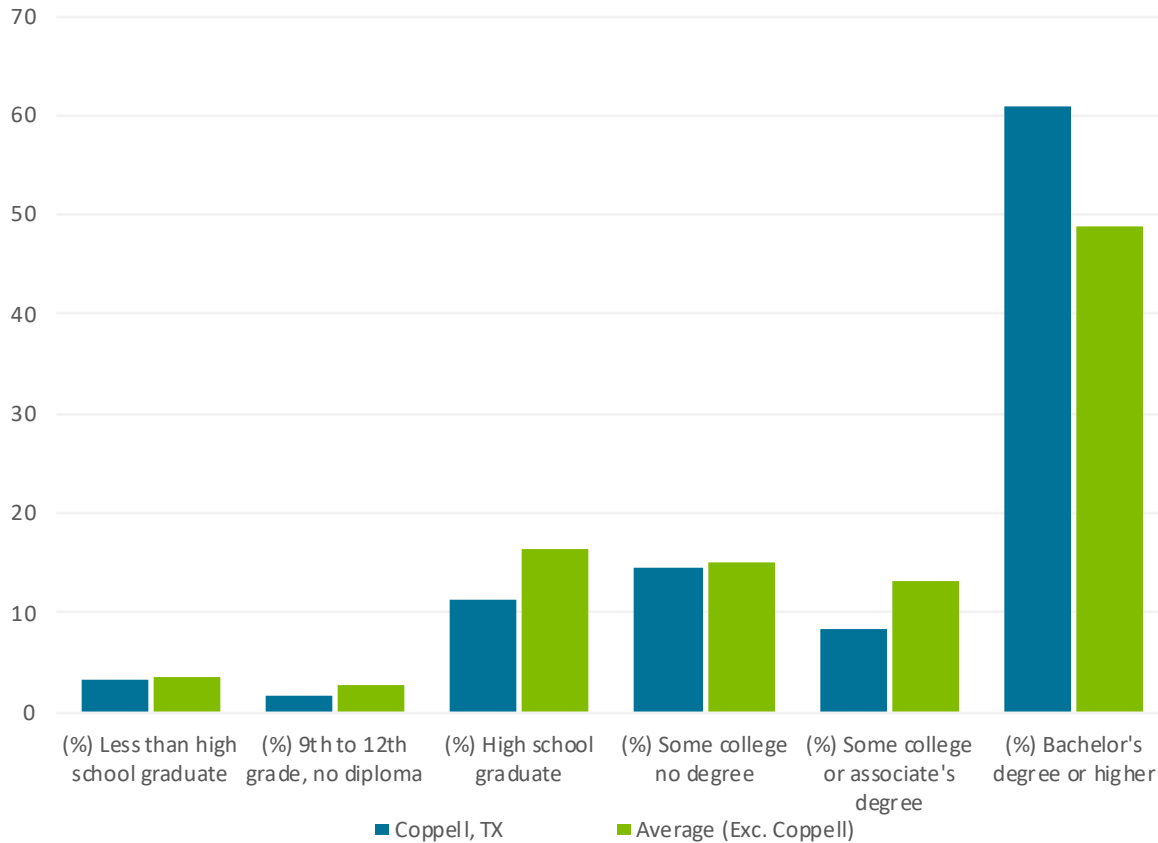
Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- In Coppell City, 61% of its population who are 25 and over possess a bachelor's degree or higher, which is significantly higher than the average of the cohort communities.

- A person with a bachelor's degree or Higher in Coppell has a median income of $83,271 (2016), which is higher than the cohort average of $74,358 for someone with the same higher educational attainment.

3.3.2 SCHOOL DISTRICT PERFORMANCE

The data in table below show the most comprehensive performance ranking data for school districts in cities in the cohort community. Data used in this section stems from an analysis of data available from public data sources, millions of survey responses and reviews. The factors considered and weight for the overall ranking includes a wide range of factors such as: academics grade, teachers' grade, culture and diversity, parent/student survey on overall experience, health and safety, resources and facilities, clubs and activities, and sports. Some sources of public data used are US Department of Education, National Center for Education Statistics, and Civil Rights Data Collection.

National School District Performance Ranking (Districts in ranking; N = 10,758)

Cohort Communities	School District	Best School district in America (Position)
West Lafayette, IN	West Lafayette Community School Corporation	3
Southlake, TX	Carroll Independent School District	10
Bradford Woods, PA	North Allegheny School District	25
Lexington, MA	Lexington Public Schools	27
Coppell, TX	Coppell Independent School District	37
Hoffman Estates, IL	Barrington Community Unit School District No. 220	76
Los Altos, CA	Mountain View-Los Altos Union High School District	148
Edina, MN	Edina Public School District	150
Friendswood, TX	Friendswood Independent School District	168
Cedar Park, TX	Leander Independent School District	192
Schertz, TX	Randolph Field Independent School District	260
Brushy Creek, TX	Round Rock Independent School District	284
Annandale, VA	Fairfax County Public Schools	286
Keller, TX	Keller Independent School District	358
Flower Mound, TX	Lewisville Independent School District	395
Issaquah, WA	Issaquah School District	421
Dublin, CA	Dublin Unified School District	486
Temple, CA	Temple City Unified School District	526
Buffalo Grove, IL	Township High School District No. 214	541
Englewood, CO	Littleton Public Schools	592
Maplewood, MN	Roseville Public School District	2,474
East Point, GA	Fulton County Schools	2,704
Alpharetta, GA	Fulton County Schools	2,704
College Park, MD	Prince George's County Public Schools	-
Newark, CA	Newark Unified School District	-
Cupertino, CA	Cupertino Union School District	-

Source: Niche 2019 K-12 School & District Rankings

DATA INSIGHT:

- Coppell ranks high as the 37th best school district in America among 10,758 districts, and the 5th highest among the cohort communities.

- Coppell Independent School District also holds the position of the second-best school district among others in Texas within the cohort in consideration. This ranking considers factors such as academics, staffing, health and safety, resources and facilities, and sports.

DataInsight

3.3.3 SPENDING ON SCHOOL DISTRICT

Coppell Independent School District is separate to the City of Coppell administrative body. The boundaries of the two entities are similar but not the same, with the school district extending further. However, the high performing school district is a key part of the value proposition for the community. Understanding its performance and cost is important.

School District Education Expenses

Cohort Communities	School District Name	Total Expenses	Expenses Per Student
Friendswood, TX	Friendswood Independent School District	$48,800,000	$8,382
Keller, TX	Keller Independent School District	$292,457,000	$9,092
Temple, CA	Temple City Unified School District	$46,822,000	$9,705
Brushy Creek, TX	Round Rock Independent School District	$450,456,000	$9,972
Englewood, CO	Littleton Public Schools	$158,899,000	$10,328
Cedar Park, TX	Leander Independent School District	$311,570,000	$10,339
Cupertino, CA	Cupertino Union School District	$169,617,000	$11,207
Newark, CA	Newark Unified School District	$64,610,000	$11,208
East Point, GA	Fulton County Schools	$1,022,219,000	$11,583
Alpharetta, GA	Fulton County Schools	$1,022,219,000	$11,583
Flower Mound, TX	Lewisville Independent School District	$612,012,000	$11,706
Schertz, TX	Randolph Field Independent School District	$12,352,000	$11,816
West Lafayette, IN	West Lafayette Community School Corporation	$26,176,000	$11,968
Southlake, TX	Carroll Independent School District	$108,272,000	$12,340
Coppell, TX	Coppell Independent School District	$121,638,000	$13,853
Edina, MN	Edina Public School District	$113,573,000	$13,874
Maplewood, MN	Roseville Public School District	$94,953,000	$14,156
Dublin, CA	Dublin Unified School District	$96,149,000	$15,318
Annandale, VA	Fairfax County Public Schools	$2,746,699,000	$15,526
Bradford Woods, PA	North Allegheny School District	$118,475,000	$15,738
College Park, MD	Prince George's County Public Schools	$2,006,738,000	$15,806
Hoffman Estates, IL	Barrington Community Unit School District No. 220	$149,057,000	$17,906
Los Altos, CA	Mountain View-Los Altos Union High School District	$72,284,000	$19,804
Lexington, MA	Lexington Public Schools	$113,073,000	$21,045
Buffalo Grove, IL	Township High School District No. 214	$265,639,000	$23,553
Issaquah, WA	Issaquah School District	-	-

Source: Niche 2019 K-12 School & District Rankings

DATA INSIGHT:

- The total expense per student for the Coppell Independent School District is 13.2% more than the national average of $12,239 per student.

- Coppell ranks 15th among the cohort communities for the amount of expense per student. Also, Coppell's total education expenses are higher than that of 14 cities in the cohort. This fact does not, however, determine the performance of the district in this ranking because the total expense depends mostly on the population of students in the school district.

- Among the cohort communities, 14 spend less than the national average per student while 11 spent more. All the school districts in the cohort spend an average of 62% of the total expenses on instruction, 34% on support services and 4% on other expenses.

3.3.4 SCHOOL STAFF RANKING

An investment in high performing schools is synonymous with high quality teachers and facilities. This table examines the assessment of the teachers in cohort communities.

National School District Staff Ranking (Districts in ranking; N = 11,705)

Cohort Communities	School District	District with the best teachers in America (Position)
West Lafayette, IN	West Lafayette Community School Corporation	5
Bradford Woods, PA	North Allegheny School District	21
Southlake, TX	Carroll Independent School District	175
Los Altos, CA	Mountain View-Los Altos Union High School District	267
Schertz, TX	Randolph Field Independent School District	378
Buffalo Grove, IL	Township High School District No. 214	446
Lexington, MA	Lexington Public Schools	493
Coppell, TX	Coppell Independent School District	511
Friendswood, TX	Friendswood Independent School District	546
Temple, CA	Temple City Unified School District	631
Hoffman Estates, IL	Barrington Community Unit School District No. 220	707
Cedar Park, TX	Leander Independent School District	1,042
Englewood, CO	Littleton Public Schools	1,084
Dublin, CA	Dublin Unified School District	1,863
Annandale, VA	Fairfax County Public Schools	2,464
Cupertino, CA	Cupertino Union School District	2,483
Edina, MN	Edina Public School District	2,584
Brushy Creek, TX	Round Rock Independent School District	3,475
Keller, TX	Keller Independent School District	4,275
Maplewood, MN	Roseville Public School District	4,457
Flower Mound, TX	Lewisville Independent School District	4,567
Issaquah, WA	Issaquah School District	-
College Park, MD	Prince George's County Public Schools	-
East Point, GA	Fulton County Schools	-
Newark, CA	Newark Unified School District	-
Alpharetta, GA	Fulton County Schools	-

Source: Niche 2019 K-12 School & District Rankings

DATA INSIGHT:

- Coppell ranks high as the 511th school district with the best teachers in America among 11,705 districts, and the 8th highest among the cohort communities.

- Coppell Independent School District also holds the position of the third-best school district in this category among others in Texas within the cohort. This ranking considers factors such as academics, teacher absenteeism, and survey responses from parents and students.

DataInsight

3.3.5 SCHOOL DISTRICT STAFFING

The average teacher salary index provided in this analysis is normalized by Median Household Income by county.

School District Staffing and Average Salary

Cohort Communities	School District Name	Student-Teacher Ratio	Average Teacher Salary
Lexington, MA	Lexington Public Schools	13:1	$80,975
Annandale, VA	Fairfax County Public Schools	14:1	$66,255
Southlake, TX	Carroll Independent School District	15:1	$51,256
College Park, MD	Prince George's County Public Schools	15:1	$62,122
Brushy Creek, TX	Round Rock Independent School District	15:1	$47,844
Schertz, TX	Randolph Field Independent School District	15:1	$48,700
Hoffman Estates, IL	Barrington Community Unit School District No. 220	15:1	$71,185
Flower Mound, TX	Lewisville Independent School District	15:1	$51,724
Keller, TX	Keller Independent School District	16:1	$50,308
West Lafayette, IN	West Lafayette Community School Corporation	16:1	-
East Point, GA	Fulton County Schools	16:1	$55,125
Bradford Woods, PA	North Allegheny School District	16:1	$88,904
Alpharetta, GA	Fulton County Schools	16:1	$55,125
Cedar Park, TX	Leander Independent School District	16:1	$47,365
Coppell, TX	Coppell Independent School District	16:1	$51,110
Edina, MN	Edina Public School District	17:1	$68,856
Buffalo Grove, IL	Township High School District No. 214	17:1	$94,876
Friendswood, TX	Friendswood Independent School District	17:1	$49,650
Maplewood, MN	Roseville Public School District	18:1	$60,098
Englewood, CO	Littleton Public Schools	19:1	$66,748
Los Altos, CA	Mountain View-Los Altos Union High School District	20:1	$104,222
Newark, CA	Newark Unified School District	24:1	$96,123
Cupertino, CA	Cupertino Union School District	24:1	$85,617
Temple, CA	Temple City Unified School District	25:1	$82,539
Dublin, CA	Dublin Unified School District	25:1	$85,315
Issaquah, WA	Issaquah School District	-	-

Source: Niche 2019 K-12 School & District Rankings

DATA INSIGHT:

- Teachers in the Coppell Independent School District earn an average of $51,100, more than the average salary of 13 schools in the cohort community.

- It is of note that cities in California earn an average of more than $80,000, but this might have been higher due to the teacher to student ratio which is more than 20:1 for the cities in the State.

- Coppell's teacher to student ratio (16:1) is less than the national ratio of 17:1. 18 schools in the cohort communities are well below or on the national teacher to student ratio while 7 are over and 5 out of the 7 are cities in California.

3.3.6 SCHOOL SAFETY

Safety has recently become a significant topic in US schools, and according to the U.S Department of Education, emotional and physical safety in school are linked to improved academic performance and school outcomes.

National School District Safety Ranking (Districts in ranking, N = 11,700)

Cohort Communities	School District Name	Safest School District in America
Hoffman Estates, IL	Barrington Community Unit School District No. 220	194
Bradford Woods, PA	North Allegheny School District	231
West Lafayette, IN	West Lafayette Community School Corporation	287
Temple, CA	Temple City Unified School District	296
Southlake, TX	Carroll Independent School District	354
Buffalo Grove, IL	Township High School District No. 214	359
Schertz, TX	Randolph Field Independent School District	576
Cupertino, CA	Cupertino Union School District	664
Friendswood, TX	Friendswood Independent School District	835
Edina, MN	Edina Public School District	1,155
Lexington, MA	Lexington Public Schools	1,493
Los Altos, CA	Mountain View-Los Altos Union High School District	1,989
Coppell, TX	Coppell Independent School District	3,111
Cedar Park, TX	Leander Independent School District	3,477
Keller, TX	Keller Independent School District	4,548
Dublin, CA	Dublin Unified School District	5,789
Annandale, VA	Fairfax County Public Schools	6,275
Englewood, CO	Littleton Public Schools	6,325
Flower Mound, TX	Lewisville Independent School District	6,364
Brushy Creek, TX	Round Rock Independent School District	7,056
Maplewood, MN	Roseville Public School District	7,631
East Point, GA	Fulton County Schools	8,191
Alpharetta, GA	Fulton County Schools	8,191
Issaquah, WA	Issaquah School District	
College Park, MD	Prince George's County Public Schools	25:1
Newark, CA	Newark Unified School District	

Source: Niche 2019 K-12 School & District Rankings

DATA INSIGHTS:

- Coppell ranks as the 3111th safest school district in America among 11,700 districts, and the 13th highest among the cohort communities. Coppell Independent School District also holds the position of the fourth-best school district in this category among others in Texas within the cohort.

- This ranking considers factors such as survey responses from parents and students, in-school and out-of-school suspensions, expulsions, law enforcement referrals, and school-related arrests.

DataInsight

3.4   TRANSPORTATION

3.4.1   COMMUTING TIMES

Many communities in fast growing metropolitan areas are facing issues of increasing congestion and commuting time. Many people in large sprawling cities, like the Dallas Fort Worth metroplex, travel by private car, either from necessity or choice. This compounds the traffic issue, as public transit often in a lagging investment.

Average Commute Time (Minutes)
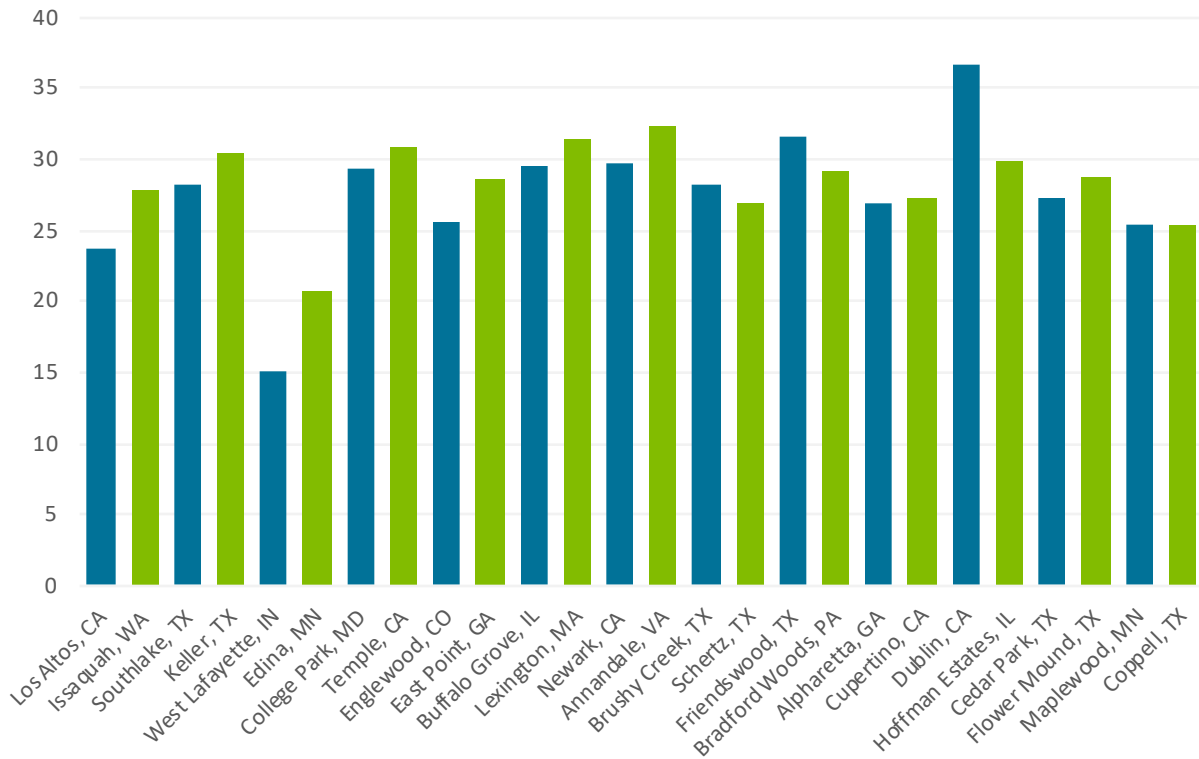
Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- Coppell residents spend 25.3 minutes in average commute time, which is lower than most of the comparable cohort communities.

- 87.3% of the population 16 years and older use Car, Truck or Van when commuting which is 3% more than the average for the cohort communities.

- The use of public transportation, walking and bicycle as a commuting mode is almost non-existent in Coppell. However, a greater percent of people in Coppell worked at home, compared to cohort communities.

3.4.2 INFLOW AND OUTFLOW OF COMMUTERS

This chart provides insight on two populations; those who are employed in Coppell and those who are living in the City. Understanding the inflow and outflow of commuters, helps understand how the local economy interfaces with the local population. Coppell has a significant inbound workforce every day, and a sizable outbound workforce. This suggests there might be opportunity, over time, to create more live and work opportunities. This would be consistent with emerging trends where people increasingly are looking for less commute time.
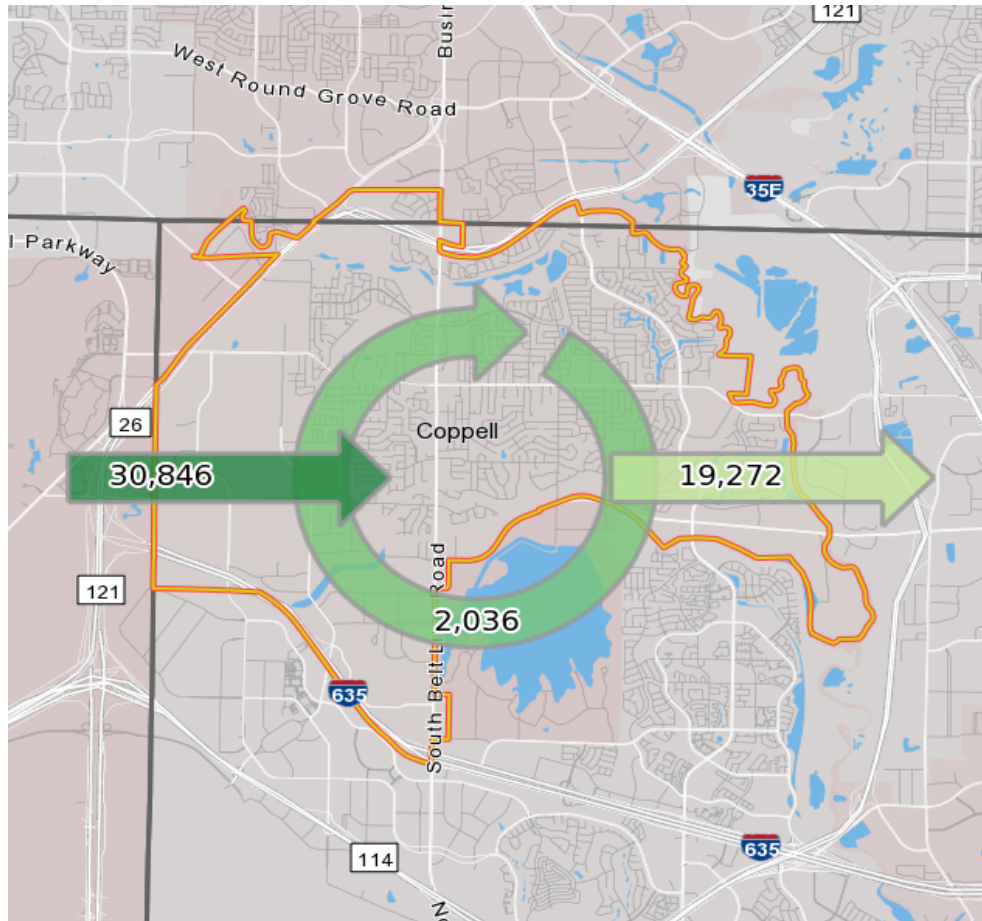
Source: 2015 Longitudinal Employer-Household Dynamics: https://onthemap.ces.census.gov/

DATA INSIGHT:

- A total of 32,882 people work within the City of Coppell. Of this population, 30,846 (93.8%) live outside the City and 2,036 (6.2%) are residents of the City of Coppell.

- Also, 21,308 employed people live in the City of Coppell and of this, 19,272 (90.4%) commute outside of the City to their workplace while 2,038 (9.6%) commute within Coppell to their workplace.

3.5   PUBLIC SAFETY AND RESOURCES

3.5.1   CRIME RATES/LEVELS

This chart shows the level of violent and property crime in each cohort City as reported in the United States tables of the FBI's United Crime Reporting (UCR) Program. Violent crime, as defined in the UCR, includes murder, non-negligent manslaughter, rape, robbery, and aggravated assault. Property crime, as defined in the UCR includes burglary, larceny-theft, motor vehicle theft, and arson.

Crime by 100,000 population known to law enforcement
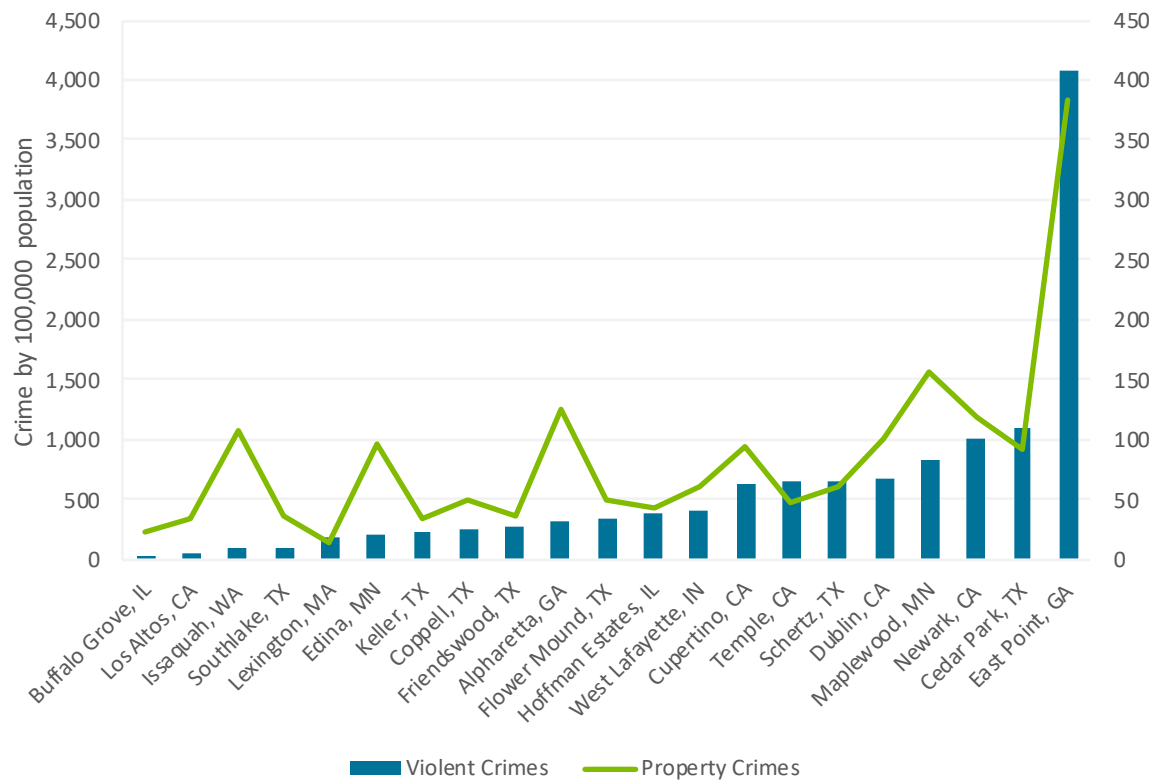
Source: FBI's Unified Crime Reporting (UCR): 2015 Offenses known to law enforcement by City

DataInsight

DATA INSIGHT:

- It is of note that property crime occurs in more substantial numbers especially in cities like East Point. Coppell's property crime per 100,000 population is less than 500 and stands at the 9th position with the least property crime known to law enforcement among the cohort communities.

- Though violent crimes do not occur in large numbers, East Point also ranks the highest. Coppell takes the 8th position with the least violent crimes known to law enforcement among the cohort communities.

3.5.2 POLICE STAFFING

The police staffing data presented in the chart above also comes from the 2015 crime tables of the FBI's United Crime Reporting (UCR) Program. The chart depicts the number of full-time sworn officers and civilian law enforcement staff in each City in the cohort community.

Number of full-time employees by 100,000 population

Officers ■ Civilians
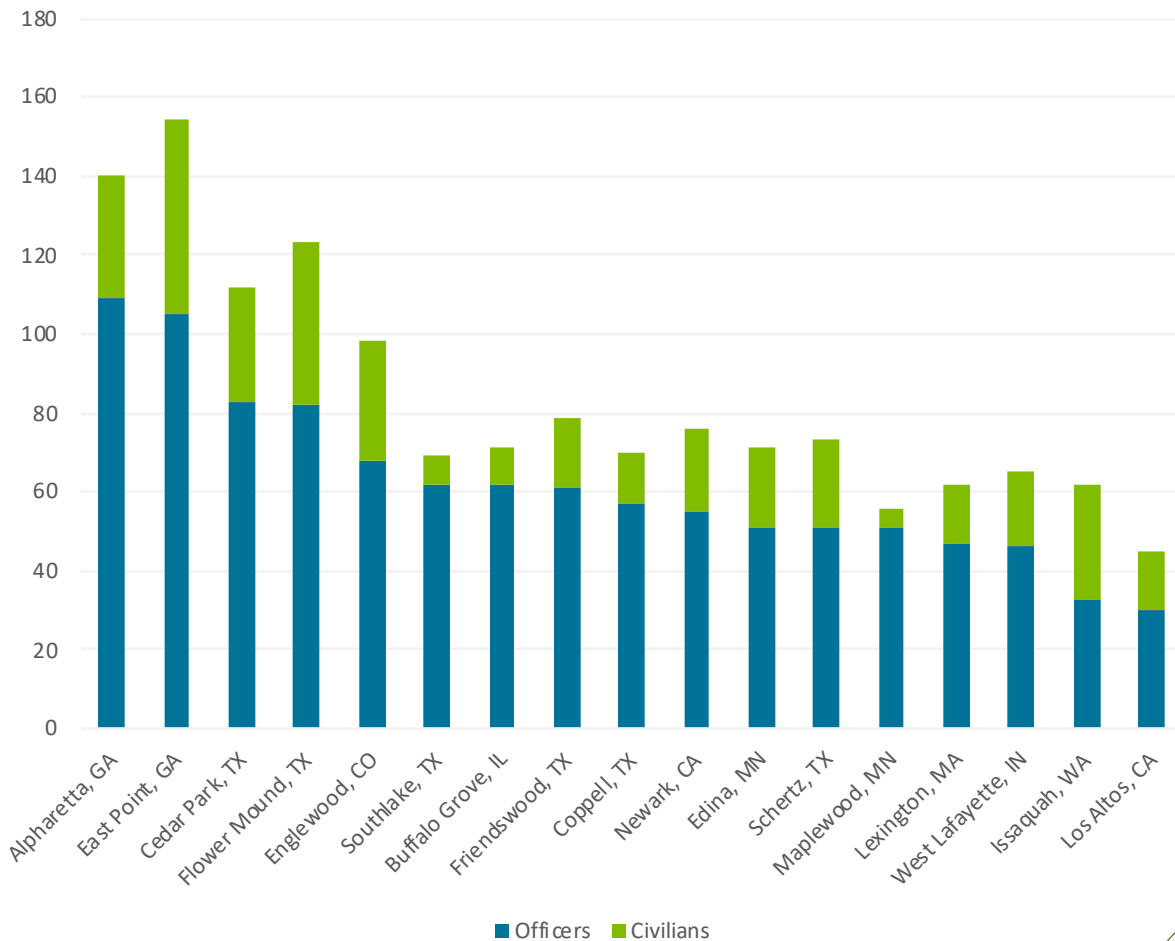
Source: FBI's Unified Crime Reporting (UCR): 2015 Law Enforcement Employments

DataInsight

DATA INSIGHT:

- The average number of police staffing among the cohort communities including Coppell is 62 for sworn-in officers and 22 for law enforcement civilians.

- Coppell ranks 7th out of 16 cities with police staffing data with 57 sworn in officers and 13 law enforcement civilians.

3.6   PUBLIC HEALTH

3.6.1   GENERAL HEALTH

This section highlights County-level public health indicators. There are specific differences in the health outcomes of each county due to different health care systems in the states of the cohort communities. Hence, only data for counties in the same state is pointed out and compared. The City of Coppell in Dallas County is ranked among 7 cities in 6 counties in Texas. The cities are Keller (Tarrant County), Brushy Creek (Williamson County), Schertz (Guadalupe County), Friendswood (Galveston County), Cedar Park (Williamson County), and Flower Mound (Denton County).

Health Indicator Ranking by County

Cohort Community	County	% Fair/ Poor health	% Obese	Child Mortality Rate	% Diabetic	% Food Insecure	% Limited Access to Healthy Food
Coppell, TX	Dallas	19.5	28.7	56.9	8.7	18.2	7.0
Los Altos, CA	Santa Clara	11.6	19.7	28.2	8.1	10.5	1.0
Issaquah, WA	King	11.0	21.7	35.2	6.7	12.9	2.8
Southlake, TX	Tarrant	15.9	28.8	54.2	10.8	17.4	8.0
Keller, TX	Tarrant	15.9	28.8	54.2	10.8	17.4	8.0
West Lafayette, IN	Tippecanoe	16.6	29	56.3	6.9	16.1	6.7
Edina, MN	Hennepin	10.9	22.6	49.5	7.0	11.3	4.8
College Park, MD	Prince George's	14.8	33.2	68.4	11.7	14.4	4.0
Temple, CA	Los Angeles	18.8	21.6	36.6	9.0	12.2	1.6
Englewood, CO	Arapahoe	12.0	21.8	43.8	6.7	12.9	2.4
East Point, GA	Fulton	13.9	25.8	64.2	9.0	18.5	8.1
Buffalo Grove, IL	Lake	15.4	27.9	33.7	7.8	7.2	5.8
Lexington, MA	Middlesex	11.3	22.5	29.2	8.2	8.7	3.0
Newark, CA	Alameda	12.7	18.9	33.8	8.2	14.3	1.0
Annandale, VA	Fairfax	10.9	23.5	32.3	6.6	5.3	1.8
Brushy Creek, TX	Williamson	12.9	30.2	35.3	7.8	13.9	8.0
Schertz, TX	Guadalupe	16.5	32.3	36.6	10.9	11.5	10.3
Friendswood, TX	Galveston	17.7	29.7	48.2	10.2	17.4	7.8
Bradford Woods, PA	Allegheny	13.7	28.3	51.1	10.1	14.0	5.7
Alpharetta, GA	Fulton	13.9	25.8	64.2	9.0	18.5	8.1
Cupertino, CA	Santa Clara	11.6	19.7	28.2	8.1	10.5	1.0
Dublin, CA	Alameda	12.7	18.9	33.8	8.2	14.3	1.0
Hoffman Estates, IL	Cook	17.7	26.8	58.7	9.1	12.6	1.7
Cedar Park, TX	Williamson	12.9	30.2	35.3	7.8	13.9	8.0
Flower Mound, TX	Denton	11.7	22.3	35.4	9.0	15.9	4.3
Maplewood, MN	Ramsey	11.8	25.9	55.0	8.3	12.7	5.3

Source: The Robert Wood Johnson Foundation's 2018 County Health Rankings Data

DATA INSIGHT:

- Dallas County has the highest percentage of people with fair or poor health. Its 19.5% is significantly higher than the peer average of 15.3%.

- The child mortality rate of Dallas County is the highest among the seven Texas Counties considered in this analysis.

3.6.2 ACCESS TO CARE

Access to healthcare is a critical measure of people's security and wellbeing. Measuring the percentage of a population that has health insurance, or lacks such insurance, is a good approximation of health security. In most cases, the cohort communities have high levels of insurance coverage, with most having 90% or more of healthcare insurance coverage.

Percentage of Uninsured Children and Adults
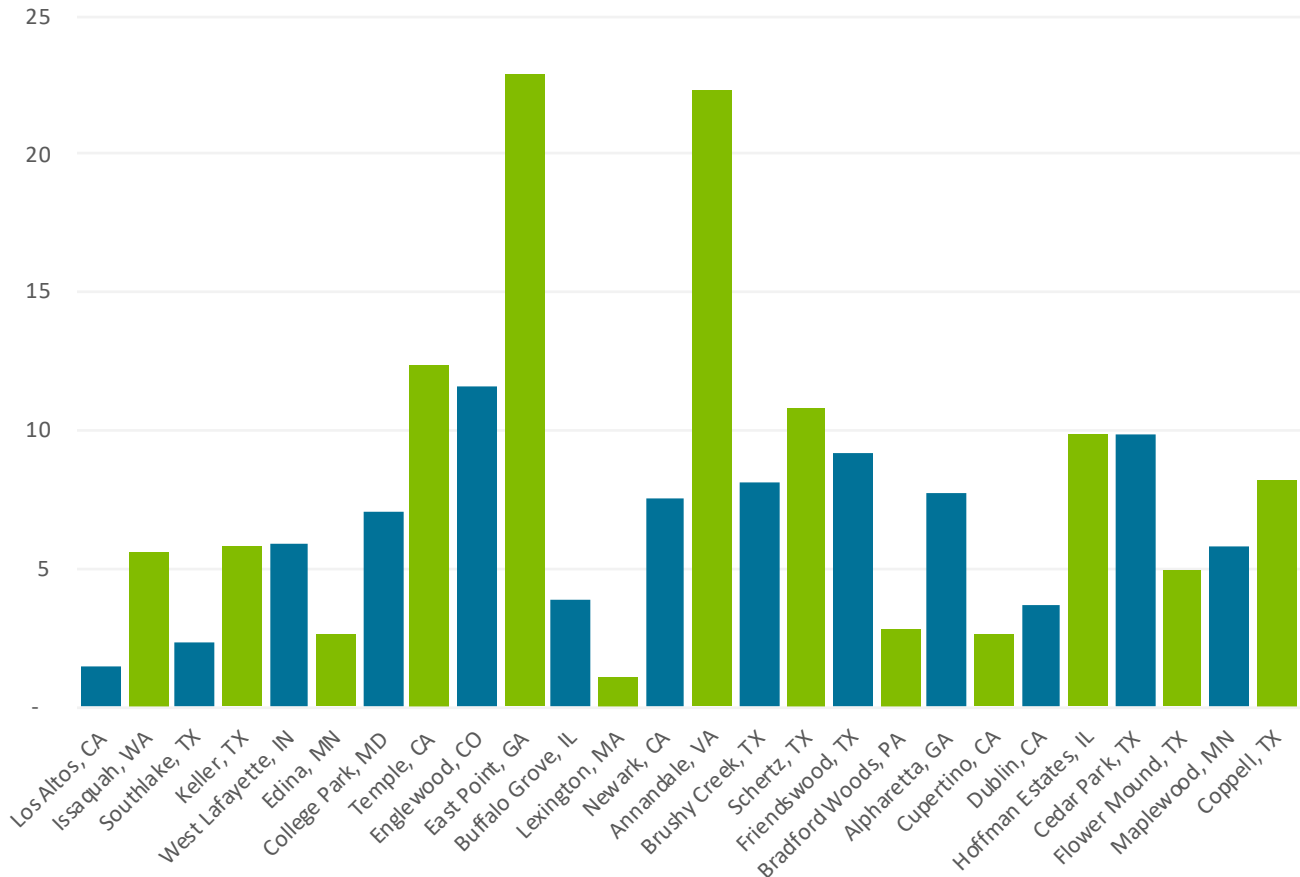
Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- The chart above shows the percentage of adults and children uninsured in each City in the cohort communities.

- 8% of the adults and children in the City of Coppell are uninsured for healthcare. This underperforms 16 of the other cohort communities.

3.7   LOCATION AND INFRASTRUCTURE

3.7.1   HOUSING

Single family houses dominate the housing stock in Coppell, and over 70% of these are owner occupied. While this is typical of a suburban landscape, it is also a strong part of the community fabric and structure.

Percent Housing Occupancy by Population

Cohort Community	Occupied housing units	Vacant housing units	Occupied housing units - Owner-occupied	Occupied housing units - Renter-occupied
Coppell, TX	95.7	4.3	70.5	29.5
Los Altos, CA	96.2	3.8	83.2	16.8
Issaquah, WA	95.4	4.6	59.8	40.2
Southlake, TX	97.8	2.2	92.9	7.1
Keller, TX	97.7	2.3	83.3	16.7
West Lafayette, IN	89.5	10.5	31.7	68.3
Edina, MN	94.2	5.8	72.3	27.7
College Park, MD	90.8	9.2	46.5	53.5
Temple, CA	94.4	5.6	64.4	35.6
Englewood, CO	93.7	6.3	49.7	50.3
East Point, GA	75.9	24.1	42.5	57.5
Buffalo Grove, IL	96.2	3.8	78.9	21.1
Lexington, MA	95.4	4.6	80.7	19.3
Newark, CA	97.1	2.9	69.9	30.1
Annandale, VA	95.2	4.8	59.8	40.2
Brushy Creek, TX	95.8	4.2	76.1	23.9
Schertz, TX	94.9	5.1	74.4	25.6
Friendswood, TX	96.1	3.9	79.3	20.7
Bradford Woods, PA	96.1	3.9	95.2	4.8
Alpharetta, GA	94.1	5.9	63.5	36.5
Cupertino, CA	95.1	4.9	63.0	37.0
Dublin, CA	96.8	3.2	65.4	34.6
Hoffman Estates, IL	95.8	4.2	74.8	25.2
Cedar Park, TX	94.6	5.4	67.5	32.5
Flower Mound, TX	97.5	2.5	86.4	13.6
Maplewood, MN	96.8	3.2	71.7	28.3

Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

- 70.5% of the occupied housing units in the City of Coppell were owner-occupied which is above the cohort community average of 69.4% and also ranks 13 out of 26.

- Similarly, 29.5% of the occupied housing units were renter-occupied which is less than the cohort community average of 30.6% and also ranks 14 out of 26.

DataInsight

3.7.2 AGE OF HOUSING

The table shows the age of the housing units in the cohort communities. Of note, is that a large proportion of housing units in all the cohort communities were built within 1989 and 2009. This suggests that the framework that identified the cohort grouped communities are similar in many ways.

Percent year structure built by the total housing unit

Cohort Community	Total housing units	Built 2010 or Later	Built 1990 to 2009	Built 1970 to 1989	Built 1950 to 1969	Built 1949 or Earlier
Coppell, TX	15,451	3.8	53.3	39.8	2.1	0.9
Los Altos, CA	11,318	2.3	12.1	17.5	57.0	11.2
Issaquah, WA	14,978	9.6	55.1	26.1	6.1	3.1
Southlake, TX	9,400	5.0	73.9	18.7	1.9	0.4
Keller, TX	15,054	6.3	64.0	26.8	2.4	0.4
West Lafayette, IN	14,714	3.8	30.4	28.9	25.9	11.0
Edina, MN	22,639	1.7	10.4	33.2	40.4	14.3
College Park, MD	7,818	5.4	21.8	11.6	39.6	21.5
Temple, CA	12,028	0.9	11.8	15.5	42.8	28.9
Englewood, CO	15,493	1.9	9.0	24.6	40.3	24.3
East Point, GA	17,945	1.4	25.1	20.1	36.6	16.8
Buffalo Grove, IL	16,430	0.8	24.8	57.6	15.3	1.5
Lexington, MA	12,161	2.5	16.3	14.6	36.0	30.6
Newark, CA	13,932	0.3	11.0	46.5	38.9	3.2
Annandale, VA	14,590	0.8	8.7	36.5	49.3	4.6
Brushy Creek, TX	7,365	2.5	71.5	23.5	1.0	1.4
Schertz, TX	13,465	12.2	54.9	24.6	6.4	1.8
Friendswood, TX	13,762	5.2	41.5	41.9	11.3	0.2
Bradford Woods, PA	517	0.8	9.3	37.5	27.3	25.1
Alpharetta, GA	24,375	2.9	67.4	26.7	2.2	0.9
Cupertino, CA	21,560	1.1	20.8	34.3	40.0	3.8
Dublin, CA	18,804	13.0	49.6	18.8	17.1	1.4
Hoffman Estates, IL	18,535	0.1	16.5	53.1	26.3	3.8
Cedar Park, TX	21,781	12.3	71.6	14.8	0.9	0.4
Flower Mound, TX	23,394	3.7	72.3	21.6	1.9	0.6
Maplewood, MN	15,661	1.6	28.5	32.7	26.6	10.6

Source: American Community Survey (2016 - ACS 5-year estimates)

DATA INSIGHT:

• Only 3.8% of housing units in Coppell were built after 2009, which is just below the peer average.

• 53.3% of the housing units were built between 1990 to 2009 which ranks 18 out of 26. This mirrors the population chart for the City, when most of the population growth occurred in the 1990's.

3.7.3 COST OF RENTAL

The rental costs in Coppell are reflective of the many of the cohort communities. In many ways the community remains affordable for renting, relative to similar cities. A quarter of the rental units are under $1,000 per month.

Percent gross rent of occupied units paying rent

Cohort Community	Occupied units paying rent	Median Rent (dollars)	% Less than $1000	% $1,000 to $1,999	% $2,000 to $2,999	% $3,000 or more
Coppell, TX	4,273	$1,225	25.7	62.8	8.4	3.2
Los Altos, CA	1,682	$2,611	1.1	32.0	27.0	39.8
Issaquah, WA	5,652	$1,584	18.1	54.1	25.1	2.8
Southlake, TX	561	$1,287	46.7	8.8	14.3	30.3
Keller, TX	2,333	$1,207	23.1	66.1	7.5	3.3
West Lafayette, IN	8,792	$852	63.6	31.4	3.2	1.8
Edina, MN	5,751	$1,280	30.5	60.8	7.2	1.6
College Park, MD	3,668	$1,511	27.9	50.5	18.6	3.1
Temple, CA	3,783	$1,296	24.1	62.2	12	1.7
Englewood, CO	7,090	$977	52.1	43.4	3.9	0.6
East Point, GA	7,576	$924	62.8	36.9	0.3	0.0
Buffalo Grove, IL	3,078	$1,399	19.3	65.2	13.6	1.9
Lexington, MA	2,150	$1,799	24.6	32.9	28.1	14.4
Newark, CA	4,004	$1,744	5.7	61.9	29.9	2.4
Annandale, VA	5,330	$1,625	9.5	72.3	16.8	1.5
Brushy Creek, TX	1,676	$1,205	15.8	78.2	5.0	0.9
Schertz, TX	3,254	$1,128	39.3	56.7	4.1	0.0
Friendswood, TX	2,584	$1,097	39.6	53.9	6.1	0.4
Bradford Woods, PA	24	$235	87.5	12.5	0.0	0.0
Alpharetta, GA	8,113	$1,222	19.8	71.6	7.0	1.6
Cupertino, CA	7,435	$2,579	4.3	16.0	49.0	30.7
Dublin, CA	6,195	$2,154	8.9	32.0	46.4	12.7
Hoffman Estates, IL	4,326	$1,177	30.0	61.8	7.4	0.9
Cedar Park, TX	6,479	$1,195	31.2	61.1	6.8	0.7
Flower Mound, TX	2,954	$1,611	13.2	66.1	18.2	2.4
Maplewood, MN	4,224	$1,021	48.3	47.5	3.5	0.8

Source: American Community Survey (2016 - ACS 5-year estimates)

DataInsight

DATA INSIGHT:

- From the table, a large proportion of the gross rent of rental-occupied housing units in the cohort communities are within the range of $1,000 to $1,999.
- The median gross rent of occupied rental housing units in Coppell is $1,225 and was just below the peer average of $1,383 from the other cities in the cohort.
- The median gross rent also puts the rank of Coppell at 13 out of 26. 88.5% of the gross rent of occupied rental houses range from $0 to $1,999.

3.7.4 HOUSE PRICE INDEX

The House Price Index measures the movement of house pricing, relative to a year 2000 baseline. The data used in the chart was sourced from the Federal Housing Finance Agency using data supplied by Fannie Mae and Freddie Mac. Coppell house pricing index was just lower than the national average, which was close to a 200% increase between 2000 and 2017.

2017 House Pricing Index (HPI -2000 base year)
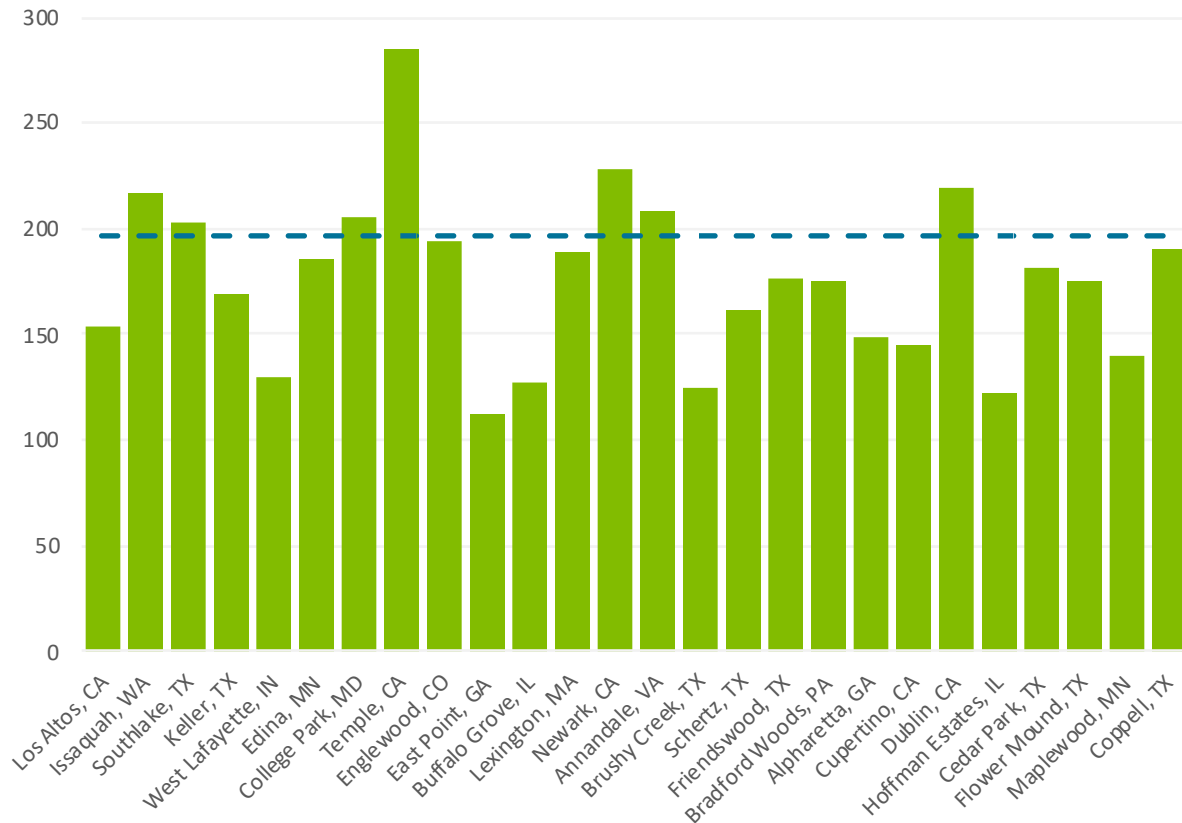
Source 1: HPI Dataset, Federal Housing Finance Agency. 2017 House Pricing Index (2000 base year) except otherwise indicated in the comment

Source 2: S&P/Case-Shiller U.S. National Home Price Index

Comment: Last year available for Los Altos is 2013; Brushy Creek, 2014; and Bradford Woods, 2016.

DATA INSIGHT:

- Coppell house prices have mostly kept pace with the national average for House Price Index (HPI). This means the property is retaining its relative value.

- Coppell has largely outperformed its peers in the cohort communities, with only 8 communities recording better growth in housing price over the same period.

- The HPI for Coppell shows the community retains it demand and value.

3.7.5 INFRASTRUCTURE AGING

One of the key issues for Coppell will be future water consumption and availability. Of the cohort communities (and their State's), Texas has the second highest requirement for drinking water infrastructure needs over the next 20 years, equating to $33.9 billion. This cost is only exceeded by California and is three times most other States.

Infrastructure aging for states in cohort communities

States of cohort communities	Bridges	Dams	Water	Road
California	1,388 bridges (5.5%) are structurally deficient	There are 678 high-hazard potential dams and 68% of California's regulated dams have an Emergency Action Plan	$44.5 billion in drinking water infrastructure needs over 20 years	195,834 miles of public roads, with 50% in poor condition
Colorado	497 bridges (5.7%) are structurally deficient	There are 407 high-hazard potential dams and 97% of Colorado's regulated dams have an Emergency Action Plan	$7.1 billion in drinking water infrastructure needs over 20 years	88,740 miles of public roads, with 21% in poor condition
Georgia	700 bridges (4.7%) are structurally deficient	There are 472 high-hazard potential dams and 11% of Georgia's regulated dams have an Emergency Action Plan	$9.3 billion in drinking water infrastructure needs over 20 years	128,134 miles of public roads, with 4% in poor condition
Illinois	2,243 bridges (8.4%) are structurally deficient	There are 224 high-hazard potential dams and 87% of Illinois's regulated dams have an Emergency Action Plan	$6.5 billion in drinking water infrastructure needs over 20 years	145,840 miles of public roads, with 18% in poor condition
Indiana	1,533 bridges (8.0%) are structurally deficient	There are 240 high-hazard potential dams and 35% of Indiana's regulated dams have an Emergency Action Plan	$5.9 billion in drinking water infrastructure needs over 20 years	96,571 miles of public roads, with 8% in poor condition
Maryland	308 bridges (5.8%) are structurally deficient	There are 82 high-hazard potential dams and 95% of Maryland's regulated dams have an Emergency Action Plan	$6.9 billion in drinking water infrastructure needs over 20 years	32,037 miles of public roads, with 24% in poor condition
Minnesota	800 bridges (6.0%) are structurally deficient	There are 25 high-hazard potential dams and 96% of Minnesota's regulated dams have an Emergency Action Plan	$7.4 billion in drinking water infrastructure needs over 20 years	138,767 miles of public roads, with 15% in poor condition
Texas	900 bridges (1.7%) are structurally deficient	There are 1,212 high-hazard potential dams and 81% of Texas's regulated dams have an Emergency Action Plan	$33.9 billion in drinking water infrastructure needs over 20 years	313,596 miles of public roads, with 18% in poor condition
Virginia	935 bridges (6.7%) are structurally deficient	There are 382 high-hazard potential dams and 75% of Virginia's regulated dams have an Emergency Action Plan	$453 million in drinking water infrastructure needs over 20 years	75,061 miles of public roads, with 23% in poor condition
Washington	392 bridges (4.8%) are structurally deficient	There are 186 high-hazard potential dams and 93% of Washington's regulated dams have an Emergency Action Plan	$9.5 billion in drinking water infrastructure needs over 20 years	80,338 miles of public roads, with 31% in poor condition
Massachusets	483 bridges (9.3%) are structurally deficient	There are 292 high-hazard potential dams and 98% of Massachusetts's regulated dams have an Emergency Action Plan	$1.2 billion in drinking water infrastructure needs over 20 years	36,423 miles of public roads, with 16% in poor condition

Source: ASCE's 2017 Infrastructure Report Card

DataInsight

DATA INSIGHT:

- In comparison to other states, Texas has the lowest percent of structurally deficient bridges.
- The state has the highest number of high-hazard potential dams, with a significant number of them (81%) having an emergency action plan. In terms of overall percentage of dams with emergency action plans, Texas ranks 7 out of 11.
- Texas ranks low (10 out of 11) for spending required regarding drinking water infrastructure needs over 20 years, and Virginia has the lowest spending needed for drinking water infrastructure.
- The data from the table also suggests that the state of Texas have good public roads with little amount in poor condition. Of the 313,596 miles of public roads, only 18% are in poor condition.

3.8 BUSINESS AND INDUSTRY

3.8.1 BUSINESS ESTABLISHMENTS

This chart shows the number of business establishments by major sector. This is a way to measure the types of businesses and the relative strength of sectors in the communities. What is notable is the large number of professional, scientific, and technical services sector businesses in all the cohort communities, including Coppell.

Number of Establishments – Coppell vs. Cohort Community average

Sector	Coppell, TX	Average (Exc. Coppell)
Administrative and support and waste management and…	56	79
Accommodation and food services	73	110
Arts, entertainment, and recreation	11	16
Health care and social assistance	109	161
Educational services	21	22
Administrative and support and waste management and…	60	65
Professional, scientific, and technical services	208	214
Real estate and rental and leasing	47	66
Finance and insurance	78	95
Information	30	29
Transportation and warehousing (104)	62	20
Retail trade	75	146
Wholesale trade	70	57
Manufacturing	35	31
Utilities	1	

■ Coppell, TX   ■ Average (Exc. Coppell)

Source: Economic Census, 2012

Data was not available for Bradford Woods, PA and Lexington CDP, MA

DataInsight

DATA INSIGHT:

- Coppell outperforms the cohort communities on the presence of Transportation and Warehousing establishments.

- The chart also shows that Coppell has fewer establishments than its peer average in most of the occupations considered, notably Retail Trade and Healthcare.

3.8.2 EMPLOYMENT

This chart explores the number of employees by industry sector in the cohort communities.

Industry by Number of Employees

Industry	Coppell, TX	Average (Exc. Coppell)
Employees - Other services (except public administration)	980	602
Employees - Accommodation and food services	1,538	2,150
Employees - Arts, entertainment, and recreation		339
Employees - Health care and social assistance	1,615	2,258
Employees - Educational services	212	180
Employees - Administrative and support and waste...	1,629	2,552
Employees - Professional, scientific, and technical services	2,604	1,879
Employees - Real estate and rental and leasing	482	387
Employees - Finance and insurance	4,013	1,284
Employees - Information	552	1,435
Employees - Transportation and warehousing(104)	2,297	385
Employees - Retail trade	1,605	2,700
Employees - Wholesale trade	2,125	995
Employees - Manufacturing	1,485	976
Employees - Utilities	53	

Legend: ■ Coppell, TX ■ Average (Exc. Coppell)

Source: Economic Census, 2012

Data was not available for Bradford Woods, PA and Lexington CDP, MA

DataInsight

DATA INSIGHT:

• The top three employment sectors in Coppell are: Finance and insurance sector; Professional, scientific, technical services sector; and, Transportation and warehousing sector.

• This trend appears to be different for the other cohort communities as the three top sectors with most employees are: Retail trade; administrative, support, and waste management sector; and, the health care and social assistance sector.

3.8.3 BUSINESS REVENUE

This chart explores the revenue of businesses in the cohort communities.

Industry by Value of sales, shipments, receipts, revenue, or business done ($1,000)

Industry	Coppell, TX	Average (Exc. Coppell)
Other services (except public administration) ($)	$121,529	$118,620
Accommodation and food services ($)	$93,255	$121,435
Arts, entertainment, and recreation ($)		$18,728
Health care and social assistance ($)	$395,242	$281,603
Educational services ($)	$10,933	$12,253
Administrative and support and waste management...	$183,509	$218,853
Professional, scientific, and technical services ($)	$562,933	$362,378
Real estate and rental and leasing ($)	$113,442	$113,271
Transportation and warehousing(104) ($)	$285,847	$103,454
Retail trade ($)	$713,912	$830,842
Wholesale trade ($)	$1,442,529	$963,536
Manufacturing ($)	$297,024	$349,873

■ Coppell, TX   ■ Average (Exc. Coppell)

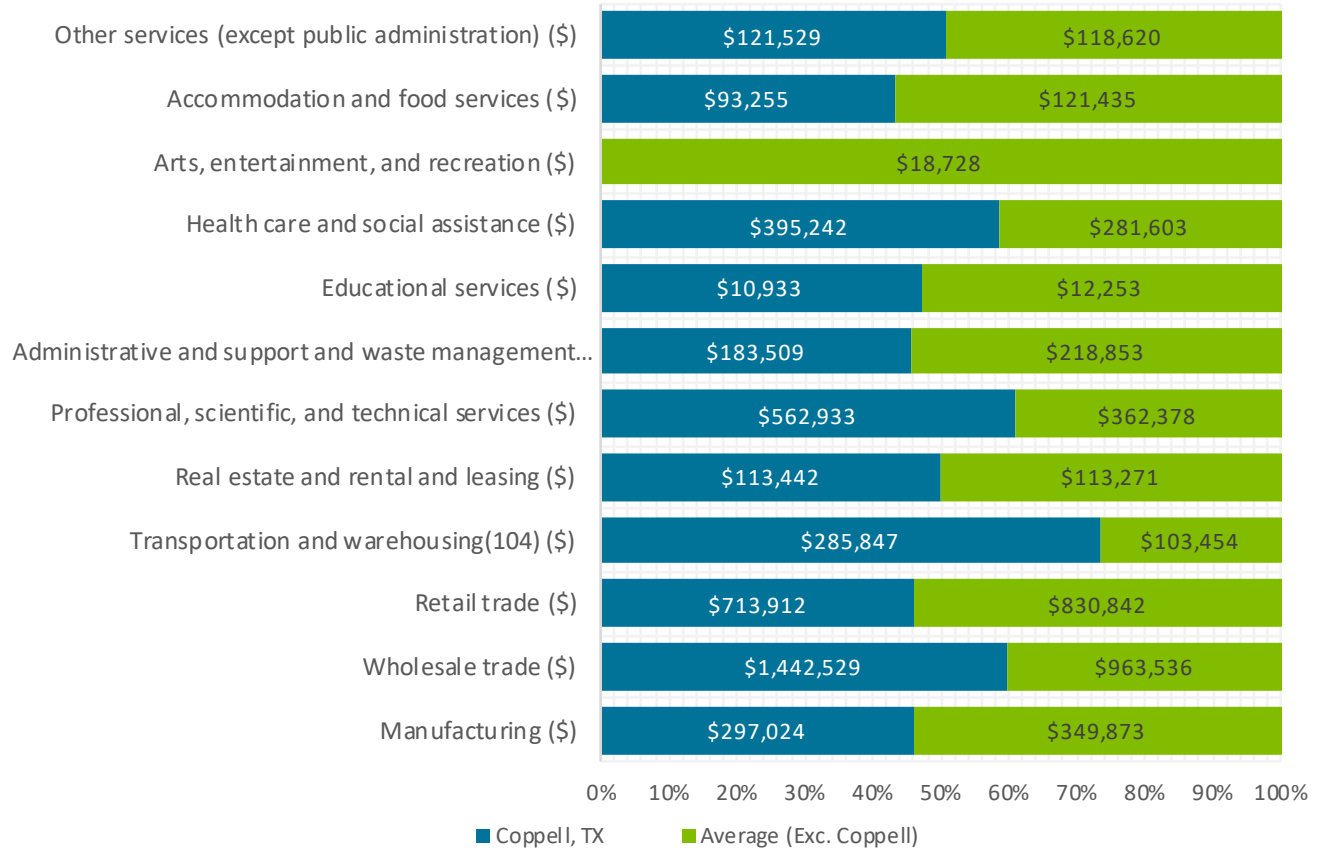*Source: Economic Census, 2012 (Data was not available for Bradford Woods, PA and Lexington CDP, MA)*

Note: Data for arts, entertainment, and recreation is withheld in U.S. Census reports to avoid disclosing data for individual companies.

DataInsight

DATA INSIGHT:

• The wholesale trade industry is seen as the sector with the most significant revenue regarding the value of sales, shipments, receipts and business done. This trend is also similar to that of the average revenue for the industries in the cohort communities.

• Although this trend is expected as the wholesale trade involves lots of shipments and sales, the next sector with the most revenue is the retail trade. This is also consistent with data from the cohort communities and likely boomed because of the same reasons as the wholesale trade.

• The sector least involved with shipment and sales that have a high revenue for both Coppell and the cohort communities is the professional, scientific, and technical services sector.

3.8.4 PAYROLL

This data examines the payroll of the businesses in the cohort communities.

Industry by Annual Payroll ($1,000)

Industry	Coppell, TX	Average (Exc. Coppell)
Payroll - Other services (except public administration)	$37,271	$18,857
Payroll - Accommodation and food services	$22,175	$33,605
Payroll - Arts, entertainment, and recreation		$5,251
Payroll - Health care and social assistance	$84,173	$106,955
Payroll - Educational services	$3,308	$3,652
Payroll - Administrative and support and waste management...	$59,485	$116,725
Payroll - Professional, scientific, and technical services	$230,975	$147,360
Payroll - Real estate and rental and leasing	$25,025	$19,129
Payroll - Finance and insurance	$282,515	$114,747
Payroll - Information	$59,355	$137,230
Payroll - Transportation and warehousing(104)	$112,361	$24,609
Payroll - Retail trade	$59,294	$68,808
Payroll - Wholesale trade	$167,520	$72,066
Payroll - Manufacturing	$66,778	$59,698
Payroll - Utilities	0	$4,998

Source: Economic Census, 2012 (Data was not available for Bradford Woods, PA and Lexington CDP, MA)

Note: Data for arts, entertainment, and recreation is withheld in U.S. Census reports to avoid disclosing data for individual companies.
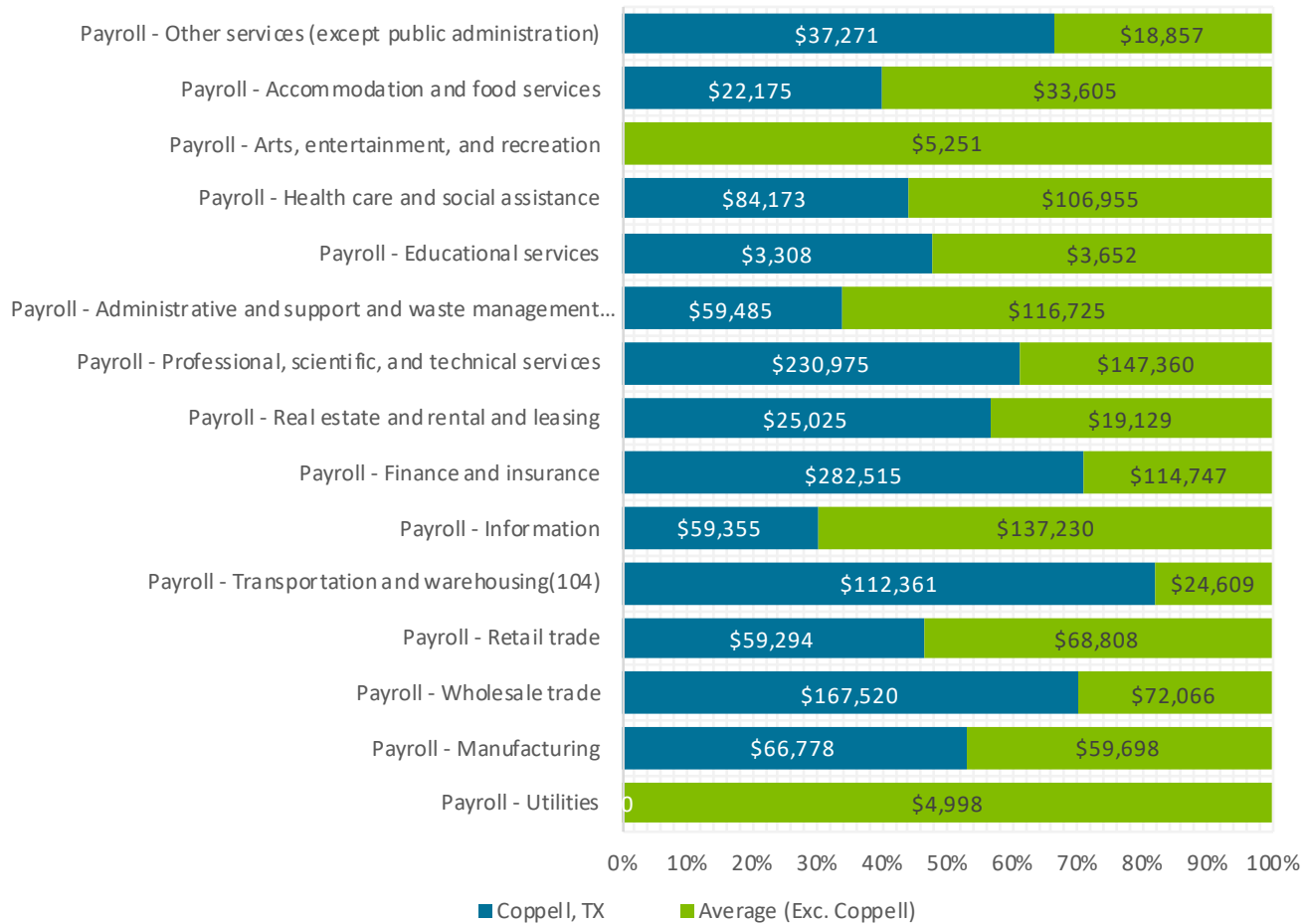
DATA INSIGHT:

- The Finance and Insurance sector in Coppell records the highest amounts of payroll, followed by Professional, scientific and technical service sector.
- Significant contributions are made by Wholesale Trade, and Transportation and Warehousing.

3.8.5 INDUSTRY LOCATION QUOTIENT

This table shows the location quotient of employment by industry within each city.

Location Quotient of Industry Employment of City Residents

Cohort Communities	Agriculture, forestry, fishing and hunting, and mining	Construction	Manufacturing	Wholesale trade	Retail trade	Transportation and warehousing, and utilities	Information	Finance and insurance, and real estate and rental and leasing	Professional, scientific, and management, and administrative and waste management services	Educational services, and health care and social assistance	Arts, entertainment, and recreation, and accommodation and food services	Other services, except public administration	Public administration
Los Altos City	0.16	0.25	1.96	0.60	0.42	0.22	3.70	1.12	2.65	0.78	0.38	0.50	0.29
Issaquah City	0.16	0.61	0.82	1.20	1.26	0.68	2.59	0.91	1.95	0.72	1.10	0.64	0.55
Southlake City	0.39	0.62	1.01	1.10	1.04	0.87	1.20	2.53	1.60	0.78	0.56	0.64	0.43
Keller City	0.59	0.72	0.99	1.39	1.03	1.32	1.48	1.64	1.13	0.89	0.68	1.17	0.57
West Lafayette City	0.44	0.21	0.66	0.34	0.67	0.24	1.25	0.41	0.64	2.07	1.62	0.67	0.37
Edina City	0.14	0.42	1.01	1.23	0.84	0.48	1.37	2.01	1.75	0.99	0.67	0.83	0.45
College Park City	0.03	1.03	0.20	0.44	0.66	0.32	1.17	0.55	1.23	1.79	0.98	0.71	1.48
Temple City	0.24	0.75	0.82	2.29	0.91	1.11	1.17	1.35	0.98	0.92	1.16	0.99	0.94
Englewood City	0.58	1.61	0.52	0.91	1.21	0.73	1.36	1.18	1.30	0.85	1.06	1.20	0.53
East Point City	0.00	0.64	0.53	0.92	0.98	2.47	1.11	0.64	1.08	1.00	1.25	1.05	1.15
Buffalo Grove village	0.12	0.45	1.32	1.84	0.94	0.66	1.14	1.70	1.54	0.89	0.70	0.86	0.36
Lexington CDP	0.03	0.30	1.15	1.03	0.48	0.24	1.65	1.30	2.09	1.33	0.61	0.52	0.45
Newark City	0.14	1.29	1.67	1.26	0.83	0.93	1.49	0.75	1.36	0.81	0.67	1.09	0.61
Annandale CDP	0.20	1.92	0.12	0.40	0.83	0.64	0.64	0.71	1.53	0.82	1.32	1.92	1.76
Brushy Creek CDP	0.77	0.83	1.37	0.78	0.74	0.80	1.55	1.23	1.54	0.87	0.81	0.76	0.93
Schertz City	1.08	1.06	0.51	0.96	1.06	1.12	0.88	1.16	0.89	0.84	0.88	1.18	2.63
Friendswood City	1.80	0.73	1.30	1.59	0.76	1.09	0.47	1.32	1.05	1.02	0.60	1.01	0.91
Bradford Woods borough	0.91	1.34	1.17	1.36	0.85	0.52	1.08	0.96	1.41	1.14	0.62	0.75	0.30
Alpharetta City	0.17	0.46	0.88	1.18	0.83	0.91	2.36	1.65	2.16	0.73	0.86	0.76	0.29
Cupertino City	0.12	0.23	2.36	0.75	0.62	0.26	3.12	0.78	2.56	0.73	0.32	0.36	0.33
Dublin City	0.38	0.60	1.08	1.08	0.83	0.78	2.25	1.35	2.10	0.73	0.67	0.75	0.81
Hoffman Estates village	0.03	0.70	1.31	1.50	1.14	1.06	1.28	1.11	1.33	0.81	0.90	0.97	0.49
Cedar Park City	0.48	0.73	0.97	0.88	1.13	0.42	1.51	1.26	1.67	0.88	0.73	0.80	1.15
Flower Mound town	0.50	0.55	0.94	1.37	0.93	1.35	1.81	1.83	1.52	0.80	0.68	0.76	0.64
Maplewood City	0.28	0.82	1.23	1.10	1.09	1.03	0.57	1.28	0.74	1.16	0.70	1.04	0.94
Coppell City	0.56	0.44	0.95	1.38	0.89	1.00	2.05	1.91	1.74	0.82	0.62	0.76	0.52

Relative to the US, more employment than one would expect.

Relative to the US, less employment than one would expect.

Relative to the US, similar employment.

Source: American Community Survey (2016 - ACS 5-year estimates)

4.0 CONCLUSION

The benchmark analysis and the cohort group were built around a combination of unique features. All the communities were between 20,000 and 70,000 in resident population. The unique features used in the cohort construction were:

- High performing school district. The cohort requirement was that communities had to be within the top 5 public school districts in their state. The Coppell schools show remarkable performance at a national and cohort level, outperforming many peer communities on a range of metrics.
- Changing demographic and ethnic make-up. The cohort communities were selected based on having a greater than 9% change in one ethnic group between 2000 and 2016. Coppell has shown a steady growth in the Asian population, with nearly a 1% increase per year change, over the last 10 years.
- Proximity to international airport. All cohort communities had to be within 15 miles of an international airport. Coppell is adjacent to the DFW complex.
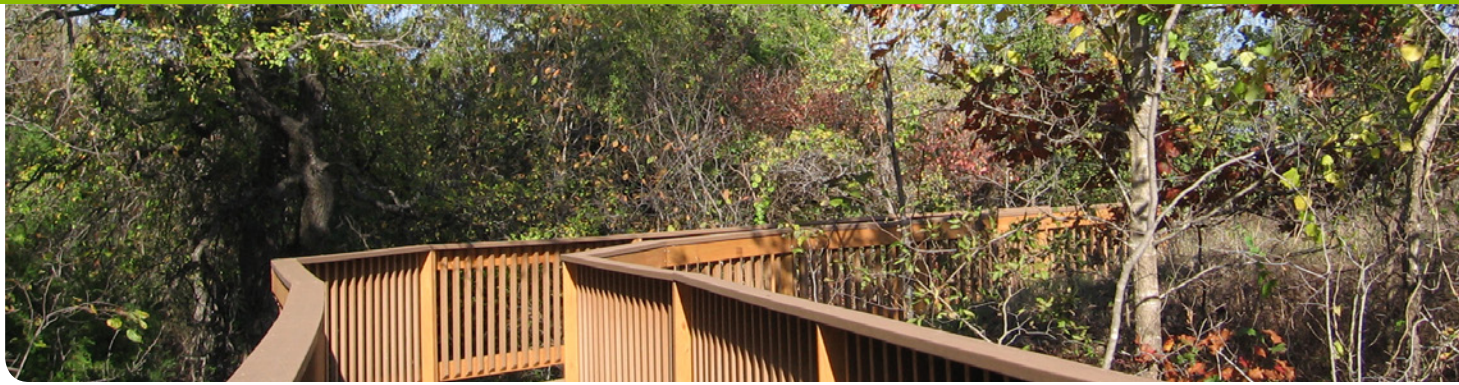
The cohort analysis matches Coppell with a group of well performing communities across the USA.

The peer group is generally affluent, well-educated, and with employment focused on professional services. Coppell shows strong performance in areas such as:

- **Household income**. Coppell has a high percentage of dual income households, and strong household income performance.
- **Educational attainment**. Coppell is a population of well-educated people, with over 60% holding a bachelor's degree or higher.
- **Property values**. Coppell has remained current with the national Housing Price Index, showing that property values have increased in line with national trends.
- **Demographic and ethnic change**. Changes in the ethnic make-up have been gradual, and less than the cohort average, and Coppell has so far absorbed these changes without any significant population increase. The median age is about 40 years and is forecast to grow gradually. The community has a large student aged population segment.
- **School district ranking**. School district performance is a key part of the value proposition of Coppell as a community. It ranks extremely well on a national and regional basis.
- **Public Safety**. The City of Coppell performs well on measures of public safety.
- **Economic performance**. The city has a strong commercial and industrial sector, powered by the warehouse and distribution industries. There is also a strength in professional and scientific services. It does lag behind its peer communities in size of the retail and healthcare sectors.

The population of Coppell has remained relatively stable for the last 17 years. Coppell faces issues in the future in areas of traffic congestion, water supply and housing availability. This assumes the broader DFW metroplex continues to grow, placing pressure on resources and infrastructure that are regional in nature.

> Population or house price pressures might increase in Coppell, given the combination of school performance, quality community amenities, and close proximity to significant transport and commercial clusters

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6.0 APPENDIX

This tables shows the cohort communities and their relative State, County and Metropolitan Statistical Area.

State	Cohort City	Cohort County	Metropolitan Statistical Area
California	Los Altos City	Santa Clara, County	San Jose CA
Washington	Issaquah City	King, County	Seattle WA
Texas	Southlake City	Tarrant, County	Dallas-Fort Worth-Arlington TX
Texas	Keller City	Tarrant, County	Dallas-Fort Worth-Arlington TX
Indiana	West Lafayette City	Tippecanoe, County	Lafayette IN
Minnesota	Edina City	Hennepin, County	Minneapolis-St. Paul MN-WI
Maryland	College Park City	Prince George's, County	Washington DC-VA-MD
California	Temple City	Los Angeles, County	Los Angeles-Long Beach-Anaheim CA
Colorado	Englewood City	Arapahoe, County	Denver-Aurora CO
Georgia	East Point City	Fulton, County	Atlanta, GA
Illinois	Buffalo Grove village	Lake, County	Chicago IL-IN
Massachusetts	Lexington CDP	Middlesex, County	Boston MA-NH-RI
California	Newark City	Alameda, County	San Francisco-Oakland CA
Virginia	Annandale CDP	Fairfax, County	Washington DC-VA-MD
Texas	Brushy Creek CDP	Williamson, County	Austin TX
Texas	Schertz City	Guadalupe, County	San Antonio TX
Texas	Friendswood City	Galveston, County	Houston TX
Pennsylvania	Bradford Woods borough	Allegheny, County	Pittsburgh PA
Georgia	Alpharetta City	Fulton, County	Atlanta GA
California	Cupertino City	Santa Clara, County	San Jose CA
California	Dublin City	Alameda, County	San Francisco-Oakland CA
Illinois	Hoffman Estates village	Cook, County	Chicago IL-IN
Texas	Cedar Park City	Williamson, County	Austin TX
Texas	Flower Mound town	Denton, County	Dallas-Fort Worth-Arlington TX
Minnesota	Maplewood City	Ramsey, County	Minneapolis-St. Paul MN-WI
Texas	Coppell City	Dallas, County	Dallas-Fort Worth-Arlington TX
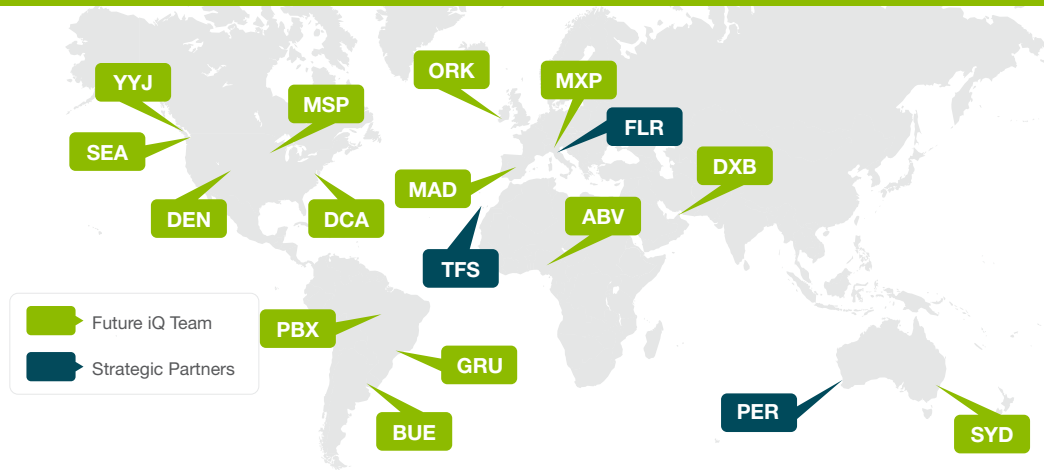
7.0 ABOUT FUTURE IQ

Future iQ specializes in the development and application of scenario planning strategic planning. The company has core competencies in 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**

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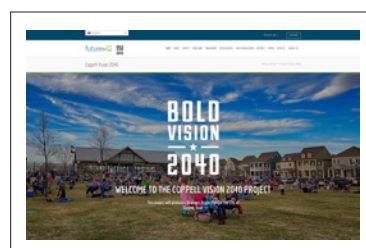CEO, Future iQ

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Fore more details, and to access additional reports, please visit:

http://lab.future-iq.com/coppell-vision-2040/

Coppell Vision 2040
Online Project Portal

Coppell Vision 2040
Scenario-based Think Tank
Workshop Report
June 2018

8.0 FOR MORE INFORMATION

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