



TOWN OF FRISCO STRATEGIC PLAN

Update July 23, 2024



AGENDA

- Introduction
- Strategic Scorecard Review
- Confirm Strategic Objectives and Pillars
- Confirm Strategic Pillar Weights
- Next Steps



INTRODUCTION

The purpose of the strategic plan is to provide clear, concise, and future-focused direction regarding what the Town of Frisco organization is, who it serves, what it does, and why it does what it does.

This document will be used for the following purposes:

- To articulate Frisco Town government's commitment to the community.
- To clearly state the future vision and the mission of the organization.
- To describe how the Council would like the Town to look, act, and end up like in the future.
- To develop an annual work plan for the Town Government to achieve the future vision.
- To hire and align employees, under an employee-recognized and Council-supported culture, that can move the organization towards the plan.
- To guide how financial and staff-time resources are allocated in order to achieve the goals in the plan.

Four Strategic Objectives

- **Quality Core Services**
- **Thriving Economy**
- **Community Inclusivity**
- **Arts, Culture and Recreation**



STRATEGIC SCORECARD REVIEW

2023 Completed Project Goals



Quality Core Services

- Adopted: Extraterritorial Water Provision Process
- Town Hall Dumpster Enclosure
- Public Works Solar
- Electric Car Charging Stations / Car Share
- Replaced Public Works Fuel Station
- Adopted: Single Use Plastic Water Bottle Ban
- GAP Landscaping
- New Payroll & HR System
- New Retirement Provider
- Municipal Code Accessibility

Community Inclusivity

- 100% Workforce Housing Code Amendment
- Text Messaging Communication
- Grant Programs

Thriving Economy

- 100% Workforce Housing Code Amendment
- Granite Street – Early Action Improvements
- Old Town Hall Designed
- Housing Helps (3)

Arts, Culture and Recreation

- Boat Ramp
- Triangle Park
- Marina Landscape
- Arts and Culture Council + Plan
- Trail Connector – PRA/County Commons
- Island Grill Lease

STRATEGIC SCORECARD REVIEW

2023 In Progress or Not Started Project Goals



Quality Core Services – In-Progress

- Well 7
- Town Hall Master Plan

Quality Core Services – Not Started

- Water Storage Tank Lining

Community Inclusivity – In-Progress

- Development Agreements – Housing
- Granite Park Workforce Housing
- Extraterritorial Water Requests
- Diversity in Marketing Materials
- Outreach

Thriving Economy – In-Progress

- Granite Street Complete Streets Design
- Development Agreements – Housing
- Granite Park Workforce Housing
- Frisco's Backyard
- Childcare Tuition Assistance

Arts, Culture and Recreation – In-Progress

- Slopeside Hall Construction

Arts, Culture and Recreation – Not Started

- Triangle Park Design

STRATEGIC SCORECARD REVIEW

2024 and Beyond Project Goals



Quality Core Services – Finished

- Pay As You Throw
- 2024 Election

Quality Core Services – In-Progress

- Climate Action Plan
- Well 7
- Microtransit
- Summit Blvd. Sidewalk
- Exit 203
- Comprehensive Plan
- Granite Street Complete Streets Design
- Community Outreach
- 90% Staffed
- Staff Organization
- Balanced Budget
- Successful Annual Audit
- Electrifying Vehicles and Equipment

Quality Core Services – Not Started

- Asset Management Plan

Thriving Economy – In-Progress

- Old Town Hall Construction
- Strategic Housing Study
- Improve Downtown Core
- Workforce Affordability Issues
- Exit 203
- Infrastructure Improvements
- Events and Programs
- Licensing Improvements
- Building Division Improvements
- Short Term Rentals
- Parking Regulations

Thriving Economy – Not Started

- Summit Blvd. Redevelopment Zoning Plan
- Summit Blvd. Sidewalk Project after Exit 203

STRATEGIC SCORECARD REVIEW

2024 and Beyond Project Goals



Community Inclusivity – In-Progress

- Personnel Policies & Hiring Practices
- Town Hall Master Planning – Equity
- Community Gathering
- Community Engagement
- Market Pay Scales
- Community Groups – Inclusivity
- Communicate – Language Diversity
- Inclusive Events
- Variety of Communications

Community Inclusivity – Not Started

- Town Charter & Code – Inclusivity
- Facilities - Inclusivity

Arts, Culture and Recreation – Finished

- Pioneer Park Design

Arts, Culture and Recreation – In-Progress

- Marina – New Beach Sand
- Arts and Culture Council – Plan Implementation
- Old Town Hall Park

Arts, Culture and Recreation – Not Started

- FHPM – 5yr Plan + Land Use
- Lund House Roof & Deck Improvements
- Walter Byron Park Improvements
- Triangle Park Construction
- Pioneer Park Construction
- Miner’s Creek Recreation Path Bridge

STRATEGIC OBJECTIVES AND PILLARS



Provide Vibrant Culture, Arts, and Recreation Opportunities

Pillars:

- **Preservation of Historical Assets:** This pillar emphasizes the importance of maintaining and protecting varied historical assets for future generations, ensuring that the town's broad history is preserved and accessible.
- **Arts, Culture and Recreation for Residents:** The town prioritizes providing arts, culture, and recreational opportunities for its residents, aiming to enhance their quality of life through diverse and engaging activities.
- **Accessible Opportunities for All:** Recognizing the value of tourism, this pillar focuses on offering unique and accessible arts, culture, and recreational opportunities to all residents and visitors.

STRATEGIC OBJECTIVES AND PILLARS



Provide Progress-driven Quality Core Services

Pillars:

- **Environmental Stewardship and Climate Change:** This pillar emphasizes the commitment to protecting the environment and taking proactive steps to mitigate the effects of climate change.
- **Infrastructure and Public Safety.** Maintaining and enhancing infrastructure, along with providing essential public safety services, are crucial for the well-being and security of the community.
- **Financial Responsibility, Community Engagement, and Governance.** Balancing the budget, maintaining fund balances, attracting high-performing personnel, and engaging with the community are key to ensuring the town's evolution and effective governance.

STRATEGIC OBJECTIVES AND PILLARS



Enhance Community Inclusivity

Pillars:

- **Diverse Housing:** Offering a variety of housing types to support the workforce and residents.
- **Lasting Social Sustainability:** Considering equity, inclusivity, and accessibility in decisions and policies.

STRATEGIC OBJECTIVES AND PILLARS



Support a Thriving Economy

Pillars:

- **Infrastructure Development:** This includes preserving and improving infrastructure that helps the business community, as well as making plans for and investing in Main Street and Summit Boulevard infrastructure.
- **Workforce and Community Support:** This pillar focuses on increasing workforce housing to appropriate levels, supporting increased access to childcare, and continuing to support regional transit and mobility improvements.
- **Economic Growth and Regulation:** This involves supporting business development and diversification, having a regulatory system that protects health, safety, and welfare while promoting customer service, funding programs, and regulations that support the visions for Main Street and Summit Boulevard.

STRATEGIC PILLAR WEIGHTS

<p>Provide Vibrant Culture, Arts, and Recreation Opportunities</p>	<p>Preservation of Historical Assets 5%</p>	<p>Arts, Culture, and Recreation for Residents 15%</p>	<p>Accessible Opportunities for All 5%</p>
<p>Provide Progress-driven Quality Core Services</p>	<p>Environmental Stewardship and Climate Change 10%</p>	<p>Infrastructure and Public Safety 15%</p>	<p>Financial Responsibility, Community Engagement, and Governance 5%</p>
<p>Enhance Community Inclusivity</p>	<p>Lasting Social Sustainability 5%</p>	<p>Diverse Housing 15%</p>	
<p>Support a Thriving Economy</p>	<p>Economic Growth and Regulation 5%</p>	<p>Workforce and Community Support 15%</p>	<p>Infrastructure Development 5%</p>

NEXT STEPS

- 2025 projects and programs for Work Plan and Budget
- 2026 – 2028 projects and programs
- Staff Roll-out
- Resource Allocation
- Strategic Plan Adoption

