



# 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

### Thriving Economy – In-Progress

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

### Community Inclusivity – In-Progress

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

### 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

<b>Provide Vibrant Culture, Arts, and Recreation Opportunities</b>	<div data-bbox="592 344 957 539">                     Preservation of Historical Assets 5%                 </div> <div data-bbox="1010 344 1375 539">                     Arts, Culture, and Recreation for Residents 15%                 </div> <div data-bbox="1428 344 1793 539">                     Accessible Opportunities for All 5%                 </div>
<b>Provide Progress-driven Quality Core Services</b>	<div data-bbox="592 647 957 842">                     Environmental Stewardship and Climate Change 10%                 </div> <div data-bbox="1010 647 1375 842">                     Infrastructure and Public Safety 15%                 </div> <div data-bbox="1428 647 1793 842">                     Financial Responsibility, Community Engagement, and Governance 5%                 </div>
<b>Enhance Community Inclusivity</b>	<div data-bbox="722 958 1087 1149">                     Lasting Social Sustainability 5%                 </div> <div data-bbox="1131 958 1497 1149">                     Diverse Housing 15%                 </div>
<b>Support a Thriving Economy</b>	<div data-bbox="592 1263 957 1442">                     Economic Growth and Regulation 5%                 </div> <div data-bbox="1010 1263 1375 1442">                     Workforce and Community Support 15%                 </div> <div data-bbox="1428 1263 1793 1442">                     Infrastructure Development 5%                 </div>

# NEXT STEPS

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

